



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

Tuesday, May 14, 2019

11:15 am

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

Pages

1. Call to Order

1.1	Approval of Minutes - April 16, 2019	1 - 3
1.2	Growing in Saint John Presentation - Glen Hicks, U Station	
1.3	Neighbourhood Plan Update	4 - 21
1.4	Discover Saint John Annual Report	22 - 61



The City of Saint John

MINUTES - OPEN SESSION GROWTH COMMITTEE MEETING
APRIL 16, 2019 AT 11:30 A.M.
8TH 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
Senior Financial Analyst J. Forgie
Commissioner Transportation & Environment Services M. Hugenholtz
Acting Communications Manager L. Caissie
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 – March 21, 2019

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:
RESOLVED that the minutes of March 21, 2019 be approved.

MOTION CARRIED.

1.2 Guest Presenter: Yan Del Valle

Mr. Ouellette noted that there are a number of success stories related to growth in the community and stressed the importance of celebrating these success stories. Going forward, guest speakers will address the Growth Committee in a series entitled, "Growing in Saint John."

Mr. Del Valle spoke of his early experiences as a newcomer, to his success as the owner of three businesses in Saint John. In response to a question with respect to barriers experienced by newcomers, Mr. Del Valle noted that the language barrier is difficult to overcome, but overall, it is the availability of opportunities that matters. In order to retain immigrants, they must have access to work, arts and culture, availability of settlement assistance, and the necessary tools to access these services.

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:
RESOLVED that the verbal presentation by Mr. Yan Del Valle, be received for information.

MOTION CARRIED.

- 1.3 2018 Reporting and 2019 Outlook
- 1.3.1 2018 Growth Work Plan Overview
- 1.3.2 2019 Growth Targets and Key Initiatives
- 1.3.3 Growth Info-Graphics

Ms. Hamilton stated that 2019 will continue to be a very ambitious year for driving the growth agenda in Saint John and is tied to the corporate priority of fiscal sustainability. The workplan will continue the positive momentum seen since the adoption of the City's growth strategies related to the Roadmap for Smart Growth and the Population Growth Framework. It includes new initiatives related to process improvement and the customer service area.

Referring to the submitted presentation, Mr. Ouellette reviewed the 2018 targets and the year-end results, as well as key initiatives for 2019. Themes for 2019 include a continuation of the beautification of neighbourhoods, celebrating successes, playing a role in enabling growth and an enhanced focus on customer service.

Mr. Dobbelysten commented on the Population Growth Framework, noting that it is a community strategy, not specifically owned by the City. There will be an increased focus in supporting and fostering the development of cultural groups who will act as ambassadors to newcomers and assist in the transition process.

Commenting on the enhanced process for exploratory visits, Mr. Dobbelysten explained that there is a new provincial immigration stream that targets business entrepreneurs, with a net worth of at least \$600K CAD and a willingness to commit at least \$250K in a new business in New Brunswick. The business must create two new jobs in addition to any jobs created for themselves or their family. The city is taking a proactive approach and meeting with these entrepreneurs to encourage settlement in Saint John. Recent data suggests that there are 222 entrepreneurs from around the world being nominated for the program, and 25% have indicated that Saint John is their intended destination. This represents a potential of at least 112 new jobs and over \$14M in business investment.

Ms. Caissie distributed an info-graphic related to growth, the first of a series of info-graphics, to highlight growth in the City. The info-graphics will be primarily distributed electronically through the City's social media channels.

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:
RESOLVED that the Growth Committee endorse the 2019 Growth Work Plan.

MOTION CARRIED.

- 1.4 Saint John Local Immigration Partnership

Mr. Ouellette stated that the Roadmap for Smart Growth contemplated transferring the Saint John Local Immigration Partnership from the Human Development Council to the City. The LIP is a federally funded program that improves settlement and immigration of newcomers and supports welcoming communities. The Human Development Council is currently the holder of the local immigration partnership, with funding from 2017 to 2020. The Government of Canada is now looking for applications from 2020 to 2025. Work is in place to transition the LIP to the City of Saint John. Funding is approximately \$100K per year for five years which would include funding for a project co-ordinator/manager. It is envisioned that this would be a contract position and fully funded by the grant.

In response to a question Mr. Dobbelsteyn stated that local immigration partnerships are primarily a co-ordinating body. They do not support newcomers directly but provide greater

alignment, resources and programming to address specific needs and usually provide a settlement strategy.

Moved by Councillor MacKenzie, seconded by Deputy Mayor McAlary:

RESOLVED that the Growth Committee endorses a recommendation to Common Council that the City of Saint John apply to Immigration, Refugees and Citizenship Canada for funding to host the Saint John Local Immigration Partnership starting in 2020.

MOTION CARRIED.

1.5 Vacant and Dangerous Buildings Program: Growth Reserve Fund Request

Ms. Van Wart reviewed the 2018 statistics and commented on the targets for 2019 for the Vacant and Dangerous Building Program. The program has been very successful in 2018, with a number of positive trends. The severity of conditions of the buildings and the caseload itself are decreasing. In order to achieve the 2019 targets, it is requested that the growth committee recommend that Council allocate \$25K from the growth reserve fund to allow the same level of service as 2018. If funding is not provided, there will be a noticeable difference in the level of service, with an anticipated reduction from 80 resolved cases to 60 resolved cases.

