

FOR IMMEDIATE RELEASE

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AMHERST – The Amherst Business Improvement District (BID) is pleased to announce Gabrielle Gould as its new executive director. Her first day is August 26.

Gould’s appointment comes after a two-month search following the departure in May of long-time executive director, Sarah la Cour. A recent Amherst transplant, Gould has extensive executive leadership background in the nonprofit sector with significant fundraising experience and a record of success in building successful organizations. Along with her husband, she has started and operated two successful small businesses on Nantucket and served as a vice president for business development at Nantucket Bank.

“We are very happy to have Gabrielle join the BID as the new executive director,” said Barry Roberts, the BID’s board president. “We were drawn to her varied and successful work experience and especially her enthusiasm and ‘can-do’ spirit. It’s this energy that will help us build on our previous successes and sell our great downtown.”

“I’m absolutely in love with downtown Amherst,” Gould said. “There’s such a great history here. It’s very diverse. There’s an eclectic business mix and a wonderful contrast and complement between the architecture and natural beauty.”

Gould and her family moved to Amherst after 20 years as Nantucket residents in January 2019. She noted that before settling in town, she and her husband conducted “a few years of research and more than a few trips to different locales, but Amherst consistently topped all competitors.” Since moving to Amherst, she has been active on the Jones Library SAMMYs events committee and the Amherst Regional Middle School PGO.

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According to Roberts, Gould's immediate goals will be to familiarize herself with downtown landlords and businesses, institutional partners at UMass Amherst and Amherst College, and partners in town hall and the Amherst Area Chamber of Commerce. She will also jump headfirst into helping plan the BID's fall events like its annual Celebrate Amherst Block Party scheduled for September 19.

"I'm absolutely thrilled to join the BID," Gabrielle said. "I look forward to working with our current and future businesses, town hall, and our entire community to continue to make Amherst a beautiful year-round home and destination for families, tourists, parents and students alike."

The Amherst Business Improvement District (BID) is a nonprofit economic development organization comprised of local property owners dedicated to providing programs and services that support the town's businesses and residents through events, beautification, marketing and special projects. For more information on the BID, please visit www.amherstdowntown.com.

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