

SOUTHWEST NEW BRUNSWICK SERVICE COMMISSION

2025 ANNUAL REPORT

Southwest New Brunswick Service Commission

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JOINT MESSAGE FROM THE CHAIR AND CEO

Dear Southwest New Brunswick Service Commission Stakeholders:

On behalf of the Board of Directors and the staff of the Southwest New Brunswick Service Commission, we are pleased to present the annual report for the year 2025. We are committed to providing value and service to Southwest on regional and municipal levels, seeking excellence and professionalism in all that we do, and are pleased with this year's progress.

2025 saw a change in our Board of Directors with the departure of Saint Andrews mayor Brad Henderson. The reins were taken up by the deputy mayor, turned acting mayor Kate Akagi halfway through the year. Our executive team remained the same throughout, and the Board continued to work together harmoniously.

Some highlights of the year included:

- Finalization of the OPT4 (Overcoming Poverty Together 4) plan by ESIC (Economic Social Inclusion Corporation), a plan that is put into action by our Community Development team
- Many early discussions with Resiliency around the effects and mitigation of USA tariffs
- Support for Bay of Fundy Missing Dog Rescue
- Another successful Southwest Business Summit

- The start of Community Wildfire Resiliency Plans for every local government and rural district

There was further exploration and tweaking of the new mandated regional services in 2025, aligning the services to appropriate levels of delivery for our region. Frozen property assessments meant local governments were looking for methods to ease the burden on taxpayers. To this end, one outcome of Board discussions included a significant change to our tourism promotion delivery with a new approach defined, a more "grass roots" regional promotion done internally which would start in early 2026. This new model allowed for a significant decrease in funding from member communities, freeing up RSSF (Regional Services Support Fund) for other mandated services resulting in a 2026 budget that saw decreases in member charges.

When called upon by Department of Environment and Local Government, the Board of SNBSC allowed for the part time secondment of our CEO to Kings Regional Service Commission starting in October, as that RSC was suffering from the sudden departure of senior staff and with no functional Board. The SNBSC Board saw the need for reinforcement of the integrity of the RSC model across the province and acted accordingly.

SNBSC ended the year again in a healthy financial position, ready to continue our progress and continuous improvement in our services, and able to deliver these services in a meaningful way for our residents. We would like to acknowledge the financial inputs and efforts from various provincial government departments and crown corporations

including Department of Environment and Local Government, Department of Justice and Public Safety, Regional Development Corporation, Economic and Social Inclusion Corporation, Department of Tourism, Heritage and Culture, WorkingNB, ACOA, our partnerships with Horizon Health and the Department of Health, and all our community partners and stakeholders. Without this support, it would be overwhelming for our local governments to deliver these services.

We would like to sincerely thank all Board members and staff for their leadership and dedication to our mission: to excel at the provision of regional services that increase the economic, social and environmental success of our communities and the quality of life of our residents.
The Southwest New Brunswick Service Commission is proud of the progress we have made

in 2025. We remain committed to providing quality services to the communities we serve and to working towards a sustainable future for Southwest New Brunswick and we look forward to continuing to serve our communities in the years to come.

Sincerely,

Bonnie Morse
Chair, Board of Directors

Hollis Bartlett
Chief Executive Officer

VALUES AND PRIORITIES

The Southwest New Brunswick Service Commission continues to operate in accordance with the guiding principles outlined in the 2013 document Report to the Southwest New Brunswick Service Commission: Priority Setting Workshop Outcome and Findings – Part I and II, which was unanimously endorsed by the Board of the day.

The Commission's key values, as identified in that document, are as follows:

- Honest, trustworthy;
- Accountable, responsible, open, transparent;
- Integrity;
- Risk-taking, innovative, visionary;
- Making a difference, Leadership

The Board took on the task of creating a new strategic plan in 2023, which resulted in new mission statement.

OUR VISION: Southwest New Brunswick is a vibrant and sustainable region with an exceptional quality of life, economic success, and community co-operation.

OUR MISSION: Excel at the provision of regional services which increase the economic, social, and environmental success of our communities and the quality of life of our residents.

The new strategic plan also yielded new Core Values and Operating Principles:

1. Outcome-Driven

Decisions will be outcome driven. We strive to help communities attain the outcomes they are seeking, such as improved health and wellbeing. We will focus on indirect benefits as well, such as enhanced community cohesion and green environments that will serve generations to come.

2. Quality and Relevance

SNBSC is committed to facilitating its members to services of the highest possible quality, while addressing the unique needs and capacities of each community, and the economic situation of individuals, families and communities.

3. Evidence-Based Decisions

SNBSC is committed to “fact based” decision-making— getting the best evidence and using it to guide policy and practice. SNBSC integrates the best available research evidence with practitioner expertise and the characteristics, needs, capacities, values and preferences of those who are affected.

GOVERNANCE

The Southwest New Brunswick Service Commission has an 8-member Board of Directors which cumulatively speaks for the entire region and all its residents. Irrespective of the location they come from, Board members are duty bound to come to the Board table to work in the best interest of the region as a whole. Election of the executive (Chair, Vice-chair, Member-at-large) is done at the Annual General Meeting.

