

# Town of Riverview

## Economic Development Department

### MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: February 20 - 2017











**Agenda Item:**

**Meeting Date:** COW

For use by Office of the Town Clerk

### Section 1: Operational Dashboard

Social Media – Current Period (Feb. 2017)	TO R	 TOR	 Active Riv	 Ec Dev	 Envision Rivervie w	Observations
Posts	66	45	38	5	13	TOR's Facebook page sees an increase in new followers during severe weather. Since the Jan. 25 ice storm and subsequent snow storms in early Feb, the follower count jumped from 3017 to 3207. Posts related to road conditions and emergency preparedness draw the most engagement.
Comments	7	93	18	0	3	
Shares	289	1095	83	0	5	
Followers	2648	3207	3117	280	706	
Social Media – Past Period (Feb. 2016)	TO R	 TOR	 Active Riv	 Ec Dev	 Envision Rivervie w	

Posts	24	25	52	5	15
Comments	5	24	663	0	3
Shares	23	296	1303	2	0
Followers	2143	2257	2486	243	521

## 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>The Director has held a series of meetings with commercial developers in the region to discuss Riverview development opportunities and address the issues of commercial vacancies, in particular; Cushman Wakefield, CBRE, Avison Young, Pinewood Plaza, Dobson Landing</li> <li>The department has been assisting a local entrepreneur in identifying a location for a new café</li> <li>The Director is working with the Southeastern Workforce Attraction Team (SWAT) to build an action plan to address the needs of the local labour market.</li> <li>The Director as a member of the Local Immigration Partnership is working on two sub-committees. One focussed on Labour Market and the other on Entrepreneurship. Both of these committees are in the midst of building annual work plans to achieve the various objectives of the Greater Moncton Immigration Strategy.</li> </ul>	

<b>product offerings in line with regional strategies.</b>	<ul style="list-style-type: none"> <li>• The Riverview Business Collective met on February 1<sup>st</sup> at Southeastern Mutual. Good turn out with four new businesses attending. (11 businesses in total) Next meeting is a tour of ECO 360 and networking event at Five Bridges on February 22.</li> <li>• CEDO attended the Albert County Tourism Associations (ACTA) monthly meeting and informed on the upcoming Sustaina-Palooza in April inviting the ACTA and the Fundy Biosphere Reserve to assist in a mapping exercise at the event.</li> <li>• The Town is sponsoring and hosting, in partnership with the Fundy Biosphere Reserve and Fundy National Park, a 2-day interactive learning event for the Southeast region on economic opportunities with Destination Trails including learning about Trail Towns and the role(s) of municipalities. March 28<sup>th</sup> and 29<sup>th</sup> at the COCOA Room.</li> <li>• Ec Dev staff have provided a number of contacts to the Boris Development Group assisting in the leasing of the Gunningsville commercial development that align with the town's ICSP and strategic plan.</li> </ul>	
<b>A SAFE &amp; WELCOMING COMMUNITY</b>	<b>Status</b>	<b>Measurement</b>
<b>Promote Riverview's business offerings to local and surrounding community.</b>  <b>Encourage commercial and retail businesses to be</b>	<ul style="list-style-type: none"> <li>• Staff attended the Greater Moncton Chamber of Commerce's State of the Tri-Community Breakfast where one of the department's video projects was screened for the first time which received very positive feedback.</li> <li>• CEDO met with HR manager at Concentrix to begin planning for the Live-Work-Play business and community Spring Fling! Suggested date is May 12<sup>th</sup> and 13<sup>th</sup>.</li> </ul>	

