



**City of Saint John  
Growth Committee - Open Session  
AGENDA**

Tuesday, July 16, 2019

10:00 am

8th Floor Common Council Chamber (Ludlow Room), City Hall

---

**Pages**

<b>1.</b>	<b>Call to Order</b>	
1.1	Approval of Minutes - May 14, 2019	1 - 3
1.2	Growing in Saint John - James Crosby, President, Crosby Molasses Co. Ltd.	
1.3	Municipal Accommodation Levy Update	4 - 15
1.4	Growth Reserve Fund Request - Community Standards Program	16 - 18
1.5	Priority Infrastructure Projects (Verbal)	



The City of Saint John

MINUTES - OPEN SESSION GROWTH COMMITTEE MEETING  
MAY 14, 2019 AT 11:15 A.M.  
8<sup>TH</sup> FLOOR COMMON COUNCIL CHAMBER (Ludlow Room), CITY HALL

---

Present: Mayor D. Darling  
Deputy Mayor McAlary  
Councillor J. MacKenzie

Absent: Councillor R. Strowbridge  
Councillor B. Armstrong

Also

Present: City Manager J. Collin  
Commissioner Growth and Community Development J. Hamilton  
Deputy Commissioner Building and Inspection Services A. Poffenroth  
Deputy Commissioner Growth and Community Development P. Ouellette  
Population Growth Manager D. Dobbelsteyn  
Administrative Assistant K. Tibbits

---

1. Meeting Called To Order

Mayor Darling called the Growth Committee open session meeting to order.

1.1 Approval of Minutes – April 16, 2019

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:

RESOLVED that the minutes of April 16, 2019 be approved.

MOTION CARRIED.

1.2 Growing in Saint John Presentation – Glen Hicks, U Station

The Growing in Saint John series shares success stories in the City and provides an opportunity to profile local businesses, leaders, newcomers, investors, and entrepreneurs. Mr. Ouellette introduced Mr. Hicks, co-owner of U Station.

Referring to the submitted report, Mr. Hicks stated that U Station is a productivity business, is membership based, provides members with great spaces, great technology and great connections, and endless opportunities for networking. Franchise opportunities will be available across the Atlantic Provinces. As membership grows in Saint John, additional space will be developed to meet increased membership demands. Expansion will include the addition of U-Pods which offer similar capabilities for a single user, popular for podcasting and video conferencing. Members also have the ability to book private spaces for meetings through the U-Station app. The digital economy provides an opportunity to attract people to Saint John who are employed elsewhere, who will benefit from lower housing costs and countless lifestyle opportunities, offering a significant economic impact to the area.

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:

RESOLVED that the presentation on U-Stations be received for information.

MOTION CARRIED.

1.3 Neighbourhood Plan Update

Ms. Hamilton stated that the Central Peninsula Neighbourhood Plan offers a suite of deliverables, including new regulatory framework to drive the three pillars of growth outcomes identified in the Roadmap for Smart Growth. The plan is taking root in the community.

Referring to the submitted report, Ms. Brown provided an update on the Central Peninsula Neighbourhood Plan including the status of the plan and next steps in the process. Kate Gillis, Chair of the Neighbourhood Action Team, noted that the team remains engaged and committed to the project. The Neighbourhood Action Team will play a pivotal role in the development of the plan and will review the final document, provide feedback and endorsement of the plan, prior to the Council process.

Moved by Councillor MacKenzie, seconded by Deputy Mayor McAlary:  
RESOLVED that the Neighbourhood Plan Update be received for information.

MOTION CARRIED.

1.4 Discover Saint John Annual Report

Referring to the submitted report, Ms. Clarke, Discover Saint John, outlined many of their achievements. In 2018, Discover SJ has shown a valuable return on investment stemming from its strategic destination marketing and sales by increasing visitor revenue and contributing to industry employment. Discover SJ focuses on four major pillars – Meetings and Conventions, Sports and Major Events, Travel Trade and Cruise, and Leisure Visitation.

The perception of the City as a destination, to work, play and live is becoming more positive. The hashtag #SaintAwesome has been very successful and approximately 40,000 images have been tagged through social media. Investment in tourism and marketing promotes Saint John as a great place to live, go to school, and invest, and has contributed to a rise in civic pride. Successful destination marketing and sales drives broader economic growth and helps to attract more and better transportation choices, creates familiarity among prospective visitors, attracts event decision makers, and improves the quality of life for residents.

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:  
RESOLVED that presentation from Discover Saint John be received for information.

MOTION CARRIED.

**Adjournment**

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:  
RESOLVED that the open session meeting of the Growth Committee be adjourned.

MOTION CARRIED.

The open session meeting of the Growth Committee held on May 14, 2019 was adjourned at 1:40 p.m.

