



Creating a prosperous home for all.

2023/24 | Annual Report



Welcome to the Pictou County Partnership's Annual Community Report

At the Pictou County Partnership, we're thrilled to share our ongoing journey of growth and impact within our community. With our team expanding and programs evolving, we're dedicated to making Pictou County a place that is known for getting things done. As we stand on the cusp of great things, we embrace the challenges that come with growth and change, ready to forge a future where all community members experience prosperity and enjoy a high quality of life.

In this report, we invite you to explore our progress, celebrate our successes, and join us in shaping a vibrant and sustainable future for Pictou County. Together, we can create a prosperous home for all.



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Land Acknowledgements

The Pictou County Partnership would like to acknowledge that we are on the land known as Mi'kma'ki (MEEG-MAGEE), the traditional and unceded territory of the Mi'kmaq people. The Mi'kmaq are the first people of this land and have been here in present-day Nova Scotia for more than 10,000 years. We acknowledge that none of what we enjoy today, our homes, lands, or prosperity would be possible if the Mi'kmaw people did not welcome and take care of us upon our arrival. Today, Nova Scotia continues to be home to over 24,000 Indigenous Peoples, including well over 13,000 Mi'kmaq. Pictou Landing First Nation is the Mi'kmaq community within the Piktuk region.

We also recognize the African Nova Scotians whose culture, heritage, and history have been and remain a key part of our communities in Pictou County and our province for more than 400 years.

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**“TOGETHER, WE’RE
MAKING SURE THIS
IS A PLACE
WHERE EVERYONE
CAN THRIVE.”**

Nicole LeBlanc

Message from LOC Chair

Hello Everyone,

On behalf of the Liaison and Oversight Committee, I want to express my gratitude as we wrap up a truly impactful year here in Pictou County thanks to the work of the Pictou County Partnership. This year has been all about making big strides in supporting our local businesses, welcoming new neighbors, and rolling out initiatives that touch every corner of our region.

Representing a unique collaboration between Pictou Landing First Nation, each of the municipal units in our county, and the Province of Nova Scotia, our committee represents each of the partners in our regional economic development organization and plays a key role in guiding the work of the Partnership. The Liaison and Oversight Committee embodies a collective mindset, united in

the belief that our full potential can only be realized through collaboration. Together, we’re making sure this is a place where everyone can thrive.

The successes this year are a testament to the hard work and dedication of many — especially our volunteer board of directors, who help turn our strategic visions into reality. A special thank you goes out to our dedicated staff team at the Partnership; your tireless efforts and commitment do not go unnoticed and are deeply appreciated.

Looking ahead, the future is bright and bustling with potential. We’re excited to keep up the momentum and face any challenges head-on. This journey isn’t just about growth; it’s about building a community where everyone feels at home.

Thank you all for being such an integral part of this journey. Your support, ideas, and enthusiasm make all the difference. Let’s keep the spirit of collaboration alive and work together towards an even more prosperous Pictou County.

Yours in cooperation,

Nicole LeBlanc
Chair, Liaison and Oversight Committee
Pictou County Partnership
Councillor, Town of Trenton

Message from Board Chair

Dear Friends and Partners,

This past year has been another transformative period for the Pictou County Partnership. With significant changes in leadership and a renewed focus on our strategic goals, we are poised to enter what promises to be an extremely impactful period for our organization and community.

In December, we bid farewell to our former CEO, Scott Ferguson, whose leadership was instrumental in shaping the direction of our organization. We extend our deepest gratitude to Scott for his dedication and vision, which have left a lasting imprint on our community.

Following a thorough search, Wade Tibbo was appointed as the new CEO of the Partnership at the end of January. This marks the first time an internal member of our team has ascended to this role.

Wade's deep understanding of our organization and his proven commitment to our community makes us confident that he will not only maintain our current momentum but also lead us into our next stages of delivering measurable and meaningful impact to our community.

We are incredibly grateful for the unwavering support of our core partners: the municipal units of our county, Pictou Landing First Nation, and the Province of Nova Scotia. Your commitment is the backbone of our collective success.

I would also like to acknowledge the significant contributions of our program and project funding partners. Your collaboration is essential as we strive to attract and support a thriving population in our region.

Finally, a heartfelt thank you to our dedicated and growing team at the Partnership staff. Your tireless efforts and innovative spirit are what truly drive our organization forward.

Together, we are not just responding to the needs of today but actively shaping a brighter future for all who call Pictou County home.

Warm regards,



Ryan Fraser
Chair, Board of Directors
Pictou County Partnership



**“TOGETHER, WE ARE
NOT JUST RESPONDING
TO THE NEEDS OF TODAY
BUT ACTIVELY SHAPING
A BRIGHTER FUTURE FOR
ALL WHO CALL PICTOU
COUNTY HOME.”**

Ryan Fraser



**“BY WEAVING TOGETHER
OUR CORE STRATEGIES
WE ARE CREATING A
FABRIC OF OPPORTUNITY
THAT ENRICHES OUR
ENTIRE REGION.”**

Wade Tibbo

Message from CEO

Friends and Partners,

As we reflect on another year of progress at the Pictou County Partnership, I have a great amount of gratitude and enthusiasm for what we have achieved together. It is a privilege to do this work alongside our dedicated team, partner organizations, businesses, and community at large.

