

## Town of Riverview Economic Development

### Department MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: March 22, 2017













**Agenda Item:**

**Meeting Date:** COW

For use by Office of the Town Clerk

### Section 1: Operational Dashboard

Social Media – Current Period (March 2017)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview	Observations
Posts	35	32		6	15	Envision Riverview is seeing a boost in shares and overall engagement thanks to marketing efforts specific to 2017 Sustaina-Palooza.
Comments	5	36		0	1	
Shares	-	103		-	33	
Followers	2687	3259		282	724	
Social Media – Past Period (March 2016)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview	

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Posts	24	31	24	3	9
Comments	1	23	3	0	0
Shares	-	235	27	-	0
Followers	2230	2506	2781	247	613

## Section 2: Status of Department's Operational Priorities for 2017

SMART & SUSTAINABLE GROWTH	Status	Measurement
<p><b>Retain and grow our strong local business community.</b></p> <p><b>Create a thriving niche retail business environment that has a regional draw.</b></p> <p><b>Attract location neutral enterprises.</b></p> <p><b>Grow Riverview's tourism</b></p>	<ul style="list-style-type: none"> <li>Continued support for development community in attracting tenants to vacant commercial space.</li> <li>Staff are reviewing a development application for retail/food establishment on Riverview Mall land.</li> <li>Staff hosted and presented to the latest cohort of immigrant entrepreneurs learning to start their own businesses through the MAGMA Boot Camp program</li> <li>The department introduced a new online community profile for investment attraction and can be viewed at <a href="https://townfolio.co/nb/riverview/overview">https://townfolio.co/nb/riverview/overview</a>. The site will continue to evolve as more data becomes available.</li> <li>Visitor Information Centre student staffing has been completed in preparation for the upcoming tourism season</li> <li>The Town's Green Team met in March and confirmed priorities for 2017/2018.               <ol style="list-style-type: none"> <li>Develop the tools to track and measure the GHG emissions produced by the Town to meet the 2020 goal.</li> <li>Design the TOR Green Action Recognition Program</li> <li>Develop a Town of Riverview Active Transportation Map (Interactive Fold-up Pocket Size) that will feature the recommended Car Pool Lots.</li> </ol> </li> <li>CEDO presented to the Albert County Tourism Association on the Town's Tourism Development plans.</li> <li>CEDO has been working with the Fundy Biosphere Reserve, Fundy National Park and Trail Consultants in the planning of the March 28<sup>th</sup> and 29<sup>th</sup> Trail Town conference to be held at the Cocoa Room. Ashley Arrowsmith and Micha Fardy will be</li> </ul>	

<p><b>product offerings in line with regional strategies.</b></p>	<p>participating on the Wednesday afternoon Trail Town experience panel. All Municipalities in Regional Service District 7 received tickets to attend and learn about the economic opportunities for businesses and communities integrated into their trail systems. It would be great to see council attend this 2 day event!</p> <ul style="list-style-type: none"> <li>• Ec Dev and P&amp;R staff met to compile a list of elements to include in the Canada 150 municipal downtown grant program. Also consulted were businesses and L'Art Ici. Deadline is March 31<sup>st</sup>.</li> </ul>	
<p><b>A SAFE &amp; WELCOMING COMMUNITY</b></p>	<p><b>Status</b></p>	<p><b>Measurement</b></p>

<p><b>Promote Riverview's business offerings to local and surrounding community.</b></p>          <p><b>Encourage commercial and retail businesses to be</b></p>	<ul style="list-style-type: none"> <li>• The department will be finalizing a renewed look and feel for marketing efforts which will include a Visual Identity Guide for all departments to adhere to when producing communication materials.</li> <li>• Maple Sugar Festival once again includes featured maple specials available at local businesses March 31-April 2.</li> <li>• Staff have received a number of submissions to re-develop the Town's corporate website in alignment with the recommendations form the Marketing/Communication Strategy that Council adopted last year.</li> </ul>	
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<p><b>accessible and inviting for all ages (public transit, cycling, walking)</b></p> <p><b>Promote Riverview's natural beauty/cultural heritage and its benefits to the community.</b></p> <p><b>Foster civic engagement and volunteerism</b></p> <p><b>Promote Riverview as an inclusive community offering a good quality of life.</b></p> <p><b>Design community events and programs to instill pride and encourage community engagement.</b></p>	<ul style="list-style-type: none"> <li>• A digital marketing campaign will be launched in the coming months and Council will receive a presentation on this at a future Council meeting.</li> <li>• Staff are working collaboratively on a Regional Immigration Website as members of the Greater Moncton Local Immigration Partnership.</li> <li>• Staff are working collaboratively on the Welcoming Communities strategy to support the Local Immigration Partnership.</li> <li>• As a part of this year's Sustaina-Palooza, 9 local artists have submitted works for the April 19<sup>th</sup> Art Exhibit, Telling Our Story of People and Place.</li> <li>• The Friends of Mill Creek met February 24<sup>th</sup> with guest speaker Cory Herc of LaBikery presenting on the ACCESS conference in May. Two RHS students attended on behalf of Pam Fowler and will continue to join for meetings.</li> <li>• Staff is helping to facilitate the filming of a commercial spot for Enbridge Gas that highlights the company's many community partnerships including its longstanding support for Riverview's Fire Prevention Week. The commercial will be filmed at Riverview Fire &amp; Rescue in late March.</li> <li>• The Communications Coordinator is supporting the development of a new citizen-led committee that will provide recommendations and direction for the Jim DeWolfe Community Spirit Award. Two citizens provided input into the award criteria and outreach efforts for the 2017 award.</li> <li>• Staff collaborated with the Deputy Fire Chiefs to develop a public survey to gauge awareness and satisfaction with the fire department's current service offering. Another survey was developed specifically for staff input. A total of 253 responses were received.</li> <li>•</li> </ul>	
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<b>PLANNING FOR THE FUTURE</b>	<b>Status</b>	<b>Measurement</b>
<b>Utilize AMP to understand infrastructure needs and guide decision making.</b>  <b>Maintain /grow Town's road network to attract business investment and support</b>	<ul style="list-style-type: none"><li>• The Director participated in the Level of Service workshop put on by Opus Int'l as part of the Asset Management Plan process</li><li>• Staff continue to pursue funding opportunities for Bridgedale Blvd.</li></ul>	

<b>economic growth.</b>  <b>Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.</b>		
<b>FISCAL RESPONSIBILITY &amp; SERVICE EXCELLENCE</b>	<b>Status</b>	<b>Measurement</b>
<b>Provide high quality customer service to residents and businesses.</b>  <b>Foster a positive and engaging work environment for Town employees</b>  <b>Promote a safe work culture</b>		

### **Section 3: Other Notable Development & Highlights for Council's Attention...**

- Staff continue to meet with 3+ staff to work towards a mutually satisfactory Service Level Agreement for regional economic development services.
- As per the Town's Land Mangement Policy, staff have been working with local realtors to investigate the potential of disposing of additional Town owned lands

**Report Approval Details**

Document Title:	New Format Ec Dev Monthly Report- March 2017.docx
Attachments:	
Final Approval Date:	Feb 22, 2017

This report and all of its attachments were approved and signed as outlined below:

**Colin Smith - Feb 22, 2017 - 4:22 PM**