

TOWN OF RIVERVIEW

Economic Development Department

Monthly Report – October 2021



To: CAO, Mayor and Council

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1.1 OBJECTIVE

Participate and be actively involved in regional economic activities and strategies

Represent, be part of, and monitor regional partnerships and strategies to deliver on goals and objectives while promoting Riverview with regional and provincial partners, as well as within the business community, for its economic development potential.

ACTIVITY	UPDATES
Develop a Terms of Reference for the Expanded Greater Moncton Economic Development Team (GMEDT) and begin onboarding partners.	<p>The Greater Moncton Economic Development Team, formed in 2017, is comprised of the three municipalities and 3plus Corporation as the regional economic development agency. This team was tasked with implementing the 2018-2022 Greater Moncton Region Economic Development Strategic Plan. The team will expand to include other key partners within Greater Moncton and the Southeast region, and will be referred to as the Expanded Greater Moncton Economic Development Team. The Terms of Reference will guide the functioning and working arrangements of the group as it relates to the implementation of the Greater Moncton Region Economic Development Strategic Plan.</p> <ul style="list-style-type: none">• The Terms of Reference has been updated (v7) for the expanded GMEDT (Greater Moncton Economic Development Team) to reflect changes to governance and a new professional resource that will be added in 2022 (Community Economic Development Officer - CEDO - accountable to the expanded GMEDT and the three municipalities). The expanded GMEDT, which will be a roundtable of regional economic development stakeholders, will now be referred to as Team Greater Moncton. The tri-communities had a secondary meeting with John Wishart, CEO of the Chamber of Commerce, and Greg MacLean, Board Chair, to discuss the updated Terms of Reference. Due to limited capacity, the Chamber is still only able to participate as a member <i>but</i> is open to discussing a Chair role in the future. In the interim, a temporary Chair will be assigned (either new CEDO position or another Chair determined by the group).
Release a Request for Proposal for a review of economic development in the Southeast Region with a focus on labour force development and population growth.	<p>This Request for Proposal is for the exploration of existing partners, programs, services and gaps in the Southeast region relating to economic development. The goal is to conduct a formal review and discuss recommendations on possible economic development models for the</p>

<p>Transition Investment Attraction file from 3plus Corporation to Team Greater Moncton, formerly known as GMEDT.</p>	<p>region, as well as a governance structure and financing options for a multi-stakeholder approach.</p> <ul style="list-style-type: none"> MDB Insights has provided an updated workplan and timeline. Background documents, including but not limited to existing strategies, partnership agreements, programs and municipal plans have been supplied by the three municipalities and 3plus Corporation. Exploratory sessions with a number of stakeholders is underway to better understanding the current regional landscape. <p>The 2022-2024 Service Level Agreement (1.6 Resources) between 3plus Corporation and the three municipalities, resulting from the Memorandum of Understanding (1.6 Resources) between the tri-community, reflects a transition of select files such as investment attraction, service delivery model and business expansion that will now be undertaken by the new Team Greater Moncton (formerly GMEDT).</p> <ul style="list-style-type: none"> The three municipalities have created a transition plan, which will be presented to the 3plus Board of Directors (including the CAOs) on October 27, 2021. This plan includes a list of potential stakeholders and a timeline concerning an initial exploratory session, which follows a similar process to the formation of the Local Immigration Partnership and Southeast Labour Market Partnership, both of which have proven to be successful and effective models.
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<p>1.2 OBJECTIVE Take part in a number of working groups and regional committees to advance key priorities Aid in the implementation and management of the regional Economic Development Strategy, Workforce Development Strategy, and Immigration Strategy while also participating in relevant sub-committee discussions on topics such as housing, economic recovery, and talent development.</p>	
<p>ACTIVITIES</p>	<p>UPDATES</p>
<p>Workforce Support 3plus Corporation in submitting a funding proposal to the Department of Post-secondary Education, Training and Labour.</p> <p>Immigration Host an Employer Workshop for the recruitment and inclusion of newcomer talent in the region and develop an Employer Playbook to share with SMEs.</p>	<p>In order to ensure that the 2019-2024 Greater Moncton Regional Workforce Strategy (1.6 Resources) continues to move forward throughout the regional review, 3plus Corporation will be requesting additional funding that ties directly to the activities of the strategy. This funding will be used to develop sector-specific strategies, support youth development, establish the Greater Moncton Connector Program, host an annual best practices forum, and for recruitment missions.</p> <ul style="list-style-type: none"> A draft proposal and cover letter addressed to Minister Holder has been reviewed by the three communities. A letter of support from each community is being suggested. <p>The tri-communities will be hosting an #ImmigrantsWork Employer Workshop in the fall of 2021 as part of a new initiative aimed at supporting Greater Moncton’s Immigration Strategy 2020-2024. This workshop is meant to guide the creation of an Employer Playbook in 2022 for small to medium enterprises (SME) in partnership with World Education Services (WES). The playbook will help business owners</p>

	<p>develop strategies for the recruitment, inclusion and retention of immigrant talent.</p> <ul style="list-style-type: none"> • Invitations have been sent to select business owners and their HR teams in preparation for the fall event. A communications strategy has been implemented and content is now available for promotion. A formal press release will be available in the coming days for distribution. • The Town of Riverview will be cross-promoting this event to its network and throughout its social channels. • Working NB, ONB Immigration, MAGMA and CAFI are all scheduled to present. The Town of Riverview’s Economic Development Officer and Human Resources Advisor will be in attendance.
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1.3 OBJECTIVE

Promotion of Riverview and brand positioning within community, region and province

Prepare, develop, design and distribute the Town’s economic development collateral and material to local, regional and provincial partners while assisting in the promotion of Riverview businesses and development opportunities within the municipality. Position Riverview as a choice for business and development while supporting regional and provincial investment attraction opportunities for those interested in locating in Riverview and the region.