This year, we have watched our holistic approach to economic development truly come to life. By weaving together our core strategies we are creating a fabric of opportunity that enriches our entire region. Each initiative, whether it be aimed at fostering the creation of and investment in new ventures, supporting the sustainability of our existing business community, developing local talent, or welcoming new members to our community, is interconnected and vital to enhancing the quality of life for everyone who calls Pictou County home.

Through targeted programs and collaborations, we are seizing opportunities that promise a more vibrant economic future. I am proud to say that our efforts are yielding tangible results, making a significant impact on the community we serve. The testimonials and highlights in this report will reiterate this.

I want to acknowledge our volunteer Board of Directors who are a group of committed business and community leaders. Thank you for your commitment to not just our team and organization, but our community. I also want to express my gratitude and thanks to our Liaison and Oversight Committee — which includes representatives from Pictou Landing First Nation, our municipal units, and the Province of Nova Scotia—who have a deep sense of what it takes to reach our community’s potential and that it will only be achieved by working together.

Of course, our incredible team whose passion and hard work continue to drive our mission forward is integral to our success and I am extremely fortunate to be able to lead this team of such dedicated doers.

Looking ahead, I am optimistic about the future we are building together. With continued support from our core partners and the unwavering spirit of our team, there is no limit to what we can accomplish. Let us continue to embrace creative solutions, foster a growth mindset, strive for inclusivity, and pursue excellence, in all that we do.

Thank you for your trust, partnership, and shared commitment to Pictou County. Together, we are not just dreaming of a better future — we are making it happen.

Yours cooperatively,

Wade Tibbo
Chief Executive Officer

STRATEGIC ALIGNMENT

Vision: Pictou County is a community of engaged people, businesses, organizations, institutions, and governments who work collaboratively in a thriving and sustainable local economy where everyone has a good quality of life.

Mission: The Pictou County Partnership initiates, leads, and contributes to a thriving and sustainable local economy by fostering a culture of economic collaboration, navigating organizations to the resources they need, and engaging in meaningful economic development projects.



SCAN QR CODE TO DOWNLOAD THE 2023-26 STRATEGIC PLAN OR [CLICK HERE](#)

Economic Lenses

The Province of Nova Scotia's Department of Economic Development is responsible for creating the climate for broad-based economic growth and prosperity including establishing plans and policies for economic growth and community economic development in the Province.

At the Partnership, when we commit to activities, we assess the connection of the work to these provincial priority areas:

Growing Strategic Sectors: growing our share of high-paying, high-growth, and high-productivity sectors.

Increasing Productivity: enabling increased productivity for all sectors and businesses across the province.

Planting the Seeds: investing in new ideas and entrepreneurship to grow the economy.

Community Focus: ensuring all communities experience growth and prosperity.

Economic Development Realities

In today's rapidly evolving economic landscape, our mandate extends far beyond traditional growth metrics. Factors, including those shown here, are reshaping the very foundation of economic development. While it may not be possible to single-handedly resolve each challenge or capitalize on every emerging opportunity, the power of collaboration within our communities holds the key to

unlocking sustainable solutions. By working together leveraging our collective expertise, resources, and innovative spirit, we can take meaningful steps, both big and small, towards overcoming barriers and seizing opportunities. This approach ensures that we not only adapt to the changing times but thrive, driving economic growth and enhancing the quality of life for all members of our community.



SUPPORT TO BUSINESSES AND ENTREPRENEURS

The Business Development Team at the Pictou County Partnership facilitates economic growth by assisting local businesses in accessing resources, supporting entrepreneurs in the establishment and expansion of their ventures, and promoting business continuity planning.

Our team provides customized support to meet the unique needs of our clients at all stages of their entrepreneurial journey.

396

BUSINESSES CONNECTED WITH THE PARTNERSHIP.

208

BUSINESSES SUPPORTED WITH NAVIGATION TO
RESOURCES AND PROGRAMS.

125

BUSINESSES SUPPORTED WITH START-UP,
GROWTH OR SUCCESSION PLANS.



Workshops

Branding and Marketing

Introduction to the differences between marketing and branding for small businesses.

Smartphone Photography

An introduction to the various settings, options and tips for using a smartphone as a small business marketing tool.

Resources

An introduction to key resources and supports that are available to businesses including financing and partner organizations.

Financial Fundamentals

Topics included an introduction to key financial concepts, budgeting, cash flow, recordkeeping and an overview of documents required for filing small business tax returns.

10 WORKSHOPS FOR BUSINESS OWNERS AND ENTREPRENEURS

105 TOTAL REGISTRANTS ACROSS ALL WORKSHOPS



Social Media

Focused on strategies and tools to establish a successful online presence when using social media for business purposes.

Artificial Intelligence

An introduction to what Artificial Intelligence (AI) is, what AI can do, and how it can save small businesses time.

Basics of Business Insurance

Essential terminology, key coverages and common risks.

Get Ready for Tax Time

Insights and tips to ensure a smooth tax season for sole proprietors.

ISANS Market Ready Workshop

Introduction for newcomers to the ISANS program for business training and then testing their product at local markets.



