Tourism and Events (Levels of Service to Public) July 2021 - June 2022 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 2021-2022	Target Achieved 2020-2021	Target Achieved 2019-2020	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	• 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	• Response to social media inquiries within 48 hours	**90%**	Yes	Yes	Achieved 90% of the time. Inability to achieve attributed to capacity and work schedule (no monitoring on weekends).
					Face-to-Face / Telephone	Tourists		An informed visitor	• Provide face-to-face and telephone Visitor Information all year round	**Yes**	Yes	Yes	• 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.	• Online advertising campaigns targeting four priority segments • Target: New Brunswick, Atlantic Canada, Quebec/Ontario, New England	**Yes**	Yes	No	Tactics used include paid and organic social media, search engine optimization and display remarketing. The 2021 summer campaign was delivered to the following markets: NB, NS, PEI, ON and QC. The 2021-22 winter campaign was delivered to NB and NS.
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.	• Tourism Moncton partnership agreements in place with a minimum 20 tourism partners (attractions and accommodations) • Target: 100% of the time	**No**	No	No	In light an upcoming transition to the Destination Marketing Organization, the partner program was suspended in 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 through the Experience Moncton website, social media and advertisements.
					Trade shows, industry events, sales missions	Industry			• Attend 10-12 marketplaces and travel trade shows to promote and market the region	**4**	2	No	Attended Bienvenue Quebec in October 2021 (virtually) and the Ontario Motor Coach Association in November 2021 (virtually). Attending these marketplaces and travel trade shows has now transitioned to Destination Moncton-Dieppe. In 2022, the new DMO sent in person representation to Tête-à-Tête in Ottawa and to Rendez-Vous Canada in Toronto.
					Industry coordination, participating in relevant associations	Industry			• Mininum of 3 inbound familiarization tours for major sport, conference of meeting planning bodies	**5**	0	No	Many familiarization tours planned for 2021 and early 2022 were postponed as a result of Covid. The City of Moncton participated in 2 travel trade familiarization tours in 2022. Since Spring 2022, inbound familiarization tours for travel trade is administered by Destination Moncton-Dieppe. The Venues divison hosted 3 major sport familiarization tours (Hockey Canada, Sunderland Soccer Team, US Basketball Promoter.)
	To transition Municipal tourism services to industry led third party destination marketing organisation				Destination Marketing Organization - Third Party	Tourists and Industry			• Develop Service Level Agreements between the City of Moncton and future Destination MarKeting Organization • Target: Agreements in place by June 2020	**Yes**	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 accesible 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	• Produce annual Canada Day festivities in both official languages • Target: Within an open space able to accommodate a minimum of 5,000 people	**No**	0	Yes	Canada Day 2021 festivities were cancelled to pay respect to those affected by the discovery of the residential schools. City Hall was illuminated in orange to commemorate.
						Tourists and Citizens			• Produce three 3 weekly Acoustica concerts • Target: 3 different event zones in July and August	**No**	0	Yes	Acoustica concerts were offered every Tuesday in Victoria Park in 2021. In 2022, Acoustica concerts were held monthly at Riverfront Park (Thursdays) and weekly at Victoria Park (Tuesdays).
	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.	• 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	• Confirmation of receipt of an event application • Target: within 48 hours	**Yes**	Yes	Yes	• Achieved through automated response • Achieved by being proactive with annual groups on bookings for the following year
						Organizers			• Response from Coordinator to review event requirements within 72 hours • Target: 95% of the time	**95%**	95%	Yes	The Events Department was short staffed for many months in 2022 which did lead to some delays in processing event inquiries within the 72 hour window.
						Organizers			• Review and respond to requests for street closures and or noise by-law exemptions through Events Management Committee • Target: within 48 hours	**95%**	100%	Yes	The Events Department was short staffed for many months in 2022 which did lead to some delays in preparing information to be reviewed by the Events Managements Committee within 48 hours of a street closure request.
						Organizers			• Signed letter of offer confirming areas of support (financial, Value In Kind, infrastructure) • Target: no later than 2 weeks prior to event	**90%**	90%	Yes	Achieved 90% of the time - inability to achieve attributed to being short staffed, lack of information from organizers, and changing requirements and content of letter of offer.
						Organizers			• Delivery of required materials, provided by the City • Target: no later than 2 hours prior to event execution	**95%**	95%	Yes	Achieved target 95% of time - inability to achieve attributed to capacity. Additionally, some groups request equipment be delivered closer to event time when they arrive on site. Some equipment, like electrical and water connections, must be supervised.
						Organizers			• On site visist during event, where applicable • Target: minimum of one visit per event	**Yes**	100%	Yes	
						Organizers			• Post event debrief and recommendations for next year's event • Target : prior to year end	**Yes**	No	Yes	
	To attract and host large scale events that generate ecomonic 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.	• Attend industry events with one-on-one sales opportunities for event development • Target: minimum of 1 annually	**No**	2	No	Annual industry event, Sport Event Congress by Sport Tourism Canada, was postponed to November 2022.
				Events Attraction	Bid Development	Organizers			• Evaluation of event hosting grant application with response and confirmation/decline of funding • Target: within 30 days of application	**95%**	100%	Yes	Achieved target 95% of time - inability to achieve attributed to capacity
						Organizers			Event Attraction: • Complete bid submissions • Target: 2 annually	**4**	0	No	Includes bids completed by the City of Moncton, and bids from local sporting organizations the City assisted with in a significant way.
						Organizers			Event Attraction: • Successful bid • Target: 1 (large-scope event – national, international)	**3**	2	No	Includes one international event and two national events.