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## Media Release

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Thursday, January 5<sup>th</sup>, 2017

### Business attraction and retention focus of pilot project

**Truro** – Colchester region municipalities and Millbrook First Nation are uniting with the business community to bring a focused approach to business attraction and retention in this area.

The five key stakeholders, the towns of Truro and Stewiacke, Colchester County, Millbrook First Nation and the Truro & Colchester Chamber of Commerce supported by the business community will provide funding and expertise to support the establishment of a new economic development organization, structured similarly to the provincially organized regional economic networks.

The stakeholders have formed a Liaison and Oversight Committee (LOC) with participation from all five groups as the first step to launching a business development enterprise in the spring of 2017.

*“It’s critical to the region’s success that municipal, First Nation and business interests are united and focused on a strategic direction and prepared to partner to ensure that tangible results are achieved in the next three years and beyond,”* said Truro Mayor Bill Mills.

The 36-month pilot project will focus on marketing, promotion and communication by establishing a central point of contact to foster innovation and entrepreneurship, as well as sector development, business retention and other supports.

*“Getting our councils and our business community all pulling together to build a better local economy is what the Ivany Report called for,”* said Colchester Mayor Christine Blair. *“And that’s exactly what we’re doing with this Network.”*

The LOC is currently working to formalize governance, finalize the funding formulas and establish a business-led board that will identify opportunities and provide strategies tailored to this region.

*“The business community is proud to be partnering with municipal and First Nation stakeholders at providing a regional focus on economic development,”* said Chamber President Andrew Lake. *“Populating the board with a diverse and talented group of community and business leaders will support identifying strategies that will grow and prosper the region.”*

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The group is calling for nominations of candidates to serve on the inaugural board of directors. Board terms will be one, two and three years. Applicants should be driven by the belief that they can make a difference in the region with their diverse backgrounds and possess knowledge and skills in one or more of the following areas: leadership, business, law and audit, human resources, finance, governance, strategic planning, partnership development, government navigation, communications, economic development, entrepreneurship and relationship networking.

For additional information, or to obtain a recruitment and application package, please contact Sherry Martell, Executive Director at the Truro & Colchester Chamber of Commerce: (902)-895-6328 - [ed@tcchamber.ca](mailto:ed@tcchamber.ca)

Recruitment packages can be found online: [www.trurocolchesterchamber.com](http://www.trurocolchesterchamber.com) (<http://bit.ly/2ie9Woc>). The deadline for receipt of applications is noon Jan. 16, 2017.

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