



**Shelburne County Business Development  
Center Limited**



**Year In Review**

April 1, 2018 – March 31, 2019

*Think Business... Think CBDC*

# Providing Flexible Financing and Advice to Business

## **CBDC~Shelburne**

PO Box 189  
157 Water Street  
Shelburne NS  
B0T 1W0  
(P) 902-875-1133  
(F) 902-875-4199  
shelburne@cbdc.ca  
www.cbdc.ca

*An ACOA Partner, Serving Rural Atlantic Canada*

# CONTENTS

- 2 Chairperson's Message
- 3 Who We Are
- 4 Meet Our Board
- 5 What We Offer
- 6 Counseling and Advice
- 7 Investment Performance
- 8 Self Employment Program

## **Our Partners:**

- 10 Shelburne County Entrepreneurs Expo

## **Client Testimonials:**

- 11 Dan's Ice Cream Shoppe
- 12 Michael Enslow
- 13 Capeview Seniors Boarding Home

**Further information is available upon request**

# CHAIRPERSON'S MESSAGE

The Board of Directors of CBDC Shelburne is pleased to present highlights of the past year. As always, teamwork is the core of our success. We recognize the professionalism and efficiency of our small group of dedicated staff and the ongoing commitment of our volunteer board who come to take time from their busy lives to "pay it forward" so that Shelburne County will continue to thrive .

During the fiscal year 2018/2019 we approved 14 loans with a total value of \$1,452,369. We assisted in the creation of 15 new jobs and helped to maintain 15 existing jobs. With the help of our funders, we were able to provide 86 counseling and training services to small business and new entrepreneurs. Currently we have a portfolio of \$6.2 million with 80 small business loans on the books. Over the past 29 years we have invested more than \$29 million into our local communities. Much of our focus is fishery related, as it is obvious this continues to be our mainstay. However, our loans cover a wide array of business and are as varied as are the natures of requests that come to the board each month.

We continue to administer the Self Employment Benefit program for Employment Nova Scotia, which enables entrepreneurs to take the plunge that they need to get a new business up and running. Also we have been able to give a helping hand by providing financial assistance to social enterprises which are so vital to our communities, such as Agape Café in Barrington Passage, Shelburne Association Supporting Inclusion in Shelburne, as well as the Harmony Bazaar in Lockeport, to name a few.

Here at CBDC-Shelburne we appreciate the value of other stakeholders. We would not exist without the support of Atlantic Canada Opportunities Agency, which has provided us with funding and mentoring throughout our CBDC existence. We recognize the continued partnerships of NSCC, local municipalities and NS Works. We value the input and shared experiences brought to the table by the Nova Scotia and Atlantic Association of CBDC's.

In summary CBDC Shelburne recognizes the value of working together with our staff, our board, our clients and our communities.

"None of us, including me, ever do great things. But we all can do small things with great love, and together we can do something wonderful." Mother Teresa.

Thank you to all who believe in us.



*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, business training and other resources.



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

## 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



Beverly Cox – Appointed Director February 2012



Wayne Williams – Appointed Director May 2013



Donna LeBlanc – Messenger - Appointed Director June 2016



Reg Rose – Appointed Director June 2016



Adlai Cunningham – Appointed Director December 2016



Dick Jensen – Appointed Director December 2016



Anthony Gosbee – Appointed Director September 2018

# 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.

**Youth Loans** offer financial assistance to youth aged 18 – 34 for business startup, modernization or expansion.

**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.

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

**Innovation Loans** offer financing for the adoption of innovative technology designed to enhance the productivity and competitiveness of 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 Benefits** provides a much needed catalyst for new entrepreneurs, helping them to realize their goal of becoming a business owner by providing them with financial and coaching support during the planning and start-up phases of their business.

**Clean Technology Initiative** offers financing and advisory services designed for the purpose of promoting and advancing the use of clean technology.

# BUSINESS COUNSELING AND CONSULTING SERVICES

*CBDC-Shelburne provides business counseling and advisory services to new and existing businesses and social enterprise organizations.*

Consulting Advisory Services provides funding to assess business operations ranging from a full assessment to specific areas such as financial management, marketing or export development.

