

Town of Amherst

Marketing & Brand Strategy and Communications Plan – Research Report

Version: December 4, 2025

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Introduction

Within Amherst Town Council’s 2024–2028 Strategic Plan, the Marketing & Communications Officers received direction under the Strategic Priority of **Economic Prosperity**, specifically within the **Economic Growth** and **Destination Community** Priority Outcomes.

Under **Economic Growth**, Council identified the Strategic Initiative to “**develop new marketing and branding materials to promote Amherst as an economic destination.**” For clarity, we are using the following working definition of an *economic destination*: **A place people visit primarily to spend money and participate in economic activity, rather than for leisure alone.**

Under the **Destination Community** Priority Outcome, Council further directed staff to “**develop a branding strategy for Amherst as a destination community.**” To determine who ultimately contributes to Amherst’s reputation as a destination, we are focusing on three key audience groups:

- Residents (current and prospective)
- Businesses (current and prospective)
- Visitors (returning and first-time – including Tourists)

Together, these directions led us to begin the work required to develop a new **Marketing & Brand Strategy** for Amherst.

The Strategic Plan’s second Strategic Priority – **Vibrant Community** – provides additional direction. Under the **Engaged Community** Priority Outcome, Marketing & Communications is tasked with the Strategic Initiative to “**develop a communications plan/strategy**” for Amherst.

Finally, several other Priority Outcomes and Strategic Initiatives within the Strategic Plan include activities that will be strengthened by, and in some cases dependent on, the successful development and implementation of both the Marketing & Brand Strategy and the Communications Plan.

To support this work, we planned **Primary** and **Secondary Research** activities to gather the information upon which to build the new Town of Amherst Marketing & Brand Strategy and Communications Plan.

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Part 1: Primary Research

Stakeholder Input

Two methods were used for gathering stakeholder input: circulating a series of **Surveys** designed to target specific stakeholder groups, and hosting two public **Focus Groups** – a morning session and an evening session.

Surveys

Microsoft Forms was used as the platform in which to build, distribute, and collect responses across several survey variants targeting specific stakeholder groups. Some surveys were also completed in hard copy format.

Questions were designed to resonate with the respondents of each survey, but overall themes remained the same, aiming to pull out insights relating to: **Amherst’s strengths, weaknesses, opportunities, and threats; our town’s differentiators** (compared to other similar towns); and, **how people currently receive information about Amherst vs. how they would prefer to receive this information.**

Community Survey

This was **the general survey shared most broadly** during the primary research phase. This survey lived on our Town website; it was promoted on social media and these posts were boosted with a budget of \$200 to ensure broad geographically-targeted distribution. Boosting two separate ads resulted in 40,575 ad views and 1,272 ad clicks.

This survey was released first and certainly gathered input from a portion of our more specific audience groups, who were also targeted with their own custom surveys.

An incentive was applied to encourage completion of the community survey: respondents were told they would be entered into a draw for one of two \$50 Visa gift cards, and these were presented to two randomly-chosen participants after the survey closed. This incentive was not offered for any other survey groups.

Number of Responses: 705

Active Period: June 13, 2025 to September 25, 2025 – 105 days

Business Survey

Our local business community is a key stakeholder group for this marketing, branding, and communications exercise, and a survey was developed with their perspectives and needs

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in mind. Businesses were pulled from the Town’s master business directory and 309 contacts were verified and updated as required to distribute this survey via email.

Number of Responses: 32 (of 309 = 10%)

Active Period: September 11, 2025 to September 22, 2025 – 12 days

Community Organizations Survey

Service groups, clubs, support organizations – all of these essential community resources were combined into our Community Organizations distribution list and a survey was created to help draw out their unique perspectives about Amherst related to brand and the sharing of information.

Number of Responses: 7 (of 44 = 16%)

Active Period: September 11, 2025 to September 22, 2025 – 12 days

Town of Amherst Staff Survey

Our internal workforce has hundreds of years of combined experience and, within that, a wealth of knowledge. Survey questions for this group had the same overall goals in terms of the information being sought, but they were formed to best extract this group’s perspectives on Amherst and the ways we communicate.

Number of Responses: 8 (of 104 = 7%)

Active Period: September 8, 2025 to September 22, 2025 – 15 days

Mayor and Council Survey

Although most elected officials participated in one of the public Focus Groups (to be discussed next), there was still value in targeting this group with a customized survey, because direction behind this large project came straight from Mayor and Council and we wanted to ask them questions to better understand their perspectives.

Number of Responses: 5 (of 7 = 71%)

Active Period: September 8, 2025 to September 22, 2025 – 15 days

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Focus Groups

The morning and evening public focus group sessions began to take shape after the launch of the community survey. It was felt that creating **an in-person opportunity for people to contribute perspectives** would be of benefit, because that is how some people prefer to participate.

Events were created on Facebook (one for the morning session, and a second for the evening session) to promote the focus groups, and nearly 160 people expressed interest in attending. **A separate Facebook post was boosted** with a budget of \$100, geo-targeting Amherst and area. This generated 12,747 views with 49 users indicating they were either “going” or “interested” in attending.

Radio ads were run for approximately one week before the focus groups on local radio – CFTA and CKDH. And, **posters** were distributed to a variety of locations throughout town.

Approximately **15 people attended the morning focus group** on August 5, and about **20 people attended the evening session** on August 7. These numbers do not include staff and elected officials who were present.

* * *

The two-hour morning and evening sessions were each delivered in the same block-based format, with the following goals: **understand how Amherst is currently perceived; understand where we should go next as a community; build an understanding of Amherst’s strengths, weaknesses, opportunities, and threats; and, evaluate how we communicate with residents.**

Block 1 focused on introductions and housekeeping details, then shifted into a warm-up exercise focused on **Amherst’s brand**, asking questions of participants to tease out our town’s **unique aspects, key descriptors, and aspirations for how the town can be perceived moving forward.**

Block 2 tasked participants with **identifying Amherst’s strengths, weaknesses, opportunities, and threats** – also known as a S.W.O.T. analysis. **Block 3** was dedicated to discussing the comments generated by the S.W.O.T. analysis.

In **Block 4** we examined Town **communications methods** with the group, asking people how they **currently** receive information from the Town, versus how they would **prefer** to receive information moving forward.

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Primary Research Findings

When responses from all survey variants are combined with focus group participants, it indicates that **primary research was collected from 903 sources**.

All input has been **reviewed and analyzed to identify themes** that will help inform the marketing & brand strategy, as well as the communications plan.

A very interesting theme quickly presented itself: **for every negative comment received about something related to Amherst, there was almost always an opposite, positive comment about the same thing**. Whether referencing the number of activities available, shopping opportunities, safety and crime, job prospects, raising families, cleanliness and beauty of public spaces, and more – negative responses nearly all have an opposite and related positive response shared by a separate respondent.

This points to an important fact: **individual perceptions of Amherst are affected by individual experiences of our town**. Some people have positive experiences; others have negative experiences.

Through this work, **we aim to help create more positive experiences**.

Survey Themes

Marketing & Brand Strategy

The following information emerged when survey results were examined for key themes, mostly focusing on **positive information that would help in the process of building out Amherst’s new Brand Strategy**:

1. Sense of Community

- Friendly, welcoming, safe, and supportive atmosphere.
- “Everyone knows everyone” – strong social ties, people step up in times of need.
- Pride in being an Amherstonian.
- Seen as a great place to raise kids and retire.

2. Small-Town Appeal

- Quiet, peaceful, slow pace of life.
- Described as quaint, cosy, safe, family-oriented.
- Enough of everything you need.
- Many highlight Victorian homes, tree-lined streets, and preserved architecture as defining features.

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3. Location & Connectivity

- Amherst’s geographic advantage: “Centre of the Maritimes,” “First town in Nova Scotia,” easy access to Moncton, Truro, Halifax, PEI, and beaches.
- Seen as a hub or crossroads – gateway to Nova Scotia, Cumberland County centre, or a “vacation base.”
- Advantage for tourism and commerce – service centre.

4. History & Heritage

- Deep pride in Amherst’s heritage homes, sandstone buildings, historic downtown, Four Fathers of Confederation, and the Esther Cox story.
- “Diamond in the rough” – history underutilized.
- First Nations and Acadian heritage.
- Desire to lean into history and architecture as unique differentiators.

5. Events, Festivals, and Culture

- Strong desire for more festivals, cultural events, live music, and nightlife.
- Positive mentions of Esther Fest, Blueberry Fest, sports tournaments, and potential for a renaissance fair.
- Seen as opportunities to drive tourism and community pride.

6. Amenities & Facilities

- Many value Amherst’s range of stores and services for a small town (big box + local shops, YMCA, theatre, schools, hospital).
- Calls for better sports facilities, recreation spaces, and transit access.
- Split views on restaurants (some say only fast food, others praise diversity).

7. Perceptions & Comparisons

- Amherst is often compared to Sackville, Moncton, Truro, Pugwash, Tatamagouche, Oxford.
- Sometimes perceived as “less to do,” “not as artsy,” or “not as vibrant” while others state the complete opposite opinions.
- Seen as trying hard but behind in amenities compared to neighbours, while others feel there is enough of everything needed, with variety.

8. Challenges / Critiques

- Concerns about crime, drugs, and safety (though others say Amherst feels safe).
- Complaints about property taxes, lack of adult-orientated entertainment options, and aging facilities.
- Fear of being a “generic” or “dying” small town if momentum is lost.

9. It is Difficult to Differentiate Amherst

- Our town is very similar to other small towns in our area, across the province, throughout Maritime Canada, and farther afield.
- Many of the themes that emerged from primary research are generic and can be used by any town (many already are).
- Amherst does have some unique attributes and ways to differentiate itself.
- In order to help differentiate Amherst, elements from primary and secondary research can be used in combination to form the foundation of the marketing & branding strategy.

Communications Plan

The next exercise was to analyse survey responses for **all themes (positive and negative)** that would help inform the creation of Amherst's new Communications Plan by **identifying actionable communications priorities, audience expectations, and strategic opportunities.**

1. Residents want more two-way communication and real engagement

A number of comments throughout survey variants show frustration with limited dialogue or perceived lack of engagement:

- *"Bring back commenting.*
- *"Communication should be open – comments turned off is unwelcoming."*
- *"Please turn on Facebook commenting so people can have authentic discussions about Town decisions."*

Implication: Some residents perceive social media as their primary communications channel with the Town. Totally disabling commenting on social media posts can make many people feel like the Town is shutting down the conversation. This is also negatively impacting the Town's algorithm and, subsequently, engagement rates on social media.

Options:

- Determine the best ways for people to provide comments and feedback, such as opening comments on social media when appropriate
- Develop a social media terms of use document
- Meet people where they are now, and work to help shift their engagement to more appropriate official feedback channels

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2. The Website is a Pain Point

Frustrations received from the community about communication can suggest that the website is not performing or isn't organized as best it could be. If it were, one would expect feedback would be more positive in this category. One comment addresses this directly:

- *“Our (Town) website is shameful – pertinent info is buried.”*

Implication: Current information architecture and usability are barriers to website use.

Options:

- Conduct a complete audit of the website to prioritize user-centred design
- Commit to accessibility and predictable content placement
- Establish guidelines for regular website content updates

3. Residents Don't Share One Single Story of Amherst

There are strong contradictions at the moment and communications must create a bridge.

- *“Amherst is friendly and safe.”* vs. *“Amherst has crime and drug concerns.”*
- *“Amherst has lots to do.”* vs. *“Amherst has nothing to do.”*
- *“Amherst is welcoming”* vs. *“Amherst is closed-minded, cliques abound.”*
- *“Amherst is busy”* vs. *“Amherst is quiet and sleepy.”*

Implication: Perception gaps are wide. One must remain aware of these divergent realities when planning communications.

Options:

- Communications can be used to clarify realities by highlighting facts, celebrating progress, and spotlighting community
- Make sure to use Authenticity as part of the brand tone of voice and focus on transparency, humility, and take a community-centred approach
- Proactive communications can help to counter or prevent the spread of misinformation

4. Geography and Location Are Major Identity Anchors

Survey respondents often made reference to Amherst's geographical location and related identifiers. This is a big part of what sets Amherst apart from other communities.

- *“Centre of the Maritimes”*
- *“Border town”*
- *“First town in Nova Scotia”*

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- *“The place you stop on your way through”*
- *“Close to Moncton”*
- *“Close to beaches”*
- *“Close to PEI/Halifax”*

Implication: Amherst’s identity is clearly tied to geographic locations, and communications should emphasize what that means for residents, businesses, and visitors by tying location to quality of life, convenience, and opportunities.

Options:

- Build a core narrative around what “being at the centre of it all” means for living, working, and participating in Amherst
- Use consistent geographic storytelling: central, connected, convenient, accessible

5. Residents Value Community, Helpfulness, and Neighbourliness

A consistent theme presented itself here:

- *“Friendly small town, helpful, community pulls together.”*
- *“One large family.”*
- *“The people make this place...”*

Implication: These values should play a role in shaping communications tone and content.

Options:

- Practice people-first storytelling with profiles, community hero spotlights, and volunteer stories.
- Ensure the communications tone is warm, friendly, genuine and approachable
- Highlight community collaboration as a defining local strength

6. Calls for More Information About Events, Activities, and What’s Happening

There was repeated mention throughout survey responses about:

- Desire for more events
- Activities for youth
- Appreciation for existing festivals, sports, cultural activities
- Frustration that they *don’t know what’s going on*

Implications: The community wants better access to event information.

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Options:

- Improving the events calendar by re-engineering it and giving it a place of prominence on the website
- Standardized schedule for updates (weekly, monthly)
- Prioritize clarity and consistency across all channels

7. The Majority of Residents Use Social Media as Their Primary Source of Information

A number of comments point to residents seeing Facebook as “how to communicate with the Town.”

Implication: The communications plan has to help ensure we meet people where they already are, and then move them to more reliable sources long-term.

Options:

- Strengthen the Town’s Facebook presence while nudging users towards the website, Voyent Alert, an e-newsletter, radio, engagement tools (surveys), etc.
- Create a content strategy that defines what goes where

8. Strong Appetite for Transparency About Decisions, Priorities, and Progress

Comments reflect:

- Uncertainty about Town and APD operations, taxes, infrastructure needs
- Confusion or disagreement about the Town’s direction
- Questions about how money is spent

Implications: Communications need to proactively explain the “why” behind municipal decisions.

Options:

- Build “explainer” communications as required like: “Why we did this.” “How this works.” “Where your tax dollars go.”
- Based on how Amherst audiences prefer to receive information, consider creation of videos, infographics, and sample scenarios to break down complex information

9. Amherst is Often Compared to Sackville, Truro, Pugwash, and Moncton

Many comments reference nearby places as benchmarks.

Implication: Residents can perceive Amherst through a comparative lens.

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Options:

- Create content to explain Amherst’s unique strengths while being honest about differences
- Position Amherst as distinct, not defensive: “Here’s what we offer.” “Here’s what we’re improving.” “Here’s why people choose Amherst.”

10. People See Potential, but Want the Town to Show Direction

“Potential” appears frequently throughout survey responses.

Implication: The community feels Amherst could be more, but they need to be shown visible progress and provided with credible updates.

Options:

- Build in regular progress reporting for major Town initiatives
- Share milestones, setbacks, and timelines openly
- Adopt narrative of Amherst growing, improving, evolving

* * *

How People Receive Information – Current vs. Preferred Methods

The surveys for **Community, Businesses, Organizations,** and **Internal Staff** asked respondents to identify how they *currently* receive Town information, and how they would *prefer* to receive information moving forward.