2025 BOARD MEMBERS:

Bonnie Morse, Chair	Mayor, Village of Grand Manan
John Craig, Vice-chair	Mayor, Rural Community of Eastern Charlotte
Jim Tubbs, Member-at-large	Advisory Committee Chair, Rural District 10
Allan MacEachern	Mayor, Municipal District of St. Stephen
Harvey Matthews	Mayor, Rural Community of Campobello
Brad Henderson/Kate Akagi*	Mayor, Town of Saint Andrews
Ken Stannix	Mayor, Village of McAdam
Denny Cogswell	Mayor, Rural Community of Fundy Shores

In order to ensure that all jurisdictions can have consistent representation at Board meetings, the provincial government has stipulated that all Deputy Mayors can act as an Alternate for their mayor at meetings of the Board. They were:

Roger Fitzsimmons	Deputy Mayor, Village of Grand Manan
David Hatt	Deputy Mayor, Rural Community of Eastern Charlotte
Sheena Young	Advisory Committee, Rural District 10
Ghislaine Wheaton	Deputy Mayor, Municipal District of St. Stephen
Kyle Fletcher	Deputy Mayor, Rural Community of Campobello
Taylor Gallant	Deputy Mayor, Village of McAdam
Kate Akagi/Steve Neil*	Deputy Mayor, Town of Saint Andrews
Susan Farquharson/Heather Saulnier**	Deputy Mayor, Rural Community of Fundy Shores

** Note that Brad Henderson resigned in May and was replaced by acting mayor Kate Akagi. Steve Neil became Deputy Mayor at this time and was therefore the alternate.*

*** Note that Susan Farquharson passed away and was replaced by Heather Saulnier.*

COMMITTEES

Starting in 2023 many previously formed standing committees were eliminated (executive, human resources, finance and audit). The Board in it's entirety now meets as a "Committee-of-the-whole" to perform this function.

There is a special purpose Property Review Adjustment Committee (PRAC) that is the only decision making committee outside of the actual Board of Directors. The PRAC is appointed by the Board and derives it's power from the by-laws. The PRAC also serves as the advisory committee for the Planning service.

There is a special purpose Public Safety committee, with specific Terms of Reference as given by the province. This committee is made of of public safety officials within the region.

There are also Advisory committees for each of the services provided by SNBSC. These committees assist staff as needed and provide support from Subject Matter Experts in the region. There are committees for:

- Landfill / Solid Waste
- Regional Tourism Promotion
- Regional Economic Development
- Community Development

There had previously been a Recreation committee, however recreation services are no longer offered by SNBSC. There had been a Transportation committee in the past as well, however SNBSC is a unique region that has an incorporated non-profit providing community transportation that has their own board of directors, so an additional committee would be redundant in this case.

SOLID WASTE MANAGEMENT

The Southwest New Brunswick Service Commission continues to provide solid waste services to our region via the Hemlock Knoll Solid Waste Facility. The facility also provides services to customers in the Saint John River Valley (Western Valley RSC) as well as to our customers in eastern Maine.

Major 2025 projects

Ongoing waste cell construction: Subgrade of Cell 14 and underdrain site prep

Construction is being carried out for cell 14 with the preparation of the subgrade layer and the installation of the groundwater collection underdrain. This allows for a solid dry base on which to construct the landfill liners and leachate collection system.



Heavy rock was placed in a poor soil area to provide a good working base.



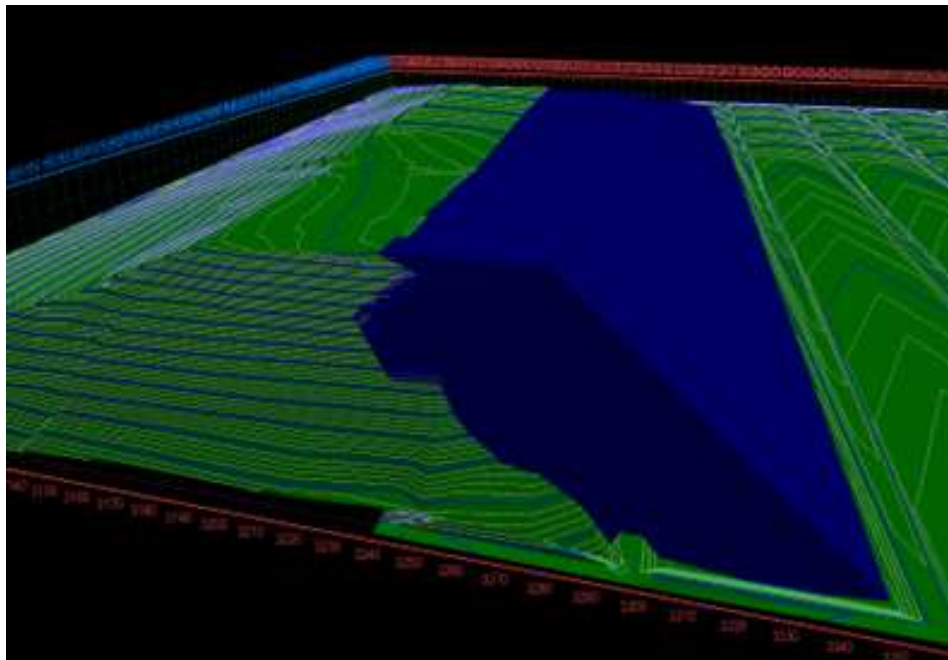
New Landfill Compactor: Bomag 773

2025 saw the delivery of a new Bomag 773 compactor to replace the Cat 826G as the primary waste compaction machine. The new unit is equipped with modern engine management systems for operator control and fuel efficiency. The unit also has GPS guidance for more efficient waste placement, leading to better site management and waste compaction.



