



KBC ... Backgrounder

The Kentville Business Community (KBC)

Vision Statement:

“A vibrant business and service sector in a growing, prosperous and supportive community.”

Mission Statement:

“KBC attracts and engages a diverse business and services sector to create a vibrant, successful community of choice.”

Overview

The Kentville Business Community is a proactive private sector-based business development organization committed to support, promote and grow the Kentville business community thereby helping to insure a prosperous, sustainable future for all citizens.

KBC was originally incorporated in 1980 and reactivated in 2013 with a new mandate and Board of Directors. KBC works closely with Kentville Town Council and staff and the greater Kentville business community. The officers and directors are drawn from business and community leaders in the town.

KBC is active in five general areas covering Business Development; Marketing and Communication; Infrastructure and Investment; Business Representation and Advocacy; People and Community.

KBC has a comprehensive strategic plan with proactive strategies and action plans for business and community development. KBC represents, supports and advocates for businesses and entrepreneurs in the community as their principal constituents. The Strategic Plan is available on www.kentvillebusiness.ca

KBC is focused on supporting local businesses, attracting new retail businesses and the development of a Downtown Revitalization and Development Plan.

For more information contact:

Info@kentvillebusiness.ca