

**SOUTHWEST  
NEW BRUNSWICK  
SERVICE COMMISSION**

**2024 ANNUAL REPORT**

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## REGIONAL SERVICES

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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 2024. 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.

Coming into 2024, the Board of Directors had one year of experience as a new, slimmer configuration as a result of local governance reform. No changes occurred during the year of the membership, however we did see a change in the executive with Bonnie Morse becoming the Chair as Ken Stannix stepped down from the position. The Board gelled together in unity on all the issues facing the regional service commission throughout the year. A big thank you goes to Ken for seeing the Board through the transition during the previous year.

There was much exploration of the new mandated regional services in 2024, aligning the services to appropriate levels of delivery for our region. Economic development in particular was explored at length to determine just how this service was to be delivered regionally, and how that differed from provincial and local government delivery of the same named service. An economic development forum was held in March that brought together

provincial partners with local governments that brought much clarity to the issue.

A highlight of the year was the Southwest Business Summit, held in June. The 3-day event brought together world class speakers, workshops, awards and more to a sold-out crowd and received accolades province-wide.

As local governments faced increased financial challenges in 2024, the budget process for the RSC was particularly arduous resulting in many versions before settling on an acceptable outcome. The decision was made to tighten up in many areas, and without a provincial funding partner included the exclusion of recreation services beyond the mandated cost-sharing.

Solid waste was faced with a decrease in volume, resulting in some service changes at the landfill in order to not dramatically increase tipping fees. The CEO presented the budget to councils, and much feedback was gathered during the process. After much hard work, unanimous agreement was achieved for the upcoming year. The process illustrated the need for provincial financial reform, something believed to be coming in 2025.

Our solid waste team continued to rise the challenges of operation a 1000-acre site consisting of a landfill, water treatments system, gas collection, C&D site, public drop-off facility and recycling transfer facility. Recycling has seen changes with Circular Materials assuming control of recycling in New Brunswick. The partnership we

have with Circular Materials has worked extremely well; we now act as the transfer station for recycling materials for the region.

Our planning department continued to grow and mature. Our in-house developed application and permit solution has served us very well and continues to be tweaked and enhanced where practical. Dangerous and unsightly enforcement continued to evolve throughout the year, and the level of building permits and planning activities has not slowed down.

Our regional tourism promotion developed a unique brand and position, the new tourism website first phase was launched and we took advantage of positioning the region well with the wholesale markets. Partnerships with THC and others enabled a good return on investment.

Our community development department also saw growth with the addition of a grant writer for the region, working with non-profits, NGOs and local governments to uncover opportunities and prepare for success. Many other workshops in governance and other topics were held, and several smaller grants to organizations in the region were facilitated. Community development also worked closely with our community transportation provider, Dial-a-ride, to explore a new platform for service delivery and enhance funding opportunities.

SNBSC ended the year 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 2024. 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

As prescribed by the legislation that created the Regional Service Commissions, 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.

## 2024 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             | 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        | Deputy Mayor, Town of Saint Andrews                |
| Susan Farquharson | Deputy Mayor, Rural Community of Fundy Shores      |

# 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 2024 PROJECTS

Ongoing waste cell construction: Completion of Cell 13



Our major project for 2024 was the completion of Cell 13. The previous year focused on subgrade prep and aggregate production. The 2024 season saw the screening and installation of the clay liner, which is the first of three liners.



The 2nd and 3rd liners of HDPE were installed on top of the clay liner to create the leachate containment system for the landfill cell.



The HDPE liner was then covered with sand for protection of the containment system. A drainage system consisting of perforated collection piping and a stone drainage layer was installed on top of the sand layer. This drainage system is connected to the leachate treatment system to treat the collected run off (leachate).



The completed drainage system was then covered by a granular gravel layer for protection and is then ready for waste disposal.

## 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 slop stabilization.



Final capping being completed on the cell complex south slope.



Screened clay is required for the landfill capping as well as the cell liner construction.