GPS: System upgrade

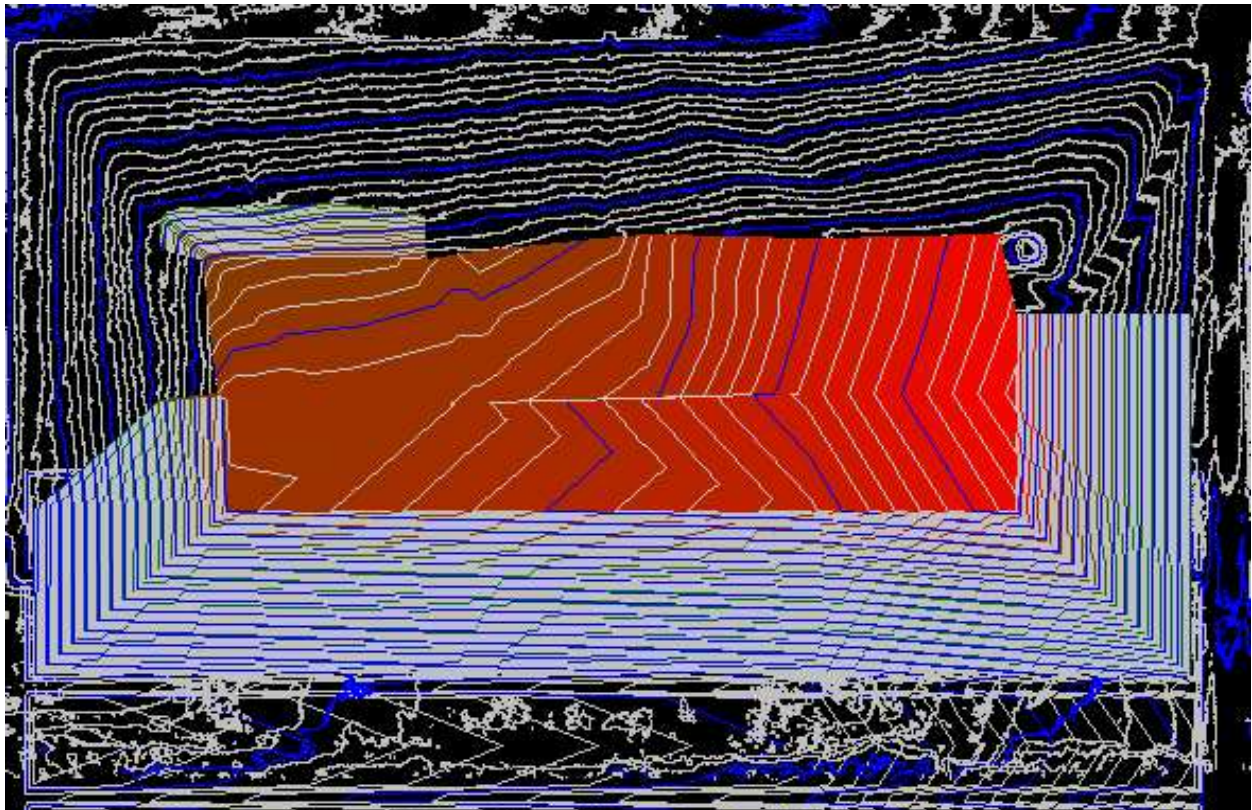
Design software and drone modelling allow in-house-generated surface drawings to be directly uploaded to the GPS-equipped machines.



The GPS system allows the operator to place and compact waste with on-board survey information collected by the system. This allows for real-time waste placement data for the operator. This allows them to correctly build the landfill waste slopes in accordance with the pre-planned engineering design. The GPS system is also used on other construction equipment to assist in material placement, such as capping and cell construction.

Final capping being completed on the top of cell complex using machine control GPS system.