1. Community Survey

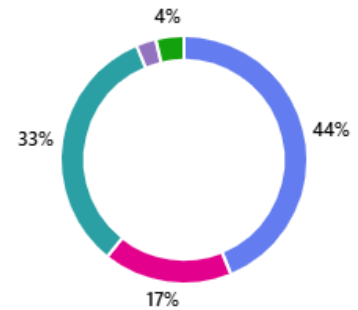
Current Channels

- Facebook: 633
- Town website: 244
- Word of Mouth: 477
- Meetings: 38
- Other: 53

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7. How do you **currently** get your information about Amherst? *(Select all that apply)*

Facebook	633
Town Website (www.amherst.ca)	244
Word of Mouth	477
Meetings (ex. Council Meetings)	38
Other	53

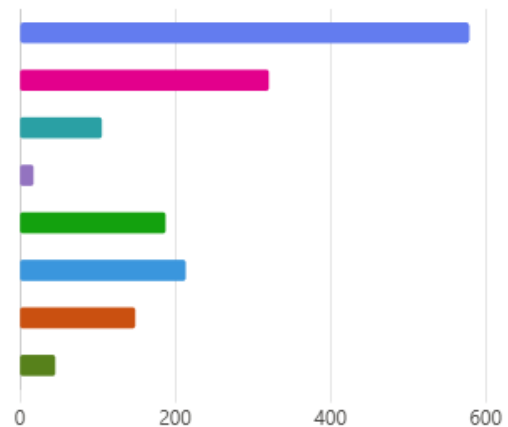


Preferred Channels

- Facebook: 578
- Town website: 320
- Instagram: 105
- Twitter: 17
- Radio: 187
- Newsletter: 213
- Direct mail: 148
- Other: 45

8. How would you **prefer** to receive your information about Amherst? *(Select all that apply)*

Facebook	578
Town Website (www.amherst.ca)	320
Instagram	105
Twitter	17
Radio	187
Newsletter	213
Direct Mail	148
Other	45



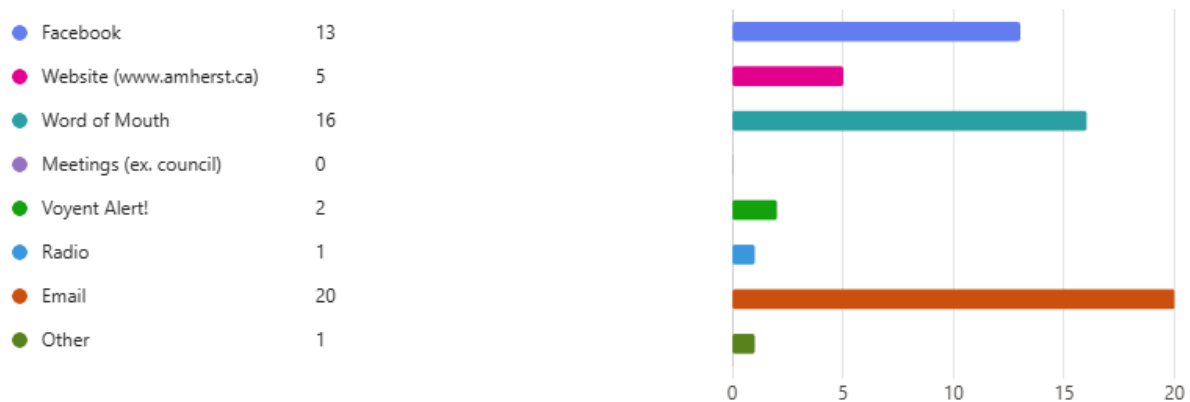
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2. Business Survey

Current Channels

- Facebook: 13
- Website: 5
- Word of Mouth: 16
- Meetings: 0
- Voyent Alert: 2
- Radio: 1
- Email: 20
- Other: 1

16. How do you typically receive communication from the Town of Amherst?

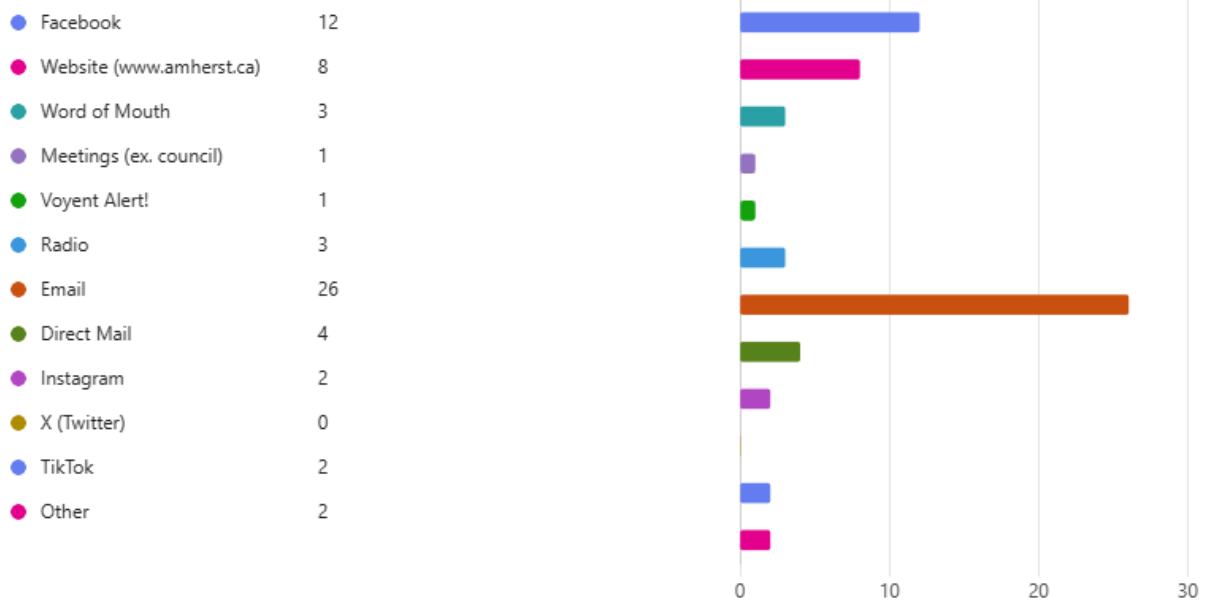


Preferred Channels

- Facebook: 12
- Website: 8
- Word of Mouth: 3
- Meetings: 1
- Voyent Alert: 1
- Radio: 3
- Email: 26
- Direct Mail: 4
- Instagram: 2
- Twitter: 0
- TikTok: 2
- Other: 2

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17. How would you prefer to receive important updates and information from the Town of Amherst?



3. Community Organizations Survey

Current Channels

- Facebook: 6
- Website: 5
- Word of Mouth: 4
- Meetings: 2
- Other: 3

7. How does your organization currently receive updates or information from the Town of Amherst?

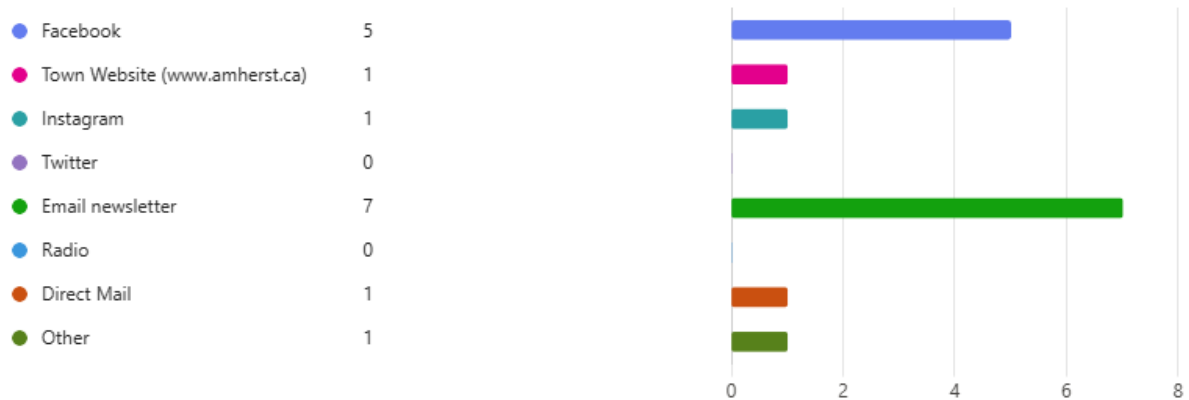


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Preferred Channels

- Facebook: 5
- Website: 1
- Instagram: 1
- Twitter: 0
- Email newsletter: 7
- Radio: 0
- Direct Mail: 1
- Other: 1

8. How would your organization **prefer** to receive updates or information from the Town of Amherst?



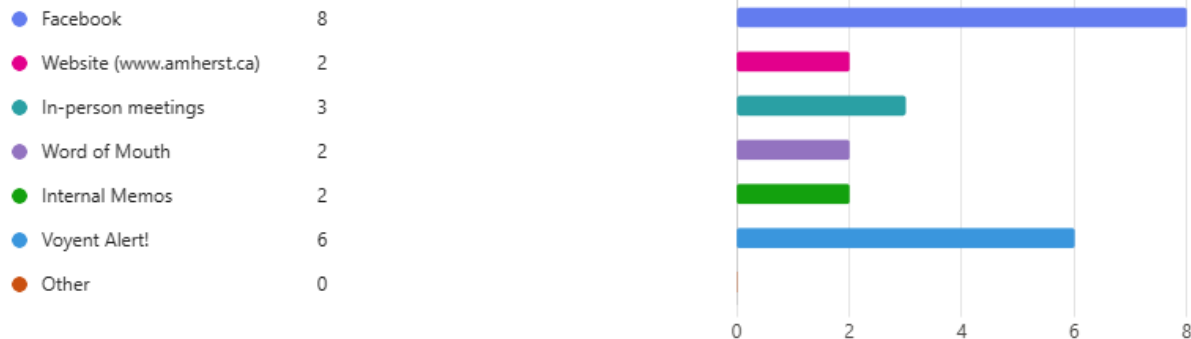
4. Internal Staff Survey

Current Channels

- Facebook: 8
- Website: 2
- In-person Meetings: 3
- Word of Mouth: 2
- Internal Memos: 2
- Voyent Alert: 6
- Other: 0

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13. How do you typically receive communications about the Town of Amherst?



Preferred Channels (No graphic available)

- *"Email or text."*
- *"Same as I do now."*
- *"We should be using the paper more even though it is not Amherst only but we may be able to attract others to come the events. I can't remember the last time we used the Casket to advertise events going on in the town."*

Focus Group Themes

Marketing & Brand Strategy

When feedback from our focus group sessions was analyzed for insights to help craft our marketing & brand strategy, it almost totally mirrored the findings obtained from the surveys.

Block 1: Unique Aspects, Key Descriptors, Aspirations for Town Perception

A good portion of the feedback here was negative, and only the positive information that can best help with informing the Marketing & Brand Strategy has been included below.

These points include:

- Historic charm
- Historic/beautiful buildings/homes
- Interesting history
- Friendly town
- Central
- Laid-back
- Potential
- Small town

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- Quaint
- Tight-knit
- Border town
- Central to Halifax
- Geographical location
- Close to beaches
- Welcoming community
- Great location
- Home
- Arts and culture
- Galleries
- Good services
- Good workers
- Home base for travel
- Family draw
- Things are happening
- Growth
- Business supports
- Lovely historic downtown
- Cohesive and inclusive
- Vibrant
- Warm and inviting
- Community pride
- Large newcomer community
- Want children to grow up here
- Inclusion focus
- Ongoing collaboration
- Peace and quiet
- Community living is great!
- Helpful
- Small town but has everything
- You see everyone at events
- Green spaces – parks and bird sanctuary, Eddy Road
- 45 service clubs
- People want to be involved
- Good locations/space for development
- Amherst is a service centre
- Free parking

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- Other municipalities have respect for Amherst
- Things get done in Amherst that can't get done in big cities and other places
- Lovely flowers in season

Blocks 2 and 3: Populating and Discussing the S.W.O.T. Analysis

Morning Session Focus Group Results:

Strengths	Notes
Multicultural Association	- Need more of this
Maritime Mosaic	
Facilitating Housing Development	- Housing Accelerator Fund - Strong Housing Policy in MPS - Strong collaboration
Central location & Near NB boarder	
Community Events	- Movie Night
Property taxes	- Less than Sackville
Beautification seasonally of “Main Street”	
Communication	
Nice to see street lines, etc. getting painted	
Tourists like our old home history	
Historical significance	
Geographical position	- Mount Allison - Beautiful rural - Amherst central for services/activities
Perfect spot for daytrips	
Offerings of neighbouring municipality	
Benevolent people	
Sports town	
Historical Acadian/Indigenous	
IBA sports town	
Beautiful natural resources	
Small business variety	
Location	- Close to PEI - Close to Moncton
Location	- Fundy shore - Northumberland strait

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Great music program at ARHS	
Small town	- Less traffic
Ageing Community	- Skills
Good progress with low-income housing	
Accommodations	
Lots of history	
Not impacted by foreign buyer ban	
Weaknesses	Notes
Dilapidated properties	- Make property owners accountable
Communication not always easily found	
Businesses closing and opening frequently	
Negative towards ourselves	
Unflattering first impression	- Old signage - Shabby signs - Fort Lawrence entrance
Ageing Community	- Services
Property tax	
Lack of affordable housing	
Foolish loud cars	
Opportunities	Notes
Free service from radio station	- “Amherst Happening”
Designing a sign in a way that leaves a spot in the corner open for upcoming events	- Jeff made this comment
Refresh highway bulletin boards	
Improve entrance into town	
PEI Bridge	- Now that the bridge to PEI is less expensive, start a campaign for them to come here
NS/NB Boarder	- Any value in having someone in the summer at the NS/NB boarder to tell visitors about Amherst
Promote parks	- E.g. Curry, Rotary
Use of drone in winter	- See what roads need plowing first
Sidewalks during rain	- See where sidewalks pool water when it rains to fix issues there

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Clean off storm drains	- Make sure they're turned so bikes can't drive into them
Town Pride	- Clean up broken glass, lower clippings
Do something with the Church Street tennis courts	
Variety of youth programs	
Real farmers' market	
Adding into current events	- Ester fest – places around five islands
Amherst town tourist bureau	
Food truck festival	
Long hours	
Youth anchor site	- Keep youth here
Fringe festival (theater)	
Bridge toll reduction	- Increase PEI tourism
Hashbrown and French toast fest	- Collaboration with PEI potatoes
Historical carriage rides	
Buskers' festival	
Growth in youth	
Abandoned buildings in town	
Cricket	- Discussion regarding immigrants
Gathering people, families, etc.	
Skill database	
Talent show	
Look at what other thriving communities are doing & replicate	
Saturday market	
Small dog park	- Maybe the skate park
"Big things" for people to take selfies with	- E.g. French toast
More unique sponsored events	
Public washroom uptown	
Access to more shopping	
Tourism	- More advertising
Dwight Jones Sign	
Slow pitch teams	- Each business - More sports events

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Cricket field	
Robb's baseball field events	- More of them
How can people come live here and make friends?	
Find a way to encourage people to reach out	
Stay and play	- View, travel, we're a hub
We have to embrace new people	
Promote more social clubs	
Changing our slogan	- Negative use
Improve farmers market	
Not enough cultural activities	- Arts /entertainment
Downtown core needs a grocery store	
Need to invest in sports infrastructure	
Map/directory depicting assets	
People don't know our history	
We don't appreciate our history as town folks	
Visitor first impression	- Run down town - Street lines don't point
Volunteerism	- Lack of - People don't get involved
Public washroom needed	
Threats	Notes
Border town	- People don't stay
Lack of doctors and dentists	
Underlying pitfalls	
Unmotivated younger generation	- How do we get them to participate?
Oxford recreation centre	
Our geography	- Town layout
Flooding of dykes	
Entrance to town	
Lack of communication	- Between town and organizations - Community unaware of events
Hard to find something to do	- Lack of attractions - Lack of restaurants / poor/hours limited

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	- More attractions elsewhere in Cumberland
Not in my backyard	
Social media negative speak	
Young adult exodus	
Not enough to attract youth	
Not enough government funding	
Other towns take youth for better jobs	

Evening Session Focus Group Results:

Strengths	Notes
Very active community	- YMCA, youth sports, pickles ball, seniors' clubs
Shares NS history	
Beautiful Buildings	
A lot going on if you are in the know	
Radio station	
History	- Acadian - Mi'kma'ki
Lots of community involvement for everyone	- Including newcomers
YMCA welcome newcomers	
Low-cost town activities	
Historical – four fathers	- Esther fest
Town services	
Downtown	
Geographic Location	
Newcomers	
Affordable housing	
People generosity to help others	
Tech repair services	
Central Location	
Character of the town	
Long standing core businesses	- Mansour's - Deanne's
Community Activities	

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Friendly, welcoming, my friends met the mayor walking down the street. He took the time to welcome them and ask where they were from. Visitors’ favorite thing – talk about yourself	
Lovely flowers downtown	
Love the train station – wish it could have a quaint restaurant with a “catch of the day”	- Seafood something
Surround by wildlife nature	
Facilities	- Splash pads/tennis and basketball courts
Sports	
Dayle’s grand market	- Pottery - Crafts - Used items - Clothes - Guitars - Café
Free skates	
Pride in history	
Active all-age community	- Hockey - Soccer - Basketball - Cheer - Gymnastics - Golf
Essential services	- Police/RCMP - Hospital and primary care - Schools - Car/mechanics - Plumping - Electrical - Sewage - Carpentry
People are friendly once you get to meet them	
Great water	

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Trees	- Elm - Chestnut - Maple (lining streets)
Christmas	- Light-up and parade
Architectural beauty	
Heartland tour	
Ice cream and fast food	
Day trips	- Anne of green gables - Heather's beach
Library programs	
Town gardens	
YMCA	- Pool - Gym - Daycare - afterschool
Nova Scotia sign at tourist bureau	
Geographical location	- NB - PEI - A triangle
Mental health resources	
Willingness to change	
Our water	
Very walkable	
Opportunities	Notes
Beautification of Exit 1 entrance to Amherst	
Tourism promotes full time residents	- Need to take advantage of that
History destination be advertised more	
Grab and go	
Book tickets for train	
Leaning into negative perception (E.g. Jail at bridge)	- Turning a negative into a positive
Events, concerts, festivals	
Taxis/transportation	
Relevant info on front page of website	
Connect downtown to uptown	

