

Press Release

Tuesday, October 18th, 2016

Truro is a top place in Canada to start and grow a business

Truro – The Town of Truro is one of the most attractive places in the country to develop a successful business, according to CFIB’s ninth annual report: *Entrepreneurial Communities: Canada’s top places to start and grow businesses in 2016*.

Truro placed in 32nd position this year, which represents the highest score in its history, thanks to a significant improvement in score (+7 points), and in rank (+42 places). On top of that, Truro also scored strongly on Perspective and somewhat stronger on Policy factors (much better than last year).

“There is a lot of reasons why entrepreneurs come to Truro to start a business, and quickly realize how great this location is to develop and expand their activity” says Bill Mills, Mayor of Truro. *“We receive some very positive feedback from our local businesses on a regular basis, stating how optimistic they are about their growth plans. Our Town works hard to make sure that our business retention and extension activities help them achieving their objectives”*.

As the principal voice for business in the region, The Truro & Colchester Chamber of Commerce is pleased to see an improvement in the Town’s ranking from the previous report. The Chamber advocates for a diverse business community contributing to a vibrant, sustainable economy.

“There appears to be a progressive shift ongoing within the community,” says Chamber President Andrew Lake. *“Residents are seeing value in supporting local business while businesses are finding synergies that support one another.”*

The Downtown Truro Partnership, as the organization representing the interests of the downtown business community, and charged with promoting a unique environment for business and urban living in the heart of Truro, is excited by the improvement in the ranking.

Karen Baillie, President of the DTP says *“Downtown Truro is prospering. There have been major developments in our community, an increase in business interest and expansion of established businesses. Development in the area is on the rise and green and public space enhancements have encouraged a revitalized interest from businesses, our residents and visitors to the region. The DTP is proud to have been able to partner with the Town of Truro on many of the initiatives that are making a difference and that undoubtedly had an effect on the rankings.”*

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