



Miramichi2030:
A Vision for our Future
prepared by
MYPIE
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Introduction:

The Miramichi2030 Ideas Summit brought together young people from the Miramichi region in their 20s and 30s for a forward looking visioning discussion on the potential of the area and what a vibrant, thriving Miramichi looks like in the year 2030.

There were two separate discussions, one focusing on community development and the other on economic growth. The format was round table discussions where each table came up with their own ideas and then shared them with the group.

With over 40 people in attendance and many more participating online, one thing is clear: our younger generations love their home, and are very optimistic about the type of community we can create in the future. There were many ideas and themes that were consistent across the board, which we submit in this report as a road map for consideration by government planners and decision makers as well as other community groups.

Attendees had a diverse mix of backgrounds, professions, and life experiences, including college students in various programs at NBCC, local small business owners and entrepreneurs, educators, public health workers, social workers, young professionals, and parents with young families. Also present were a small group from other age groups who came to show their support, including representatives from City Council, the Chamber of Commerce, and the DowntownS Miramichi.

Note: When an answer was given by participants more than once, it is reflected in the report body by an "x" and the number of mentions, for example (x3) means three mentions.

Summary of Top Recommendations

There were several consistent themes that emerged across all suggestions and visions throughout the day. Those themes are summarized here:

- 1) Waterfront Development – It was very clear the participants view the river as an untapped asset and envision community life being built around the waterfront in the years ahead, both in terms of leisure and recreation as well as commerce and economic development.
Examples: Infrastructure / Activities on the River, Waterfront Walking Trails, Marina Development, Outdoor Waterfront Farmers Market, More Festivals and Events on the waterfront, Patios
- 2) Parks, Outdoor Activities and Wellness – Participants viewed parks and outdoor activities as a big part of the existing and future appeal and livability of Miramichi. The hope is that they be properly maintained, and in many cases enhanced. A Wellness Center was seen as a central part of the recreational offerings of the Miramichi of the future.
Examples: Multiplex / Wellness Center x 3, Free accessible splash Pad, Upgraded Richie Wharf, Outdoor Activities, Beautifying and Revitalizing Parks, Build on Tourism offerings x3, Dog Park, Mental Health Strategy,
- 3) Vibrant Downtowns – Vibrant, walkable downtowns that are full of live and action was a very common theme. This included public spaces and activities, downtown residential, and a diverse mix of locally owned shops and boutiques with a focus on food and beverage variety.
Examples: Condos Downtown, Active Downtown, Downtown redevelopment, Festivals / Events, Better Food and Beverage options x3
- 4) More Access to Diverse and Local Food Options – A common theme of food re-occurred throughout the discussions, taking mostly two forms: First, a desire to see a greater emphasis on locally grown food including increased production and distribution. Second: A desire for more diversity in the food choices available. A more consistent downtown (waterfront) market was suggested as a central food hub.
Examples: Daily Farmers Market, Better Food and Beverage options, More Ethnic Food Options, Food Trucks, Brewery, Brew Pub, More Patios, Farming
- 5) Positive Attitudes and Better Communication – While dreaming of what the future can look like, participants felt that included a shift in attitude and narratives towards a focus on the positives and successes of the city. They also cited a need for better and more centralized communications about the many events, activities, and resources already available and happening here.
Examples: What's Happening in Miramichi App, Focusing on the positive stories, Better Communications Plan, open community embracing change, Unity, centralized hub of community events

Discussion 1: Community Development

Attendees were asked to share their thoughts and ideas for the future of community development and recreation in Miramichi with the following three discussion questions:

- Question 1: What does a vibrant Miramichi look like in 2030?
- Question 2: What current strengths could we build on and promote as positive assets to Miramichi?
- Question 3: What new community living & recreation offerings could maximize Miramichis livability and appeal to present and potential residents?

This word cloud shows a summary for responses based on frequency. As you can see, a few items rose to the top as priorities for a vibrant community including a focus on the River, the Waterfront, Downtowns, development, a multiplex, French Fort Cove, Tourism, Parks, and Trails. Detailed answers to each question follow below.



Community Question 1: What does a vibrant Miramichi look like in 2030?

