

## Town of Riverview Economic Development

### Department MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: October 17, 2017













Agenda Item: 7f.1

Meeting Date: COW

10/23/2017

### Section 1: Operational Dashboard

Social Media – Current Period (Oct. 2017)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview	Observations
Posts	22	43	17	0	17	
Comments	1	89	7	0	6	
Shares	-	559	35	-	23	
Followers	2925	4449	3250	299	773	
Social Media – Past Period (Oct. 2016)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview	

---

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 and staff are signing off on final text content. Expecting a November launch.</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 Mayor's Light Up Riverview event.</li> <li>• We received 4 responses to our Call for Interested Vendors and we hope to have a vendor secured in coming weeks.</li> <li>• Staff continue to work with existing businesses in the Kitchen Incubator Program at Coverdale Centre.</li> <li>• Staff have begun planning for the upcoming holiday season and the Find Your Gift in Riverview shopping campaign.</li> <li>• The Director attended with Mayor Seamans at the monthly men's PROBUS Club meeting in Moncton. This presentation was very well received and comments from the crowd were favorable on Riverview.</li> <li>• There has been some considerable interest in the redevelopment of the old church at Turtle Creek Road. The congregation has decided to sell the building and staff have had a number of inquiries about what it could be re-purposed for.</li> <li>• The Town of Riverview was approved for the Eco-Bike Tour experience that will be delivered by LaBikery Cooperative, the UNESCO Fundy Biosphere Reserve and the Petitcodiac Watershed Alliance. Tours will run Summer of 2018.</li> <li>• The Greater Moncton Culinary Tourism Strategy is in its second phase. The strategy will be presented in the next month to the strategic planning committee for review.</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 continues to move forward. Construction of a second home has begun and there seems to be a growing interest from across Canada. The Director is working with Boris Holdings on attracting an elite private school that would be a first of its kind in Greater Moncton. The development received an approval for a 14 unit townhouse condo which has seen some delays and may be postponed until the spring.</li> <li>• The tri-community hopes to launch a new online immigration portal in November. This will be an important tool in attracting the necessary workforce for the local economy.</li> <li>• Pumpkin Personalities took place during Harvest Festival on October 13-15<sup>th</sup>. The theme was ParticipACTION Canada 150 Playlist of uniquely Canadian activities. Twenty-five businesses participated. Winners of Riverview Arts Centre tickets were Advance Savings Credit Union and the People's Choice Award went to Sheer Medical Laser.</li> <li>• The Welcoming Communities Working Group of the Local Immigration Partnership developed and posted the job description for the Diversity Championship Coordinator.</li> <li>• The Communications Coordinator assisted in the production of a promotional video for Riverview P.R.O. Kids. The objective of the video is to demonstrate to current and potential donors the long-term social and wellness benefits for children who participate in the program, and to encourage eligible families to apply for fully-subsidized placements in recreation and cultural programs in our community.</li> <li>• Staff finalized the Town's ad in the 2018 NB Tourism Guide, which will be available to the public in May 2018. The focus will of this ad is recreation tourism, which along with much of 2018's marketing efforts will aim to attract the three audiences targeted through the Town's marketing and communications strategy and new website: Active Lifestyles, Outdoor Enthusiasts and Environmentally-Conscious.</li> </ul>

PLANNING FOR THE FUTURE	Status
<p data-bbox="92 428 527 526"><b>Utilize AMP to understand infrastructure needs and guide decision making.</b></p> <p data-bbox="92 597 598 699"><b>Maintain /grow Town's road network to attract business investment and support economic growth.</b></p> <p data-bbox="92 771 594 911"><b>Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.</b></p>	<ul data-bbox="667 428 1913 496" style="list-style-type: none"><li>• Over 200 responses to the signage survey will inform staff's recommendations to an updated signage policy in the zoning bylaw.</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>• The Director participated in the third workshop in the Safety Leadership Program</li></ul>

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

- The working committee finalized a draft regional economic development strategic plan and presented an overview to a tri-community Council meeting. The document will next be translated and packaged to present at an upcoming meeting of Council.