

**LOCAL ECONOMIC
DEVELOPMENT
PLANNING**

**Amherst
MA**

Scope of Work and Process

- Prepared several elements for inclusion in Amherst's Economic Development Plan:
 - Local data indicators
 - Retail market study
 - SWOT analysis
 - Public outreach process



SWOT ANALYSIS

	HELPFUL	HARMFUL
INTERNAL	Strengths	Weaknesses
EXTERNAL	Opportunities	Threats

Public Feedback

2 Public Meetings

- *April 25, 2018*
- *May 31, 2018*

Online Survey

- *General SWOT – 32 responses*
- *Tourism & Entertainment – 8 responses*
- *Business & Entrepreneurship – 7 responses*

E-mail

Questions:

- **Who is benefitting from economic development?**
- **What is the right balance for Amherst?**

Key Issues

- 1) Vision and Goals
- 2) Income inequality
- 3) Downtown retail and entertainment
- 4) UMass – commercialization; student presence
- 5) Historic character
- 6) Development support
 - Small business support
 - Permitting
- 7) Cultural tourism
- 8) Regional context and trends

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Next Steps

