

# Shelburne County Business Development

### **Center Limited**



### Year In Review

### April 1, 2016 – March 31, 2017

# Think Business... Think CBDC

### Providing Flexible Financing and Advice to Business

#### CBDC~Shelburne

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An ACOA Partner, Serving Rural Atlantic Canada

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### **CHAIRPERSON'S MESSAGE**

CBDC-Shelburne continues to be dedicated to the citizens of Shelburne County, helping to realize the dreams of new innovators and entrepreneurs while diligently working for growth and sustainability of existing industry and businesses. At the heart of this organization is the team which is so essential to this cause: a Board of Directors consisting of volunteers from throughout the county and a highly professional group of devoted employees.

It has been my privilege to be chair of the Board of Directors over the past several months. To our past chair, John Shaar I extend appreciation on behalf of the board for a job well done. To our Executive Director, Dixie Redmond and the entire staff of the Shelburne office I applaud your good work and continued devotion. Further, I thank the volunteers who sit on the board. I recognize the experience and talent that you bring to the table based on your respective backgrounds in Shelburne County.

The past year has been a productive one for our county and a successful one for our organization. CBDC-Shelburne provided financing in the amount of \$1,950,640 to 22 new entrepreneurs and small businesses in Shelburne county. This has resulted in the creation and maintenance of 126 local jobs. We have invested \$43,386 in small business training and one on one counseling services to enhance the knowledge and skills of our local entrepreneurs.

We strive to support and enrich small business and social enterprises in our communities. The fishery has long been our economic mainstay and we continue to fund fishermen and other businesses relevant to that industry.

I would like to emphasize the importance of the partners who fund our services and programs: Atlantic Canada Opportunities Agency and Employment Nova Scotia. Our local NSCC is a willing and active partner in the promotion of economic development in the area. Municipal units throughout Shelburne County are receptive and supportive to our CBDC.

It is my hope that each coming year will bring growth and prosperity to our county. We certainly have the team in place to make this a reality.

Happy CANADA 150



Donna LeBlanc-Messenger

### WHO WE ARE

We are part of Community Business Development Corporations, a network of 41



independent, not-for profit organizations that work with all levels of government and the private sector to meet the needs of small business. CBDC Shelburne is dedicated to the development of small business and assisting entrepreneurs in accessing financing, other business training and resources.



CBDC-Shelburne Staff (left to right): Grace Campbell, Self Employment Program Coordinator; Beatti Mahaney, Business Analyst; Dixie Redmond, Executive Director; Ardith Van Buskirk, Development Officer; Lori Zwicker, Administrative Assistant)

#### Vision

To contribute to the sustainable economic development of Shelburne County through the development and continued support of small business.

#### Mission

Provide advisory services, counseling, training and aftercare in support of entrepreneurs and small business owners.

Offer financial services in the form of repayable business loans, loan guarantees and equity participation.

Work with public and private sector with a coordinated approach for sustained economic development.

### **MEET OUR BOARD**



John Shaar Appointed Director June 2008



Wayne Williams Appointed Director May 2013



Reginald Rose Appointed Director June 2016



Beverly Cox Appointed Director February 2012



Donna LeBlanc - Messenger Appointed Director June 2016



Adlai Cunningham Appointed Director December 2016



Dick Jensen Appointed Director December 2016

### WHAT WE OFFER

CBDC Small Business Loans offer flexible repayment terms designed to meet your individual business needs

*General Business Loans* offer financing up to \$225,000 in the form of repayable loans, loan guarantees and equity participation.

*Micro Loans* offer unsecured financing up to \$5,000 with interest rate set at 2% above prime.

**Youth Loans** offer financial assistance to youth aged 18 – 34 for business startup, modernization or expansion. Up to \$20,000 is available per applicant in the form of a repayable personal loan.

*First Time Entrepreneur Loans* target entrepreneurs starting their own business or purchasing an existing business and are in need of start-up capital.

**Revolving Credit Loans** offer a convenient way to access working capital, whether you need to balance out cash flow or respond quickly to a new opportunity. *Innovation Loans* offer financing for the adoption of innovative technology designed to enhance the productivity and competitiveness of your business.

*EnergyWize Loans* offer financial assistance to improve energy efficiencies in your business.

**BusinessAble Loans** offer financial assistance to entrepreneurs with disabilities seeking to start or expand a business.

*Social Enterprise Loans* offer financial support to non-profit organizations producing goods or services to the market economy, redirecting their surpluses in pursuit of social, environmental or community goals.

Self-Employment Options is a program that helps individuals create jobs for themselves through self-employment. Upon approval for this program, assistance may consist of income support, small business training opportunities and business counseling.

### TRAINING



#### **Counseling and Advice**

CBDC Shelburne provides business counseling and advice to new and existing businesses. We can help by assessing business problems or needs and recommending possible solutions.

#### **Entrepreneurial Training**

This fund provides financial assistance for business owners to access training that will enhance the viability of their business. The fund can be used to provide group training sessions for clients and businesses.

