

Town of Riverview

Economic Development Department

Monthly Report – April 2018



To: Mayor & Council

From: Shane Thomson, Director

Section 1: 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 communities.</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">• Continue to work with local developers to market their available space for lease• Staff is working with a consultant to develop a business coaching program for Riverview businesses• The Southeast Workforce Attraction Team (SWAT) met recently with ONB to develop a plan of action in supporting TD Bank's workforce needs in the coming months. The bank expects to hire 275 positions in its first phase of recruitment beginning in September. https://jobs.td.com/en-CA/jobs/8228299/upcoming-td-finance-opportunities-in-moncton-moncton-ca/• Staff are working with ONB on a major jobs announcement to be coming to Riverview in the near future.• Staff continue to work with a steering committee in the preparation of an RFP to develop a regional tourism strategy and destination marketing organization.• The Town is partnering with La Bikery, Petitecodiac Watershed Alliance and Fundy Biosphere, to offer Eco Bicycle Tours that will begin at La Bikery and culminate at the Chocolate River Station. The Eco Bike Tour is featured in the NB Tourism Experiences Collection.• Continue to work with 3+ in creating their workplans, focussed on Entrepreneurship and Startups, a Regional Client Service Delivery Model and a Workforce Development Plan

A SAFE & WELCOMING COMMUNITY	Status
<p>Promote Riverview's natural beauty/cultural heritage and its benefits to the community.</p>	<ul style="list-style-type: none">• Sustainapalooza 2018 took place on April 26, 27 and 28. This year's event featured another strong showing from RHS students who prepared and presented ideas to make the Town a greater place.

A SAFE & WELCOMING COMMUNITY	Status
<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"> • Micro grant pitches took place and a judging panel of citizens reviewed 9 pitches and made recommendations to the Town to disperse the Town's \$10,000 micro-grant budget.(report attached) • Following recommendations from the Town's Marketing and Communications Strategy, a digital marketing campaign unrolled this week. As this campaign proceeds the data and analytics will be utilized to strategically focus these efforts so as to be most effective. • Parks and Recreation is exploring the platform to communicate its events as well to a more targeted audience.

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"> • Work on the Municipal Natural Assets Initiative began this week. Staff from across departments met with SERSC staff and the consultants involved to establish a work plan for this initiative. As the area of focus will be around Mill Creek and the Park, the commercial lands in the area will also be impacted. • Since Council endorsed Colliers International to provide real estate services, staff have met and will continue to work on a strategic approach to land management

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"> • Green Team started a campaign to promote paperless billing to residents and 52 residents have signed up since the last billing. • The Director attended an info session on the Town's new student performance management system.

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

- Interviews for the CEDO position are underway and we are aiming to have someone in place by the end of June.