Wendy Brookhouse of Black Star Wealth

Elevate Your Business Value Workshop

The Elevate Your Business Value Workshop, led by Wendy Brookhouse of Black Star Wealth and hosted by The Partnership, offered entrepreneurs a transformative experience aimed at enhancing the value of their businesses. Through a tailored approach that included pre-workshop assessments and one-on-one consultations, participants received personalized guidance. The workshop's inclusivity welcomed entrepreneurs at various stages of business ownership, fostering rich discussions and collaborative exercises. Attendees left with actionable insights and customized action plans, empowered to maximize their businesses' value. The event not only equipped participants with tools for immediate implementation but also served as a springboard for long-term success and fulfillment.

"As a small business, operating in the Town of Pictou, Pictou County, I continue to be grateful for all of the support that comes from many areas of our diverse and welcoming community. This includes an organization like the Pictou County Partnership, that supports the overall economic growth of Pictou County. Offering forward thinking opportunities, like the recent 'Elevate Your Business Value Workshop' to businesses, provided an opportunity to think forward, with long term planning that will enable a sustainable and thriving business community for many years to come."

Tabitha Co, CEO/Founder
TABITHA + CO INC.



Digital Nomad 101

The Digital Nomad 101 initiative, developed in partnership with **The Makers Collective** and **IGNITE Northern**, has been a unique venture for Pictou County. Initially designed by The Makers Collective to help Canadian digital nomads work abroad, the Partnership challenged the program to take a dynamic turn to attract international nomads to Pictou County. This innovative project quickly evolved into an economic labour mobility initiative, welcoming participants from various industries such as healthcare, skilled trades, and professional services.

With 85 registrants from 8 provinces across Canada and six other countries, the program showcased Pictou County's offerings, from entrepreneurial resources to housing market insights. A panel discussion highlighted the vibrant local lifestyle, followed by an Immigration 101 webinar, guiding international participants on moving to Canada.

This successful initiative has already led some participants to relocate to Pictou County. Building on this momentum, plans are underway for an economic labour mobility retreat in summer 2024 or 2025, with goals of showcasing the region, providing coworking spaces through IGNITE Northern, and connecting participants with local employers. The retreat will further

highlight Pictou County's unique appeal, reinforcing its growing reputation as a hub for digital nomads and professionals.

The Digital Nomad Visa is an integral component of Canada's Tech Talent Strategy and allows individuals with foreign employers to reside in Canada for up to six months, fostering community engagement and economic growth.

85

REGISTRANTS IN THE
DIGITAL NOMAD WEBINAR

71

FROM CANADA
REPRESENTING 8 PROVINCES

14

FROM OUTSIDE OF CANADA
REPRESENTING 6 COUNTRIES

Elevate Business Improvement Program

The Elevate Program is a dynamic initiative that serves as both a continuous improvement program and a business accelerator, providing entrepreneurs with personalized support to address challenges, explore opportunities for new products or services, and achieve significant growth in their businesses. With a unique blend of workshops and one-on-one coaching sessions from our team of experienced entrepreneurs, this program is meticulously tailored to meet the distinct needs of each participant. Through a comprehensive assessment process, entrepreneurs are guided to redefine strategies, unearth new possibilities, and chart a course for success.

With access to one-on-one coaching sessions with our experienced Business Development team and leveraging Partnership resources, participants receive targeted navigation and practical solutions to overcome obstacles and align their business objectives.

The inaugural cohort in 2023 witnessed remarkable outcomes, with entrepreneurs successfully identifying untapped brand potential, diversifying their offerings, fostering strategic collaborations, and crafting robust business plans that facilitated securing essential financing, thus paving the way for sustainable growth and success.



"Enrolling in the ELEVATE Program has evolved my business journey. Through its expert mentorship, I've gained invaluable skills and insights that have propelled my business to new heights. From refining strategic planning to effective marketing techniques, the program has contributed to growth and development. The personalized guidance and peer-to-peer learning environment fostered a unique approach of continuous improvement, leading to increased efficiency, productivity, and profitability. I wholeheartedly recommend the ELEVATE Program to fellow entrepreneurs seeking success - it's been one of the best decisions I've made for my business."

Tanya Milnes, Owner - Eventful

8

BUSINESSES SUPPORTED
TO TAKE THEIR BUSINESS
TO THE NEXT LEVEL
THROUGH THE ELEVATE
BUSINESS IMPROVEMENT
PROGRAM

Side Hustle Coaching Program

Through our partnership with The Makers Collective, this transformative 10-week journey is for early-stage and aspiring entrepreneurs eager to transform their passions into thriving side hustles. From conquering mindset barriers to crafting a solid foundation for their ventures, participants learn essential skills like defining target customers and developing sustainable business models.

The program starts with a broader audience webinar style event as a Starter Kit in partnership with IGNITE Northern, followed by an application process for the 10-week coaching program which is then delivered in conjunction with The Markers Collective. By the program's



end, participants emerge with a comprehensive go-to-market strategy, ready to launch their side hustles. Beyond the program, they continue to benefit from ongoing support from coaches and a supportive community of fellow entrepreneurs.



SCAN QR CODE TO LEARN MORE ABOUT THE SIDE HUSTLE PROGRAM AND TO VIEW THE SIDE HUSTLE 101 VIDEO, OR [CLICK HERE](#).