## **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.

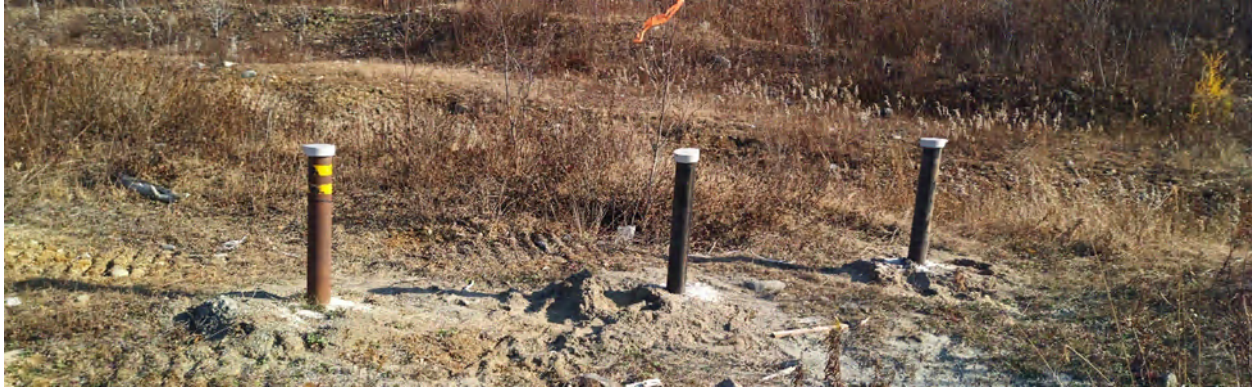


Two additional LFG wells were installed and will be connected to the collection system.



An LFG well using perforated piping being installed to collect subsurface landfill gas.

## OTHER PROJECTS:



New monitoring wells were installed for water quality testing to allow for new cell construction.



A new storage container was provided by EPRA. Hemlock Knoll is now a depot for recycled electronics under the Recycle NB electronics recycling program.



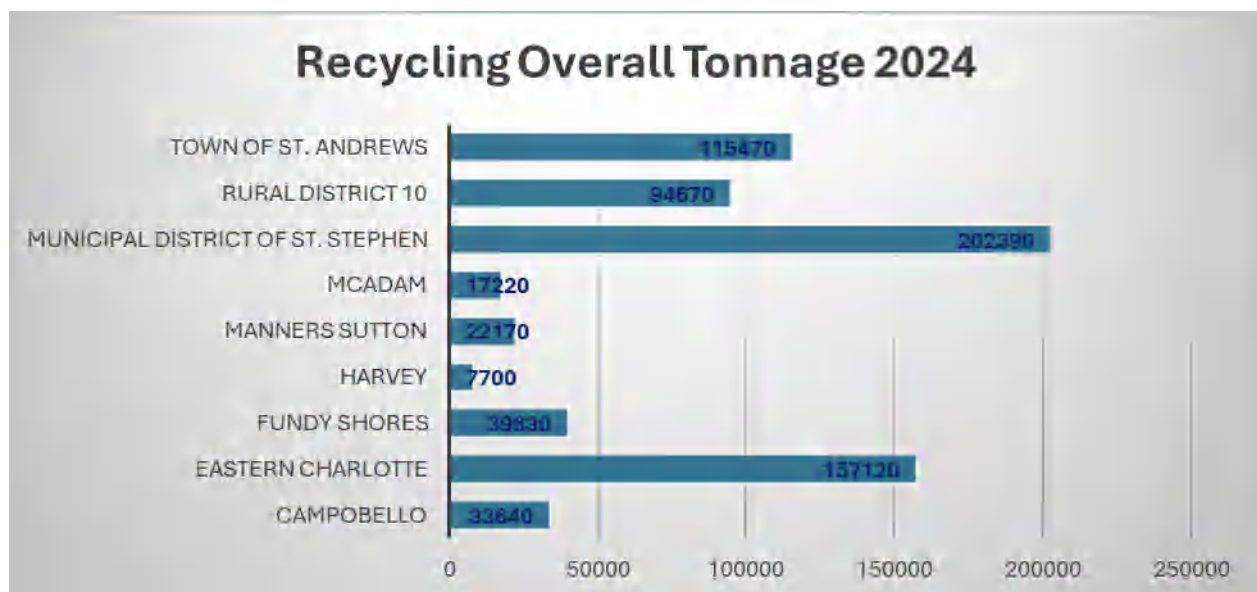
Subgrade work has begun on the preparation for the next phase of landfill cells(14-16).

