

## Town of Riverview Economic Development

### Department MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: September 20, 2017



**Agenda Item:**

**Meeting Date: COW**

For use by Office of the Town Clerk

### Section 1: Operational Dashboard

Social Media – Current Period (July/August/Sept 2017)	TOR	TOR	Active Riv	Ec Dev	Envision Riverview	Observations
Posts	90	132	60	6	26	
Comments	30	393	26	-	16	
Shares	-	2335	71	-	54	
Followers	2912	4382	3242	296	765	
Social Media – Past Period (July/August/Sept 2016)	TOR	TOR	Active Riv	Ec Dev	Envision Riverview	

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Posts	82	110	109	8	41
Comments	5	89	32	15	7
Shares	-	680	148	-	84
Followers	2452	2843	3006	267	706

## Section 2: Status of Department's Operational Priorities for 2017

SMART & SUSTAINABLE GROWTH	Status
<p><b>Retain and grow our strong local business community.</b></p> <p><b>Create a thriving niche retail business environment that has a regional draw.</b></p> <p><b>Attract location neutral enterprises.</b></p> <p><b>Grow Riverview's tourism product offerings in line with regional strategies.</b></p> <p><b>Promote Riverview's business offerings to local and surrounding community.</b></p> <p><b>Encourage commercial and retail businesses to be accessible and inviting for all ages (public transit, cycling, walking)</b></p>	<ul style="list-style-type: none"> <li>• Continued support for development community in attracting tenants to vacant commercial space.</li> <li>• The Town's website re-development process is at the content management development stage. Expecting a late October launch.</li> <li>• The Riverview Business Collective met September 7<sup>th</sup> at Davidson Physiotherapy. Guest speakers were L'Art Ici founders.</li> <li>• 2 new retail businesses started in Riverview, Luv Paws and Bumper to Bumper</li> <li>• Staff as part of the Southeast Workforce Action Team (SWAT) are collaborating with Postsecondary, Training and Labour on a series of job fairs for newcomers.</li> <li>• The projects funded through the provincial Canada 150 grant are proceeding on target to be completed prior to December 31<sup>st</sup> deadline. (see Project Status Table)</li> <li>• The goal is to have the Shipping Container Café opened by Harvest Fest , October 13<sup>th</sup>.</li> <li>• A Call for Interested Vendors will go out this week and we hope to have a vendor secured by October 9<sup>th</sup>.</li> <li>• The Town's Visitor Information Centre continues to operate through the "shoulder season" after summer student staff handed off the responsibility to senior volunteers, selflessly organized by Riverview resident John Melanson.</li> <li>• One additional food business has inquired about use of the Kitchen Incubator Program. Staff continue to work with existing businesses in the program.</li> <li>• Staff continue to work with other regional and community CED organizations to support the development of home-based businesses.</li> <li>• Staff worked with the Fundy Biosphere Reserve, La Bikery and the Petitcodiac Watershed Alliance to execute a photo shoot to promote the Town's 2018 Eco-Bike Tour Experience.</li> <li>• Staff participated in the bi-annual Community Innovation and Social Enterprise Conference in Cape Breton.</li> </ul>

A SAFE & WELCOMING COMMUNITY	Status
<p><b>Promote Riverview's natural beauty/cultural heritage and its benefits to the community.</b></p> <p><b>Foster civic engagement and volunteerism</b></p> <p><b>Promote Riverview as an inclusive community offering a good quality of life.</b></p> <p><b>Design community events and programs to instill pride and encourage community engagement.</b></p>	<ul style="list-style-type: none"> <li>• Dobson Landing launched with considerable excitement and has driven significant interest for the homebuilder. Two lots have currently been sold and three single family homes, including an alternative model home will begin construction this fall, as will a 14 unit townhouse condo.</li> <li>• Staff is working with sister communities on the development of an immigration portal that showcases Greater Moncton as an attraction tool for newcomers. It is near completion and expected to launch in October.</li> <li>• Staff have been supporting the Riverview market in its transition to new owners and a new seasonal location at Caseley Park. Plans for the indoor seasons are still being revised however currently operating out of the Moncton Golf and Country Club for the winter months.</li> <li>• Staff developed new marketing materials themed for Moncton Pride Week in incorporating the new campaign tagline "A Great Place To..." (celebrate diversity).</li> <li>• The Town celebrated the first annual Becca Told Me To Day, an community-led event recognizing good deeds done in the spirit of Rebecca Schofield's campaign to spread kindness. Staff supported the Riverview Arts Centre's marketing of its free concert held to celebrate the day.</li> <li>• Pumpkin Personalities will take place during Harvest Festival on October 13-15<sup>th</sup>. The theme is ParticpACTION Canada 150 Playlist of uniquely Canadian activities. Once again Riverview businesses and Town buildings will be host properties and schools and residents are invited to participate.</li> </ul>

PLANNING FOR THE FUTURE	Status
<p><b>Utilize AMP to understand infrastructure needs and guide decision making.</b></p> <p><b>Maintain /grow Town's road network to attract business investment and support economic growth.</b></p> <p><b>Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.</b></p>	<ul style="list-style-type: none"><li>• A survey was released, the results of which will assist staff in updating a proposed sign by-law for Council's consideration.</li></ul>

<b>FISCAL RESPONSIBILITY &amp; SERVICE EXCELLENCE</b>	<b>Status</b>
<b>Provide high quality customer service to residents and businesses.</b>  <b>Foster a positive and engaging work environment for Town employees</b>  <b>Promote a safe work culture</b>	<ul style="list-style-type: none"><li>• Staff participated in a workshop led by Lucie LaBoissoniere of McInnes Cooper on Respectful Workplaces.</li></ul>

### **Section 3: Other Notable Development & Highlights for Council's Attention...**

- The working committee tasked with developing a new regional strategic plan as a deliverable of the recently signed SLA has reviewed a draft document and will be working on final revisions in order to have a final draft prepared to present to the municipal councils in October.

**Report Approval Details**

Document Title:	New Format Ec Dev Monthly Report- Sept-2017 Final.docx
Attachments:	
Final Approval Date:	

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

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**Report Approval Details**

Document Title:	Ec Dev Monthly Report- Sept-2017 Final3.docx
Attachments:	- Project Status Table_09_20 (2).docx
Final Approval Date:	Sep 20, 2017

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

**Colin Smith - Sep 20, 2017 - 4:11 PM**