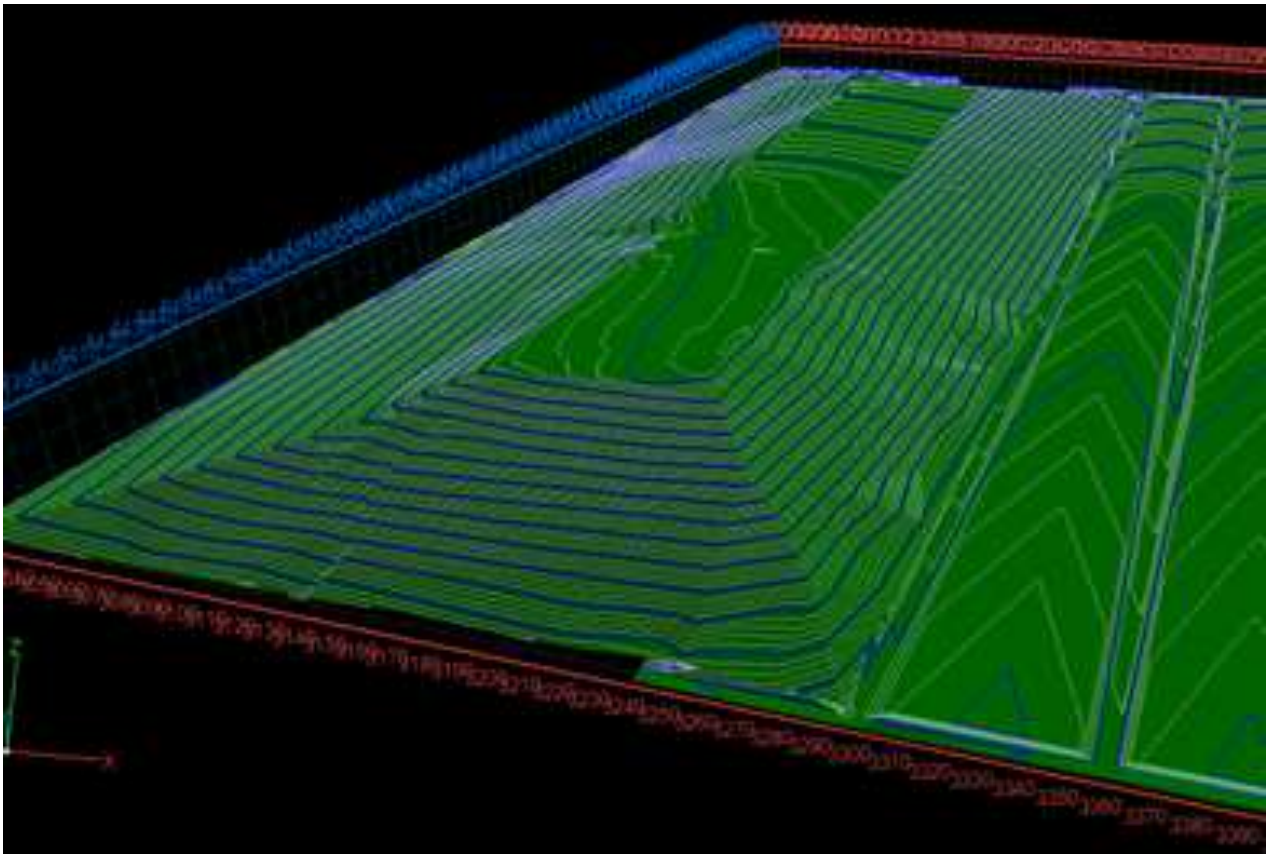




Landfill Capping: Ongoing

Capping of the landfill is done to control or limit the flow of rainwater infiltration into the waste cells, thus creating additional leachate. A combination of intermediate and final capping was performed on various parts of the landfill. Parts of the waste cells that waste will be added to in the near future are capped with intermediate cover. Parts of the landfill that are not going to receive waste in the foreseeable future are final capped. Intermediate cap consists of permeable gravel. The final cap is an engineered specification of a gravel layer followed by screened clay layers then covered with topsoil then seeded for slope stabilization.

Final capping being completed on the cell complex south slope.



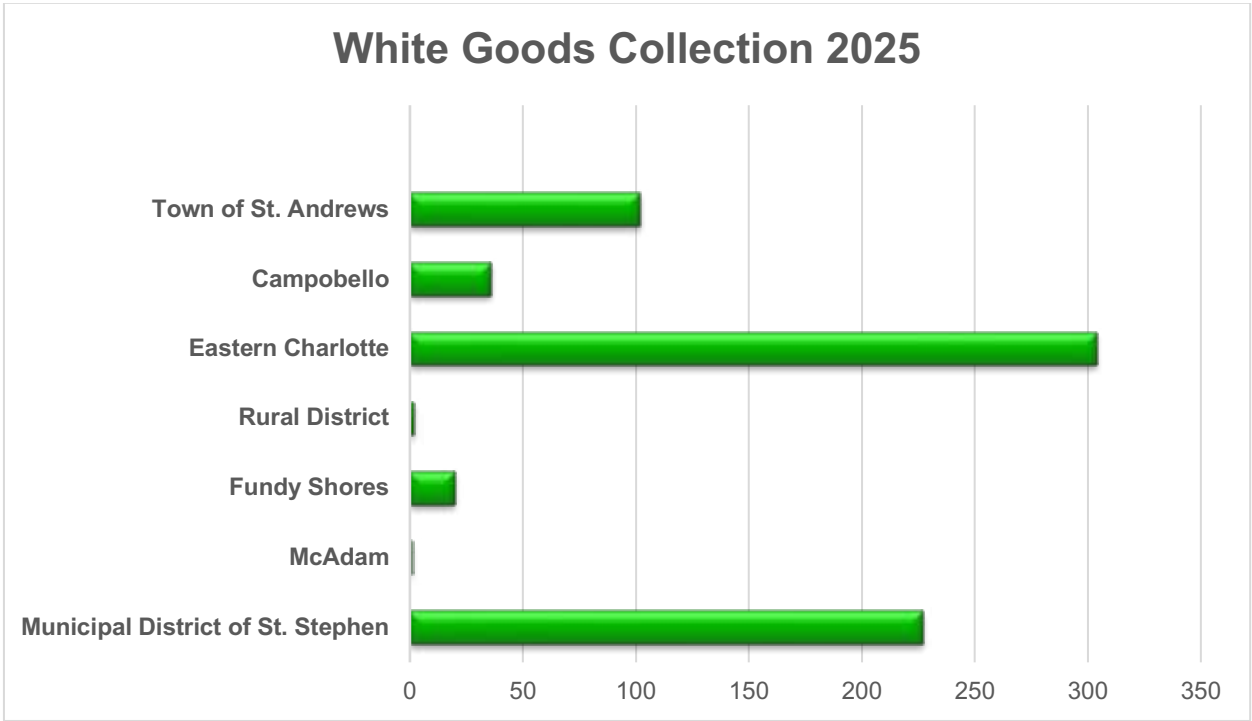
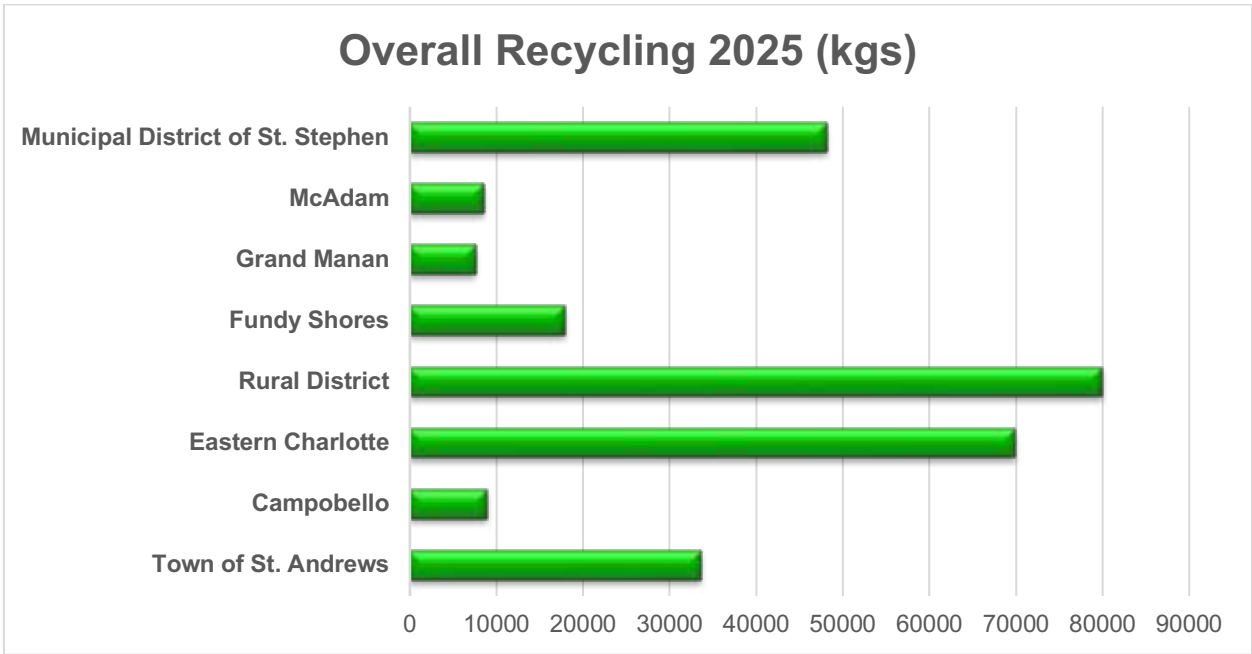
Landfill Gas System: Gas collection, ongoing flaring, and system maintenance.