# WASTE REDUCTION

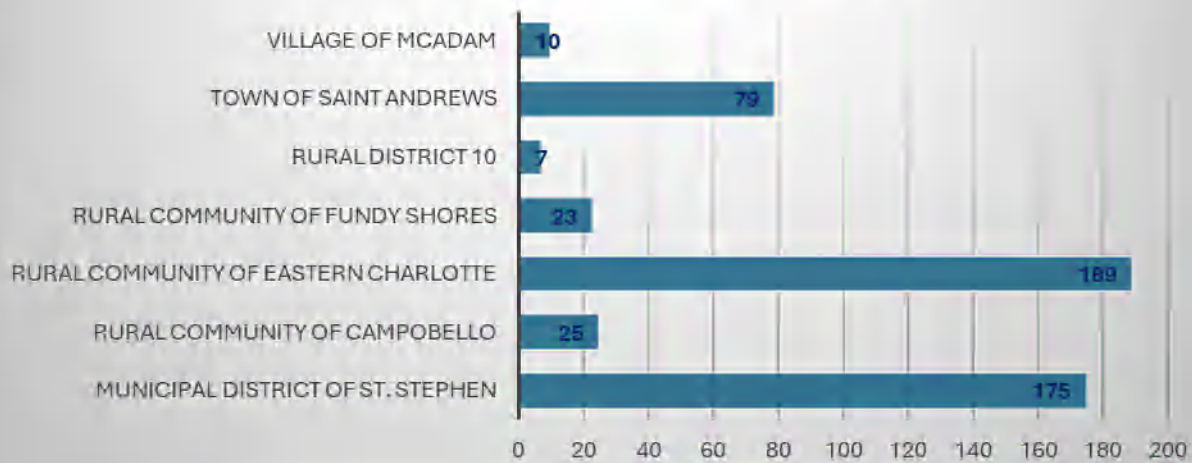
In May 2024, the management of the residential curbside recycling program was transferred to Circular Materials as part of the Provincial Packaging and Paper Recycling program. Hemlock Knoll landfill has become a central hub for handling and managing Circular Materials recycling. Since May 2024, we have processed and shipped 71,518 kg of recycling to Woodstock, NB, for further processing.

In 2024, Hemlock Knoll partnered with EPRA to enhance our electronics recycling program. This initiative included placing a large EPRA electronic container at the public drop-off site. In 2024, SNBSC collected 1,436 kg of electronics, including 273 display devices such as TVs and computer monitors.

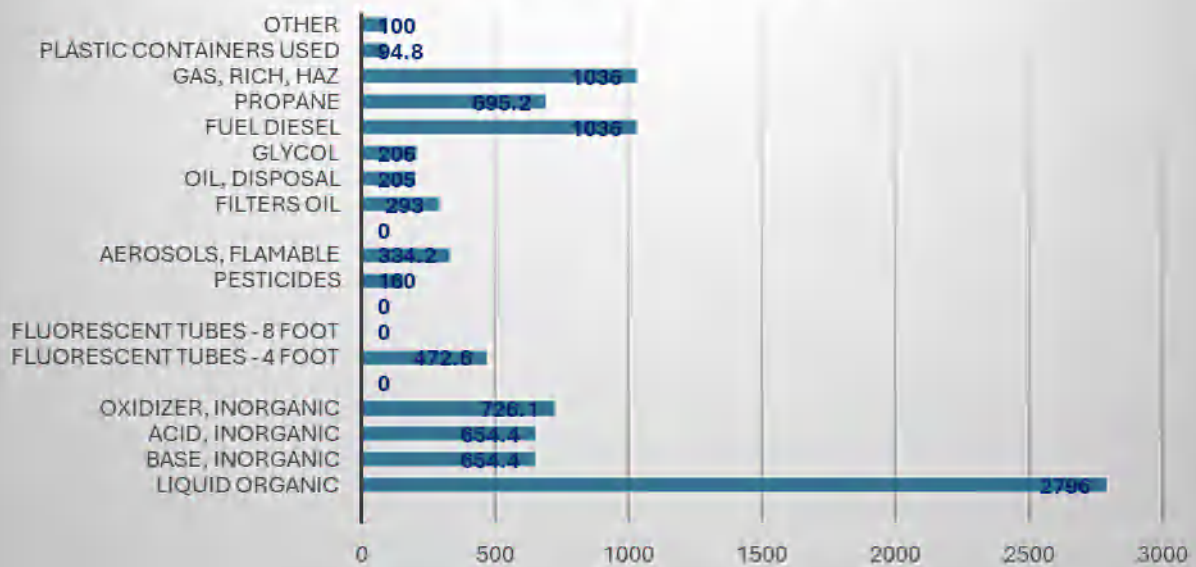
The 2024 White Goods program was very successful, receiving 448 online requests, resulting in the recycling of 616 appliances.