96

PEOPLE **REGISTERED** FOR SIDE HUSTLE 101 WEBINARS

25

APPLICATIONS FOR THE SIDE HUSTLE PROGRAM

13

PARTICIPANTS **ACCEPTED** INTO THE 10-WEEK PROGRAM

“Before this course I had no idea how I could pursue my dreams of owning my own second hand store without jumping head first into opening a brick and mortar store. I learned so much about all the steps that come before that and was able to develop a minimum viable offer. But more than the information that was provided, I gained the most from their personal, human approach to helping me. I felt heard and understood and learned how to reframe my thoughts away from my self-doubt into collecting data. This wasn't just a course; this was therapy for my soul.”

Bobbi Savoy Wright
Superstar Swag - Side Hustle Program Participant

Newcomer Business Navigation Program

Underscoring our commitment to fostering entrepreneurial success and economic integration among newcomers in the region, The Partnership launched the Newcomer Business Navigation Program to offer tailored support to newcomers aspiring to establish, grow, or acquire businesses. Eligible participants receive individualized assistance from our Business Development Team, along with access to specialized workshops aimed at bolstering entrepreneurial skills. Through this program, newcomers are guided through the maze of available programs, resources, and funding opportunities, while also being connected with key economic partners in the community. This initiative is supported by the Province of Nova Scotia's Immigration and Population Growth branch of the Department of Labour, Skills and Immigration.



SCAN QR CODE TO LEARN MORE ABOUT NEWCOMER BUSINESS NAVIGATION PROGRAM, OR [CLICK HERE](#).

35

NEWCOMER ENTREPRENEURS SUPPORTED

Networking is Essential

We facilitate various networking opportunities throughout the year to connect local businesses and community partners. Our Annual General Meeting in June provided a platform for stakeholders to gather, share insights, and forge new collaborations. The event held in March, in partnership with the Federation of African Canadian Economics (FACE) and Tribe, fostered networking and empowerment among the Black business community.

We teamed up with partner organizations like the Pictou County Chamber of Commerce, IGNITE, CBDC NOBL, Invest NS, Coastal NS and NSCC, to co-host two Community Social Events that brought together diverse stakeholders, including businesses, municipal leadership, and partner organizations, to foster collaboration and strengthen community ties.

These events serve as vital platforms for building relationships and driving collective success in our community.



Summer social at Blue Lobster, Aug 2023.



FACE/Tribe event, March 2023



Annual General Meeting, June 2023



Partners for Progress Conference reception at the Museum of Industry , Nov 2023



Pop Can - Bringing a Taste of Pictou County to Halifax

The Partnership facilitated the opportunity for 18 Pictou County businesses to participate in a Pictou County Pop-Up Shop on the Halifax Waterfront as part of Evergreen Festival in December. This initiative was a unique way of showcasing our local small producers and promoting the entire region. Products available included: chocolate, tea, cookies, soap, wool and sheepskin products, Christmas ornaments, bath & body products, make up, jewelry, clothing, books, dog treats, posters, & micro garden kits.





High Ground Cafe



Blinkhorn Real Estate



P&C's Grill



Simply for Life

Connecting with Businesses - Small Business Week

During Small Business Week our team hits the road and visits businesses from one end of Pictou County to the other to learn as much as we can about the challenges business owners are facing and to let them know that we are here to help them. Through these conversations we collect data from business owners with the Small Business Week survey. This important outreach continues throughout the year and informs the work we do.

150+

BUSINESSES VISITED DURING
THE SMALL BUSINESS WEEK
MAINSTREETING CAMPAIGN



Hann Automotive



Miners Apparel for Men



All About Ewe



West River Greenhouses



SCAN QR CODE TO
READ BUSINESS
HIGHLIGHT STORIES,
OR [CLICK HERE.](#)

Communicating Successes and Opportunities

The Partnership launched our biweekly newsletter this year which allows us to keep our community informed about learning opportunities, ways to access helpful resources and upcoming events. The newsletter is also a vehicle for celebrating local small businesses.

22 BUSINESSES HIGHLIGHTED IN
THE PICTOU COUNTY CHRONICLES
NEWSLETTER.

PICTOU COUNTY
CHRONICLES
OUR BIWEEKLY NEWSLETTER

SCAN QR CODE TO SIGN UP
FOR THE NEWSLETTER, OR
[CLICK HERE.](#)



What Business Owners Tell Us:

68%

WOULD LIKE TO GROW THEIR BUSINESS

90%

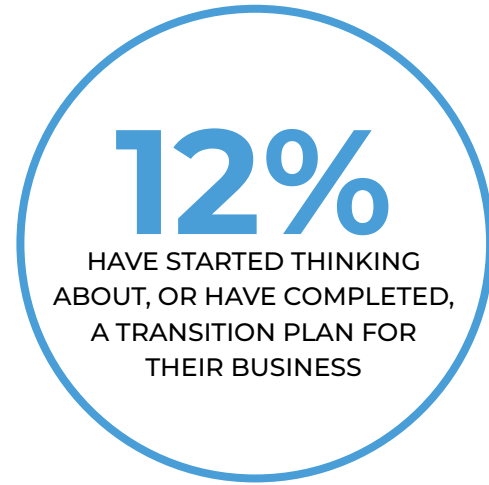
PREDICT THEIR SALES/STAFFING LEVEL
WILL STAY THE SAME OR INCREASE IN
THE NEXT YEAR

Barriers to Growth

Accessing Labour
Capital to grow
Inflation

Want Help With

Business skill development
Marketing
Technology adoption



With such a small proportion of businesses preparing for their eventual transition, this becomes a critical vulnerability for the region. Our focus will be on developing programs to tackle this challenge head-on.

