

Introduction

This newsletter is compiled by the City of Miramichi Department of Economic Development & Tourism. Its purpose is to provide a timely resource to developers, commercial property owners and businesses on issues that may influence the success of existing businesses as well as the creation of new business opportunities or developments.

YOUR INPUT IS NEEDED

The success of this publication will be measured by how well it provides the reader with the information that satisfies their needs from an economic development perspective. In order to achieve this, we encourage you to contact us if there are specific issues that we can address within this bi-monthly online publication.

You can do that by simply emailing:

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Economic Development Officer

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What is the Department of Economic Development & Tourism?

The Department of Economic Development & Tourism is responsible for economic development initiatives in the City of Miramichi. It assists in the development of planning and execution of strategies that align with the priorities of Council and satisfy the needs of developers and the business community.

The Department consists of three full time employees dedicated to various aspects of economic development. A Director, who oversees the operation of the entire Department, as well as an Economic Development Officer and Tourism Administrator. The Economic Development arm of the Department oversees the establishment of the City of Miramichi brand and develops marketing programs that target several key sectors of the development community to position Miramichi as a place to do business. In addition, they work with local businesses to assist them in the issues that affect them specifically and support community based organizations that contribute not only to the business community of the City, but also to the residents who enjoy the quality of life that Miramichi has to offer. The Department also works with other municipal departments to offer its expertise in various areas.

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The Department is the principal policy adviser on business attraction and retention issues that includes the development and management of programs that assist in the increase of the tax assessment base within the City as well as create potential employment opportunities. To accomplish this, it has established strong working relationships with community business partners as well as key government departments at both the provincial and federal levels.

An example of a targeted marketing approach that was used by the Department, can be seen in the attraction of two cannabis operations that are currently in various stages of development in the City. At the request of Council, the Department concentrated on this fast growing sector. It established a strong Miramichi focused brand (see above) targeting this market segment; created dynamic marketing collateral; worked with provincial level partners and utilized incentive programs that it had created, as tools to attract the developments.

The Department continues to focus its energies on relationship building as we move forward into today's ever fluid, future dynamic.



Developer Assistance Committee

Contained within the Downtowns Master Plan was a recommendation to create an easier path for developers who were looking to access the information and resources that are required to meet the guidelines within this plan as well as the regulations contained within the City's Municipal Plan and Zoning Bylaws while adhering to the requirements of the various building and code requirements administered by the MRSC-Planning Services Division.

In January 2020 the City established the Developer Assistance Committee as a tool that developers could use to help guide them through the development process of the City.

The committee consists of the City Manager, the Director of Economic Development & Tourism, the Director of Engineering, the Director of Public Works, the Economic Development Officer and two members of the MRSC-Planning Services Division. The committee meets on an "as needed" basis when developers need assistance. If you are a developer looking at a project within the City, it is advisable to contact us in the earliest stages of your planning so we can help.

Contact:

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My Miramichi Municipal Plan Bylaw 109

The new City of Miramichi Municipal Plan was adopted at a Special Meeting of Miramichi City Council on September 29, 2020. The plan was the result of a detailed review by a council-appointed Plan Review Committee that included members of council, City staff and members of the business and professional community. The committee operated with the advisory input of the MRSC-Planning Services professionals. Numerous public information and consultation sessions were held over an 18-month period and the resulting Bylaw 109 will serve as Council's comprehensive policy document for managing growth and development within the City over the next 10 years.

The focus of the Plan is to recognize and preserve the existing rural character of Miramichi by not only maintaining rural land use and development standards but also acknowledging the need for an overall development strategy..

Once approved by the Province of New Brunswick, the full copy of the **My Miramichi: Planning Bylaw #109** as well as the **My Miramichi Zoning Bylaw #110** will both be available for full review by developers, business owners and the general public on the City's website www.Miramichi.org

"...living and doing business in the City will be a conscious and deliberate choice due to its social cohesion, desirability, and high-quality of life."

Downtowns Master Plan

The City of Miramichi has consistently recognised the value of having two distinct and vibrant downtown districts. The Newcastle Business District and the Historic Chatham Business District both reflect the values of the community as well as the entrepreneurial spirit that is prevalent in our City. The City continues to invest in infrastructure within the Downtowns to assist business owners and operators in creating a pleasurable and unique experience for residents and visitors.

