

Town of Riverview

Economic Development Department

Monthly Report – March 2019



To: CAO, Mayor & Council

From: Shane Thomson, Director

Section 1: Status of Department's Operational Priorities for 2018

| SMART & SUSTAINABLE GROWTH | Status |
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| Retain and grow our strong local business community. Create a thriving niche retail business environment that has a regional draw. Attract location neutral enterprises. Grow Riverview's tourism product offerings in line with regional strategies. Promote Riverview's business offerings to local and surrounding communities. Encourage commercial and retail businesses to be accessible and inviting for all ages (public transit, cycling, walking) | <ul style="list-style-type: none">• Continue to work with local developers to market their available space for lease and land development; provided information to strengthen tenant proposals for two companies.• Supported Glass Roots Studio for its grand opening via communications and staff representation.• Currently developing micro-site to appeal to site selectors in investment attraction - currently sourcing quotes from agencies.• Submitted finalized web copy and developing design for kitchen incubator program prior to media blitz in April.• As part of the Immigrant Entrepreneurship LIP sub-committee, developing a roadmap tool for entrepreneurs to access the appropriate resources for their developing business• Staff attended the launch of the RDMO tourism report that was developed via SERSC.• Staff attended the Junior Achievement Awards Banquet with Opportunities NB and donated a town-branded silent auction item. |

| A SAFE & WELCOMING COMMUNITY | Status |
|--|--|
| Promote Riverview's natural beauty/cultural heritage and its benefits to the community. Foster civic engagement and volunteerism. | <ul style="list-style-type: none">• Secured 14 businesses to host maple-inspired promotions during Maple Festival.• Conducted a photo shoot with several businesses to help promote local amenities.• Hosted Riverview Business Connects in partnership with Rehab One, Wine Kitz, Marrow Marketing and Adelin Properties; registration sold-out at 80 guests. |

| A SAFE & WELCOMING COMMUNITY | Status |
|--|---------------|
| <p>Promote Riverview as an inclusive community offering a good quality of life.</p> <p>Design community events and programs to instill pride and encourage community engagement.</p> | |

| PLANNING FOR THE FUTURE | Status |
|--|--|
| <p>Utilize AMP to understand infrastructure needs and guide decision making.</p> <p>Maintain/grow Town's road network to attract business investment and support economic growth.</p> <p>Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.</p> | <ul style="list-style-type: none"> Working together with partners, Fundy Biosphere Reserve, Petitcodiac Watershed Alliance and RHS to plan for Sustainapalooza to be held April 24-27. Developed a tier system and interactive inventory for promotional items (swag). |

| FISCAL RESPONSIBILITY & SERVICE EXCELLENCE | Status |
|--|---|
| <p>Provide high quality customer service to residents and businesses.</p> <p>Foster a positive and engaging work environment for Town employees.</p> <p>Promote a safe work culture.</p> | <ul style="list-style-type: none"> The Director began a 2- year term on the Town's Joint Health and Safety Committee |

Section 2: Other Notable Development & Highlights for Council's Attention