#### **Consulting Advisory Services**

This service provides funding to assess business operations ranging from a full assessment to specific areas such as management or competitiveness.

### **INVESTMENT PERFORMANCE**

April 1, 2016 – March 31, 2017	
Total Value of Assistance	\$1,950,640
Number of Loans Disbursed	22
New Business Start-up	7
Business Expansion/Modernization	15
Jobs Created	29
Jobs Maintained	97
<b>Counselling Services to Small Business Clients</b>	142
Levered Funds	\$884,563

### **PORTFOLIO BY SECTOR**



- Accomodations/Food Service
- Arts,Entertainment,Recreation/
- Construction
- Fishery and Related Industry
- Health Care/Social Assistance
- Other Services

📓 Retail

### **SELF EMPLOYMENT PROGRAM**

The Self Employment Program is designed to assist eligible unemployed individuals create jobs for themselves by starting their own businesses.

#### What Our Clients Are Saying:



"It was great to know I had the support of CBDC to guide me through my business startup." – Brian O'Connor, O'Connor's Refrigeration

"The support of the Self Employment Program gave me the confidence to turn my passion for fitness into a business that I love." – Laura Ross, Been There Done That Fitness





"Having one on one computer training has been great for my business. The biggest benefit is being able to do my own Facebook advertising." – Dawn Ringer, Mr. Fish



### **SMALL BUSINESS SKILLS DEVELOPMENT**

At CBDC-Shelburne we want businesses to succeed. We give high priority to business skills development that help support and grow financially strong companies in Shelburne County.

Over the past year, CBDC-Shelburne

- provided consulting services to 19 small businesses
- hosted 12 small business management training programs and workshops
- > invested over \$43,386 in skills development
- supported a total of 53 participants comprised of entrepreneurs, small business owners and their employees



Social Media Marketing



**Understanding Your Business** 



- **Investment in Skills Development** 
  - Bookkeeping
    Growing Your Business
    Menu Profit
    Dupping Effective
  - Running Effective Meetings
  - Small Business Startup
  - Understanding Your Business

### **OUR PARTNERS**

The strength of our organization is in the strength of our partnerships:

- **Mathematic Canada Opportunities Agency**
- Barrington & Area Chamber of Commerce
- Black Business Initiative
- Business Development Bank of Canada
- Canada Business-Nova Scotia
- Centre for Entrepreneurship Education & Development
- Center for Women in Business
- Department of Community Services.
- Nova Scotia Economic & Rural Development and Tourism

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- Employment Nova Scotia
- Entrepreneurs with Disabilities Network
- Municipality of Barrington
- Municipality of Shelburne
- Nova Scotia Business Inc.
- Nova Scotia Community College Shelburne Campus
- Nova Scotia Department of Labour and Advanced Education
- Nova Scotia Office of Immigration
- Shelburne & Area Chamber of Commerce
- Shelburne County Tourism Association
- Southwest Employment Services
- <table-of-contents> Town of Clarks Harbour
- Town of Lockeport
- 👋 Town of Shelburne

# NOVA SCOTIA LABOUR AND ADVANCED EDUCATION

This past year CBDC-Shelburne offered a business training program in partnership with Nova Scotia Labour and Advanced Education. A total of 8 local entrepreneurs, small business owners and their employees participated in this training opportunity.



Introduction to Sage



"Thanks to the training offered by CBDC Shelburne and Nova Scotia Labour and Advanced Education, I now have a better understanding of not only the importance of balancing my books every month but also how easily it can be done when Sage is used to its full potential."

## SHELBURNE COUNTY COMMUNITY & BUSINESS EXCELLENCE AWARDS



From left to right: Charles Smith (Black Loyalist Heritage Society), Jody Crook (Kenney & Ross Ltd.), Fenton & Adlai Cunningham (Sea Star Seafoods Ltd.), Ken & Sherri Taylor (Shelburne Harbour Boat Tours), Mike & David Wilson (Wilson's Shopping Centre Ltd.), and in front Shelley d'Eon and Ena Nickerson (Rosalin Nickerson Care Fund Society).

The winners of the 2016 Shelburne County Community and Business Excellence Awards were announced on October 20 at a gala banquet in Clark's Harbour.

We are proud to partner with NSCC, NSBI, ACOA, Municipality of Barrington, Municipality of Shelburne, Town of Shelburne, Barrington Chamber of Commerce and Shelburne Chamber of Commerce to recognize the valuable contributions small businesses make to our communities.

### **ENTREPENURIAL TRAINING FUND**



Bruce & Kim Scott Scott's Marine Repair

Bruce – "I don't believe our business would be successful without the training and support that was provided at the Shelburne CBDC."

Kim – "I am very pleased with the training I was provided. I now have the knowledge to successfully do the book keeping in our new business."

