

**Town of Riverview
Economic Development Department**



MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: January 17- 2017

Agenda Item:

Meeting Date: COW

For use by Office of the Town Clerk

Section 1: Operational Dashboard

Metric	2015 Totals	Current Period	Previous Period	Annual Result
E-mail Engagements	8947	788	1055	3173
Business Contacts	185	111	126	257

Social Media – Current Period (Jan. 2017)	Twitter Town of Riverview	Facebook Town of Riverview	Facebook Active Riverview	Twitter Ec Dev	Facebook Envision Riverview
Posts	28	26	25	1	18
Comments	1	35	169	0	2
Shares	62	214	469	2	0
Followers	2561	3009	3084	274	706
Social Media – Past Period (Jan. 2016)	Twitter Town of Riverview	Facebook Town of Riverview	Facebook Active Riverview	Twitter Ec Dev	Facebook Envision Riverview
Posts	17	16	11	5	4
Comments	6	56	5	0	0
Shares	19	855	81	0	0
Followers	2143	2257	2486	243	521

Section 2: Status of Department's Operational Priorities for 2016

Priority	Status
Business Retention and Expansion	<ul style="list-style-type: none"> • Holiday shopping campaign wrapped up with a total of \$172,800 in spending directly attributed to the campaign. • Business profile series, "Spotlight on..." is trending well on social media. The 4 businesses profiled to date (Old Time Meat Market, Surface Skateshop, Easy Fashion Adaptive Clothing, Unplugged) have produced 213 shares. • The Director is attending a meeting organized by ACOA in Fredericton to discuss how the smart grid can be leveraged as an economic development opportunity. • The Albert County Chamber of Commerce has hired an Executive Coordinator. The process was assisted by Ec Dev. and is an important and positive step in building greater capacity for Riverview and other Albert County businesses. • The next Riverview Business Collective meeting is taking place February 1st and will be hosted by Southeastern Mutual. Topics to be discussed include: feedback on Holiday Passport Campaign, Light Up Riverview Campaign, Sustaina-Palooza sponsorship and involvement, ECO360 tour and RBC mixer.
People	<ul style="list-style-type: none"> • The Town will partner with our sister communities to develop a new website for the Greater Moncton Immigration Partnership. • The senior volunteers who staff the Visitor Information Centre, allowing the Town to extend this service to the travelling public during the month of September into October were recognized recently at a breakfast at the Homestead Restaurant. • Ec Dev partnered with Riverview High School to do a series of student videos aimed at getting their thoughts on their connectedness to Riverview, how they spend time with friends and family, and their awareness of the natural assets in our Town and County. Content will be used to engage with educators at the school and inspire projects and involvement in Sustaina-Palooza. (Taking place April 20-22). • CEDO met with Riverview IMPACTers (youth who participated in the November Sustainable Leadership workshop for young leaders across Canada: to deepen their

Priority	Status
	<p>sustainability understanding, build their leadership skills, and develop or advance projects and initiatives for meaningful change.) Both IMPACTers are in a business development phase and have joined the Sustaina-Palooza Planning Team.</p>
Vibrant Spaces and Places	<ul style="list-style-type: none"> • The Light Up Riverview campaign was a fine success with 17 business sponsors for its first year. Over 30 comments were posted on FB and sent in through our website as well as a note in the T&T Editorial expressing how pleased people were with the display and what a great job The Town of Riverview did as well as the installers – Nuttall Restoration. • Dobson Landing's first model home is under construction. This contemporary solar home with a unique 4:12 pitch roof design will feature full solar panel coverage and produce 10 kwh of energy to power the home. • The Ec Dev Dept. was asked to participate in the final phase of Sentier New Brunswick Trail (SNBT) Trail Proposal. SNBT is focused on developing trails and helping attract non-resident tourist activity in New Brunswick. Many municipalities and local trail organizations form the foundation of SNBT. There is a pressing need to document the economic significance of recreational trails to help engage and focus key stakeholders. Goal is to complete an economic impact study of three "summer" trails and one "winter trail" in New Brunswick. The study will include the following objectives: Gather existing data for New Brunswick trails; Design and implement surveys at each trail location to gather trail user information; Apply economic analysis to the survey and trail user count data; and provide a final report presenting the economic significance of trails particularly in relation to tourism. It was suggested that the tri-community municipalities develop a complementary survey to further understand the integration of urban and rural trail users and opportunities. • The Town of Riverview is represented on the executive of the Fundy Biosphere Reserve BOD, which recently hired a new Executive Director for the organization. This is a positive and important step in the development of a regional Sustainable Tourism strategy and the town's developing Sustainable Tourism strategy. • Ec Dev has been asked to explore partnerships with La Bikery in the organizing of Atlantic Canada's first Community Cycling Conference in May. Working with Parks and

Priority	Status
	Recreation, we will be looking to see how participating can progress the active transportation plan as well as highlight community identified priorities in the Envision Riverview ICSP.
Town Marketing	<ul style="list-style-type: none"> • The Director participated in a professional development opportunity to understand best practices in digital marketing for economic development agencies • The department has been working with a professional videographer to develop a series of videos profiling the Town and to be used in upcoming marketing efforts. • The CC is working with the Mayor and CAO to prepare for the first annual State of the Tri-Communities to be held by the GMCC on Feb. 1. The address will cover 2016 achievements as well as planned projects in 2017 and in the 5-year capital plan. • Winter Carnival (Feb. 3-12) promotions position the Town as a destination for winter wellness and recreation. 10,000 event brochures will be distributed to Riverview households and key locations in the tri-community; radio ads, billboards, social media advertising are underway now. Follow the new Facebook page (Riverview Winter Carnival) to stay current!

Section 3: Other Notable Development & Highlights for Council's Attention...

- Staff have met with 3+ staff to present the Service Level Agreement for regional economic development services. The agreement was well received and we will be meeting again in the coming days to finalize the document and to prepare for it to be signed by the municipalities
- Green Team members have been continuing to work on transitioning to 3 stream collection process internally.
- Ec Dev and HR connected to identify opportunities where goals and partnerships identified in the Envision Riverview ICSP can be incorporated with the Town's Wellness Program for Employees.
- Communications staff is working with HR and P&R to drive ParticipACTION's 150 Play List, a campaign that encourages Canadians to try new physical activities in 2017 and track their progress for prizes. Staff are already participating and the campaign will be tied into events taking place during Riverview Winter Carnival.

