
TITLE: Business Certificate Procedure
DEPARTMENT: All Departments
PROCEDURE NO: 01120-01

APPROVAL DATE: March 11, 2024

CAO Signature: 

Purpose

To establish a procedure for the issuance of business certificates within the Town of Amherst, including scheduling of such activities.

Criteria

In order to be eligible for a Business Certificate the business must satisfy one or more of the following criteria:

1. must be a new business or home-based business within Amherst;
2. must be moving from a home-based business to a commercial property;
3. must be moving to a new premises which is significantly larger than the existing premises;
4. must be significantly expanding the floor area of their current premises.

When eligibility is in question, the CAO will make a determination on issuance of a certificate.

Certificate

The certificate will be a framed 8 x 10 template prepared by the Business Development Officer.

Procedure

The Business Development Officer is responsible to track new business development within the Town. It is recognized that it is often difficult to know when smaller business start operation or change location.

When a new or expanding business meets the above criteria the Business Development Officer will:

1. Contact the owner / operator to welcome / congratulate them and schedule a certificate presentation;
2. Schedule the presentation at the convenience of the business owner, generally to take place during normal business hours;
3. Once a date and time is established, the Business Development Officer will notify the Clerk who will invite:
 - a. the Mayor and all members of Council;
 - b. the CAO;
 - c. the Corporate Communications Officer;
 - d. Directors;
 - e. other staff as determined by the CAO.

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4. Provide some pertinent information about the business for the Clerk to include in the invitation.

Generally, the Mayor will present the certificate, or in the Mayor's absence the Deputy Mayor. In the absence of both the Mayor and Deputy Mayor, the councillors present will determine who 'presents' the certificate. In all cases, all members of Council, staff and business representatives are welcome, but not required, to be in the photo.

Should no Council members be present at the presentation, the Business Development Officer or other Town staff attending will present the certificate.

The Corporate Communications Officer will attend the event, take pictures and prepare a story to be shared via the Town's social media.

If a business declines a certificate, the Business Development Officer will notify the CAO who will notify Mayor and Council.

ROLES AND RESPONSIBILITIES

Title	Responsibilities
Business Development Officer	Track new businesses, arrange for date/time of certificate presentation and notify Clerk; have certificate framed.
Clerk	Send invitation to Mayor/Council/CAO/BDO/Directors and Corporate Communications Officer
Corporate Communications Officer	Attend business certificate presentation to take pictures and prepare social media write up
Mayor/Council/CAO/Directors	Attend new business certificate presentation

For Administrative Use Only:

VERSION LOG

Amendment Description	Procedure Owner	Approved By	Approval Date
New Procedure	CAO – MacDonald	CAO MacDonald	March 11, 2024