



Greater Moncton, New Brunswick

Dear Member of the Business Community,

3+ Corporation, Greater Moncton's economic development agency, is proud to invite you to join its elite Strategic Partnership to invest in the economic development and prosperity of your region: Greater Moncton.

As a Strategic Partner, you would become an integral part of 3+ Corporation and a key to helping Greater Moncton grow and prosper. The region's business community needs the ongoing support of its business members. We are continuously growing our regional economy by developing and attracting talent and businesses to the area.

3+ Corporation is attentive to its Strategic Partners to ensure that it effectively understands their goals and challenges; that way, we are able to better tailor our strategic and operational plans to help your business succeed.

We are currently meeting with many members of the business community to help us understand how to support you better. 3+ Corporation is interested in getting your feedback as to what your investment in economic development represents for your business and industry. It is also important for us to understand your business growth plan, challenges and opportunities.

I look forward to this new opportunity. Feel free to reach out to me anytime.

Sincerely,

Eric Mourant, MBA, CPA, CMC  
President & Chief Executive Officer



## ▶ PROUD STRATEGIC PARTNERS

Atlantic Lottery • BrainWorks Marketing • Brunswick News – Times & Transcript • Cavendish Farms •  
Delta Beauséjour • Greater Moncton International Airport • IGT Spielo International / GTECH •  
Irving Group • Lounsbury's Group • Medavie Blue Cross • Midland Transport • NB Power •  
RBC Royal Bank • RBC Dominion Securities • Technology Venture Corporation

Acadie Nouvelle • Art for Art's Sake / Festival Inspire • Assumption Life • Bell Aliant • Cadillac Fairview Corporation •  
Casino New Brunswick • Cushman & Wakefield • Grant Thornton • Owens MacFadyen Group •  
Portfolio Marketing • The Co-operators • Université de Moncton • VENN Innovation

Advocate Printing • Architects 4 • Ashford Group • Assurance Goguen Champlain • Atlantic Cancer Research Institute •  
Avant-Garde Construction & Management • Avondale Construction • BDC • Bank of Montreal • Battah & Associates •  
Becktek Computer Consultants • Bird Construction • Boudreau Albert Savoie & Associates • Corporation financière UNI •  
COMZTAR • Crandall University • Crombie REIT • Daniel St-Louis Photograph • DNA Swag • Downtown Moncton •  
Duparc-Westmount Properties LLP • Enbridge Gas New Brunswick • Fairmont Raffles Hotels International •  
Fancy Pokket Corporation • Greater Moncton Chamber of Commerce • KPMG LLP • Lindsay Construction •  
MacArthur's Paving & Construction • Masitek • McKenzie College • Moncton Northeast Construction Association •  
NBCC Moncton • Stewart McKelvey • Wildwood Cabinets

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Prosper



# ▶ MAKING A DIFFERENCE

## GREATER MONCTON NEEDS YOUR SUPPORT TO ACHIEVE SUSTAINABLE GROWTH

The Greater Moncton Economic Development Team, made up of dynamic and motivated business leaders from the Tri-community, the Economic Leadership Council (ELC), and 3+ Corporation, invite you to invest in the development of your region. Your financial support is essential for Greater Moncton to achieve the scale and sustained economic impact it needs to unleash innovative ways of working and mobilizing new resources to ensure its growth. Please join 3+ Corporation's Strategic Partnership, a keen group of like-minded and well-respected business leaders who understand that a collective regional value proposition is stronger than the sum of its parts.

## WHAT ROLE DOES 3+ CORPORATION PLAY IN THE REGIONAL ECONOMIC DEVELOPMENT?

3+ Corporation is the economic development agency for Dieppe, Moncton and Riverview; it leverages Greater Moncton's assets to foster new job creation, to enhance regional prosperity, and to improve overall competitiveness. 3+ Corporation uses its expertise to promote the region, attract investments, help expand existing businesses and key sectors, and help build and attract the workforce needed for new and existing businesses to thrive. 3+ Corporation plays a significant role as a regional economic development connector and catalyst linking people and businesses with opportunities. The Corporation acts as primary lead in the process of the Greater Moncton Regional Economic Development Strategic Plan 2018-2022.

## STRATEGIC PARTNERS ARE LEADERS THAT INVEST IN THEIR BUSINESS COMMUNITY

- To provide financial support to maintain and develop new business initiatives
- To help grow the business community within Moncton, Dieppe and Riverview
- To retain local businesses and create economic stability
- To attract new employees/businesses to come to Greater Moncton and grow
- To make the positive change the business community needs



Attirer  
Croître  
Prosperer



## ▶ A WORD FROM MAJOR PARTNERS

“ 3+ Corporation is mandated to lead the process for the Greater Moncton Regional Economic Development Strategic Plan 2018-2022. This is an ambitious plan, but we are convinced that we, the three municipalities, and 3+ Corporation, in collaboration with the many stakeholders and the community, can rise to this new challenge. Join us in bringing our collective strengths to new heights! ”

**Mayor Yvon Lapierre** (City of Dieppe),  
**Mayor Dawn Arnold** (City of Moncton)  
and **Mayor Ann Seamans** (Town of Riverview).