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More partnerships with Cumberland county friends	
Growth of Halifax – motivates people moving to small towns	
Industrial park sidewalk/trails	
Combine both museums	
Negative media creates certain perceptions	
Creative ads for events	- Ex. French toast posts got a lot of attention
Downtown area	
More hotel conference centre	
Amherst pillow cases	
Dickey park repurpose	
Ecotourism	- Mi'kmaq - Acadian
More signage on 104 for trunk in Amherst	
Sharing resources with county	
Dog park at border	
Buddy town	
Need reason to stop	
Saturday market	
Farmers market on weekend	
Restaurant staff hospitality training	
Downtown patios	- More sidewalks
Downtown incentives for open weekend	
Music store for sale	
Update town logo to be more modern	
Multi language communication	
Community working groups for language etc.	
Music festivals at Dickey Park	
Advertising is the way to making opportunities	- Improve Facebook links
How about a turn out along highways going /entering Amherst	- Showing placard with history, pointing out locations

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Remove the old, peeling murals & the lady in the park & piper	
Existing businesses improve appearance...	- Duncans, Elm Tree, Etc.
Cumberland Downtown	
The tax rebate on commercial property	- Improvements
Volunteer paint houses for older people	
Our own version of area 506	
Planning with 1 by engineers esp. rec + travel	
Park development	- Outdoor rinks - Fields
Sneaker and Sports store	
Coffee shops	- Open longer and more variety
Collaborate with county	- Bird sanctuary - Bike/walk path trips
Lack of access to gym space	- Lots of people looking to use
Weekend farmers market	- More food: - Meats, cheeses, and lunches
Branded bike lanes, trails and secure storage/lock areas	
More day care	
Develop tourism around marshes/windmills/history	
Experienced learning opportunities (youth)	
Signage advertising events: - Arena - Town hall - Entry	
Neighbourhood work groups	- Mow, clean, weed, paint
Entry and exit beautification	
Block parties	
Implement parallel parking	
Pow Wow – build up and honour Indigenous Heritage day	- Not on weekend
Revamp sign laws	- Neon signs
Celebrate famous people	- Meridith - Gretzky

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	- The Rock (w local people)
Monument for WW1 Internment Camp/Trotsky	
Talk of board walk over the marsh	
School systems aren't preparing students for university	- University event?
New citizens of Amherst	
ATVs	
More safe places to walk safely	- Wide sidewalks with grass between s/w street
Weaknesses	Notes
Hard to break into groups/community	
TOA Website	
Bad sidewalks (some)	
High cost of commercial spaces	
Not bragging ourselves up enough	
Not enough signage between tourist bureau and downtown	
Language barrier	- Communication with those who can't speak English
Restaurants / weekends and evenings things shut down	
Drive by town	- No advertising
Downtown is overlooked	- Not an attractive drive from up town to downtown
Hard to find out about events	
Not using kiosks	
No affordable housing	
Lack of knowledge about radio station	- Not a scheduled time to listen
Hard to find info on events etc.	
Train not easy to schedule	
Surface level event advertisement	- Contact info, etc. needs more detail
Assessments go up, municipal rate doesn't go down	
No signage downtown	
Lack of vibrancy	

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Unsightly premises	
Lack of transportation	
Website is hard to search	
Website made with desktop first in mind	- We all use our phones
Unknown of what we want to be	
There is no nice place to tell people to take their families to eat along Victoria Street Used to be a giant tea room that was busy all year long	- We need QUAINTESS BACK
Lack of public bus system	
Ambulance services	
Viewed as a “senior” community	
Run down homes on Albion St. leading to our beautiful downtown	
Go after Federal government for funding of history – way back to origin founders	
Have Linkin bio on Facebook as well	- Already on Instagram
Seeing the vape shops on one block ... no bueno	
Expand on natives and Acadians	
Clean up Laplanche Street	- Find a way to help those who can't afford
Lack of restaurants	- Not chain related
Christie's pond brook	
Downtown business hours	- Too limited
Roads	- Rutted - No bike lanes
Town is divided	- Malls vs Downtown
No clear brand	- The thing we're known for
Paint inside of 4 fathers lettering in square	
Work with tourist bureau	
Public transportation	- Shift work travel - Child care
Threats	Notes
Confusion regarding organizations & town events	

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Work only thing keeping some people here	
Negative media creates certain perceptions	
State of museum	
No specialty restaurants open weekends	
Assumption that everyone “knows”	
Used to be a town “tour”	
Stop celebrating the past... celebrate the future	
Unsightly premises	
High rents	- Reaching close to Halifax prices without the local amenities
Eyesore buildings	- Flea market - Riddles - Healing touch
Visible homeless and addicts	
Crumbling downtown	
Not in my backyard	
Tax rate 4.47%	
Forces business focus	- No natural wonder. If we stand in the way of businesses, we die
Surrounded by Cumberland county who has no goal of improving	
Transport trucks thru town via Victoria st	
Theft	
Price of housing rent and business dev't	
No apparent pride of living space	
Moncton and Sackville	- Attracting businesses and residents
Reality of unions	
Little pride of town – negativity	
Apathy	
Other places like out west, Moncton, Halifax, have more economic pull for residents & businesses	
AI	
NS is focused on Halifax	

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Motivation in youth/how do we engage them?	
Risk of closure	- Perceived downfall
Youth leaving	
Dayle's	
Housing and cost	
Jobs	

Communications Plan

Block 4 of the public focus groups was dedicated to questions about communications. Participants were asked how they **currently** receive information about Amherst vs. how they would **prefer** to receive this information.

These findings, again, closely followed the information that was obtained from our community surveys.

Morning Session Communications Findings

Current Channels

- Word of mouth
- Social media
- Website
- Facebook
- Public areas: Dayle's, Library
- Online
- Some word of mouth, but not too often
- Kids bring home communications
- Voyent Alert

Preferred Channels

- Direct mail
- Facebook
- Instagram
- Billboards in grocery stores
- Bulletins at businesses – especially the industrial park, company lunch rooms
- Radio – a standard time to be anticipated
- Email
- Digital message boards
- Print materials
- Newsletter

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- Bulletins
- Coffee news
- Posts on Fridays
- Info included in church bulletins
- Bring back Twitter
- Library announcements, use of their computers
- Social media
- Make Instagram more streamlined
- Use AI for multi-lingual communications
- Toolbox talks – industrial park
- Would like to find my info on the “Town” website
- Combine social media channels
- Posters in places where people congregate

Evening Session Communications Findings

Current Channels

- Facebook – recreation page
- Instagram
- Website
- Calling Town Hall
- Backs of bills
- Fire station billboard
- Business email
- Voyent Alert
- Stadium billboard
- App – waste collection
- Flyers/newsletters
- Friends re-posting social content
- Twitter

Preferred Channels

- Facebook
- Instagram
- Posters and print information
- Billboards in grocery stores
- Bulletins at businesses – especially the industrial park, company lunch rooms
- Radio – a standard time to be anticipated
- Email

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- Direct mail
- Digital message boards around town
- Print materials
- Electronic and paper newsletter
- Twitter
- Website

Part 2: Secondary Research

Amherst History

Because “History” was often mentioned as one of Amherst’s best assets, several library books relevant to Amherst’s history were examined for information that could help inform creative direction for the new brand strategy.

Although there are many interesting facts about Amherst’s past, most of the elements are no longer active, or are simply not strong enough upon which to build an entire brand. However, a lot of of these interesting historical facts can be used in various types of messaging, to highlight Amherst’s busy and fascinating past.

STEAM POWER IN AMHERST 621.1 MCK In Library

- What’s the name of the dam built to originally supply the town with water?
- There was a head pond and grist mill on Mill Street
- Christie Carriage Factory – a 15-foot water wheel
- P10 Robb-Armstrong engine
 - Fly wheel – governor – weight and spring
 - The governor was patented by Robb-Armstrong-Sweet and eventually adopted world-wide
- Alex Robb’s first engine in 1865 (steam engine)
 - I think this means they first purchased to use steam power in their manufacturing facilities etc.
- Steam power
 - Rhodes Curry Company
 - Electric Light Plant (Electric Street) – 150 HP steam engine with exhaust steam sold to heat Victoria Street businesses
- Robbs purchased several steam engines before they began to manufacture in 1889
- A water supply was required for pumping, to produce steam
 - Christie’s Pond – water mills – their demise when steam power came in
- Amherst Boot and Shoe Company converted to steam in their new factory on Station Street in 1885

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- Flat belt technology was used
- Christie's Trunk & Bag
 - Steam survived there well into the mid-1950s (have to double check this) – it couldn't mean the 1850s...
- At the turn of the 20th century, steam was still king
 - Steam helped with the town's designation as Busy Amherst
- Amherst was located on the main rail line – information flowed in from distant sources, ensuring Amherst was “on the leading edge”
- Seven foundries were here at the peak
 - The Black population affiliated with foundries
 - Added substantially to the quality of production due to hard work and dedication to trade (bottom P19)
 - Black residents – almost exclusive dominance of Blacks in the operation of most of the local cupola furnaces – acceptance of the physical labour and danger, but also skilled competence and responsibility required to perform the duties of a furnace man.
- Amherst produced “ductile iron” – this was unique
 - Malleable Iron Foundry – it would bend, and not break
 - This was located on the site of what would be the Amherst Internment Camp
 - This camp housed Leon Trotsky
- Robb's Foundry on Laplanche Street
 - Patented engines and parts
- Canadian Car & Foundry
 - Rail car wheels – very precise engineering/casting
- Amherst Foundry
 - Cast iron bathtubs, sinks, cast iron toilets – before porcelain took control
- Craftsmanship can only be learned by doing – much is lost

FOCUS ON THE PAST – GEMS OF AMHERST HISTORY – VOL 1 971.611 FOC In Library

- Town incorporated in 1889
- Charles Tupper – Champion of the Chignecto Ship Railway
- Reclamation of Amherst Marsh – late 1870s
- 1869 – October, Great Saxby Gale

FOCUS ON THE PAST – GEMS OF AMHERST HISTORY – VOL 2 971.611 FOC In Library

- Amherst Daily News est. 1893
- 3 Nov 1881- vapour gaslight (acetylene) – fronts of hotels and leading places in Amherst
- Christie Bros. – coffin and casket manufacture
- C.E. Freeman – organ and sewing machine fame
- The Light & Heat Company (1888)
 - Lighting principal buildings on Victoria street by the end of the year

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- 22 Dec 1887 – Joggins Raft lost on way to New York – logs
- 1888 – Cricket field to be built at Victoria & Willow Streets
- Thursday 30 May, 1889 – Mrs. Henry Dunlap rented her large home on Eddy Street to ship railway engineers
- 6 Princess Street – former home of Esther Cox (the very house where it happened)
- Indigenous History
 - Amherst – First Settled 5,000 B.C. (example of longstanding Indigenous history in our area)
 - Acadian History (Next settled 1650 approx.)
- The Marsh
 - Hay production: thousands of tons a year by the 1800s
 - Barns: 60-ton capacity, dotted the hay fields
- Gasperaux in the Laplanche River – a staple, means of survival over the winter
- Bogs are not exploitable land, therefore they have remained the same for thousands of years
- Biting flies and mosquitoes
- WIND
- Amherst is at the very end of the Eastern Seaboard of North America
 - Follow the coast up from Florida and you'll land in Amherst

SAND HILL – CUMBERLAND COUNTY'S HISTORICAL BLACK COMMUNITY 971.611 STR

- P17 – description of the lovely Christie Pond
 - A floating bandstand!
- P31 – Some of the businesses included Rhodes and Curry, who sold out to Canadian Car, Hewson Wool Mills, Barker's, and Robb's Engineering.
- P50 – the 9 o'clock whistle – curfew
- P58 – Amherst's history of wrestling matches

HISTORY OF THE AMHERST BAPTIST CHURCH 286.09716 MacS

- P98-99 A history of Sir Charles Tupper, eldest son of Dr. Charles Tupper, first resident pastor of the Amherst First Baptist Church.

OUR ARCHITECTURAL HERITAGE 971.611 Chi

- The Maritime Block, Church Street
 - In the late 1800s, James Horton established a barbershop, public bath, and Chamber of Horror just north of the Maritime Block. Its hand-carved oak fixtured were created by George Doull, whose shop was located around the corner in the Hickman House. The Chamber of Horrors displayed a gruesome collection of murder weapons: "pirates' pistols", "a saw spattered with the blood of a Windsor man whose head it severed", the insidious celestial rapier which was sheathed in a cane", and a piece of rope used to hang one Maurice Doyle in Amherst in 1838."
- Malleable Iron Company, a 1200x100 factory, was est. on Park Street in October, 1906 by Nathaniel Curry (and others, to produce iron components.

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By 1909, however, poor management forced its sale to Canadian Car and Foundry Company which ran it for five years with between 300-400 workers.

- In 1914, the iron works shut down, and the property was operated as a German prisoner of war camp during WWI. It housed 850 prisoners, including Leon Trotsky, the Russian Revolutionary. Apparently, Trotsky's disruptive behaviour was a problem. Inside six months he was moved. In June 1915, a riot killed one person and injured four others.
- The Malleable Iron Works was re-opened in May 1920, but labour trouble closed it again from June to September 21, 1920. Just six months later in March 1921 it closed for the last time.
- Until a fire in 1958, it was the Maritime Winter Fair Building. A small portion of the original building still remains on the site today. (Is this still the case in September, 2025?)
- Amherst Pianos Ltd. was capitalized in 1912 with \$500,000 by a piano retailer from Halifax named J. A. MacDonald. He established his business in conjunction with the small Hillcoat Company, already in business in Amherst. Experts arrived from Toronto: H.A. Hillcoat joined the firm; and the first pianos were built in the Malleable Iron Factory until the new company's four storey brick building and power house were completed. The company's quality products, which sold well in both Canada and Europe, featured hand-carved details created by a master carver who spent a month each year in Amherst preparing an inventory from local spruce, birch, and maple.
- In 1913, one of their player pianos would have cost \$750. At its peak in 1924, Amherst Pianos shipped a carload of pianos a week. Sadly, by 1928, the demand for pianos decreased, freight rates increased, and even a new product, the Cremonaphone Talking Machine, couldn't hold off failure.
- In 1937, Atlantic Wholesalers Ltd. occupied the Amherst Piano Building.
- Royal Bank Building. The first floor housed the bank's offices, the second the manager's spacious quarters, and the third had tiny rooms for junior staff. Later, the second floor became the Marshlands Club where well-to-do merchants socialized in the genteel comfort of dark panelling, deep leather chairs and bell pushes to summon an attentive waiter. The second floor is now used as a boardroom.
- The Opera House, on Station Street...

History of Amherst Police 363.2 Har

- A lot of info on salaries and expenses, discussion of the Nova Scotia Temperance act, locations of lock-up.
- Amherst Daily News noted rise in crime Nov 24, 1913
- July 30, 1914 – Amherst Daily News: Wild Whirring Night Motorists are a Nuisance – Seems most prevalent in the early morning hours on streets – fiendishness of sleep disturbers. Is it necessary for motor men to make so much noise with their machines? (p49)
- Silent Policemen – life-size statues placed at junctions of Church, Havelock, and Lawrence Streets. Heavy statues placed in the middle of the intersections

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to prevent motorists from making U-turns, sharp inside turns, or driving in the centre of the road through intersections. Heavy enough to cause damage if struck by a vehicle.

- The Trans-Canada Highway by-pass around the town was completed in 1969 – relieving traffic problems in Amherst to a great degree. Previously, all through-traffic had to travel through Amherst – close to 700,000 vehicles annually using the Fort Lawrence gateway to Nova Scotia.

Images of our Past – Historic Amherst 971.611 Fur

- Construction of fortifications by French and British, and territory changing hands many times between French and British. Expulsion in 1755.
- By 1860 a coach left Truro every morning except Sunday, immediately following the arrival of the train from Halifax. Trip took 15 hours.
- First train arrived in Amherst 11 Nov, 1872.
 - This is when Morse's Corner and Amherst Corner names were dropped for Amherst.
- 1904 – The McKay Automobile was being manufactured in the Amherst Motor Works just prior to the beginning of the Great War.
 - One of the first automobiles in the country. Famous for a cross-Canada tour. Electric starter.
- 1915 Havelock Street – The Amherst Mineral Water Company
 - Amherst Spring Ginger Beer, Iron Brew, and Nectar Nerve Food were all manufactured by the Amherst Mineral Spring Company, which was started about 1880 on Havelock Street. By 1894, when they had moved to a larger building with more modern machinery, the company was manufacturing about 20 varieties of temperance drinks as well as fruit syrup.
- Amherst Harbour and Wharf – situated at the mouth of the Laplanche River, Amherst Harbour was declared a port by proclamation on April 3, 1907.
- Sir Charles Tupper, first president of the Canadian Medical Association (1867-70)
 - Tupper was known as “Cumberland Ram”
- Alex Colville spent most of his youth in Amherst
- Emil Wolf – Recognized by Ripley's Believe it or Not for being a blacksmith for 75 years
- One of Canada's largest prisoner or war camps was located at the then defunct Malleable Iron Foundry, which lay between the railway and Park Street. Part of the original building is still in use by Casey Concrete. Much of the present-day Casey storage yard was part of the fenced P.O.W. compound. Opened April 17, 1915 and closed September 27, 1919. Quickly converted to house more than 800 men during WWI. Prisoners were well-fed, organized recreational clubs, and hosted revues where they dressed in costume (pictured P 84).
- They had a fencing club (epee)

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- Riot in June, 1915. Prisoners were put to work clearing land in Nappan for the Experimental Farm, helping improve Dickey Park, and working for the CN Rail Company.
- Leon Trotsky was one of the most famous prisoners housed in Amherst. Held in the camp for about a month in 1917.
 - The camp was housed in a dilapidated iron foundry confiscated from its German owner. P87
- 1878 – The events began for Esther Cox – living at the home on Princess Street.
 - 18 years old, living with sister and brother-in-law
 - Esther was labelled as a fraud, and a “conductor of lightning” among other things
 - People travelled here to witness the events first-hand
- The longest tow – across Canada in 89 days. Started July 18, 1927 – Halifax to Pacific, towed by 168 friendly motorists.
 - Frank Elliott and George Scott, both of Amherst.

