

Tourism and Events (Levels of Service to Public) July 2022 - June 2023 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 2022-2023	Target Achieved 2021-2022	Target Achieved 2020-2021	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 until November 2022, when the responsibility for tourism social media engagement, and the City's tourism Facebook account, was transferred to Destination Moncton-Dieppe.
						Tourists		An informed visitor	• Response to social media inquiries within 48 hours	90%	90%	Yes	Achieved 90% of the time, until November 2022, when the responsibility for tourism social media engagement, and the City's tourism Facebook account, was transferred to Destination Moncton-Dieppe. 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 open during tourism season
					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	See Comments	Yes	Yes	The responsibility to market to visitors shifted from the City of Moncton to Destination Moncton-Dieppe. Nonetheless, the Events Department contributed to the partial achievement of this Service Level by implementing an event-focused (vs. a more encompassing tourism-focused) paid and organic social media marketing campaign. The 2022 summer campaign was delivered to the New Brunswick market. The 2022-23 winter campaign was delivered to the New Brunswick market. Although the online campaigns were focused on the New Brunswick market, the outdoor advertising campaign (via Pattison), included a much broader reach throughout Atlantic Canada.
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 longer applicable	No	No	In light of the transition of the responsibility from the City of Moncton to Destination Moncton-Dieppe, this Service Level is no longer applicable.
					Trade shows, industry events, sales missions	Industry			• Attend 10-12 marketplaces and travel trade shows to promote and market the region	No longer applicable	4	2	In light of the transition of the tourism responsibility from the City of Moncton to Destination Moncton-Dieppe, this Service Level is no longer applicable. The Events Department will continue to contribute to this by way of attending sport tourism shows with the goal of attracting events to Moncton.
					Industry coordination, participating in relevant associations	Industry			• Mininum of 3 inbound familiarization tours for major sport, conference of meeting planning bodies	No longer applicable	5	0	In light of the transition of the tourism responsibility from the City of Moncton to Destination Moncton-Dieppe, this Service Level is no longer applicable.
	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	<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 	Yes	No	0	<p>In 2022, the Canada Day celebrations were held in the Riverfront parking lot and hosted over 15,000 people. Program details included:</p> <ul style="list-style-type: none"> - 11 a.m. – 8 p.m. Kids’ PlayZone featuring inflatable games, glitter tattoos, activities from Resurgo Place and more (Riverfront Park) - 12 p.m. O’ Can You Cycle Bike Ride - 12 p.m. – 5 p.m. Traditional Teachings by the Elsipogtog Mi’kmaq Cultural Centre - 12 p.m. – 5 p.m. YMCA Mobile Fun Team - 12 p.m. – 10 p.m. Vendors offering a variety of foods and other products (Riverfront Park) - 12:24 p.m. Tidal Bore Presentation by Resurgo Place (Bore Park) - 5 p.m. – 10 p.m. Whoa Canada! Main Stage (Riverfront Parking Lot) - 10 p.m. Tri-Community Canada Day Fireworks (Riverfront Park) <p>The program featured a balance of event elements offered in both official languages.</p>
						Tourists and Citizens			<ul style="list-style-type: none"> • Produce three 3 weekly Acoustica concerts • Target: 3 different event zones in July and August 	Yes	No	0	<p>In 2022, Acoustica concerts were held monthly at Riverfront Park (Thursdays) and weekly at Victoria Park (Tuesdays). In 2023, partnerships were formed with DMCI’s PatioFest and the Recreation Department to offer entertainment under the Acoustica banner 4 nights a week in June, July and August: Tuesdays in Victoria Park, Wednesdays in Centennial Park (Family Friendly), Thursday nights on Downtown Patios (PatioFest) and Saturdays at the Moncton Market.</p>
	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%	95%	95%	Most event inquiries processed within the 72 hour window.
						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%	95%	100%	Street Closure and Noise By Law Requests sent to EMC a minimum of two weeks prior to City Council Meeting approval.
						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%	90%	90%	Achieved 90% of the time - inability to achieve attributed to lack of information from organizers, and 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%	95%	95%	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, while some set up the day prior. Some equipment, like electrical and water connections, must be supervised.
						Organizers			<ul style="list-style-type: none"> • On site visits during event, where applicable • Target: minimum of one visit per event 	100%	Yes	100%	
						Organizers			<ul style="list-style-type: none"> • Post event debrief and recommendations for next year’s event • Target : prior to year end 	Yes	Yes	No	Follow up emails sent to organizers after every event to seek feedback from that year’s event.
	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 	No	No	2	Most recurring industry events fell on conflicting event dates during this period. This will resume for 2023/2024.
				Events Attraction	Bid Development	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 	85%	95%	100%	Achieved target 85% of time - inability to achieve attributed to a lack of resources for the number of events, programs and initiatives supported.
						Organizers			Event Attraction: <ul style="list-style-type: none"> • Complete bid submissions • Target: 2 annually 	5	4	0	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: <ul style="list-style-type: none"> • Successful bid • Target: 1 (large-scope event – national, international) 	5	3	2	Includes two international events, two national events, one regional event.