



Press release

For immediate release

Business Development Strategy for Edmundston

Edmundston, December 11, 2017 - The CBDC Madawaska, in conjunction with the City of Edmundston, the Edmundston Regional Chamber of Commerce and Downtown Edmundston, has announced a new commercial development strategy for the city.

This project ties in directly to the city's strategic plan and is an important element in the revision of the municipal plan. This initiative will also strategically serve all involved partners.

The main objective of this new initiative is to strengthen the business district within the municipality. A study will be conducted that will present a comprehensive review of the commercial mix, that is to say the commercial situation of supply and demand within the boundaries of the city of Edmundston.

"For strategic purposes, this assessment will help us anticipate future consumption needs from housing development scenarios. The assessment will also assist us in identifying the commercial leaks caused by insufficient supply in the Edmundston area, which forces consumers to shop elsewhere," says Tania Gagnon, project manager.

It will thus be possible for economic development partners to better advise or recruit businesses that would help stop these leaks. Partners will also be able to mentor and advise a retailer, for example, by changing their business practices to capture a larger market share.

Students in the administrative sector of *the Université de Moncton Campus d'Edmundston* will help out by producing an analysis based on a local survey of shopping habits. They will identify the different commercial leakage destinations for consumers in the Edmundston area. "We want to identify the outflows of the region, the value of these flows and the type of businesses targeted," says Ms. Gagnon. "These results will allow us to measure consumers' interest in shopping locally if they could find what they want locally."

The firm selected for this mandate is Demarcom from the Montréal region, which specializes primarily in urban commercial reinforcement and has more than 38 years of experience in the field of urban commercial stimulus.

A series of actions will then be proposed to satisfy, among others, the following objectives:

- Improving the commercial offer in the city
- Developing a list of possible economic benefits: direct jobs and investments
- Developing partnerships with the First Nation
- Other.

The study project will also identify vacant commercial premises within the city. This inventory consists of presenting the available real estate for future commercial projects or commercial recruitment opportunities. Owners of commercial buildings having vacant premises for sale or for rent are asked to take part in this initiative and are invited to register their commercial premises currently available to be able to identify these potential business opportunities.

Owners of vacant commercial space are invited to visit the City of Edmundston's website at edmundston.ca and click on "REGISTRATION: Commercial Premises for Sale or Lease" in the "Quick Access" section to complete the electronic form. Contact Mélanie Dubé at 739-2125 for any questions.

Finally, this project will also help develop a plan of attraction for the city, which will assist in recruiting new businesses that would help limit commercial leaks or to present the region as a great destination.

The project is thus part of the city's development strategy as well as a integral part of its entrepreneurial community.

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