

# WELCOME TO *Richmond County*



THE MUNICIPALITY  
OF THE COUNTY OF  
**RICHMOND**

LA MUNICIPALITÉ  
DU COMTÉ DE  
**RICHMOND**





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*Richmond County*

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A publication of the



# Community Profile

Richmond County is bordered on the south by the Atlantic Ocean and the north by the Bras d'Or Lake. This gateway to the Bras d'Or is a rich mix of cultures, including Mi'kmaq, Acadian, Irish and Scottish. This land of 1,000 coves is home to a rich fishing ground, producing some of the world's best lobsters. Several aquaculture sites produce mussels, scallops and oysters. It is also home to the First Nation Community of Potlotek, nestled along the southern shores of the Bras d'Or Lakes.

This area is shaped by the sea, proud of its past, and ready to move into a bold future. With enviable infrastructure, a skilled and talented workforce, Richmond County is an ideal location for new and expanding businesses.

We have nearly a century of energy producing history in this region. New green hydrogen, onshore and offshore wind opportunities will see first mover advantage occurring right here along our shores on the East Coast of Canada!

The people of this community welcome you, and invite you to learn more about all that Richmond County has to offer.



## Just the Facts

Richmond County is a small county with big prospects. Its history is deeply rooted in the fishing and shipbuilding industries. With a population of 8,964, a labour force of 4,300 and 574 businesses, Richmond County blends the agricultural, fishing and manufacturing sectors with a laid-back lifestyle. Richmond's location, competitive business climate and welcoming attitude make it the ideal place to grow a business.



## Community Assets

Richmond County has five schools within its boundaries as well as a satellite campus for the Université Sainte-Anne. Students in the area can study in French through the Conseil Scolaire Acadien Provincial (CSAP). Located just a ten-minute drive away, the Nova Scotia Community College (NSCC) Strait Area Campus offers an extensive range of post-secondary programs. It provides Transport Canada-approved marine training and features a wave tank, fire training centre, and state-of-the-art simulators for propulsion systems, navigation and global communications. The Cape Breton University, (CBU) home to 4,700 students, is just a one hour drive away. The community also uses the services of Strait Area Transit, which offers inclusive, safe and reliable transportation for the residents of Richmond, Inverness and Port Hawkesbury and also run Victoria County Transit for residents and visitors in Victory County.



## Location, Location, Location

With sea, road and air transportation options, Richmond County offers multimodal transportation options for shipping and receiving flexibility. The County's ideal infrastructure includes the 1,600-hectare Point Tupper Heavy Industrial Park, which features a deep-water ice/dredge-free port, with wharf facilities that can accommodate the world's largest carriers, with 500 metres of docking space available. It is located within 80 km of the Great Circle shipping route, and is just 11 shipping days from England and Belgium, 19 shipping days from Brazil and 39 shipping days from Singapore.

Additional options are available through the Joint Development Richmond/Port Hawkesbury Industrial Park—underscoring the many opportunities available for growth.

Simply put, Richmond County's location works. It is nestled next to the Strait of Canso, one of the world's deepest, ice-free and dredge-free harbours. With no overhead infrastructure, the port is an ideal location for the largest ocean-going vessels. Convenient highway, rail and air connections ensures that businesses can reach destinations across North America.

The County has one of the lowest residential tax rates in the province, as well as one of the lowest commercial and heavy industrial tax rates. The 2022/23 tax rate was \$2.15 per \$100 assessment. The residential tax rate is \$.85 per \$100 assessment. Real estate and commercial development are very affordable.



**Simply put, Richmond County's location works.**

# Oceans and Port Related Services

With some of the world's deepest waters and direct shipping routes to Europe, the U.S. and Asia, Cape Breton and Richmond County are the first port of call on mainland North America for vessels transiting the Suez Canal.

The importance of ocean is interwoven in Richmond's economic and social infrastructure. There are 63 different species of fish landed in Cape Breton and the Island has 120 aquaculture sites. The estimated value of seafood exports from the Island is \$342 million, or about 6.2 percent of Nova Scotia's exports. Richmond County is home to a rich fishing ground, producing some of the world's best lobster. Its aquaculture sites produce mussels, scallops and oysters. Small and medium sized operations are being joined by a growing processing and manufacturing sector.

Manufacturing is dominated by food and beverage operations, especially in seafood and seafood related products. There are unique partnerships in seafood processing on the Island with companies and Indigenous communities in partnership and actively pursuing the development of more value-added products.

Richmond's value proposition provides the County with the tools and expertise to access funds from Federal and Provincial governments which can and will enhance community infrastructure and future development.



