

Monthly Report

Economic Development

October 2018

Demographic and business support

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

- Attended a physician recruitment fair in Digby.
- Promoted local businesses through social media posts on Facebook and Instagram.

Respond to business investment opportunities

One inquiry from a site selector was received in September, and was provided market information and potential locations.

Support initiatives at the Community Credit Union Business Innovation Centre

The centre hosted regional training and strategic planning sessions for local businesses, a luncheon for the Communities in Bloom committee and judge, a non-violent crisis intervention training course for local employers, a psychic show, a fashion show, and a professional concert.

The centre's boardroom was also used daily for meetings arranged by the CBDC, the Amherst & Area Chamber of Commerce, ACOA, the Cumberland Business Connector, Bill Casey MP, and the Town of Amherst

Increase the impact of tourism on the local economy

The Hodge Podge Market and Amherst Fall Fashion Show attracted more than 500 people to downtown Amherst on the evening of September 13 as part of the "A" Fest activities. The events were an opportunity for dozens of local entrepreneurs to promote and sell their products.



The Business Development Officer attended the 3-day Economic Developers Association of Canada conference in Fredericton from September 9-11. Key topics included best practices in performance measures for economic development, entrepreneurship support programs, and foreign direct investment attraction.

The BDO has developed a work plan for the remaining six months of the current fiscal year. The plan is built on recommendations of the Community Economic Development Strategy (2014), the Centre First Downtown Action Strategy (2010) and the Arts, Culture & Heritage Strategy (2010).

New activities planned for the remainder of the 2018-19 fiscal year include:

- **Business Development Events**
A series of promotional events will encourage people to visit Amherst retail shops and restaurants. These include a “spirits walk” in October, six weekends of holiday events, “restaurant week” in January, an “art of chocolate crawl” in February, and a “creative crawl” and fashion show in March.
- **Vacant storefront art show**
Local artists will be given the opportunity to show their work on 4’x4’ panels hanging in the windows of vacant downtown storefronts.
- **Professional photography and videography**
Photo and video assets to be used in future promotional materials.
- **Business video profiles**
30-second profiles of businesses from all sectors to promote “buying local” and to promote Amherst as a great place to do business. These videos will be posted on a business directory page on the Town of Amherst website and shared on social media.

