

# IMPACT REPORT

# 2025

Community Solar Program  
Sydney



Clean and renewable energy  
more accessible to everyone



THE MULTICULTURAL ASSOCIATION  
OF UNAMA'KI - CAPE BRETON



# INTRODUCTION

In 2025, the Multicultural Association of Cape Breton (MACB) undertook a series of community-focused initiatives aimed at fostering economic empowerment, food security, cultural exchange, and sustainable development.

Through strategic partnerships with newcomers, local entrepreneurs, farmers, volunteers, and organizations such as Meals on Wheels, and local market operators, these programs created platforms for skill-sharing, entrepreneurship, and inclusive participation.

Key projects—including the **Sydney Public Market**, **The Whale House** culinary incubator, **Home@YQY** community space, the **Feed Nova Scotia Soup Program**, and the **Community Solar Project**—demonstrated the ability to integrate nutrition, culture, economic growth, and renewable energy access, while strengthening local food systems, supporting small businesses, and advancing environmental sustainability.



# KEY ACTIVITIES

## SYDNEY PUBLIC MARKET

OPEN SINCE MAY 24TH, 2025

LOCATION: 222 CHARLOTTE STREET, SYDNEY

The 2025 season demonstrated robust growth and diversification, successfully executing a dual-strategy model combining a core weekly Farmers Market with a high-frequency Cruise Ship Market program. This model significantly expanded our vendor support and community impact.

### \* MARKET OPERATIONS & SCALE

Metric	Count	Details & Context
<b>Total Market Days Executed</b>	<b>~175 Days</b>	A combination of Saturday Farmers Markets and daily Cruise Ship Markets.
<b>Saturday Farmers Markets</b>	<b>33 Saturdays</b>	Weekly market from May 24th to December 27th.
<b>Cruise Ship Market Days</b>	<b>~142 Days</b>	Ran on days cruise ships were in port, primarily June through October.
<b>Special Events Hosted</b>	<b>3 Major Events</b>	<ol style="list-style-type: none"> <li>Lumiere Festival Market (Sept 27)</li> <li>Halloween Night Market (Oct)</li> <li>Whale House Pop-Up (July).</li> </ol>

### \* VENDOR COMMUNITY IMPACT

Metric	Count	Details & Context
<b>Total Unique Vendors Supported</b>	<b>148 Vendors</b>	Individuals and small businesses provided with vending opportunities.
<b>Regular Vendor Pool (Active)</b>	<b>~80 Vendors</b>	Vendors who appeared more than once throughout the season.
<b>Core Saturday Regulars</b>	<b>~25 Vendors</b>	Vendors forming the consistent backbone of the weekly Farmers Market.
<b>New Vendor Onboarding</b>	<b>~70 Vendors</b>	Vendors who appeared only once or twice, indicating successful new recruitment.



# KEY ACTIVITIES

## SYDNEY PUBLIC MARKET

OPEN SINCE MAY 24TH, 2025

LOCATION: 222 CHARLOTTE STREET, SYDNEY

### \* KEY PROGRAMS & STRATEGIC INITIATIVES

- **Taking Roots Vendor Incubator Program:**
  - Vendors Supported: 4 Core Participants (Antonio Cruz, Summer's Kitchen, Howez Williams, Vietnamese Banh Mi).
  - Model: Provides subsidized, predictable fees for a full season, supporting business planning and growth.
  - Commitment: Secured vendor presence for 3 months per participant.
- **Seasonality & Performance Trends**
  - Peak Season (June-Sept): Operated at maximum capacity with concurrent Saturday and near-daily cruise markets.
  - Shoulder Seasons (May, Oct-Nov): Sustained Saturday markets while winding down cruise operations.
  - Off-Season (Dec): Maintained a consistent, albeit smaller, weekly winter market.
- **Nova Scotia Loyal vouchers redeemed:**
  - Length: 8 months, May to December 2025
  - Total Redemption: \$15,550
  - Support 75 vendors redeemed the vouchers
- **Cruise Ship Market Integration:**
  - Success Metric: Created ~142 additional vending days beyond Saturdays.
  - Vendor Benefit: Provided crucial income diversification for ~40 vendors who participated in both markets.
  - Market Appeal: Attracted vendors specializing in tourist-facing goods (e.g., sea glass, local art).
- **Special Event Partnerships:**
  - September 14th, 2025, Pop up Market at CBU Women's soccer game
  - September 26th, 2025, Lumiere.



