

Town of Riverview

Economic Development Department

Monthly Report – May 2019



To: CAO, Mayor & Council

From: Shane Thomson, Director

Section 1: Status of Department's Operational Priorities for 2019

SMART & SUSTAINABLE GROWTH	Status
<p>Retain and grow our strong local business community.</p> <p>Create a thriving niche retail business environment that has a regional draw.</p> <p>Attract location neutral enterprises.</p> <p>Grow Riverview's tourism product offerings in line with regional strategies.</p> <p>Promote Riverview's business offerings to local and surrounding communities.</p> <p>Encourage commercial and retail businesses to be accessible and inviting for all ages (public transit, cycling, walking)</p>	<ul style="list-style-type: none">• Continue to work with commercial property owners to fill vacant space.• Providing data to support the establishment of a co-working space in the Pinewood Plaza• Framework has been developed for Envision Riverview Micro-Site with design and content; moving into phase 2.• Incubator Kitchen name, logo and flyer design underway.• Developed ad for FDI Alliance international digital magazine and editorial on the importance of human talent.• Embarking to Collision Conference 2019; scheduled relevant social content with call to action via webform, created landing page for scheduled meetings onsite.• The Director met with potential real estate investor from PEI. Toured former public works site for potential re-development• Buddha Bear Café re-opened over the long weekend. There have been a number of inquiries from food trucks wanting to locate nearby.
A SAFE & WELCOMING COMMUNITY	Status
<p>Promote Riverview's natural beauty/cultural heritage and its benefits to the community.</p>	<ul style="list-style-type: none">• Staff will be supporting "Welcome to Greater Moncton" event to be held in June by offering free access to skatepark and pool.• Sustaina-Palooza welcomed roughly 60 attendees throughout the course of the day; sold out event at 150 tickets.

SMART & SUSTAINABLE GROWTH	Status
<p>Foster civic engagement and volunteerism.</p> <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>	<ul style="list-style-type: none"> Hosted a family from France here on an exploratory visit and considering Riverview as a possible destination

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"> Discount and Dine program has been launched on the website and announced to businesses; program allows businesses to be part of the Town's promotional offerings when sponsoring business events. Created list of annual events to host on website and share with businesses on the many ways they can get involved throughout the year. This is in partnership with Parks and Rec Department but led and funded by Ec Dev. Email template response being drafted to identify how the Town's Ec Dev Department can support the launch of new business and through channels.

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"> Helped promote the grand opening of two local businesses, Beltone and Serenity Pools, via a mix of social media promotion, spotlight content and attendance.

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

- Staff received additional training on the TieiT CRM
- Staff attended the CCGM AGM. The Town's EDO will serve another term as an ex-officio member