Landfill gas (LFG) produced from the decomposition of waste is collected and destroyed by the LFG collection and flare system. The system consists of extraction wells that are drilled or excavated into the waste to collect the gas, a piping system to convey the extracted gas and a waste gas flaring system to destroy the gas.

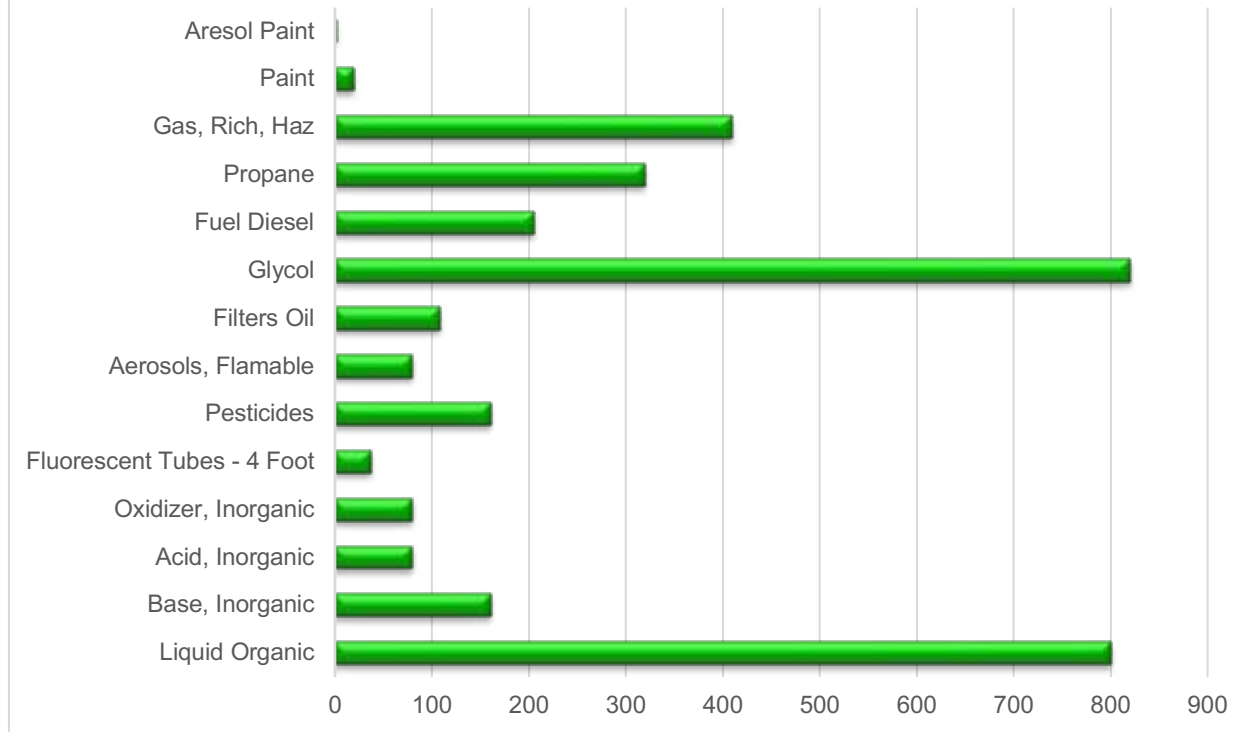
Two additional LFG wells were installed and will be connected to the collection system in 2026. The wells installed in 2024 were connected to the system to supply LFG to the landfill flare.



WASTE REDUCTION



Hazardous Waste Collection 2025



PRAC (PLANNING REVIEW AND ADJUSTMENT COMMITTEE)

ANNUAL REPORT FROM PRAC CHAIR TO SNBSC BOARD

I would like to extend my thanks to all PRAC Members for their continued service over the past year. In 2025, PRAC demonstrated consistent, reliable performance with a notably strong year for new housing approvals and a broader variety of files. The committee continues to serve an important planning and development role in the region, and our volunteers are committed to delivering this essential service.

