

Innovation & Entrepreneurship

A Community-Based Model for Business Growth



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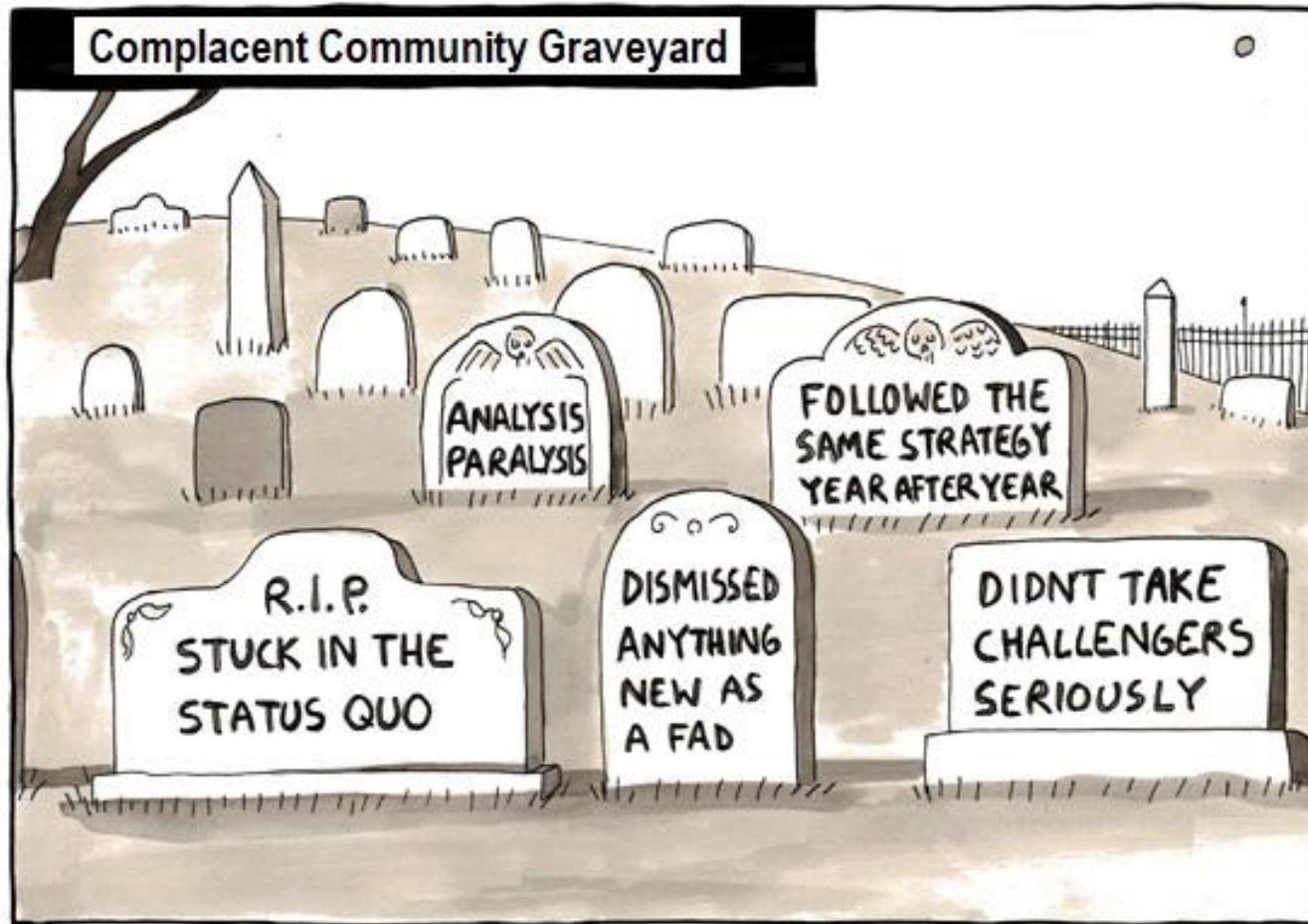
Port Hawkesbury: Positioned for Growth



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We are positioned for growth; but we aren't growing



Can “WE” change our communities?

all challenges are opportunities in disguise



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Symptoms of Economic Decline



Flat / Declining Assessments



Flat

Stagnation



Confidence



Forces



less



Sound Familiar???

Where did we Start?



Challenges/Opportunities in the Town



The Idea: #Start-up Port Hawkesbury



**Incubate a New business
For 2 Year
In one of our 7 vacant buildings**

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A Partnership Approach: ...And the Prize Package Grew



Atlantic Canada
Opportunities
Agency Agence de
promotion économique
du Canada atlantique



True Success would depend
on Three Key Factors....

Communication, Engagement & Education



***The greatest discovery
of my generation is that
people can alter their
lives by altering
their attitudes.***
-- William James

The image features a central, olive-green banner with a white border and a slight 3D effect, tilted slightly upwards. The banner contains the text "AND THE WINNER IS..." in a bold, blue, sans-serif font. The background is white with several teal-colored rays radiating outwards from behind the banner, creating a sunburst or spotlight effect. The banner has small orange and white triangular details at its corners, suggesting it's a folded piece of paper or a ribbon.

**AND THE
WINNER IS...**

Contest Results



That Dog Place – Proud Moments Marketing & Grooming
Island Energy Escape Rooms



“That Dog Place”



Michele Tabensky

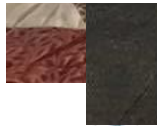
October 18 at 10:42 PM · 

Thank you Start-up Port Hawkesbury, it truly helped to make my dream a reality. Every day I go to work thinking is this really real? It is!!!! Thank you again everyone for the support.

[#startupporthawkesbury](#)

[#entrepreneur](#)

[#letsgrowthistown](#)



Results!

1

- Town no longer has a *Chronically Vacant* Properties problem.

2

- 1st Place Winner Opted out of the 2-years Free rent in favor of Purchasing Property and Constructed her own Building.

3

- Many of the original 20 Contestants are still pursuing their business plans;
- Two are close to opening their businesses.

4

- The Contest has spurred on private sector interest in business start-ups in Town
- In May 2018, 7 new businesses opened in Port Hawkesbury.

5

- People continue to contact the Mayor and the ESREN about opening businesses.
- Other communities are expressing interest in this start-up model.

Can You Use this Model in Your Community?

Begin by Exploring the Barriers to Growth
Then by Exploiting the Opportunities for Growth



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Want More Information?

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