

Sustainable Growth and Development - Economic Development														
Pillar	Description	Department	Division	Service Name	Sub Service	Direct Customer	Service Definition	Service Component	Current Service Level	Target	Target Achieved 2023-2024	Target Achieved 2022-2023	Target Achieved 2021-2022	Results / Comment
Economy	To attract and retain businesses and investment, promote sustainable development and population growth to support a thriving and prosperous economy.	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.	Information Broker / Customer Service • Acknowledge client inquiry within 48 hours	95%	Yes	Yes	Yes	<ul style="list-style-type: none"> • The Economic Development LinkedIn page has more than 7,000 followers • For the period, there were 247,117 impressions and 4,714 interactions
					Information Broker / Customer Service • Respond to client needs within 72 hours, depending on complexity of request	95%	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.	Site Selection • Acknowledge client inquiry within 48 hours	95%	Yes	Yes	Yes	<ul style="list-style-type: none"> • We are currently tracking more than 40 projects with a potential value of \$500 million in investment for Moncton • Across more than 15 client projects, the Economic Development team supported and helped bring in more than \$69 million in building permits for the City in 2023 including 243 residential units • The Economic Development client files accounted for 20% of the City's total value of \$341 million of building permits in 2023 	
				Site Selection • Respond to client needs within 72 hours, depending on complexity of request	95%	Yes	Yes	Yes						
				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.	Downtown One Stop Shop • Acknowledge client inquiry within 48 hours	95%	Yes	Yes	Yes	<ul style="list-style-type: none"> • For the 2024 period, 3 companies have applied for the Commercial Bilingual Signage Program 	
		Downtown One Stop Shop • Respond to client needs within 72 hours, depending on complexity of request	95%	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.	Downtown One Stop Shop • Once all required information received, final decision on application completed within 45 days	95%	Yes	Yes	Yes	<ul style="list-style-type: none"> • For the 2024 period, Economic Development has issued Downtown Financial Incentive Grants for a total of \$1.96 million across 11 downtown projects 			
		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	Existing Businesses • Acknowledge client inquiry within 48 hours	95%	Yes	Yes	Yes	<ul style="list-style-type: none"> • The Economic Development team responded to 20 inquiries, requests for support over the identified period 		
							Existing Businesses • Respond to client needs within 72 hours, depending on complexity of request	95%	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.	Immigrants and Business Owners • Regular job fairs scheduled throughout the year - every 90 days	90%	Yes	Yes	Yes	<ul style="list-style-type: none"> • Across two Newcomer and International Student Employment Fairs in 2024, more than 30 unique employers and 3,000 job seekers were in attendance • The 2023 job fairs filled 262 new positions contributing more than \$11 million in new payroll to our economy
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.	Potential Immigrants • Acknowledge client inquiry within 48 hours	95%	Yes	Yes	Yes	<ul style="list-style-type: none"> • In Q1, the Economic Development Department filled the International Student Integration role • Launched a survey to post secondary international students to determine their needs for a 2024/2025 action plan 		
Potential Immigrants • Respond to client needs within 72 hours, depending on complexity of request	95%	Yes	Yes	Yes										