In 2025, PRAC met eleven (11) times. PRAC handled a variety of planning files throughout the year, including:

- Gave views on planning by-laws, rezonings, and new public roads for Councils (including St. Stephen Municipal Plan and Zoning By-law, and an Eastern Charlotte business park rezoning);
- Made decisions on private access subdivision applications across multiple municipalities, including Fundy Shores and Eastern Charlotte; and,
- Made decisions on variances, legal non-conforming use extensions, and other planning files.

Two members were re-appointed by the SNBSC Board — Mat Rouleau and Brian Cornish — and Brenda Allison was welcomed as a newly appointed member in March. PRAC also received training in November on Green Shores shoreline protection techniques, as these relate to applications involving shoreline protection works. A vacancy remains for a member from Campobello.

Sincerely,

Sam Walsh, PRAC Chair

LOCAL & REGIONAL PLANNING

COMMUNITY PLAN UPDATES ACROSS THE REGION

In 2025, the SNBSC Planning Division completed several major community planning milestones across the region. Planners worked with Councils, Planning Advisory Committees, and residents to finalize municipal plans and zoning by-laws that reflect each community's development objectives, updated boundaries, and housing supply goals — while also meeting the Province's Statements of Public Interest (SPI) Regulation that came into force in January 2023.

The new Municipal District of St. Stephen municipal plan and zoning by-law were adopted, approved by the Minister under the new Act and SPI Regulation, and registered by year-end — a significant achievement. In Saint Andrews, public engagement sessions were completed, and a series of Council-directed amendments were made to the draft municipal plan and zoning by-law in response to public feedback; the plan is now ready for formal by-law hearings and adoption, but further consultations are being planned under a new Council. In Grand Manan, two rounds of public information sessions were held on the rural plan update, and by-law amendments were worked on with Council, the by-law is now adopted and approved by the Minister. The Rural Community of Fundy Shores Rural Plan was approved by the Minister and registered; planning fees and a building by-law were drafted for Fundy Shores Council. Community plans for Eastern Charlotte, Campobello, and the Rural District are the priority for 2026, post-election. All communities remain on track to meet the January 1, 2028 provincial planning deadline.

Planning work in 2025 also included completing a Downtown Façade Improvement Grant Program policy for St. Stephen (available for other local governments to adopt), and a fee-for-service agreement to provide a registered professional planner to the Town of Saint Andrews in a limited heritage officer role under that town's newly adopted heritage conservation by-law.

CONSISTENTLY STRONG DEVELOPMENT ACTIVITY

<i>Year</i>	2019	2020	2021	2022	2023	2024	2025
<i>Millions in Construction</i>	\$18.3	\$33.5	\$59.2	\$44.9	\$48.7	\$44.8	\$59.3
<i>Value Added (\$)</i>							
<i>Building Permits</i>	190	173	292	253	335	321	295
<i>Development Approvals</i>	200	425	299	267	335	286	322
<i>Subdivision Approvals</i>	35	64	67	107	100	93	92

2025 was a strong year for construction activity in the region, with total permitted construction value reaching \$59.3 million — the highest since 2021 and a significant increase over 2024's \$44.8 million. While

building permit volume was slightly lower than prior years, this reflects a shift toward larger-value projects. Development approvals, at 322, were up from 2024. In 2025, SNBSC collected \$333,233.01 in application fees remitted to local government members.

REGIONAL PLANNING & GIS SERVICES

SNBSC’s Planning Division continues to provide region-wide planning data and GIS services to all communities in Southwest NB. In 2025, the Division launched a publicly accessible online permit dashboard that tracks permit locations, type, construction value, and number of dwellings permitted across the region – available to municipalities, developers, and the general public.

Building on the Board’s strategic plan goal to host current infrastructure datasets in GIS, the Planning Division met with the Southeast Regional Service Commission to review their GIS-based asset management platform – a tool that maps infrastructure assets, supports capital renewal planning, and can directly inform land use decisions. The Division also applied for an ETF grant to build a natural asset inventory for the region, capturing the location, condition, and value of natural assets such as wetlands and aquifer recharge areas. The Division provided GIS and parcel mapping support to economic development agencies (Synergi, Future St. Stephen, and Eastern Charlotte) to facilitate development-ready property promotion.

PLANNING AND HOUSING DEVELOPMENT

Housing remained a strategic priority for the Division in 2025. Municipal applications for the federal Housing Accelerator Fund (HAF 2) through CMHC were ultimately unsuccessful despite CMHC officials initially indicating the southwest NB applications met program criteria – an outcome shared by similar small-town and rural jurisdictions across New Brunswick. The Division continued research into alternative funding tools and maintained ongoing discussions with NB Housing officials to encourage investment in affordable and supportive housing projects in southwest NB, including identifying suitable zones and lands for these developments.

<i>Year</i>	2022	2023	2024	2025
<i>New Homes or Apartment Units Permitted</i>	117	215	131	154

New housing approvals rebounded strongly in 2025 with 154 units permitted – up from 131 in 2024 and the second-highest total recorded. The Division continued to update community zoning to reflect the need for multi-unit housing and supported local governments in pursuing infrastructure funding (e.g. sewer and water upgrades) to enable development.

BUILDING INSPECTION & ENFORCEMENT

SNBSC Planning Division continued to respond to the Board's strategic objective of enhanced property by-law enforcement across the region. In 2025, 156 new property enforcement files were opened – well above the 46 opened in 2024. By year end 2025, a cumulative total of 251 properties have been brought into compliance, or had files closed (reporting began in 2023). The Division maintains a strong track record on the enforcement of dangerous and unsightly premises by-laws, Building Code Administration Act by-laws, and Community Planning Act by-laws. The high-level goal remains the same: a better overall investment environment for the region by tackling derelict/dangerous properties, where contractors operate on a level playing field and developers and residents can make property investment decisions with greater certainty.

