

# 8 Reasons to Invest in **DOWNTOWN SYDNEY**

**2021**



**CAPE BRETON**  
REGIONAL MUNICIPALITY



**Sydney Downtown**  
Development Association



**Port of  
Sydney**  
CANADA



# 8 Reasons to Invest in Downtown Sydney

## 1 Location, location, location

Get two locations in one! Downtown Sydney and the Waterfront are right beside each other making this retail area unique and exciting.

## 2 A hub for locals, visitors and students

- Local Downtown Sydney Trade Area: 132,721 consumers
- Tourist Destination: 200,000 annual overnight visitors
- Post-Secondary Students in CBRM: 6,500+
  - NSCC Marconi - New downtown campus opening in 2024 (2019 student population): 1,078 and growing!
  - Cape Breton University (19/20 Total Enrollment): 5,511
- Approximately 300 downtown business create a vibrant retail experience
- Vibrant year-round Cape Breton Farmers' Market



\*NSCC Marconi Campus: EllisDon Corporation

## 3 A young, educated, and creative workforce

New graduates from Cape Breton University and NSCC Marconi Campus (new Downtown Campus to be open in 2024) add value to a strong existing talent pool for local business.



## 4 Easy to access

- 5 minutes from Highway 125 (4-Lane Divided Highway)
- 10 minutes from the JA Douglas McCurdy Airport with direct flights from Toronto, Montreal and Halifax
- 20 minutes from the Newfoundland Ferry / TransCanada Highway
- 18 minutes to the beach and other amazing adventures!

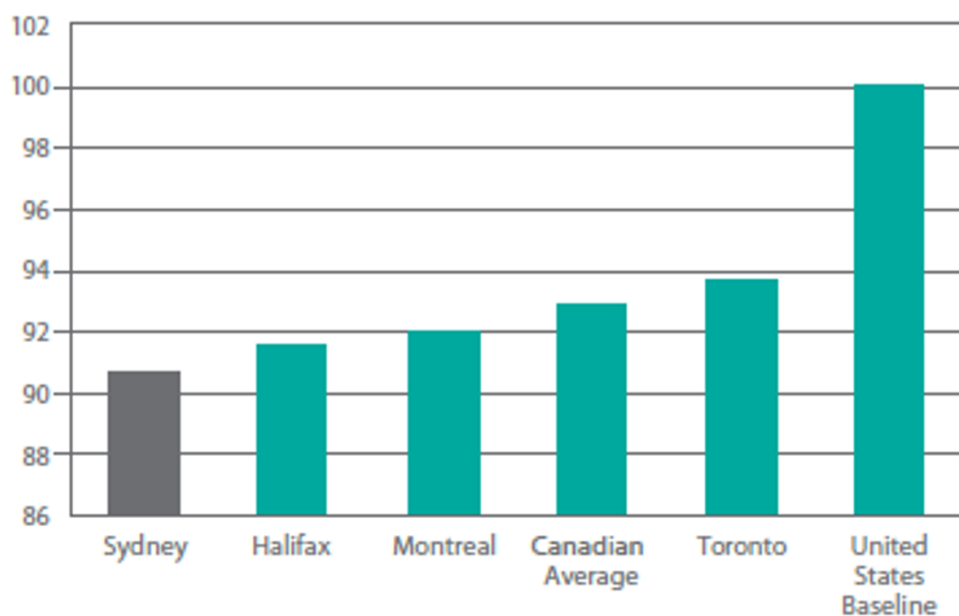
# 8 Reasons to Invest in Downtown Sydney

## 5 Lower costs of living and doing business

A lower cost of living and doing business is better for your staff, for your customers, and for your investment.

### BUSINESS LOCATION COST

Figure 1 Retrieved from (Cape Breton Partnership, 2021)



Note:

Cost Index representing business costs percentage relative to the US baseline of 100.0. The US baseline represents the average of business costs in the four largest US cities: New York City, Los Angeles, Chicago, and Dallas-Fort Worth.