Pictou County Promoter Score

92%

WOULD RECOMMEND PICTOU COUNTY
AS A LOCATION TO DO BUSINESS.

In the first year of implementation of our 2023-2026 Strategic Plan, the percentage of respondents who would deter people from starting or growing a business in Pictou County dropped from 15% to 8%.



SCAN QR CODE OR CLICK
LINK TO 2023 AGM VIDEO
'DO BUSINESS HERE'



What our partner organizations say:

“The Partnership is a cornerstone of support for the Pictou County business community. Supporting organizations regardless of their size or stage of development. Their offerings are diverse and tailored: from specialized programming to personalized one-on-one supports.”

“The Partnership creates support networks, fostering connections that not only strengthen individual businesses but also enhances the Pictou County business ecosystem. Their commitment extends to actively promoting the region's business community, showcasing the dynamic and thriving nature of our local economy. The Partnership nurtures growth and success across the entire business landscape of Pictou County.”

Source: Business Plan Feedback Survey
(anonymous)

IMMIGRATION AND COMMUNITY INTEGRATION

The Pictou County Partnership supports employers with strategic and sustainable approaches to connecting, hiring, and retaining international talent using Equity, Diversity, and Inclusion principles. The Partnership offers customized guidance in using the Atlantic Immigration Program (AIP), the Nova Scotia Nomination Program (NSNP), and the Economic Mobility Pathways Pilot (EMPP), helping employers hire the talent they need to succeed.

Additional initiatives and activities, such as our expanding Community Connections volunteer program, supports international newcomer talent build social networks while learning more about their new life in Canada. The Partnership is committed to fostering a Pictou County where business, international talent, and community thrive together – a welcoming community in action.

The Pictou County Partnership invites you to learn more about getting involved with our Community Connections program.



Pictou County Partnership Newcomer Social at
Summer Street Enterprises, May 2023



SCAN QR TO LEARN MORE
ABOUT THE COMMUNITY
CONNECTIONS INITIATIVE,
OR [CLICK HERE](#).



Immigration and Community Integration Events

95

EMPLOYERS **CONNECTED TO LEARN MORE ABOUT IMMIGRATION AND INCLUSIVE AND WELCOMING WORKPLACES** AT 4 EMPLOYER ENGAGEMENT EVENTS HELD THROUGHOUT THE YEAR WITH PARTNER ORGANIZATIONS.

40

PICTOU COUNTY STAKEHOLDERS AND COMMUNITY LEADERS **PARTICIPATED IN DIVERSITY, EQUITY, AND INCLUSION WORKSHOPS** FACILITATED BY THE PARTNERSHIP. REGIONAL COLLABORATION IS KEY TO FOSTERING MORE INCLUSIVE AND WELCOMING COMMUNITIES.

197

REGISTERED **TO ATTEND COMMUNITY NEWCOMER EVENTS** THROUGHOUT THE YEAR.

22

VOLUNTEERS SIGNED UP TO BE **COMMUNITY CONNECTIONS VOLUNTEERS**.



Volunteers at the Newcomer's Skating event at the PC Wellness Centre, Feb 2024.



Jenipher Chitate, founder of Anchored Advisory Services, shared welcoming workplace best practices at our Coffee & Conversations event during #WelcomingWeek #ImmigrationMatters hosted by the Pictou County Partnership, Nova Scotia Works, and Nova Scotia Labour, Skills, and Immigration branch of Immigration and Population Growth September 2023.



To learn more about the Pictou County Partnership immigration and community integration events connect with us at community@pictoucountypartnership.com

Immigration Employer Support

65

IMMIGRATION APPLICATIONS SUPPORTED, AND 23 IMMIGRATION APPLICATIONS SUBMITTED.

33

EMPLOYERS WERE SUPPORTED IN BECOMING IMMIGRATION READY – LEARNING HOW TO INCLUDE IMMIGRATION AS PART OF THEIR WORKFORCE DEVELOPMENT PLANNING.

2

NEW EMPLOYER IMMIGRATION READINESS TOOLS RELEASED.

5418

INTERNATIONAL SKILLED WORKERS APPLIED TO OUR DESTINATION CANADA FRANCOPHONE MOBILITY FORUM TALENT POOL.

65

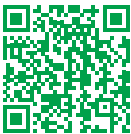
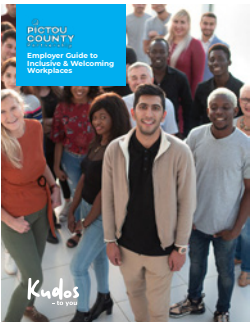
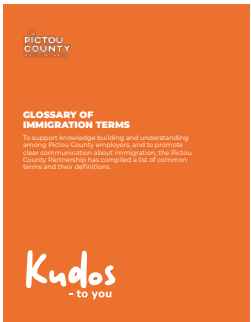
EMPLOYERS REACHED OUT TO LEARN MORE ABOUT IMMIGRATION.