Moved by Councillor MacKenzie, seconded by Mayor Darling:

RESOLVED that the Growth Committee recommend that Common Council authorizes the transfer of \$25,000 from the Growth Reserve Fund to support the enhanced Dangerous and Vacant Building Program for 2019.

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 April 16, 2019 was adjourned at 1:30 p.m.

Recording Secretary



TAKING SHAPE
LA VISION PREND FORME
CENTRAL PENINSULA / PÉNINSULE CENTRALE

Growth Committee Update: Central Peninsula Plan

May 14, 2019



Presentation Outline:

1. Project Refresher
 - What is a neighbourhood plan
 - Why are we doing it
2. Project Update
 - Plan Process
 - Project Status
 - Next Steps
3. Central Peninsula Momentum
4. Project Highlights To Date



Project Refresher:

What is a neighbourhood plan?

Why a neighbourhood plan? Why the Central Peninsula?



Project Update:

Plan Process

**STAGE 1:
Initiating
Dialogue**

**STAGE 2:
Urban
Analysis**

**STAGE 3:
Vision & Plan
Direction**

**STAGE 4:
Plan
Development**

**STAGE 5:
Final Plan**

2017

2019



Project Update:

Project Status

2019

January

February

March

- Re-Engage the Neighbourhood Action Team
- Re-scoping the Project
- Heritage By-Law Changes



Project Update: Project Status

Neighbourhood Action Team

Re-Engaged through:

- Consistent meeting schedule
- Consistent updates from staff and agencies
- Redefining role in project



Project Update: Project Status

Neighbourhood Action Team

Upcoming expectations:

- Review document
- Formulate recommendation for future state
- Endorse final document



Project Update: Project Status

Re-Scoping the Project

As a result of Community Engagement, needed to address:

- Project resourcing
- Document usability/readability



Project Update: Project Status

Heritage By-law Update

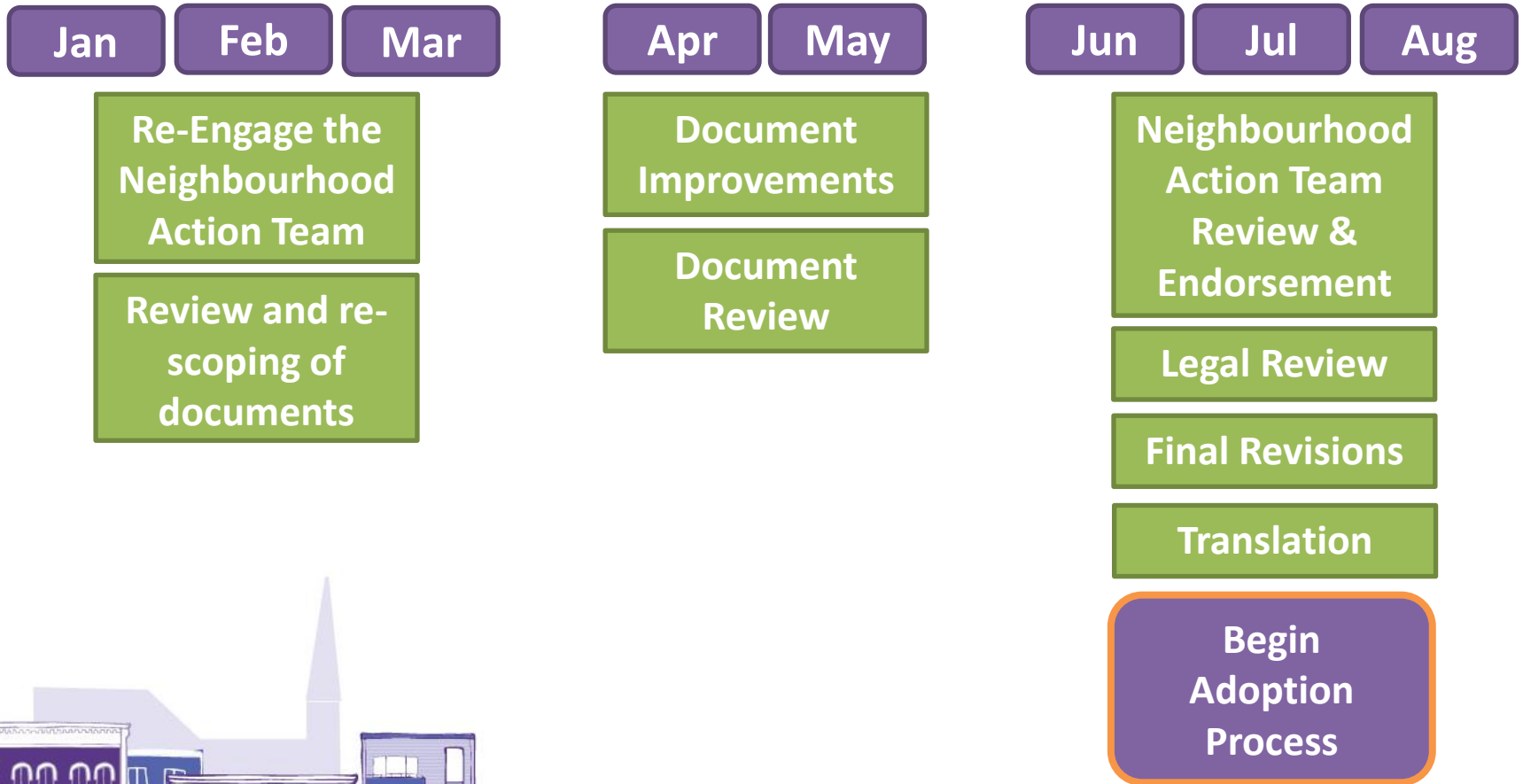
Integrated approach:

- Phase 1 and 2 combined
- Adopted with Plan



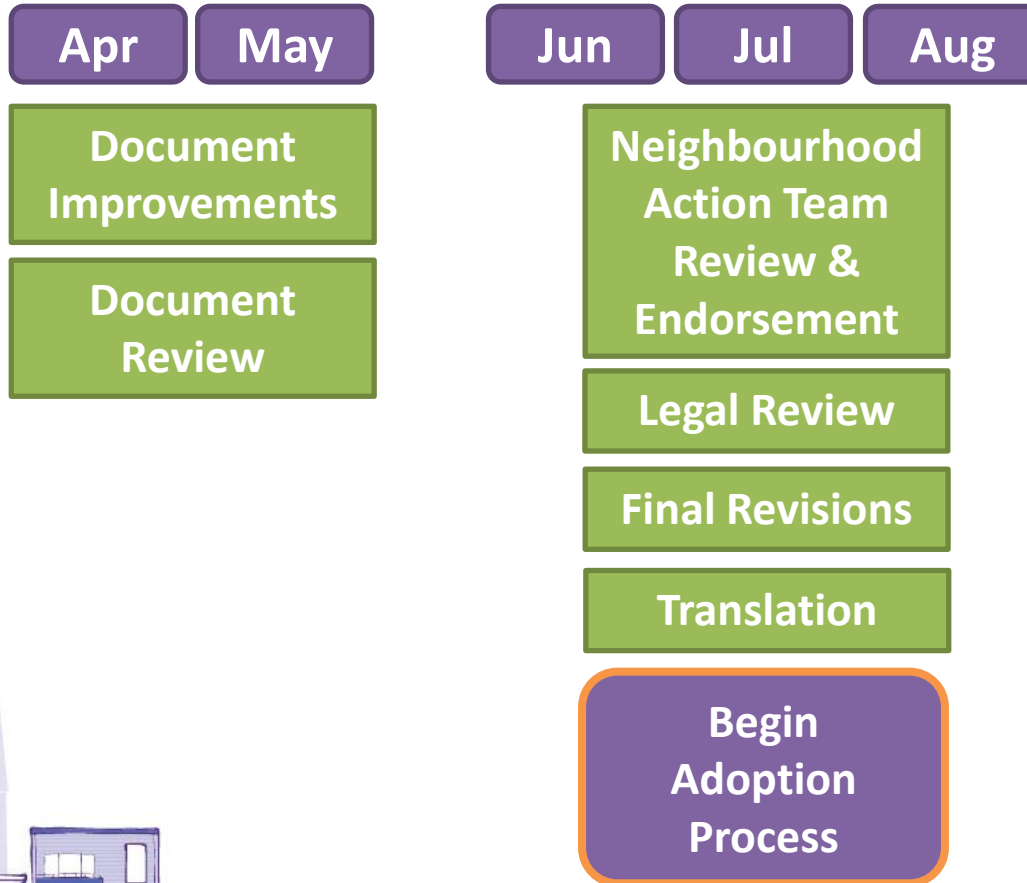
Project Update: Next Steps

Review:



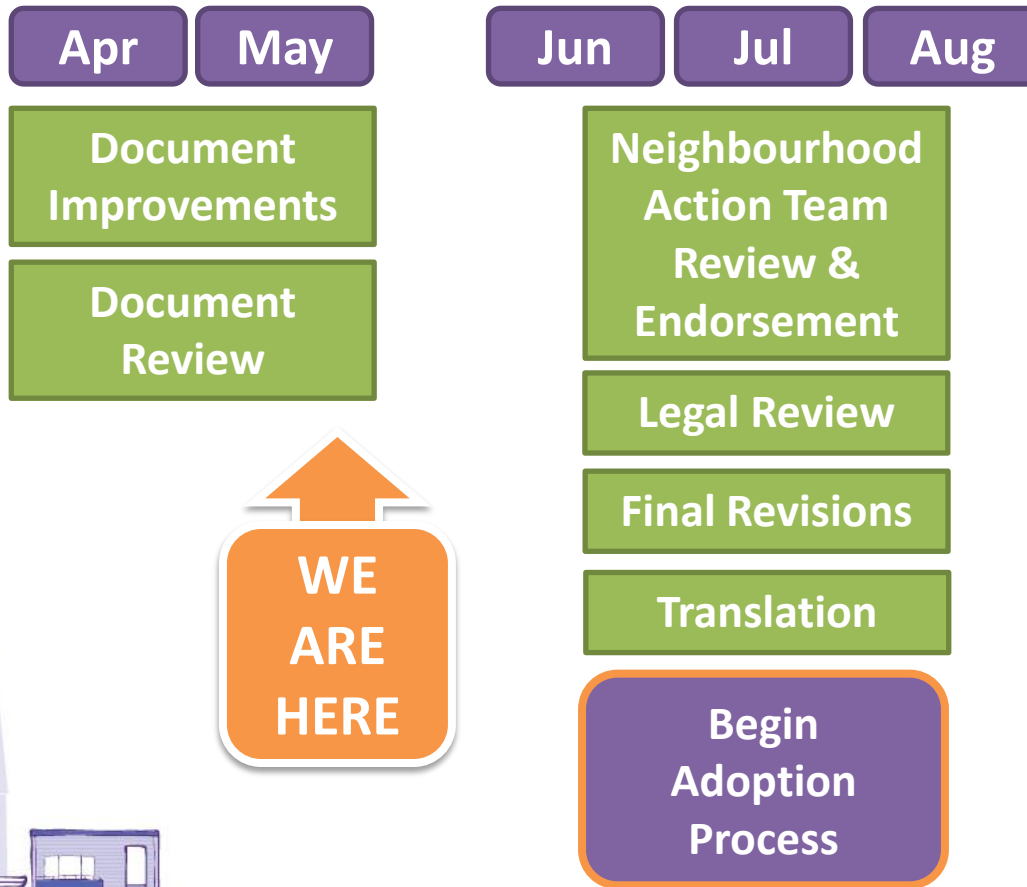
Project Update: Next Steps

Where we are:



Project Update: Next Steps

Where we are:



Project Update: Next Steps

Insight into What's Coming:

- A Guide and toolbox for Council, Residents, Businesses, Developers, and Staff
- Increased focus on neighbourhoods, important corridors, and action
- Improved standards for infill development
- Improved guidelines for the public realm (where the public moves through and lingers)



Project Update: Next Steps

Insight into What's Coming:

- A flexible and evolving Community Action Strategy
- A 5 year (immediate) Implementation Strategy
- Marketing materials to support the various users of the document
- Changes to Plan SJ, Zone SJ, and the Heritage Bylaw
- Streamlining and clarity of infill development process and variance processes related to height



Central Peninsula Momentum

Highlights:

- Renewal of Development Incentives Program
- Increased funds to Heritage Grant Program
- Continued focus on school and Fundy Quay
- Jumpstart funding in Rainbow Park
- Uptown SJ sidewalk cleaner



Project Highlights To Date

Highlights:

- Multi-departmental and consistent buy-in
- Re-engagement of the Neighbourhood Action Team
- Heritage changes presented an Uptown SJ AGM
- Corporate support and departmental focus



End Notes:

Growth Committee's Role:

From the Beginning: Sponsor and Advocate

Moving Forward: Champion and Ambassador





TAKING SHAPE LA VISION PREND FORME

CENTRAL PENINSULA / PÉNINSULE CENTRALE





DISCOVER SAINT JOHN



Flexibility & Durability

OUR TEAM



**VICTORIA
CLARKE**

Executive
Director



**JILLIAN
MacKINNON**

Marketing &
Communications
Director



**SHAWNNA
DICKIE-
GARNHUM**

Meetings &
Conventions
Sales
Manager



**MARCY
BARNES**

Operations
Manager



**JEN
SILLIPHANT**

Marketing &
Communications
Manager



**ANDREA
CYR**

Sales
Support
Coordinator

2018



Visitation \$1.7M



Overall Spend \$282M



Hotel Room Sales 306K



Hotel Revenue \$38M



Growth over 2017



Visitation

1%



Overall Spend

4%



Hotel Room Sales

6%



Hotel Revenue

10.4%



Growth since 2015



Visitation 9.5%



Overall Spend 18.3%



Hotel Room Sales 15.2%



Hotel Revenue 28%



Meetings &
Conventions

Sports &
Major Events

Travel Trade
& Cruise

Leisure
Visitation



MARKETING

2015 - 2018

61% (2018)

ADVERTISING AWARENESS

45%

16% (2015)

*Source: CRA Urban Report



SUCCESSFUL EVENTS

CANADA 55+ GAMES – ECONOMIC IMPACT: \$3.2M





2018 FESTIVAL OF ARCHITECTURE – ECONOMIC IMPACT:
\$460K





The City of Saint John



SAINT JOHN
HOTEL ASSOCIATION

Over 500 **DISCOVER SAINT JOHN**  Members



Grand Bay-Westfield

St. Martins



HAMPTON

A night scene at a festival or event. In the foreground, there are several stacked shipping containers. One container is yellow with 'MSC' and 'MEDITERRANEAN' printed on it. Another container is green. A banner hangs across the top of the containers, reading 'AREA 506 MUSIC'. String lights are strung across the scene. In the background, fireworks are exploding in the dark sky. A crowd of people is visible in the distance, some holding umbrellas. The overall atmosphere is festive and vibrant.

WHAT'S IN IT For Me?





REVENUE

EMPLOYMENT
PROSPERITY



REVENUE EMPLOYMENT

PROSPERITY



REVENUE EMPLOYMENT PROSPERITY



2018 OVERALL SPEND

\$282M

GDP - TOTAL IMPACT, DIRECT &
INDIRECT

\$71M

PROVINCIAL SHARE OF TAX REVENUES
FROM 2018 SPENDING

\$24.8M



“Communities with substantial and growing visitor economies outperform their peers, not just in travel-related employment, but in all employment, leading to more sales and more success for industry participants.”

Source: 2015 Oxford Economics





You don't move
to a place you
have not visited.



WHY? HOW? WHAT?





Awareness





"This vibrant, historic and revitalized place is one of Canada's most urbane, modern, energetic and hip cities."