# KEY ACTIVITIES

## SYDNEY PUBLIC MARKET

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LOCATION: 222 CHARLOTTE STREET, SYDNEY

### \* VENDOR SEGMENTATION:

- Farm producers-6 Vendors (e.g., Blue Heron Farm, Mad Macs Farm, Tyme For Ewe, Mira Meadows farms, Wild Island Farm, Urban Grow).
- Artisan & Craft Makers: ~75 Vendors (e.g., Chinese Calligraphy, Salty Sea Glass).
- Food Vendors & Prepared Food: ~25 Vendors (e.g., Super Bun, Omma's Korean BBQ, Vietnamese Banh Mi).
- Program Participants: ~15 Vendors in the "Taking Roots" small business incubator program.

### \* FINANCIAL ACTIVITY OVERVIEW

Metric	Count	Implication
Invoices Issued	381	High level of fee-for-service transactions.
Vendor Fee revenue	\$38,778.10	Projection based on standard fee models.



# KEY ACTIVITIES

## THE WHALE HOUSE

OPEN SINCE DECEMBER 5, 2024

LOCATION: 14 WENTWORTH STREET, SYDNEY

The Whale House is a scheduled shared kitchen and pop-up bistro that fosters culinary collaboration and cultural exchange. A dedicated culinary incubator providing licensed kitchen space and vendor support to food entrepreneurs. In its second-year operation, it has supported 14 food and beverages entrepreneurs who started and expanded their business at the Whale House. Including:

- Zeb Zeb’s Kitchen
- Dave and Julie Jamaican Kitchen
- Village People Coffee -Jan 5th, 2025, New
- Pam’s Deliciously Different Dishes
- Delicious African Kitchen
- Rabbon Street Food, New
- Vailly's Dessert House and Bubble Tea House
- Super Bun
- Viet Yummy
- Peruvian Buzz, New
- Taste of Ukraine, New
- Atika’s Moroccan Cuisine, New
- Chelsea’s Sweets, New
- Kraken Pizza, New





# KEY ACTIVITIES

## THE WHALE HOUSE

OPEN SINCE DECEMBER 5, 2024

LOCATION: 14 WENTWORTH STREET, SYDNEY

### \* REVENUE MODEL & UTILIZATION

- **Two-Stream Income:**
  - **Monthly Vendor Fees** (Primary): Stable base revenue
  - **Hourly Kitchen Rentals:** Supplemental income from events
    - Multicultural Day rentals
    - Food Crawl events
    - Saturday pre-market rentals

### \* FINANCIAL NOTES

- 35+ invoices issued for kitchen operations
- Revenue Stability: Monthly model provided predictable income stream
- **Total Revenue: \$47,410.14**

### \* KEY INITIATIVES & IMPACT

- **Event Partnerships:** Successfully provided kitchen space for Multicultural Day and Food Crawl events
- **Program Participation:** 3 referrals to SPICE program, 2 successfully received fund
- **Storage Solutions:** Offered additional storage rental (Chelsea Bonnar)
- **Market Pipeline:** Served as launchpad for vendors to graduate to main Farmers Market



# KEY ACTIVITIES

## THE WHALE HOUSE

OPEN SINCE DECEMBER 5, 2024

LOCATION: 14 WENTWORTH STREET, SYDNEY

### \* EVENTS & MARKET SPACE

- Saturday Weekly Mini-Market from 11 AM to 2 PM support Farm goods and food vendors at the Whale house
- Feb 10th, 2025, Cabbage roll fundraising for Grubstake
- Feb 15th, 2025, Warm Your Bones event, partnership with Sports and Social club
- Feb 19th, 2025, Immigration information session, Cape Breton Partnership
- May 14th, 2025, Kitchen Bootcamp with Chef David Crawley, Cape Breton Regional Library
- June 21st, 2025, 4th Annual Food Crawl, Downtown Association
- July 25th, 2025, Kids Market, Ignite Atlantic
- September 26th, 2025, Lumiere.





# KEY ACTIVITIES

## HOME @ YQY

OPEN SINCE AUGUST 2, 2025

LOCATION: 280 SILVER DART WAY, GRAND LAKE ROAD

The Home@YQY projects features the community space with food services and retail space at Sydney Airport.

### \* OPERATIONS & SCALE

Metric	Count	Details & Context
<b>Total Days Executed</b>	<b>~130 Days</b>	It opens everyday except Wednesday and Christmas day through Aug to Dec, 2025
<b>Flights Served</b>	304 flights	Estimated arrivals: 152 arrivals Estimated departures: 152 departures
<b>Special Events Hosted</b>	<b>2 Major Events</b>	1. Halloween (Oct 31) 2. Santa Letter Pickup Party (Dec 20)

### \* VENDOR COMMUNITY IMPACT

Metric	Count	Details & Context
<b>Total Unique Vendors Supported</b>	<b>18 Vendors</b>	Individuals and small businesses provided with vending opportunities.
<b>Food Vendors</b>	<b>14 Vendors</b>	Featured food vendors include Korean, Greek, Peruvian, Ukrainian, Vietnamese, Indian, Chinese, Peruvian, Moroccan, Nigerian, Filipinos, Jamaican and Lebanese.