“I have worked with the Pictou County Partnership on six endorsement applications for the Atlantic Immigration Program. They have been incredibly helpful in providing guidance, assembling paperwork, answering questions and ensuring that everything stays on track. Immigration can be tricky and confusing with lots of change, so it is very reassuring to know that I have experts I can rely on to guide me through the specifics. Without them I don't think we would have become a designated employer or been able to submit endorsements for our teammates, because it would have felt intimidating and time-consuming. I sincerely appreciate everything they have done to assist us!”

Lisa Harris, Sobeyes
Human Resources Business Partner



To learn more about using immigration as a workforce development tool and creating a more inclusive and welcoming workplace, connect with our Director of Immigration & Community Integration Becky at becky.cowen@pictoucountypartnership.com



GLOSSARY OF TERMS AND THE EMPLOYER GUIDE TO INCLUSIVE AND WELCOMING WORKPLACES ARE AVAILABLE BY SCANNING THE QR CODE AND SCROLLING TO *IMMIGRATION READY TOOLS FOR EMPLOYERS*, OR [CLICK HERE](#).

Economic Mobility Pathways Pilot

21 internationally educated health care providers and their family members arrived in Nova Scotia as former refugees to work as Continuing Care Assistance in long-term care with the support of the Pictou County Partnership.



TO WATCH “MACLEOD CARES PROVIDES A NOVA SCOTIAN COMMUNITY HUG TO EMPP ARRIVALS.” SCAN QR CODE, OR [CLICK HERE](#).



Economic Mobility Pathway Pilot (EMPP) health care workers are greeted by their new Canadian employer MacLeod Cares in Halifax in October 2023. (Photo: Kayla Hounsell/CBC)



TO READ MORE ABOUT THIS STORY SCAN QR CODE, OR [CLICK HERE](#).

INVESTMENT ATTRACTION AND SECTOR DEVELOPMENT

We believe that Pictou County has a lot to offer. To broadcast this message more widely, and to attract investment to our region, we have secured funding from the federal Department of Foreign Affairs, Trade and Development's CanExport Community Investments Sub-Program, aimed at supporting communities across Canada in their efforts to attract, retain, and expand foreign direct investment. The one-year project will evaluate the assets within the region and conduct essential research to identify the industry sectors that offer the most significant opportunities for economic growth in Pictou County.

Aquaculture Development Potential

In the summer of 2023, the Partnership started to explore the potential of an Aquaculture Development Area (ADA) for Pictou County to support the growth of 'easier entry' shellfish and marine plant aquaculture opportunities. Sometimes described as a 'business park on the sea', ADAs help identify areas for potential marine aquaculture development through a science-based collaborative review process and make entry into the aquaculture sector simpler for new entrants.

In partnership with Dalhousie University, a public opinion survey was conducted through a targeted mail campaign to 6,000 households in Pictou County to help understand community perceptions and priorities for aquaculture in region. The majority of survey participants reported a somewhat or very positive impression of both shellfish and marine plant aquaculture.

66%

OF SURVEY PARTICIPANTS HAVE
A SOMEWHAT OR VERY POSITIVE
IMPRESSION OF SHELLFISH
AQUACULTURE.

61%

OF SURVEY PARTICIPANTS HAVE
A SOMEWHAT OR VERY POSITIVE
IMPRESSION OF MARINE PLANT
AQUACULTURE.



Bioeconomy and Renewable Energy

These sectors have significant potential for our region. The Partnership has had initial discussions with companies in both the bioeconomy and renewable energy sectors who have plans to or are considering investing in Pictou County.



TO VIEW ADA SURVEY REPORT
[CLICK HERE](#), OR SCAN QR CODE



Workforce Development - Addressing Housing Supply

The Partnership is working to enhance our relationships with Industry Sector Councils to better understand labour market conditions and support initiatives that will result in economic benefits in our region. In March, we hosted a tour for representatives from the Atlantic Home Building and Renovation Sector Council (AHBRSC) to highlight the innovative work being done right here in Pictou County to address housing supply and demand. The AHBRSC was keen to connect with local home builders to learn about skill sets shortages and explore potential sites for micro credential training programs. Since the initial tour discussions are underway with NSCC to explore hosting training at their carpentry shop.

PARTNERS FOR PROGRESS CONFERENCE

The Partnership hosted the Partners for Progress Conference from November 28th to 30th, setting a new standard for the event. Bringing together staff from the seven Regional Enterprise Networks, alongside economic developers, municipal leaders, business innovators, and community champions from across the province, this year's conference focused on a broad range of topics impacting economic development. Conversations at the conference ignited a fresh sense of energy and collective determination to confront challenges head-on while seizing the numerous opportunities available.

At the core of these discussions was a resounding consensus: Regional Enterprise Networks play a pivotal role in leading our communities towards prosperity, serving as collaborative guides in our shared journey towards a thriving Nova Scotia. One of the primary goals of the event was to inspire attendees to 'Think Big' and foster a growth mindset within rural Nova Scotia, encouraging action-oriented approaches to innovative solutions.