**Lobsters 'R' Us is a family owned and operated business located in Richmond County. Established in 1992, this award-winning company designed their own lobster storage facility in 2011. The facility features state-of-the-art equipment designed to conserve energy while limiting environmental impact and promoting sustainability.**



# Destination Richmond County

Tourism is big business in Nova Scotia. In the past year, \$2.4 billion in revenue was generated for the province. The goal is to increase provincial revenues to \$4 billion by 2024. Richmond County's natural assets provide the perfect backdrop for this growth industry.

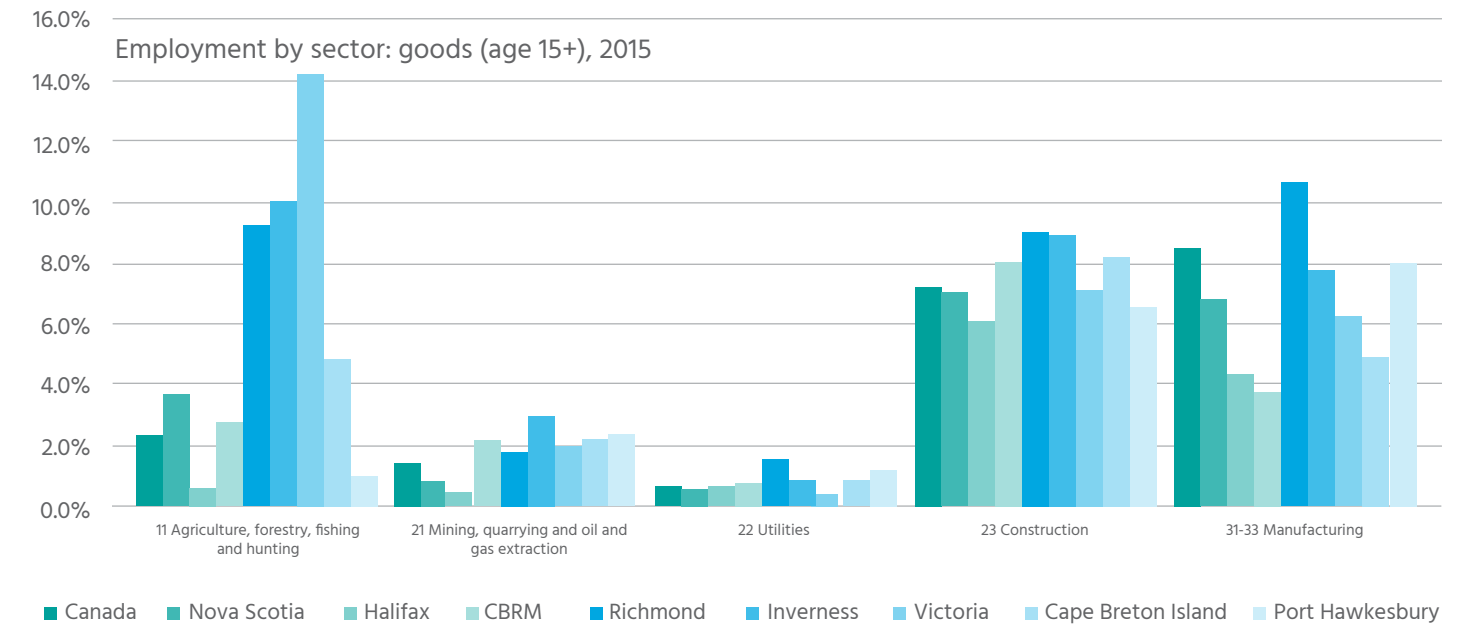
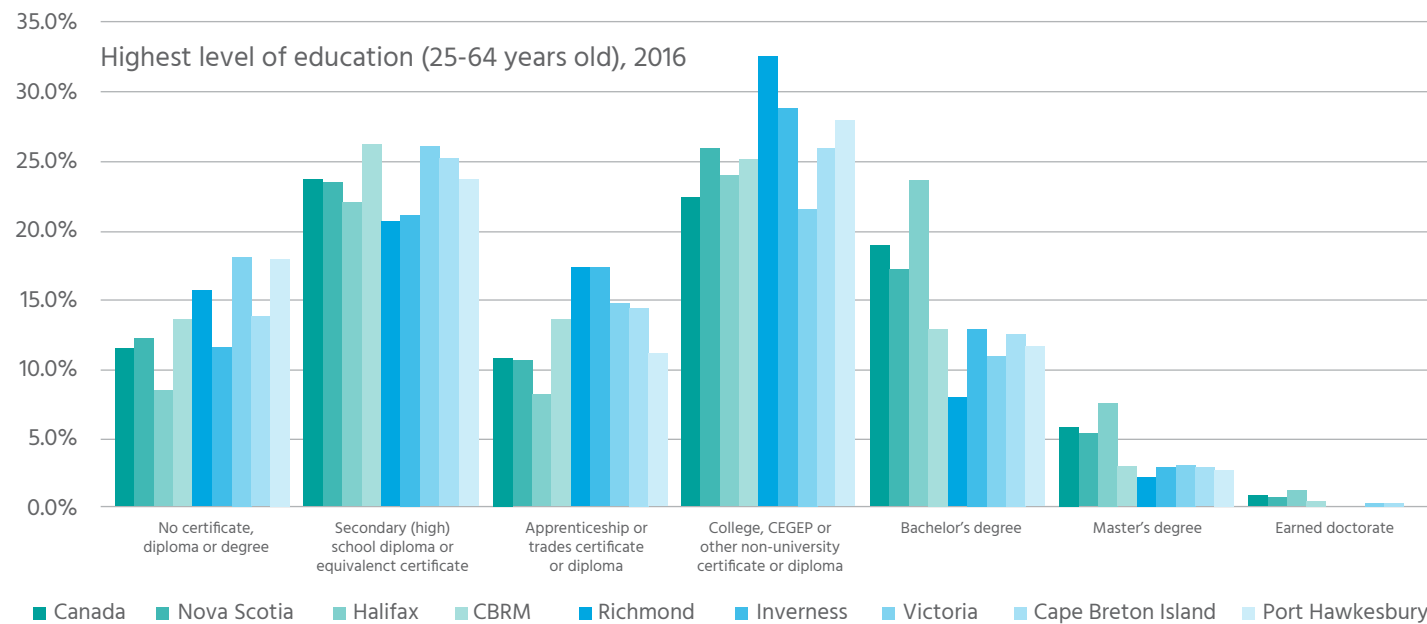
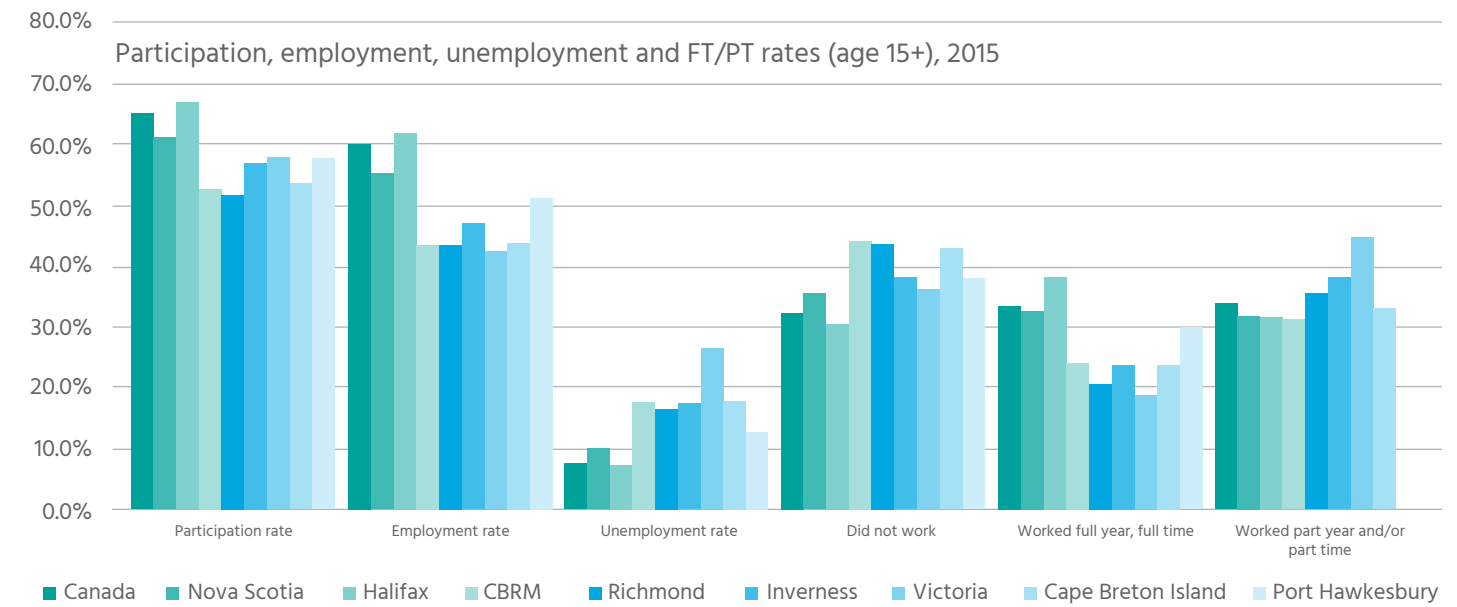
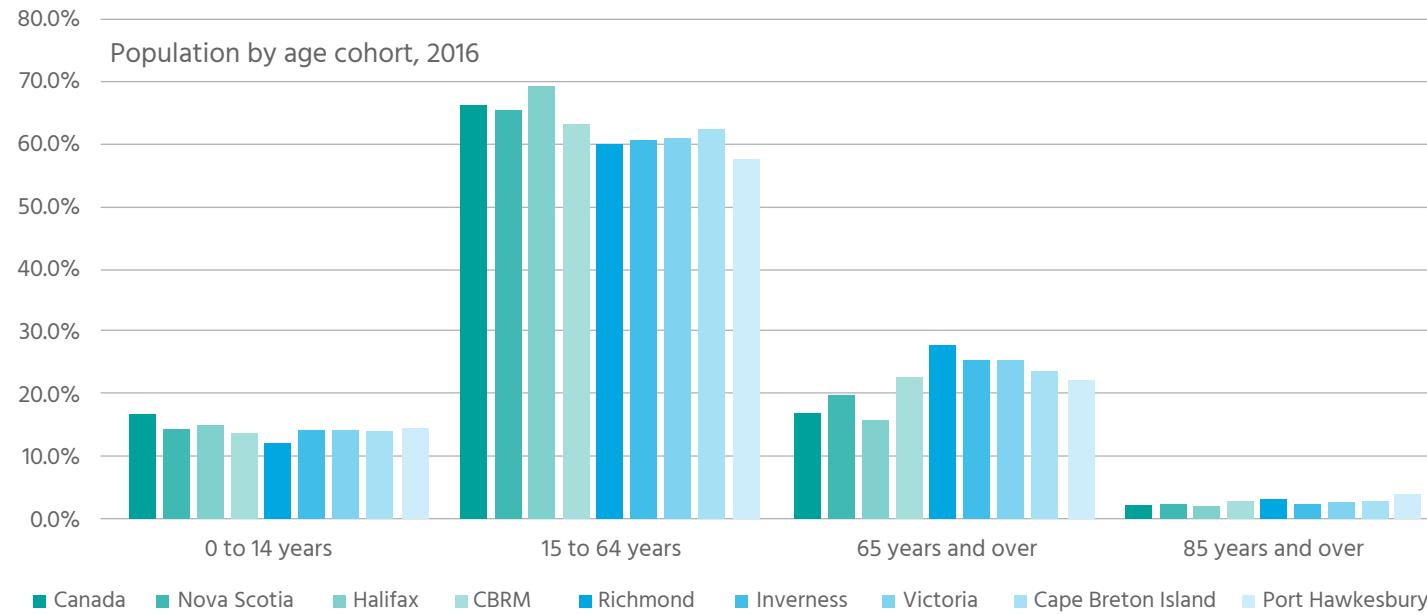
Richmond County is the Gateway to Canada's Inland Sea (Bras d'Or Lake). In addition, the area offers exceptional marinas, superb sailing and boating and extensive kayaking sites. In fact, Isle Madame in Richmond County is known as the Isle of 1,000 coves. The beautiful coastline also offers pristine beaches, including the "Surfing Capital of Cape Breton"—Point Michaud.

