

Town of Riverview
ECONOMIC DEVELOPMENT DEPARTMENT
MONTHLY REPORT



To: CAO, Mayor and Council

Prepared by: Tahlia Ferlatte, Senior Economic Development Officer

Date: November 11

Month & Year: November 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>As a key component of the Workforce Development Strategy for Greater Moncton, 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. This platform will be an essential resource for the tri-community and employers when attracting and settling interprovincial workers in the area.</p> <ul style="list-style-type: none">• The Onboarding Platform was shared publicly at the Workforce of the Future Summit hosted by the Chamber of Commerce in partnership with 3plus Corporation, and will be available on the 3plus website in the coming weeks. Staff attended the summit.• The creation of (4) employer toolkits were finalized and presented to employers attending the summit. These toolkits were developed to assist SMEs and large employers with recruitment, EDI (equity, diversity and inclusion), adapting to flexible workplaces, and enhancing workplace culture.• The toolkits and onboarding platform will be shared with local employers, as well as the Greater Moncton Immigration website designed to assist with settlement.

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>Develop a transit campaign to encourage Riverview residents to use public transportation and make transit information more accessible.</p>	<p>The Town of Riverview led the creation of a digital marketing campaign in collaboration with Codiak Transpo to educate residents on the benefits of public transportation. This campaign was aimed at drawing awareness to the many benefits of public transit while helping residents make the transition from single-use vehicles. Two campaigns have been developed; the Enjoy the Ride Giveaway campaign drew traffic to the Town of Riverview’s website where residents could find useful information on Codiak Transpo, and our Try Transit campaign will aim to educate the public on the many benefits of choosing sustainable transit.</p> <ul style="list-style-type: none"> The Enjoy the Ride Giveaway digital campaign (Oct 1 – Nov 29) resulted in 1,034 direct link clicks, 19,381 in overall reach, and 104,647 impressions at a total cost of \$0.40 per result. The campaign resulted in 426 website views, with an interaction time of 03:33 in comparison to an interaction time of only 01:58 in 2021. Overall, the campaign resulted in a 58.6% increase in website traffic from 2021-2022, exceeding our initial goal of 50%. We also received 806 form submissions for the transit prize package, which included local items and (2) 10-ride bus tickets. Our Try Transit campaign will launch in 2023. <p>UPDATE: Codiak Transpo will need to delay service improvements due to challenges with recruitment, and will therefore be unable to meet their previous target date of Nov 20, 2022, to return to 100% of service levels. A new target will be determined towards the beginning of 2023.</p>
<p>Promote 3plus’ programs and service offerings to Riverview business owners.</p>	<p>In order to further familiarize local business owners with the various support services and funding opportunities 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"> The campaign (Sep 6-Oct 4) resulted in a reach of 9,990 and 72,919 impressions at \$7.30 per lead. The goal of the campaign was to increase direct inquiries for

	business support from Riverview-based business owners. In Q2, 3plus met with (2) businesses. In Q3 following the launch of the campaign, 3plus met with (7) businesses exceeding our initial goal of a 20% increase. 3plus' website analytics will be available shortly.
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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 ads were 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 project.</p> <ul style="list-style-type: none"> The promotional campaign (Oct 17-Nov 14) resulted in 5,346 impressions with an average click-through-rate of 1.87%. There were 100 pointed website visits at a cost of \$1.95 per result. We received 161 pageviews on our website with a 03:03 interaction time (98% increase) which suggests that users are spending more time interacting with our website. In total, the campaign resulted in 456 views showing an 83.9% increase in website traffic - far exceeding our original goal of 50%. This year, we have received a total of (10) direct program inquiries as a result of our targeted email campaign and digital marketing efforts. Staff have also purchased an Editorial with a digital publication to promote the incentive to potential investors in hopes of developing additional interest.
Meet with local developers to understand challenges and opportunities for growth and development within the community.	<p>As a follow-up to the Riverview Developer Assembly held in November, our staff and Mayor met with two additional developers, Moemar Homes and Woodstone Properties. Key takeaways included:</p> <ul style="list-style-type: none"> Active developers claim to have a great working relationship with the Town of Riverview and state that the process moves relatively quickly.

	<ul style="list-style-type: none"> Affordable housing was discussed and the Town received similar feedback to that of the participants from the Riverview Developer Forum indicating that higher-end development proposals provide better long-term return for developers. Overall, developers feel that the Town of Riverview's Financial Incentive Program is extremely helpful and hope to see more attraction of commercial and mixed-use development projects as a result. View full report here.
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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](#)

3plus Corporation [Q3 CEO Report](#)
[Annual Report 2021](#)