“ When you invest in 3+ Corporation’s Strategic Partnership, you become a leader in the growth and prosperity of your business community. The Strategic Partnership is a recognized collective voice in our efforts to build a vibrant economy and help Greater Moncton reach its full economic potential. Thank you to all the forward-thinking business leaders involved in contributing to a diverse, vibrant and sustainable community. ”

**Bernard Lord**  
Chairman of the Economic Leadership Council (ELC)

“ There is great synergy between the vision of the Greater Moncton Roméo-LeBlanc International Airport and 3+ Corporation, the Regional Economic Development Agency. Greater Moncton Roméo-LeBlanc International Airport is driven to be the airport of preference and to maximize its contributions to regional economic and community development. As our region continues to grow, we have confidence in 3+ Corporation and their ability to help promote and act as a catalyst for economic development in our region. We, like many businesses, benefit from a vibrant and prosperous regional economy and believe that our strategic partnership with 3+ Corporation is a strong investment in the continued growth and success of our region. ”

**Bernard F. LeBlanc**  
President & CEO, Managing Director



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Croître  
Prosperer

Attract  
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Prosper



# ▶ THE VALUE OFFERING

## WHY AM I A STRATEGIC PARTNER?

I believe that:

- business needs a strong voice in economic development in Greater Moncton.
- 3+ Corporation is the best opportunity for our business community to have that strong voice.
- to succeed, 3+ Corporation needs business financial support.

This financial support is not a donation; it's an investment on which you will receive a financial return. Prosperity in our community creates profit in our businesses. Continued prosperity creates continued profits, which is our return on investment.

“ **Strategic partnership contribution is not an expense, it's an investment.** ”

I choose to be a Strategic Partner and support 3+ Corporation because we are fortunate to live in a community that enjoys prosperity. Our company is better and stronger because of this prosperity. It didn't happen by accident. It happened because of the contribution of both time and money made by people thirty, twenty and ten years ago. We benefit from the contribution of others who came before us. When we write our cheque for the Strategic Partnership Program of 3+ Corporation, we make an investment in the continued prosperity and growth of our unique community. We have an obligation to do our part and by doing so will enjoy the financial benefits of continued success. Without meeting this obligation, we risk suffering the financial consequences of the adversity faced by so many communities in our province.

3+ Corporation is one of the most important voices of business in Greater Moncton's economic development. The voice of business is different than the voice of elected officials and the voices of municipal, provincial or federal governments working in economic development. The only way I can see the business community getting a strong voice is through 3+ Corporation as a key player to help influence and generate growth and future prosperity. Please take the time to understand the importance of your membership and the return you will receive before making a final decision.

“ **When you invest in 3+ Corporation, you invest in the voice of the business community.** ”

Economic development in our community is critical and I understand the financial benefits of my investment of time and money. This is a self-serving act. But more importantly, I invest in the Strategic Partnership Program because I care deeply about my community: I want a great community for my children, my family and friends and my employees. We have a good thing going, let's make sure we each do what we can to keep it going!

“ **We are not a community of accepting what we're given, we are a community of getting what we want.** ”

**Dave MacFadyen,**

Strategic Partner and Member of the Economic Leadership Committee (ELC)



# ▶ BENEFITS AND INVESTMENT

## STRATEGIC PARTNER BENEFITS

### INVESTMENT LEVELS

\$2,500+    \$5,000+    \$10,000+

#### BENEFITS

#### INPUT & INFLUENCE

- Provide input into 3+ priorities and programs to help Greater Moncton attract, develop and prosper
- On-site partner engagement session to assess your business goals and support from 3+ (upon request)
- Opportunity to apply for 3+ Board of Director positions
- Getting 3+'s news prior to public release

\$2,500+	\$5,000+	\$10,000+
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#### EXPAND YOUR NETWORK

- Assisted introduction to other Partners, connecting you with senior-level decision makers in the community
- Introductions to relevant key sectors using our internal 3+ relationships
- Invitation to our Business Growth Series breakfasts
- Opportunity to have marketing materials at select Partner events (upon request)
- Private briefing with event keynote speakers (subject to availability; upon request)

\$2,500+	\$5,000+	\$10,000+
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#### VISIBILITY & RECOGNITION

- Company profile with logo and link on www.3plus.ca (organized by category and by industry)
- Welcome introduction posted on all 3+ social media platforms
- Access to 3+ social media (Facebook, Twitter and LinkedIn) for community relevant content (must fit with the 3+ communication strategy)
- Host a 3+ Board of Directors' meeting (subject to approval)
- Listed on Partner thank you communications
- Recognized as a key supporter at our Annual Growth breakfast event (open to the public)
- High profile visibility as an economic and community leader in relevant 3+ communications

\$2,500+	\$5,000+	\$10,000+
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#### WORKFORCE RECRUITMENT & RETENTION

- Promotion of available job opportunities on a local, national and international level (when/ if warranted) for specific 3+ campaigns and initiatives
- Assistance with sourcing candidates
- Information on community job fairs and colleges and connection with post-secondary training institutions in the region
- Access to information on government funding (programs which support hiring individuals or in a lay-off situation)

\$2,500+	\$5,000+	\$10,000+
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# ▶ CONTACT

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Economic Development Corporation  
Corporation développement économique  
Dieppe Moncton Riverview

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