

Monthly Report

Economic Development

March 2019

Demographic and Business Support

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

- Created targeted and boosted Facebook ads to attract remote workers, industrial labourers, and bed & breakfast operators from Alberta, Ontario, British Columbia, Germany, and the United Kingdom.
- Met with business owners to develop new business ideas and learn about challenges.
- Collected and updated directory information for more than 400 businesses and organizations.
- Shared information with business owners about workshops and funding programs offered by partner organizations.

Respond to Business Investment Opportunities

The BDO met with an entrepreneur from Nigeria who has decided on Amherst as the location for his family to immigrate to Canada, to show him potential locations and building sites for a retail and service operation in the automotive sector. The Chamber of Commerce and Cumberland Business Connector also met with him to introduce him to professionals and immigrant business owners in the region.

Support Initiatives at the Community Credit Union Business Innovation Centre

More than 325 hours of bookings were seen during February, an increase of 67% over last February. The conference room, boardroom and hub meeting room were used by businesses, community groups, and government organizations.

Increase the Impact of Tourism on the Local Economy

The BDO worked with tourism stakeholders to develop a new map of local and regional attractions. This will be distributed to visitor information centres, hotels, and gas bars throughout the region and in neighbouring regions.