

Monthly Report

Economic Development

December 2018

Demographic and business support

In November, department staff supported the promotion of Amherst as a great place to live, work and play through the following activities:

- **Deck the Halls:** Merchants gave a free ornament to customers. Customers were provided a list of participating locations as a means to encourage shopping at several local businesses, in order to collect the set of 14 ornaments. Promotion of the event reached 8,300 people on Facebook.
- **Students Day on the Town:** The Town of Amherst arranged for bus transportation from the Mount Allison and NSCC Springhill campuses to Amherst, with shuttles between downtown and uptown shopping areas. Students enjoyed a free lunch at their choice of eight participating restaurants, courtesy of the Town. Promotion of the event reached 11,800 people on Facebook.
- **Holiday Shopping Passport:** Shoppers collected stamps when shopping at Amherst businesses for a chance to win \$1,300 in gift certificates. Promotion of the event reached 5,800 people on Facebook.
- **Cheers to the Season:** Eleven downtown businesses hosted craft breweries and distilleries, live music, and other “open house” activities. Customers were provided a map of participating locations. Promotion of the event reached 13,300 people on Facebook.
- **Weekly e-mail newsletters** to more than 1,000 subscribers promoted events hosted by local businesses and holiday shopping ideas.

Respond to business investment opportunities

A listing of available commercial properties was updated on the Town of Amherst website. No site selection inquiries were received in November.

Support initiatives at the Community Credit Union Business Innovation Centre.

The boardroom was booked for organizational meetings by three local businesses. Meeting rooms were actively used by community economic development partners and small business owners who used the networking hub to meet with clients.

Increase the impact of tourism on the local economy

Professional photos were taken of horse-drawn carriage tours and historic walking tours, and the holiday light-up and Christmas parade. A library of photo assets is being established for use in future tourism promotions.