

Town of Riverview

(NAME) DEPARTMENT MONTHLY REPORT



To: CAO, Mayor and Council

Prepared by: Tahlia Ferlatte, Senior Economic Development Officer

Date: October 24, 2022

Month & Year: October, 2022

1.1 OBJECTIVE

Participate and be actively involved in regional economic activities and strategies

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.

ACTIVITY	UPDATES
Develop a Regional Onboarding Platform to attract and support interprovincial migrants in their re-location to Greater Moncton.	<p>The Southeast Labour Market Partnership (SLMP) was created to provide oversight, direction, and vision in addressing the region's labour market needs. The SLMP is also tasked with leading the implementation of the 2019 – 2024 Workforce Strategy for Greater Moncton and Southeast New Brunswick. As part of this strategy, the hiring of an Onboarding Coordinator and creation of an <i>onboarding platform</i> was identified to attract interprovincial migrants and assist them in joining the local labour market.</p> <ul style="list-style-type: none">The Onboarding Platform is now entering its final stage of development. The Southeast Labour Market Partnership will launch the platform at the 2022 Workforce of the Future Conference on November 17, held by 3plus Corporation and the Greater Moncton Chamber of Commerce. This platform will be an essential resource for the tri-community and employers when attracting and settling interprovincial workers in the area.

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
Develop a transit campaign to encourage Riverview residents to use public transportation and make transit information more accessible.	<p>The Town of Riverview is leading the creation of a digital marketing campaign in collaboration with Codiac Transpo to educate residents on the benefits of public transportation. This campaign is aimed at drawing awareness to the many benefits of public transit while helping residents make the transition from single-use vehicles.</p> <ul style="list-style-type: none"> Two campaigns have been developed: our <i>Enjoy the Ride Giveaway</i> campaign will draw traffic to the Town of Riverview’s website where residents can find useful information on Codiac Transpo, and our <i>Try Transit</i> campaign will aim to educate the public on the many benefits of choosing sustainable transit. <i>Enjoy the Ride Giveaway</i> is scheduled to launch next week.

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
Launch a promotional campaign to increase applications, awareness and inquiries for the Town’s Commercial Development Incentive .	<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"> The promotional <i>campaign is now live</i> and will run for a total of four weeks. In conjunction, an editorial piece and box ad will be featured in Huddle Today, a prominent business magazine within Atlantic Canada. A second email campaign has been sent to a targeted list of developers throughout Southeast New Brunswick. We have received <i>(9) program inquiries</i> to-date.

--	--

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, Q3](#)
[Annual Report 2021](#)