## 6 Sense of community and pride

The #CapeBretonFirst campaign is a great example of our community's support of our local businesses throughout the COVID-19 global pandemic.

New Cape Bretoners are welcomed by both shoppers and the business community as we grow our Downtown and our Island together.



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## 7 We're growing and building!

Unprecedented private sector development and public sector investment are more active than ever before in Downtown Sydney. Below is a snapshot of new and upcoming development. Come join the momentum!



2020  
New Waterfront  
Helipad



2020  
Liberty Pier  
(second cruise ship  
berth)



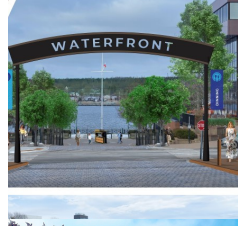
2022  
Charlotte Street  
Reconstruction



Ongoing public  
infrastructure  
investment



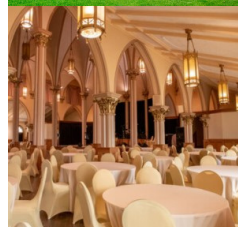
2020-2024  
Nova Scotia  
Community College  
Waterfront Campus  
Construction



2020-2023  
New Wayfinding and  
Improved Traffic  
Routing



2017-2020  
Eltuek Arts Centre



2020  
Sacred Heart  
Downtown

## 8 Supportive and collaborative business community

When you invest in Downtown Sydney, you'll be supported by our whole community including:

- A supportive community of like-minded and energetic entrepreneurs;
- The Downtown Sydney Business Improvement District;
- The Cape Breton Partnership;
- The Cape Breton Regional Chamber of Commerce;
- Destination Cape Breton Association;
- Port of Sydney Development Corporation.

# 8 Reasons to Invest in Downtown Sydney

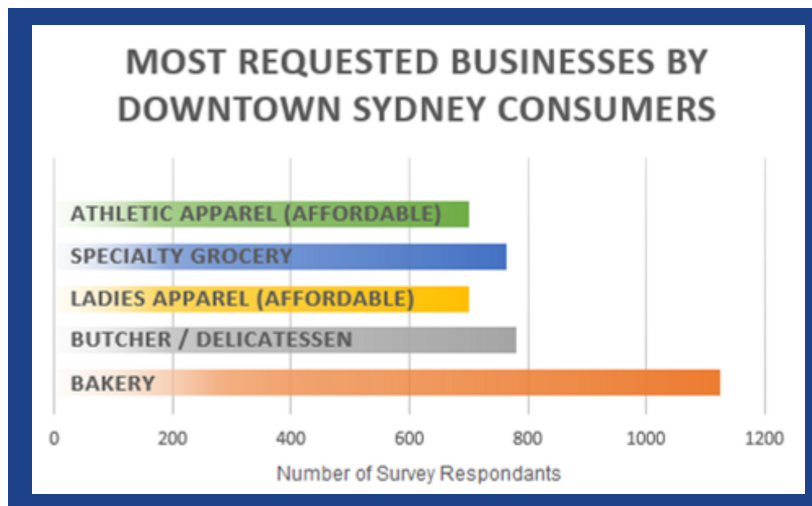
Available space for lease, purchase, or development to serve a growing and vibrant market

Base your business in available lease space or explore development opportunities to serve a growing and vibrant market.

## Retail Businesses Wanted

According to a 2021 survey by Downtown Sydney, local consumers are eager to see new retail offerings! Contact downtown Sydney for full survey results at [www.DowntownSydney.ca](http://www.DowntownSydney.ca)

By basing your business here, you can benefit from both waterfront and downtown Sydney foot traffic as the area grows, cruise visitors increase, and new developments are completed.



## Lease Space Available – but not for long!

With a vacancy rate of approximately 19.5% (source FBM 2021), you can find a space for your business in Downtown Sydney – but not for long. Spaces currently utilized for non-retail purposes may also be available to convert to retail use.

Contact us to get connected to spaces today.

