

Recommendations from November 2021 Business Forum

Status of Actions mid-June

Recommendations	Status
Promotion and Awareness <ul style="list-style-type: none"> Expand the existing business directory of retail and dining establishments to also include service-based businesses. Promote the Business Spotlight application form and increase frequency of spotlights from monthly to bi-weekly. Explore the possibility of allowing for additional advertising options within event guides and other resident mailouts. Conduct an in-depth review of the Riverview Rewards program and determine next steps forward 	<ul style="list-style-type: none"> The Parks, Recreation and Community Relations Department is completing a review of the Riverview Rewards Program. That will be completed before the end of 2022. The Town formally announced the new position of Business Liaison for the Town in May. Yat-Long Murphy will focus on engaging with local businesses through various sponsorship, partnership, and opportunities offered by the Town of Riverview. More to come. <p>https://www.townofriverview.ca/news/town-welcomes-new-business-liaison</p>
Development and Infrastructure <ul style="list-style-type: none"> Explore the possibility of inclusionary zoning to support the creation of more affordable housing units through the amended Community Planning Act. Maintain the Town's commitment to smart and sustainable growth; consider revisiting the town's Integrated Community Sustainability Plan to determine milestones that have been reached, as well as next steps. Continue to encourage active transportation and communicate the physical and environmental benefits of choosing alternative methods of transportation. Continue to invest in the quality and maintenance of public infrastructure, including roadways, water and sewer system, and trail network. Maintain the Town's seat on the Codiac Transpo Committee and continue to bring issues forward on behalf of residents and business owners; consider surveying businesses to understand transit needs. 	<ul style="list-style-type: none"> The Town has partnered with the Cities of Moncton, Dieppe, Fredericton and Saint John and the Province of New Brunswick to evaluate what an inclusionary zoning strategy could look like in our Provincial context. A working group has been established with the Planners for all municipalities and Hemson Consulting has been hired to lead this review process. Hemson has experience in other jurisdictions with developing inclusionary zoning by-laws. The final report will be presented to the various municipalities by the Fall of 2022. In 2022, the Town established a dedicated Sustainability Position located within the Parks, Recreation and Community Relations Department. The position will lead the Town's efforts to abide by the current sustainability plan as well as updating future plans. Active transportation is fully integrated within the Parks, Recreation and Community Relations Department's programs and events.

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	<ul style="list-style-type: none"> ▫ By March 2022, Codiac Transpo returned to 94% capacity of pre-pandemic services. Council also made the decision to keep the expanded and modified routes that were introduced during the causeway closure after the bridge was opened, so overall hours of services have increased. These routes increased frequency of buses in Riverview, but in particular brought transit services to the Findlay Park area (which has seen positive use) and more services to Riverview Place.
<p>Business Growth and Retention</p> <ul style="list-style-type: none"> ▫ Review the Greater Moncton Regional Economic Development Strategy (2018-2020) and create a revised strategy for 2022-2024; key areas of focus will include <i>business retention and expansion (BRE)</i>, investment attraction, communications and marketing, and client service delivery. ▫ Continue to participate in the Southeast Labour Market Partnership tasked with implementing the Greater Moncton Regional Workforce Development Strategy to address labour needs and shortages; continue to promote existing services through WorkingNB to local businesses; continue to participate in the Greater Moncton Local Immigration Partnership to address needs and gaps within the labour market. ▫ Increase promotion of the Financial Incentive Program among existing business owners; continue to connect businesses with 3+ Corporation to navigate available funding streams. ▫ Create more visibility for 3+ Corporation throughout the Town of Riverview website and release a targeted campaign to promote 3+ Corporation's business services. 	<ul style="list-style-type: none"> ▫ As part of the Government's proposed local government reform changes, economic development is now becoming a regional mandated service under the Regional Service Commissions. The Town is actively participating in the preliminary planning discussions on how the South East Region of NB can establish a regional economic development structure and strategy to comply with the Provincial Government's timelines. The Province has established the deadline for established regional strategies by July 1, 2023. ▫ The Town continues to play an active role with the Southeast Labour Market and the Immigration Partnerships. Access to labour has been identified as one of the region's and business communities' number one priorities. ▫ Council reviewed and updated the Commercial Development incentive program in early 2022. The website was updated to reflect the updated program. The change was designed to ensure expanding commercial space availability in the community was part of any proposed development. ▫ The Senior Economic Development Officer is working with 3+ Corporation to develop a targeted marketing campaign to increase business community awareness of 3+ and the programs they have available for our business community.

