

Town of Riverview Economic Development

Department MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: January 17, 2018













Agenda Item:

Meeting Date: COW

For use by Office of the Town Clerk

Section 1: Operational Dashboard

Social Media – Current Period (Jan. 2018)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview
Posts	20	29	11	1	1
Comments	4	62	3	0	1
Shares	-	427	10	-	0
Followers	2993	4664	3273	304	790

Social Media – Past Period (Jan. 2017)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview
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Posts	66	45	38	5	13
Comments	7	93	18	0	3
Shares	-	1095	83	-	5
Followers	2648	3207	3117	280	706

Section 2: Status of Department's Operational Priorities for 2018

SMART & SUSTAINABLE GROWTH	Status
<p>Retain and grow our strong local business community.</p> <p>Create a thriving niche retail business environment that has a regional draw.</p> <p>Attract location neutral enterprises.</p> <p>Grow Riverview's tourism product offerings in line with regional strategies.</p> <p>Promote Riverview's business offerings to local and surrounding community.</p> <p>Encourage commercial and retail businesses to be accessible and inviting for all ages (public transit, cycling, walking)</p>	<ul style="list-style-type: none"> • Continued support for development community in attracting tenants to vacant commercial space. • Sculpt Health and Wellness are new tenants at the Chocolate River Station. • The Town's website launched on December 20. This was the first component of an integrated marketing strategy that Council adopted in 2016. • A digital marketing campaign was implemented to promote the Find Your Gift in Riverview shopping campaign targeting residents of Greater Moncton. • The Find Your Gift in Riverview shopping campaign was a resounding success. Over 30 Riverview Businesses participated this season and 2925 ballots were completed representing \$585,000 in spending that can be directly attributed to the campaign. The winning ballot belonged to Terry Wenarchuk. • Staff continue to work with existing businesses in the Kitchen Incubator Program at the Coverdale Centre. In 2017 the incubator was used by 5 different entrepreneurs and generated over \$13,000 in revenue. • The Greater Moncton Economic Development Team will launch the Regional Economic Development Strategy to the public on January 24th at Resurgo Place • Staff recently met with Colliers International to discuss how that firm might provide a stronger focus on Riverview for the development community • Staff attended a meeting of the Regional Service Commission who outlined to participating municipalities how the Regional Destination Marketing (RDMO) initiative was proposed to unfold. Each municipality will now participate on a steering committee which will advise on the structure of the RDMO which the Town agreed to fund in 2018.

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">• 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.• 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.

PLANNING FOR THE FUTURE	Status
<p>Utilize AMP to understand infrastructure needs and guide decision making.</p> <p>Maintain /grow Town's road network to attract business investment and support economic growth.</p> <p>Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.</p>	<ul style="list-style-type: none">• Staff continue to lobby the area MPs to support the Town's active application for funding Phase 1 of Bridgedale Blvd.

FISCAL RESPONSIBILITY & SERVICE EXCELLENCE	Status
<p>Provide high quality customer service to residents and businesses.</p> <p>Foster a positive and engaging work environment for Town employees</p> <p>Promote a safe work culture</p>	<ul style="list-style-type: none"> • The Director participated in a one-on-one coaching session with Bob Lemon from Worksafe NB as a follow-up from the Safety Leadership workshops that staff completed. • Communications staff collaborated with the Human Resources Coordinator to develop marketing tools for employee recruitment. This includes a multi-layered campaign, targeted at secondary and post-secondary students to create greater awareness about both the summer job opportunities available and the added benefits of working for the Town of Riverview, with a goal to increase the overall number of applicants this year for the 60 positions available, as well as new branded job postings that aligns with the Town of Riverview's brand guidelines.

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

- Recruitment is currently underway for a new Community Economic Development Officer
- Staff is preparing for Mayor Seamans' address at the Greater Moncton Chamber of Commerce's State of the Tri-Communities on Jan. 31.

Report Approval Details

Document Title:	
Attachments:	
Final Approval Date:	

This report and all of its attachments were approved and signed as outlined below:

Report Approval Details

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Colin Smith - Jan 17, 2018 - 4:23 PM