# KEY ACTIVITIES

## HOME @ YQY

OPEN SINCE AUGUST 2, 2025

LOCATION: 280 SILVER DART WAY, GRAND LAKE ROAD

The Home@YQY projects features the community space with food services and retail space at Sydney Airport.

### PRODUCT SEGMENTATION

- Clothing/Apparel/ Merchandise
- Food – Prepared Meals.
- Food Vendors & Prepared Food
- Bakery & Pastries
- Health & Beauty
- Crafts & Souvenirs
- Beverages
- Snacks & Confectionery
- Groceries/Pantry

### \* FINANCIAL ACTIVITY OVERVIEW

Metric	Count	Implication
Revenue	\$40,439.39	Sales of Products and vendor fee



# KEY ACTIVITIES

## FEED NOVA SCOTIA

In partnership with newcomers and local cooks from Peru, Nigeria, Greece, Vietnam, India, Mexico, Colombia, China, and Morocco, we prepared culturally meaningful soups rooted in diverse traditions, alongside volunteers from the Multicultural Association of Cape Breton and Meals on Wheels. The initiative fostered skill-sharing, cultural exchange, and hands-on training in food sourcing, preparation, packaging, and distribution. Together, we produced thousands of nutritious soups using ingredients sourced in collaboration with local farmers, strengthening food literacy and supporting local food systems. Distributed free of charge through dignified, low-barrier access points across Cape Breton—including The Whale House, Home at YQY, Chéticamp, Sydney Public Market, and New Dawn—the project expanded access to healthy food, amplified newcomer voices, strengthened partnerships, and advanced a more inclusive approach to food security on the Island.



# KEY ACTIVITIES

## FEED NOVA SCOTIA

### \* KEY IMPACT METRICS

Nourishing Meals distributed:	Pantries and community groups distributed:	Volunteer Participation:	Creation of food secure pantry:
1,200 + weekly	8	30+	3

### \* COMMUNITY IMPACT

- Supporting Local-Sourcing ingredients that honored diverse cultural recipes while prioritizing local farmers required creativity and adaptability to balance authenticity, nutrition, and local availability.
- Low-barrier access with storytelling-The project’s success highlights the power of integrating nutrition, cultural storytelling, community engagement, and newcomer belonging to inform the design of future programs that are both impactful and inclusive.
- Improve longevity of the project-A double glass freezer was purchased for \$2,000 and \$1,500 was spent on improving ventilation at The Whale House kitchen to help sustain the program beyond its end date.
- Community economic empowerment-The initiative promoted economic empowerment by positioning newcomer cooks as leaders, enabling them to create culturally meaningful soups, showcase their food enterprises, and share their experiences with the broader community.



# KEY ACTIVITIES

## COMMUNITY SOLAR PROJECT

APPROVED PROJECT IN MAY 2025

### \* PROJECT DETAILS

#### 1. Project Partners

- AI Renewable energy
- Multicultural Association of Cape Breton
- Province of Nova Scotia

2. **Location:** Grand Lake Road, CBRM, Nova Scotia

3. **Capacity:** 1.7 MW, power Approx. 230 homes

#### 4. Community Impact

- Community access to clean energy
  - The Community Solar Program allows individuals and small businesses to subscribe to solar power without needing their own rooftop installation or capital equipment
  - This expands energy access to renters, low-income households, apartments, newcomers, and others who traditionally cannot install solar panels
  - Subscribers can be residential or commercial; they get a solar energy credit of \$0.02 per kilowatt hour on their power bill for energy generated by their subscription
- Inclusive Climate Action
  - MACB's involvement aligns with broader climate goals while ensuring diverse and newcomer families are included in the transition to renewable energy
- Local Economic and Environmental Benefits
  - Supports provincial goals for cleaner, healthier, and sustainable communities.
  - Contributes to reduced carbon emissions and local green jobs creation



# KEY ACTIVITIES

## WORKFORCE DEVELOPMENT FOR SOLAR INSTALLATION

PROJECT UPDATE: SUBMITTED APPLICATION IN MAY 2025 AND WAITING FOR APPROVAL



# KEY ACTIVITIES

## GRUBSTAKE BUILDING

LOCATION: MAIN STREET, LOUISBOURG

### \* HIGH-LEVEL DEVELOPMENT PHASES

#### • Phase 1: Information Gathering & Early Exploration

- Information gathering on community needs, gaps, and opportunities
- Preliminary exploration for property purchase
- Preliminary exploration for programming
- Outcome: Clear understanding of needs, demand, and potential locations

