

CREDA NEWS

Cumberland Regional Economic Development Association

SPRING 2010

A Business Retention and Expansion (BRE) Success Story



What's the key to being one of the largest and most successful Atlantic Canadian manufacturing companies? For Atlantic Windows, it comes down to two things: building excellent products, and constantly seeking out new opportunity.

When it comes to the former, Atlantic Windows roots in Port Elgin, NB and Amherst, NS give the 27-year-old firm what President Robert Miller calls a "natural competitive advantage".

"Our customers are Atlantic Canadian and our products have to withstand the inclement weather conditions we have here."

Over the years, the firm's ongoing investment in research, development and impact testing have helped it produce top quality windows and doors capable of meeting the strictest hurricane standards.

Of course, Canada's east coast isn't the only region that can benefit from hurricane-proof windows and doors. The company has built up a solid business exporting its products to Bermuda.

"We saw an opportunity to replicate our success in other Caribbean countries," says Miller.

The challenge? Miller didn't have any



solid contacts in the Caribbean. The company's experience as an exporter had already taught Miller that having strong international connections is crucial for successful export relationships.

That's where BRE, or Nova Scotia's Business Retention & Expansion plan, came in. During a meeting with CREDA's BRE Officer Janet Reid, Miller made his case for exporting to the Caribbean: demand was solid, the company could meet it, but required some assistance in building export relationships.

Reid quickly put Miller in touch with export development officers at partnering organization Nova Scotia Business Inc. who

had specific expertise in the Caribbean region, which has put Atlantic Windows that much closer to a distant market.

BRE assistance has helped illuminate another competitive advantage of being located in Nova Scotia, Miller says. "We're so fortunate to have access to programs specifically designed to help us succeed."

BRE Officer Reid says connecting Nova Scotia companies with growth-enabling programs and services is one of the most important ways in which

she and her 13 counterparts across the province build tailored programs to help local businesses succeed.

"Our job is to help business identify barriers to growth, and then connect them to the resources they need to grow and compete."

Such programs can help businesses bust out of small-box thinking, says Miller. "All too often in business we get caught up looking inside the box. But to grow, you have to look at the whole world."

For more information on BRE contact Janet Reid at 667-3630 or email:j.reid@creda.net.

\$1.3 million announced for community projects

The federal and provincial governments were in a giving mood shortly before Christmas announcing more than \$1.3-million dollars for community enhancement projects in Parrsboro, Wentworth and Pugwash.

On December 15th in Parrsboro, Scott Armstrong, M.P. for Cumberland-

Colchester-Musquodobit Valley, on behalf of Peter MacKay, Minister of National Defence and Minister for the Atlantic Gateway, announced a Government of Canada investment of \$450,000 to support the refurbishment of the Fundy Geological Museum. The Government of Canada investment was made through the Atlantic Canada Opportunities Agency's Innovative

Communities Fund (ICF). Truro-Bible Hill MLA Lenore Zann was also on hand to announce the provincial government, through the department of Tourism, Culture and Heritage, was investing \$550,000 in the long awaited upgrades to the exhibit gallery.

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Renovations underway at National Historic Site

Bay of Fundy on YouTube/ Voting continues in New 7Wonders contest

The **Bay of Fundy** Tourism Partnership has officially launched its Bay of Fundy Travel Show on YouTube. A total of 9 videos from both the Nova Scotia and New Brunswick sides of the bay were filmed in the fall of 2009 and can now be viewed by clicking on the YouTube channel www.youtube.com/fundybay. One of the episodes was filmed at Cape Chignecto Provincial Park in Advocate Harbour and features the new Eatonville Day-use area and sea kayaking with NovaShores Adventures. It can also be viewed by visiting the Cape Chignecto website www.capechignecto.net and clicking on the travel show link.

The Bay of Fundy is a top 28 finalist in a global campaign to declare the new seven wonders of nature, and is the only Canadian site to proceed to the final phase in the New7Wonders of Nature contest.

The 28 finalists are now competing by popular vote to become one of the New7Wonders of Nature. Public voting continues throughout 2010 and into 2011. During this time, the New7Wonders World Tour will visit each of the 28 finalists to allow each to present itself to the voters across the globe. The results of the voting and the final declaration of the New7Wonders of Nature will come on November 11, 2011.

Go to votemyfundy.com and place your vote in this final and important stage of the contest. Over 1 billion people are expected to vote before the campaign ends.

Pugwash- Thinkers' Lodge in Pugwash is receiving some much needed TLC with stabilization and restoration work ongoing at the National Historic Site. This is the first phase of a collaborative, phased, long term project to restore Thinkers' Lodge, which was declared a National Historic Site in 2008, and two other buildings on the property.

