



# Annual Report

## 2017



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### Background

KBC was incorporated as KDCL in 1980 and operated in support of the business community for over two decades. The Corporation was reactivated in 2012 with a new mandate and Board of Directors and financial support from the Town. In 2013 the new Board developed a comprehensive Strategic Plan for the organization.

The Mission Statement reads as follows:

*"KBC creates an environment which is attractive, supportive and welcoming to a diverse group of businesses and professionals."*



KBC works closely with Kentville Town Council and staff and the greater Kentville business community. The Corporation represents, supports and advocates for businesses, and entrepreneurs in the community as their principal constituents.

In summary: The Kentville Business Community is a proactive sector-based business development organization, in partnership with the Town of Kentville, committed to support, promote and grow the Kentville businesses thereby helping to insure a prosperous, sustainable future for all citizens.

# Kentville Business Community Annual Report ~ 2017

Looking back, the Kentville Business Community has had many accomplishments over the past number of years, and today we are poised for even more significant changes with the hiring of a full-time Business Development Officer in Zachary Best. In choosing Zachary, we not only have a fresh new face for KBC, but the Board has also embraced the need to offer the youth an opportunity to play a significant and fulfilling role in shaping our community.

The depth that this significant addition will give our organization, and its impact on the KBC, can't be understated. In a nutshell, the Kentville Business Community has now brought its organizational structure to a place that will allow us to achieve our maximum potential in the execution of our strategic plan.

KBC's accomplishments continue to be many with very visible Façade Program and Events Committee success stories. The interest in the Board, our committees and general participation continues to grow as the groundswell for our business community becomes more and more noticeable. Downtown and North End business owners and employees are feeling engaged, appreciated, and wish to become involved.

A recent change to our new name of "The Kentville Business Community" aligns directly with Kentville's "Breath of Fresh Air" branding and more directly reflects who we are, what we do and how we're here to help. The timeliness of our name change after Kentville's new brand introduction shows harmony and reflects well on our common goals.

As we sign off on the 2017/2018 fiscal year we have a lot of work to do, but our team is up to the challenge. We look forward to continued growth in our business community and will enjoy sharing these successes with everyone. We hope that our excitement regarding our town's potential is contagious and continues to position Kentville as a healthy, vibrant and prosperous community of choice.

Leigh Morrison – KBC Board President

## **KBC Board President's Message**



## The Last Twelve Months

### Strategic Plan 2017 Review

The KBC Board, local business owners, and Common Good Solutions (facilitators) met in February to review the Strategic Plan.

Under discussion were:

- 1) The "Vision and Mission Statements"
- 2) The "Long Term Goals and Objectives" in these functional areas:
  - Business development
  - People / Community
  - Infrastructure / Investment
  - Marketing / Communication
  - Representation / Advocacy

The 2017 Strategic Plan can be viewed on the KBC website  
[www.kentvillebusiness.ca](http://www.kentvillebusiness.ca)



## From “KDCL” ~ to the “Kentville Business Community”

The Board Directors passed a motion to create a new public image, as the “Kentville Development Corporation” was being perceived by many as having something to do with real estate.

The name “Kentville Business Community” was agreed upon, along with the domain name of “kentvillebusiness.ca”



A new logo was created, as well as a new Facebook page. The KDCL page stood at just over 400 followers after a year and a half. Within only 5 months, the KBC page has moved past 1,000 and continues to grow. The feedback has been positive with the “Kentville Business Community” more closely defining the role of the Corporation.

## The KBC Board of Directors



KBC welcomed the following as Directors to the Board:  
Dave Reid / Wade Tibbo / Mark Paish / Brian Cottom / Courtney  
McNutt / Gary Caven / Robin Hill

KBC also acquired office space in the Town Hall at 354 Main Street.