Richmond County is also fortunate to have exceptional cultural, historical and heritage attributes. The diverse cultures on the Island have much to offer through food, music, dance and history.

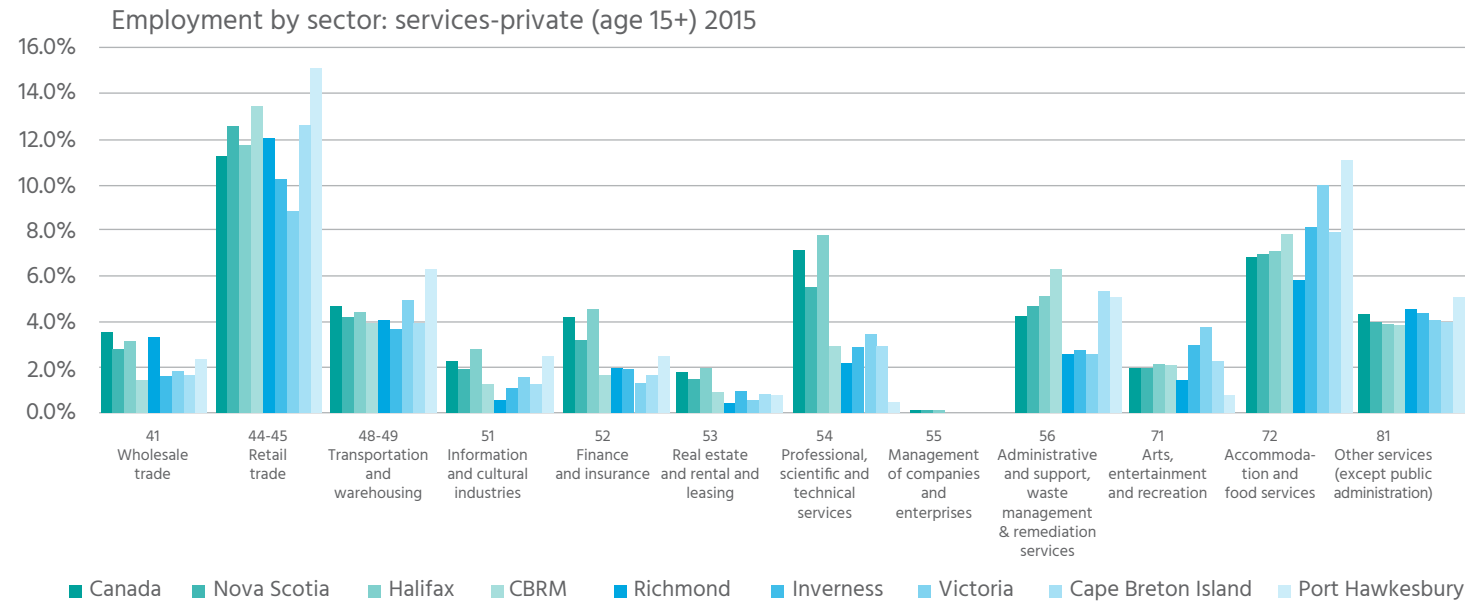


# By the Numbers

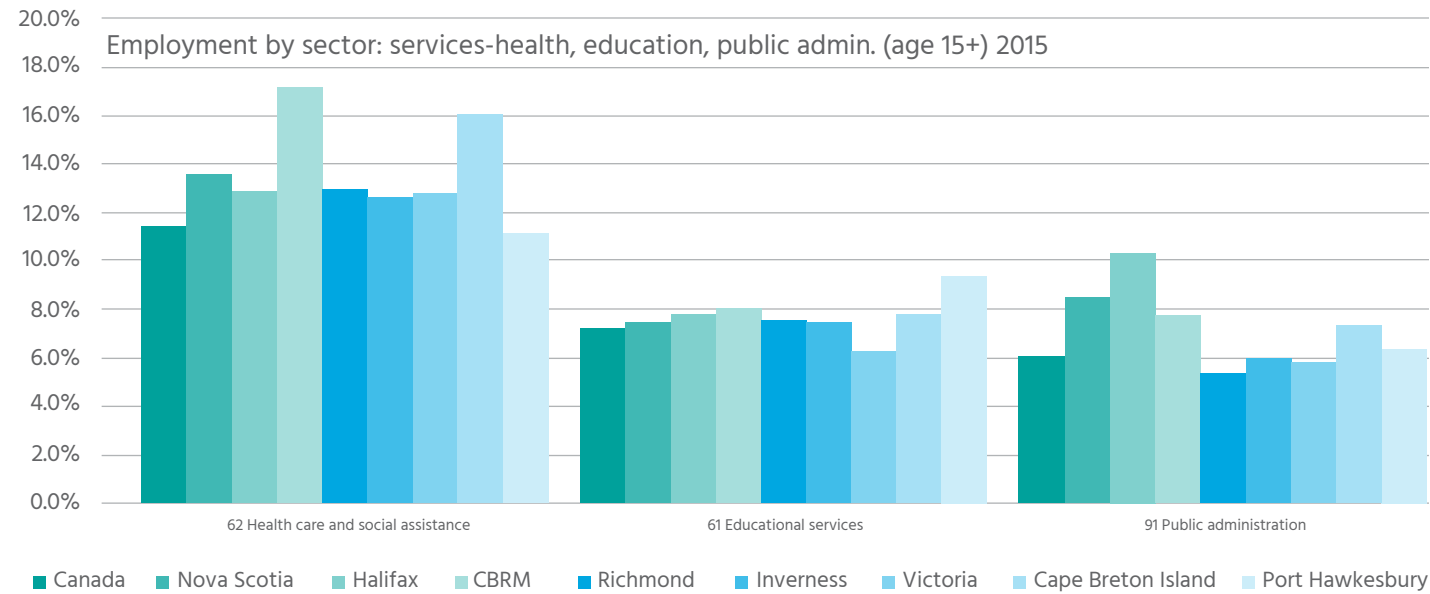
Richmond County has the people you need in a place you'll love. With a total population of 8,964, and an average age of 47, Richmond offers a diverse, able and skilled workforce. The labour force totals about 4,300, and there are about 442 businesses operating with fewer than 50 employees, and nine operating with less than 100. With nearly 20 per cent of the population under the age of 20, and another 18 per cent between 20 and 29—Richmond has the talent pool to support any business. About 20 per cent of the population has completed an apprenticeship in a skilled trade, while 33 per cent has either a university or college education.



