



DOWNTOWN MONCTON
CENTRE-VILLE INC.

ANNUAL REPORT 2023



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downtownmoncton.com

- **Downtown Moncton Centre-ville Inc. (DMCI)** is a Business Improvement Association, incorporated in 1977.
- Created to manage a specific **Business Improvement Area (BIA)**, DMCI is legislated by the Business Improvement Areas Act.
- DMCI is the **Curator, Promoter,** and **Administrator** of the downtown, fostering a vibrant downtown that everyone is proud of!

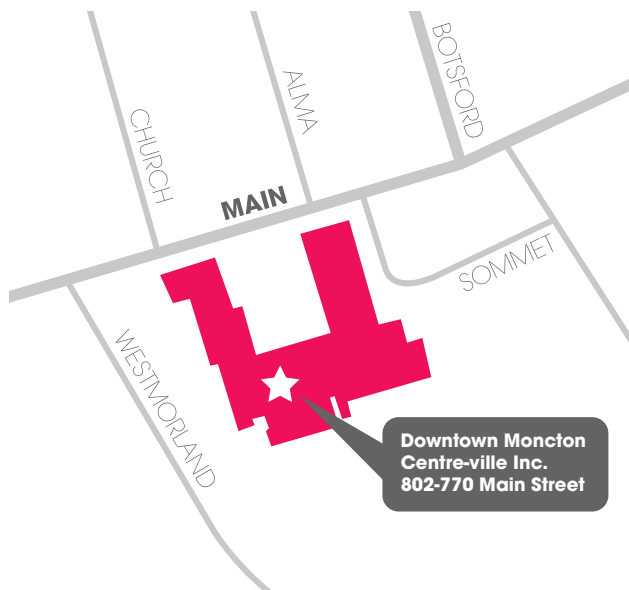
Downtown Moncton Centre-ville Inc. (DMCI) is an **independent, non-profit organization.**

Funded by its commercial property owners, DMCI operates on a Levy of \$0.16 per \$100 assessment.

DMCI is the purest form of economic development. Non-residential and commercial property owners self-impose a levy on the assessed value of their property, and that levy is returned to DMCI by the Province for its operations. **For every dollar spent in the BIA, \$6 in economic development is generated.**

- The BIA represents only 1.5% of the city's total area, yet brings in more than 14% of the city's tax revenue.
- More than 1000 businesses are located downtown, representing 28% of all the businesses in the city.
- 5% of the Moncton population lives downtown (just under 4,000 people), and more than 1000 businesses operate in the BIA.
- The BIA property assessment tax base in 2023: \$580,655,700.

THE OFFICE



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● Executive Director

Patrick Richard

● Staff

Paulette Wynberg Office Manager

Ron LeBlanc Programs Coordinator

Gabrielle Gagnon Marketing and Communications Coordinator

**Sources: Canada/New Brunswick Cooperation Agreement on Urban Economic Development 1993-1998 and Moncton Downtown Evaluation 2017*



BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

President	Jacques Allain, Halo Donuts
Past President	Denis Foulem, DuParc Real-Estate Group
Vice President	Dominique Fontaine, McInnis Cooper
Treasurer	Cathy Quas, RBC
Committee Director	Jim Dixon, Ashford Investments Inc.
Committee Director	Derek Brennan, Architect 4

DIRECTORS

Genevieve Maltais	Capitol Theatre
Martine Godbout	Platinum Atlantic Realty Inc. DBA Colliers International
Shawn Crossman	Councillor, City of Moncton
Jennifer Machum	Fidelis Law
Conor Conway	Epoch Chemistry
Christian Cyr	Advanced Lodging Inc.
Luc Babineau	City of Moncton
Michelle Parker	STILE Fashion

Message from the President of the Board of Directors and Executive Director

If the year 2022 had a theme, it would be *new beginnings*. This past year has been a fresh start for Downtown Moncton Centre-ville Inc., and for our Downtown Moncton merchants as well.

DMCI's internal operations were significantly transformed in March 2022 when the board of directors appointed a new President, a new Executive Director took the reins, and a new event powered by the association was launched. Externally, Downtown Moncton merchants and stakeholders began their new normal after 2 difficult pandemic years. New businesses settled in, existing businesses reimaged themselves, and new events and festivals breathed life again into the streets of the downtown core. The new is bold, exciting, and reenergizing, and what is returning feels new after being gone for so long.

With new beginnings come new and continuing challenges. In 2022, we persisted with our advocacy efforts and our work with the Community Taskforce on Homelessness and Downtown Security. The Task Force did important work throughout its duration, culminating in a 27-point action plan presented to the community. The action plan continues to be actioned with varying results. Since the conclusion of the Task Force in February 2023, DMCI continues to monitor the progress of these suggested action items and continues to advocate for a healthy and safe downtown.