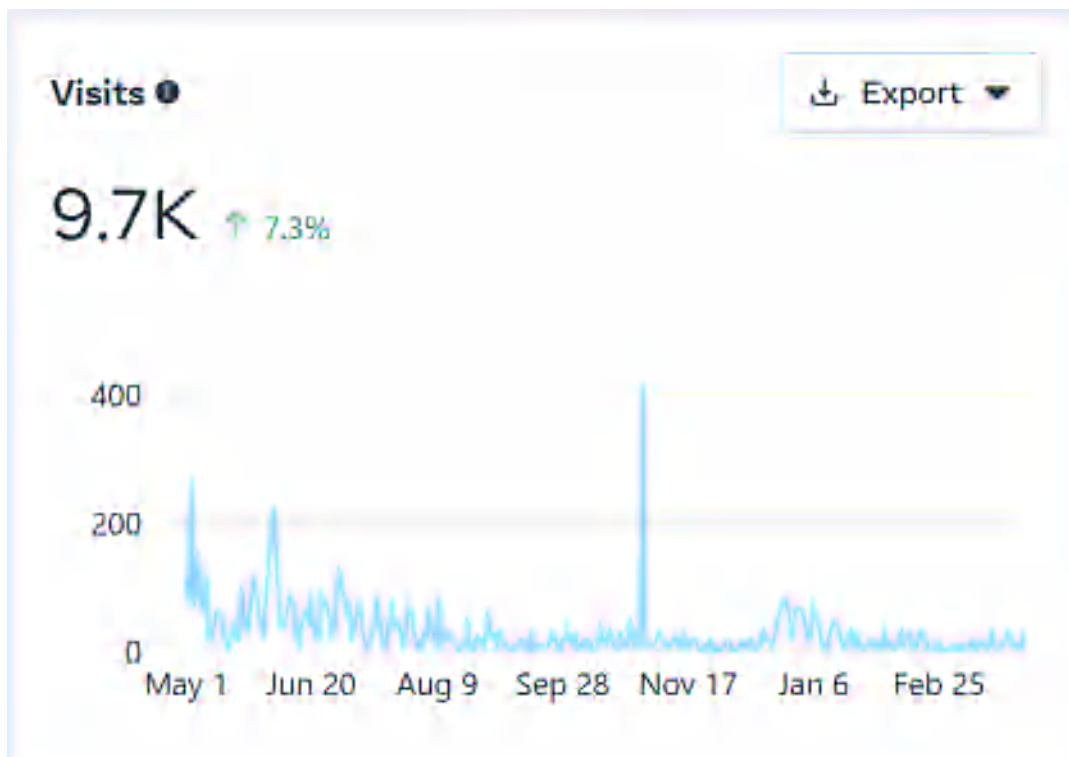
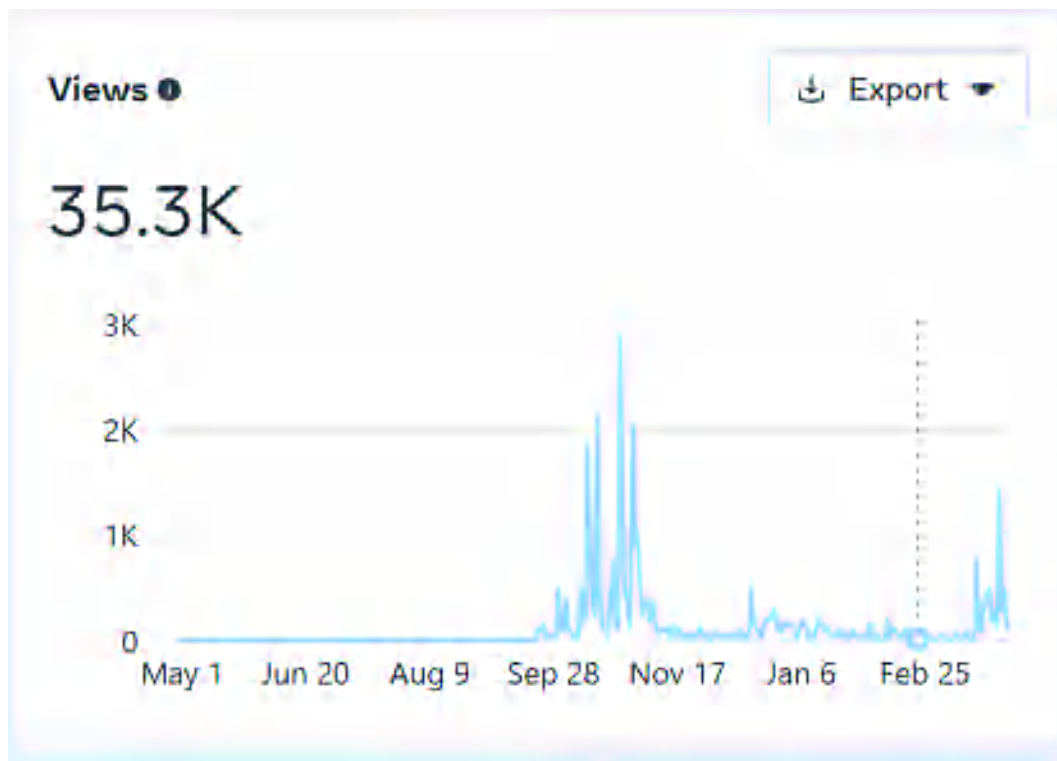
## White Goods Collection 2024



## HHW Collection 2024



## SOUTHWEST NB SOLID WASTE FACEBOOK PERFORMANCE ( @SOUTHWESTNB)



# 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, as well as the service of Skip Wolf of Eastern Charlotte who resigned last November. While 2024 showed PRAC had a slightly decreased workload, the committee is coming off of several record-breaking years for development in the region. PRAC continues to serve an important planning and development role in the region that often involves difficult or complex issues. It can sometimes be difficult to keep reliable volunteers, but PRAC has successfully retained reliable committee members for many years. These volunteers are competent and committed to delivering this essential service to the region.

