

**Community Services - Tourism and Events**

Pillar	Description	Department	Division	Service Name	Sub Service	Direct Customer	Service Definition	Service Component	Current Service Level	Target	Target	Target Achieved 2023-2024	Target Achieved 2022-2023	Target Achieved 2021-2022	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 / interaction	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"> <li>Social media campaign with municipal, partner and regional posts</li> <li>Facebook, Instagram, and Twitter</li> </ul>	95%	≥3 per week	Yes	Yes	Yes	<ul style="list-style-type: none"> <li>When the responsibility for tourism promotion transferred to Destination Moncton-Dieppe in November 2022, DMD took on the charge of tourism promotion through social media</li> <li>At this time, the City's former tourism Facebook account was transferred to Destination Moncton-Dieppe</li> <li>The City's paid social media campaign is now housed under the City of Moncton's Corporate Facebook account</li> <li>After this transition, the City of Moncton's Events Team focused its social media marketing efforts on the promotion of key Moncton events exclusively (vs. the promotion of events AND general tourism promotion)</li> <li>Key events are now promoted within the region, and in other markets (NB, NS, PEI, QC) with the goal of increasing event awareness locally and externally, and attracting out-of-town visitors by positioning Moncton as an exciting city to visit and attend events</li> <li>The period of July 2023-June 2024 was the first complete annual cycle within this new framework</li> <li>Below are statistics that will create a Level of Service benchmark for future years</li> <li>Data for Social Media Campaigns (July 2023-June 2024):</li> <li>Total Reach: 2,460,098</li> <li>Total Impressions: 16,713,774 - Impressions are the number of times the content of social media ads was seen or displayed</li> <li># of events promoted: 46 over 4 seasonal campaigns</li> <li>Markets: NB, NS, PEI, QC (in regions near NB)</li> </ul>
								An informed visitor	<ul style="list-style-type: none"> <li>Response to social media inquiries within 2 business days</li> </ul>	90%	100%	100%	90%	90%	<ul style="list-style-type: none"> <li>The City's former tourism Facebook account was transferred to Destination Moncton-Dieppe in November 2022</li> <li>The City's paid social media campaign is now housed under the City of Moncton's Corporate Facebook account</li> <li>Therefore, responses to social media enquiries are now managed through the Corporate Communications Department</li> <li>The Events Team is kept informed of enquiries, and is often consulted in order to help formulate a response</li> <li>Achieved 100% of the time</li> </ul>
								An informed visitor	<ul style="list-style-type: none"> <li>Provide face-to-face and telephone Visitor Information all year round, during business hours</li> </ul>	1 location	100%	Yes	Yes	Yes	<ul style="list-style-type: none"> <li>This is managed by Resurgo Place at two Visitor Information Centres</li> <li>Resurgo Place Visitor Information Centre, open 12 months per year</li> <li>Treitz House Visitor Information Center, open during tourism season</li> </ul>
	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"> <li>Produce annual Canada Day festivities in both official languages</li> <li>Within an open space able to accommodate a minimum of 5,000 people</li> </ul>	1	100%	Yes	Yes	No	<ul style="list-style-type: none"> <li>In 2023, the Canada Day celebrations were held in the Riverfront parking lot and hosted over 15,000 people</li> <li>The program featured a balance of event elements offered in both official languages</li> <li>The program featured a balance of event elements offered in both official languages</li> <li>Program details included:                             <ul style="list-style-type: none"> <li>11 am – 8 pm: Kids' Play Zone featuring inflatable games, glitter tattoos, activities from Resurgo Place, and more (Riverfront Park)</li> <li>12 pm: Opening prayer and teachings from an Indigenous knowledge keeper</li> <li>12 pm – 8 pm: Visit the world's largest solar powered vehicle – The Solar Butterfly</li> <li>12 pm – 10 pm: Vendors offering a variety of foods and other products (Riverfront Park and Downing Street)</li> <li>5 pm – 10 pm: Whoa Canada! Main Stage headlined by Sloan and Les Hay Babies (Riverfront Parking Lot)</li> <li>10 pm: Tri-Community Canada Day Fireworks (Riverfront Park)</li> </ul> </li> </ul>
									<ul style="list-style-type: none"> <li>Produce three weekly Acoustica concerts</li> <li>At three different event zones</li> <li>During July and August</li> </ul>	3/weekly	100%	Yes	Yes	No	<ul style="list-style-type: none"> <li>3 weekly Acoustica Shows also offered in June</li> <li>Tuesdays at Victoria Park</li> <li>Wednesdays at Centennial Park</li> <li>Saturdays at the Moncton Market</li> <li>In addition, the City of Moncton has partnered with DMCI to present PatioFest as part of the Acoustica brand</li> </ul>
									<ul style="list-style-type: none"> <li>Confirmation of receipt of an event application</li> <li>Within 48 hours</li> </ul>	N/A	100%	Yes	Yes	Yes	

