

# Southern Victoria Economic Development Strategy



## INTRODUCTION

This strategy is the product of suggestions from numerous individuals who attended a community economic development brainstorming workshop along with members of Village Council. The workshop reviewed the importance of small business in our community, issues facing both new and existing businesses, and economic incentives provided by other municipalities. As a result of this session, numerous suggestions have been included in this plan.



## MISSION/VISION

Our municipal council vision is to create an environment that encourages and supports existing businesses and fosters entrepreneurship. As a result, Perth-Andover will be seen as a business-friendly community that supports current business, encourages business start-ups, and offers a location for future business.

## GOALS

- To have a strong economic development focus as a community
- To work cooperatively with partners at all levels
- To help existing businesses succeed
- To enhance Perth-Andover as a place where businesses, entrepreneurs and residents want to reside
- To provide a clear menu of ***benefits*** and ***incentives*** for doing business in our community

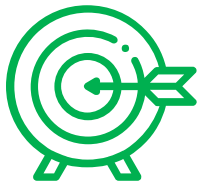
# Action Items

In an effort to help all entrepreneurs, both new and established, we have generated three action areas to address any barriers businesses may face.

The goal of council is to support our businesses and provide them with the connections, resources, and incentives to help their business prosper and grow.

We have developed programs and initiatives for *construction, business start-ups*, and continuing business with *programs and partnerships*.

The items in this document provide details on the programs, incentives, resources, and connections available.



## **BUILDING HERE – WE CAN HELP**

For businesses or individuals looking to construct a building, we have incentives and initiatives to help you accomplish your goals.



## **STARTING A BUSINESS – WE CAN HELP**

We will assist all new business start-ups in their efforts to build sustainable businesses in our community. With partnerships and incentives, we will help your dreams of owning a business come true.



## **CONTINUING BUSINESS PROGRAMS & INITIATIVES – WE CAN HELP**

With various initiatives and programs available to new and existing businesses, we will help you access everything you need to make your business thrive in Perth-Andover.



## BUILDING HERE – WE CAN HELP

For businesses or individuals looking to construct a building, we have incentives and initiatives to help you accomplish your goals. Property owners may apply after construction is complete and they received a new annual tax bill.

### Construction Incentives

#### New Residential & Commercial Property Tax Rebate Incentive

*\*Must increase property assessment by at least \$100,000*

#### Water & Sewer Tax Rebate

*\*New residential & commercial*

#### Land & Services Development

*\*Assistance in providing land & services for new construction*

#### Accessible Housing Grant

#### Renovating Existing Residential & Commercial Property Tax Rebate Incentive

*\*Must increase property assessment by at least \$100,000*

#### Tax Rebate

*\*municipal portion*

Year 1 – 100%

Year 2 – 75%

Year 3 – 50%

Year 4 – 25%

#### Tax Rebate

*\*municipal portion*

Year 1 – 100%

Year 2 – 75%

Year 3 – 50%

Year 4 – 25%

Projects will be handled on a case-by-case situation

\$500 per unit

*\*must meet zero entry standard*

#### Tax Rebate

*\*municipal portion*

Year 1 – 100%

Year 2 – 75%

Year 3 – 50%

Year 4 – 25%



## STARTING A BUSINESS – WE CAN HELP

We will assist all new business start-ups in their effort to build sustainable businesses in our community. With partnerships and incentives, we will help your dreams of owning a business come true.

### **Business Start-up Initiatives**

#### **Rent Grants for New Business**

*Council will explore the development of partnerships with commercial landlords to establish rental grants for new business start-ups.*

#### **Re-invent This Space**

*Council will work with local commercial property owners to develop a Re-invent This Space program to provide incentives for the development of vacant commercial space.*

#### **Network with Economic Development Partners**

*Connect you with the economic development partners to help you get your business off the ground from start to finish.*

- ACOA (Atlantic Canada Opportunity Agency)
- CBDC (Community Business Development Corporation)
- ONB (Opportunities New Brunswick)
- BDC (Business Development Canada)

#### **Electrical and Water & Sewer Incentives**

*New business start-ups will be provided financial incentives to help build their business through savings on their utility services. This program will be evaluated based on economic impact of the new development.*

#### **Office/Network Space for Start-ups & Home-Based Businesses**

*For businesses which need access to larger space for meetings, networking, and other tasks depend on the use of a larger working area, we can provide central working/meeting space which businesses can access free of charge.*



## **CONTINUING BUSINESS PROGRAMS & INITIATIVES – WE CAN HELP**

With various initiatives and programs available to new and existing businesses, we hope you can access everything you need to make your business thrive in Perth-Andover.

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### **Our Business Programs & Initiatives**

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#### **Programs & Initiatives**

Ensure access to high-speed internet and explore the development of community Wifi Hot Spots

Develop partnerships with other levels of government, Tobique First Nation, and businesses

Explore the development of Re-invent this space program

Support local business organization – Council is committed to supporting the formation of a local business organization to work towards economic development, collaboration, and cohesion.

Leverage municipal assets & data – Green Community Initiative, Partnership with Universities and businesses that support our “Connected to a Greener Life” goals.

Review the location of the Business Improvement Area

Develop additional commercial lots along F. Tribe Road

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## **Marketing/Social Media**

Municipal social media support – free promotion of events, employment positions, and rental space

Branding & signage project – “Connect to a Greener Life” will bring branding consistency to the community and to showcase our uniqueness, our values, and the benefits of residing in Perth-Andover. This project is designed to benefit our existing residents, future residents, tourists, businesses and potential business start-ups.

Weekly newsletter – the municipality has developed a weekly newsletter to amplify the upcoming projects, events, and initiatives in the community.

Tourism Marketing – the municipality showcases the community using different marketing tools including: Tourism NB, Day tripper, Explore NB, SJRVTA, etc.

## **Training & Mentoring**

Mentorship – upon request the community will establish a mentorship team to assist new business start-ups with professional advice and guidance. This includes accounting, legal, graphic design, finance, etc.

Training & Education Opportunity – quarterly workshops will be offered to assist businesses with their training needs. Businesses will also receive information on upcoming training sessions being delivered through our partners (CBDC, BDC, Women in Business, etc.)

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