In 2024, PRAC met ten (10) times. During our meetings, PRAC handled thirty-two (32) planning files, there were three (3) less files than 2023 (see the +1 or -1 compared with 2023 numbers below):

- Gave its views on seven (7) planning by-laws, rezonings, or new public roads, for Councils; -2
- Gave its views on zero (0) rural planning regulations or new public roads for the Minister; nil
- Made decisions on seven (7) planning files (variances, terms and condition, temporary uses, etc.); and, -9
- Made decisions on ten (18) type-2 subdivision applications (lots with new accesses or new streets). +8

Sincerely,



Sam Walsh, PRAC Chair

# LOCAL & REGIONAL PLANNING

## ADVANCED PLANNING SERVICES BEING PROVIDED TO WHOLE REGION

In 2024, the SNBSC Planning Division continued to provide community planning services to every local government in the region. This work involved the excellent volunteers of the regional Planning Review and Adjustment Committees (PRAC) as well as two Planning Advisory Committees (Saint Andrews, Grand Manan). Planners worked with Councils and residents to envision what 10-year development plans could look like for Fundy Shores, Saint Andrews, and St. Stephen. A major update to the Rural Plan for Grand Manan Island was also underway to ensure that it meets the Province’s new Statements of Public Interest Regulation (SPI). SNBSC and Fundy Shores Council worked together to get their brand-new Rural Plan By-law ready and

approved by the Department of Local Government to meet the new SPI regulation. The SPIs are benchmark regulations that set policy and basic objectives that all community plans must now meet; this regulation came into effect in January 2023 and applies Province-wide.

Planners also worked on several large-scale rezoning projects with several Councils in 2024. These included major or medium-density housing developments in Saint Andrews, Eastern Charlotte, and St. Stephen. Plan-making is continuing into 2025, and it is expected that all communities will obtain an updated community plan before the deadline of January 1st, 2028.

## TOTALS FOR SNBSC PLANNING PER YEAR:

| Year                       | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   |
|----------------------------|--------|--------|--------|--------|--------|--------|
| \$Millions in Construction | \$18.3 | \$33.5 | \$59.2 | \$44.9 | \$48.7 | \$44.5 |
| Building Permits           | 190    | 173    | 292    | 253    | 335    | 323    |
| Development Approvals      | 200    | 425    | 299    | 267    | 335    | 383    |
| Subdivision Approvals      | 35     | 64     | 67     | 107    | 100    | 93     |

The volume of building and development that SNBSC Planning Division stayed relatively the same in 2024. While development approvals are up significantly, new construction values did not increase substantially year-on-year. In 2024, SNBSC collected \$276,109.20 in application fees to remit to local government members and approved the construction of 131 new dwelling units.

Note: of the 335 building permits received and reviewed for zoning, 112 were issued by a contract building inspector for the Municipal District of St. Stephen and 6 by the Rural Community of Campobello.

REGIONAL PLANNING & GIS SERVICES

SNBSC’s Planning Division continues to provide highly valuable, region-wide planning data for all communities in Southwest NB. The Board’s strategic plan for SNBSC Planning includes building geographic information systems (GIS) technical capacity to assist municipalities with their decision-making on infrastructure and community planning. SNBSC Planning Division continues to provide technical GIS mapping services to the region and works with member local governments, upon

request, to assist with anything related to asset management, infrastructure, planning, or development. The initial development of a shared regional asset management portal, for all participating local governments to use, got underway in 2024. In addition, the Planning Division continues to support the other regional service commission divisions (e.g. Tourism, Economic & Workforce Development) on their GIS mapping needs.

PLANNING AND HOUSING DEVELOPMENT

Like many planning departments across New Brunswick and North America, the SNBSC Planning Division has built up its capacity to deal with the many complex land use planning issues that are involved with housing and delivering the supply that is needed. SNBSC’s Senior Planner and Housing Specialist has supported municipal governments with their HAF2 application to the Federal government. While, at the time of this report, we know that the entire region was denied funding for a second time, SNSBC’s Planning Division researched all other available planning tools and funds to support local governments to facilitate the housing developments that are needed. What this means in a practical sense is that the SNBSC Planning

Division has provided helpful information to CAOs, non-profits, local economic development agencies, and housing developers, on where to look and who to talk to about their specific planning and housing needs. SNBSC Planning Division is not only working with communities to update their zoning to reflect the needs for multi-unit housing construction but is actively working with local governments to find funding for things like sewer and water upgrades. SNBSC Planning continues to meet strategic objectives established by the Board of Directors of SNBSC on housing as well as research for the SNBSC Planning Division regarding best-practices for planning and encouraging more housing development.