The Entrepreneurial Training Fund provides financial assistance for business owners to access training that will enhance the viability of their business. The fund can also be used to provide group training sessions for businesses and social enterprises.



**TOURISM ASSOCIATION**

Shelburne County Tourism Association



Harmony Bazaar Festival of  
Women & Song

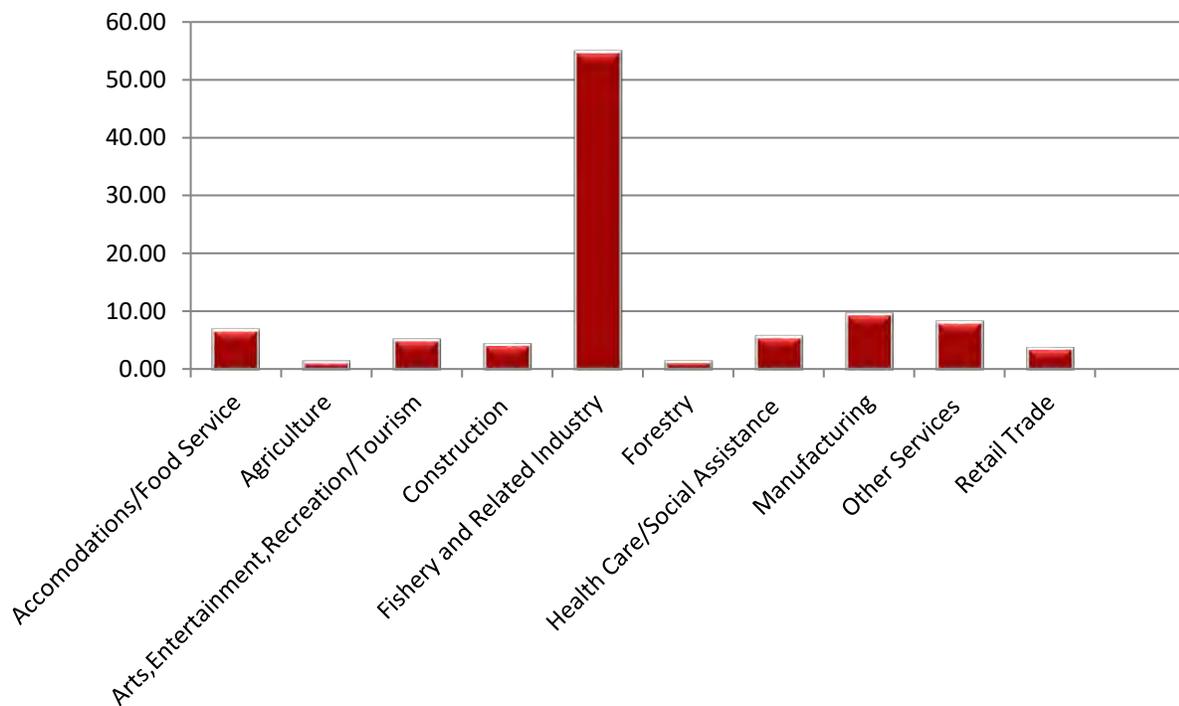


Craft Brewers Association  
of Nova Scotia

# INVESTMENT PERFORMANCE

April 1, 2018 – March 31, 2019	
<b>Total Approved Value of Assistance</b>	<b>\$1,452,369</b>
<b>Number of Loans Approved</b>	<b>14</b>
<b>Jobs Created</b>	<b>15</b>
<b>Jobs Maintained</b>	<b>15</b>
<b>Levered Funds</b>	<b>211,428</b>
<b>Counselling Services to Small Business Clients</b>	<b>86</b>

## PORTFOLIO % BY SECTOR



# 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:**

“The SEB Program and the subsidy it provides gave me the opportunity to reinvest more money into my business during the crucial early stages of start-up.”

– Leigh Weare, Leigh Weare Wiring Services



“Being a participant on the Self-Employment Benefits Program helped me in my business as an Integrative Mental Health Coach tremendously.

