

CITY OF MONCTON

# year in review 2005



**2005** was a year of great achievement for the City of Moncton. A number of events, developments, strategies and awards reinforce our reputation as a great place to **live, work, play or visit**. Whether you are looking for exciting entertainment options, natural wonders, a strong and supportive business climate, or a quality of life that is tough to match, Moncton has it all!

One of our major accomplishments in 2005 was successfully hosting the **Rolling Stones** in the largest rock concert to ever hit Atlantic Canada. The concert reinforced the fact that we are the hub of the Maritimes and can draw on a large population base. This made Moncton very attractive for the concert promoters and bodes well for the future and our ability to attract top acts to the City.

Our economic growth has been tremendous in 2005 as well. Investments in Moncton's industrial parks by **Molson's, Irving Personal Care plant, Kraft Canada's distribution centre** and **Maple Leaf Foods** have meant expansion to the next phase of Caledonia Industrial Park. This is evidence of the significant growth in manufacturing in Moncton, diversifying our economy in more sectors than ever before. I am proud not only of our tremendous growth and development in business, but also what achievements we have made and are making to position Moncton as truly the best city in Canada to live, work and play.

On behalf of City Council and the staff and management of the City of Moncton, I am pleased to present this *Annual Review 2005* as a record of Moncton's outstanding achievements.



# CITY COUNCIL

## 2004 – 2008 MAYOR AND MEMBERS OF MONCTON CITY COUNCIL

### *standing*

Pierre Boudreau (*At Large*)

Kathryn Barnes (*At Large*)

Norman Crossman (*Ward One*)

**MAYOR LORNE MITTON**

Merrill Henderson (*Ward Two*)

Chris Collins (*Ward Four*)

René Landry (*Ward Four*)

### *seated*

Douglas Robertson (*Ward Two*)

Steven Boyce (*Ward One*)

Brian Hicks (*Ward Three*)

Steven Mitton (*Ward Three*)



**M**oncton continues to grow and the City of Moncton corporation is growing and evolving to meet citizens' demands. Several key employees retired in 2005 including Geoff Greenough, the City's longtime Commissioner of Engineering. We, like many organizations, are facing the issue of an aging workforce. However, we have been successful in attracting new employees this past year including new talent in both economic development and corporate communications. Many organizations today are looking at ways to manage our aging workforce to maintain operational continuity — and we are no exception. It is a complex problem that requires a complex solution.

We have also restructured and renamed several key departments including our former Community Services Department. Ian Fowler was promoted to General Manager of the Recreation, Parks, Tourism and Culture department (RPTC). The newly structured department is now better aligned and more focused with dedicated specific expertise as they tackle their responsibilities in all areas of recreation, parks, tourism and culture.

In 2005 several major planning exercises were launched including our overall **Strategic Plan** as well as the **Municipal Plan** and **Economic Development Plan**. The Strategic Plan is the umbrella plan that all other plans must align with. The City's Strategic Planning process includes input from City Council, staff and citizens on the City's corporate objectives, goals and priorities and the challenges it will face over the next five years. It is our overall roadmap for the next five years and all of our initiatives must align with its objectives and priorities.

The Municipal Plan guides future growth and development to ensure it is sustainable, orderly, appropriate, complementary, efficient and enhances the quality of life of the citizens of Moncton. Economic Development is a priority for the City going forward. The seven priorities identified in this plan will drive decisions and our focus as we move forward in this area. We've dedicated significant new resources to economic development and will continue to build capacity in this area.

As an organization and as a city, we must continue to be an active player and work together with neighbouring communities and with the province to **promote regional immigration efforts** aimed at increasing our share of new residents. We must **keep and attract young people** here in Moncton. They will provide the energy and growth opportunities for the future. Our community needs to be attractive to them in all the ways people in their 20s and 30s look for lifestyle, work and leisure opportunities.



