

Economic Development (Levels of Service to Public) July 2020 - June 2021 Results													
Sustainable Growth and Development													
Pillar	Department Goal	Department	Division	Service Name	Sub Service	Direct Customer	Service Definition	Service Component	Current Service Level	Target Achieved 2020-2021	Target Achieved 2019-2020	Target Achieved 2018-2019	Results / Comment
Economy	Ensure the City of Moncton is a prosperous community via a diversified economy and a strategy to attract international newcomers / immigrants	Economic Development	Economic Development	Business / Investment Attraction	Information broker / customer service	Businesses and Investors	A public service provided to prospective businesses, promoting and raising the awareness / visibility and credibility of Moncton.	In-mission to Moncton and business relocation or opening in Moncton.	<ul style="list-style-type: none"> <li>Acknowledge client inquiry within 48 hours</li> <li>Target: 95% of the time</li> </ul>	Yes	Yes	Yes	
									<ul style="list-style-type: none"> <li>Respond to client needs within 72 hours</li> <li>Target: 95% of the time, depending on complexity of client request.</li> </ul>	Yes	Yes	Yes	
				Site selection	Businesses and Investors	A service to businesses / investors highlighting real estate, land holdings, property and / or lease opportunities.	Client secures, rents, leases, purchases suggested site, land, building, tenancy, space.	<ul style="list-style-type: none"> <li>Acknowledge client inquiry within 48 hours</li> <li>Target: 95% of the time</li> </ul>	Yes	Yes	Yes		
								<ul style="list-style-type: none"> <li>Respond to client needs within 72 hours</li> <li>Target: 95% of the time, depending on complexity of client request.</li> </ul>	Yes	Yes	Yes	Due to COVID-19, site selection was done remotely through exchange of information.	
				Downtown One Stop Shop	Downtown information broker	Downtown Businesses	A public service provided to prospective businesses, promoting and raising the awareness of downtown Moncton as a choice location for investment.	Provided information meets client's needs.	<ul style="list-style-type: none"> <li>Acknowledge client inquiry within 48 hours</li> <li>Target: 95% of the time</li> </ul>	Yes	Yes	Yes	
									<ul style="list-style-type: none"> <li>Respond to client needs within 72 hours</li> <li>Target: 95% of the time, depending on complexity of client request.</li> </ul>	Yes	Yes	Yes	
		Administer Downtown and Heritage Financial Incentive Program	Downtown Businesses	A financial incentive program designed to bring forward more investment in the downtown.	Eligible applications received and approved by Council.	<ul style="list-style-type: none"> <li>Once all required information received, final decision on application completed within 45 days</li> <li>Target: 95% of the time</li> </ul>	Yes	Yes	Yes				
		Business Retention and Expansion (BRE) Support	Concierge/customer service	Existing Businesses	A service targeted at existing Moncton businesses. We provide customer service to address identified issues, to connect businesses with resources to retain/maintain or expand their business in Moncton.	Service touch point	<ul style="list-style-type: none"> <li>Acknowledge client inquiry within 48 hours</li> <li>Target: 95% of the time</li> </ul>	Yes	Yes	Yes			
							<ul style="list-style-type: none"> <li>Respond to client needs within 72 hours</li> <li>Target: 95% of the time, depending on complexity of client request.</li> </ul>	Yes	Yes	Yes			
		Economic Development	Immigration	Immigration	Connect immigrants to job opportunities; connect employers to workforce / talent	Immigrants and Business Owners	A service connecting immigrants to available jobs in the community and a service to enable employers to access talent	Immigrants secure employment.	<ul style="list-style-type: none"> <li>Regular job fairs scheduled throughout the year - every 90 days</li> <li>90% of the time</li> </ul>	Yes	No.	Yes	Due to COVID-19 Pandemic, the City shifted the delivery of the jobs fairs from an in-person format to a digital, on-line platform which was implemented in October 2020.
People attraction - promote Moncton as a destination of choice for international newcomers / immigrants.	Potential Immigrants				A public service provided to non-residents, offering them access to information to better understand the unique value proposition and unique quality of life in Moncton in order to attract them to the City.	Potential immigrants either visit Moncton for an exploratory visit or they make a final decision to move or relocate to Moncton.	<ul style="list-style-type: none"> <li>Acknowledge client inquiry within 48 hours</li> <li>Target: 95% of the time</li> </ul>	Yes	Yes	Yes	Due to COVID-19, the volume of new immigrants decreased and information sessions moved on-line.		
							<ul style="list-style-type: none"> <li>Respond to client needs within 72 hours</li> <li>Target: 95% of the time, depending on complexity of client request.</li> </ul>	Yes	Yes	Yes			