- Ottawa Life Magazine



Awareness



Consideration





Awareness



Consideration



Conversion



VISITATION 1.7M

© 2018 CedarBack Visions



MEMORABLE

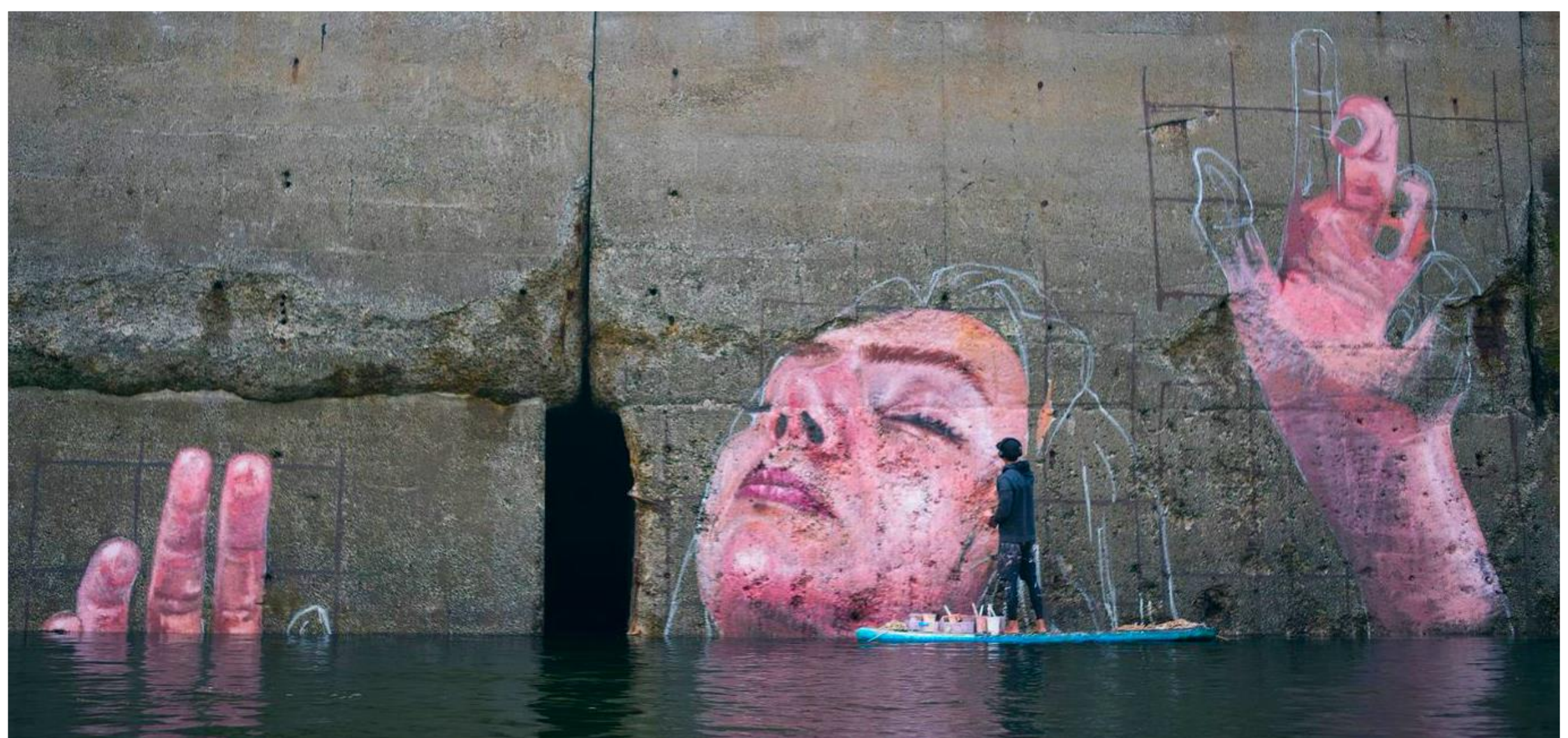


MEANINGFUL

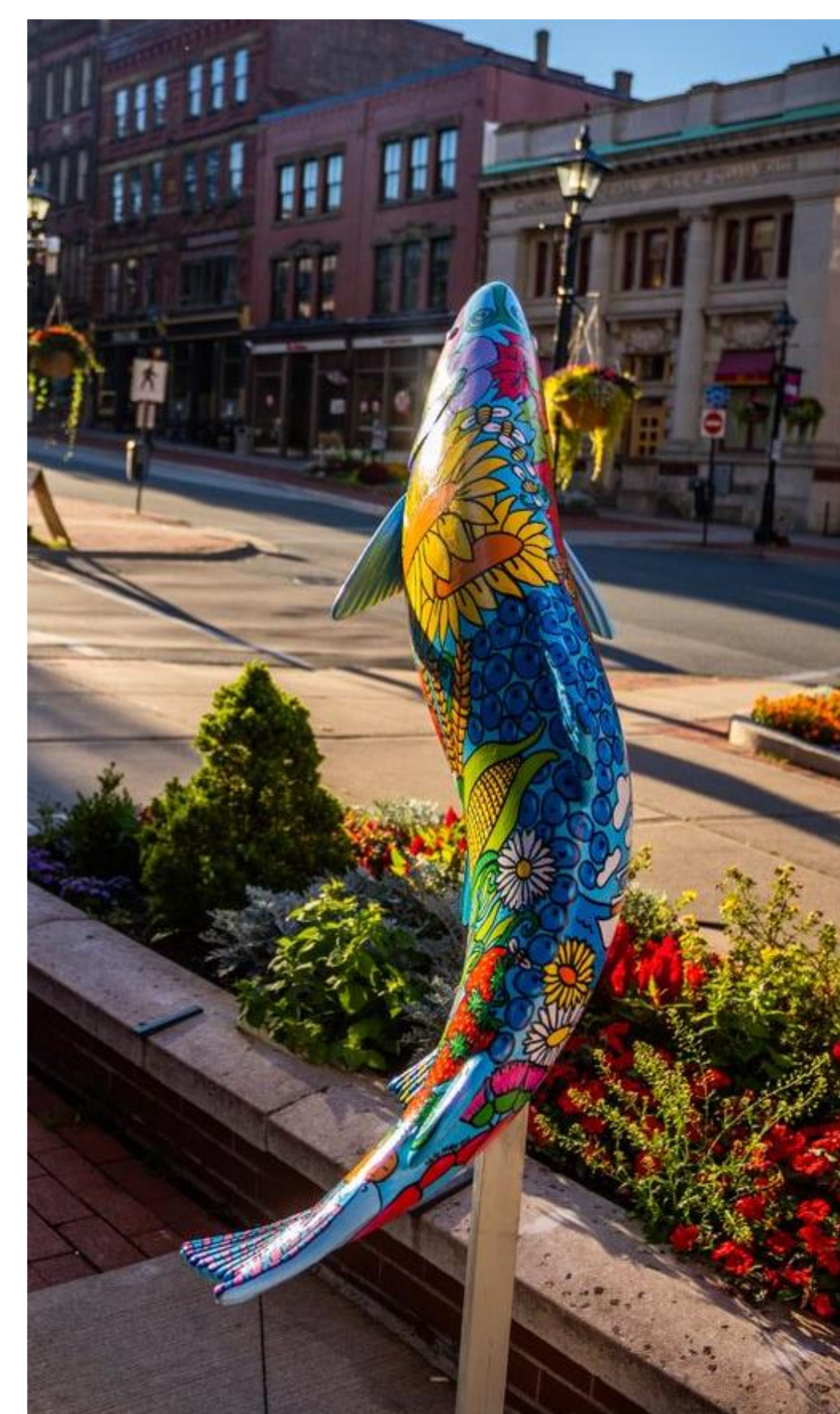


MOTIVATING











THE GLOBE AND MAIL[★]

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RABBIT FRICOT WITH TOASTED BUCKWHEAT DUMPLING

Jakob Lutes

NEW BRUNSWICK

Jakob Lutes came back to his home province to open Saint John's Port City Royal in 2015 to much acclaim. The chef and owner expanded his duties this March to include an all-encompassing café venture, Majorie's (think a morning-to-night space, with a standing invitation to linger). In all his food, including this dish, which honours the province's Acadian heritage, Lutes, 36, exemplifies modern Maritime cuisine. A recent menu included Creton en Ploye, a Québécois pork forcemeat spread on buckwheat pancakes indigenous to the Madawaska Valley and its environs.

