

Town of Riverview Economic Development

Department MONTHLY REPORT

To: Mayor and Council

Prepared by: Shane Thomson

Date: May 17, 2017








Agenda Item: 7f.1

Meeting Date: COW

05/23/2017

Section 1: Operational Dashboard

Social Media – Current Period (May 2017)	 TOR	 TOR	 Active Riv	 Ec Dev	 Envision Riverview	Observations
Posts	54	43	41	1	14	
Comments	0	93	11	0	2	
Shares	-	685	18	-	11	
Followers	2747	3372	3162	284	754	

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 product offerings in line with regional strategies.</p> <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"> Continued support for development community in attracting tenants to vacant commercial space. The Town's website re-development was awarded to Blaze Studios. The project team held its first kick-off meeting with Blaze to get the ball rolling. Anticipated project length is 22 weeks. Staff recently completed a new Visual Identity Guideline document for use by all departments. This document together with the Town's marketing/communications strategy will become the foundation for a new marketing campaign which will unroll in the coming months Segway Tours NB will once again be operating at the Fundy Chocolate River Station offering guided riverfront tours throughout the season for locals and tourists alike. Staff will be participating in the Greater Moncton Food Tourism committee along with City of Moncton and Ville de Dieppe staff. Staff in both Ec Dev and Parks and Rec participated in the Fundy Biosphere Reserve's Amazing Places refresh for the Canada 150 Amazing Places Challenge. Stay tuned for an announcement on a new Amazing Place near you! Town VIC students will be participating in the familiarization tour of the Kent and South-East region and Fundy Coast in partnership with the New Brunswick Cultural and Tourism Coast and Tourism Moncton. The Riverview Public Library is working with the Town to launch the first in series of alternative lending items – the Nature Backpack Lending program. The Communications Coordinator continues to meet weekly with counterparts in Moncton and Dieppe on the development of a local immigration website intended to serve as a sales pitch to immigrants and investors outside of Canada in their decision to relocate to Greater Moncton, and provide existing newcomers with resources such as training and events. The website is expected to launch mid-August. 	

A SAFE & WELCOMING COMMUNITY	Status	Measurement
<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 of Parks and Recreation presented that department's capital projects to the Development Review Team in order to receive feedback and to keep all departments aware • Staff met with members of the Lions Club to assist in moving forward with a 'hands on' project at the Lions Park as part of the 100th anniversary of the Lions Club. Plans are coming together in partnership with Parks and Recreation to arrange for presentations and confirm a date and place for the Lions 100th community project. • The Sustaina-Palooza Art Exhibit 'Telling Our Story of People and Place' was a great success with 11 artists, over 30 pieces of art and a full house of attendees the evening of April 19th. This same artist group, The Riverview Creative Collective, is planning its second event supported by Parks and Rec and Ec Dev on Saturday June 24th. The Art in Your Face art fair and sale will be held along the Riverfront. • Four Youth Envision Riverview Micro Grants and three Community Envision Riverview Micro Grants were awarded on Saturday April 21st as a part of the third annual Sustaina-Palooza. Grants were awarded to: <ul style="list-style-type: none"> ○ Mill Creek Park Bio Blitz - \$500 (youth) ○ Leif Pods - \$1000 (youth) ○ Tiny Homes 2 - \$710 (youth) ○ Bee Solution – \$1000 (The Cooperators Youth Envision Riverview Grant) ○ Week-night Market - \$1000 (community) ○ Riverview Rug Hookers - \$1500 (community) • Three of the Youth Micro Grant teams went on to pitch in the Provincial Youth Entrepreneurship Challenge and Bee Solutions won in the community engagement category! 	

PLANNING FOR THE FUTURE	Status	Measurement
<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">• Remediation work at the former Public Works site is nearing completion. Final soil testing should be completed next week and it is anticipated that the excavated areas will be backfilled and a final closure report completed after that. Staff are meeting with local realtors in anticipation of listing the property for sale.	

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"> • The Director participated in the first Safety Leadership workshop presented by Worksafe NB • The Director participated in the Incident Investigation training put on by the Town recently • The CC participated in 'De-Escalating Potentially Violent Situations' training. • The Green Team (GT) met in March and again in May to define the priorities for the next year. The priorities are: <ul style="list-style-type: none"> ▪ Develop the tools to track and measure the GHG emissions produced by the Town to meet 2020 goals. ▪ Utilize current mapping resources to encourage carpooling and other eco-friendly community oriented choices by enhancing the awareness and accessibility of active transportation routes and natural & cultural assets. ▪ Design and implement the Town of Riverview Green Action Employee Recognition Program ○ May's meeting resulted in: <ul style="list-style-type: none"> ▪ the identification of a tracking process for fuel consumption designed by Public Works Superintendent as well as a reporting tool for senior management and council. ▪ Identification of electricity consumption data to identify key indicators to track ▪ An update document to Senior management outlining the benefits, challenges and implementation considerations of 8 possible car-pooling sites in the Town. ▪ GT will utilize the Envision Riverview Dome during community events and ward parties to engage & exchange with residents on issues and topics impacting Riverview's environment, economy and community. 	

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

- The latest Service Level Agreement that the three municipalities have been working on was recently presented to 3+ for their consideration. It is expected that this agreement would be finalized and signed mid-June and presented to a tri-community Council meeting at a later date.