

# CBRM

## PROJECT PROPOSAL

The CBRM is proceeding with its 2017 – 2018 economic development direction. Business Cape Breton as CBRM's economic development arm will work in tandem with CBRM and our Economic Development Manager, John Phalen. CBRM is engaging Business Cape Breton to carry out the following project initiatives for this fiscal year. The components of this project proposal supports the economic mandate of CBRM, and will be aligned to the various government strategies for the region.

### BUSINESS DEVELOPMENT COMPONENT

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**OBJECTIVE:**

- *To support the successful creation, operation, and growth & retention of small business within the Cape Breton Regional Municipality.*

**ACTIVITIES:**

- ✓ Entrepreneurship Awareness
- ✓ Business Advisory Services
- ✓ Engagement in Business Plan Development
- ✓ Develop, support, manage, and/or implement business project & initiatives and business recruitment efforts within CBRM
- ✓ Promote Think Cape Breton First Program
- ✓ Development of the Protégé/Vanguard Mentoring Program

### ECONOMIC DEVELOPMENT COMPONENT

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**OBJECTIVE:**

- *To promote and facilitate CBRM regional economic development goals while providing regional leadership on targeted economic development initiatives & support to the CBRM business region, operating as connectors among economic development partners, and supporting business growth & retention.*

**ACTIVITIES:**

- ✓ Initiatives/Proposed Projects - Identify economic development initiatives, programs, or projects with the direction of CBRM

- ✓ Marketing and Promotions – Provide support to the Port Team for the commercialization of the Port of Sydney
- ✓ CBRM Blossoming Project
- ✓ Support to Port-Related Businesses
- ✓ Marketing Foreign Trade Zone and working in partnership to develop a FTZ Website
- ✓ Planning and hosting in collaboration with CBRM – CBRM Action 2022: Business/Industry Day event
- ✓ Planning for the Whitney Pier/New Waterford Revitalization Project:
  - Developing Background Document
  - Development of RFP/Tender Package
  - Evaluation of Proposals
  - Seek Funders
  - Hire Consultant
  - Oversee Whitney Pier/New Waterford Revitalization Plan
  - Pursuing and follow-up to the initiatives from the Glace Bay/Dominion/Reserve Mines Revitalization Plan

## COMMUNITY ECONOMIC DEVELOPMENT COMPONENT

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### **OBJECTIVE:**

- *To develop, promote, support and implement projects and initiatives that are identified by CBRM and build upon the regions past infrastructure investment.*
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### **ACTIVITIES:**

- ✓ Plan, develop, promote, and implement specific projects identified by CBRM
  - Indian Beach Project
  - Munro Park Soccer Project
  - The Atlantic Memorial Park Project
  - Participation in project planning with committees/project proponent.
  - In collaboration with group or organization: provides research information and development of project proposal
  - Input to planning documents/funding request
  - Dialogue, correspondence and discussions with possible funding bodies (on behalf of committee) prior to approval of project

### Financial Request:

CBRM is contributing \$223,956 towards economic development project initiatives and \$63,562 towards business development initiatives. On February 16, 2017 Cape Breton Regional Municipality Council unanimously approved its operation budget which included the above noted contribution.

CBRM is requesting the Province of NS match the \$223,956 amount so as the aforementioned project initiatives and planning can be fully implemented within the CBRM region.

### **Project Initiatives Time Frame: April 1, 2017 – March 31, 2018**

### **Funding Request: \$223,956**

CBRM will have Business Cape Breton evaluate project initiatives using the program logic model. It is a performance base model that is used by Treasury Board of Canada. Using this format, projects undertaken will be evaluated indicating their objective, and what the potential **outputs/results**, and the **outcomes/differences** these results will make in the CBRM region.

### Accountability Process

- Full Internal & External Audits (Financial)
- Logic Model – designed & used by Treasury Board of Canada
- Public Presentations
- Regular Reports capturing deliverables
- BCB Legislated under Society Act of Nova Scotia