TO VIEW INSIGHTS/SEAN FRASER PODCAST [CLICK HERE](#).



SCAN QR CODE TO VIEW COMMUNITY IMPACT REPORT, OR [CLICK HERE](#).



SCAN QR CODE TO VIEW VIDEO, OR [CLICK HERE](#).



SCAN QR CODE TO VIEW VIDEO, OR [CLICK HERE](#).



Conference by the Numbers

3 INSIGHTFUL DAYS OF LEARNING, NETWORKING, AND COLLABORATING.

17 ENGAGING PRESENTATIONS AND CONVERSATIONS.

200+ ATTENDEES OVER THE THREE DAYS.

20+ LOCAL BUSINESSES INVOLVED.

92% SAID THE CONFERENCE MET OR EXCEEDED THEIR EXPECTATIONS.

86% FELT THE PRESENTATION TOPICS WERE TIMELY AND RELEVANT TO THEIR WORK.

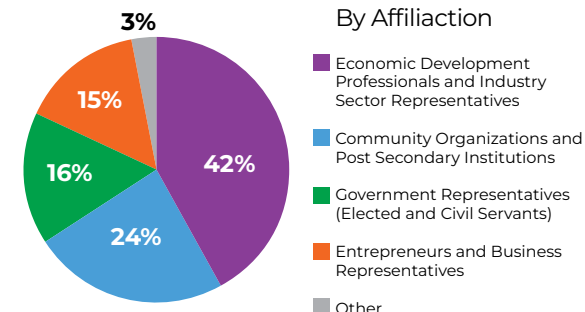
81% GAINED A BETTER UNDERSTANDING OF THE ROLE RENS PLAY IN COMMUNITIES ACROSS THE PROVINCE.

\$87,487

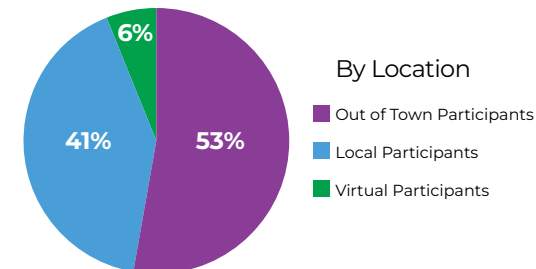
Estimated dollar value spent within Pictou County as a result of the Partners for Progress Conference.

Conference Attendees

By Affiliation



By Location



LEADERSHIP EXCELLENCE

The governance structure of the Pictou County Partnership is founded on collaboration and expertise, ensuring effective decision-making and strategic direction. At its core, the Liaison and Oversight Committee stands as a representative body, comprised of key

stakeholders from our core funders. Charged with the responsibility to approve strategy and appoint the board, this committee plays a pivotal role in shaping the Partnership’s trajectory. Complementing this oversight is our board of directors, composed of influential

business and community leaders drawn from diverse sectors. Together, these individuals bring a wealth of experience and perspective, guiding the Partnership towards its mission of fostering growth and prosperity within Pictou County.

Liaison and Oversight Committee

- Nicole LeBlanc** (Chair), Town of Trenton
- Simon Lawand** (Vice Chair), Town of Stellarton
- Katie Paul**, Pictou Landing First Nation
- Robert Parker**, Municipality of the County of Pictou
- Nancy Dicks**, Town of New Glasgow
- Dan Currie**, Town of Pictou
- Bernie Murphy**, Town of Westville
- Ross MacDonald**, Province of Nova Scotia

Board of Directors (2023-24)

- | | |
|-----------------------------------|-------------------------------|
| Ryan Fraser (Chair) | Kings Head Consulting Group |
| Jarrold Thorne (Treasurer) | Sobeys |
| Darrah DeYoung | Baked and Boujee Cheesecakes |
| Amy Ferguson | Captain, Lauramy N Boyz |
| Ian MacLean | Retired Lawyer |
| Ruth Martin | Crombie REIT |
| Aaron Millen | Turning Point Real Estate |
| Deanna Mohamed | Nova Scotia Community College |
| Darren Stroud | JJ MacKay Canada |
| Andrew Watters | Group Savoie |

The Partnership thanks outgoing board members Amy Ferguson and Ruth Martin and looks forward to welcoming new members in June 2024:

- | | |
|-----------------------|--|
| Nick MacGregor | MacGregors Industrial Group |
| Cindy Brown | NSCC School of Trades and Transportation |
| Chris Stewart | I Matheson & Co. |
| Ronaldo Gomas | Chatime & Chicks R Us Roasted Chicken |

Our Team



Wade Tibbo
Chief Executive Officer

Immigration & Community Integration



Becky Cowen
Director, Immigration
& Community Integration



Victoria Curtis
Immigration Readiness Support Coordinator



Sarah Santos
Community Connections Coordinator

*“Alone we can do so little,
together we can do so much.”*
Helen Keller

What our partner organizations say:

“The partnership responds well to needs when they are asked for support. The partnership is also really changing the way local businesses access supports and information.”

