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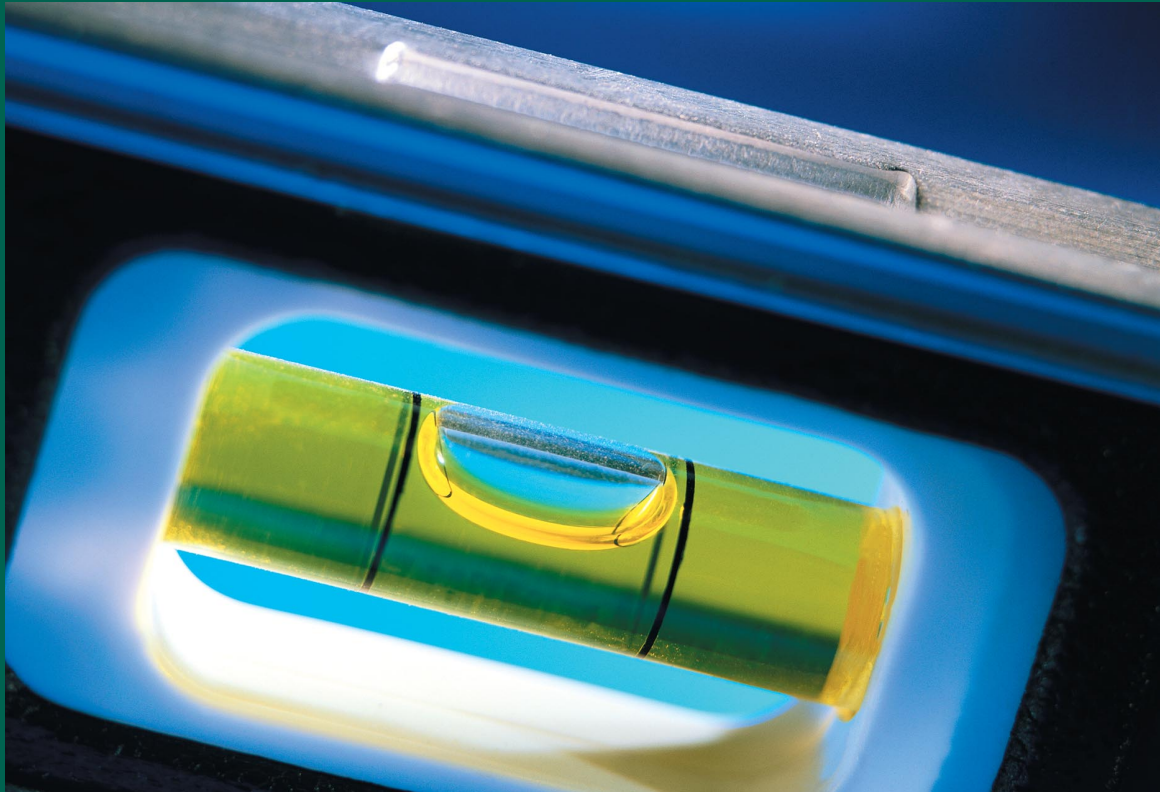
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# Quality of place makes our community the place to be.

Seventy-five percent of the region's jobs; \$103 million in redevelopment; \$1.2 billion in capital investment.\* Much of this has been a result of a strategic approach to AmherstIDA's economic development which includes geography, resources, office space, finance, and available workforce. Equally important – it includes issues concerning quality of life.

As our economy has transitioned from industrial-based to one based on knowledge and information, quality of life has been viewed as vital in the minds of decision-makers as to where to locate. Both the firms that are driving the new economy and the individuals who are essential for a firm's success choose where they wish to locate based on criteria that includes educational institutions, safety, recreational amenities, and affordable housing.

Developing the competitive edge over other regions during the past 25 years has been a collective commitment to maintaining and enhancing Amherst's quality of life. True to our mission and consistent with the guidelines of the Amherst Bicentennial Plan\*\*, the goal and success of the AmherstIDA is based on promoting high quality of life through smart growth development and sustainability while preserving green space. Creating the right level of economic development to open space has always been of special interest to our community. Presently only 7.4% of Amherst's total area is used for commercial land development versus 29.7% for open vacant space\*. These numbers tell a story of commitment to livability and the economic health of our community.

Quality of place just didn't happen. It was planned to be this way!

*Resourceful.  
Dedicated.  
Professional.*