ANTENNA SITING PROTOCOL

In August 2025, PRAC received training from Radcom (GNB-DTI) on administering antenna siting protocols. Based on PRAC's recommendation, the Board voted to opt out of the third-party Canadian Radiocommunications Information and Notification Service (CRINS), appoint PRAC as the designated land use authority for antenna siting, and adopt a new SNBSC Antenna Siting Protocol. Under the new protocol, a pre-existing tower modification near Pleasant Ridge was quickly confirmed as exempt from extensive consultations – streamlining the process and supporting improved rural cellular service, with construction expected in December 2025.

CIVIC ADDRESSING

In 2025, SNBSC Planning Division continued to provide civic addressing to local governments who requested this service, including the Rural Communities of Campobello and Fundy Shores, and the Village of Grand Manan. The Division continues to offer a user-friendly, web-based civic address application form on its website at snbsc.ca. Nine (9) civic addresses were assigned in Grand Manan, seven (7) civic addresses were assigned in Campobello, and eight (8) civic addresses were assigned in Fundy Shores.

ECONOMIC & WORKFORCE DEVELOPMENT

The 2025 year marked significant progress in workforce development, healthcare recruitment, business support, and investment readiness across the Southwest region. Key initiatives included the development of a Zonal Immigration Partnership, expansion of healthcare resources, increased regional promotion, and robust business engagement. This report provides an overview of monthly activities, major achievements, and challenges faced throughout the year.

Workforce Development

- Secured funding for a Zonal Immigration Resource (ZIP) with a feasibility study completed and plans for implementation in 2026.
- Ongoing support for employers adapting to changes in immigration policy, including information sessions and recruitment alternatives.
- Hosted Youth Opportunities Expos, regional employment fairs, and HR training sessions, engaging hundreds of students and employers.
- Annual workforce update showed increases in jobs, salaries, and business activity, despite a slowdown in the latter part of the year.

Healthcare Recruitment & Community Promotion

- Provided financial and housing support to attract and retain nurse practitioners and family physicians in the region.
- Hosted registration and promotional events, including collaboration with Dalhousie Medical School to attract new medical graduates.
- Developed and distributed the Southwest Region Welcome Package for new residents and healthcare professionals.

Business Support & Economic Development

- Launched and promoted a regional buy-local campaign and branding workshops for local businesses.
- Planned and executed the 2025 Southwest Business Summit, with significant participation from business leaders and stakeholders.
- Supported businesses impacted by tariffs through webinars, direct support, and collaboration with government partners.

Investment Readiness & Major Projects

- Advanced economic development projects including the Ocean Innovation Park and studies for regional airports.

- Developed a GIS tool and dashboard for site selection and investment attraction.
- Provided data and project support to municipalities and community partners for housing, workforce, and transportation initiatives.

Sector Updates

- Addressed challenges in the forestry sector due to increased tariffs and layoffs, with ongoing support to impacted workers and businesses.
- Continued to monitor and respond to changes in employment trends and workforce needs, focusing on retention and workplace culture.

2025 was a year of adaptation and growth for the Southwest region. Despite economic and policy challenges, collaborative efforts among government, community partners, and businesses led to sustained development and new opportunities. The groundwork laid this year positions the region for continued progress in 2026 and beyond.



COMMUNITY DEVELOPMENT

Under the Community Development mandate, we work with regional partners to support improvements in areas related to inclusive and healthy communities. The goal is to build collaboration, coordination, and a stronger cooperative approach, so that efforts and investments in the region are delivered effectively and to a greater overall impact.

Regional Community Development Collaboration

In 2025, we continued to work closely with regional Horizon Health Community Developers and the Regional Resilience Coordinator as a *Regional Community Development team*. This enables us to increase our capacity through coordinated efforts adding a health and resilience lens as we work and connect with the community sector. SNBSC also works with the Regional Resiliency committee providing admin support for the Regional Resilience funds which go to a variety of community projects across Southwest NB each year.

Overcoming Poverty Together 4

On a provincial level, SNBSC partners with the Economic & Social Inclusion Corporation (ESIC) as Southwest NB's Community Inclusion Network. In February 2025, ESIC officially launched the province's latest poverty reduction plan, *Overcoming Poverty Together 4* (OPT4).

With our community development committee and regional team, we developed a 2-year plan aimed to work on the province's OPT4 priorities

related to Food Security, Financial Literacy, Increased Access to Benefits, Sensitization Training, Regional Non-profit Sector support, and Community Transportation. This plan sets us up for action to support the provincial poverty reduction strategy into 2026-2027.

We also act as the regional facilitator for ESIC's Community Action & Transportation grants. Through this funding three new projects were supported in 2025: the Boys and Girls Club's *LIT Phase 2* (\$7500); The Willow Centre, *Increased Access to Affordable Counselling* (\$5,800); and Charlotte Dial A Ride's, *Transportation 2025-2026* (\$60,000). Seven additional projects were developed in the winter, which are set to begin in 2026.

Community Grant Writing support

After a positive pilot year in 2024, SNBSC continued the grant writer role in 2025. This work supports non-profit organizations in the Southwest region with grant searching and grant writing for their community projects. In 2025 our grant writer worked with 106 organizations, supported 63 projects, and facilitated 99 funder connections for these organizations.

Nonprofit Sector Development

We've continued supporting pathways for knowledge sharing and collaboration in our region's non-profit sector through network newsletters, workshops and meeting with residents, non-profits, and municipalities across the region. Our monthly newsletter has 261

subscribers, our grant-writing workshop had 35 participants, and our board governance workshops had 22 participants. We plan to increase engagement in 2026 through a series of Lunch and Learns for non-profits and the community sector.