*Al Strang*  
Al Strang, City Manager  
**MONCTON**



# HIGHLIGHTS

## Economic Development

### SESAME PRESENTATION - IBE

A delegation from the City of Moncton traveled to Coimbra, Portugal to participate in the **18<sup>th</sup> International Business Exchange (IBE)** from July 6 – 9, 2005. IBE's objective is to exchange experiences in municipal management, with a particular focus in 2005 on knowledge management and technological cooperation networks, parks and technological poles, business tourism, and infrastructures for regional development.

During the IBE, the City of Moncton presented on *Ensuring Successful Events in the context of Business Tourism*.

### NBYO IN PARMA

The **New Brunswick Youth Orchestra (NBYO)** participated in *Virtuoso Italia 2005* which saw 70 young musicians from across the province travel to Parma, Italy where they had the opportunity to learn, perform and record. The orchestra also performed a world premiere of music composed by New Brunswick's Richard Gibson and performed in the renowned Niccolo Paganini Auditorium in Parma. *Virtuoso Italia 2005* is being facilitated by a cultural agreement between the cities of Moncton and Parma.

### SOLIDARITY ACADIE-LOUISIANA

Following the catastrophe that severely affected Louisiana, a large number of organizations, mainly Acadians groups from all over New Brunswick, created the **Solidarity Acadie-Louisiana Campaign** to raise funds for those affected by hurricane Katrina in Louisiana. **The City of Moncton was proud to partner in this important initiative.**



Partial remains of a destroyed Louisiana home



# HIGHLIGHTS

## Community Living

### PESTICIDE REDUCTION STRATEGY

The City of Moncton launched its public information campaign on reducing the use of pesticides in Moncton. The campaign, entitled **Healthy Lawns Moncton**, is a key component of the *Pesticide Reduction Strategy* adopted by Moncton City Council on November 15, 2004. The strategy focuses on education and awareness for citizens; communicating with neighbouring communities and members of the horticultural industry; and working with other levels of government to keep them informed.

### NHL GAME

The **Montreal Canadiens** and **Boston Bruins** played a preseason game at the Moncton Coliseum in September. Moncton hockey fans had the opportunity to witness one of the most storied rivalries in the history of the National Hockey League.



### WALL OF FAME

Four Moncton citizens were inducted to the City of Moncton **Wall of Fame** for their outstanding accomplishments as athletes, coaches or promoters of sports development in Moncton. Inductees in the Wall of Fame for 2005 included **Peter Hanson**, **Ronald J. LeBlanc**, **Alcide Bourque** and **Daniel de Yturalde**. The 2005 Wall of Fame event also saw the erection of its new home just outside the Tim Horton's 4-Ice Centre, honouring all past and present inductees.



Where else do the pesticides go?

# HIGHLIGHTS

## Government

### LABOUR PEACE

The City of Moncton saw labour peace in 2005 with three **unions reaching solid agreements**. Codiac Transit, the City Hall Employees' Association, and the International Association of Fire Fighters all signed contracts in 2005.

### MUNICIPAL PLAN REVIEW

The *Municipal Plan Review Committee* was established to review and update the City's Municipal Development Plan and Zoning By-Law. The committee has been diligently reviewing and updating these two significant planning documents. The Municipal Plan **provides a detailed policy framework and a basic framework for the future with an emphasis on land use planning.**

### PUBLIC ART POLICY

The City of Moncton became the first New Brunswick city to formally adopt a municipal **Percentage for Public Art Policy** in 2005. The policy, brought forward by the *City of Moncton's Cultural Affairs Committee*, will see the City of Moncton allocate 1% of the budget of certain capital projects to the inclusion of a public art component, to a maximum of \$200,000.

### STRATEGIC PLAN

2005 saw the initial steps being taken to review the **City of Moncton's Strategic Plan**. The Strategic Plan outlines the City's overall vision and presents corporate objectives, goals and priorities, as well as the challenges the City will face over the next five years.