Read About Amherst – Columns by Clare Christie 971.611 Chr

- The tradition of cottaging on the Northumberland Strait, and the sense of community
- An American actor, Walter Hubbell, boarded with Esther Cox’ family briefly and witnessed the events. He wrote the account that attracted international attention.

Christie Bros. & Co. Ltd. 338.4767 CHR

- Complete history of the business
- Information on the once beloved Christie’s Pond
- A very interesting and sad account of the rise of manufacturing in Amherst, to its eventual decline with the wind-up of the Christie business in 1969

Documents and Reports

A collection of documents and reports was compiled and reviewed. This information focused on internal Town initiatives and external endeavours, mostly tourism-related strategies, communications plans, and economic development initiatives.

The majority of this content is approaching or already exceeding ten years since publication.

No major insights were drawn from this exercise, but it was helpful in setting context, pulling some themes, and generating ideas for further research.

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Competitive Analysis

Note: This competitive analysis was prepared with research support from Rachel MacDonald, Town of Amherst Summer Student 2025.

Introduction

The Town of Amherst operates within a regional environment where municipalities of similar size and function compete for residents, businesses, and visitors. Understanding how comparable communities present themselves through branding, digital presence, tourism messaging, economic development, and overall narrative provides crucial insight into Amherst’s current position and future opportunities.

This competitive analysis forms a core component of the Town’s broader marketing, brand, and communications research. The purpose of this analysis is not to replicate another town’s approach, but to identify best practices and strategic opportunities that Amherst can adapt or improve upon.

The municipalities reviewed in detail include **Truro, Bridgewater, Kentville, Summerside, and Sackville.**

Selection Criteria

Municipalities included in this analysis were selected based on the following criteria:

1. Functional similarity
2. Frequency in community feedback
3. Marketing maturity
4. Geographical relevance
5. Population and municipal scale

Evaluation Areas

To allow consistent comparison, each municipality was evaluated across five core areas:

- **Brand strength**
- **Tourism positioning and visitor appeal**
- **Digital presence and communication tools**
- **Events, vibrancy, and community storytelling**
- **Economic development alignment**

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These five categories were selected because they represent the foundational pillars of municipal marketing. Together, they determine how a town competes for residents, businesses, visitors, and regional attention.

This evaluation framework allows Amherst to benchmark its current performance, identify strategic gaps, and pinpoint where targeted improvements in branding, tourism, digital modernization, and economic development communication will strengthen the Town’s overall visibility and competitiveness in the region.

Benchmarking Overview

A five-point scale (1 – poor, 5 = strong) was used to assess how well our main comparators perform within the evaluation areas.

The ratings below are comparative, high-level assessments based on publicly available digital assets, branding materials, tourism tools, and economic development content.

Category	Amherst	Truro	Bridgewater	Wolfville
Brand Strength	2/5	4/5	4/5	5/5
Tourism Positioning	2/5	5/5	3/5	4/5
Digital Presence	3/5	4/5	4/5	5/5
Events & Vibrancy	3/5	4/5	3/5	5/5
Economic development alignment	1/5	4/5	4/5	3/5

What This Tells Us

The benchmarking scale provides a clear snapshot of where Amherst sits relative to comparator municipalities and highlights where strategic improvements are most needed. Overall, the analysis shows that:

1. **Amherst’s brand foundation is weaker than its peers**, making consistency, clarity, and modern visual identity a priority for future brand work.
2. **Tourism positioning is one of Amherst’s biggest gaps**, especially compared to towns like Truro and Wolfville, which use strong narratives, partnerships, and defined experiences to attract visitors.

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3. **Digital presence is improving but not yet competitive**, suggesting significant opportunity to modernize the website, strengthen social media strategies, and improve how information is presented online.
4. **Events and vibrancy are areas of strength**, but they lack the unified storytelling and coordinated promotion seen in stronger peers.
5. **Economic development marketing is underdeveloped**, particularly compared to Bridgewater and Truro, which integrate business attraction tools, data, and clear messaging across their platforms.

Taken together, these findings reinforce that Amherst already has strong community assets and momentum, but needs a more modern, cohesive, and strategically aligned marketing approach. Strengthening brand clarity, tourism storytelling, digital infrastructure, and economic development communications will help Amherst compete more effectively in the region and increase visibility to residents, businesses, and visitors.

Detailed Municipal Profiles

Truro, Nova Scotia

Truro was included as a strong example of regional collaboration and a town that updated its image to better reflect what it offers today. In 2017, the town launched a formal rebranding strategy to move away from its old identity as the “Hub of Nova Scotia,” shifting the focus to livability and community.

Truro & Colchester Partnership for Economic Prosperity

That same year, the Truro & Colchester Partnership for Economic Prosperity was created to support regional economic growth. The partnership helps align tourism, business, and resident attraction messaging across the area, making it easier to promote the region with one clear voice.

Logo

Truro and Colchester use a hand-drawn “TC” monogram. It’s designed to resemble a wave –suggesting the ocean and coastline that’s so central to life in the region.

Truro’s municipal logo features interlocking shapes in shades of blue and green. It’s designed to reflect connection, movement, and growth that still represents Truro’s identity as a central hub in Nova Scotia.

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The brand colours are green and blue: symbolic of the meeting of land and sea that happens in the Bay of Fundy.

Website

Their website keeps things simple and consistent. Deep navy-blue headers, white text, and teal accents for links and buttons. The overall feel is calm and coastal, which fits their brand.

Imagery

They use lifestyle photography that shows people enjoying downtown, local parks, and community events.

The Downtown Truro Partnership has a shared image gallery for local businesses, which helps keep things visually consistent across their channels.

Messaging & Tone

Taglines

- **“Hub of Nova Scotia”** (past tagline) highlighted Truro’s central location and its role as a place where people and opportunities come together.
- **“Make the Connection”** is used in their logo and adds a more personal touch, focusing on community, relationships, and growth.
- **“Love Where You Live”** is the Partnership’s invitation to new residents, emphasizing lifestyle and belonging.

Messaging

Website copy is clear, simple, and centered around connection, community, and livability. Social media is community-focused, with regular posts from the Downtown Truro Partnership, Truro Farmers’ Market, and Explore Central NS. Posts often include photos from real events, short videos, and reminders about recreation programs, public meetings, or seasonal activities.

Tourism Attraction

Truro’s tourism work is now backed by a regional plan developed through the Strategic Tourism Expansion Program (STEP) in 2024–25. This included:

- A 3% marketing levy on overnight stays (raising approx. \$780,000/year)

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- A focus on growing winter tourism, expanding Indigenous tourism, and improving digital marketing across operators
- Attracting major events and encouraging regional collaboration

Tourism messaging highlight:

- Truro’s central location as an easy stopover or home base while exploring
- Natural experiences like Victoria Park, tidal bore viewing, and the Cobequid Trail
- A historic downtown with murals, shops, cafés, and year-round farmers’ market
- Cultural stops such as the Millbrook Heritage Centre, highlighting Mi’kmaw history

Tourism is promoted through:

- A dedicated Tourism & Culture page on the town site that highlights key attractions and heritage walking tour app
- Partner content through Downtown Truro Partnership and regional tourism campaigns
- Social media accounts like @ExploreCentralNS and @DowntownTruro

Explore Central Nova Scotia

Truro is heavily featured on Explore Central NS. This platform showcases local attractions, dining, accommodations, and activities to boost tourism across the region. The platform distributes and hosts downloadable PDF guides titled “Explore a natural wonderland.”

Explore Central is a collaborative project by the Truro & Colchester Chamber of Commerce in partnership with the Downtown Truro Partnership, Municipality of the County of Colchester, Town of Truro, Town of Stewiacke, and Millbrook Heritage & Cultural Centre.

Resident Attraction

Trurocolchester.ca/live-here is the main hub for relocation information for the Truro Colchester region. It covers housing, healthcare, education, and recreation. A downloadable relocation guide titled “Love Where You Live” supports resident attraction.

Resident attraction messaging typically focuses on:

- A walkable, family-friendly community with great schools and year-round activities
- Convenient access to essential regional services (hospital, library, recreation centres)

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- An affordable and well-connected alternative to bigger urban areas
- An active outdoor lifestyle with parks, trails, and community spaces like Victoria Park
- A welcoming atmosphere emphasizing diversity, inclusion, and overall quality of life

The tone is genuine and reassuring, leaning into lifestyle benefits and community voices. Testimonials and visuals that reflect the day-to-day experience of living in Truro. Messaging is used consistently across guides, videos, and social content to show what day-to-day life in Truro really looks like and why it's a great place to call home.

Business Attraction

The Truro & Colchester Partnership has an “Attracting New Businesses” section on its website.

Key messaging includes:

- Truro is the “hub” of Nova Scotia, where major highways and rail intersect
- 40 minutes from Halifax International Airport and one hour from the Port of Halifax
- A cost-competitive location compared to major Canadian and U.S. cities (based on KPMG studies)

Downloadable guides highlight tools & services such as:

- Information on available land, business parks, and local grants
- Opportunities in sectors like retail, food, light manufacturing, and tourism
- Site selection help, workforce data, and startup resources
- Business planning support, including help with branding and SEO

The “Doing Business in Truro” section on the municipal site provides:

- Practical info for investors
- Contact details for The Business & Economic Development Office
- A tone that is helpful, approachable, and focused on connection and ease

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Promotional Videos

The Town of Truro YouTube channel has a short video called “Truro Make the Connection Business,” inviting businesses to see why Truro is a strong place to set up shop.

The Truro & Colchester Partnership also produces videos that highlight local success stories and the support they offer to entrepreneurs.

Bridgewater, Nova Scotia

Bridgewater positions itself as a regional hub for commerce, services, and community life on the South Shore. The town promotes itself as the “Main Street of the South Shore,” reflecting that it is a place to live, shop, and grow – not just visit.

Logo

Bridgewater’s logo is a circular icon split by a flowing line that represents the LaHave River. The use of green and blue reflects sustainability and water, tying into the town’s natural surroundings and clean energy initiatives.

Website Design & Colour Palette

The town website and branding materials use a palette of blue, green, and neutrals. The brand has a clean, professional, and community-focused appearance.

Imagery

Many of the photos and visuals on the website are practical and service-oriented. They highlight infrastructure, waterfront projects, and services in the town.

Town attractions such as Woodland Gardens and downtown events are also showcased.

Explore Bridgewater

Bridgewater uses ExploreBridgewater.ca as the main platform to communicate with residents, businesses, and visitors. It serves as a one-stop hub for everything the town offers, organized in a way that’s easy to navigate and informative.

Tourism Information

The “See & Do” section highlights local attractions like Woodland Gardens, the DesBrisay Museum, and the LaHave River trail system. Visitor information is structured into clear categories: Trails, Parks & Green Spaces, Heritage Sites, and Recreational

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Facilities. One weakness that was identified is that many listings under these sections appear as plain text or icons without accompanying photos, limiting visual impact.

Tourism Nova Scotia

Bridgewater benefits from being on the “Lighthouse Route” and its proximity to Lunenburg, a UNESCO World Heritage Site and one of Nova Scotia’s most popular tourist areas. Tourism Nova Scotia heavily promotes this scenic drive. Bridgewater naturally attracts visitors as a convenient base for those wanting easy access to Lunenburg without higher accommodation costs.

The town itself does not appear to do extensive tourism marketing at the moment, but as of April 1, 2025 it has implemented a 3% accommodation levy. The website states:

“Funds will be managed based on a Tourism Development and Marketing Plan. This plan will be developed in consultation with accommodations and tourism-related operators and presented to Town Council for consideration and adoption in 2025.”

Resident Attraction

Bridgewater’s “Living Here” section is built to answer common questions about moving there. It is broken down into several helpful categories. It includes information about housing, education, recreation, healthcare, and overall quality of life. The pages are clear and welcoming, with links to relevant resources and local programs.

They also feature videos with testimonials from new residents, sharing why they chose Bridgewater and what they enjoy most about living there.

Key reasons highlighted for moving to Bridgewater include:

- A central location on Nova Scotia’s South Shore, with easy access to Halifax and major highways
- Affordable housing and a lower cost of living compared to larger urban areas
- Access to healthcare through the South Shore Regional Hospital and local clinics
- Quality schools and nearby post-secondary options
- A strong focus on work-life balance, with short commutes and easy access to trails, parks, and beaches
- A supportive community with a local farmers’ market, arts and culture events, and green infrastructure

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Business Attraction

The “Doing Business Here” page shows exactly how Bridgewater markets itself to investors and entrepreneurs

The page highlights:

Stable, Diversified Economy

- Large retail sector serving ~60,000 people (automotive, grocery, pharmacy)
- Strong professional services (accounting, finance, insurance, legal)
- Manufacturing anchor (Michelin) and health & education hubs

Four Strategic Pillars for Inclusive Growth focus on:

- Low taxes, easy permitting, and business-friendly zoning
- Clean energy initiatives (such as Energize Bridgewater)
- New lots in Bridgewater Business Park and downtown redevelopment
- Inclusive community initiatives (such as newcomer supports and anti-racism initiatives)

Tools & Programs for Businesses include:

- Business & Development Resources page with links to BizPal, CBDC South Shore, Invest NS, Canada Business Network, BDC tools, and market research portals
- Facade Improvement Program (up to \$5K matching grants) to revitalize Historic King Street storefronts
- Local demographics, traffic stats, and market data
- Highway 103 / Exit 12A Business Park access, with upcoming interchange unlocking 125 acres for development

The page also features a link to their inclusive economic growth plan, highlighting the town’s commitment to a structured, long-term development strategy, and ends with a clear call to action and direct message from the mayor.

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Kentville, NS

Kentville calls itself “the heart of Nova Scotia’s Annapolis Valley,” and markets itself as a welcoming, walkable place where people can live, visit, and grow. It focuses on attracting families, professionals, small businesses, and weekend tourists. The town leans into its trails, strong local services, small-town charm and central location.

Visual Identity

Logo

Kentville uses a clean wordmark with the tag line, “A breath of fresh air” highlighting the town’s focus on wellness, open space, and connection to the natural surroundings.

Website Design

Light blue, greens, whites, and natural tones represent the surrounding lands and water. The homepage features an image of a woman looking out into the mountains, taking in the beauty of the area. Prominently featured are three calls to action: *Visit Kentville*, *Move to Kentville*, and *Open a Business*.

Imagery

Photos throughout the site show the marsh boardwalk, walking trails, Main Street shops, heritage buildings, and festival scenes, reinforcing Kentville’s friendly, authentic character.

Tourism Attraction

The town’s “Visit Kentville” page emphasizes walkable charm, café culture, community events.

Tourism is supported by a Visitor Information Centre, which operates seasonally to offer in-person support, printed guides, and travel information.

Signature events include:

- Apple Blossom Festival
- Holly celebrations
- Kentville Mountain Bike

These events are promoted online, in print materials, and on social media.

Nature-focused experiences are a major part of the tourism brand. Visitors are encouraged to explore Miner’s Marsh, local trail networks, and mountain biking routes.

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Local history and culture are also highlighted through museums, public murals, and downtown heritage sites featured in walking maps and visitor materials.

Marketing tools include a downtown parking map, seasonal activity guides, and promotional videos on YouTube. The town also promotes tourism through its social media channels.

Overall, Kentville’s tourism messaging shows the town as a welcoming, nature-rich destination that has small-town charm and a vibrant community.

Resident Attraction

Kentville presents itself as a town where everyday life feels meaningful. Messaging is warm and welcoming, describing Kentville as “a life that’s... well, moving.”

The website highlights Kentville as a warm, friendly, and safe place to raise kids, where school is about community and routines feel “joyful.”

Active living is emphasized: walkable streets and abundant indoor and outdoor recreation opportunities are promoted as part of daily life.

Events such as Multicultural Festival, Holly Days, and Pride to show how day-to-day life is filled with community and celebration.

Inclusion is a core theme. The site emphasizes that “the more the merrier,” reassuring newcomers that they will find their place and their people in Kentville.

Short promotional videos on YouTube show people of all ages moving through life in Kentville: at parks, markets, and community events without narration. The visual storytelling shows the atmosphere and is paired with the hashtag #WeAreKentville.

