

4.10 MONITORING IMPLEMENTATION

Recommended actions from throughout this Business Development Strategy are consolidated in Table 7 for quick reference.

Table 7 Consolidated Recommendations for Implementation and Monitoring

Section	Action	Timing (yy/yy)	Measures
4.1 – Value Proposition	Finalize and Adopt a Value Proposition for Sackville suitable for broad business development purposes.	19/20	<ul style="list-style-type: none"> • Complete • Adopted by the Mayor’s Roundtable Committee
4.4 - Business and Investment Opportunities	Create a Retail and Highway Commercial Development prospectus for specific areas of Sackville for distribution	19/20	<ul style="list-style-type: none"> • % Complete
	Consider procuring a Retail Market Analysis focused on Sackville to discover market gaps.	20/21	<ul style="list-style-type: none"> • Decision Made or Timeline Established
	Consider procuring an Accommodation Investment Feasibility Study.	20/21	<ul style="list-style-type: none"> • Decision Made or Timeline Established
	Consider Engagement with the Anglophone East School District and Sackville Schools 2020 on workforce development collaborative opportunities and related educational reform.	19+	<ul style="list-style-type: none"> • Decision Made or Timeline Established • Specific Engagement Initiated
	Create a Private Education prospectus for Sackville for distribution and promotional use.	21/22	<ul style="list-style-type: none"> • % Complete
	Target Transportation and logistics companies via the BRE program	See BRE	<ul style="list-style-type: none"> • Same as BRE
	Ensure adequate employment lands are available and market-ready	Ongoing	<ul style="list-style-type: none"> • Acres of available market-ready land.
	Consider development of an un-serviced and potentially “green” business park on Exit 500	22+	<ul style="list-style-type: none"> • Decision Made or Timeline Established
Ensure green-friendly regulations are showcased as a business opportunity.	Ongoing	<ul style="list-style-type: none"> • # of communications efforts • # of green-friendly development regulations 	

Table 7 continued – Consolidated Recommendations

Section	Action	Timing (yy/yy)	Measures
Continued: 4.4 - Business and Investment Opportunities	Explore age-friendly and accessibility improvements in regular policy and bylaw reviews	Ongoing	<ul style="list-style-type: none"> • % of reviews complete with this lens
	Create a health-care or Senior-Focused Development prospectus to showcase Sackville as a desirable location	21/22	<ul style="list-style-type: none"> • Completion
4.4 - Mayor's Roundtable Committee	Committee Establishment	19/20	<ul style="list-style-type: none"> • Committee formed
	Committee Terms of Reference	19/20	<ul style="list-style-type: none"> • Completion
	- Incorporate Sections 4.3 and 4.2		
	Annual Workplan Created	Annual	<ul style="list-style-type: none"> • Completion
	- Incorporate Sections 4.3 and 4.2		
	Community and Regional Economic Indicators Adopted and Incorporated into existing Performance Management practice.	20/21	<ul style="list-style-type: none"> • Measures Established • Practice Established • Ongoing Continuous Improvement
	Single Point for Start-up Support Established.	19/20	<ul style="list-style-type: none"> • Established
	Single Point for Grant-Intake Established.		<ul style="list-style-type: none"> • Established
	Explore an Incubator Program	21/22	<ul style="list-style-type: none"> • Decision Made or Timeline Established
	Business Retention & Expansion Program (BRE)		
<ul style="list-style-type: none"> • BRE Training for key individuals 	19/20	<ul style="list-style-type: none"> • % Complete 	
<ul style="list-style-type: none"> • Formalize and begin delivery of a regular BRE program for Sackville 	20/21	<ul style="list-style-type: none"> • Program Started 	
<ul style="list-style-type: none"> • Institutionalization and Continuous Improvement of the BRE program 	21/22	<ul style="list-style-type: none"> • Program Established 	
Investment Attraction Collaboration	20/21	<ul style="list-style-type: none"> • Client Tracking System Established • Reporting System Established 	

Table 7 continued – Consolidated Recommendations

Section	Action	Timing (yy/yy)	Measures
4.5 - Grant Support	Current Sackville Grants	19/20	• Grant criteria enacted
	New Granting Powers: Section 104 of the Local Government Act	20/21	• Incentives further explored, decision made or timeline established.
4.6 - Business Facilitation	Made in Sackville Incubator	21/22	• Service uptake
	MTA Student Business Accelerator Program	21/22	• Service uptake
4.7 - Investment Attraction Tools	Community Profile	20/21	• Completion
	Land, Building, and Lease Space Inventory	20/21	• Completion
4.8 - Partnership Development	First Nations-Municipal Community Economic Development Initiative	19/22	• Partnerships developed and maintained
	OpportunitiesNB	Continue	• New services and programs delivered
	Mount Allison University	Continue	• Chamber re-established in Sackville, potentially as a chapter of the Greater Moncton Chamber
	Chamber of Commerce	19/20	
4.9 - Employment Lands	Exit 506	19/20	• New signage
	Sackville Industrial and Business Parks	20/21	• Land sales and leases
	Exit 500 Future Industrial Area	21/22	• Exit 500 development
	Downtown Sackville, Exit 504, and Established Commercial Areas	Same as Land Inventory	