---

Recording Secretary

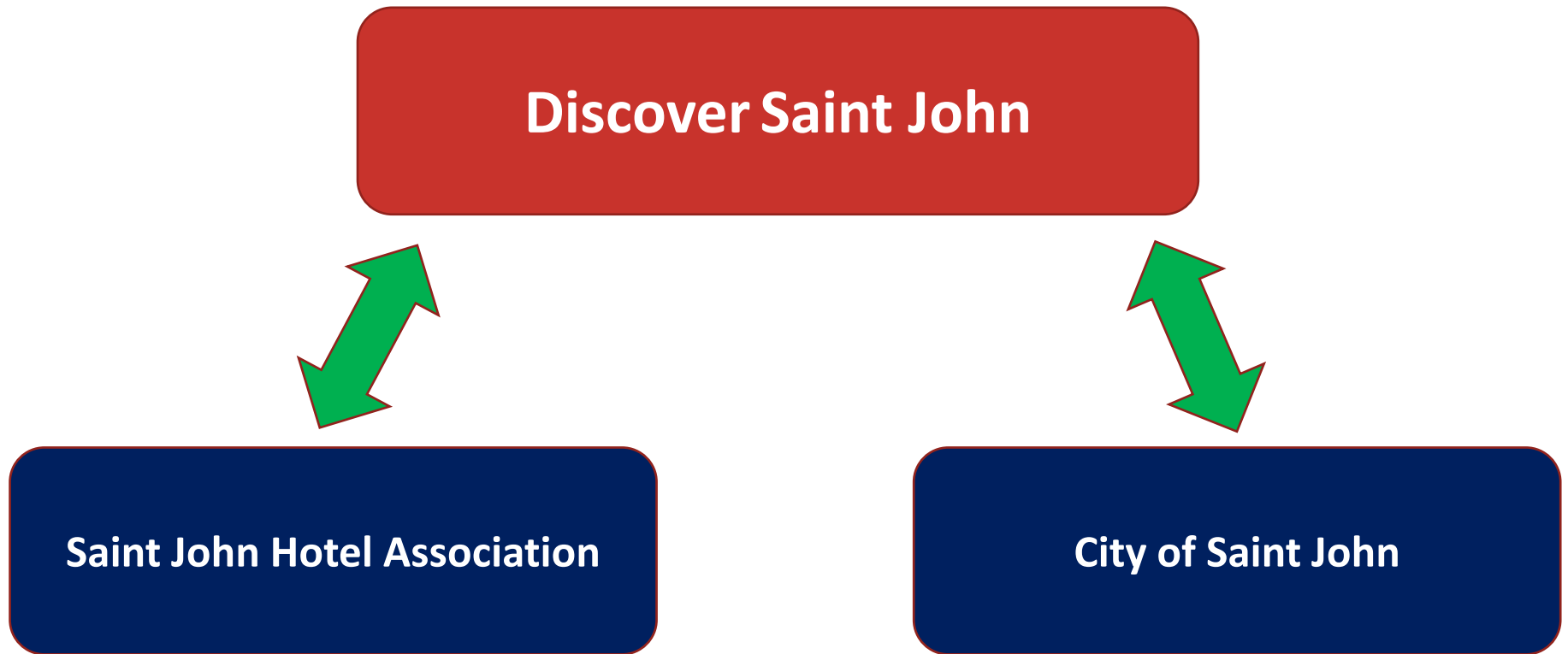


# Municipal Accommodation Levy

July 16 2019



# Background: Voluntary Hotel Levy



# Background: Voluntary Hotel Levy

- Tourism prior to Discover Saint John
- Timelines
  - 2007 – Saint John Hotel Association (SJHA) was incorporated
  - 2010 - formations of Discover Saint John (DSJ)
- Contract includes
  - Tourism
  - Marketing
  - Visitor Information Centres
  - Event Attraction
  - Among others...



# Background: Voluntary Hotel Levy

- Collection of DMF

CONFIDENTIAL SJHA FINANCIAL SUMMARY TO DATE			
	DMF Collected by SJHA	DMF invested to Discover Saint John	Additional DMF invested in bids, sponsorship & marketing
2010	\$434,108	\$347,286	\$70,129
2011	\$424,671	\$339,737	\$7,344
2012	\$437,697	\$350,157	\$79,664
2013	\$594,082	\$504,898	\$20,300
2014	\$689,899	\$597,866	\$8,484
2015	\$717,055	\$621,400	\$41,551
2016	\$752,484	\$652,103	\$43,202
2017	\$835,907	\$724,398	\$120,312
2018	\$948,773	\$822,206	\$137,690
<b>TOTAL</b>	<b>\$5,834,676</b>	<b>\$4,960,051</b>	<b>\$528,676</b>