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<p>Education</p> <ul style="list-style-type: none"> ▫ Continue to share information on the importance of supporting local businesses; consider a shop local campaign to raise awareness and better define what supporting local truly means. ▫ Encourage people to think local, buy local, and promote local through the town's social media channels. 	<ul style="list-style-type: none"> ▫ The Town's 2022 Harvest Festival is a great example of how the Town can use planned community events to partner with and promote local Riverview businesses. It was a win win arrangement for both the Town and the businesses to use that event as a way to promote the community as well as the businesses in Riverview. (Businesses include Old Time Meat Market; Glass Roots; Spicy Grillz; Luxo Salon; etc.)
<p>Promotion of Riverview</p> <ul style="list-style-type: none"> ▫ Execute on the items identified in the Envision Riverview Marketing and Communications Plan targeted towards positioning Riverview as a desirable place to do business, while emphasizing our core value proposition. ▫ Consider creating a welcome package for new residents in order to highlight local businesses, annual events, parks and trails, etc.; continue to promote the Greater Moncton Newcomer Guide, Greater Moncton Immigration website and newsletter for international newcomers. ▫ Remain active and informed on the changing regional tourism structure as a result of local governance reform; consider developing a tourism guide specific to Riverview or adjust the existing Welcome to Riverview Guide to include information for residents, visitors and business owners. 	<ul style="list-style-type: none"> ▫ The Ginger Agency was hired in Q2 2022 to lead the execution of targeted elements with the Town's marketing and promotion strategy. ▫ The idea of exploring a welcoming program designed to promote local businesses will be assigned to the new business liaison position to be discussed with the local business community. ▫ The Parks, Recreation and Community Relations department is executing a targeted tourism approach for Riverview this summer with student employees who have been hired for the promotion of Riverview's recreation, community, and tourism offerings.
<p>Programs and Events</p> <ul style="list-style-type: none"> ▫ Continue to grow the Art Procurement Program, support the Riverview Arts Centre, and partner with events such as Festival Inspire. ▫ Increase promotion of the Entertainment Application Form for artists interested in performing at Town events. 	<ul style="list-style-type: none"> ▫ The Town's Art Procurement Program launched its second annual spring art exhibit to promote local artists in April 2022. ▫ The new business liaison position will be engaging directly with business owners to discuss interested desires, etc. for shared events and activities for businesses. ▫ The second annual IDEA Youth Pop up Market was held in Riverview in April to showcase youth entrepreneurs.

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<ul style="list-style-type: none"> ▫ Identify the demand for continuing the Riverview Business Connects mixers or virtual roundtables to bring business people together. ▫ Continue to participate in welcome events as Greater Moncton Immigration; consider hosting a welcoming session at a venue in Riverview to gauge interest and overall need; find more ways to include newcomers in Town events to share their culture and traditions. ▫ Maintain the Town's seat on the Southeast Labour Market Partnership Talent Development committee and increase promotion of the Youth Portal on 3+ Corporation's website, including the familiarization tours and resource links. 	
<p>Communication</p> <ul style="list-style-type: none"> ▫ Host a second Riverview Business Forum with staff and Council within 6 months; consider reporting on progress made since previous forum and determine interest for biannual event based on registration. ▫ Revise the existing economic development newsletter; continue to share relevant information and opportunities, while growing the current mailing list to include more business owners. ▫ Create a business portal on the Town of Riverview website or consider redesigning the business landing page to include more information for existing business owners, such as links to support services, how to get involved at the community level, and contact information; increase promotion of the Welcome to Riverview Guide for businesses. 	<ul style="list-style-type: none"> ▫ There was a delay in the hiring process for the Business Liaison Position with the Town. Direct engagement with the business community is a core element of that role. Yat-Long Murphy and the Community Development Team will develop a planned approach to strengthen communication and engagement with the businesses.