Vibrant Active Downtown (x2) (Attractive looking and well maintained, more food and beverage options, more patios, downtown condos / re-development)

Downtowns full of walk in off the street businesses

Beautiful, well kept, sustainable parks (downtown parks, landscaping, nice street lights, re-vitalize what we have)

Space / location to advertise local activities

Lots of Arts and Culture

United – All working toward same goals (not self-centered)

Local, healthy restaurants

Local farming and craft beer

Unified city (x2) / Get out of “Silos”

A Miramichi App (a central hub, listing of recreation options, and things to do)

No more stigma of alternative transportation

- The city transit bus
- More bike lanes / racks

New People with New Views (Diversity)

Strategic Alignments (First Nations business partnerships)

Waterfront Trail Network

More Awareness of current projects / capabilities in Miramichi

Focus on positives of rural living in media coverage

Multiplex exists on the Waterfront

New nursing home exists

Excellent senior care

- Increased Home Support

People outside and active (x2)

More action at French Fort Cove

- Trails, Boats, Zipline and Tree-Go

More Young Families

We are a community that embraces change

We are aware and promote of the great things we have

Social events / live music events available regularly (aside from drinking)

Bar / nightclub to dance

Support one and other when we have an idea

More permanent Farmers Market

Retaining young families and youth

Population growth to 25,000 – 30,000

Boutique / unfranchised businesses

Water Street Walking Pavilion

Waterfront development

Expanded post secondary education presence

Downtown Residential

Playhouse / Theatre / Cultural Center

Tech Industry / jobs to attract youth

Guided Outdoor Activities

Community Question 2: What existing strengths can we build on?

The River (x5) (Fishing, History and Tourism)

Outdoors (x3)

French Fort Cove (x3) (Kayak and Canoe Rentals, Bike Rentals, Improved Playground, Zipline)

Ritchie's Wharf (x3) (Upgraded splash pad)

Pro-Active Police – involvement in the community

College / NBCC

Youth

Walking Trails (build on Loggieville, Bushville

Strawberry Marsh

Waterford Green

Middle Island (x2)

Beaubear's Island

Tourism (x4) (river attractions, Richie wharf, Golf Course, Middle Island, French Fort Cover, orchards, MacDonald Farm, Vogue Theatre, music, curling club, use river in new ways)

First Nations Communities

Nice people (x2)

Science and Tech (3D printers)

Quality of Life

Miramichi Golf Course

Airport

Regional Hospital

New Elementary Schools

Volunteerism (x2)

Successful companies large and small

Tri-cultural community

Community Question 3: What New Community Development and Recreation offerings could help maximize livability and appeal?

A wellness center / multiplex (x5)
More local offerings (food, produce, meat)
More urban farming
Thriving Environmental Technology sector
A Music Facility
Night Life (ex: Wine Bar, sports bar)
Drive-In movie theatre
Great food, including an annual waterfront Taste of Miramichi Food Festival
Better communications
Bring together DowntownS Miramich / Chamber / MYPIE / WOMEN
Better Promotion / Website
Dog Park
Gastro – Infrastructure (Local)
Centralized Communications Plan
Splash Pad located in an accessible park (Elm Park)
Dog Park
Farmers Market on the Waterfront / Outdoor Market
Marina Development
Dock at the Golf Course
Indoor playground facility for kids
Escape Room
Intermural sports activities for young adults
Multiplex
Trail Development
Active Waterfront
4-season community
Partnership with First Nations Communities
Housing Development
Mental Health Strategy

Discussion 2: Economic Opportunities

The second discussion centered around asking attendees to present their wants as consumers and identify opportunities for economic growth in the Miramichi region. These discussions were framed around the following three questions:

- Question 1: What service / product / business would you most like to see come to Miramichi?
- Question 2: What industries / sectors do you feel provide opportunity for economic growth in Miramichi
- Question 3: How can MYPIE, the Chamber, and the various levels of government help support entrepreneurship and economic growth in Miramichi?

This word cloud shows a summary for responses based on frequency. It illustrates that participants identify technology as having the greatest potential to drive a vibrant Miramichi economy that would also include tourism, entrepreneurship, manufacturing, green energy, and the retirement industry as pillars. Participants also show a strong demand for local food from agriculture and farming to a more consistent Farmers Market presence.



Economy Question 1: What service / product / business would you most like to see come to Miramichi?