A “Welcome to Kentville” guide for new residents shows local services, amenities, and information about living in the town. Their resident campaign is less stats-driven and more story-driven.

Overall, Kentville promotes a high quality of life with a strong sense of community, active living, and a welcoming atmosphere that makes it easy to feel at home.

Business Attraction

Kentville presents itself as an easy and supportive place to start, relocate, or grow a business. Their main message “Let’s get down to business” feels confident but still friendly and calls entrepreneurs to act now.

The town provides specific information on affordability, promoting:

- Some of the lowest commercial property tax rates in Nova Scotia (\$3.514 per \$100)

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- Competitive water and sewer rates (\$2.97 per m³)
- Strong municipal services.

They emphasize a commitment to keeping rates competitively low and present this as “amazing value.”

Infrastructure and proximity to Halifax are key selling points. They highlight:

- Fast average internet speeds (61.46 Mbps)
- A central location in the Annapolis Valley
- Strong local workforce availability

The page features strategic partnerships, including the Valley Regional Enterprise Network, which provides business support services and helps drive economic development.

Kentville has a “Guru Site Selector Tool,” a digital resource that assists with site selection and location planning.

They highlight that Kentville the highest per capita ratio of professionals compared to any other communities in Canada, and that the workforce is ready to help new businesses succeed.

Overall, Kentville sells itself as responsive, cost-effective, and community-oriented place to do business.

Summerside, PEI

Even though Summerside is larger than Amherst, it offers a great example of how a small city can use smart branding and flexible messaging to create a unified, engaging voice across tourism, resident attraction, and business investment. Their strategy is simple but highly effective.

Visual Identity

The city’s wordmark has a handwritten, flowing script and bold red coloring that feels modern and coastal.

Their visual identity is flexible, using a fill-in-the-blank tagline “**Small City. Big _____.**” across departments:

- “Big Ambition” (economic development)
- “Big Fun” (tourism)

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- “Big Opportunity” (business)

Visuals tied to water, boats, and events reinforce a welcoming, vibrant atmosphere.

Messaging

Their tone balances friendliness with professionalism.

Websites are well-organized with strong calls to action, appealing visuals, and clear contact points.

Their language is direct and memorable:

- You belong here
- Awaken your soul
- We’re not just a city, we’re a community

Tourism Attraction

Summerside promotes itself as “The City by the Sea,” leaning into its waterfront and event-based tourism.

Signature events include:

- Summerside Lobster Carnival – music, parades, and lobster races
- Sport tourism – hosting hockey, curling, and figure skating tournaments
- Celtic culture – home to the College of Piping, which hosts concerts, parades, and festivals
- Spinnaker’s Landing events – boutique shopping and dining on the water

They created **ExploreSummerside.com**, a tourism-dedicated site featuring:

- Suggested itineraries (family, romance, nature, fall/winter)
- Digital brochures and downloadable maps
- Trip-planning tools and seasonal events calendar

Messaging emphasizes emotion and experience — not just what to do, but how it makes you feel.

They also highlight the people of Summerside as a key part of tourism attraction, not just attractions. For example, they feature locals who “invite you to sit down, feel the sun on

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your face, and convince you to shuck your first fresh oyster” or share insider tips on how to make the most of a visit.

Resident Attraction

They use **Bigpossibilities.ca** to attract both residents and businesses.

The “lifestyle” section of the website targets people looking for a slower pace with more value.

This highlights:

- Affordable housing compared to other PEI locations
- Quick commutes, great schools, and friendly neighbourhoods
- A redeveloped waterfront with theatres, museums, recreational facilities, restaurants, and quaint shops
- Healthcare access and small-town safety

Summerside is described as a model family-friendly environment for entertainment and relaxation.

The tone is heartfelt; showing real residents who left bigger cities and now enjoy Summerside’s lifestyle, reinforcing a welcoming community as a key reason to move there.

The relocation guide titled “**Living, loving, working, playing,**” is tailored to attract immigrants and newcomers. It combines information on business investment benefits and lifestyle benefits into a single document.

Summerside is described as having a “compact urban core cradled by an idyllic, rural landscape with breathtaking views,” offering a unique combination of convenience and serenity.

Business Attraction

Summerside’s pitch is clear: companies get **big infrastructure in a small, cooperative city**. Highlights include low costs, quick permitting, and green infrastructure as major draws.

BigPossibilities.ca highlights:

- A “Living Lab” model, where companies can test clean energy, tech, and smart grid systems to get to market sooner
- Tax rebates and land incentives

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- Access to a local talent pool through nearby colleges and partnerships

The site also features:

- Investor success story videos
- Stats, infographics, and case studies
- Downloadable site plans and tax guides

They call out specific sectors they aim to attract, including:

- Aerospace
- Green and renewable energy
- Marine
- Retail and service sectors

They provide strong business growth statistics to show that Summerside is “innovative and ready for growth.”

Sackville, New Brunswick

Sackville is widely recognized as a university town (home to Mount Allison University) and a cultural hub in southeastern New Brunswick. The town leverages its arts scene, wetlands, and academic community to attract both residents and visitors.

Sackville was included for its strong identity as a university and arts town that successfully built a distinct personality rooted in creativity, culture, and community life. Its branding leaned heavily on its reputation as home to Mount Allison University and its vibrant cultural sector. While it has recently undergone rebranding and amalgamation under a broader identity, Sackville’s former positioning offers lessons on how a small town can leverage character and culture as a competitive advantage.

Visual Identity

Sackville’s past branding made extensive use of colourful, hand-drawn elements and artistic motifs that reflected its creative community. Typography and design choices were playful yet welcoming, reinforcing the idea of a town driven by students, makers, and local creators rather than institutional government branding.

Messaging & Tone

Sackville positioned itself as a place where ideas, expression, and belonging were part of everyday life. Its messaging often referenced community connection, cultural expression, and intellectual curiosity. Language focused less on infrastructure and more

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on *atmosphere* — presenting Sackville not just as a place to live, but as a place to participate.

Tourism Attraction

Tourism was built around cultural and ecological experiences rather than traditional attractions. Sackville’s highlights included:

- The **Sackville Waterfowl Park**, a nationally recognized nature reserve and walking trail system
- **Festivals and events** centred on music, arts, and culture
- **Galleries, studios, and community performances** tied to Mount Allison University and local organizations

Promotional material invited people to slow down, explore, and discover — positioning Sackville not as a destination of landmarks, but as a destination of *feeling and identity*.

Resident Attraction

Resident attraction messaging focused on quality of life rooted in creativity, education, and community belonging. Sackville was presented as a safe, walkable place where personal expression and neighbourly values coexisted.

Families, students, and professionals seeking a quieter yet intellectually engaged lifestyle were the core audience.

Business Attraction

Rather than promoting itself as a corporate hub, Sackville appealed to:

- **Entrepreneurs**
- **Small-scale innovators**
- **Independent operators**

This was particularly true in the culture, hospitality, and service sectors. Proximity to the university provided access to talent and collaboration, and messaging focused on community support over aggressive incentives.

Rebrand Commentary

Sackville has since been rebranded under a broader regional identity, which has shifted its positioning away from the arts-focused personality it once led with. While the new structure provides administrative clarity, it also offers a lesson: **when a town moves toward regional uniformity, it must be careful not to lose the emotional and cultural storytelling that made it unique.**

Part 3: Outcomes

Audience Groups

Primary Target Audiences

Adults (Ages 35–64)

Adults aged 35–64 are the largest demographic in the community survey (438 respondents, 62%) and the most engaged with Town information. This segment groups together emerging young adults (18-24) and established young adults (25-34) because their communication behaviours are in line with one another. They appear consistently in the Town of Amherst Facebook analytics as the dominant age group, aligning with survey findings showing they rely heavily on Facebook for day-to-day Town information.

They rely heavily on Facebook for timely updates and use the Town website to confirm details. This group provided the most comments and actionable feedback on services, roads, recreation, taxes, transparency, and communication needs.

They consistently look for service updates, snow removal, events, recreation schedules, development information, and Council decisions. Adults also expressed strong interest in a better-structured website, an easy-to-use event calendar, and a regular newsletter, and they show higher use of supporting traditional channels such as radio, direct mail, and printed notices compared to younger groups.

Interests:

- Municipal services
- Community safety
- Infrastructure (roads, sidewalks, snow removal)
- Events & recreation
- Taxes/fees and where money goes
- Growth, development, and communication transparency

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Seniors (65+)

Seniors represent the second-largest respondent group in the community survey (142 respondents, 20%) which reflect their significant portion of Amherst’s overall population. Their feedback highlights a strong desire for clear, accessible, and trustworthy information, as well as communication channels that are easy to navigate and available in multiple formats.

Seniors consistently emphasized the importance of:

- Easy-to-understand, plain-language information
- Clear details about services, accessibility, healthcare-adjacent information, community safety, and local events
- Communications that build trust and reduce confusion

While seniors remain active on Facebook and frequently visit the Town website to confirm details, their survey responses show strong reliance on traditional and accessible channels, including:

- Direct mail and printed materials
- Radio
- Community bulletin boards
- Word of mouth

This group still uses digital platforms, but the data clearly indicates the need to implement more print and radio as core channels to reach them effectively.

Families & Caregivers

While the surveys did not directly ask about family status, families emerged clearly through open-ended responses and event survey data. References to children, parenting needs, family activities, and recreation appeared repeatedly in the “What matters most to you?” and “What should the Town focus on?” questions. These themes were also prominent across the Canada Day and Home Show surveys, confirming that families and caregivers represent a highly engaged and influential audience within the community.

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Families expressed strong interest in affordable recreation, events, and access to local facilities such as the arena, swimming pool, walking trails, parks, and the splash pad. Many respondents also highlighted the value of family-friendly programming, including weekend activities, children’s camps, and seasonal events. This audience tends to look for clear, timely information about “what’s happening this weekend,” indicating a need for consistent, easy-to-find event promotion.

In terms of communication channels, families rely heavily on Facebook—particularly event-related posts and shared content that come from our Community Living and Recreation Page. They also frequently use the Town’s website event listings for planning. Additionally, school newsletters, community groups, and organizational channels play an important role in reaching parents and caregivers, especially for recreation and program-related information.

Secondary

Local businesses and community organizations

Both groups expressed a strong desire for clear, consistent, and proactive communication from the Town through email, Facebook, Town website and direct staff communications, including stopping in to chat.

Local businesses and community organizations were well-represented in both the community survey and targeted sector-specific surveys. Their feedback shows a strong need for clear, predictable, and relationship-based communication from the Town.

Local businesses emphasized two-way communication, fairness, and transparent processes. They want timely updates on events, marketing opportunities, construction or parking impacts, and available supports. Community organizations stressed the importance of being kept informed, having clear contacts, and avoiding unexpected changes that affect their programs or operations.

Commuters (Employees who work in Amherst but live elsewhere)

The community survey’s “Connection to Amherst” question showed a notable number of respondents identifying as “Employee (commute in),” confirming that commuters form a distinct audience with regular interaction in the Town. Although they are not residents, they rely on Amherst’s services, roads, and businesses, and therefore require timely, practical updates.

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Commuters look for quick information that affects their travel and access to services, particularly updates on road work, closures, construction impacts, major service disruptions, and large events. They prefer to receive this information through Facebook for quick updates, website, Instagram and radio for major changes and disruptions.

Former Residents

Former residents appeared as a smaller but meaningful group in the community survey, with additional insight coming from event surveys showing how strongly they value Amherst’s sense of community, friendliness, and local events. Although they no longer live in Amherst, they remain emotionally connected and often return for festivals, family, shopping, and seasonal activities.

Former residents look for compelling reasons to visit or re-engage with the community—particularly events, dining, shopping, and festivals that showcase Amherst’s vibrancy and familiarity. The most effective way to reach this audience is through Facebook, the Town website, and regional tourism partner platforms such as Cumberland and Nova Scotia tourism.

Tables:

Age Groups

Age Group	Count	% of Respondents
Under 18	5	<1%
18–24	22	3%
25–34	81	11%
35–44	121	17%
45–54	142	20%
55–64	175	25%
65+	142	20%

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Connection to Amherst

Connection Type	Responses
Residents	535
County residents	51
Commuters	49
Former residents	36
Visitors	17
Business owners	14
Students	2
Other	15

Primary/Secondary/Emerging Classification Table

Group	Responses	Why They Fit the Category
Residents	535	Rely on the Town daily → Primary
Adults 35–64	438	Largest and most engaged → Primary
Seniors 65+	142	Second largest → Primary
Families	(Qualitative evidence)	Strong presence in comments → Primary
Commuters	49	Important but not core daily audience → Secondary
Former Residents	36	Engaged, return for events → Secondary
Visitors	17	Economic value → Secondary
Young Adults 18–34	103	Underserved → Emerging
Youth	5	Almost absent from data → Emerging
Newcomers/ESL	Very low	Underserved → Emerging

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Hard-to-Reach	Identified through channels	Need alternative methods → Emerging
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Survey Insights

Our survey responses were automatically compiled in table format and this information was manually processed to identify information of relevance in the development of our marketing and brand strategy, as well as our communications plan.

These insights created a foundation of knowledge that supported this project’s overall development. The information directly informed our brand strategy, including: objectives, brand pillars, brand positioning statement, value proposition, and messaging themes. Our communications plan and marketing plan also benefitted from the information gained through the survey insights.

The following table contains information pulled from each survey group that demonstrated some sort of potential to inform the larger project deliverables.

COMMUNITY SURVEY	NOTES
704 Responses	
C = Relevant for Communications Plan Project MB = Relevant for Marketing & Brand Strategy Project # Beginning note = Reference to line in Excel report	
3 MB Less potholes would make Amherst a better town.	
3 MB Pugwash might be chosen instead of Amherst – close to the water.	
4 MB First town in the province (geographically)	Amherst First
4 MB Historic, friendly, small-town community	
4 MB Drugs – would make people choose another area	
5 MB History of the town; slow pace	Slow pace
8 MB It has a heavy focus on kids	
8 MB Not a lot to do without kids that doesn’t involve drinking or religion	
8 MB Make more things for the average adult to do	
8 MB Moncton and Sackville	
9 MB How safe Amherst is – go for a walk and don’t worry about crime	This goes against other

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	comments complaining about crime etc.
9 MB Very small, slow lifestyle	
9 MB Want to change the name of the town to make it better	
9 MB Amherst needs to promote itself focusing on what we're know for (Esther Cox, four fathers) - set up things to see and do along those lines	
10 MB Lots of community events happen here	
10 MB Small town, close to bigger cities, know your neighbours	
10 MB More community festivals, a renaissance fair, take advantage of us being a central point for the Maritimes	A new signature event
10 MB People would be more likely to choose a nearby city over Amherst, rather than choosing to visit another town	
11 MB People come together when it counts	
11 MB How can we look at keeping more of our money here in town? A lot leaves weekly (perhaps meaning people travelling to Moncton to shop etc.)	
11 MB People go to Sackville and Pugwash for the Saturday farmers' markets	
13 MB Being between Moncton, PEI, and Halifax is a great geographic location	
13 MB We're a small town with big grocery stores	
13 MB It would be great to allow cheap train rides between A + Moncton, Halifax	Train travel
13 MB Moncton has lots happening and things to do. Amherst does not have anything for young adults unless you have kids, unable to socialize or meet anyone	
14 MB Amherst is the centre of the Maritimes	Centre of the Maritimes
14 C Bring back commenting on posts so that people can actually engage	
14 MB People choose other towns nearby because they "offer more freedom" and are better overall	
15 MB Very close to major shopping in Moncton and Halifax; very close to international airports; very close to beautiful beaches	
15 MB Small town, big heart – lots of family activities	

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16 MB Very friendly people	
17 MB It's a feeling of home. Everything you need is close by.	Feels like home
17 MB Victorian homes; great charm	
17 MB More things happening is great – on the right track. Love Esther Fest, miss Blueberry Fest	Make more things to do
17 MB Job opportunities cause people to choose another town	
19 MB Opinion that our property tax is “absurdly high” compared to other towns with more to offer – we are solidly in the middle of NS towns’ tax rates	
19 MB There is so much more that could be offered here instead of emphasizing “active living”	
19 MB Moncton, Sackville, Truro have more to offer and lower property taxes	
20 MB Everyone helps others when needed; caring community	
20 MB More events would be positive, and more youth engagement	
20 MB Sackville is somewhere people choose over Amherst	
21 MB Amherst has “older population with values”, architecture, prox to larger communities	
21 MB Amherst is a sleepy town between Moncton and Truro	
21 MB Amherst needs more affordable housing, a lower tax rate, more options for shopping, and safer streets	
21 MB People choose Sackville – artsy, farm-y feel, university town	
22 MB Taking issue with how APD operates – writing tickets rather than dealing with “real issues”	
23 MB Our sports facilities are not up to par with other communities – a focus on the importance of sports in our community	
23 MB Make upgrades and take advantage of sports tourism	Sports tourism
23 MB Moncton and Truro are where people go instead of here	
24 MB Amherst’s historic, vintage look – have to be sure we keep/maintain our architecture	
24 MB People choose Sackville	
26 C Our own website is shameful – pertinent info is buried	
26 MB People choose Sackville	
28 MB Nice quiet town, friendly people	
28 MB Better rec facilities would help	
29 MB Beautiful old homes; easy to walk wherever you want to go	
31 MB Perception there is a lot of crime and drugs	

