

# **Monthly Report**

## **Economic Development**

### **April 2019**

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#### **Demographic and Business Support**

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

- Attended “Now to Next: Co-op Education Summit” in Halifax to connect with students from seven universities and encourage them to come to Amherst for their work terms.
- Promoted seven Amherst restaurants through “French Toast Fest”, which promoted Amherst throughout the Maritimes through interviews on CBC Radio’s “Mainstreet” program and CTV Morning Live television.

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

The Business Development Officer responded to an inquiry from a business looking for 20-40 acres along a rail line. Three suitable properties were proposed.

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

More than 208 hours of bookings were seen during March, more than double the booking hours of last March. 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 has planned a series of events and activities for the 2019 tourism season including:

- Amherst Performing Arts Series at Community Credit Union Business Innovation Centre
- Atlantic Wildlife Festival at the Amherst Stadium (June 15-16)
- Summer Night Markets on Ratchford St. the 3<sup>rd</sup> Thursday of each month from June to October
- Horse-drawn carriage tours and historic walking tours on Thursday evenings from June to Oct.

A new online magazine promoting Amherst and surrounding area will be released in April.