Town of Riverview
PARKS, RECREATION & COMMUNITY RELATIONS DEPARTMENT MONTHLY REPORT

Presented to: Colin Smith

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Date: January 15, 2024

Subject: Riverview Rewards Program

BACKGROUND

The attached "Riverview Rewards Report 2023" is informational in nature and provides Council with a comprehensive overview of the Riverview Rewards program's performance and activities in 2023   Below is a summary of the key points:

1. **Program Relaunch**: The Riverview Rewards program was relaunched in November 2022 with 32 businesses participating. Half of these businesses introduced new deals or updated their existing offers. New marketing initiatives were implemented, including social media pages and seasonal ads.

2. **Town/Department Goals**: The program aimed to support local businesses and encourage residents and visitors to shop locally.

3. **Projects in 2023**: The report details three main projects undertaken in 2023:

   - **Cardholder Survey**: Conducted between February and March 2023, it received a 7% response rate from 1879 cardholders. The survey revealed low usage of the R Card and dissatisfaction with the program's website.

   - **Participating Businesses Survey**: Conducted in summer 2023 with a 21% response rate from participating businesses. The survey highlighted the businesses' appreciation for the program's community integration but also indicated a need for more visibility.

   - **Cost Comparison of App Developers**: Explored the feasibility of developing a mobile app for the program. The budget was set at $20K or less, and two developers were found capable of building the app within this budget.

4. **Survey Findings and Analysis**:

   - Cardholders are not frequently using the program due to lack of interest in offers and the absence of a mobile app.

   - Businesses are not actively promoting the program, and service businesses feel it doesn't benefit them.

   - The program lacks a true loyalty system, like a points system, leading to confusion among cardholders.

   - There's a need for increased public awareness and better promotion.

5. **Challenges and Recommendations**: The report identifies several challenges, such as the inability to track R Card usage, the high risk of app development, and limited business engagement. The final recommendation is to end the Riverview Rewards Program in January 2024, focusing instead on business spotlights and engagement in festivals and events.

The report thoroughly evaluates the program's effectiveness, identifies its shortcomings, and provides insights into the preferences and behaviors of both the cardholders and participating businesses. It concludes with the departments intent to discontinue the program due to various challenges and inefficiencies.

CONSIDERATIONS

Legal: The program did not create any legal obligations on behalf of the Town.

Financial: Negligible implications on 2024 operating fund

Stakeholders: Local Businesses, Town of Riverview Staff, Regional Business Services

Strategic Plan: Objective: Businesses receive support from residents and customers from surrounding regionAction: Seek business community's input on Riverview Rewards program and growth.

Interdepartmental Consultation: Recommendations and implementation reviewed with Human Resources & Corporate Communications

Communication Plan: Direct messaging to local businesses and card holders underway

Recommendation of Staff: N/A