

By Louis Leger, President of Downtown Moncton Centreville and Managing Partner of Group M5

Fostering Partnerships to Achieve Vibrancy

A healthy and vibrant downtown Moncton is good for everyone and is everyone's business. It is only possible with people sharing information, ideas and working together in trusting partnerships which Moncton has been blessed with because of lots of goodwill by many, many incredible people who do not count their hours.

As discussed at DMCI's business meeting, Downtown may only be 1.1% of the city's land mass, however the downtown area represents 7% of the overall tax base of the City. Therefore the Downtown area contributes 6 times its size in property tax revenue to the City. It is estimated that 20% of businesses in all of Moncton operate downtown and the 15 000 people who come to work downtown everyday represent about 43 % of our city's entire work force.

Appreciating how important the Downtown is as a unique economic engine, the Board of Directors of DMCI conducted a major review of its direction and operational plans to ensure that everyone is clear and aligned on why we get up in the morning and ensure the purpose we are all working to achieve is well defined and shared.

Following many discussions, the Board of Directors of Downtown Moncton Centreville approved its overall Directional Plan at its regular board meeting on November 15, 2011

The Plan includes a reaffirmation of the future goal not to say vision DMCI is working to achieve, as well as its everyday mission reflecting how DMCI conducts its work to achieve the future goal.

Central to the plan is the approval of three overall priority areas that will serve to guide DMCI decisions, budget allocations and actions in order to be and stay focused.

The result described below, we hope is a simple clear expression that can serve as a shared road map and serve as an invitation to participate and support specific areas of interest.

As Downtown Moncton Centre-ville Inc. is independently funded by downtown property owners, our aim is to make it clear to everyone what we are collectively working to achieve and identify areas of working collaboration to ensure; Downtown Moncton Centreville is the destination of choice, the heartbeat of the City and the most vibrant hub in New Brunswick for years to come.

Downtown Moncton Centre-ville Inc.'s purpose is to champion the interests of

property and business owners and works to cultivate a dynamic and appealing Downtown environment for working, shopping, living and investing.

All of DMCI's energies and action will be channeled in three priority areas.

1. DOWNTOWN FUNDAMENTALS

Goal - Ensure Downtown Moncton is a safe, clean gathering place that attracts a lively mix of people through its appealing services, activities, architecture and urban spaces.

Initiatives;

- 1) Support and promote the Downtown Multi-use Civic Centre.
- 2) Maintain a clean Downtown.
- 3) Partner with the City of Moncton to cost share programs such as banners, gateways and people places.
- 4) Continue the revitalization plan for St. George Street.
- 5) Partner with City officials to promote and foster the development of the Waterfront (playgrounds, dog park, boardwalk, cafés, etc.).
- 6) Partner with the City of Moncton to ensure the availability of accessible, affordable and convenient Downtown parking.
- 7) Lobby the City of Moncton for on-street parking.
- 8) Cultivate a vibrant Downtown (connectivity, pedestrianization, façade improvement, sustainability).
- 9) Partner with the RCMP and the City of Moncton to maintain Downtown Moncton as a safe place to work and visit (Oulton's Cadet Program, Reconnect, and Public Safety Advisory Committee).
- 10) Hold Downtown Security Roundtables.

2. DOWNTOWN GROWTH

Goal – Foster a positive investment climate and effective development strategies for the Downtown.

Initiatives:

- 1) Work to maximize occupancy of our Downtown by:
 - a. Partnering with Enterprise Greater Moncton, the Greater Moncton Chamber of Commerce and the City of Moncton to attract potential investors and retailers.
 - b. Promoting the availability of retail space by partnering with Enterprise Greater Moncton on a retail strategy.
 - c. Ensuring that the proper Downtown promotional information is available to potential investors and retailers.
- 2) Define, create, and enhance the downtown shopping experience.
- 3) Carry out seasonal promotions (Christmas lights, Valentine photo contest, sidewalk cafés, etc.).
- 4) Maintain an inventory of current available land.
- 5) Promote the growth of Downtown residential development.

6) Partner with the City of Moncton to make Downtown even friendlier for residents (senior-friendly initiative, bilingual signage, etc.).

3. DOWNTOWN LIFE

Goal – Promote Downtown leisure and cultural activities.

Initiatives:

- 1) Promote leisure assets – examples include: Capitol Theatre, Centre culturel Aberdeen, Community Peace Centre, Skateboard Park, Trail System, and Bore Park.
- 2) Promote and assist with festivals and events in partnership with local arts and culture associations in order to showcase the downtown.
- 3) Partner with the City of Moncton and other stakeholders in the creation of public art for the Downtown.

We believe that by grouping our many initiatives in these three priority areas, it will make it easier to establish performance measurements for DMCI to monitor progress, set clear milestones for each essential area and above all share information on how we are progressing.

An underlying admitted objective here is also to encourage involvement by sharing information and continue to nurture well defined partnerships with anyone who wants to participate and work for the betterment of our Downtown Moncton Centreville.

Fostering shared involvement and ownership can only favour a Downtown Moncton poised for a continued vibrant future as the hearth and mind hub of our region.