ACTIVITIES

UPDATES

Design a **Community Profile Booklet** showcasing opportunities in Riverview to act as a resource that promotes and positions the town as a location of choice.

This community profile booklet will target business owners and developers that are in the process of relocating to the area or sourcing new opportunities, and will act as an additional resource for groups such as Opportunities New Brunswick, Invest in Canada and Destination Canada to successfully promote our community and the *Riverview Advantage*.

- The design process has begun and remains on schedule. We will be creating a 16-page digital booklet (and print) that will cover the following items: location, labour force, operating costs, lifestyle and infrastructure.

1.4 OBJECTIVE

Support local businesses and initiatives while working through internal transition

Provide support to the local business community while managing existing programs and services as needed. Undertake special projects as required and help with the transition and onboarding of small business liaison.

ACTIVITIES

UPDATES

Host a digital **Business Forum** for the local business community to discuss current challenges and opportunities.

The Town of Riverview has invited a number of local business owners to participate in a critical discussion on the various challenges and opportunities facing our town. This discussion will be led by Mayor Andrew LeBlanc, with breakout sessions conducted by local business

<p>Launch a digital Shop Local campaign throughout the month of October following the opening of the Causeway.</p>	<p>representatives. The event will take place Thursday, November 4, from 5:30 – 7 p.m.</p> <ul style="list-style-type: none"> • An invitation has been created and can now be shared widely. The target audience will be local business owners within the Town of Riverview. A direct link to register can be found here. • Discussions from this event will be captured by a dedicated scribe. Information will also be collected from a post-event survey that will be shared digitally. Following the event, a Findings Report will be presented to Council and staff. <p>The opening of the Causeway reinstated an essential pathway that currently connects the tri-communities, allowing traffic to flow more freely to and from. Though some businesses witnessed an increase in customer traffic as a result of the closure, others were forced to find new and innovative ways to service their clientele. The month of October is also known as a national celebration of small businesses. In an attempt to encourage local shopping and remind the public of the opening of our second gateway, the Town of Riverview launched a month-long Shop Local campaign through its digital platforms.</p> <ul style="list-style-type: none"> • Posts featured a number of local businesses, the benefits of choosing local first, tips on how to support small businesses, a reminder of the bridge opening, and a giveaway to encourage engagement. Content can be found here. • Residents were asked to share the many ways in which they support local businesses. As a result, a winner was chosen at random to receive a \$150 local gift card from the Department of Economic Development (Luxe Salon).
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1.5 REGIONAL REPORTING EXPECTANCY

Results on the various regional strategies can be expected throughout the year and at year end:

Greater Moncton Economic Development Team

Responsible for moving forward the Greater Moncton Regional Economic Development Strategy

Meeting Frequency: Monthly

Reporting: Annually

Local Immigration Partnership Council

Responsible for moving forward the Greater Moncton Immigration Strategy

Meeting Frequency: Bi-monthly

Results: Annually

Southeast Labour Market Partnership Council

Responsible for moving forward the Greater Moncton Regional Workforce Development Strategy

Meeting Frequency: Bi-monthly

Results: Annually

3plus Corporation

Responsible for Workforce Development, Entrepreneurship Support and Business Startups

Meeting Frequency: Monthly

Results: Monthly, Quarterly and Annually

1.6 RESOURCES

Regional Strategies

[Greater Moncton Regional Economic Development Strategy \(2018—2020\)](#)

[Greater Moncton Regional Workforce Development Strategy \(2019-2024\)](#)

[Greater Moncton Immigration Strategy \(2019-2014\)](#)

Local Immigration Partnership Reports

[Annual Report 2020 - 2021](#)

[Greater Moncton Immigration Survey Results 2021](#)

[Review of Immigration Into Greater Moncton in 2020](#)

Southeast Labour Market Partnership

[Monthly Labour Report](#)

[SLMP Workforce One Pager](#)

[New Youth Resource Page and Video Series](#)

[Southeast Labour Market Partnership Makes Progress on Labour Force Strategy](#)

3plus Corporation Reports

Q3 Reports (coming soon)

[Live for the Moment Remote Workers Campaign](#)

Codiac Transpo

[Riverview Boardings Report \(Increasing\)](#)

[Ridership, Revenue and Service Hours Report](#)

[Lets Chat Moncton Codiac Transpo Survey Results](#)

Southeast Economic Recovery Taskforce

[Economic Recovery from COVID-19 in Greater Moncton – A Snapshot at 18 Months](#)