Community Transportation

In January 2025 we completed a basic Scan of our region's community transportation with Stiletto Consulting. The Scan provides recommendations for future Transportation

planning. Beyond this, our primary focus in 2025 was supporting Charlotte Dial A Ride (CDAR) in its regional service. CDAR provides rides for those without access to transportation for medical, work/training, social and basics needs. In 2025 CDAR provided 10,411 drives. This represents 8700 volunteer hrs and 319,000kms driven. To support these efforts, SNBSC transferred ownership of its underutilized van to Charlotte Dial A Ride. CDAR's use of the van quickly helped increase efficiency and reduce volunteer strain.



TOURISM PROMOTION

This report provides an overview of our major activities, achievements, and ongoing initiatives over the past year. The organization has made significant progress in promoting the region, enhancing partnerships, and advancing digital capabilities. Note that there was a significant shift in our approach mid-year as we adjusted our budget priorities.

Tourism Promotion Campaigns

- Launched a Winter campaign in December 2025 to spotlight regional holiday events, supported by a new downloadable holiday guide.
- Secured a strategic co-investment with Tourism New Brunswick for 2025, enabling collaborative summer and fall campaigns.
- Engaged travel influencers, resulting in curated itineraries published online to streamline visitor trip planning.
- Executed a paid partnership for the Winter Warmer festival, generating 109,000 ad impressions and reaching approximately 66,000 people.

Travel Trade Initiatives

- Partnered with Tourism NB to deliver a travel trade readiness workshop and mentorship program for international markets (UK, Germany, France). These efforts grow our region's supply chain and international exposure, with programming extending through May 2025.
- Represented the region at Rendezvous 2025, connecting new local suppliers to national and international buyers.

Website Expansion and Digital Development

- Launched Phase 2 of our tourism website project in January 2025, introducing customizable itineraries, self-serve business listings, event/festival pages, and dedicated travel trade landing pages.
- Continued updates to the Tourism Guide and Map to ensure accuracy and relevance.

Marketing Assets

- Commissioned Hemmings House Productions for a new tourism promotion video, scheduled for release in April 2025, with additional filming at key sites planned for early summer.

The year was marked by successful campaigns, strengthened partnerships, and digital advancements. We continue to position our region for growth and increased visibility.

2024 BOARD MEETING ATTENDANCE & EXPENSES

Community	Member	Attended	Total Per Diem	Expense
Grand Manan	Bonnie Morse	10	\$4,850	\$1,485.90
Eastern Charlotte	John Craig	12	\$4,250	\$1,214.95
Rural District #10	Jim Tubbs	12	\$4,140	\$582.78
Campobello	Harvey Matthews	11	\$2,940	\$1,989.18
St. Stephen	Allan MacEachern	12	\$3,760	\$274.55
Saint Andrews	Brad Henderson	4	\$1,800	\$357.13
Saint Andrews	Kate Akagi	6	\$150	\$36.82
McAdam	Ken Stannix	10	\$3,240	\$1,031.42
Fundy Shores	Denny Cogswell	12	\$3,830	\$1,632.56

REGIONAL SERVICES SUPPORT FUND

The Regional Services Support Fund is a provincial initiative designed to help New Brunswick's Regional Service Commissions (RSCs) build capacity and work together more effectively. It provides financial support for activities that strengthen regional collaboration, improve service delivery, and respond to local priorities in areas like land use planning, economic development, and community well-being. The goal is to ensure that regions have the tools and resources they need to serve their communities efficiently and equitably. The total RSSF for the province in 2025 was \$18M, of which SNBSC receives just over \$638k based on a formula that accounts for population and capacity.

In accordance with the Regional Services Support Fund Regulation (NB Reg 2023-35), the following section outlines the Southwest New Brunswick Service Commission's use of funds over the reporting period. This includes a summary of activities supported by the Fund, the outcomes achieved, financial details for each initiative, and performance measures where applicable. The information presented is intended to ensure transparency and demonstrate the value and impact of the investments made through the Fund in supporting regional collaboration and service delivery.

Regional Tourism Promotion				
Activity	Impacts	Assessment (Measurables)	Total Expense	RSSF Applied
Seasonal campaign development Media buys and ad placements Fam tour sponsorships Media partnerships Phase 2 website expansion Trade show registrations, association fees App development Printing Crowdriff Cruise action plan Video editing Travel cost Seasonal resource Corporate allocation Internal resource	Promote Tourism	Data analytics of visitor information comparison year over year Website traffic Uptake on interactive online travel planning	\$516,473	\$249,490

Regional Economic Development				
Activity	Impacts	Assessment (Measurables)	Total Expense	RSSF Applied
HR community training Regional business training Southwest Business Summit Regional promotion & SM Buy local campaign Regional project / housing studies Dashboard / data analysis Corporate allocation Internal resource	Labour Force Growth Healthy Business Community Affordable Housing Newcomer Settlement	Measurements of workforce statistics Statistics on materials delivered Website statistics Dashboard data	\$610,183	\$242,591

Community Development				
Activity	Impacts	Assessment (Measurables)	Total Expense	RSSF Applied
Regional training / workshops Regional data / studies Regional communications Corporate allocation Internal resources Regional access points Committee & expenses	Social Inclusion Healthy Communities Poverty Reduction	Qualitative & quantitative data obtained by studies Workshop & Training attendance	\$265,154	\$131,977

Regional Transportation				
Activity	Impacts	Assessment (Measurables)	Total Expense	RSSF Applied
Regional transportation project Committee expense Corporate Allocation	Regional Transportation	Success of external provider	\$96,617	\$7,715

Public Safety				
Activity	Impacts	Assessment (Measurables)	Total Expense	RSSF Applied
Speed Sign Committee Expense	Public Safety Initiatives	Speed sign successfully deployed in multiple communities Committee meetings	\$15,445	\$6,855