NEW HOUSING APPROVED IN THE REGIONAL

|                                       | 2022 | 2023 | 2024 |
|---------------------------------------|------|------|------|
| New homes / apartment units permitted | 117  | 215  | 131  |

Over the last three years, permits for new housing units spiked in 2023 due to a couple larger-scale apartment developments in the region.

## **BUILDING INSPECTION & ENFORCEMENT**

In 2024, SNBSC Planning Division continued to respond to the Board's strategic objective to enhance property by-law enforcement services for the region. SNBSC greatly improved its enforcement database systems in 2023 and continued to use this web-based enforcement tracking system into 2024. The database showed that SNBSC Planning Division was able to close sixty (60) enforcement files in 2023 and increased that number to ninety-three (93) enforcement files in 2024.

As of 2024, the SNBSC Planning Division has developed a strong track-record on the enforcement of dangerous or unsightly premises by-laws, Building Code Administration Act by-laws, and Community Planning Act by-laws. The high-level goal of enforcing these regulations and by-laws is to provide a better overall investment environment in the region, where all contractors are on a level playing field and where developers and residents can have more certainty when they are deciding to make property investments in Southwest New Brunswick.

## **CIVIC ADDRESSING**

In 2024, SNBSC Planning Division continued to provide civic addressing to several local governments who requested this service, including the Rural Communities of Campobello, Fundy Shores, and the Village of Grand Manan. SNBSC created ten (10) new civic addresses in 2023 and twenty-eight (28) new civic addresses in 2024. SNBSC Planning Division continues to provide a user-friendly, web-based civic address application form on the website.

# ECONOMIC & WORKFORCE DEVELOPMENT

Year two of the regional economic and workforce development mandates saw enhanced collaboration and coordination on regional growth, and workforce development activities and supports with various regional partners.

Communication of the regional mandate and that of regional partners continues to evolve at in-person events, as well as online. In 2024, Business Information Sessions were held (5) across the region to bring awareness of services available from partners and the regional mandate to businesses. Collaboration with the region's chambers of commerce resulted in educational sessions for regional businesses, as well as the first combined networking event for all regional businesses. The chambers were also key partners in the inaugural 2024 Southwest Business Summit.



The Summit welcomed 165 attendees to a series of workshops as well as keynote addresses from areas of business operations, including financial support, marketing, and human resource-related topics. The gala was attended by 300 participants and companies from across the region were recognized with awards for diversity and inclusion, community

spirit, solo entrepreneurship, and youth entrepreneurship.

In 2024, projects of regional economic development significance were supported across the region, including the development of an industry R&D hub, as well as a study to develop significant retail space. Workforce development efforts were focused on several key areas: recruitment, newcomer retention, youth engagement, and development of regional human resources capacity within regional businesses.

Two employment fairs were held with participation of ~250 job seekers, and more than 40 employers. An additional service to assist recruitment efforts was the publishing of a regional jobs list. These bi-weekly lists have become the go-to source for regional job postings for job seekers and community partners alike.



The 2nd annual Youth Opportunities Expo was hosted in partnership with the Multicultural Association of Charlotte County. Approximately 300 students attended the event in Saint Andrews from regional high schools. Students participated in workshops and had the opportunity to speak with entrepreneurs and employers about career options and insights.

In partnership with Practical Human Resources Solutions, 32 businesses were provided with human resources and immigration support for hiring as well as lay-offs; more than 20 newcomers were also recruited. Quarterly lunch and learn events were delivered to the human resources community as well.

Finally, the application for a Zonal Immigration Partnership was conditionally approved from Immigration, Refugees, and Citizenship Canada. A feasibility study will be conducted in 2025.

Community promotional efforts for regional healthcare recruitment commenced in 2024. Key outcomes for the year were the development of video and still photography for promoting the region; understanding the region's current recruitment landscape, as well as that of NB Health Link and the region's waitlist for primary healthcare. These efforts laid the groundwork for broader recruitment efforts in 2025.

**DON'T HAVE ACCESS TO A FAMILY DOCTOR OR A NURSE PRACTITIONER?**

**LIEN SANTÉ NB HEALTH LINK**

**REGISTER WITH NB HEALTH LINK**

Attendees can learn about their options for accessing primary care in the region and register for NB Health Link in person.

