

## Town of Riverview Economic Development

### Department MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: November 21, 2017













Agenda Item: 7f.1

Meeting Date: COW

11/27/2017

### Section 1: Operational Dashboard

Social Media – Current Period (Nov.. 2017)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview	Observations
Posts	29	31	12	2	10	
Comments	3	42	21	1	3	
Shares	-	353	15	-	16	
Followers	2950	4521	3259	301	788	

Social Media – Past Period (Nov. 2016)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview
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Posts	24	28	18	3	13
Comments	0	18	3	0	
Shares	40	154	19	7	18

## 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 Quality Assurance stage. Staff from each department will be reviewing the sections of the website that are relevant to those departments so that any bugs or glitches can be identified and corrected before going live in early December .</li> <li>Buddha Bear Café opened to a great response from the public on November 22nd. The proprietors will take the next month to settle into the new space before opening for regular hours, the first week of January.</li> <li>The Find Your Gift in Riverview shopping campaign kicked off at the Mayor's Christmas Light Launch. Over 30 Riverview Businesses are participating this season.</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.</li> <li>Staff continue to work with existing businesses in the Kitchen Incubator Program at Coverdale Centre.</li> <li>Staff reviewed plans for a proposed new development at 395 Coverdale Road which will include retail and food service tenants.</li> <li>Staff are aware of 5 proposed sites in Riverview submitted in bids to locate Cannabis Retail shops in Greater Moncton</li> <li>The Greater Moncton Economic Development Team are applying the finishing touches to a Regional Economic Development Strategy which will be presented to Council</li> <li>The Town of Riverview was the recipient of the ECO 360 Environmental Award for Municipalities.</li> </ul>

A SAFE & WELCOMING COMMUNITY	Status
<p>Promote Riverview's natural beauty/cultural heritage and its benefits to the community.</p> <p>Foster civic engagement and volunteerism</p> <p>Promote Riverview as an inclusive community offering a good quality of life.</p> <p>Design community events and programs to instill pride and encourage community engagement.</p>	<ul style="list-style-type: none"><li>• Dobson Landing continues to move forward. Construction of a third home has begun.</li><li>• The tri-community hopes to launch a new online immigration portal in March. This will be an important tool in attracting the necessary workforce for the local economy.</li><li>• 18 Riverview Businesses sponsored the Light Up Riverview initiative this year totaling \$6450 and \$1000 in-kind in sponsorship.</li><li>• Economic development and Parks and Rec worked together to encourage new Riverview businesses and community groups to coordinate new events for the 2018 Winter Carnival.</li><li>• The Communications Coordinator attended an ICS-format tabletop exercise testing an emergency response plan developed in the event of a do-not-consume order issued within the tri-community. The plan was developed by the City of Moncton and received input from the communications departments in Riverview, Moncton and Dieppe.</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>• Staff continue to lobby the area MP's to support the Town's active application for funding Phase 1 of Bridgedale Blvd.</li><li>• Friends of Mill Creek met in October to set the strategy for 2018. Parks and Rec Director installed a tool shed to support volunteer trail groups doing work in the park. Additional trail equipment has been purchased to support volunteer trail work. "Friends" have begun to blaze a snowshoe trail and fat bike trail in the park which will be further developed with the assistance of volunteer trail groups.</li><li>• The Green Team met October 27<sup>th</sup> and continued work on efforts aimed to reduce the Town's GHG emissions. Topics focused on car pooling campaign and town employee engagement around the sustainability plan, e-payments and e-water bill sign ups.</li><li>• Staff attended the Municipal Communications Conference in Toronto, Nov. 21-22. The agenda consists of two days of sessions where award-winning communications professionals share case studies from municipalities across the country</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 department participated in a Town Hall meeting with staff from the other departments in Town Hall so that the respective directors could provide updates about what has been happening and what's coming up in each of the departments.</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.