

Town of Riverview

COUNCIL REPORT FORM



Presented to: Mayor & Council

Department: Economic Development

Date: March 9, 2026

Subject: Commercial Development Grant Application - Dr. Rebecca Laffoley

BACKGROUND

First implemented in 2017, the Town's [Commercial Development Grant](#) aims to incentivize growth and development in Riverview's commercial zones in efforts to grow the commercial tax base, and increase access to amenities for residents.

Under the current Commercial Development Grant program criteria, eligible projects must result in an assessed property value increase of at least \$200,000, with bonus funding available to developers who attract primary care physicians (\$25,000 per physician, up to a maximum of five). The application review process is led by an internal Review Committee composed of leaders from Administration, Finance, Urban Planning, and Economic Development, which evaluates applications and makes recommendations to Council, the program's final approving authority.

With five current active participants in the program since 2020, the grant has been successful in supporting major developments contributing to the Town's tax base. Today, Council has before them a new application for consideration.

This report highlights the application submitted by Dr. Rebecca Laffoley, owner of the Riverview Chiropractic Clinic located at 47 Pine Glen Road. Planned improvements include enhanced accessibility, expansion of the reception area and parking lot, exterior modernization, installation of new energy-efficient heating and cooling systems, and the creation of five new treatment rooms intended to support the attraction of one new primary care physician. The renovation work is estimated at \$500,000, with completion anticipated in October of this year. As this application meets the Grant program criteria and prioritizes health care services—a priority of Town Council—the Review Committee recommends proceeding with Dr. Laffoley's application, subject to her meeting all program requirements now and in the future.

The objective is for Council to make an official "go" or "no go" decision in a public Council meeting and provide staff direction to execute a legal agreement between the Town and Dr. Rebecca Laffoley to secure her participation in the Commercial Development Grant.

CONSIDERATIONS

Legal:

Following approvals from Council for developers to participate in the program, successful applicants are required to enter agreements legally binding them to the Commercial Development Grant's terms and conditions.

Financial:

The Economic Development departmental budget currently supports financial incentive programs and would incorporate projected planning for new successful applicants in future years. The first Grant payment would be issued only after July 1 of the year following a successful final inspection, and only upon receipt of proof that all municipal tax payments are paid and up to date. As a result, 2027 would be the earliest possible year for the first of the five annual payments for this applicant.

The overall grant value for Dr. Rebecca Laffoley would be \$33,852.09 to be paid out over five years, conditional upon the renovation work resulting in an increase of \$200,000 in real property value as assessed by the province, and subject to her meeting all program requirements outlined in an agreement. Should the attraction of a primary care physician prove unsuccessful, the overall grant value would be reduced to \$8,852.09, paid out over five years.

Policy:

The Municipal Plan and Zoning By-Law are important policies that allow the municipality to help govern and streamline projects, and development within zones designated commercial dictate eligibility of projects proposed under the Commercial Development Grant.

Stakeholders:

- **Town Council**; in considering Riverview's needs for commercial amenities and enhanced health services, fostering a balanced tax base comprised of significant contributions from businesses, and being advocates of the grant program it oversees, and in providing input and direction to Town staff.
- **Town Staff**; in managing the Commercial Development Program, in promoting it to commercial developers, in advocating for increased commercial amenities and enhanced health services to support the varied needs of residents, in working towards resolving current market gaps, in working towards increasing the commercial share of the municipal tax base, and in fostering long-term sustainability of local businesses.
- **Local Business and Development Community**; in participating in the Commercial Development Grant, and whose and business contribute to the vitality and vibrancy of our town.
- **Riverview Community**; in receiving the benefits of increased commercial and health service offerings and continuing to choose Riverview as a prime place to seek professional services.

Strategic Plan:

- Under the “**Building a Sustainable Community**” theme; Riverview establishes policies, practices and programs that focus on the sustainability of the community and environment we operate in.
- Under the “**Thriving Community**” theme; Riverview creates a supportive and attractive environment where local businesses, developers, entrepreneurs and residents can thrive. Furthermore, Riverview is a desirable place to live, shop, visit and play.
- Under the “**Service Excellence**” theme; Riverview remains a community of choice because of its continued excellence in the delivery of municipal services as well as its fiscally responsible approach to growth and sustainability.

Interdepartmental Consultation:

Through participation in the internal Review Committee, cross-departmental collaboration is fostered across departments such as Economic Development, Finance, Urban Planning, and Administration. This application received consensus approval from the Review Committee to move forward.

Communication Plan:

Marketing and promotions of the Commercial Development Grant are ongoing throughout the year. A paid ad campaign recently ran over the winter months, signage is present in the arrivals terminal of the YQM Greater Moncton airport as well as on the Town’s digital billboard, a full-page ad will run in the April/May edition of the Atlantic Business Magazine, and regular promotions are dispersed throughout the year on the Town’s social media channels, webpages, newsletters, and more.

OPTIONS

- Proceed with the Commercial Development Grant application and direct staff to execute a legal agreement with Dr. Rebecca Laffoley to formalize her participation in the program.
- Refute the application from Dr. Rebecca Laffoley for participation in the Commercial Development Grant program.

RECOMMENDATION FROM STAFF

That Riverview Council authorizes the approval of the new Commercial Development Grant application submitted by Dr. Rebecca Laffoley and that the Mayor and the Town Clerk are authorized to sign all necessary documentation and/or agreements.

Prepared by: Shanel Akerley, Economic Development Manager

