

Town of Riverview

Economic Development Department

Monthly Report – October 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.• Participated in <i>Collision Day: Future Cities</i> hosted by Venn Innovation in partnership with Evergreen to address civic concerns; hosted Envision Riverview booth to meet with various tech entrepreneurs interested in [potentially] pursuing the challenges presented.• VIC is now closed for the season.• Staff working on Light Up Riverview committee to secure sponsorship for annual event. We have raised \$9,750 out of our \$10,000 goal in sponsorship and are now working on securing an official media partner.• Staff are currently updating a conditional zoning agreement with Dobson Landing developer who has modified their plan for the project. This will require trigger a standard rezoning process whereby Council will receive the PAC's written views before making any decision.• Confirmed agency that will create and execute shopping rewards program [Work of Heart]. Meeting with proposed marketing firm and firming up final estimate in hopes of launching marketing campaign in 2019.
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>	<ul style="list-style-type: none">• The regional immigration strategy will be launched at a formal event on November 7th. A brief presentation will be made at the Committee of the Whole meeting on October 28, 2019.• The Director participated in a speed networking event for the latest cohort of ACCES's bootcamp for immigrant entrepreneurs at BDC.

SMART & SUSTAINABLE GROWTH	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"> Gearing up to formally announce launch of Business Brilliance program to the public. Target registration is 50 local businesses by November 8; 21 confirmed thus far. Successfully negotiated the sale of the property off Robertson St. for Mill Creek Park entrance. Staff are continuing to negotiate the possible sale of the former Public Works site. Staff met recently with SERSC staff to continue our work towards the Municipal Natural Asset Management initiative.

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 participates on the Town's Joint Health and Safety Committee

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

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