The Nova Scotia Department of Economic and Rural Development made a \$500,000 grant in support of restoring the Lodge. The Atlantic Canada Opportunities Agency (ACOA) has contributed \$250,000 to the project. The Pugwash Park Commission (PPC) and CREDA convened a steering committee that included local residents to make initial plans to stabilize and restore the Lodge, and to consider bid proposals from architect/planners. They unanimously picked WHW Architects of Halifax to be the lead.

To date 75% of the money allocated for construction has been spent in the Cumberland region. McClearn's of Wallace was hired to do the foundation work and Rafe's Construction of Parrsboro for the custom roofing and much of the carpentry. In addition, local materials are used whenever possible.

A number of large poplar trees were diseased and had to be removed from the property as they posed a growing threat to the Lobster Factory. Part of the Commission's plan is to raise the Lobster Factory and then plant new trees as part of a new landscaping effort that will help define how the property will look for the next 50 years. To date the chimneys have been rebuilt from the roof up, the roof has been re-shingled with western cedar and asphalt shingles; and extensive remedial foundation work is complete. The decks have been replaced and repairs have been made to the dor-

mer windows.

The next phase of restoration, to begin once funding is secured, will address the interior of the lodge including replacing and repairing damaged plaster, repainting walls and ceilings, and stripping and repainting wood trim and windows. Also to be addressed in the coming months, upon completion of the Lodge interior, will be the refurbishment of the lobster factory (dining hall) and the gate house and property landscaping.

A major objective is to open the Lodge and the Lobster Factory to more community activities. Community input is sought on what these activities should include and on projects like landscaping. Comments and questions can be sent to: info@thinkerslodge.org. Meanwhile, the PPC has launched a new website, www.thinkerslodge.org, that will include regular project updates.

Community projects receive funding

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Following the upgrades, the exhibit gallery will be better equipped to highlight the geological history and unique features of Nova Scotia's Bay of Fundy region. The museum, which opened in 1993, welcomes 22,000 visitors annually.

The following day, Armstrong and Zann were in Wentworth to announce funding for projects in Wentworth and Pugwash. The federal government is invest-

ing \$86,500 through ACOA's Community Adjustment Fund (CAF) to help the Wentworth Community Centre and the Wentworth Valley Community Association Hall (Old Valley School House) undergo a series of upgrades—preparing both facilities to host more meetings and events and to welcome participants in the 2011 Canada Winter Games Alpine skiing events at Ski Wentworth. In addition to the federal funding, the provincial Department of Economic and Rural Develop-

ment is contributing \$24,000, while the Municipality of the County of Cumberland is providing \$10,000.

Through an additional ICF investment of \$250,000, the Government of Canada will also assist in the structural restoration and stabilization of the Thinkers' Lodge National Historic Site in Pugwash. The Nova Scotia Department of Economic and Rural Development also contributed to this project, while the County is kicking in \$50,000.

CREDA Briefs

Joggins wins International Environmental Award

The Joggins Fossil Institute (JFI), the registered charity which manages the Joggins Fossil Cliffs UNESCO World Heritage Site, is pleased to announce that the Joggins Fossil Centre has won an **International Green Apple Built Environment Award**.

These prestigious awards are presented by the Green Organization, a UK-based non-profit body, in partnership with the British Chartered Institute of Environmental Health, the Environmental Agency, the Chartered Institute of Waste Management and the Municipal Journal.

The Joggins Fossil Centre, designed by WHW Architects of Halifax, won the Lieutenant Governor's Award for Architecture in 2007. This latest international award is a result of the hard work that has been undertaken to minimize the impact of the new centre on the environment.

Melanie Cookson-Carter, Operations Coordinator will accept the award during a ceremony on June 14th in London, England. The ceremony will be shown on Green TV and the JFI will find out then if they win gold, silver or bronze.

Archaeological digs back at Beaubassin this summer

Have you ever wanted to participate in an authentic archaeological dig? Thanks

to the folks at Parks Canada you can.

The Public Archaeology Experience at Beaubassin and Fort Lawrence National Historic Sites will be back for a fourth summer. The digs are being held over four weekends in a row from July 22nd to August 15th and will run from Thursdays to Sundays. Visitors and local residents wishing to participate should sign up as soon as possible by contacting Fort Beauséjour-Fort Cumberland National Historic Site of Canada staff at 506-364-5080. Registrations are limited to 12 participants per day, and the activity is intended for adults. The cost for the one-day program is \$36.70. The day starts at 9:00 a.m. and the program concludes at approximately 3:00 p.m.

CREDA is partnering with Parks Canada to help make these digs possible.