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32 MB Great home, small friendly community	
32 MB More industries/employers to draw people here	
33 MB Lots of familiar, friendly faces	
33 MB We need an outdoor rink	
34 MB People choose Sackville – clean, good sidewalks, festivals	
35 MB More festivals and more to do for people who live here and do not drive	
35 MB Sackville, Truro are chosen over Amherst	
36 MB “The potential is limitless”	
36 MB Rich heritage, good schools, kind people	
37 MB The only 6-way stop east of Quebec	
38 MN Revitalization in Progress	
38 MB Change community events to be more relevant for working public	
41 MB It has all one needs to live here	
42 MB An outdoor pool would be great, more things to do	
42 MB People are choosing Moncton	
43 Sense of security and safety in this small but great town	
43 MB More things to do would help; new civic centre	
43 MB You just have to visit. You will fall in love with the surroundings and the people	
45 MB It has most of your basic amenities	
45 MB Your typical small-town vibe. Nothing special.	
45 MB People choose Sackville. Perception that “Amherst does nothing”	
45 MB This person thinks there are only fast-food restaurants; others think we have great restaurants	Differing views on our restaurant selection
46 MB Amherst is small and slow	
46 MB Sackville, Moncton, Truro	
47 MB Old town charm	
48 MB The people are great; quiet retirement community	
48 MB People are looking to Truro	
51 MB Older homes; close to the shore	

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51 MB Great place to stay to visit all kinds of other places	Vacation home base for great variety
51 MB People are looking to Sackville and Moncton	
52 MB Old buildings, historic town	
53 MB Central location in the Maritimes	
53 MB Amherst is quiet	
55 MB Central location (in the Maritimes)	
55 MB Small town with mostly friendly people	
55 C “Communication should be open” - commenting turned off on Town Facebook posts is unwelcoming	This suggests some people view Facebook as the only means of communication with the Town
55 MB People are looking to Springhill because backyard chickens are allowed...	
56 MB Old time charm; but we need new life and new facilities	Perception Amherst is dying
57 MB People and their willingness to help each other	
57 MB Small town atmosphere, feels like home	
57 MB People choose Truro – close to Halifax	
59 MB “Be open minded about Amherst”	
61 MB Lots of grocery store options	
61 MB A busy small town with lots of stores and great scenery in and around	Busy Amherst
61 MB People are going to Sackville for better quality restaurants	
62 MB Love the size; close to larger cities; small town with big heart	
64 MB Small town feel – comforting – able to easily travel to larger areas when needed	
64 MB Small town very welcoming and homey	
65 MB House prices are still reasonable	
65 MB People are looking to Sackville – good restaurants and a university	
67 MB Amherst is quaint; geared towards older population	
67 MB People look to Sackville	

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68 MB Amherst is a small town trying to grow	
69 MB A small community with lots to offer	
73 MB Friendly, fair shopping, opportunities for employment, people help each other	
73 MB Pugwash and Tatamagouche are busy places on the weekend	
74 MB Sackville, Pugwash, Tatamagouche all have more going on	
75 MB Family lives here, central Maritime location	
75 MB Rural living in an old town with history	
76 MB Architecture, history; central to other places	
76 MB Pugwash, Pictou, Parrsboro – people view Amherst as an entry/exit point	Entry/Exit point
77 MB Some interesting architecture	
77 MB Sackville	Some have a perception that things are better anywhere else but here
78 MB A strong history of people coming together for the good of the community	
78 MB A small town with lots of community spirit and engagement	
78 MB Look to Sackville	
79 MB Great place to live and work	
80 MB Not much makes Amherst different; but Amherst is friendly	
83 MB History and welcoming community; small, quaint town	
83 MB Oxford does a lot in the community	
84 MB Amherst is a small town with the basics	
84 MB People are looking to Truro and Sackville	
85 MB Active; quaint and friendly	
85 MB People look to Sackville	
86 MB Amherst has a nice mix of different things	
86 MB A weird small town with a lot to offer if you have an open mind and want to have fun	
87 MB Amherst's history is under-developed; historic homes; generational families	
87 MB Small, quaint, central, historic	
89 MB Amherst is a small rural town with everything you need; lots of beautiful old homes and green space to enjoy	Everything you need

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89 MB People are looking to Moncton	
90 MB Nice size and has everything you need	
91 MB Strong community, know and connect with others; small town with decent attractions	
91 MB We need to focus on changing the “us vs. them” mentality so we can accept change and grow	
91 MB People choose Sackville – more open minded, less likely to be discriminated against	
94 MB Amherst is quiet; people choose Moncton	
95 MB Amherst is rich in history; beaches 20 mins away; not far from shopping; easy access to healthcare (hospital is close)	
96 MB Amherst’s quiet and welcoming atmosphere	
96 MB There is something for everyone here	
97 MB Old world charm; small-town friendly; centre of the Maritimes, close to NB, PEI, Halifax	
98 MB Amherst celebrates multiculturalism	Some speak directly against that
98 MB Moncton has more to offer young professionals	
102 MB Beautiful old homes, friendly people, growing tourist industry	
103 MB Amherst’s architecture is its biggest claim to fame	
103 MB Amherst is close to everything!	
103 MB Amherst is a diamond in the rough	
104 MB Amherst is stalled in the past and is afraid to move on	
105 MB Small town with lots of amenities; on Trans-Canada; close to beaches; close to PEI	
106 MB People look to Oxford and Pugwash	
107 MB Laid back people are friendly, peaceful, safe	
107 MB Sackville, Oxford, Tatamagouche, Pugwash, all cleaner, better maintained	
108 MB Lots of community events open to families	
108 MB Quiet, picturesque town with friendly people	
110 MB The community comes together when times of need arise	
110 MB Small town people with a sense of pride	
111 MB You’re going to feel at home	
112 MB Big enough to have stores and services; small enough that it doesn’t feel crowded	

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112 MB Just right – not too big, not too small	
113 MB Lots of events for physical activity and wellness	
115 MB Historic, beautiful, summer flowers. Community is busy	Busy small town
115 MB People look to Springhill and Oxford	
116 MB Has all the basic amenities I need	
116 MB Parrsboro is a destination community	
117 MB Great place to live, raise children, central location	
118 MB Small-town community feel	
120 MB Friendly, lots of activities, Amherstonians are known for their love of hockey	
120 MB Quaint little town with lots of beautiful Victorian homes	
121 MB Quaint, old money feel	
122 MB Border town, so easy access to other places	
122 MB You will be warmly welcomed; people are friendly	
123 MB Amherst has more places to shop than other small towns	
124 MB It's the people that make the town; (mostly) an all-around happy place to live	
125 MB Amherst is a cool and friendly place to live	
126 MB Sense of community; awesome town	
128 MB A friendly place to live	
129 MB Focus on depth of history and geographic location	
129 MB Small-town nice	
130 MB Historic houses and buildings; rich history	
131 MB Proximity to other places – enjoy 3 provinces in one day!	
131 MB Lovely small-ish town in ideal location; friendly with amenities and great Junior A hockey team	
133 MB History	
133 MB Friendly, we treat people with respect	
134 MB Excellent shopping; architecture	
135 MB A sense you belong here; it's a great place to live	You belong here
136 MB Proximity to beaches, NB, Halifax	
136 MB Relaxed living	
138 MB Beautiful Victoria Street, friendly service, street parties; historic Amherst	
139 MB Community minded, small town, great place to raise children	
139 MB Friendly, safe, welcoming to everyone	
141 MB Quiet town with hard working people	Hard working

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143 MB Good neighbours; my immediate family lives here	
143 MB Quiet and has all you need to live here	
144 MB Location and amenities	
144 MB Great little town with a big heart	
146 MB Diverse nationalities	
146 MB Small, historic, quiet, interesting things to see	
147 MB Friendly and quiet town	
147 MB A quaint little town that is the gateway to Nova Scotia. A storybook picture come to life	
148 MB The biggest community in Cumberland County	
149 MB We are all here to help out whenever needed; close-knit, hardworking community	
150 MB A big city feel (?) with small town ideals; the perfect mix of suburban and rural living	
151 MB Location, old town feel; old Victorian town, quaint and beautiful. Great industrial park	
152 MB Small town feel	
153 MB Proximity to Halifax and NB without having to live city life	
153 MB Small town, low crime, good schools, great teachers	
155 MB Small mostly quiet little town with almost everything you need. People are friendly and not far from bigger cities.	
156 MB Has almost everything you could want right here.	
156 MB Small town that is spread out. No matter where you are, you are always 5 minutes from country life. Has almost everything you could want.	
157 MB Small town vibe with amenities of bigger city	
158 MB Town of 10,000 in the centre of the Maritimes	
159 MB Small, quaint, rich in history	
160 MB Lots of places to find jobs, lots of activities for kids and adults, elementary schools are excellent	
161 MB Beautiful old red sandstone buildings	
162 MB The people and community	
162 MB Quaint small town on the border with NB. Used to have lots of industry. Lovely Victorian homes and tree-lined streets. Population of 10,000 has remained consistent forever	Consistent population?
165 MB Centrally located; has the basics	
166 MB Proximity to other provinces	

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167 MB Local connections, loads of activities and sports facilities (our little old rink)	
167 MB Small town feel, amazing old buildings, close to the shore and farms – a great hub	
168 MB The downtown and old houses. Central location	
168 MB It's a small old town very cozy and in need of some repair. Windy	Windy here
169 MB It's serene and peaceful	
169 MB A place you will enjoy your peace	
170 MB It still has a small-town feel, which is why my family moved here	
170 MB A small town with stunning old homes and friendly people and close to the most beautiful red sand beaches.	
170 MB On the border – amazing to live in a small town and have easy access to all these places close by	
170 MB Focus on history and the amount of old homes and buildings – one of the things that truly sets Amherst apart	Statistically, are we above average?
172 MB Bordertown, great sense of community; Home of Esther Cox	
174 MB I love the small-town feel; small town with welcoming feel for all nationalities	
177 MB Cleaner and more welcoming than other small towns; perfect place for tourists	
178 MB History; small town with character	
179 MB Small but still has amenities; easy to get around; pretty old houses; lots of mature trees	
181 MB Takes pride in the way it looks; decor throughout the year looks great and makes people want to do things downtown	
181 MB A small rural town that has great activities and events	
182 MB Community spirit; people will come to your aid if you need help	
182 MB Feel that Amherst is better than surrounding towns	
183 MB Typical small town. Has the basics for retail/shopping	
185 MB People are friendly; small town feel, relaxed	
185 MB Nothing special	
188 MB Typical small town	

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189 MB Small community close to larger ones; cute little town with an aging population	
190 MB Largest town in the county, home to most government and non-government services. It offers a lot in a small space	A lot in a small package
190 MB Small town with a rich history. Amherst's problems are not unique to Amherst.	
191 MB History	
192 MB Very friendly place to live; always try to help people out	
193 MB Friendly; great local businesses	
194 MB Bordertown; small town feel	
195 MB Small town vibe with events and activities going on. Selection of stores so don't have to leave town. Enough going on – love the older homes	
196 MB Big enough that there are things going on. Small enough that there is small town vibe, low traffic, close to neighbouring communities	Big Enough; Small Enough
197 MB Folks have each other's backs	
197 MB Just off the TCH – great place to shop, eat, play live, raise your kids. Easy to access the quieter life, and the busier life of options located close by	
199 MB Value-added facilities like the YMCA with the pool, the Anchor	
199 MB Small town with some lovely streetscapes and a sense of history	
200 MB Small town life	
201 MB Small but getting bigger	
202 MB Small town life, good schools	
203 MB Small town; Amherst is a nice place in the summer	
205 MB Farmers' market should be open on the weekend not Friday when most people are working. Businesses should be open on the weekend. Host more festivals etc.	
207 MB Amherst still has a downtown. Beautiful buildings	
209 MB Border town; Small border town, friendly residents.	
210 MB Small town with shopping options	
211 MB Very friendly town, local shops and great hospitality	

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212 MB Town rich in charm and community and opportunity. Strong sense of community is one of its greatest strengths. Neighbours look out for one another. Town-wide events bring people together.	
212 MB Natural beauty around Amherst makes it special. Nearby beaches and trails, parks – all minutes from home.	
212 MB Small-town charm hard to find in a big city. Greeted with a smile; real sense of community. Neighbours look out for one another; local businesses know your name. Life feels slower – in the best way – and more connected. A place where you can breathe, belong, and build a life that feels grounded.	Breathe, belong, build a life that feels grounded.
213 MB Lived here most of my life – grateful to still live and work here	
213 MB Friendly and caring people.	
214 MB Potential	Potential
215 MB Small-town charm	
216 MB Border community; quaint, rural town near beaches and close to Moncton	
218 MB People are quite friendly here. Laid back place with nice people and enough stuff to do.	Enough
219 MB Amherst tries hard to encourage people to come, stay.	
219 MB Close to Moncton, Halifax, close to the ocean.	
221 MB Pretty little town where I grew up. It's comfy and small.	
221 MB I wish we would stop trying to make the town larger and just appreciate what we have.	Appreciate what we have.
222 MB Lots of young entrepreneurs; has everything you need, but not always everything you want.	
223 MB Shopping, sense of community, pride in where we live.	
223 MB Community-based town with all the amenities one would need, including great schools	
223 MB + C Sackville's big billboard on the highway shows upcoming events	Billboard – events
224 MB Small town with good people	
225 MB Small town – chances are you know someone or have a mutual friend in common	
226 MB Small town, relatively quiet; quiet, retirement-type town	
227 MB Everyone is so friendly – everything you need is here	
227 MB You're close to everything; friendly people, beautiful location	

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228 MB There are a lot of people who want to make a difference. Fairly generous community, many people willing to give their time, money, support for others.	
229 MB The people are very nice. A town that is so inviting and has great stores.	
232 MB Quiet little town	
233 MB A community with a lot of historic significance – the business hub of the county	
234 MB Amherst is a very generic town	Generic
234 MB It's a good place to stop for gas and coffee when driving between Moncton and Halifax	
234 MB Amherst has great potential to revitalize its industrial offerings – geography supports this	
235 MB Small, close-knit community living	
239 MB Lots of free activities for kids; small border town	
240 MB Strong volunteer community	
240 MB Sandstone buildings.	
240 MB Everyone knows everyone. Bad mosquitoes.	
243 MB Very friendly place where you know mostly everyone. People seem to look after one another. We are very charitable.	
243 MB Small town full of historic houses and buildings. Very welcoming. Great restaurants.	
244 MB Historic context – African Nova Scotian, Acadian, European, Mi'Kmaq - rich history and landscape, close to beaches	
244 MB Small town with a big heart	
245 MB The people – most are friendly and willing to help however they can	
245 MB Small, friendly, full of local businesses	
246 MB More connections to the outdoors required	
247 MB Amherst is the hub of Cumberland county for surrounding communities.	
247 MB A pretty town	
251 MB The way community will pull together to help others	
252 MB People are friendly and willing to help. Great hospitality	
254 MB Peaceful. If you like tranquility, you belong in Amherst.	Peaceful, Tranquil
255 MB Easy to get around and safe place to live. Friendly and clean.	

