

Tourism and Events (Levels of Service to Public) July 2020 - June 2021 Results

Recreation, Culture and Events

Pillar	Department Goals	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
Culture	To increase the number of leisure travellers to Moncton and the Southeast region	Recreation, Culture and Events	Tourism and Events	Visitor Information: Visitor focused	Social media engagement / interation	Tourists	A public service provided to tourists and visitors offering information about local and regional attractions, and activities as well as hospitality services with the aim to trigger a visit to the area, enhance visit satisfaction, prolong a visit or encourage a subsequent visit to Greater Moncton.	An informed visitor	<ul style="list-style-type: none"> Social media campaign with municipal, partner and regional posts (Facebook, Instagram, Twitter) no less than 3 times per week 	Yes	Yes	Yes	Regular posting and engagement through Facebook, Instagram(formal analytics available for review)
						Tourists		An informed visitor	<ul style="list-style-type: none"> Response to social media inquiries within 48 hours 	100%	Yes	Yes	Average response time is 2-4 hours
					Face-to-Face / Telephone	Tourists		An informed visitor	<ul style="list-style-type: none"> Provide face-to-face and telephone Visitor Information all year round 	Yes	Yes	Yes	<ul style="list-style-type: none"> Resurgo Place Visitor Information Centre open 12 months/year Treitz House Visitor Information Center reopened in May 2021 after closure due to Covid
					On-line advertising	Tourists		An informed visitor that selects Moncton (and/or Greater Moncton, SouthEast New Brunswick) as their destination of choice.	<ul style="list-style-type: none"> Online advertising campaigns targeting four priority segments Target: New Brunswick, Atlantic Canada, Quebec/Ontario, New England 	Yes	No	Yes	Tactics used include social and organic, search and display remarketing. For summer 2021, markets initially limited to New Brunswick, but expanded to Atlantic Canada as Covid restrictions lifted. Total campaign delivered to NB, NS, PEI, ON and QC.
Economy	To make Moncton the destination of choice for meetings, travel trade and trade and exhibition opportunities	Recreation, Culture and Events	Tourism and Events	Destination Promotion: Industry Focused	Partnership agreements with industry	Industry	A public service provided to industry partners highlighting the value proposition of Moncton as tourist destination of choice. Applies to consumer, meetings and convention, travel trade and sport sectors.	Tourism as an economic generator by increasing number of visitors, visitor expenditures and visitor length of stay, year-over-year. Delivered through all sectors including meetings and conventions, travel trade, sport tourism, leisure, fully independent traveller.	<ul style="list-style-type: none"> Tourism Moncton partnership agreements in place with a minimum 20 tourism partners (attractions and accommodations) Target: 100% of the time 	No	No	Yes	<ul style="list-style-type: none"> The 3 Tier partners received partner benefits for the duration of 2020. In light an upcoming transition to a future Destination Marketing Organization, the partner program was suspended for the 2021 season. While a paid partner program was not in place, Tourism Moncton continued to promote attraction and accommodation partners as key components of Moncton's offerings. Promo and Marketing campaigns were limited as a result of Covid.
					Trade shows, industry events, sales missions	Industry			<ul style="list-style-type: none"> Attend 10-12 marketplaces and travel trade shows to promote and market the region 	2	No	Yes	Attended 2 virtual industry events in 2021. In person activities cancelled as a result of Covid.
					Industry coordination, participating in relevant associations	Industry			<ul style="list-style-type: none"> Minimum of 3 inbound familiarization tours for major sport, conference of meeting planning bodies 	0	No	Yes	Inbound familiarization tour for travel trade being planned in partnership with Province and other provincial destinations. No new inbound tours happening in 2021 due to Covid.
	To transition Municipal tourism services to industry led third party destination marketing organisation			Destination Marketing Organization - Third Party	Tourists and Industry	<ul style="list-style-type: none"> Develop Service Level Agreements between the City of Moncton and future Destination Marketing Organization Target: Agreements in place by June 2020 	Yes	Yes	-	Service Level Agreement approved by Council. Board appointments finalized. Transition of tourism services planned for Q4 2021.			

