

**Town of Riverview**  
**Economic Development Department**  
**Monthly Report – March 2018**



**To:** Mayor & Council  
**From:** Shane Thomson, Director

**Section 1: Status of Department’s Operational Priorities for 2018**

<b>SMART &amp; SUSTAINABLE GROWTH</b>	<b>Status</b>
<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 communities.</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>• Continue to work with local developers to market their available space for lease</li> <li>• Connected Giant Tiger with Crombie REIT. Giant Tiger formally announced it’s intention to open Riverview location in July 2018</li> <li>• Planning final details of the Ride the Tide Bike Tour Experience that is being promoted by Tourism NB.</li> <li>• The Director attended a meet and greet event with the President of Westjet Encore airlines to discuss the importance of the airport to the region and the desire for more direct flights, particularly to major US destinations</li> <li>• The Greater Moncton Economic Development Team has arranged to meet with senior ONB staff to ensure continued support and collaboration</li> </ul>

<b>A SAFE &amp; WELCOMING COMMUNITY</b>	<b>Status</b>
<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>	<ul style="list-style-type: none"> <li>• Sustainapalooza 2018 planning is underway. RHS students are currently working on their presentations and pitches for micro grants.</li> <li>• Micro grants are also being promoted to the broader community with a March 28 deadline.</li> </ul>

<b>A SAFE &amp; WELCOMING COMMUNITY</b>	<b>Status</b>
<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>	

<b>PLANNING FOR THE FUTURE</b>	<b>Status</b>
<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>• Met with SERSC to discuss Natural Municipal Assets Initiative (see attached report)</li> <li>• Working together with Engineering staff to acquire necessary land for future roundabout at Pinewood and Pine Glen</li> </ul>

<b>FISCAL RESPONSIBILITY &amp; SERVICE EXCELLENCE</b>	<b>Status</b>
<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"> <li>• Green Team will roll out “Green Acts” Initiative this week encouraging employees to consider small sustainable activities that support the Envision Riverview Sustainability Plan.</li> <li>• Green Team will also begin a campaign to promote paperless billing to residents</li> </ul>

**Section 2: Other Notable Development & Highlights for Council’s Attention**

- Interviews to backfill the CEDO position began this week with 6 shortlisted candidates
- The Director was engaged by ONB to support the ONB Connects program which connects newcomers with highly networked individuals who can assist that newcomer with developing their own network to improve future career opportunities.