<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>• CEDO met with Seniors Advisory Committee to discuss process to engagement businesses in a senior friendly campaign. Next steps are for the committee to create a set of questions and Ec Dev will format a survey and send to the Business Collective and follow up with the committee presenting at a Riverview Business meeting.</li> <li>• Staff have engaged a graphic designer to assist in the development of a branding guidelines document that will ensure a consistent brand voice and message are reaching Riverview's key target audiences as defined by the Marketing/Communication Strategy</li> <li>• Staff are preparing an RFP to redesign the Town's website. The website was identified as an essential component of the Town's Marketing/Communication Strategy. The current website was implemented in 2012 and since then technology has accelerated towards a current best practice which includes open sourced software that provides a more dynamic user experience. Mobile compatibility will also be an essential component of the new site.</li> <li>• Staff met with a local provider of digital media marketing that will be submitting a proposal to assist the Town in its further rollout of recommendations from the Marketing/Communications Strategy.</li> <li>• CEDO and P&amp;R staff have met twice with a group of Riverview artists to support in the development of events that nurture arts and culture in Riverview. Their first event will be in partnership with the Sustaina-Palooza on April 19<sup>th</sup> (Telling Our Story of People and Place) and the second event is being planned for June 24<sup>th</sup> being an art sale and exhibit along the riverfront – stay tuned for more details on both!</li> <li>• CEDO and a hired videographer captured 10 videos during the final day of Winter Carnival and 8 videos during a morning at Riverview High School to gather material for a video to promote the Envision Riverview micro grant program and get feedback from community members on the 3-stream separation process.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• CC collaborated with P&amp;R staff in online, print and radio promotions of Winter Carnival activities throughout the months of Dec.-Feb. A new Facebook page dedicated to Winter Carnival event listings and sponsorship recognition was created in December and gathered 720 followers by the time the carnival kicked off in February. Content will continue with a winter theme until spring and be revived in the fall for early Winter Carnival notices.</li> </ul> <p>This year's event incorporated feedback we received from a public roundtable held earlier in the fall and brought new ideas from community members/volunteers including the addition of bilingual greeters at key events and new activities focused on pets, since there seems to be a lot of dog owners in Riverview. Feedback from event organizers is still being collected.</p> <ul style="list-style-type: none"> <li>• CC worked with a local videographer to produce a Winter Carnival teaser video shared on our social media channels.</li> </ul>	
<b>PLANNING FOR THE FUTURE</b>	<b>Status</b>	<b>Measurement</b>
<p><b>Utilize AMP to understand infrastructure needs and guide decision making.</b></p> <p><b>Maintain /grow Town's road network to attract business investment and support</b></p>	<ul style="list-style-type: none"> <li>• The Director has been working on the process of preparing the former public works site for re-development, including fuel tank removal and building demolition. A Request for Expressions of Interest document which is now available on the NB Opportunities Network and has been distributed widely to the local development community. After all proposals have been received and evaluated Council will be presented the proposals for review.</li> </ul>	

<p><b>economic growth.</b></p> <p><b>Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.</b></p>	<ul style="list-style-type: none"> <li>The Development Review Team were presented with plans and drawings of all PW+E Capital Projects for 2017. P+R will present its 2017 Capital Projects at later date</li> </ul>	
<b>FISCAL RESPONSIBILITY &amp; SERVICE EXCELLENCE</b>	<b>Status</b>	<b>Measurement</b>
<p><b>Provide high quality customer service to residents and businesses.</b></p> <p><b>Foster a positive and engaging work environment for Town employees</b></p> <p><b>Promote a safe work culture</b></p>	<ul style="list-style-type: none"> <li>Ec Dev is developing a process to capture positive /negative feedback received through the info email and social media channels for quarterly review/reporting. The idea is that we will develop material to share back with Departments and community.</li> <li>CC collaborated with the CAO to develop a framework for the Employee Town Hall Session hosted on Jan. 31. Afterward, a survey was distributed to all staff and 34 respondents shared positive feedback and ideas for the next session including topics of interest.</li> <li>CC worked with HR to redevelop a recruitment campaign for staff personnel at the aquatics centre.</li> </ul>	

### **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.

**Report Approval Details**

Document Title:	New Format Ec Dev Monthly Report- February 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**