Since coming out of the pandemic, DMCI has had a front row seat and witnessed a boom of cultural events and festivals, which have come back stronger than ever. With returning events offering a warm welcome back to the downtown core, and thanks to grants and funds allocated to the arts and culture, namely the *Rediscover Main Streets* grant from ACOA, new events and festivals were born. Of this boom, we launched our very own event, PatioFest, our inaugural Downtown Moncton patio concert series and social media promotional campaign, which helped reinvigorate our Downtown and added much-needed programming of live entertainment, every Thursday night, during the summer 2022 months.

The cherry on top of an already eventful year was announced at the beginning of the summer when Moncton and Halifax were proudly selected to host the 2023 World Junior Hockey Championship. In 6 short months, we mobilized our businesses and all the downtown actors to welcome the world. Our incredible collective effort paid off, as the Province of New Brunswick's Department of Tourism, Heritage and Culture reported that the Championship generated 20\$ million in economic activity.



A year of new also brought on a record-breaking sales initiative. In November 2022, we held an online gift card sale with new techniques to refresh our internal procedures. We held a 20% off pre-sale with revamped gift card packaging and hosted an in-person pick-up day event at the Arches of St-George, all resulting in our most successful gift card holiday sale in DMCI history. During the November 2022 gift card pre-sales, we invested \$7,335 and leveraged \$29,340 from the community, for a total of \$36,675 in gift cards that have been and will continue to be spent at our participating Downtown merchant locations.

As we continue to embark on a new era of DMCI, we look forward to developing new projects, new ideas, and new processes, while maintaining the amazing work we've always delivered, and continue to uphold our role as downtown **CURATORS**, **PROMOTERS**, and **ADMINISTRATORS**, all in the hopes to foster a vibrant downtown that everyone is proud of.



JACQUES ALLAIN
Board President
Downtown Moncton Centre-ville Inc.



PATRICK RICHARD
Executive Director
Downtown Moncton Centre-ville Inc.

CURATOR

To be the caretaker and steward of the downtown by playing a proactive advocacy role.

OBJECTIVES

- 1 Maintaining a clean downtown.
- 2 Play a proactive role to make our downtown safe for everyone.
- 3 Maintain the esthetics of the downtown.
- 4 Advocate for the development of the waterfront.
- 5 Advocate for the importance of investing in the downtown.
- 6 Lobby for easy access to and from the downtown and within the downtown.

PROMOTER

To be an efficient marketer of programs, attractions, members, and investment opportunities in the downtown.

OBJECTIVES

- 1 Promote downtown as a destination.
- 2 Promote the availability of accessible, affordable and conveniently located downtown parking.

ADMINISTRATOR

To be an efficient organization that maximizes the return on investment for all downtown stakeholders.

OBJECTIVES

- 1 Maintain essential data collection.
- 2 Meet DMCI's commitment towards the Downtown Centre.
- 3 Make DMCI an efficient organization through its day-to-day operations.

2022 KEY PERFORMANCE INDICATORS (KPIs)

CURATOR



5,000+ hours spent on regular upkeep and beautification of the 2.15km² sidewalks in the BIA



\$750k worth of holiday lights and decorations for the downtown are managed and installed



1,500+ banners set up on 300+ light poles downtown



20 DMCI-branded poster collars **cleaned monthly**

ReConnect funding	\$25,000
Ambassador Program funding	\$25,000

ADMINISTRATOR

Support for Avenir Centre \$51k

\$381,000 Total support since Avenir Centre's inauguration in 2019



9.8% Yearly BIA assessment increase

PROMOTER



Downtown Moncton Gift Card Program

Gift cards sold	1285
Gift cards amount	\$80,290

Holiday 20% pre-order sale (Nov 14-15)

Total cards sold	266
Total sale	\$36,675

DMCI invested **\$7,335** to leverage **\$29,340** from the community and other organizations, ultimately re-investing **\$36,675** back into the Downtown economy.

Events

24

Events & Festivals supported

Event grants awarded **\$18,500**

\$7,335

\$29,340

\$36,675

Façade & Safety grant



	2022	Since grant creation in 2012
Projects funded	8	151
Grants provided	\$16,338	\$262,020
Improvement \$ in the BIA	\$71,458	\$1,904,039

Social media



Total followers	9,528
Total reach*	236,415
Increase from 2021 to 2022	+19.3%



Total followers	7,853
Total reach*	79,807
Increase from 2021 to 2022	+30.1%

*The number of unique accounts that saw any of our content (Facebook posts, stories, ads, interactions, and Instagram posts or stories).

