

Town of Riverview

Economic Development Monthly Report



To: Colin Smith, CAO

Prepared by: Shane Thomson, Director

Date: September 18, 2019

Month & Year: September 2019

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

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. A number of new business openings in Town including, WestSide's Bar and Grill, Argus Audiology and TANGelic Salon. Hosted and Riverview Business Connects Mixer in partnership with Beltone, Simply for Life, Hair Studio, and Monteith Physio. Coverdale Counselling delivered brief presentation on avoiding burnout for SMEs, supported two local food and beverage vendors, and had 67/80 registered in attendance. Submitted 10 nominations for the Chamber of Commerce's annual Business Excellence Awards. The Town will co-sponsor the Inclusive Hiring Award once again this year. Senior volunteers are staffing the VIC this month after summer students returned to school. Launched EnvisionRiverview.ca micro-site to highlight Riverview as an ideal opportunity to site selectors and developers, including a promotional tent card highlighting our key value propositions. Staff working on Light Up Riverview committee to secure sponsorship. Submitted various funding applications and have secured \$2,500 out of \$10,000 goal in sponsorship; new landing page created on Town's website to track readership and gauge interest. Staff have been involved in the development of a regional workforce development strategy. The supply of talent is the single largest factor hindering the growth of most businesses in the region. The strategy will be officially launched at the 3+ Workforce Summit to be held November 12th.

SMART & SUSTAINABLE GROWTH	Status
	<ul style="list-style-type: none"> Working with Venn Innovation to provide smart-city problem statements that address civic barriers as part of national Catalyzing Community Solutions events in October.
A SAFE & WELCOMING COMMUNITY	Status
<p>Promote Riverview's natural beauty/cultural heritage and its benefits to the community.</p> <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"> The Town received \$38000 from the Environmental Trust Fund to develop a Climate Change Adaptation Plan. A steering committee working with Regional Service Commission staff will develop the plan including a public engagement and education strategy. The Director with the LIP executive have been working towards the development of a new 5 year regional immigration strategy. The growth of the region will only be possible if the number of newcomers can be boosted from the current 1500 added annually climbing to 3500 annually by 2024.

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'</p>	<ul style="list-style-type: none"> Launching a new initiative called Business Brilliance to encourage residents to light up their storefronts as part of Light Up Riverview. Logo and new pole banner design completed with promo flyer underway; new page created on Town's website. Updated existing "Opening a Business" page with new content to support existing businesses operating in Riverview in lieu of new micro-site being focused on investment attraction. Ordered promotional swag to support community events and executive sponsorship opportunities. Working on proposal for new shopping rewards program; had two loyalty platform demos; project will entail branding,

PLANNING FOR THE FUTURE	Status
needs.	<p>marketing, and onboarding of businesses.</p> <ul style="list-style-type: none"> • Kitchen Incubator at the Coverdale Centre was re-branded, including the production of a promotional flyer and creation of a page on Town's website, and promoted to food-based startups. The Chocolate River Cookery has accepted 3 companies into the first cohort intake this fall and has developed a program workbook as business development support.

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"> • Subsidized the order of Town branded merchandise for staff to purchase.

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