### **PORT ROSEWAY WOOD CREATIONS**

#### Lifelong Passion Becomes Full Time Trade



It all started for the talented and prolific woodworker Milford Buchanan when he was a boy. "My grandfather used to make two-masted schooners," says Milford who caught the boat building bug at the age of eight. He's been making model boats, whirligigs, birds and even full sized dories from wood ever since.

In 2002, Milford put his skills to work by starting a business, making and selling wooden crafts. His reputation grew and eventually led to full time seasonal work with the Shelburne County Museum as their Master Dory Builder. The two jobs are a perfect match. During the off season, Milford works at his business full time in the woodshop inside the historic Muir Cox Shipyard, which he rents from the Museum. There, he makes wooden items for his business, including 1500 whirligigs a year, of which 1000 go to the Museum. He sells the remaining whirligigs and a lot more to other clients in Nova Scotia and PEI. But he doesn't rest there. After a full day in the shop, it's common for Milford to take his work home – while "relaxing" in front of the TV he rigs his model boats and completes other small tasks.

In the course of establishing his business, Milford discovered that he needed support. So he contacted the Shelburne CBDC to help with purchasing equipment, inventory and advertising. Milford knew his strengths. "I'm good with wood," he says, "But they helped with all the paperwork." Development Officer, Ardith Van Buskirk helped him perfect his business plan and secure a loan. "The service was excellent," says Milford. "They bent over backwards."

Besides running his own business and working for the Museum, Milford is a dedicated community volunteer and keenly interested in local history and culture. He's a costumed animator with the Shelburne Re-enactment Association, and as a founding member of the award winning Whirligig and Weathervane Festival, he has shared his love of wood crafts with thousands. Each year at the Festival, he offers a popular one-day course in the art of making whirligigs.



The course gives him great satisfaction because participants so often surprise themselves with their own accomplishments. He offers a popular shorter version of the workshop every Thursday throughout the summer at the Museum.

As it turned out, the Whirligig Festival proved to be good for his beloved Museum. All those whirligigs Milford builds for the Museum sell like hotcakes on the Festival weekend, bringing in much needed revenue. The Museum recently presented him with a plaque in recognition of all he's done for them and for his traditional dorybuilding skills.



Because he works for a museum complex with strong links to the sea and to shipbuilding, Canada's 150<sup>th</sup> anniversary is an extra special occasion for Milford – his own family history goes back to the founding of Shelburne in 1783. So he's building a Shelburne dory, a full-sized fishing rowboat once used with the great schooners of the past, designed on this very waterfront when it was alive with ship building businesses. This one won't be for sale. The Museum will use it for rides and special events. Shelburne CBDC helped Milford Buchanan turn his lifelong passion into a full time trade, and they continue to support and encourage Milford to this day. He says Van Buskirk stays in touch. "She comes down to the shop and sees how I'm doing." And he's doing very well. He's arrived where he's always wanted to be, free to do the work he's loved all his life. "I'm just a kid," says Milford with a shy smile. "I like making model boats."



### PASSAGE PUB



Ten years ago Robin MacDougall started working part-time at the Passage Pub (formerly Dooley's) in Barrington Passage. At the time, she was a single mother with two young children, and drove a 10-year old Neon. From the get-go, she loved her waitressing job. Within three months, MacDougall was bartending; at the end of three years, she was the manager. The young mother got the notion that if she could run the business for someone else, why not own it? "I was always taught that unless you are brave enough to ask, then the answer will always be no." So, at a meeting with the owner, she asked if he could give her first offer should he ever decide to sell.

In November 2013 she received an e-mail from the pub's owner; he was ready to sell. "I know I had to try. I contacted CBDC-Shelburne. They helped me do a business plan. They also believed in my vision and helped make it happen by giving me a loan." Approximately six months later, MacDougall was the owner of the Passage Pub. She also had to make a quick transition from being the pub's manager to being the owner. With the assistance of CBDC, she took an accounting course. But the new owner put in a lot of late nights and early mornings to make it work. At first, working 7-days a week was not uncommon. And, as her family had grown from two to four children, she missed a lot of family time as well.

The good news is that MacDougall is now in a place where she schedules her work around the children's recitals, concerts, sporting events and special occasions. What advice would MacDougall give to aspiring entrepreneurs? "Always believe in yourself. If you think you can, you really can. Sure – there will be days where you'll want to haul out your hair, but they always pass."

"And be sure to get in touch with CBDC, because another great part of my story is that two year later, they are still there for me, offering more courses to become even more successful – such as accounting and marketing. Just knowing they are there if I need anything makes everything less stressful."

#### **CBDC-Shelburne Quick Facts**

#### Did you know? ~ CBDC-Shelburne ...

- has worked in our communities for 27 years;
- has benefited from the expertise of 100s of volunteers;
- has assisted over 6990 entrepreneurs;
- has injected in excess of \$27.5 million into Shelburne County businesses;
- maintains an investment portfolio of \$7.2 million





Atlantic Canada Opportunities Agency