Employment is higher in primary resource sectors and construction. There is higher manufacturing employment in Richmond and Inverness due to the Port Hawkesbury Paper mill site.

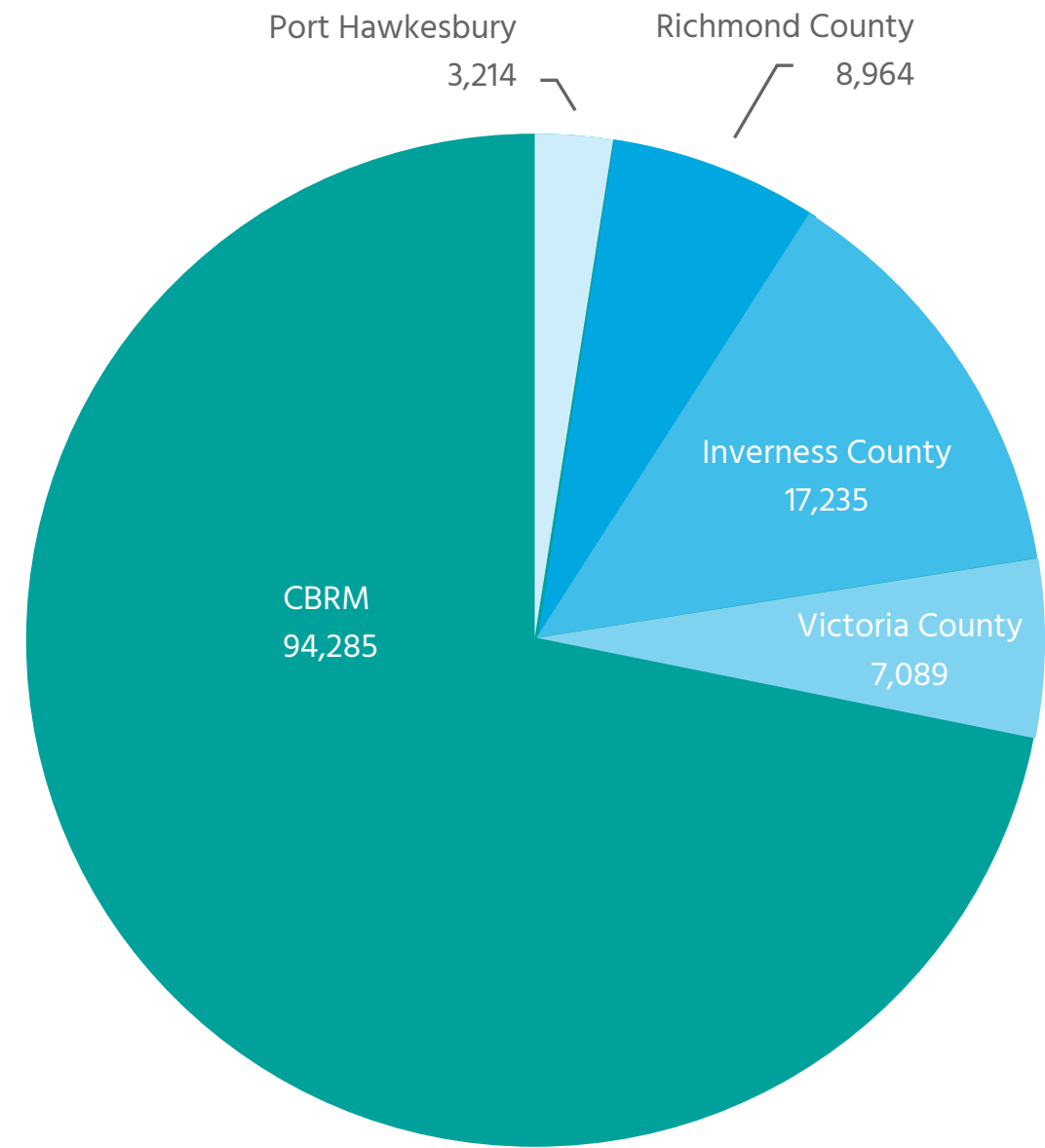


Retail trade makes up a bigger portion of employment in Cape Breton. Accommodation/food is also a bigger employer proportionally. There are notably lower shares of employment in finance/insurance, information/culture and professional/technical.