In keeping with this view, the City engaged the services of a consultant who specialized in Downtown Redevelopment Planning to create a comprehensive 25-year visionary plan for both downtown districts. This plan uses both public and private development concepts to outline the direction of the development within the districts. Utilizing an extensive public and business consultation process the plan maps out a comprehensive vision that includes commercial development, downtown residential development and urban design guidelines. Increasing the residential density and providing a friendly usable space that reflects the character and vibrancy of the downtowns are key components of this plan. An important element of this plan is the effect that climate change will have in the downtowns and how development will have to take place considering the significant changes that could occur in the next 25 years. The plan is available for viewing on the City's website www.Miramichi.org. We will also be featuring more complete details on this plan in a future issue.

Development News

"Into the year 2030, Miramichi will continue building its economy, quality of life, and identity as a progressive, inclusive, prosperous, safe, active, and healthy community."



City of Miramichi Incentive Programs

The Department of Economic Development & Tourism administers various incentive and grant programs in the City of Miramichi. Some of these programs were the result of existing, long term initiatives of council, while others were created by the Department at the request of council to address specific gaps in the marketing toolkit for the City.

The programs include community-based initiatives as well as business development incentives that together contribute to the building and sustainability of the City.

The following community focused programs are currently managed by the Department. While some programs have a continuous intake application process, all programs are subject to the availability of funding as approved by City Council:

- Festival & Events Grants
- Grants to community Partner organizations (Closed application process)
- Reactionary Situation Programs (ex. COVID-19 Mitigation Grant)
- Other grant programs at the request of council

In addition, the Department has the following development-oriented grant and incentives programs that can assist businesses or developers to reach their goals:

- Economic Development Incentive Grant
- Tourism Economic Development (TED) Fund Grant
- Façade Improvement Program
- Downtown Housing Incentive Program
- Industrial Park Land Acquisition Program

Information on all these programs can be found at

www.Miramichi.org

Did you know?

Canada Mortgage & Housing

The Government of Canada, through CMHC, works with its provincial and territorial partners by providing funding to reduce the number of Canadians in need by improving access to affordable, sound and suitable housing under the Investment in Affordable Housing (IAH) Program.

If you are a developer looking at investing in affordable housing projects in Miramichi, contact the Department of Economic Development & Tourism and we can assist you by providing their program contact information.

WEB News!

Stay tuned...



As part of an increased commitment to establish the City of Miramichi as a great place to do business, Municipal Council has approved a budget for the creation of a new user-focused website for the Department of Economic Development & Tourism.

The Department has completed a public Request for Proposals and will be working with the successful firm to produce a dynamic presence that will focus on the tools needed by the development and business community to assist in the attraction and retention of development in Miramichi.

Full integration with various social media applications will be a major feature that will keep everyone informed and up to date!

Stay tuned...

This Month's Q&A on Economic Development

Q: Why is it important to respond to economic development related surveys & questionnaires?

A: From time to time the Department of Economic Development and Tourism requires information from Miramichi businesses for a variety of reasons. For example, with the onslaught of the COVID-19 Pandemic, the Department sought information on operating hours, capacities and other information critical to the tourism season. This type of information, which included a personal outlook for how COVID-19 had affected the businesses in this sector, was essential to

developing a new marketing program in a timely manner that would address the needs of potential visitors. While some of these surveys and questionnaires might seem mundane and time consuming, the information requested always has a purpose associated with it. While we will keep these types of questionnaires and surveys to a minimum, we would ask that you take the time necessary to complete them when required. As a Department, we work for you and with you. It is only by working together that we will succeed, and you are our best source of information concerning current market conditions, trends and needs.



Economic Development Professionals

The Economic Developer's Association of Canada (EDAC) provides and manages certification for economic developers. By earning the Ec.D. designation, individuals have demonstrated that they are a skilled and knowledgeable economic development professional.

Upcoming Editions

(Subject to change)

- **Downtown Housing Incentive Program.**
We will look at the details of this program and explain the logic behind its creation and the application process for interested developers.
- **The Miramichi Housing Needs Assessment** (working title).
This study is currently in the final draft stages and once approved and accepted by City Council we will provide the details contained within it so developers can assess potential housing projects within the City.
- **The Facade Improvement Program.**
A more detailed look at this program and how businesses and property owners can benefit from its use.
- **The Downtowns Master Plan.**
We will look at the details of this vibrant and long-range plan to highlight some of the most significant features that it contains so that developers can source out the opportunities that could be available to them.

If you wish to be added to our mailing list for this publication and other notices from our Department please send an email indicating your request to:

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