Fresh Food (x2)
Restaurants (x3)
Microbrewery (x2)
Patios (x2)
Daily Farmers Market (x3)
Comedy Club / Comedy Showcase
Children Clothes / Education
Maternity Store
Craft Store / DIY
Cultural Venue
Indoor Playground (x2)
Paint Night
Day Tours
Nightlife / Dance Bar (x2)
Restaurants (x2)
Ethnic Restaurants (x3) – (Thai, Sushi, Indian and Mexican)
Boutiques / Home Décor
Clothing Options (x2)
Technology App to Promote and Inform
Fitness events (Youth Runs, Tough Mudder, Foam, Run or Dye, Glow sticks)
Amphitheatre
Community Garden
Gaming Bar
Book Store (x2)
Dave and Busters
Dinner Theatre
Water Park
Food Trucks
More Hotels
Organic Food (x2)
Local Products in Walmart / Costco
Taste of Miramichi Festival
Super Greenhouse
Skating
Travel Services
Live Music
Mall
Drive-In Theatre
Youth Programs
Combine Senior Home and Child Care
Retirement Complex

Economy Question 2: What industries / sectors do you feel provide opportunity for economic growth in Miramichi?

Technology (x4) (Egg Roll Digital)
Technology Manufacturing
Technology Education
Environmental Technology
Green Technology (x2)
Green Energy (x3)
Tourism (x5)
Farming / Urban Farming (x3) (Food Boxes)
Retirement Industry (x3) / Senior Care
Entrepreneurship (x3)
Non-Profits
Students from NBCC
Housing / Apartments
Getaway Packages
Airport (x2)
Microbrewery
Farming – Organic and environmentally friendly
Sporting Goods
Fishing Outfitters / Tackle Shops
Hospitality / Hotels
Arts & Culture (x2)
Responsible Forestry
Defense
Manufacturing (x2)
Wellness Sector
Film Industry
Radio

Economy Question 3: How can MYPIE/ Chamber / Government best help support entrepreneurship and economic growth?

Center for Entrepreneurship
More Entrepreneurship information available
Business Development support
Promoting what we already have
Showing people how to get through red tape
Speaking to students
Mentorship / wisdom and knowledge transfer (x3)
A more grassroots Miramichi
More events like this
Positive Engagement
More awareness of MYPIE
More Promotion of local businesses (ex: Business of the Month, meet an entrepreneur)
Educate Business Owners – One-on-one help
Positive Message
Positive Environments
Proper Communication
Think Tank Events
User Friendly Business start-ups
Promote Buy Local
Identify growth opportunities
Relationships
Training / NBCC partnerships
Open to Change
Work Together
Investment Board
Advisory Board
Awareness
Collaboration between Chamber / MYPIE / WOMEN

Appendix: List of Participants

MYPIE Board of Directors 2015 – 2016

Adam Hambrook – President
Adam Lordon – Vice President
Breanne Tozer – Secretary
Mark Downey – Treasurer
Dan Jardine
Lisa Mitchell
Evan Hudson
Kelsey Manderville

Facilitators:

Adam Lordon – City Councilor / Media Industry
Natasha Gallant – Miramichi Youth House / Social Services
Brad Vesey – Miramichi Airport Commission / Health and Wellness Industry
Adam Hambrook – MYPIE President / Local Entrepreneur
Jessica Sargent – Horizon Health Network / GNB
Evan Hudson – MYPIE Board / Financial and Banking Industry
Kelsey Manderville – MYPIE Board / Health and Wellness Industry
Sarah Gilliss – NBCC Instructor
Jeff MacTavish – City of Miramichi / Economic Development

Participants:

Jason Harris
Steve MacCauley
Peggy MacLean
Travis Kingston
Douglas Mullin
Amy Pike
Patti Somers
Justin Somers
Greg Sargent
Douglas Irving
Janice Innes
D’Arcy Matchett
Kevin Gallant
Shannon Hannah
Morgan Matchett
Leslie Clark
Francesco Princiotta

Krista Chase David Dunnett
Grace Coughlan
Greg Richard
Zane Shaw
Andrew Booker
Adam Hamilton
Josh Somers
Vanessa Tweedie
Karen Daley
Rachael Bell
Troy Cabel
Clarissa Harris-LeBreton
Chantal Martinez
Lisa McNeil
Bob Moar
Steve Howard
Alicia Howard
Veronique Arsenault

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