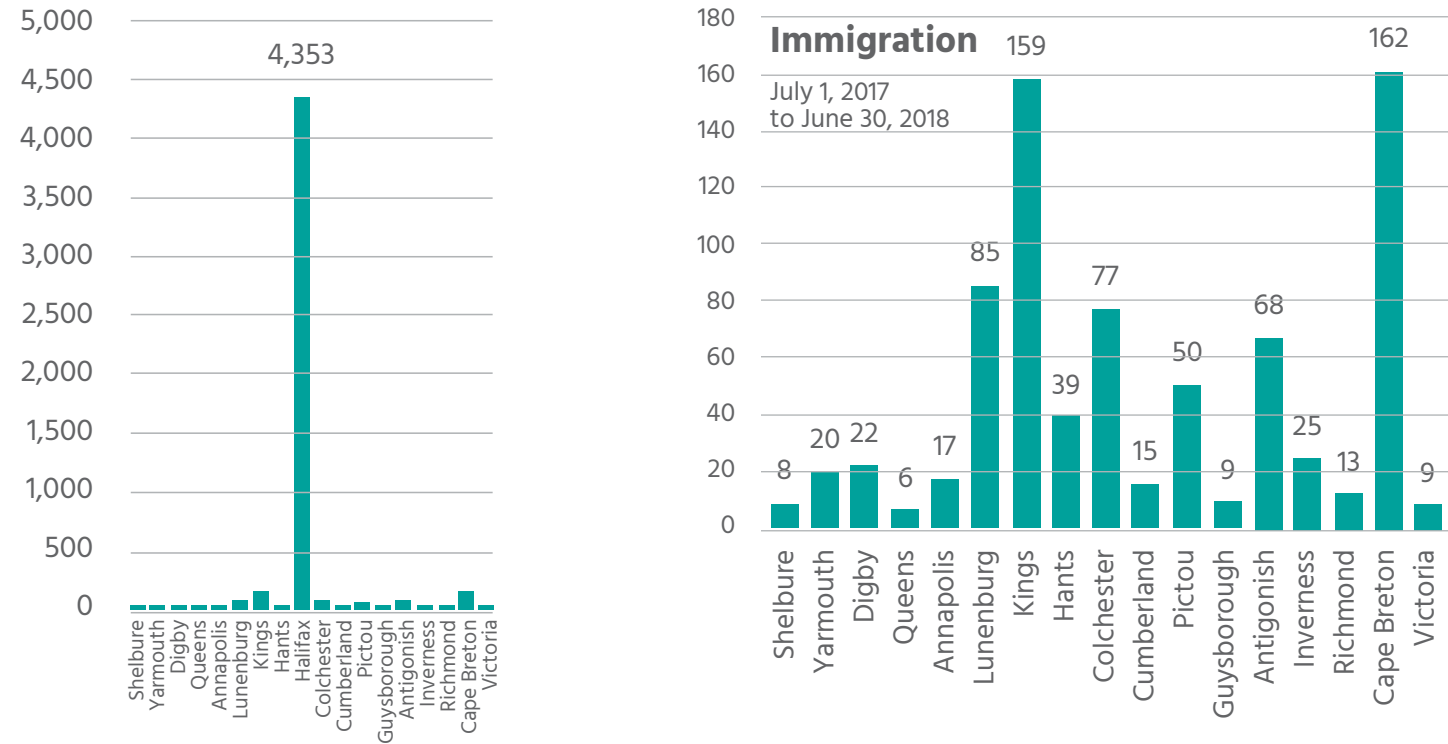


Public service employment as a share of total is higher in Cape Breton, particularly for health care.