# Background: Voluntary Hotel Levy



## Accomplishments

Transformational change  
Saint John positioned as a leader in this sector  
Significant growth in the visitor economy  
Stronger brand image  
Revitalized Urban Core  
Product Development – Field House, Fort la Tour, Cruise, Timber Top, Reversing Falls  
Signature Festival – Area 506  
Attracting world class events – placing Saint John on a National Stage



## Model for rest of Canada

Moncton will emulate our model  
DMAC – Best in Class model  
Building our pipeline



## Why the existing model was so successful

Lasor Focus  
Top performing team and experts in their respective fields  
Alignment with strategic partners  
Collective approach – money, resources and talent

# Discover our WINS

DISCOVERTHEWINS.COM

North. South. East. West.  
**One great city.**

  
**DISCOVER**  
THE WINS



# Enabling Provincial Legislation

- For years, the City of Saint John, along with municipalities across New Brunswick, has requested that the Government of New Brunswick enhance and diversify municipal governments' revenue generating capacity.
- The Cities of New Brunswick has advocated on behalf of cities for the creation of a mandatory accommodation levy.
- The Tourism Industry Association of New Brunswick (TAINB) has actively pursued a mandatory accommodation levy in New Brunswick for years.
- Progressive Conservatives included a promise in 2018 election platform to introduce a new mandatory accommodation levy



# Enabling Provincial Legislation

2019

## CHAPTER 5

### **An Act to Amend the Local Governance Act**

*Assented to June 14, 2019*

Her Majesty, by and with the advice and consent of the Legislative Assembly of New Brunswick, enacts as follows:

**1** *Subsection 10(1) of the Local Governance Act, chapter 18 of the Acts of New Brunswick, 2017, is amended by adding after paragraph (m) the following:*

(m.1) a tourism accommodation levy;

**2** *The Act is amended by adding after section 19 the following:*

#### **By-laws respecting a tourism accommodation levy**

**19.1** A by-law of a local government made under paragraph 10(1)(m.1) is subject to section 101.1 and to any regulation made under section 101.2.

**3** *The Act is amended by adding after section 101 the following:*

#### **Tourism accommodation levy**

**101.1(1)** The following definitions apply in this section.

## CHAPITRE 5

### **Loi modifiant la Loi sur la gouvernance locale**

*Sanctionnée le 14 juin 2019*

Sa Majesté, sur l'avis et avec le consentement de l'Assemblée législative du Nouveau-Brunswick, édicte :

**1** *Le paragraphe 10(1) de la Loi sur la gouvernance locale, chapitre 18 des Lois du Nouveau-Brunswick de 2017, est modifié par l'adjonction de ce qui suit après l'alinéa m) :*

m.1) la taxe sur l'hébergement touristique;

**2** *La Loi est modifiée par l'adjonction de ce qui suit après l'article 19 :*

#### **Arrêtés concernant la taxe sur l'hébergement touristique**

**19.1** Les arrêtés des gouvernements locaux qui sont pris en vertu de l'alinéa 10(1)m.1) sont assujettis à l'article 101.1 ainsi qu'à tout règlement pris en vertu de l'article 101.2.

**3** *La Loi est modifiée par l'adjonction de ce qui suit après l'article 101 :*

#### **Taxe sur l'hébergement touristique**

**101.1(1)** Les définitions qui suivent s'appliquent au présent article.



# Enabling Provincial Legislation

What you need to know about provincial legislation:

- **Very permissive** - giving the authority of municipalities to define the parameters that best serve their interest.
  - Municipalities are not forced to implement bylaws
  - Municipalities can define the parameters of the bylaws
  - Municipalities can set the rate
  - No provincial revenue sharing
- The levy will be remitted to the local government to fund “tourism promotion and development”

# Next Steps: What we know

- Saint John will maintain existing voluntary levy until end-of-2019
- Tourism will continue to play a central role in Saint John's future growth efforts
- Into 2020, Saint John must build-off of the success of our past 10 years
- Greater horizontal synergy between tourism efforts with other economic development efforts on go-forward basis
- Staff intend to introduce a bylaw to Common Council to benefit from the Government of New Brunswick's new enabling legislation



# Next Steps: What we know

- City of Saint John is committed to building alignment on the details of a municipal levy among the cities of Moncton and Fredericton, and cities across New Brunswick
- Saint John will work with regional partners to invite the ability to collaborate and build alignment between municipalities on accommodation levy
- We are committed to work hand-and-hand with the Saint John Hotel Association and industry in the development and implementation of the new accommodation levy
- A mandatory accommodation levy in Saint John is expected to generate new revenues for the City of Saint John



# Next Steps: Timeline

- **July – September 2019** – engagement of key stakeholders
- **October 2019** – introduction of draft bylaw
- **October 2019** – information sessions with key stakeholders
- **November 2019** – adoption of new bylaw
- **January 2020** – activation of new bylaw and introduction of new economic development framework





## GROWTH COMMITTEE REPORT

M&C No.	Not Applicable
Report Date	July 10, 2019
Meeting Date	July 16, 2019
Service Area	Growth and Community Development Services

His Worship Mayor Don Darling and Members of the Growth Committee

***SUBJECT: Growth Reserve Fund Request – Community Standards Program***

### ***OPEN OR CLOSED SESSION***

This matter is to be discussed in open session of Common Council.

