

**Town of Riverview**  
**ECONOMIC DEVELOPMENT DEPARTMENT**  
**MONTHLY REPORT**



To: CAO, Mayor and Council

Prepared by: Tahlia Ferlatte, Senior Economic Development Officer

Date: June 22

Month & Year: June, 2022

1.1 OBJECTIVE	
<p><b>Participate and be actively involved in regional economic activities and strategies</b>                      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.</p>	
ACTIVITY	UPDATES
<p>Be an active participant in <b>Local Governance Reform</b> and MDB Insights’ regional <b>economic development review</b>.</p>	<p>The Southeast Regional Service Commission and 3plus Corporation commissioned MDB Insights to conduct a review of economic development in the Southeast region in order to identify gaps, duplication and opportunities to improve service delivery and foster collaboration. Following in-depth market research and a series of stakeholder consultations, a <a href="#">Key Findings Report</a> and <a href="#">Best Practices study</a> were submitted, including <a href="#">recommendations</a> on a revised economic development model for the region. These findings will be one of many resources used by the RSC to identify a path forward.</p> <ul style="list-style-type: none"> <li>• The Economic Development Transition committee hosted its final meeting, concluding its fact-finding and stakeholder engagement process, and will take into account all of the information that has been shared and presented over the past month. The Town of Riverview has been an active member of this committee and the MDB project steering committee.</li> <li>• The Province of New Brunswick issued a <a href="#">Regional Economic Development Mandate Guide</a>, which provides a detailed framework that will assist service commissions in better understanding their new economic development mandate, and their responsibilities in comparison to provincial and municipal governments.</li> </ul>

**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, talent development, workforce development and transit.

ACTIVITIES	UPDATES
<p>Participate in annual <b>employment and settlement fairs</b> as Greater Moncton Immigration to assist with newcomer retention.</p>	<p>The City of Moncton, Dieppe, and Town of Riverview participate in numerous career fairs for newcomers and international students, as well as settlement fairs for permanent residents, under the Greater Moncton Immigration brand to increase retention rates and facilitate meaningful employment.</p> <ul style="list-style-type: none"> <li>• This month, we welcomed over 900+ participants across two events hosted in-person at the Avenir Centre. Each event includes key service providers, community partners, settlement agencies, and local employers.</li> <li>• The Greater Moncton Immigration <a href="#">website</a> provides useful information on pre-arrival services, settlement support, employment, housing, and other critical topics to promote retention and community inclusion. The tri-community has hired Hawk to conduct ongoing updates.</li> </ul>
<p>Support the <b>Southeast Labour Market Partnership</b> in strategy implementation and annual reporting.</p>	<p>The Greater Moncton Regional Workforce Development Strategy continues to guide our efforts and set the stage for a prosperous future. From this strategy, the Southeast Labour Market Partnership (SLMP) was created to execute on specific objectives with a primary goal of connecting talent with employers in the region.</p> <ul style="list-style-type: none"> <li>• Each year, the SLMP issues an <a href="#">annual report</a>. In 2021, our region saw record employment, population growth, and building permit values. In 2022, we must continue to focus on key initiatives that will further attract skilled workers in select industries. This includes being more targeted and identifying key areas that require talent.</li> </ul>

**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
<p>Continue to implement select marketing initiatives from the <b>Envision Riverview Marketing Strategy</b>.</p>	<p>In 2020, a detailed <a href="#">marketing and communications strategy</a> was created under the Town of Riverview’s investment attraction brand, Envision Riverview, in order to position the town as a destination of choice for business owners and developers. This year, an agency has been engaged to deliver on select marketing initiatives included within this plan. The implementation of this plan, in its entirety, will follow a phased approach.</p> <ul style="list-style-type: none"> <li>• A secondary meeting was held, which included the Department of Communications, to discuss project objectives and vision. To begin, the Agency will conduct market research and explore the need for a rebranding exercise, given the launch of Envision Saint John. Work continues on the implementation of the Envision Riverview marketing strategy.</li> </ul>

**2.0 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 Start-ups  
*Meeting Frequency: Monthly*  
*Results: Monthly, Quarterly and Annually*

**2.1 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**

[Newcomer Immigration Survey Results 2022](#)

[Immigration Trends Report 2022 \(2021 stats\)](#)

[Report on 2021-2022 Action Plans](#)

**Southeast Labour Market Partnership Reports**

[SLMP Annual Report 2021](#)

[2022 LMI Workplan](#)

[2022 Attraction Workplan](#)

[2022 Retention Workplan](#)

[2022 Talent Development Workplan](#)

[2022 SLMP Council Workplan](#)

[SLMP Internal Portal for Working Group Documents](#) Passcode: SLMPgroups!

**3plus Corporation**

[Annual Report 2021](#)

## Report Approval Details

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This report and all of its attachments were approved and signed as outlined below:

**Colin Smith - Jun 23, 2022 - 4:14 PM**