The pressure of getting clients in the door was eased, so I could take the time to put thought into the business more than what I would have been able to do without it. The support with counselling and training throughout the time on the program and after has been very useful. The development of running a small business can be an enjoyable experience when the right supports are in place.

The CBDC was always in my corner and encouraged me throughout the business building process.” – Krista Peterson, Integrative Mental

Health Coach

# OUR PARTNERS

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

- 🌸 Atlantic 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
- 🌸 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
- 🌸 Nova Scotia Works Employment Service Centre
- 🌸 Shelburne & Area Chamber of Commerce
- 🌸 Shelburne County Tourism Association
- 🌸 Town of Clarks Harbour
- 🌸 Town of Lockeport
- 🌸 Town of Shelburne

# SHELBURNE COUNTY ENTREPRENEURS EXPO



We were pleased to collaborate with NSCC, ACOA, NS Works, Team Works Cooperative, Acadia Entrepreneurship Centre and local municipal governments to host the Shelburne County Entrepreneurs Expo.

The Innovation focused Expo took place during Global Entrepreneurship week, November 2018. Designed to foster creativity and Innovation, an informative and interactive day welcomed 100's of aspiring entrepreneurs from throughout Shelburne County and beyond.

The event featured Deloitte Discovery Zone introducing virtual and augmented reality, new technologies and trends. Participants heard from local entrepreneur's experiences who have taken their business ideas to market and learned about various programs and services available to support new ventures.

# DAN'S ICE CREAM SHOPPE



“More than an ice cream shoppe”

In 2017 Goodwin and her husband decided to move back to Nova Scotia from out west to be closer to family and when Dan's Ice Cream Shoppe went up for sale, Goodwin felt it would be a good fit. While evaluating the purchase, she connected with CBDC and they helped her to fund the purchase of the restaurant in 2017.

Walking into Dan's Ice Cream Shoppe in Barrington, Nova Scotia; it's an easy step back in time. The 50's and 60's juke box music sets the tone for the restaurant's theme. Black and white checkered floors chrome lining the counter and red stools invite customers of all ages to enjoy an ice cream.

“We are more than an ice cream shoppe,” says owner Katie Goodwin. While one of the customer favorites might be their soft-serve ice cream, their menu includes many fresh handmade meal items.

The restaurant experiences three busy spurts a day; lunch, supper and what Goodwin calls the ice cream hour. Some customers visit several times in the same day. “It speaks to the quality of the products we serve and is a huge compliment to the business,” says Goodwin. “It is my long-term plan to operate Dan's Ice Cream Shoppe for the next several decades. I will keep

the business name a tribute to the founder who built the business almost 40 years ago.”

It takes a lot to keep the hopping business successful. Goodwin wants only the best quality of food and makes many of the menu items from scratch. Some of their meats are cooked onsite for their subs, wraps and salads. The bakery is producing breads, sub buns, baked cakes, cookies and much more six days a week. Goodwin employs 16 to 21 staff to meet the demands of this well-loved business.

“CBDC has a vested interest in the business,” says Goodwin.

Goodwin says there is a learning curve when running a business for the first time. “There are so many moving parts,” she says and credits the staff and previous owner for training her. She also took part in CBDC's customer service training that Goodwin found useful and interactive and should see the benefits roll out over the next few years.

Goodwin says some of the rewarding aspects of running the business is seeing long-time staff mentoring new staff some of whom are in their first ever job. The most rewarding aspect is seeing happy customers eating their ice cream and enjoying the music.



# MICHAEL ENSLOW

Things were going fine for Michael Enslow, but he knew things could go even better. After working as a deck hand, he bought his own lobster license and inshore boat, the 35-foot Freda and Sons II. To finance the purchase, he approached Ardith Van Buskirk at CBDC in Shelburne. “I was just researching financial business institutes and stumbled across them,” says Enslow. “But what they were able to lend at the time wasn’t enough to match what the licenses were going for. I ended up having to go through the loan board for the purchase of the boat and license.”

