

	<ul style="list-style-type: none"> <li>- Showcase local restaurants, retail and farms to tie into the Buy Local campaign</li> </ul>
Community engagement for planning	<p>Create a working group that includes residents, club and group representatives, university representatives, students and business owners to plan internal initiatives aimed at creating cohesion between resident groups. Projects could include:</p> <ul style="list-style-type: none"> <li>• COVID-19 Sustainability planning</li> <li>• Buy Local campaign</li> <li>• Festival and events audit</li> </ul>
Festivals and Events audit	<p>Working with interested local festival organizers, audit the current festivals and events and offer to help revamp 2-3 to ensure locals are participating, including students, and enjoying what Sackville has to offer.</p> <ul style="list-style-type: none"> <li>• How are these festivals marketed? Is that effective?</li> <li>• Who currently attends? Who is not attending and why?</li> <li>• Is the business community behind them?</li> <li>• Are our residents tired of the same events every year?</li> <li>• Are they all needed? Should we focus our efforts and do fewer festivals?</li> <li>• Could we tweak them a bit to make them more successful?</li> <li>• How could we make them more experiential?</li> <li>• What is Sappyfest doing that makes it such a success?</li> <li>• Are there other simple ideas we could implement to refresh our current events?</li> </ul> <p>Examples of simple but effective festivals that bring residents out during the winter months are Moncton’s Taco Fest or Burger Fest and the Light up Riverview.</p>

## 2. Make students feel at home in Sackville

<b>Execution</b>	<b>Target Audience: University students and faculty</b>
Have a great summer! postcard campaign from Sackville to students	<p>Similar to Trevor Lee’s idea in Ord, Nebraska, the Town could develop a cute campaign where each student receives a little “Have a great summer!” postcard from the Town during exam period. This postcard could feature:</p> <ul style="list-style-type: none"> <li>• The reasons why Sackville is a great place to live during university, during the summer and after you graduate.</li> <li>• Why the town is going to miss the students during the summer.</li> </ul>

<p>Welcome back students for return from COVID-19, integrating Buy Local campaign</p>	<p>Develop a welcome back campaign with local businesses. This could include:</p> <ul style="list-style-type: none"> <li>• Sticker decals in local businesses windows “Welcome back students! We missed you!”</li> <li>• Welcome back student specials at local coffee shops, retail and restaurants.</li> <li>• A student loyalty/buy local card that, once completed with a stamp from every business on the card, they receive a free handmade soap in a bag with “Sackville: My home away from home” branding.</li> </ul>
<p>Create a monthly Sunday dinner in conjunction with local restaurants</p>	<p>Encourage local restaurants or use the space at the farmer’s market to create a “Sunday dinner” for residents and students to mingle with people from the Town and sit down for a family-style meal together.</p>
<p>Student participation in Town Council</p>	<p>Youth council, ex-officio, round table on entrepreneurship</p>
<p>Review Town and Gown</p>	<ul style="list-style-type: none"> <li>• Review current methods (2 working groups - senior managers of the Town and the University and Community Partnerships Committee) of keeping lines of communication open between the Town and the University.</li> <li>• Research how other university towns enhance this relationship.</li> <li>• Ensure right mix of students and other key influencers are involved.</li> </ul>

### 3. Business Community Voice

Execution	Target Audience: Business
<p>A Business Voice</p>	<p>Coordinate/support the development of an organization to represent the businesses in Town – led by local business, not by the Town. Could be part of the Moncton Chamber, but specific to Sackville. Things they could do include:</p> <ul style="list-style-type: none"> <li>• Represent and support local businesses;</li> <li>• Be involved in the COVID-19 sustainability plan;</li> <li>• Be involved in developing the Buy Local initiative;</li> <li>• Be involved in developing community engagement initiatives;</li> <li>• Help attract new businesses and employees as per Gap Analysis; and</li> <li>• Work with the University to develop entrepreneurial and experiential learning opportunities for students.</li> </ul>

Main Street website	<ul style="list-style-type: none"> <li>• Work with the Main Street Sackville group that is developing a website of the downtown businesses to ensure consistent branding and meeting the needs expressed in the stakeholder engagement, i.e. a map of downtown businesses.</li> <li>• Develop a more targeted “What’s there to do in Sackville?” for families, music lovers, art and culture lovers, foodies, etc.</li> <li>• Link to Town marketing assets.</li> </ul>
Business Gap Analysis	<p>Complete a gap analysis to identify what people (workforce) and businesses are missing in the Town then use this evidence to strategically target and attract the types of businesses and people you want/need to fill the gaps.</p> <ul style="list-style-type: none"> <li>• Work with Mount Allison and the enterprise and start-up community - could become an incubator for social engagement and social entrepreneurship</li> </ul> <p>Ensure the selection criteria set out by stakeholder engagement is respected:</p> <ul style="list-style-type: none"> <li>• Target new businesses that enhance the Town</li> <li>• Protect the heritage, environment/nature and what’s unique about Sackville</li> <li>• Target sectors that appeal to students, citizens and visitors for growth</li> <li>• Town has a lot of environmental, non-profit organizations - companies related to wildlife would be a good fit</li> <li>• Consider innovative business opportunities – co-working spaces (as part of MtA’s new library plan), work from home, link different government opportunities as well as private sector</li> </ul>

#### 4. If you build it, they will come...

Execution	Target Audience: Visitors
Accommodations	<p>Develop a plan to strengthen accommodation businesses in Sackville so visitors can visit for a few days. Some initial ideas are:</p> <ul style="list-style-type: none"> <li>• Year-round writers’ accommodations</li> <li>• Mount Allison could be a bigger part of Sackville’s tourism destination plan – more conferences, opportunities to stay at residences</li> <li>• Campground</li> <li>• Work to strengthen current accommodations to develop on-site restaurants or eating opportunities.</li> </ul>
Experiential tourism	<p>Work with local businesses to create 2-3 experiential tourism attractions that could be strategically marketed through influencers in the Attraction tactics. These could include:</p> <ul style="list-style-type: none"> <li>• Writing circles;</li> <li>• Music and arts experiences;</li> </ul>