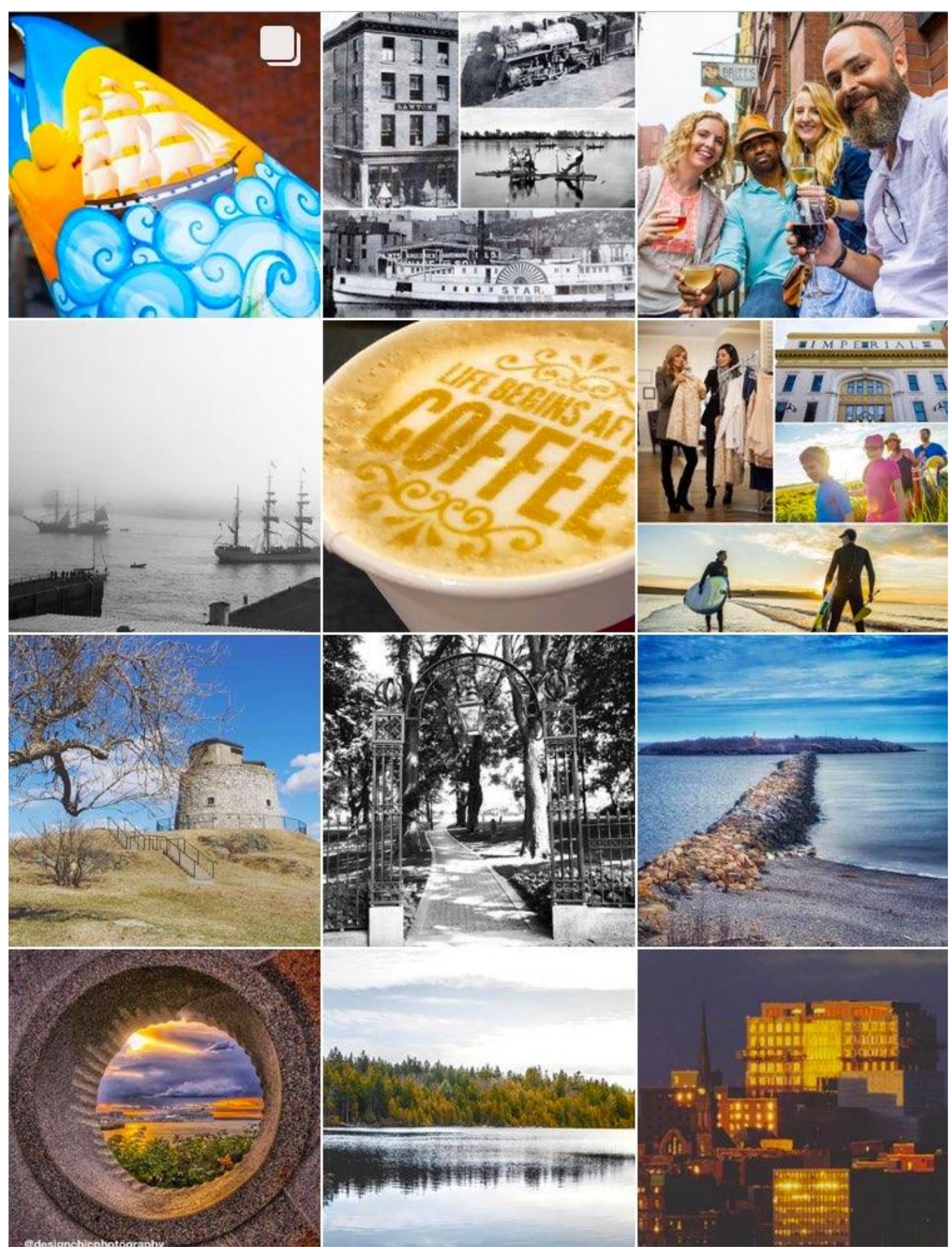
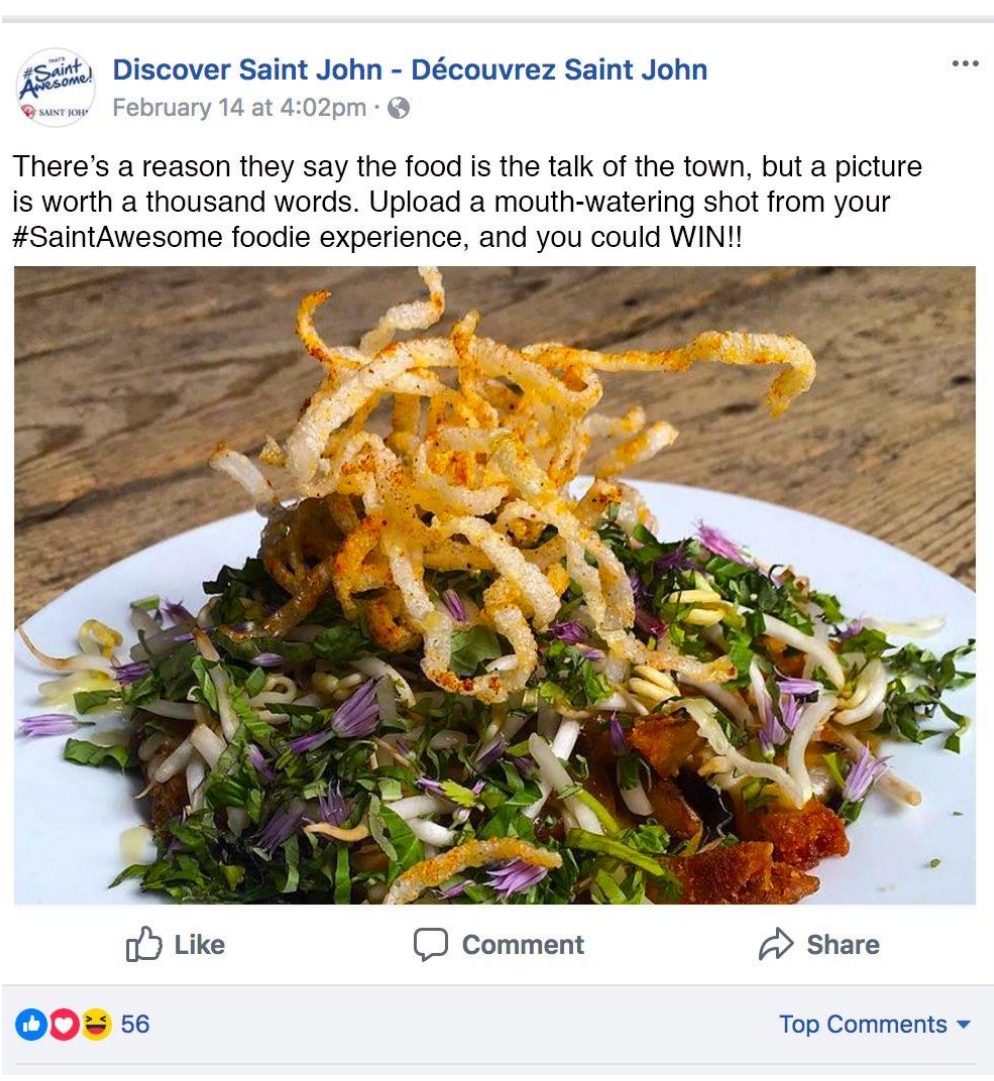