Things continued to go well for Enslow, but his experience as a deck hand stayed with him. “Before I bought my own lobster license, I fished offshore with another guy. I knew what the potential was off there,” says Enslow. “I wanted to further my business so I could do that.” He crunched the numbers and realized he could increase his catch enough to finance a larger boat. “It was a no-brainer situation.”

With dreams of a brighter future, Michael Enslow returned to CBDC. “It’s our local business development centre. I went to them and they helped me out best they could.” He put together a business plan and sat down again with Ardith Van Buskirk to make his pitch. “I had to explain why I needed this bigger boat and how I planned on paying for it. I had to have the evidence to prove how I was going to make it work.”

That evidence was in the form of records he’d been keeping of his catch on the Freda and Sons II. “If I can get four more days a month at the average of 500 pounds because that’s what we were averaging the season before,” he told her, “that would work out to be an extra 10,000 pounds of lobster over the course of a season.”

The experienced fisherman was able to secure a loan to buy a new boat, Jackie’s Pride II.

She’s 41’ long by 17’ wide. “I venture out 25 miles,” says

Enslow who has nothing but praise for CBDC. “I highly recommend it to anybody looking to expand their business. They’re a very friendly, easy bunch to deal with. Coming from a fishing community, they know how things work.” Of Van Buskirk, he says, “She was very easy to deal with. It’s like a friendly conversation as two friends talk.”

These days, things are going better than fine for Michael Enslow. “That turned my fishing career around. It’s been nothing but good things since they lent me the money to purchase that boat. We did better than we predicted. I hired another man, so one more guy’s making a living.”

“The future looks very prosperous,” says Enslow now able to work the way he’s always wanted. “I’m hoping for a safe season with high prices, good catches and good weather. That’s all you can ask for.”



# CAPEVIEW SENIORS BOARDING HOME



Growing up in the foster care system Lorraine Surette has long known the importance of having a place to belong and to call home. All these years later she is proud and grateful to provide that place and feeling to her own residents at Capeview Seniors Boarding Home in Clark's Harbour, Nova Scotia.

Since November of 2017 Lorraine has provided a comfortable, loving home environment for seniors in her community who are in between living in their homes and not yet needing to go to a nursing home. Lorraine lives onsite at Capeview, along with her seven residents who each have their own room furnished with their own belongings. She takes care of them; cooking for them, doing their laundry, taking them to appointments, and out into the community on trips, "I provide them with a little bit of support while offering a lot of independence," she says. "It's a wonderful way to support them."

Owning a boarding home had been Lorraine's dream for years, even as she held down other nursing and project management jobs and raised her family. It was on the last move home from out west she spoke to a friend and learned about CBDC and the help they could provide in making her dream come true.

Once she reached out to CBDC things happened very quickly for her. "One day I was holding down three jobs and the next I was signing papers to buy my very own boarding home; something I had only dreamed of doing for years. CBDC and the SEB program made that happen for me. They really came through for me."

Beyond the business advice, help writing her business plan, and loan to buy and renovate the home, Lorraine is thankful for the support of the CBDC staff. "From the beginning they had faith in me, believed in me, and gave me the confidence to know I could succeed," she says.

Starting her business at the age of 56 Lorraine feels that the time was right for her. "Sometimes I wish that I started it earlier so I could have it longer and more well-established before I wind down at 70, but having waited this long I feel much more settled down and wiser. I know a lot more about myself than I did years ago, and I have less distractions and can make it and my residents my top priority."

We're thrilled to know that after all this time Lorraine has found her calling and has a house full of love to call home. Beyond CBDC Lorraine is grateful for the support she's had from her community, including her church, and from friends, and family.

### CBDC-Shelburne Quick Facts

Did you know? ~ CBDC-Shelburne ...

- ✿ has worked in our communities for **29 years**;
- ✿ has benefited from the expertise of **100s of volunteers**;
- ✿ has assisted over **7100 entrepreneurs**;
- ✿ has injected in excess of **\$29 million** into Shelburne County businesses;
- ✿ maintains an investment portfolio of **\$6.2 million**



*We believe in YOU.*



**Atlantic Canada  
Opportunities  
Agency**