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256 MB Central location in the Maritimes.	
256 MB Active community, access to outdoors in 4 seasons, decent job opportunities, competitive housing market	
257 MB Rich history – be careful we don’t lose it	
258 MB Everything is close; small but has everything	
259 MB Lots of activities for adults and kids	
259 MB Safe and quiet compared to big cities	
260 MB Hometown feeling; friendly, beautiful Victorian homes	
261 MB It’s a great place to live	
262 MB We do a good job with inclusion	
262 MB The town is growing and adapting	Growing and adapting
263 MB Amherst can distinguish itself with geography	
263 MB Beautiful heritage homes close to everywhere in the Maritimes	
264 MB Just about everything you need for everyday life	
264 MB Cozy small town with everything you need for everyday living	
265 MB It’s easy to make friends. Love volunteering and feeling appreciated for that.	
265 MB When it was time to retire, we just knew this is where we wanted to be.	
266 MB Amherst sets the tone for what NS has to offer (as the first town people encounter when driving in). Friendly people, hospitality, charm.	
266 MB We have an excellent health care facility with amazing health care providers. Modern schools, sporting and performing arts options.	
266 MB We are fortunate to still have a movie theatre downtown.	Movie Theatre downtown – unique to Amherst
266 MB Amherst offers more amenities than surrounding towns and that draws people here	
267 MB History	
267 MB Small town with friendly people and a great sense of community	
268 MB The people	

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268 MB Small town; everyone knows everyone. Centre of the Maritimes makes it convenient to visit any place. Great surrounding beaches and golf course	
268 MB Great opportunity in sport and recreation in Amherst. Host more events and attract new dollars – even working in collaboration with surrounding communities. We are too small to try and do everything on our own. Regional approach.	
270 MB Sense of community and support for residents; we have a lot of locally owned businesses	
272 MB Small retirement town	
273 MB Amherst is very small and close to everything - major cities, ocean. Quaint	
274 MB Great location central in the Maritimes; lots of history	
275 MB Small town with many amenities, close to bigger cities, with beautiful water views	
275 MB A cute town that is growing more every year	
276 MB Just a nice place overall. People are friendly – events and activities held often.	
277 MB You can save money here. Perfect place to live. You have everything here.	
278 MB Sense of community.	
270 MB Good, if you like small towns.	
280 MB Sense of community; small town with big history.	History – need to dig into this. How can we use “history” to our advantage?
281 MB The community supports their own.	
282 MB Quiet, friendly, cheerful town	
283 MB Beautiful place to raise a family	
284 MB All the traditional buildings and the history – like the Great Amherst Mystery	
284 MB Nice classic town with amazing sites/buildings	
285 MB Small quaint town with historic homes	
286 MB Sense of community; engagement opportunities	
286 MB Small, everybody knows everybody	

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287 MB The people in the town make it special. Friendly and safe. Enjoy the activities that are offered. An all-inclusive community with lots to do.	
288 MB Quiet	
289 MB History. Beautiful Victorian buildings.	
290 MB Proximity of amenities. Quaint.	
291 MB Lots of local businesses. Beautiful flowers in the summer.	
292 MB My hometown. Beautiful place in the centre of the Maritimes – easy to travel to NB and PEI.	
293 MB Small, close to larger cities.	
294 MB I have lived here all my life and have not wanted to live anywhere else.	
294 MB Friendly, caring, well-managed, affordable, lots to see and do if you're interested.	
295 MB So many grocery stores close together.	
295 MB The place you pass by coming into NS from NB with all the wind turbines*	
298 MB Opportunities for kids. TOA summer camps and swimming lessons are affordable – great parks and splash pads.	
298 MB Central to travel anywhere in the Maritimes. Close to two different airports. Small town always trying to do right by its citizens.	
300 MB Rich history – 4 fathers of confederation, Victorian homes, Amherst Pianos	
300 MB Amherst is the first town in NS when you're driving from NB. It's a small town with a rich history where you can walk or bike everywhere.	
301 MB The location is great. For people who grew up here there is a sense of identity. It's beautiful. Good base with three provinces to explore all close by.	
302 MB No other town in NS is located on a land border	
302 MB Small town, big beautiful homes. Close to beaches.	
303 MB We have a great industrial park	
304 MB Everyone tries to help one another	
305 MB Small-town energy; we always come to help someone in need.	
305 MB For the most part, quiet laid-back place	
308 MB A retirement town.	

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309 MB Amherst feels like a big, small town. A wonderful place to live and grow a family. It has everything you need within 20 minutes or less. People here care. Willing to help and overall great people to talk with. Quiet and relaxing. Not the only place with bad apples.	
310 MB Just the right size. Friendly. This town has more to offer than surrounding towns.	
312 MB Friendly and people always willing to help in times of need.	
314 MB Friendly, pretty, just the right size to project sense of community and belonging. You can get to all three Maritime provinces from here. The water is so close!	
314 MB Small historical town with sense of community.	
315 MB Slow-paced, friendly	
316 MB Proximity to beaches. Small town with great vibes. Centrally located in the Maritimes. Cute downtown with community activities.	
317 MB Great town to live in. Always lived here; Always will.	
318 MB It's revitalizing itself. Lovely small town. I think it's going in the right direction.	
320 MB The people.	
321 MB I have lived in Amherst my whole life. Great shopping and local shops for something unique. Small-town living not far from big cities. We are the biggest town in our area.	
322 MB Friendly town and people care about their properties. Quiet little town with historic homes.	
323 MB We are the first place visitors to NS encounter (when driving)	
324 MB Bordertown. Quaint, quiet, safe.	
325 MB It's where I grew up.	
328 MB Community focused, friendly, welcoming	
330 MB Small town where everyone knows each other, which makes it feel safe. Friendly town.	
332 MB People help others when in need. Laid-back.	We embody many values shared in common with other small towns in NS and farther afield

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333 MB There is a sense of pride for being an Amherstonian. Great place to live and raise children.	
334 MB It feels smaller, more close-knit than it might be compared to its size and population.	
334 MB Really nice little town, close to major shopping centres – for the most part has all you need.	
335 MB The small-town vibe and abundance of Town activities.	
335 MB Small town much preferable to living in the big city.	
336 MB A town with beautiful buildings. Sports presents great opportunity – new facilities etc. Needed.	
337 MB So much history still here.	
337 MB Small-town friendly	
338 MB Amherst is a small friendly town. It's a welcoming town. Amherst is a pretty town with friendly people and lots to do.	
339 MB Easy to get around and grocery stores are close together.	
339 MB Quiet border town with friendly people.	
340 MB We have more stores than Parrsboro and other places in Cumberland.	
340 MB A retirement town...	
341 MB Location (close to specialists); friendly place to live	
342 MB Very friendly. Can buy pretty much whatever you're looking for.	
344 MB Potential for us to be a shopping hub and a stopping point for tourists.	
344 MB Small-town living	
345 MB A sense of community; locals taking care of others in their area.	
345 MB Small town gem with something for everyone. Entertainment, food, history.	
346 MB Nice old architecture. Glory days a century ago.	
349 MB Small town, great parks for kids	
350 MB Everyone friendly and willing to help. Beautiful, friendly, quiet.	
353 MB Great small-town feel	
355 MB Beautiful old neighbourhoods.	
356 MB People look out for one another. Great town with small-town ways.	

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357 MB Quiet and cosy – everything is nearby	
358 MB Amherst serves as a passageway to other places.	
358 MB Small town with some beautiful historic homes. Close to NB and Northumberland Strait. Has potential.	
359 MB Close to cities yet still a small town. Quiet with lots of potential.	
362 MB Close to other larger towns. In transition.	
364 MB Appreciate the attempts to engage with young adults.	
364 MB Very small, windy border town that has great food.	
365 MB Small town with big heart.	
365 MB Quaint little town with welcoming arms.	
366 MB Border town, great local businesses.	
367 MB Tranquil and secure. A small quiet town with friendly people, good shopping options. Ideal for kids to grow up.	
368 MB Keeps its historical charm. Fairly good shopping. Central to other locations.	
369 MB Sense of community care and support. Border town – quiet and friendly. Close to hiking trails, waterfalls, beaches	
371 MB Decent places to eat. Adequate.	Adequate
373 MB Cross road into the rest of the Maritimes. A great place to live and visit.	
374 MB Community supports. Friendly people, lots of activities for kids.	
375 MB Friendly, beautiful	
376 MB Very family-focused.	
376 MB Friendly, welcoming town that gives small-town vibes with big town convenience.	
377 MB Beautiful churches and architecture.	
379 MB Close-knit community. Small-town vibes.	
380 MB Historical buildings, proximity to the Tantramar Marsh. Small town with beautiful homes and buildings.	
380 MB Opportunity to focus on history, expand and promote walking trails.	
381 MB Quaint. Majestic.	
382 MB Good hospital. Calm.	

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384 MB The YMCA is the focal point of the town with their programs and services. Supported by public works, Police – do other communities have the same commitment	Commitment to community support
384 MB Between two bodies of water, great place to raise a family, close to major airports and hospitals, incredible hunting and fishing	
385 Amherst is a wannabe Yarmouth	
386 MB Small town with so much history. Unique town	Why are we unique?
388 MB Like the atmosphere – can get around everywhere quickly. Colourful ambitious people	
390 MB Nice small town with a lot of activities for seniors	
392 MB Amherst has a warmth to it beyond what I’ve experienced living in other small towns. Best way to describe it is people who are members of our community want to be here.	
392 MB Amherst is a great small town where people are celebrated for their individuality. The community is well maintained with endless green spaces and playgrounds. Such character in the architecture. Artsy, funky flair apparent in murals and niche stores. Genuine sense of friendliness from community members, but especially apparent when you visit local businesses.	
393 MB Old buildings and the feel of the town – history here	The feel
393 MB Historic and beautiful.	
395 MB Small-town friendly	
396 MB Small community vibes	
397 MB Not too busy or overcrowded	
398 MB Not too different from other small towns, but nice little town	Not too different from other small towns
398 MB Quiet, slow paced. People care about each other. Town tries hard to find events and recreation and some are great.	
399 MB Small town with big box store availability. Retirement town.	
402 MB Border community, history. A great place to raise a family.	
404 MB A small town that wants to be a big town, but it’s not.	
405 MB Convenient for travelers, people are friendly. Quiet, friendly town	
407 MB Very welcoming to the LGBTQ community. Welcoming, safe.	
408 MB A lot of programs and events to participate in.	

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408 MB Small town with historic feel and great neighbours	
409 MB Small, lots of trees and old homes.	
410 MB Easy access to hiking, beaches, shopping	
411 MB Amherst is small	
412 MB Togetherness and community events. Close to everything in the Maritimes.	
413 MB Hometown vibe. The Ramblers. Downtown and historic homes.	
413 MB Sweet cafes, beautiful beaches, wonderful people.	
414 MB A lot of potential and people are really great. Lots of events in the summer.	
414 MB Small town feel with lots of heart. There's something for everyone – socializing, adventures, nature, going for a beer and seeing a friendly face.	
415 MB The way the town comes together when needed. Community loves to help out.	
416 MB Small town, old buildings. Quite a few stores to shop.	
417 MB Historical value. Beautiful homes. Respect for the disability community.	
417 MB Quaint, unique restaurants	
418 MB Location – NB border, proximity to other communities.	
418 MB Town of approximately 10,000 with great community spirit, excellent school system, reasonable shopping	
419 MB Opportunity to host more concerts featuring local or regional talent	
419 MB Great small town that has all the basics, only a couple of hours from Halifax and about an hour from Moncton	
420 MB Border town with opportunity to be the welcoming centre for the entire Province. Should be all travelers' first stop to get a feel for the whole province.	Welcoming Centre for NS
420 MB Beautiful mix of Victorian and newer homes. Feel of nostalgia, friendly people and community.	
421 MB Unique buildings, the first community in Nova Scotia	Geography
421 MB Quiet, coastal town	
422 MB Proximity to the beautiful marsh; cosy and safe.	
423 MB Safe place; Old charm; opportunities for more cultural events.	

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424 MB Culture and history – friendliness. A community of artists of all types	
424 MB Small town with friendly, creative people. Tight-knit community.	
426 MB Border town centrally located in the region. A small town with potential. Great Amherst Mystery is a great focus.	Potential
427 MB Place to stop and eat on your way through	
428 MB Small, quiet with great surrounding coastal areas	
430 MB Town officials are very responsive. Culture, acceptance, recreation activities and facilities. Old buildings, the people.	
430 MB Great small town. Get involved and make opportunities happen. Lots of talented people.	
430 MB Opportunities to increase walking and bike transport.	
431 MB Amherst is a friendly small town. Lots of restaurants, culturally diverse.	
432 MB Amherst is a hub for northern Nova Scotia. Small town close to Northumberland Strait and the Bay of Fundy – beautiful coastlines	
433 MB Not different from other small towns, but it could be	
434 MB Nice parks and shopping downtown	
435 MB Proximity to beaches, other cities – good layout	
435 MB Quaint, growing, beautiful architecture, great shops. Opportunity in the industrial park	
436 MB I came back because it's home	
437 MB Close to NB, very small	
439 MB Many stores	
440 MB It's quiet.	
441 MB Friendly, and good place to stop for eating or just taking a stroll – lots of history.	
443 MB Border town – close to major cities for shopping we don't have. Quaint, friendly, easy to travel around	
444 MB The people; small quaint town	
445 MB Lots of history; great infrastructure for traffic flow; close to bigger cities	
445 MB Nice town with beautiful downtown and Victorian homes. Wonderful sunsets. Minutes from the beach.	
446 MB History and architecture – lots of potential to make buildings, storefronts, murals look better	

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447 MB Our location. Great small town to raise a family in.	
448 MB Old buildings.	
449 MB The people – friendly.	
450 MB Typical small town. First town in NS from NB	First town
451 MB I grew up here and it still has an old town feeling. If you would like to live in a town and not a city, then it's Amherst	
452 MB Quiet town, friendly people.	
454 MB Nice town, not too big or too small.	
455 MB Historic charm. Small town with growing diversity.	
456 MB Architecture, history, small size. A small town with big ideas.	
457 MB Close to a lot of other places. Small, beautiful.	
458 MB Small-town feeling. Lots of history.	
460 MB Small town with some nice architecture.	
461 MB Future possibilities. Homey feel.	
462 MB Opportunities for more local festivals – blueberry, apple	
463 MB Small town Nova Scotia. Great place to live, only 1.5 hours to three national parks.	
464 MB Small enough but big enough to have the amenities. Big small town that is a great hub.	
465 MB Very friendly, love how small it is. Quaint.	
466 MB Very clean and friendly.	
467 MB Small town vibe. Typical small town.	
468 MB People are friendly, real sense of community. Accepting.	
468 MB Wonderful, warm and friendly community. Rich heritage, colourful past. All kinds of events to participate in. Beautiful homes.	
470 MB A nice place to visit.	
471 MB Lots of restaurants and chain stores.	
471 MB Old, charming, full of interesting characters.	
472 MB Easy access to all basic needs; quiet, retirement community	
473 MB Border town with NB and close to PEI. On the bay of Fundy and Northumberland Strait.	
473 MB Close to city life including airports, universities, Major Junior hockey in town. Outdoor activities like beaches, lakes, rivers, parks, trails.	
474 MB History, border town.	

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475 MB A town that is accepting of people. Beautiful, historic, incredible location close to Bay of Fundy and Northumberland Strait, lots of scenic spots.	
476 MB Small town with everything you need, close to cities.	
477 MB Historic downtown, heritage homes and properties add to the overall beauty of the town. Lots of green spaces and play parks. Walking paths and trails. We are leading the way with looking after our young people with Anchor.	
477 MB Friendly in the centre of the Maritimes with a lot to offer.	
478 MB Smaller town with big town amenities.	
479 MB Small town, friendly people, decent food options.	
480 MB Reasonably priced housing, Has everything you need, and Moncton is close for everything else. Comfortable and quiet. Easy to park and bike.	
480 MB Good place to stop when you're passing by on the highway. Cute market for local goods.	
481 MB Historic buildings, friendly people safe place to raise kids.	
482 MB Amherst's downtown heritage buildings remain largely intact.	
482 MB Within 20 minutes of the beach	
483 MB Small community that tries to support diversity and local businesses	
484 MB Amherst is a beautiful and historic little town full of great local businesses and opportunities	
485 MB Attempts to include everyone in the community.	
486 MB Proximity to other provinces, culture and history. Amherst is growing.	
488 MB Small town where you know a lot of people. Small and friendly.	
490 MB Historic houses; 4 fathers of confederation coming from here. Has some beautiful areas in town.	
493 MB The community is very welcoming. It's a retirement town.	
494 MB Old values and community with an acceptance of the new. Amherst is growing and there is great potential for the town as a hub for commerce and new innovation and production centres.	
497 MB Location, history.	
498 MB Amherst's independence with own fire, police, courthouse, shopping centres – it's almost like a city	Almost like a city

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498 MB Very similar to Sussex, NB. Very tight-knit community. Opportunity to expand the Town boundaries and grow.	
501 MB Nice small town close to Moncton. Very nice place to live and bring up your family.	
504 MB Most people care. Great to visit.	
505 MB Everything you need and everything you want is here.	
506 MB It's small and quaint.	
507 MB Amherst is the one I know and feel safe in.	
507 MB First town you come to when you enter NS. Lots of history, great people, nice place.	
508 MB Downtown business owners' passion for their community – specifically Dale's - this is the unofficial community centre for artists, seniors, tourists and locals.	
508 MB Easy daytrips from Amherst.	
508 MB Lots of great businesses. They're all there for the community, to support when there is a community cause.	
509 MB Prime location on the trans-Canada. Close to the bird sanctuary.	
509 MB Clean, friendly town	
510 MB Friendly people, local shopping is supported, disabilities are supported. I love this little town.	
510 MB Amherst is the community that has a lot of events and activities for all. The town of Amherst is a very special place to live.	Is there a tangible reason Amherst is a very special place to live, or is it due to the combination of its qualities and more intangible elements?
510 MB I couldn't think of anywhere else I'd rather be than Amherst.	
511 MB It's located between cities (Moncton, Truro/Halifax)	What town isn't located between cities?
511 MB Has always been such a quiet friendly place to raise a family – less so now	

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512 MB The town's eagerness to try to continue to grow and embrace the changing social, economic, and cultural trends.	
513 MB Small town feeling	
513 MB A great place to stop on your way.	
514 MB It's quiet but there seems to be a decent sense of community here.	
514 MB A quiet little town, not too busy, a small little town in the boonies.	
516 MB History	WHAT ELEMENTS of history?
516 MB Idyllic Nova Scotia town	
517 MB Feels like progress is happening. Small town, good people.	*
518 MB Diversity	
518 MB Quaint little town, some very beautiful heritage architecture. Small town feel to it.	
518 MB Amherst is ripe to attract more industry to create more good-paying jobs and help continue to improve the perception of the town.	
519 MB Amherst offers more than other towns in Cumberland	
519 MB A small town that was mostly a retirement town until a few years ago, and is now striving to diversify	
519 MB It would be positive for Amherst to enlarge its geographical area to support more growth	
520 MB Friendly people in stores etc. You actually do know your neighbours.	
521 MB History	
521 MB Busy. Many beautiful homes and buildings.	
522 MB Community support in times of need. Support for the arts and youth.	
522 MB A small working-class town with some unique shops, beautiful century homes, close to the beach and to amenities in NB	
522 MB Opportunity to make more trails and paths to support outdoor leisure and exercise (see Sackville)	
523 MB Appears to be trying to bring prosperity to the town and tries to improve and grow	
523 MB It's the first town you come to when you cross the border	Conversely, it's the last town you

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	come to before you leave NS. The “First Town” line only works when you’re driving to NS; not when you’re leaving NS
524 MB Small town with friendly people	
526 MB Great place to come and visit	
527 MB Ethnic diversity of late is adding to the appeal of the town.	
527 MB Small enough to feel homey, with great schools and a hospital with 2 hr emergency room. Great fire department, APD, Active YMCA and lots of manufacturing – so you can work in the town you live in	*
529 MB I don’t think Amherst is much different than most towns, except for provincial border – which has pros and cons	Very similar to other small towns
530 MB Beautiful Victorian architecture in some sections of town. Good walking track in one of the parks – indoor walking track in arena. An active YMCA. Great little movie theatre. Shops, mail delivered daily to your door. Restaurants, farmers’ market.	
531 MB Small town and easy to find your way around. Friendly people and lots of outdoor activities in summer. Close to shopping malls and schools. Lots of community support.	
532 MB Small, quiet and personal town. Opportunities to create more accessibility for disabled and seniors with events and park spaces	
533 MB Has just enough to keep me staying, but not too little for me to want to move.	
533 MB There are so many artists here, musicians. Great opportunity to host way more live music performances.	More live music – so many musicians here
535 MB Clean and cute. Small, historic. Lean in to the history.	What elements of history should we lean into?
536 MB Small town but quite progressive. Lots of people working to make it a good place to live. Friendly.	