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Culture	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"> <li>Assistance and support to hundreds of community events and festivals, 12-months/year</li> <li>Support established through Event Guidelines for Support: facility access, organization support, equipment provision, financial support</li> </ul>	<ul style="list-style-type: none"> <li>Response from Coordinator to review event requirements</li> <li>Within 72 hours</li> </ul>	within 72 hours	95%	95%	95%	95%		
									<ul style="list-style-type: none"> <li>Review and respond to requests for street closures and or noise by-law exemptions through Events Management Committee</li> <li>Within 48 hours</li> </ul>	within 28 days	100%	95%	100%	95%		
									<ul style="list-style-type: none"> <li>Signed letter of offer confirming areas of support (financial, value in kind, infrastructure)</li> <li>No later than 2 weeks prior to event</li> </ul>	within 2 weeks	100%	90%	90%	90%		
									<ul style="list-style-type: none"> <li>Delivery of required materials, provided by the City</li> <li>No later than 2 hours prior to event execution</li> </ul>	within 2 hours	100%	95%	95%	95%		
									<ul style="list-style-type: none"> <li>On site visits during event, where applicable</li> <li>Minimum of one visit per event</li> </ul>	1	100%	100%	100%	Yes		
									<ul style="list-style-type: none"> <li>Post event debrief and recommendations for next year's event</li> <li>Prior to year end</li> </ul>	N/A	100%	Yes	Yes	Yes		
	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	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"> <li>Attend industry events with one-on-one sales opportunities for event development</li> </ul>	1	≥1 p.a.	2	No	No	<ul style="list-style-type: none"> <li>Sport Events Congress, March 2024</li> <li>Event Atlantic Summit, May 2024</li> </ul>
										<ul style="list-style-type: none"> <li>Evaluation of event hosting grant application with response and confirmation/decline of funding</li> <li>Within 30 days of application</li> </ul>	within 30 days	100%	90%	85%	95%	Achieved 90% of the time
				Event Attraction		30 p.a.				Yes	Yes		30 opportunities evaluated during the period			
				<ul style="list-style-type: none"> <li>Complete bid evaluations</li> </ul>									Excludes Events Moncton opportunities			
				Event Attraction		3 p.a.				Yes	Yes		4 formal expressions of interest were submitted during the period			
				<ul style="list-style-type: none"> <li>Complete formal expressions of interest</li> </ul>									Includes bids completed by the City of Moncton, and bids from local sporting organizations the City assisted with in a significant way			
			Events Attraction	Bid Development	Organizers			Event Attraction	2	2 p.a.	4	5	4	<ul style="list-style-type: none"> <li>Supported Bids:                             <ul style="list-style-type: none"> <li>2026 14U Volleyball Canada National Championships</li> <li>2025 Canadian Baton Twirling Championships</li> <li>2024 Canadian Ringette Championships</li> <li>2024 Pickleball Regional Championships</li> </ul> </li> <li>The above-mentioned events only include events that were supported by the City of Moncton and not those solely supported by Events Moncton (at a different event classification)</li> </ul>		
					Organizers			Event Attraction	1	1 p.a.	5	5	3	<ul style="list-style-type: none"> <li>Successful bids:                             <ul style="list-style-type: none"> <li>2026 ScotDance Canada Championship Series (international)</li> <li>2024 Canadian Ringette Championships (national)</li> <li>2024 Canadian U23 Junior Badminton Championships (national)</li> <li>2024 Pickleball Regional Championships (regional)</li> <li>2023 IIHF World Junior Championships (international)</li> </ul> </li> <li>The above-mentioned events only include events that were supported by the City of Moncton and not those solely supported by Events Moncton (at a different event classification)</li> </ul>		