Source: Business Plan Feedback Survey (anonymous)

Business and Entrepreneurship



Colleen Proudfoot
Manager, Business & Entrepreneurship



Cindy James
Business Counsellor
& Entrepreneur in Residence



Heather Poulin
Business Outreach & Engagement Officer



Jamie Grant
Business Outreach & Engagement Officer

Operations & Strategic Initiatives



Heidi Sinclair
Director, Strategic Communications



Lynne Jamieson
Manager, Strategic Initiatives








































David Crowell
Manager, Finance & Administration



Jean-Luc Lewis
Project Intern, Economic Growth

PARTNERSHIPS AND COLLABORATIONS

We're proud to foster strong, collaborative bonds with a wide range of organizations throughout Pictou County and beyond. These partnerships not only amplify the effectiveness of our initiatives but also ensure that our outreach touches every corner of the community. Through these relationships, we're able to connect our clients with valuable resources, advisors, and fresh opportunities, empowering them to thrive and succeed

-  Build Nova Scotia
-   CBDC NOBL
-  Creative Pictou County
-  Destination Eastern and Northumberland Shores (DEANS)
-   East Coast Credit Union
-   Federation of African Canadian Economics
-   Healthy Pictou County
-   IGNITE
-  Invest Nova Scotia
-  Immigrant Services Association of Nova Scotia (ISANS)
-   Multicultural Association of Pictou County (MAPC)
-   New Glasgow Farmers Market
-  North Shore Local Immigration Partnership
-   Nova Scotia Department of Communities, Culture, Tourism and Heritage
-   Nova Scotia Works: Career Connections
-   Nova Scotia Community College (NSCC)
-   Pictou-Antigonish Regional Library (PARL)
-  Pictou County Chamber of Commerce
-   Pictou County Pride
-  RefugePoint
-   Summer Street Industries
-   The Maker's Collective
-  YMCA Centre for Immigrant Programs of Pictou County (YREACH)



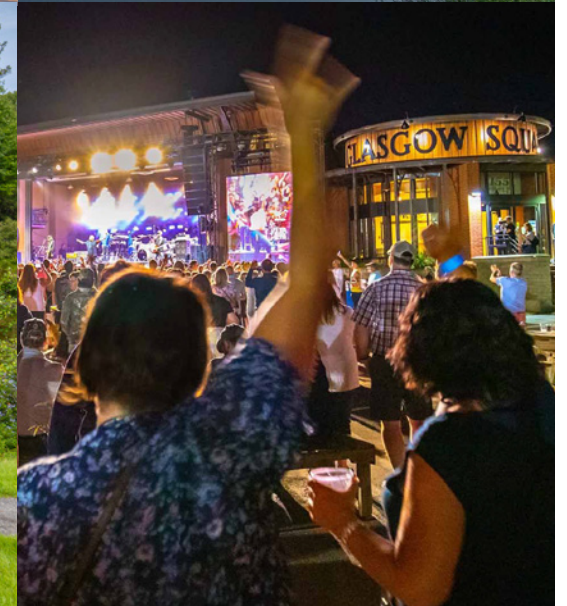
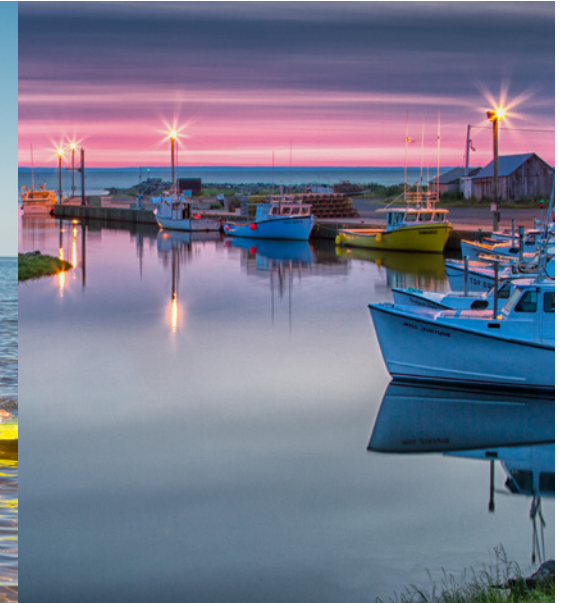


TO VIEW **2023-24 FINANCIAL STATEMENTS** SCAN QR CODE OR [CLICK HERE.](#)

What our partner organizations say:

“The PC Partnership focuses on collaboration and inclusivity in our community. They are dedicated to nurturing local businesses and their approach is personal and hands-on. From offering essential resources to celebrating the resilience of local businesses through inspiring success stories, they have earned the trust and respect of our business community. What truly sets them apart is their ability to forge genuine, personal connections. By understanding the community intimately, they are able to address specific challenges that businesses face. The strategy focuses on key sectors, and is not just about growth it’s about enriching Pictou County’s economic landscape and enhancing our competitive edge. The Partnership is great at making a tangible difference in the lives of businesses and the community alike.”

Source: Business Plan Feedback Survey
(anonymous)



Connect with us!

pictoucountypartnership.com
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New Glasgow B2H 2P6
902 755 2244



**PICTOU
COUNTY**
CHRONICLES
OUR BIWEEKLY NEWSLETTER



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**PICTOU
COUNTY**
Partnership


**BUSINESS AND
ENTREPRENEURSHIP**


**IMMIGRATION
AND COMMUNITY
INTEGRATION**


**COMMUNITY
IMPACT**