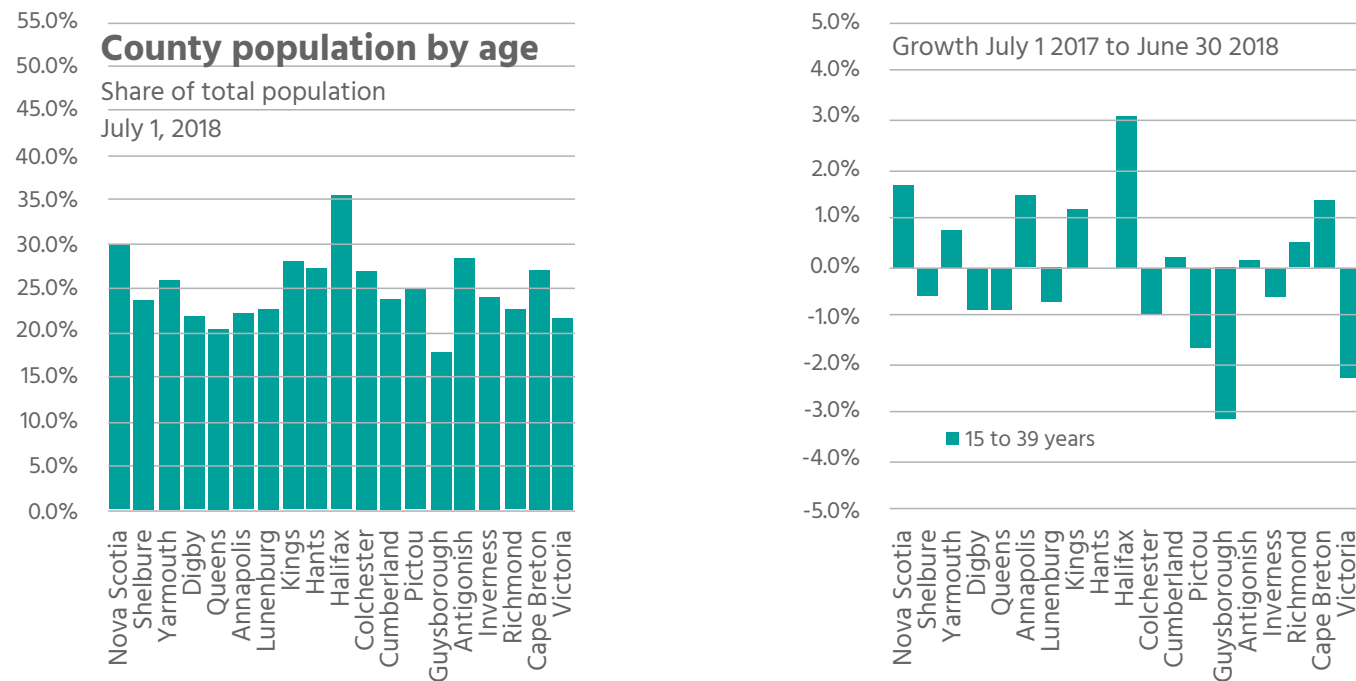
### Cape Breton Population as of July 1, 2018



Immigration has contributed to the recent acceleration of Nova Scotia's population growth. Immigration was concentrated in Halifax with 4,353 immigrants added to the population. The next highest numbers of immigrants added were in Cape Breton and Kings counties.



Populations aged 15 to 39 are also declining in many counties. However, growth of this age cohort in Cape Breton, Halifax, Annapolis and Kings counties has kept the size of this cohort growing for the province as a whole. The steepest declines in this population were reported in Guysborough, Victoria, and Pictou counties. The counties with the highest share of the population aged between 15 and 39 were Halifax and Antigonish.



## Business Costs

Corporate tax rates--\$2.15 per \$100 assessment // Residential Tax rates--\$.85 per \$100 assessment

## Business Resources & Partners

### The Cape Breton Partnership

The Cape Breton Partnership is Cape Breton-Unama'ki's private sector-led economic development organization that supports companies and entrepreneurs by promoting our Island as a great place to live and invest; growing a culture that values and celebrates creativity, innovation and entrepreneurship; and connecting entrepreneurs and companies to the resources they need to succeed. For more information, visit [www.capebretonpartnership.com](http://www.capebretonpartnership.com).

### Atlantic Canada Opportunities Agency

Federal Government Agency, works to create opportunities for economic growth in Atlantic Canada by helping businesses become more competitive, innovative, and productive.

### The Cape Breton Regional Chamber of Commerce

The Cape Breton Regional Chamber of Commerce is a catalyst for business growth by listening and advocating for members' needs. Its vision is to create a strong business community through collaboration, networking, advocacy and education. More information can be found through the Membership coordinator at [www.cbregionalchamber.ca](http://www.cbregionalchamber.ca)

### CBDC InRich

Since 1981, this organization has been providing valuable business development services, assisting more than 1,400 businesses with start-ups and expansions.

### Community Economic Development Investment Fund (CEDIF)

Individuals can make investments in order to help them raise the capital needed to open or operate a business

### Build Nova Scotia

Build Nova Scotia is responsible for strategic economic infrastructure and prosperity across the province. It works closely with partners, stakeholders, and industries that contribute to the economic growth of the province.

### Innovacorp

Innovacorp is an early stage venture capital organization designed to meet the needs of promising companies specializing in technology.

### Nova Scotia Cooperative Council

The Nova Scotia Cooperative Council offers the small business loan guarantee program and the immigrant small business loan program.

### Invest Nova Scotia

Provincial Government business development agency, helping businesses grow with a focus on developing new exporters and attracting innovative, globally competitive companies to Nova Scotia.

### Strait Area Chamber of Commerce

The Strait Area Chamber of Commerce is a business development organization that promotes, improves and protects trade and commerce. Its vision is to make the Strait area one of the best regions to live, invest, work and conduct business. More information can be found at [www.straitareachamber.ca](http://www.straitareachamber.ca).



## We can't wait for you to get here!

For more information, contact the Cape Breton Partnership

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