

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



To: CAO, Mayor and Council

Prepared by: Tahlia Ferlatte, Sen. Economic Development Officer

Date: September 9

Month & Year: September 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' (Deloitte) regional <b>economic development review</b>.</p>	<p>The Southeast Regional Service Commission and 3plus Corporation commissioned MDB Insights (Deloitte) 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</a> study was submitted by MDB, including a number of <a href="#">recommendations</a> for a revised economic development model in Southeast New Brunswick.</p> <ul style="list-style-type: none"> <li>• MDB Insights (Deloitte) has submitted a copy of its <a href="#">final report</a> and recommended structure for economic development, concluding the official review process. The final recommendation is consistent with previous reports suggesting that an arm's length model be considered, using existing assets. Following the submission of this report, 3plus Corporation issued a <a href="#">discussion paper</a> addressed to the Southeast Regional Service Commission with a revised set of recommendations, which incorporated various elements of the Deloitte report(s), stakeholder engagement sessions, and municipal recommendations. The discussion paper proposes that the regional commission build upon 3plus' current assets in the creation of a new regional entity with expanded service areas, a new board of directors, and a new governance structure. The recommendations brought forward by the tri-communities remains the same (<a href="#">municipal recommendations</a>).</li> </ul>

<p><b>Promote 3plus’</b> programs and service offerings to Riverview business owners through the release of a targeted campaign.</p>	<ul style="list-style-type: none"> <li>• Staff met with members of the Southeast Service Commission and regional transition team to discuss local priorities, provide individualized feedback, and to gain a better understanding of the commissions’ desired direction forward. Avoiding duplication, providing job stability where possible, ensuring a smooth transition and maintaining momentum in the region are all being considered.</li> <li>• Earlier this year, the Province of New Brunswick released a <a href="#">Regional Economic Development Mandate Guide</a> (draft) in order to provide further clarity on the roles and responsibilities of the Regional Service Commission as it relates to economic development. All regional service commissions whether using an internal, external or hybrid approach, will be responsible for: <ul style="list-style-type: none"> <li><i>Providing strategic focus on regional economic growth;</i></li> <li><i>Creating investment-ready communities;</i></li> <li><i>Supporting a healthy business community and;</i></li> <li><i>Supporting workforce development and labour force growth including newcomer retention.</i></li> </ul> </li> </ul> <p>In order to further familiarize local business owners with the various support services that are currently offered by 3plus Corporation, a campaign was developed by the Town of Riverview to increase brand awareness within the local community and encourage businesses to apply for support.</p> <ul style="list-style-type: none"> <li>• The digital campaign was finalized and is now in-market. The campaign positions 3plus as a <i>one-stop-shop</i> for business support in the Greater Moncton region, and highlights the Atlantic Impact Loan offered by 3plus for new and established business owners. The campaign will run for (30) days.</li> <li>• Staff improved the existing <a href="#">Business Resources</a> page on the Town of Riverview website to include more detailed information on 3plus. The website, digital campaign, business newsletter and social media promotion will direct all traffic to the <a href="#">3plus intake form</a>. The goal is to increase inquiries from Riverview businesses by 20%.</li> </ul>
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<p><b>1.2 OBJECTIVE</b>  <b>Take part in a number of working groups and regional committees to advance key priorities</b>  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.</p>	
<p><b>ACTIVITIES</b></p>	<p><b>UPDATES</b></p>

<p>Support the <b>settlement of Ukrainian nationals</b> to the Greater Moncton region through the development of a designated resource page.</p>	<p>The Town of Riverview took a leadership role in the development of a <a href="#">landing page</a> on the Greater Moncton Immigration website to serve as a central portal for information related to settlement and integration for Ukrainian citizens.</p> <ul style="list-style-type: none"> <li>The website was announced in June 2022, and a joint <a href="#">news release</a> was issued by the tri-communities. The intent of the portal is to serve as a central hub for information and resources to assist in the settlement and integration process. The landing page provides information on essential services while connecting newcomers directly to local service providers.</li> </ul>
<p>Develop a <b>transit campaign</b> to encourage Riverview residents to use public transportation and make transit information more accessible.</p>	<p>The Town of Riverview is leading the creation of a digital marketing campaign, created in collaboration with Codiac Transpo, to educate residents on the benefits of public transportation. This campaign is aimed at drawing awareness to public transit and helping residents make the transition.</p> <ul style="list-style-type: none"> <li>Staff have created a <a href="#">dedicated page</a> on the Town of Riverview website that includes essential information regarding routes, schedules, fares, and general transit tips. Traffic from the campaign will be directed to this page. Increased visitors to the Town’s transit site will measure the success of this campaign.</li> <li>A micro-campaign, scheduled for November, is also being developed to better promote Codiac’s route map and schedule to Riverview residents. The Town is also reviewing the need to add additional pick-up locations at town-owned facilities.</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.

<b>ACTIVITIES</b>	<b>UPDATES</b>
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<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 will follow a phased approach.</p> <ul style="list-style-type: none"> <li>• The Agency has submitted a <a href="#">proposal</a> outlining 2022 activities. The Town of Riverview, under the Agency’s advice, will no longer use the Envision Riverview brand. Instead, the marketing strategy will align with the existing Town of Riverview brand in order to promote the town for its many work/life benefits. Implementation of the marketing strategy will continue throughout the remainder of 2022, with a second phase scheduled for 2023.</li> </ul>
<p>Launch a <b>promotional campaign</b> to increase applications, awareness and inquiries for the Town’s <b>Commercial Development Incentive</b>.</p>	<p>Given the recent changes to the Financial Incentive Program, and a lag in commercial development nationwide, a series of advertisements have been created to promote the Town’s commercial incentive grant to developers engaged in construction activity on vacant or underutilized sites, as well as existing business owners proposing a significant expansion.</p> <ul style="list-style-type: none"> <li>• (3) ads have been developed and are being prepared for release. The ads will be used digitally, as well as through a specialized email campaign sent to a targeted list of developers throughout Southeast New Brunswick. A decline in commercial development and corporate office construction is being felt across the country, with construction costs, supply chain delays, and soaring interest rates weighing on investors.</li> </ul>
<p>Host a <b>meeting with local developers</b> to build upon existing relationships, discuss challenges and explore opportunities</p>	<p>On June 28, 2022, the Town of Riverview invited members of the local development community to participate in an exploratory session with His Worship, Mayor Andrew LeBlanc, and staff to discuss challenges facing developers, how we can reach sustainable solutions, and what makes Riverview an ideal location to invest and develop. The <b>Riverview Developer Assembly</b> took place at Town Hall.</p> <ul style="list-style-type: none"> <li>• The discussion between staff and the development community was documented and summarized in an <a href="#">event summary and takeaways</a> report.</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 (LIP)**

[LIP Annual Report](#)

[Immigration Trends Report 2022](#)

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

[Newcomer Immigration Survey Results 2022](#)

**Southeast Labour Market Partnership Reports (SLMP)**

[SLMP Internal Portal for Working Group Documents](#)

Passcode Access: SLMPgroups!

**3plus Corporation**

[CEO Report](#)

[Annual Report 2021](#)

[Entrepreneurship Report Q1-Q2](#)



## Report Approval Details

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

**Colin Smith - Sep 22, 2022 - 1:56 PM**