VISION 2010



# INFRASTRUCTURE

## GUNNINGSVILLE BRIDGE OPENING

Greater Moncton saw the opening of the new Gunningville Bridge in 2005; a long-awaited and extremely important development. The 425-metre long bridge spans the Petitcodiac River connecting the City of Moncton and the Town of Riverview. This new bridge also presents a number of new development opportunities for our region and will serve as a catalyst for future development over the next few years. Perhaps most importantly, it is a **VITAL TRANSPORTATION CORRIDOR** that will better link the communities of Riverview, Moncton, and Dieppe.

In addition to the economic impact that a stronger tri-community connection will bring, the new bridge will also contribute to our citizens' quality of life. It provides **better access** to both hospitals; improves traffic flow, which will **reduce greenhouse gasses**; and **promotes active transportation** with the designated walking and biking lanes.

The \$28 million bridge is unique to any other in New Brunswick, with many outstanding aesthetic additions such as custom decorative railings, light standards and fluted poles. The four-metre wide sidewalk was named Veteran's Walk in recognition of those who bravely fought for our freedom.

The **bridge officially opened on November 19** with Premier Bernard Lord, Energy Minister Bruce Fitch, Tourism and Parks Minister Joan MacAlpine, Public Safety Minister Wayne Steeves, Moncton Mayor Lorne Mitton, and Mayors and Councillors from neighbouring communities participating in the day's events.





## ECONOMIC DEVELOPMENT

The City of Moncton is known as an **ECONOMIC LEADER** in Atlantic Canada. In the past few years, several renowned business and economic development publications have identified Moncton as one of the best Cities in Canada to live and do business! Our region has enjoyed one of the strongest population and economic growth rates in Atlantic Canada.

A successful community always celebrates its successes, but more importantly, has a good understanding of its weaknesses and a comprehensive strategy to overcome the threats and challenges ahead.

**In 2005, the City of Moncton created an Economic Development Strategy that outlines the key threats and challenges ahead, and presents the key priorities and specific actions that must be undertaken in order for Moncton to continue to grow and prosper.**

The strategy will allow the City to take more direct control of its economic development. It is meant to complement and support the initiatives undertaken by other local agencies, and enhances the City's leadership role in regional economic development.

## Economic Development STRATEGIC PRIORITIES

- 1 FOSTER POST-SECONDARY EDUCATION
- 2 BE A LEADER IN THE EXPANSION OF OUR KNOWLEDGE-BASED AND CREATIVE ECONOMY
- 3 BE A LEADER IN THE DEVELOPMENT OF A VIBRANT DOWNTOWN
- 4 FOSTER ARTS & CULTURE
- 5 SUPPORT THE HOUSING SECTOR
- 6 RAISE THE VISIBILITY OF OUR CITY OUTSIDE OF NEW BRUNSWICK
- 7 BE A LEADER IN SUPPORTING AND ENHANCING THE COOPERATION BETWEEN ALL STAKEHOLDERS INVOLVED IN ECONOMIC DEVELOPMENT



# SPORTS

## SKATE CANADA AND MEMORIAL CUP

Moncton has a long history of hosting prestigious events that feature athletes, performers and guests from around the world. The city has already successfully staged dozens of international sporting events. Moncton has an outstanding reputation for hosting quality sporting events thanks to our central location, world-class sports facilities and cooperation.

2005 was a particularly strong year in this regard, as **TWO MAJOR ANNOUNCEMENTS** were made for upcoming events. First, the City of Moncton would host the **2006 BMO Financial Group Skate Canada Junior Nationals**. Second, the City would host the **2006 MasterCard Memorial Cup**.

The *2006 BMO Financial Group Skate Canada Junior Nationals* will feature over 250 skaters vying for national titles at the Juvenile, Pre-Novice and Novice levels in the Women's, Men's, Pair and Ice Dance disciplines. The event takes place in February 2006 at the Moncton 4-Plex Arena.