#### • Phase 2: Visioning & Community Engagement

- Refine the shared vision for The Grubstake
- Engage community members, artists, food entrepreneurs, fishers, and workers
- Validate programming priorities and community impact
- Outcome: Community-driven vision and direction

#### • Phase 3: Feasibility, Planning & Early Partnerships

- Financial and operational feasibility planning
- Initial collaboration with potential partners
- Outcome: A viable concept with aligned early partners

#### • Phase 4: Fundraising & Financing (Pre-Purchase)

- Fundraise through grants, community investment, and private financing
  - Feb 10 - Cabbage Rolls Fundraiser at the Whale House
  - Fundraising through GoFundMe
- Secure capital commitments to enable acquisition
- Align funding with project phases and timelines
- Outcome: Financial readiness to acquire the property

#### • Phase 5: Property Purchase

- Finalize financing
- Purchase the property
- Secure ownership or long-term site control
- Outcome: A permanent home for The Grubstake

#### • UPCOMING

- Phase 6: Community Partnerships & Construction Financing
- Phase 7: Design, Floorplans & Costing
- Phase 8: Code Assessment & Due Diligence
- Phase 9: Design Finalization, Permits & Construction
- Phase 10: Programming & Operations Setup
- Phase 11: Launch & Community Activation



# KEY ACTIVITIES

## EVENTS AND PARTNERSHIPS

- **Sydney Public Market**
  - Dec 17th Stay Safe This Winter - Winter Driving Tip with Constable Gary Fraser
  - Oct 25th - Halloween Street Festival
  - Aug 1st Cape Breton Family Carnival of Chinese Culture!
  - Jul 25th - **CEED x MACB Business Boost**
  - June 24th - **Skilled Trades with ISANS**
  - June 10 - **Basic food safety workshop with Sean O'Toole**
- **Whale House**
  - July 25 - **Ignite x MACB Kids Market**
  - Sep 21st - 50 Free Meals with Vietnamese Group
  - Feb 15 - Warm Your Bones Festival
  - May 14 - **CBRL x MACB Kitchen Bootcamp**
- **HOME @ YQY**
  - Dec 11th - Decorating Holiday Tree Event
  - Oct 31st - Halloween at YQY Airport
  - Sep 10th - Around the World in One Kitchen
- **Community Events:**
  - Nov 17th - 3 short films at Board more Theatre, CBU
  - Oct 25th Community Resources Fair
  - Oct 20th -Diwali Gala
  - Oct 2nd - Coffee & Connect - Sydney Holiday Inn
  - Sep 14th - **MACB at CBU Soccer**
  - Sep 3rd - NSCC Service Fair
  - July 30th - Ticket to Ride in Louisbourg
  - June 28th - Try Tennis
  - **June 27th - CBRM Multiculturalism Day**
  - June 27th - Slice of Kicthen - Greek Cooking Lesson
- **COMMUNITY RECOGNITION**
  - **Cape Breton Regional Chamber of Commerce - Newcomer Entrepreneur Award**
  - **Cape Breton Local Immigration Partnership - Welcoming Spirit Awards**

# 2025 AT A GLANCE

## CHALLENGES

- **Limited funding opportunities**

MACB continues to face limited funding opportunities for operational support. Most available funding is project-based, which makes it difficult to sustain core activities, build long-term capacity, and scale programs effectively.

- **Operating board structure**

MACB currently functions with a working board rather than a governance-focused board. Board members are heavily involved in day-to-day operations and project implementation, which helps move initiatives forward but can also create challenges in balancing strategic governance with operational responsibilities.

- **Staff capacity constraints**

As the project has not yet reached financial sustainability, there is currently no surplus funding to hire dedicated staff. As a result, program coordination and operations rely heavily on volunteers and board members, which may limit the organization's ability to expand programming and maintain consistent service delivery.



## LESSONS LEARNED

These challenges highlight the importance of building sustainable operational funding, strengthening governance structures, and gradually developing staff capacity. Continued partnerships, community support, and diversified funding strategies will be key to ensuring long-term sustainability and impact.

## CONCLUSION

The MACB 2025 initiatives successfully combined community engagement, newcomer inclusion, and economic development, resulting in measurable social, cultural, and environmental impact. Vendors and newcomer cooks were empowered to grow their businesses and share their cultural heritage, thousands of nutritious meals were delivered to low-barrier access points, and renewable energy projects expanded clean energy access to residents who traditionally face barriers. Together, these efforts strengthened local food systems, promoted economic opportunity, fostered cultural exchange, and contributed to sustainable, inclusive communities—providing a strong foundation for future programs and continued community growth.