

# Monthly Report

## Economic Development

### November 2018

#### Demographic and Business Support

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

- The **Spirits Walk** event on the evening of Friday, Oct. 26 drew approximately 250 people to the stores and restaurants of downtown Amherst. Each participating location offered a treat to shoppers and four locations hosted craft breweries and distilleries. Following the event, surveys were sent to participating merchants and shoppers. All of the respondents stated that they enjoyed the event and that they liked the atmosphere created by people walking around town on a Friday evening. Suggestions for improvement included getting more merchants to participate, adding live music, and adding an attraction such as a haunted house. The most interesting feedback was the number of people who reported visiting shops and restaurants for the very first time during the event. Many merchants saw more than 160 new customers in just four hours! With holiday shopping only weeks away, this event was a great opportunity to show people what Amherst merchants have to offer.
- **Gift guide** two-page spread in At Home on the North Shore magazine. Merchants throughout town were offered an opportunity to submit an item for a two-page advertisement in the winter issue of At Home on the North Shore magazine. This lifestyle magazine will be distributed to 28,000 households in Pictou and Colchester counties, offering an excellent opportunity to draw shoppers from these areas.



**GINGERBREAD GREETINGS BOUQUET**  
This jolly gingerbread man mug can't wait to serve up a festive mix of Christmas blooms and years of hot cocoa sipping fun! Send a hug with **Bordertown Flowers & Frills** at 60 South Albion St., Amherst. 902-667-3811. Order online at [www.bifamherst.com](http://www.bifamherst.com)

**PULL APART CUPCAKE ARRANGEMENT**  
Cupcakes are a great choice for family gatherings, workplace parties or a lovely hostess gift. Order this pretty Christmas Wreath or a Friendly Snowman arrangement of delectable chocolate or vanilla cupcakes from the award-winning **Birkinshaw's Tea Room and Coffee House**, 2 Ratchford St., Amherst. 902-661-9300. Order online at [www.birkinshaws.ca](http://www.birkinshaws.ca)



**HANDCRAFTED BEESWAX CANDLES**  
Margie Allen makes her fragrant beeswax candles by hand in her Spencer's Island studio on the spectacular Bay of Fundy. **Maritime Mosaic** at Dayle's Grand Market, 129 Victoria St. E., Amherst. 902-661-2137



**MANSOUR'S MENSWEAR**  
The *Green Coast* sweater is made in Italy of the most excellent materials, and this popular *popcorn knit* style is available in more than a dozen colours at Atlantic Canada's *oldest menswear store*. Sold in-store and online at **Mansour's Menswear**, 27 Church St., Amherst. [www.mansourmenswear.ca](http://www.mansourmenswear.ca) 1-800-929-3992.



**DAIRY-FREE ADVENT CALENDAR**  
Yummy milk chocolate advent calendars that are dairy free, gluten free, soya free and vegan! Made with rice, cocoa, and sugar. Get yours at **Candy Caze**, 147 South Albion St., Amherst. 902-661-1751.



**SLEEP SOUNDLY HOLIDAY PACK**  
Give the gift of a great night's sleep with a contour CPAP pillow, a pack of pollen filters, a non-heated tubing and a canister of mask wipes. **The Snore Shop**, 109-4 Robert Angus Dr., Amherst. 902-660-5340.



**NINA THE YOGA SPIRIT**  
Ann Dunlop's one-of-a-kind textile sculptures add a weather-resistant touch of whimsy to any home or garden. **Maritime Mosaic** at Dayle's Grand Market, 129 Victoria St. E., Amherst. 902-661-2137.



**BLUNDSTONE BOOTS**  
Blundstone Women's Series in Shiraz are comfortable, stylish, high quality and make a perfect gift! Choose from a selection of gorgeous colours. Your feet will thank you! **30 Church Women's Clothing**, 30 Church St., Amherst. 902-667-8028.



**COZY, CASUAL & PRETTY COOL**  
Designed in Canada, this Taxi Delray tall boot is all about the fusion of function and fashion. It's waterproof and comfy, and is one of the dozens of new styles you'll find this season at **The Copper Tree Boutique** in the historic Dayle's Grand Market building, 129 Victoria St. E., Amherst. 902-694-2511.



**WOODLAND TIN TEA SET**  
Perfectly sized for little hands, this 15-piece Woodland Tin Tea Set includes a lidded teapot, four plates, four cups and saucers, and a serving tray. Everything packs neatly into an illustrated, heavy-duty cardboard carrying case for tea parties on the go. You'll find them at **Beans & Cocoa Toys and Gifts**, at Dayle's Grand Market, 129 Victoria St. E., Amherst. 902-660-2078.

### Holiday shopping events in Amherst

**HOLIDAY SHOPPING PASSPORT: NOV. 19-25**  
Collect stamps in a special holiday passport to qualify for a \$750 shopping spree grand prize draw!

**STUDENTS' DAY ON THE TOWN: DEC. 1**  
Mount Allison University and NSCC Cumberland students get a free ride from campus to Amherst, special gifts, "tax-free" shopping and free lunch!

**CHEERS TO THE SEASON: DEC. 8-9**  
Mix holiday shopping with a fun day out and enjoy food and beverage tastings, trunk shows, mini spa treatments and live music.

**COOKIE CRAWL: FRIDAY, DEC. 14, 4:00-8:00 PM**  
Buy a ticket and exchange it for a cookie tin to fill with cookies you pick up at stores all over Amherst. A limited number of tickets are available, and can be purchased online at [www.amherstcookiecrawl.eventbrite.ca](http://www.amherstcookiecrawl.eventbrite.ca)

**VICTORIAN CHRISTMAS: DEC. 15-16**  
Enjoy the sounds, sights, and scents of a traditional Christmas with costumed carollers, horse-drawn wagon tours, and a Victorian photo booth.

FOR DETAILS ABOUT ALL OF THESE EVENTS, VISIT [WWW.AMHERST.CA/SHOPPING.HTML](http://WWW.AMHERST.CA/SHOPPING.HTML)

### **Respond to Business Investment Opportunities**

A “people recruitment” booklet was developed with input from recent new residents and long-time community members. Designed to coordinate with our backdrop, the “Live in full colour” booklet seeks to attract professionals and entrepreneurs from other parts of Canada.

No site selection inquiries were received in October.

### **Support initiatives at the Community Credit Union Business Innovation Centre**

A new small business lending library was established in the Hub Networking room, with books donated by the centre’s partner organizations.

The centre is exhibiting watercolour paintings by Frederick Nicholas and photographs by Gisli Sigtryggsson. New local artists will be featured on a rotation throughout the year.

A small boardroom table was added to the Hub Networking room, with very positive feedback from partners and other users of the building.

### **Increase the Impact of Tourism on the Local Economy**

Historic walking tours and horse-drawn carriage tours wrapped up at the end of October. Opportunities for autumn and winter tourism packages and events are being developed in partnership with Amherst businesses.