## The KBC Façade Program ~ Chair: Jason Blanchard



### Phase One

BTW Law / CentreStage Theatre / Cleveland Carpet One / Cornwallis Inn / D.M. Reid Jewellers / Duffett Kent Realty / Headliners Studio / Mader's Specialty Store / Maynard Bent & Fagan / Nichols Wealth Management / Open Arms / Phinney's Clothing / Valley Denture Services / Waterbury Newton Law

### Phase Two

Cornwallis Inn / Hill's Grills / Light Touch Laser / Phinney's Clothing / R.D. Chisholm / Shoken Defense / Waterbury Newton Law

(The Board has several businesses interested in Phase Three, including Porter's Custom Trophy & Engraving)



Façade Program  
Phase Three

Begins  
March 1, 2018

## The KBC Events Committee ~ Chair: David Reid

Early in the year, the KBC Events Committee was formed under the guidance of its Chair ~ Dave Reid. The committee mandate is to both create and promote events which will further enhance a positive public awareness of Kentville and which benefits all businesses in the downtown KBC district.



Committee Members: Nancy Henry ~ CentreStage Theatre / Bonnie Ross ~ Ross Graphic / Kate MacInnes Adams ~ Kings County Museum / Mike Phillips ~ Valley Stove & Cycle / Hillary Webb ~ Hill's Grills / Nancy Walsh ~ PharmaSave / Andrew Zebian ~ Phinney's ... as well as several KBC Board members and TOK staff.

## The David White “Visions of Kentville” Award



The Events Committee created a decorating award to be shared between the grand winners of KBC's two annual contests. The name honours local businessman, David White, who passed away this year. A special presentation with Pam White was held at Phinney's Clothing ~ the first winner of the award.

*“We want to keep honouring Dave with this for many many years to come.”*  
~ Dave Reid

## KBC Events For 2017



2017 was a busy year for the KBC Events Committee. Not only did they run their own events, but they also supported the Town of Kentville with several of the Town's initiatives and programs.

### List of KBC Events

Spring into Kentville Draw

Festival of Flowers Decorating

Multicultural Fair

Antique Auto Cruise-In

Jolly Holly Decorating

WIN-ter Wonderland Draw



The WIN-ter Wonderland draw was the most successful draw to date with over 60 downtown and north-end businesses contributing prizes worth more than \$3,000.



## 3<sup>rd</sup> Annual Multicultural Fair

On August 26<sup>th</sup>, KBC put on their third Multicultural Fair, the second one in Centre Square. This event was much larger than last year, with professional tents, live performances and an art market. The Steering Committee also added more promotion with both large and digital signage and radio advertising.

Over 1,000 people came to spend the day shopping, eating a variety of delicious ethnic foods and listening to Djembe Drumming / Mark Riley Project Band / Freddy Mujica / Tina Cleveland / Dradha and more. There were tarot readings / henna art applications ... and a busy children's corner.



## KBC Business Development Officer ~ Zachary Best

In December, the Board hired Zachary Best as their Business Development Officer.

Zach will be helping the Corporation achieve the goals and objectives outlined in the strategic plan. He will be focused on actions for creating a vibrant, growing and prosperous Kentville business environment.



## Kentville Business Community

### ~ Board of Directors ~

#### **President**

**Leigh Morrison**

Workplace Essentials

#### **Vice President**

**Wade Tibbo**

Kentville Toyota

#### **Director**

**Jason Blanchard**

Jason's Independent Grocer

#### **Treasurer**

**David Fagan, CPA, CA**

Maynard Bent & Fagan

#### **Director**

**David Reid**

D.M. Reid Jewellers

#### **Director**

**Gary Caven**

Antrim Media

#### **Secretary**

**Mark Paish**

Brad's Decor Centre

#### **Director**

**Brian Cottom**

Wild Lupin Media

#### **Director**

**Robin Hill**

Infinite Solutions

#### **Director**

**Gary Morse**

Morse Construction Inc.

#### **Director**

**Courtney McNutt**

R.D. Chisholm's

#### **Director**

**Lindsay Young**

Town of Kentville