

# Town of Riverview Economic Development

## MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: February 21, 2018



### Section 1: 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>• Staff have engaged commercial realtor to begin discussions with FCRS tenants with leases coming due</li><li>• 3+ The Hive/LaRuche, celebrated local immigrant entrepreneurs from the tri-community for the positive contribution they are making to our region. The Director attended and accepted a gift on behalf of Hong Liao from Near East Chinese Market.</li><li>• Following the launch of the Regional Economic Development plan, economic development staff are working together with 3+ to develop an implementation plan to begin to put action towards the plan's goals.</li><li>• The Mayor's presentation at the Chamber's State of the Tri-Community breakfast generated many positive comments around the Town's re-developed website and the vision that the Town has for itself.</li><li>• The first meeting of a steering committee tasked with examining the potential for a Regional Destination Marketing Organization (RDMO) was held recently. This committee will be engaging tourism stakeholders in the region to design a tourism strategy and proposing an RDMO structure that can successfully implement the strategy.</li><li>• Staff, with the Mayor and Councillor Rampersaud visited Newbridge Academy in Dartmouth, NS. A tour of the facility was provided and then a meeting was held with the founders of the school and the developer at Dobson Landing who is seeking to locate a new facility at that site. Very positive discussions about Riverview as an ideal location for Newbridge when the time comes to launch a New Brunswick location.</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>• Staff are investigating the installation of electric car charging stations to be installed at key sites in the Town. The Tesla Company has introduced this program to broaden its charging network across North America.</li> <li>• The Greater Moncton Local Immigration Partnership Council is seeking expressions of interest for new members. They are seeking people with a passion for improving immigration and newcomer experiences, community, partnership work, collaborating and innovating. The application form will be available shortly and shared widely.</li> </ul>

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"> <li>• n/a</li> </ul>

FISCAL RESPONSIBILITY & SERVICE EXCELLENCE	Status
<p><b>Provide high quality customer service to residents and businesses.</b></p> <p><b>Foster a positive and engaging work environment for Town employees</b></p> <p><b>Promote a safe work culture</b></p>	<ul style="list-style-type: none"> <li>• The Director participated in the annual Town Hall event for all staff to communicate the department's priorities for the coming year</li> <li>• The Green Team will roll out a campaign in the coming weeks to encourage all staff to 'walk the walk' in living in a green and sustainable way by rewarding "green acts" by staff with gift cards and refillable water bottles The goal is to identify 75 green acts by Earth Day in April..</li> <li>• Recruitment has begun to backfill the CEDO position. 35 applications have been received</li> <li>• Interviews were held recently for Tourism Planner positions to staff the Visitor Information Centre</li> </ul>