

Monthly Report

Economic Development

May-2019

Demographic and Business Support

Currently the unemployment rate for the North Shore Region is 7.8% and the participation rate is 56.5%. With an estimated population of 5,319 people between the ages of 25 and 64, this means that there are only about 235 people who live in Amherst that are looking for work.

This makes it difficult for Amherst employers to fill vacant jobs. To support several employers in the industrial park, the Business Development Officer organized a presentation from Cliff MacDonald at Immigrant Services of Nova Scotia (ISANS). Between the six Amherst employers in the room, there were more than 150 vacant positions.

Mr. MacDonald shared information about how ISANS can help recruit job-ready immigrants who are already living in Nova Scotia to positions throughout the province, and provide support to help them integrate with the workplace. All of the employers were very eager to attract immigrants to their workplace.

At the end of this presentation, the group agreed on an action plan that will include a job fair at the ISANS office in Halifax on May 24. This will be followed by a community visit of up to 50 immigrants to see what Amherst has to offer as a great place to live, work and play. The Cumberland Business Connector agreed to coordinate the job fair and tour of Amherst.

Respond to Business Investment Opportunities

The Business Development Officer received an inquiry from a health sector company looking for 8,000 sq. ft. of prime retail space. After viewing several vacant Amherst properties, the BDO identified those that met the criteria and prepared a proposal.

Support Initiatives at the Community Credit Union Business Innovation Centre.

More than 169 hours of bookings were seen during April. Bookings are up 55% this year compared to 2018, with more than 896 hours booked since January. Bookings included a concert and a psychic show. 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

- Attended a presentation on indigenous tourism, culture and socioeconomic opportunities.
- Coordinated a tourism experience development brainstorming session.
- Promoted Amherst at the Saltscapes East Coast Expo.

Upcoming Activities

June 7-8 [The Lion King Jr.](#)

The second presentation in the Amherst Performing Arts Series, presented by Cumberland Performing Arts in partnership with the Town of Amherst. Tickets \$15.

June 15-16 [Atlantic Wildlife Festival](#)

Watch live birds-of-prey from the Canadian Raptor Conservancy in exciting educational presentations, explore the “Hands On Nature” travelling exhibit from the Royal Ontario Museum, and engage with wildlife conservation and outdoor adventure organizations and businesses at the Amherst Stadium. Sat. 10-6, Sun. 10-3. Admission \$5

June 20 [Arty Party - Summer Night Market](#)

Fine art, artisans, food trucks, and live music. Special guest Chalkmaster Dave will blow your mind with his 3D illusions. Celebrate diversity through art in community art projects, and watch live street artists compete in a graffiti art battle. Noon to 9:30 pm on Ratchford St and the parking lot behind Dayle’s Grand Market. The first of the Town of Amherst’s “Third Thursday” summer night market series.