

Town of Riverview Economic Development

Department MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: April 20, 2017



Agenda Item:

Meeting Date: COW

For use by Office of the Town Clerk

Section 1: Operational Dashboard

Social Media – Current Period (April 2017)	TOR	TOR	Active Riv	Ec Dev	Envision Riverview	Observations
Posts	35	26	25	2	13	Envision Riverview is seeing a boost in shares and overall engagement thanks to marketing efforts specific to 2017 Sustaina-Palooza.
Comments	0	51	11	0	4	
Shares	-	156	4	-	25	
Followers	2712	3315	3151	283	746	
Social Media – Past Period (March 2016)	TOR	TOR	Active Riv	Ec Dev	Envision Riverview	

Posts	35	31	129	34	20
Comments	2	12	7	0	1
Shares	29	62	51	9	61
Followers	2258	2541	2767	250	601

Section 2: Status of Department's Operational Priorities for 2017

SMART & SUSTAINABLE GROWTH	Status	Measurement
<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</p>	<ul style="list-style-type: none"> Continued support for development community in attracting tenants to vacant commercial space. Staff are working with a local Waldorf School to find a larger, more permanent home. Staff are assisting in the acquisition of land for a Corey Craig development. Staff met with founders of Townfolio who will be developing a strong online community profile for the Town that will be appealing to site selectors Staff reviewed a number of proposals to re-develop the Town's website. A shortlist was developed based on the top 3 scores and the selection committee will be reviewing presentations from the selected firms in order to decide on the final award. The Director attended the 3+ AGM held recently at the Delta Beausejour. Staff are continuing to work towards an acceptable Service Level Agreement between 3+ and the 3 municipalities The Town co-hosted the first ever Trail Town conference March 28th and 29th which received very positive feedback from participants and is being recognized by the Department of Tourism for the Town's initiative in this area 	

product offerings in line with regional strategies.		
A SAFE & WELCOMING COMMUNITY	Status	Measurement

<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"> • The Director attended the KPMG Spring Economic Outlook recently, which suggested a modest, i.e. low and slow economic forecast for the coming year. • Staff worked with the Senior’s Roundtable to develop a business survey that will help the Town assess the business communities ability to become universally accessible 	
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<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 Director with planner Sebastien Arcand were invited to a chat with the economics class at RHS, who had questions around land use and planning for their annual projects and Sustaina-Palooza pitches. • The Jim DeWolfe Community Spirit Award Committee selected Ken Arsenault to receive the 2017 award. Ken is a positive driving force behind many great volunteer initiatives happening in our community and the south-east New Brunswick region. He is a co-captain of the Neighbourhood Watch Program, a long-standing volunteer with the Fundy Hiking Trail Association, Moncton Masonic Lodge and Riverview Scouts. He is also the creator of Cache Up NB. From his nomination, "Over the years he has partnered with the Town of Riverview, City of Moncton, Fundy National Park, Kouchibouguac National Park, as well as other local tourism organizations (i.e. Cape Enrage, Fundy Trail Parkway, etc.) to offer geocaching challenges and community events. These events have highlighted our community businesses (i.e. Winter Carnival 2016 Pop-Up on Pinewood), our lesser known parks/trail systems (i.e. Mill Creek Nature Park) and educated people about our natural/cultural/historical assets (i.e. Tidal Bore)." Ken will be presented with his award on Thursday, April 27 during the Volunteer Recognition Night at the Coverdale Centre. • The CC redesigned the certificates and pins that volunteers receive at the Volunteer Recognition Night. In the spirit of the Town's new Marketing & Communications Strategy, the newly-refreshed certificates are modern and reflect Riverview's natural beauty with the incorporation of local landscape photography. 	
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PLANNING FOR THE FUTURE	Status	Measurement
Utilize AMP to understand infrastructure needs and guide decision making.	<ul style="list-style-type: none">• Staff facilitated a group of like-minded community organizations considering a bid to acquire the former Gunningsville School as a shared use facility.	
Maintain /grow Town's road network to attract business investment and support		

<p>economic growth.</p> <p>Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.</p>		
FISCAL RESPONSIBILITY & SERVICE EXCELLENCE	Status	Measurement
<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"> • Staff were encouraged to attend the community celebrations during the 4-day Sustaina-Palooza 2017. Daytime events are geared toward industry stakeholders with an interest in the Trail Town concept and other sustainable tourism practices that will benefit Riverview and the entire Upper Bay of Fundy Region. Evening events celebrate our region's story of people and place. • The CC completed Standard First Aid Workplace NB training April 5-6. 	

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

- As per the Town's Land Management Policy, staff have been working with local realtors to investigate the potential of disposing of additional Town owned lands
- Comments received from the Province's Regional Tourism Development Officer;

"I was sorry that I missed the chance to chat with you at the Trail Town Conference earlier today. I really want to commend you and your team for building such strong partnerships and a solid foundation for the Town of Riverview to become a *Trail Town* for the region, and the first in Canada. Over the last two years, you have supported your team's participation in strategic professional development opportunities that have set the stage for bringing together community and industry champions. Jonathon Foster of the Gros Morne Institute for Sustainable Tourism commented on the more than 120 Best Practices Missions GMIST has led over the years. During the presentation today, Jonathon recognized the participants of the Trail Town Best Practices Mission (Micha, Ashley, Marc and Alonzo) as being the first group to come together and to take the learnings of the mission and to directly apply them in such a strategic community and regionally focused way! You are creating quite the ground swell for this initiative! "

Report Approval Details

Document Title:	New Format Ec Dev Monthly Report- April2017.docx
Attachments:	
Final Approval Date:	

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

Colin Smith -