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537 MB More access to different stores you don't find in smaller towns. Has potential for more social and nightlife opportunities.	
537 MB Has something for everyone. Jobs, and potential to grow.	
538 MB I grew up here and I know the people.	
538 MB It's like every other small town; except we have a Wal-Mart	We have a Wal-Mart
538 MB Opportunities to grow the working class by attracting new employers	
540 MB Better than Springhill	
541 MB Friendly people. Nice place to visit. Quiet town.	
542 MB Amherst has potential to grow.	
542 MB Potential to develop expertise in education re: alternative energy sources – wind, geothermal, solar.	
542 MB Potential to develop a rodeo-style event (agricultural heritage etc.)	
543 MB People. Unique, quaint little town with old world charm	
545 MB Diversity. Come visit our town.	Come visit our town!
547 MB Small town and has everything you need.	
547 MB Very old and interesting town.	Why is it interesting?
548 MB Largest town in Cumberland County. Although a small town for Canada, it has everything you need for everyday life and many community activities.	
549 MB People. Nice friendly town.	
551 MB A beautiful little town to stop in for a picnic on your way to your destination.	
552 MB Downtown core historic buildings. A great, senior-friendly place to live.	
554 MB It's the gateway to our province. A lot of things to do and community building events.	
556 MB Small town with lots of friendly faces and lots of events	
556 MB Small town with lots to do and nice local shops	
557 MB Amazing sense of community. Best little all-around town.	All-Around Amherst
558 MB Border town close to Moncton.	
560 MB Small, family-oriented and lots of events.	

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561 MB Very easy to get around.	
561 MB Friendly and overall great place to live.	
565 MB It's home. Friendly, small town with lots to do and see.	
567 MB Great small town to live in and meet nice people.	
568 MB Unique older homes, friendly people.	
571 MB It's peaceful and safe.	
572 MB People. Busy little town.	
573 MB Our location is a positive. An old historical town.	
574 MB Amherst has a small-town feel and keeps its identity as such. Pleasant and friendly town.	
574 MB Small, quiet and nice.	
575 MB Lots to do but still provides a small-town feel.	
575 MB Has everything available to not have to travel. They do a good job when they have events.	
576 MB The old buildings make Amherst unique. A pretty town with the basic needs covered.	
576 MB Opportunity to open up old buildings for tours. Focus on the Amherst Mystery.	
577 MB Location is key. Quaint little place with impressive history.	
578 MB Location close to other cities and beaches.	
578 MB Small town of friendly folks who love living where they do.	
579 MB Small town, very little crime, safe for kids	
579 MB Small, quaint and cosy	
580 MB The people.	
580 MB Safe, fun, good place to raise a family. Low crime, great hospital, great police protection, great schools.	
581 MB Everyone in the community seems to know one another. Very friendly. Neighbours all know one another by name and feels very close-knit.	
581 MB It's like living in a small town that's made up of one large family.	One large family.
582 MB Small-town community where everyone knows each other. Lots of scenery.	
583 MB Flowers, lovely old buildings. A place to stop for a bite to eat and gas between Moncton and Halifax.	
584 MB Downtown has some remarkable buildings; heritage homes in town.	

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585 MB Easier to live at a slower pace. Overlooked beauty in the crux of a unique landscape.	
586 MB Being near a big city but still rural. Small, but busy.	
587 MB Close to other places – border town.	
587 MB Relatively quiet, everyone seems to know everyone. Safe.	
588 MB Nice old buildings. Small town.	
589 MB Not as busy as other places. Small border town close to NB.	
590 MB On provincial border.	
592 MB Border town, pretty central.	
593 MB A hockey town.	
594 MB Small-town living. All the things in a big city just on a smaller scale.	
595 MB History.	
596 MB Small community close to NB and PEI.	
598 MB Small community that always pulls together when needed. Supportive, active, friendly.	
599 MB Clean and quiet.	
600 MB We are not very different from other small towns. Small but friendly.	
603 MB There is a solid core of people who genuinely care with willingness to show up and make things happen.	
604 MB The people, work opportunities, community events. Everybody knows everybody, feels like going back in time.	
605 MB Small community with friendly people.	
606 MB Good location close to Moncton and PEI	
608 MB Not bad. Most people are good people.	
609 MB Small-town feel and classic town, but with most of your everyday essentials	
610 MB Very clean, easy to get around.	
611 MB So many things for kids to do. Beautiful.	
612 MB Small town with lots of community service. Welcoming old class town with lots of local shops.	
613 MB Easy commute, lack of traffic.	
615 MB Small town	
616 MB Amherst is a small town with most amenities.	
617 MB Friendly, not too big. Beautiful architecture. Central to Moncton and Halifax.	

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618 MB A small town	
620 MB Diversity and local shops. Small-town country living	
621 MB Small town close to beaches, great views	
622 MB Unique character and shops, friendly vibe	
622 MB Lots of food options, activities, walking trails, unique shops, friendly vibe	
623 MB Good stores, nice parks for the kids	
625 MB Low traffic, easy to get around. Nice businesses, friendly folks.	
626 MB The small businesses are great. Nice, quiet town.	
628 MB Just the right mix of big and local business. Welcoming town.	
629 MB Small, traditional	
630 MB Local businesses	
631 MB First stop entering NS by road. Laid back attitude	
632 MB Closeness of community	
632 MB Close to best beaches	
634 MB Has many amenities. Beautiful, lots of historic homes, slow paced.	
636 MB On Tantramar marshes. Centre of Atlantic Canada. Close to Moncton and the airport.	
637 MB Councillors involved and willing to talk.	
637 MB Small town where people tend to know everyone.	
639 MB Heritage buildings. Wonderful place proud to say I grew up in.	
641 MB Nice little town	
642 MB Rich heritage, central location. Modern health and education centres. Lots of green space. Good mix of industry and business. Close to beaches and golf courses.	
643 MB Small town. A nice place.	
645 MB My home and I am proud to live here. Friendly, convenient, and I feel safe.	
647 MB Lovely old homes and interesting history. Nice views of the marsh. Close to beaches.	
648 MB Close to NB, PEI. Close to beaches. Surrounded by many places to enjoy.	
649 MB Close to NB and PEI, also entrance to NS, close to entry to NL	
649 MB A decent town	A Decent Town

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650 MB Everything I need is here. Quiet town with essential amenities.	
651 MB Convenient shopping in a small town	
652 MB Friendliness and variety, along with people to help you	
652 MB Small-town atmosphere with a good heart	
653 MB Similar to other small towns. Dog parks, lots of community events and activities.	
654 MB Small and tough. Small town away from the city, with good jobs and activities.	
655 MB Active community with a wide range of cultures, ages and backgrounds	
655 MB Great place to live or travel to, or stop into when travelling. Lots to do and great food.	
656 MB History, military history	
657 MB Border town	
658 MB The people. Small, quiet town with lots of history.	
659 MB A small, growing town	
660 MB Largest town in Cumberland County. A border town.	
661 MB A sleepy little town	
663 MB Border town. Historical, small-town, loves hockey.	
664 MB Victorian homes. You know everyone. Quaint and friendly.	
665 MB I live here. A friend you haven't met yet.	
666 MB My family lives here. Amherst is far from the worst, with lots of potential.	Amherst is far from the worst!
667 MB Small town, places are close by. Beautiful beaches.	
668 MB A border town.	
669 MB Friendly people with open hearts. Slow live with creativity.	
669 MB Amherst Stadium is the very place for public activities and brings people together.	
670 MB Has anchor amenities, good for running errands.	
672 MB Unique location, friendly people. Small town, basics available. Close to Moncton.	
673 MB First town in NS. On a beautiful marsh. Beautiful downtown area.	
673 MB Opportunity to improve downtown by re-routing trucks away.	
674 MB Great layout, easy to get around. Town has almost everything you need	

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675 MB Amazing place to visit with a little bit of everything and great intentions.	
676 MB Grew up here. Great place to live and raise a family.	
678 MB Services available. Quiet, nice.	
679 MB Continued effort to foster a sense of community.	
679 MB Beautiful historic small town with warm and genuinely caring people.	
680 MB Beautiful and lovely old homes. Small town.	
683 MB Proximity to many appealing destinations.	
683 MB Historically a blue-collar town that prides itself on working hard.	
684 MB Close to Northumberland shore	
685 MB Just another small border town	
686 MB Tight-knit community that is caring and helpful	
686 MB Quiet, friendly town close to bigger centres, and a town that cares about its residents.	
687 MB Friendliness, small size	
689 MB Amherst has a lot to offer, yet still has a small-town community feel.	
689 MB Come and visit. You will love it and not want to leave.	
690 MB Clean, with access to nature.	
690 MB Small town but has everything you need.	
BUSINESSES SURVEY	
Community is strong. A hidden gem. Central to Moncton. More promotion of businesses in marketing materials. Include businesses outside of downtown core.	
Amherst does not support Amherst. Close to the border. More spotlight on small local businesses.	
Visit local businesses more often (officials)	
First stop in NS that feeds other communities – connections.	
Amherst is service centre for surrounding areas.	
Make it easier to do business. Big advertising on the highway to make it less of a drive by.	
Stands for businesses to showcase Amherst and share information for plans in the next year (Town plans)	
More festivals and events would draw people.	

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Promote more small businesses. Order lunches. Small business grants to help upgrade.	
Face-to-face talks – stop in!	
A great hub between PEI, NB, and Truro.	
Support all businesses.	
Get out to the businesses more – not just downtown.	
Promote more events in advance – often hear once they’re over.	
There is a lot more that could be done to drive traffic to our stores.	
So many beautiful properties.	
Less empty retail space in the downtown – maybe a higher tax for vacant properties.	
Be active in bringing businesses to the community that complement existing businesses.	
More advertising and promoting in other communities.	
Encourage more communities within driving distance to shop here.	
Town should take a bigger role in creating bigger events. Small business owners are too busy running their businesses.	
Retirement town. Good for kids growing up. Not much for adults as everything is for kids or seniors.	
Responses to businesses from Town staff on questions. Don’t leave businesses waiting for months.	
Lower commercial tax rates to get businesses to grow.	
Beautify the downtown. Repaint the murals. Fix the sidewalks. Light up little trees.	
Include a variety of stores in advertising.	
Geographically, Amherst is a great place to do business. But we don’t do a good job of advertising that.	
The industrial park is a great asset with opportunity to grow.	
Find a more inclusive way to post news other than Facebook	
Show recognition to businesses that have been operating more than 5 years.	
Market all of Amherst not just the downtown core	
Facebook is only good for some – email and radio cover everyone.	
Small town with great number of people happy to do business with you.	
Unique geographical location enables easy access to other markets.	
Amherst is an excellent place to operate a service-based business.	

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Small town with a big heart.	
I'm able to work where I live. Great opportunities.	
Beautify the town.	
Spotlight events on social media. More opportunities for businesses to sponsor.	
Nice town, great people.	
Small town feeling.	
More selling Amherst to Moncton – only 35 minutes.	
Quiet, friendly. What you can't find here is not far away.	
Amherst is the first town when you drive into NS – we need to promote this more.	
Excellent place to practice law.	
Services all mostly within a 5-min walk downtown.	
A quiet historical town with small town vibes and hospitality.	
Community-based, very supportive.	
More emails on what's going on.	
Great people and most services are available here.	
More vibrant downtown.	
A small town with wonderful businesses and people who look out for one another.	
I get clients from all surrounding areas.	
Friendly, beautiful with a nice drive to the beach or hiking trails.	
We hear about events after they've happened.	
Small town, very quiet.	
INTERNAL STAFF	
We are the first town people see when they drive into the province.	
A place with lots of potential.	
We're THE town to stop in when entering or leaving the province. Lots of large and smaller local stores.	
Would like to be known as a place with a great farmers' market.	
More investment in the downtown core would help.	
Need to use more variety of social media platforms to reach more people, and not only social media – bulletin boards, mail-outs	
Small town charm, historic buildings.	
Our beautiful downtown, historic charm, friendly people.	
We are a border town.	
History and old buildings.	

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Small town 30 minutes away from Moncton.	
An affordable community near Moncton.	
Use the paper more to communicate.	
Amherst is the hub of Maritime Canada.	
The festivals and events are great.	
More sporting events would be great.	
Promote Amherst as a hub/home base for vacation exploration.	
History is important but we need to present a more lively, vibrant image.	
Positive, family-oriented, and clean.	
Those who care a lot.	
People miss a lot of events etc. Hear about them after they've happened.	
COMMUNITY ORGANIZATIONS	
We are centrally located in the Maritimes.	
There are a lot of resources and supports available.	
There is lack of communication at times	
Home town vibes	
Historic downtown with strong industrial park.	
Centre for doing business in our region.	
Amherst is perceived as welcoming and collaborative.	
More collaboration with the Town for organizing and volunteering at events.	
Small town charm and huge community feel.	
Small town with central location in the Maritimes.	
MAYOR AND COUNCIL	
We need to be way more engaging with the public through social media.	
We need a tagline that is more tangible.	
Architecture and history could help form an identity.	
Gateway to Nova Scotia. We need a reason for people to stop.	
Our greatest strength is our central location.	
Need better way to share events than (present) use of social media and website.	
The community always comes together.	
Turn comments on for positive social media posts – they don't always have to be on.	

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Our central location is key.	
Perception of one-way communication. The people of our town use a number of channels to get their information.	
Town does a great job with cleanliness and beautification.	
Not maximizing reach on social by keeping comments off.	
Being more social on social media, and planning so that people who don't use social media also receive the information they need.	
Increased awareness of Town affairs so people will be more inclined to voice their opinions.	
A place where community comes first and residents take pride in their history and future.	
Known as a friendly town with lots of history.	
Beautiful old homes. Safe.	
Great place to bring up a family. People are welcoming and friendly to new residents.	
Low crime rate and great police department.	
Close to Moncton and Halifax, lots of shopping and restaurants in the area.	
Need regular, predictable sharing of event information that residents can access.	
Open meetings with opportunity for resident feedback. More discussion on strategic plans and goals.	
Address all cultures and new people to our town.	

Brand Direction

After all of the primary and secondary research was conducted, a lot of information was processed. Through this, several common themes presented themselves and began to stand apart from the rest of the findings.

One of the goals of our research was to identify the ways in which Amherst can completely differentiate itself from other small towns in the region, the province, and farther afield – to be used in brand development.

As mentioned above, Amherst's history presents a collection of very interesting facts, but none of these can function as the foundation of Amherst's brand.

Our geography and central location were commonly cited as purely distinct Amherst elements.

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The supportive and welcoming nature of Amherst’s residents, our purposeful, balanced quality of life, the pleasant sense of belonging – all of these qualities and more were examined in an internal exercise and the strongest option was selected for further development.

Please see Amherst’s Brand Strategy document for more details on how the town’s central location within the Maritimes has been used to develop foundational brand elements.