Culture	To produce and present community and events celebrations that are free, open and accessible to the public	Recreation, Culture and Events	Tourism and Events	Events and Festivals	Municipally Initiated Events	Tourists and Citizens	A public service offering municipally planned and funded community events, festivals, and signature events.	Free, open and accessible event offerings for the public	<ul style="list-style-type: none"> Produce annual Canada Day festivities in both official languages Target: Within an open space able to accommodate a minimum of 5,000 people 	0	Yes	Yes	All 2021 Canada Day events and festivities cancelled.
						Tourists and Citizens			<ul style="list-style-type: none"> Produce three 3 weekly Acoustica concerts Target: 3 different event zones in July and August 	0	Yes	Yes	Acoustica concert series cancelled in 2020, and limited to Victoria Park only in 2021.
	To provide programs that support the development of event activity in the City of Moncton	Recreation, Culture and Events	Tourism and Events	Events and Festivals	Support community event and festival organizers	Organizers	A public service offering community event and festival organizers support for effective event execution. Accomplished through guidelines as outlined by Event Guidelines.	<ul style="list-style-type: none"> Assistance and support to hundreds of community events and festivals, 12-months/year Support established through Event Guidelines for Support: facility access, organization support, equipment provision, financial support 	<ul style="list-style-type: none"> Confirmation of receipt of an event application Target: within 48 hours 	Yes	Yes	Yes	<ul style="list-style-type: none"> Achieved through automated response Achieved by being proactive with annual groups on bookings for the following year
						Organizers			<ul style="list-style-type: none"> Response from Coordinator to review event requirements within 72 hours Target: 95% of the time 	95%	Yes	Yes	
						Organizers			<ul style="list-style-type: none"> Review and respond to requests for street closures and or noise by-law exemptions through Events Management Committee Target: within 48 hours 	100%	Yes	Yes	
						Organizers			<ul style="list-style-type: none"> Signed letter of offer confirming areas of support (financial, Value In Kind, infrastructure) Target: no later than 2 weeks prior to event 	90%	Yes	Yes	Achieved 90% of the time - inability to achieve attributed to changing requirements and content of letter of offer
						Organizers			<ul style="list-style-type: none"> Delivery of required materials, provided by the City Target: no later than 2 hours prior to event execution 	95%	Yes	Yes	Achieved target 95% of time - inability to achieve attributed to capacity
						Organizers			<ul style="list-style-type: none"> On site visit during event, where applicable Target: minimum of one visit per event 	100%	Yes	Yes	
						Organizers			<ul style="list-style-type: none"> Post event debrief and recommendations for next year's event Target : prior to year end 	No	Yes	Yes	Limited event activity as a result of Covid.
	To attract and host large scale events that generate economic activity for the Moncton and Southeast region	Recreation, Culture and Events	Tourism and Events	Events and Festivals	Support community event and festival organizers	Organizers	A public service offered to event partners, Provincial organizations, community groups, etc. to assist with the development of bid packages for Regional, National and International Event Hosting.	Attract and host major, regional, national and international events to Moncton and the surrounding region.	<ul style="list-style-type: none"> Attend industry events with one-on-one sales opportunities for event development Target: minimum of 1 annually 	2	No	Yes	Annual industry event, Sport Event Congress by Sport Tourism Canada, was virtual only - Moncton team attended.
						Organizers			<ul style="list-style-type: none"> Evaluation of event hosting grant application with response and confirmation/decline of funding Target: within 30 days of application 	100%	Yes	Yes	
				Events Attraction	Bid Development	Organizers			<ul style="list-style-type: none"> Event Attraction: Complete bid submissions Target: 2 annually 	0	No	Yes	0 achieved because of COVID
						Organizers			<ul style="list-style-type: none"> Event Attraction: Successful bid Target: 1 (large-scope event – national, international) 	2	No	Yes	