

TOWN OF RIVERVIEW

COMMUNITY ECONOMIC DEVELOPMENT STRATEGY

VISION

A WELCOMING AND PROSPEROUS COMMUNITY FOR ALL

MISSION

TO FOSTER A SUSTAINABLE AND INCLUSIVE COMMUNITY IN COLLABORATION WITH PARTNERS

VALUES

- COLLABORATION
- CREATIVITY
- DIVERSITY
- VITALITY

STRATEGIC PILLARS

1. **BUSINESS** - A GREAT PLACE FOR ECONOMIC PROSPERITY
2. **COMMUNITY** - A GREAT PLACE TO PLANT ROOTS AND FLOURISH
3. **LIFESTYLE** - A GREAT PLACE TO PLAY AND TO HAVE FUN



BUSINESS

A GREAT PLACE FOR ECONOMIC PROSPERITY

1.1 Land Access: let's have the proper land available for current and future sustainable commercial and residential development.

1.2 Infrastructure and Service Support: let's have the right level of municipal services to support new development.

1.3 Talent Attraction: let's define the current & future labour force needs and assist businesses in retaining talent.

1.4 Retail & Culinary Strategies: let's enhance our shopping and culinary experiences in Riverview.

1.5 Business Support: let's make it effortless to start or expand a business in Riverview.

COMMUNITY

A GREAT PLACE TO PLANT ROOTS AND FLOURISH

2.1 Population Growth: let's grow and diversify our population sustainably.

2.2 Housing Strategy: let's activate our Affordable Housing Strategy informed by our Housing Needs Assessment.

2.3 Transportation Efficiency: let's make sure people can easily move around Riverview via public and active transportation services and networks.

2.4 Advocating for Education: let's assess the current and future needs for educational offerings and support actions to meet those needs.

2.5 Communications Infrastructure: let's develop a unique, world-class communications infrastructure to make Riverview a destination of choice for current and future residents, remote workers and businesses.

2.6 Health Care Support: let's enhance the service offer and improve access through advocacy and incentives, and better attract service providers to give our residents increased access to health services.

LIFESTYLE

A GREAT PLACE TO PLAY AND HAVE FUN

3.1 Tourism Strategy: let's create a unique, four-season tourism experience for leisure travelers in particular, positioning Riverview as the Gateway to the Bay of Fundy.

3.2 Vibrant Arts and Culture: let's enhance our cultural and artistic events, festivals, and activity offerings.

3.3 Recreational Assets Enhancement: let's collaborate to enhance our recreational asset offering.

3.4 Marketing & Promotion: let's promote and celebrate our success stories and quality of life.