You can also register online: [www.nbhealthlink.ca](http://www.nbhealthlink.ca)

**REGISTER IN PERSON**  
WEDNESDAY, APRIL 2  
10AM - 2PM  
MAGAGUADAVIC PLACE  
11 JO SPINNEY STREET, ST. GEORGE

\*BRING VALID MEDICARE CARD

**REGISTER ONLINE**  
[NBHEALTHLINK.CA](http://NBHEALTHLINK.CA)

**DIAL-A-RIDE**  
Need a ride? Be sure to book your FREE transportation within 48 hours of your appointment with Dial-A-Ride.  
506.466.4444

# 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.

In 2024, we worked closely with regional Horizon Health Community Developers and the Regional Resilience Coordinator as a Regional Community

Development team. SNBSC departments work together where priorities and expertise overlap. On a provincial level, SNBSC partners with the Economic & Social Inclusion Corporation (ESIC). Through this partnership, Community Development supports the provincial poverty reduction strategy as Southwest NB's Community Inclusion Network and the regional facilitator for ESIC's Community Action & Transportation grants.



## 2024 ACTIVITIES

- Grant Writer – Creation of a new position to provide funding support for community projects.
- Network Development and Communication - Through network newsletters, workshops and meeting up with residents, non-profits, and municipalities across the region we've been supporting pathways for communication, understanding and collaboration.
- ESIC Community Action & Transportation Grant Funding – Two intakes in 2024.
- ESIC Overcoming Poverty Together 4 Consultations – Supported regional input into the new provincial plan (online survey, info sessions, hosting five community dialogues).
- Regional Resilience – We collaborate with the Regional Resiliency committee and provide admin support for the Regional Resilience funding into Southwest NB.

## 2024 HIGHLIGHTS

- Community Grant Writer – Worked with 73 organizations, 50+ projects, 36+ funder connections
- ESIC Community Action and Transportation funding supported 12 projects, leveraging over \$130,000k in ESIC funding. Projects supported:
  - We've Got Your Back – Resiliency Enhancement, \$9999 (School Food)
  - Lawrence Station – Food Program Kitchen equipment upgrade, \$5000 (School Food)
  - SNBSC – Mental Health Training Support, \$2975 (Mental Health)
  - YMCA – Rainbow Program, \$9600 (Mental Health)
  - Sophia Recovery – Enhancing Recovery Support, \$8000 (Mental Health)
  - Sistema – St. Stephen Startup, \$5000 (Access to Recreation)
  - Sunbury Shores – After Art for Elementary Students, \$2955 (Access to Recreation)
  - Nature's Backpack – Project DEER, \$4750 (Access to Recreation)
  - St. Croix Wellness & Renewal – Seniors Program, \$3000 (Access to Recreation)
  - ECW - Nonprofit Transportation partnership, \$9504 (Transportation)
  - Charlotte Dial A Ride – Transportation 2024-2025, \$75,000 (Transportation)
- Charlotte Dial A Ride provided 9000+ rides for those without access to transportation for medical, work/training, social and basics needs.
- Workshops, Forums and Information sessions engaged over 250 community members, nonprofits, and community service providers.



# TOURISM PROMOTION

As we reflect on 2024, we are proud of the strides we have made in establishing Southwest New Brunswick as a desirable travel destination. Our mission is to promote and market our region as a premier East Coast destination, offering travellers an authentic experience that connects them with nature, culture, and local events.

2024 marked a significant milestone for SNBSC with the official launch of our tourism promotion services as Visit Southwest New Brunswick. As we strive to establish our region as the go-to destination for East Coast vacations, our focus has centred on raising brand awareness and engaging potential visitors through tailored marketing strategies.

## BRAND DEVELOPMENT AND AWARENESS

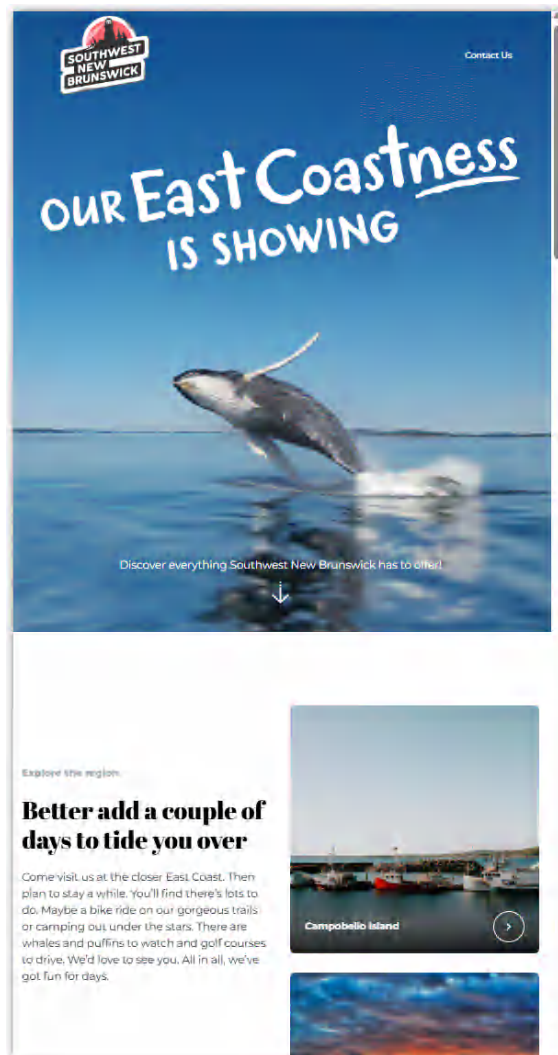
Our brand essence, "Unwind with us," encapsulates our commitment to providing genuine East Coast experiences to potential travellers. By focusing on the interests and travel preferences of our target audience, we aimed to showcase Southwest New



Brunswick's natural beauty and cultural richness in our marketing campaigns and online presence.