### ***AUTHORIZATION***

Primary Author	Commissioner/Dept. Head	City Manager
<b><i>Christopher McKiel</i></b>	<b><i>Amy Poffenroth/ Jacqueline Hamilton</i></b>	<b><i>John Collin</i></b>

### ***RECOMMENDATION***

Staff recommends that the Growth Committee adopt the following resolution for Common Council's consideration:

Common Council authorizes the transfer of \$30,000 from the Growth Reserve Fund to support the enhanced Community Standards Program for the remainder of 2019.

### ***EXECUTIVE SUMMARY***

The Enhanced Community Standards Program was established as a pilot in 2017 to address non-life safety compliance issues. The Program focuses on issues that directly impact the aesthetics, enjoyment and pride of neighborhoods, including unsightly premises, garbage issues, zoning infractions and general upkeep of properties which negatively impact property value and quality of life of citizens.

The Program's focus on community standards has gained important momentum in an area that the City of Saint John has historically struggled to achieve compliance. With an additional resource and a focused approach on community standards issues, the program has helped deliver Council's priority of a *Vibrant and Safe City*. The Enhanced Community Standards Program is a strong enabler of growth and is a key driver of a liveable City, which is central to attracting and retaining people and investment to our City.

To continue the success of the Program, Growth and Community Development Services is requesting \$30,000 from the Growth Reserve Fund to extend funding

for the Community Standards Officer Position for the remainder of 2019. The following report will provide a Program update and will provide 2019 year-end projections should Common Council adopt the funding allocation.

#### **PREVIOUS RESOLUTION**

N/A

#### **STRATEGIC ALIGNMENT**

Enforcement of the *Saint John Unsightly Premises and Dangerous Buildings and Structures By-law* aligns with Council's Vibrant, Safe City priority.

#### **REPORT**

##### **Enhanced Community Standards Program Results**

The Enhanced Community Standards Program was established as a pilot in 2017 to address non-life safety compliance issues. The pilot Program introduced a Community Standards Officer over an entire year (i.e. enhanced service delivery). The Program is a strong enabler of growth and is a key driver of a liveable City, which is central to attracting and retaining people and investment to our City.

Aggressive, strategic targets, a focused, streamlined approach and a talented and dedicated resource with a background in community policing have been key components to the success of the Enhanced Community Standards Program. Since 2017, the results of the Program have exceeded all expectations in resolving community standards issues, which in turn, has generated enthusiasm and positive feedback from the public. Resolved issues as a result of the Program include: unsightly premises, garbage issues, zoning infractions and general upkeep of properties.

<b>2017, 2018 and 2019 Community Standards Program Results</b>			
	2017	2018	2019 (YTD)
Notices to Comply Issued	20	9	14
Property Cleanups Undertaken By Staff	2	6	1
Total Resolved Unsightly Premises Cases	82	75	95

Prior to the establishment of the Program, gaining compliance on non-life safety cases such as the clean-up of unsightly properties was a significant challenge. In 2017, a total of 82 unsightly premises cases were resolved with 20 Notices to Comply issued. In 2018, a total of 75 unsightly premises cases were resolved with 9 Notices to Comply issued. To date in 2019, the Community Standards

Program has been able to resolve a record number of 95 unsightly premises cases and 16 Zoning By-law enforcement cases with 14 Notices to Comply issued. While the Program has already supported impressive compliance and resolution, staff observes that there remains continued demand within the community.

It is anticipated that an extension funded by the Growth Reserve for the remainder of 2019 will allow an additional 40 properties to be cleaned, with approximately 6 unsightly property clean-ups being undertaken through a staff initiated clean-up. In other words, additional funding would support a total of 135 resolved unsightly premises cases in 2019.

The Community Standards Officer Position has been funded for the first 6 months of this year through the general operating budget, but the ability to offer enhanced support for the remainder of the year is being requested through Council's allocation of Growth Reserve funding towards the Program. It was the intention to seek additional funding for the Community Standards Program early in 2019, however, due to a staff oversight, the portion from the Growth Reserve fund was never formally requested (only referenced in annual planning with the Growth Committee). Growth and Community Development Services is requesting \$30,000 from the Growth Reserve fund to extend funding for the Community Standards Program to deliver the enhanced service for the remainder of 2019.

***SERVICE AND FINANCIAL OUTCOMES***

N/A

***INPUT FROM OTHER SERVICE AREAS AND STAKEHOLDERS***

N/A

***ATTACHMENTS***

N/A