Monctonians have come to expect fantastic hockey. From the **Moncton Wildcats** to the **Université de Moncton Aigles Bleu**, the citizens of Moncton are proud of the fantastic hockey teams that call Moncton home. Our city will no doubt welcome such a prestigious event as the *2006 MasterCard Memorial Cup*. Rest assured, we are in for an exciting week of hockey!

The City of Moncton continues to strengthen its capacity to attract top quality sports and entertainment events to the region. As a result, the city's exposure and reputation as an events destination of choice continues to climb. Moncton looks forward to hosting more prestigious events such as these in the years to come.



## ROLLING STONES

In what was the largest concert event in the history of the Maritimes, fans snapped up tickets to the **Rolling Stones Bigger Bang Concert** in Moncton as soon as it was announced. Within the first five hours 62,000 tickets were sold! After only a few more days, sales had reached 75,000. This incredible show also featured the **Tragically Hip, Maroon 5, Our Lady Peace** and **Les Trois Accord**.

In the end, over **80,000 excited fans** filled Magnetic Hill for what will undoubtedly be one of the most memorable events ever to hit Moncton! Our city was happy to host visitors from all over the world who came to see a spectacular music event.

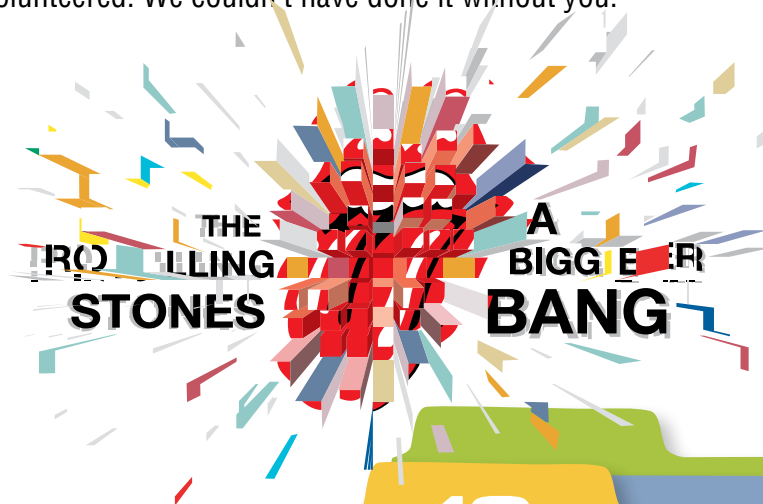
### INTERESTING FACTS AND FIGURES:

- Largest concert ever in Atlantic Canada
- 70 transport trucks were needed to bring in the stage
- Over 30,000 parking spaces were used for the concert
- 600 portable toilets
- 10 days to fully assemble the site (five days for stage)
- 36 hours to dismantle the stage

The bottom line is that Moncton is now on the map and on the radar screen for a lot of concert promoters! The benefits that came with hosting this incredible concert exceeded all expectations. The visibility and exposure for the City of Moncton could not have been purchased. **MONCTON WAS THE SMALLEST CITY ON THE STONES TOUR, BUT DREW THE LARGEST AUDIENCE!**

In addition, the City of Moncton now has better infrastructure to deal with large concerts going forward. Over \$500,000 was invested in infrastructure at the Magnetic Hill concert site. This includes a new concert stage pad, water and plumbing, and fencing.

The City of Moncton would like to thank the citizens of Greater Moncton for their help, enthusiasm and welcoming attitude towards all who visited our region for the Rolling Stones concert on September 3, 2005. It was one for the ages, and Moncton came through with flying colours. Thanks also to all who volunteered. We couldn't have done it without you.



# ENTERTAINMENT



## MAGNETIC HILL CONCERT SITE *drew more than 80,000 fans*

Photos courtesy of the Times & Transcript  
and the South-East Regional Health Authority



2005

[www.moncton.ca](http://www.moncton.ca)



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