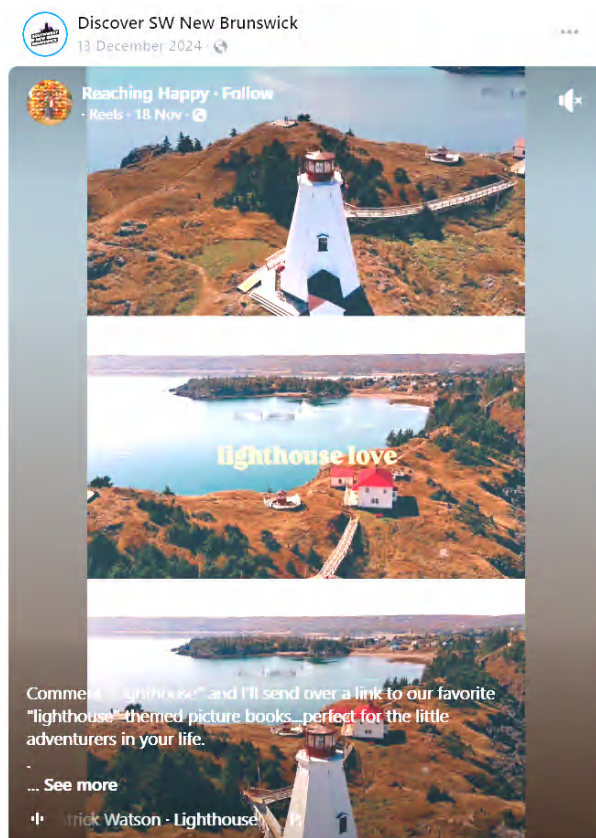
## DIGITAL PRESENCE

Destination websites across the country are valuable resources for visitors who want to go directly to the source for researching, planning, and booking their vacation. In 2024, we successfully launched our new website (<https://visitswnb.ca>), designed to inspire and facilitate seamless research and booking experience for potential visitors.



## SOCIAL MEDIA ENGAGEMENT

The social media strategy in 2024 saw a revitalization, with a rebranding and relaunch of our Discover SW New Brunswick platforms on Facebook and Instagram. This initiative resulted in increased audience engagement and impressions year-over-year, effectively driving traffic to our new digital marketing website.



## ADVERTISING COMMUNICATIONS

The evolving media landscape presented us with diverse opportunities to share our story. We utilized a mix of channels, including our website, partner websites, blogs, social media, and traditional media to communicate our evergreen campaign and core summer campaign. Our partnerships with travel bloggers, photographers, social media influencers and journalists enabled authentic storytelling about Southwest NB, enhancing our appeal to potential visitors.

## TRAVEL TRADE ACTIVITIES

Working in close collaboration with Tourism New Brunswick has been crucial in promoting our unique offerings to both international and domestic buyers. Our efforts included participating in Rendezvous Canada 2024, an industry trade show aimed at connecting with meeting professionals and promoting group travel; assisting regional travel trade suppliers to prepare for market-ready opportunities; and hosting five familiarization (FAM) tours for receptive tour operators, encouraging them to consider Southwest NB for their clients.

## 2024 BOARD MEETING ATTENDANCE & EXPENSES

| Community          | Member           | Attended | Total Per Diem | Expense    |
|--------------------|------------------|----------|----------------|------------|
| Grand Manan        | Bonnie Morse     | 17/22    | \$3,180        | \$1,613.98 |
| Eastern Charlotte  | John Craig       | 22/22    | \$3,660        | \$1,206.71 |
| Rural District #10 | Jim Tubbs        | 22/22    | \$3,840        | \$579.48   |
| Campobello         | Harvey Matthews  | 14/22    | \$2,190        | \$1,230    |
| St. Stephen        | Allan MacEachern | 21/22    | \$3,000        | \$125.09   |
| Saint Andrews      | Brad Henderson   | 12/22    | -              | -          |
| McAdam             | Ken Stannix      | 20/22    | \$4,130        | \$1,256.08 |
| Fundy Shores       | Denny Cogswell   | 21/22    | \$3,150        | \$1,594.22 |