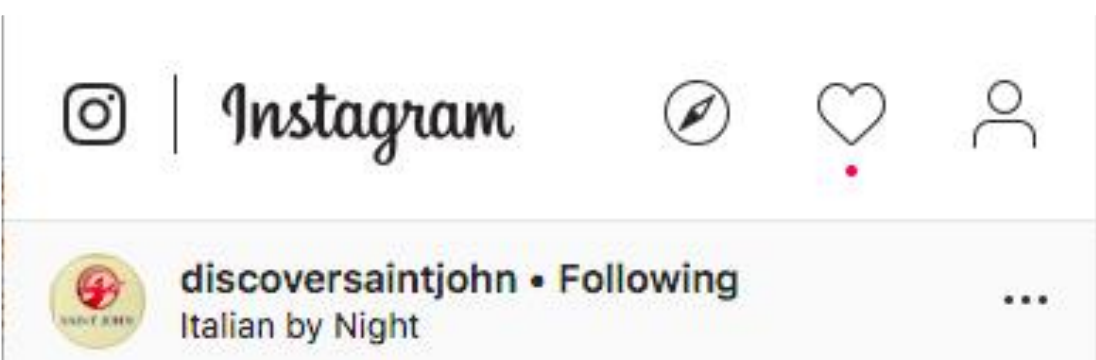
VIEW RECIPE