## Build your Own!

Opportunities exist for mixed-use infill, repurposed building developments, and many other purposes. In addition, the CBRM's Development Assistance program provides tax relief for new developments for up to 10 years, enabling a business to earn a better return on investment.

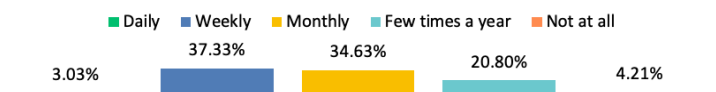
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Available space for lease, purchase, or development to serve a growing and vibrant market

## BAKERY

RETAIL CATEGORY: GROCERY & SPECIALITY FOODS  
TARGET AUDIENCE: RESIDENTS, STUDENTS, EMPLOYEES

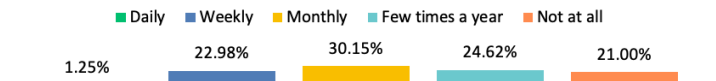
**1519 respondents** indicated they would frequent a Bakery in Downtown Sydney (2021)\*, with the majority indicating they would purchase weekly or monthly.



## BUTCHER/ DELICATESSEN

RETAIL CATEGORY: GROCERY & SPECIALITY FOODS  
TARGET AUDIENCE: RESIDENTS, STUDENTS, EMPLOYEES

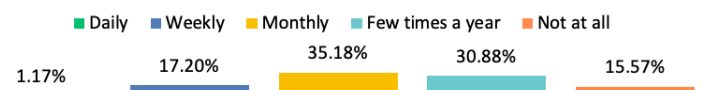
**1519 respondents** indicated they would frequent a Butcher / Delicatessen in Downtown Sydney (2021)\*, with about 50% indicating they would purchase weekly or monthly.



## LADIES APPAREL (AFFORDABLE)

RETAIL CATEGORY: FASHION & FOOTWEAR  
TARGET AUDIENCE: RESIDENTS, STUDENTS, EMPLOYEES

**1535 respondents** indicated they would frequent an affordable Ladies Apparel establishment in Downtown Sydney (2021)\*, with the majority indicating they would purchase monthly or a few times per year, and a significant amount (17.2%) indicating they would purchase weekly.



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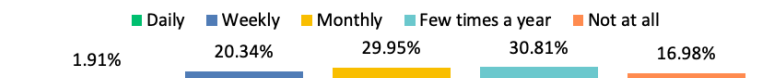
## SPECIALITY GROCERY

RETAIL CATEGORY: GROCERY & SPECIALTY FOODS  
TARGET AUDIENCE: RESIDENTS, STUDENTS, EMPLOYEES

**1519 respondents** indicated they would visit a Specialty Grocery Store in Downtown Sydney (2021)\*, with the about 50% indicating they would purchase weekly or monthly, and over 30% noting they would visit a few times per year.



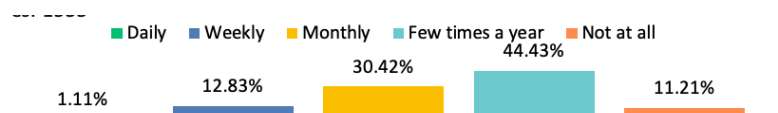
Of note, Port City Grocery has opened in Downtown Sydney in 2021, in response to this unmet demand.



## ATHLETIC APPAREL (AFFORDABLE)

RETAIL CATEGORY: FASHION & FOOTWEAR  
TARGET AUDIENCE: RESIDENTS, STUDENTS, EMPLOYEES

**1535 respondents** indicated their desire for Affordable Athletic Apparel in Downtown Sydney (2021)\*, with the majority indicating they would purchase a few times per year (44.4%) and over 30% indicating they would buy monthly.



# Invest in Downtown Sydney

Available space for lease, purchase or development to serve a growing and vibrant market

Base your business in available lease space or build your own custom space to serve a growing and vibrant market.

For more information please contact us:



**Sydney Downtown**  
Development Association

## **Cape Breton Partnership/ CBRM Regional Enterprise Network**

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