Regional Energy

Strategy Completed

The Regional Energy Strategy for Cumberland County focuses on attracting and promoting renewable and alternative energy development as well as identifying investment and attraction opportunities within the Municipality of the County of Cumberland and the Town of Springhill.

Funding was provided by ACOA, N.S. Dept of Economic and Rural Development, the Municipality of the County of Cumberland, the

Town of Springhill and CREDA.

Goals include:

- Position and promote Cumberland County as a strategic location for investment and attraction in the renewable and alternative energy sector that increases renewable and alternative energy capacity including tidal, wind, geothermal, solar, etc.;
- Increase the understanding of the options for the Springhill mine water geothermal resource;
- Promote energy efficiency;
- Be consistent with existing strategic, environmental and planning objectives throughout Cumberland County.

Further the Regional Energy Strategy is intended to influence and inform many aspects of municipal planning and sustainable community development for the next ten to fifteen years based on broad goals of community sustainability through increased energy security, economic development, environmental protection, and health.

Implementation of the Strategy will also help Nova Scotia and Canada to meet greenhouse gas reduction goals as well as fulfill Nova Scotia's Renewable Energy Standards.

Care Kits sent out to 130 Cumberland County students

The Cumberland Care Kit Project has wrapped up another successful year with 130 kits sent out this spring to remind county students of home during stressful exam time. Many communities and businesses took the opportunity to get involved and show their support for Cumberland County's youth who are away studying at post-secondary institutions.

Businesses saw it as a way to recognize and support student's efforts and a means to connect with Cumberland youth looking for a summer job or about to graduate and enter the workforce full-time.

Amanda McInnis, Youth Retention and Attraction Coordinator at CREDA extends a huge thank you to all the Municipal units, businesses and organizations that helped make the 2010 Care Kits a success and to the students who registered to receive a kit.

For more information on the Youth Retention and Attraction and Care Kit projects please contact Amanda at 667-3638 or email: amcinnis@creda.net.

CREDA's MISSION

"Creating an environment which facilitates sustainable economic growth in the Cumberland Region in partnership with all municipal units."

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In addition to CREDA, the Cumberland Economic Resource Centre at 35 Church Street, Amherst is also the location of the following agencies and organizations:

- Career Resource Centre
- Canada Business Nova Scotia
- Cumberland Development Corporation (CBDC Cumberland)
- NS Dept. of Economic and Rural Development (NSERD)
- Atlantic Canada Opportunities Agency (ACOA)
- Cumberland Energy Office
- Cumberland Youth Retention & Attraction Office
- Downtown Amherst Revitalization Society (DARS)
- Amherst and Area Chamber of Commerce
- Cumberland County Transportation Services
- Partnership for Literacy & Early Development Goals (PLEDG)
- Community Access Program (CAP)

Fibre Arts Festival becoming a premier fall event

Amherst- Entering its third year in 2010, the Nova Scotia Fibre Arts Festival is becoming the premiere fall event in the Town of Amherst. In 2009 the festival attracted well over 2,000 participants who came from all over North America and from as far away as California.

Sponsored by the Downtown Amherst Revitalization Society (DARS), the festival is a 5-day celebration of all things fibre: knitting, quilting, rug hooking and much more. Featuring many creative workshops, exhibits, and hands-on demonstrations, the festival offers something for everyone.

The brainchild of acclaimed rug hooking artist and author Deanne Fitzpatrick, the festival has been a resounding success. "Wow is what comes to mind" responded Festival Coordinator Beth Smith when asked to comment on the outcome of the 2009 festival which was held from October 13th to 17th at various locations throughout

Nova Scotia Fibre Arts Festival

downtown Amherst. She said the number of events and displays more than doubled from the inaugural festival in 2008, as did the number of participants for the workshops. The 2009 Fibre Arts Festival featured 25 creative workshops, hands-on demonstrations, and events. In addition there were 7 week-long events and displays.

Many of the workshops sold out well in advance and the economic impact on the town was significant. Accommodations were full for the week and restaurants were busy during what would normally be a quiet time of year. Smith said the town's retail merchants loved

the activity.

The festival committee has had nothing but positive feedback and many visitors already have the dates blocked off for this year's festival which will be held from October 12th to 16th. The 2010 Nova Scotia Fibre Arts Festival will feature a minimum of 40 events and is expected to attract in excess of 3,000 visitors.

The festival committee has its own website, hosted by CREDA, and publishes a comprehensive and colourful brochure each year detailing all of the workshops, demonstrations, and events as well as their cost (if any), location and date, and relevant contact and registration information. The brochures are widely distributed throughout the region.

To quote one visitor: "***We stumbled on the event last year just passing through the area and booked our accommodations right then – booking for next year for all five days – love it and love the people and the hospitality.***"