

# Town of Riverview COUNCIL REPORT FORM



Presented to: Mayor and Town Council

Presented by: Parks, Recreation and Community Relations

Date: October 17, 2022

Subject: Business Engagement Plan

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## BACKGROUND

On April 11, 2022, the Town of Riverview's new Community Engagement Worker – Business (CEW-Business) position was filled, and the incumbent embarked on a needs assessment of the Riverview business community, speaking directly to as many business owners as possible, consulting with the Town's Economic Development Officer, and dissecting feedback collected through Riverview's virtual Business Forum held on November 4, 2021.

After many one-on-one engagements with local business owners, and several consultation/planning sessions, three primary objectives were identified for targeted action by the Department's CEW-Business position, while three other general areas were identified as specific to the Economic Development Officer's position.



Together, the two position's objectives capture the Town's action roadmap to strengthening relationships and enhancing Riverview's business community. Below is a summary of the primary objectives moving into 2023:

OBJECTIVE	INITIATIVES (Community Engagement Worker – Business)
PROMOTION & AWARENESS	<b>Riverview Rewards Program</b> - A relaunch of the Riverview Rewards Program will take place in two phases, with Phase one starting in November, 2022, and the second phase in Q2 of 2023.
	<b>Businesses Spotlights</b> - the Town will be shining the spotlight on 50 local businesses in celebration of Riverview’s 50 <sup>th</sup> year throughout 2023.
	<b>Business Directory</b> - Expand the existing business directory of retail and dining establishments to also include service-based businesses.
	<b>Advertising Opportunities</b> - Explore the possibility of allowing for additional advertising options within Town facilities and programs.
ENHANCED COMMUNICATION	<b>Meaningful connections with local business owners</b> - In person visits to local business owners is a top priority. Keeping an open line of communication with businesses, and building relationships so that the owners feel comfortable to approach the CEW-Business with any concerns, requests or ideas for collaboration that they may have.
	<b>Business Newsletter</b> - With a focus on upcoming workshops, partnership opportunities, networking events, and any information that is relevant to Riverview’s local business community.
	<b>Business Portal</b> - Create a Riverview business website portal which would include information for new and existing business owners, such as links to support services, how to get involved at the community level, contacts and opportunities for networking.
	<b>Collection of Stats &amp; Metrics</b> - Collection and tracking of statistics related to local businesses in Riverview, such as number of businesses, business start ups, closed businesses, businesses who take advantage of our established supports, vs. those who opt out, etc.
ENGAGEMENT THROUGH PROGRAMS & EVENTS	<b>Business Participation Booklet</b> - This booklet will be updated and it’s promotion will be increased, helping to foster more local business involvement in Town events and festivals.
	<b>Business Forum</b> - Planned for May 2023, allowing Town staff to provide an update to Riverview businesses on the progress that has been made since the last forum, and to promote further dialogue and opportunities for future collaboration and growth.
	<b>Riverview Business Awards</b> - In 2023, marking Riverview’s 50 <sup>th</sup> anniversary, the Town of Riverview will recognize a select few successful Riverview businesses.

OBJECTIVE	INITIATIVES (Economic Development Officer)
DEVELOPMENT AND INFRASTRUCTURE	Maintain the Town’s seat on the <b>Codiac Transpo Committee</b> and continue to bring issues forward on behalf of residents and business owners; consider surveying businesses to understand transit needs.
	Collaborate with stakeholders, business leaders, planners and developers to <b>plan the future of Riverview.</b>

BUSINESS GROWTH AND RETENTION	Review the <b>Greater Moncton Regional Economic Development Strategy</b> (2018-2020) and create a revised strategy for 2022-2024; key areas of focus will include business retention and expansion (BRE), investment attraction, communications and marketing, and client services delivery.
	Continue to participate in the Southeast Labour Market Partnership tasked with implementing the <b>Greater Moncton Regional Workforce Development Strategy</b> to address labour needs and shortages; continue to promote existing services through Working NB to local businesses; continue to participate in the Greater Moncton Local Immigration Partnership to address needs and gaps within the labour market.
	<b>Increase promotion of the Financial Incentive Program</b> among existing business owners.
	<b>Create more visibility for 3plus Corporation</b> throughout the Town of Riverview website and release a targeted campaign to promote 3plus Corporation’s business services.
	<b>Discuss with key partners to see if more support can be offered</b> to new and existing businesses.
	<b>Develop opportunities and metrics</b> that could potentially be used to attract hotels and inns.
PROMOTION OF RIVERVIEW	<b>Execute on the items identified in the Envision Riverview Marketing and Communications Plan</b> targeted towards positioning Riverview as a desirable place to do business, while emphasizing our core value proposition.
	<b>Remain active and informed on the changing regional tourism structure</b> as a result of local governance reform.

**CONSIDERATIONS**

Legal: N/A

Financial: N/A

Policy: N/A

Stakeholders: Council, Local Businesses, Town of Riverview Staff, Residents,

Strategic Plan: N/A

Interdepartmental Consultation: N/A

Communication Plan: N/A

Recommendation of Staff: N/A