NATIONAL  POST

OTTAWALIFE
MAGAZINE

FINANCIAL POST

The Telegraph





Private Investment from Saint John Hotel Association

\$822K

2 0 1 8

\$347K

2 0 0 8

123%



2018 TOP TRAIT
Friendly & Welcoming

Awareness
of leisure
activities

72%

2 0 1 8

52%

2 0 1 5

Place that offers
a vibrant, urban,
waterfront
experience

46%

2 0 1 8

33%

2 0 1 5

Historic
place

72%

2 0 1 8

61%

2 0 1 5

Destination with
diverse, high-
quality culinary or
dining experiences

32%

2 0 1 8

30%

2 0 1 5

S I N C E 2 0 1 2


\$72 MILLION

SIGNED CONTRACTS

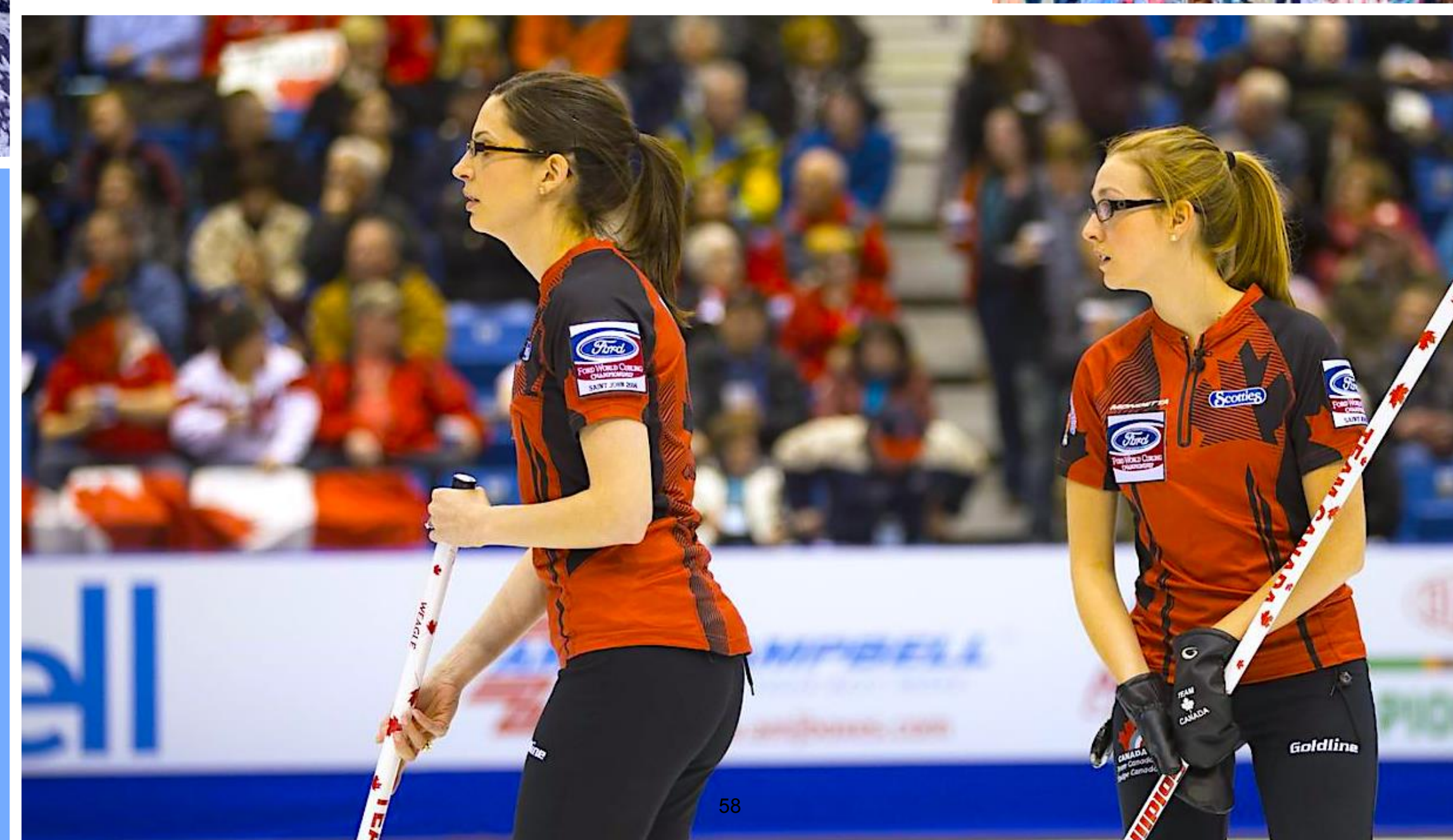





\$42M
Major Events

\$10M
Meetings & Conventions




\$20M
Sporting Events

EAST COAST
MUSIC AWARDS
\$3M



\$1.2M
2020



\$10M



\$1.2M
2021



Flexibility & Durability



DISCOVER SAINT JOHN

