

Monthly Report

Economic Development

January 2019

Demographic and business support

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

- **Victorian Christmas in Downtown Amherst:** Shoppers enjoyed the wonderful sights, sounds, and scents of a traditional Christmas in downtown Amherst with costumed carolers, horse-drawn wagon tours, and a Victorian photo booth at Focal Point Photography and Framing. Promotion of the event reached 14,400 people on Facebook.
- **Amherst Cookie Crawl:** Over the course of four hours, there were 1,800 interactions with Amherst businesses, many of which were first contacts. Feedback from participants and businesses was extremely positive. This event promoted local businesses and supported community pride. Promotion of the event reached 10,800 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

Business development staff provided demographic and market information to a company interested in opening a restaurant in Amherst.

Support initiatives at the Community Credit Union Business Innovation Centre.

The conference room hosted a Ray Legere & Acoustic Horizon concert and a corporate holiday party. Meeting rooms were actively used by community economic development partners and small business owners who used the networking hub to meet with clients.

A noticeable increase in bookings at the facility suggests that revenue will reach \$15,000 before the end of the fiscal year, which is 25% more than was budgeted.

Business development staff compiled a list of prospective organizations and associations that might be interested in renting meeting spaces in preparation for a marketing mailout in early January.

Increase the impact of tourism on the local economy

Professional photos were taken of people skating on the outdoor ice surface and shopping on Church St. A library of photo assets is being established for use in future tourism promotions. Business development staff are finishing work on a tourism marketing campaign that will be ready to launch in February.