

Town of Riverview

Economic Development Department

Monthly Report – September 2018



To: CAO, Mayor & Council

From: Shane Thomson, Director

Section 1: Status of Department's Operational Priorities for 2018

SMART & SUSTAINABLE GROWTH	Status
Retain and grow our strong local business community. Create a thriving niche retail business environment that has a regional draw. Attract location neutral enterprises. Grow Riverview's tourism product offerings in line with regional strategies. Promote Riverview's business offerings to local and surrounding communities. Encourage commercial and retail businesses to be accessible and inviting for all ages (public transit, cycling, walking)	<ul style="list-style-type: none">• Continue to work with local developers to market their available space for lease and land development.• Helped promote Tech Mahindra as a significant investment in the local community and worked with the team to direct traffic targeted career fairs. Tech Mahindra in their initial recruitment effort have 168 employees and continue to hire.• Supported Giant Tiger's Grand Opening event in terms of drawing attendance and securing media coverage.• Offered promotional support to Grass Homes' for their recent business expansion announcement.• Currently in negotiation to backfill the available space at the former La Spa location.• Continue to work with 3+ in creating their workplans, focussed on Entrepreneurship and Startups, a Regional Client Service Delivery Model, a Workforce Development Plan, and a regional Marketing and Communications Strategic Plan.• The department recently implemented a new Customer Relationship Management program that integrates a number of platforms and will allow the 3 municipalities and 3+ to manage clients in a collaborative manner. This platform will also play an integral role in our supporting our digital marketing efforts and strategic management of our sales funnel.• The department launched the first phase of its digital marketing strategy to position Riverview as a location of choice for development. Envision Riverview's digital channels were completely re-invigorated and are now being managed and monitored consistently. Envision Riverview channels will be the primary voice for all of the Town's efforts and updates as it pertains to economic development, and will also act as an educational and informative stream of information for our growing business community.• The Town's partnership with La Bikery to offer Ride the Tide eco-bike tours had 27 people register and participate in this tour over the summer

SMART & SUSTAINABLE GROWTH	Status
	<ul style="list-style-type: none"> • The Town is hosting the latest cohort of immigrant entrepreneurs enrolled in the Business Essentials Program delivered by 3+ • The department will host Riverview Business Connects at the Cocoa Room and will highlight to the Riverview Business Community and the wealth of support services available to them, as well as providing a networking opportunity and an opportunity to meet with Town staff and the Town's economic development department directly.

A SAFE & WELCOMING COMMUNITY	Status
<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"> • Staff with the 3 Mayors attended Greater Moncton Day at TD's Headquarters in Toronto to present to their current staff who may be considering a relocation from Toronto to NB. The Mayor and Deputy Mayor hosted the first lead from that visit, on a Riverview tour • The Town's Visitor Information Centre (VIC) remains open after students returned to school thanks again to a dedicated group of senior volunteers. • The Town will be collaborating on an updated Greater Moncton Immigration Strategy as the current strategy has come to an end. A report will be forthcoming on the results of that 2014-2018 plan. • The Greater Moncton Immigration website is now live and will be used a tool to attract and retain newcomers to the region. www.immigrationgreatermoncton.ca

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"> • Colliers Int'l has been engaged to provide real estate services to the Town. The surplus land for sale on Runnymede Road has brought interest recently and Colliers will be focussing on finding a buyer for that as well as former Public Works site. • The Province received an acceptable offer on the former Gunningsville School and are currently working on finalizing the sale. There has been no indication as to the intended use. • The Southeast Workforce Action Team (SWAT) collaborates on a series of Job Fairs for newcomers and international students. These events are now being held at the Avenir Centre and the last 2 have been the most successful to date both in terms of employers attending and attendees.

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"> • The department recently conducted a business visitation program. 14 businesses were visited over the course of the summer and were asked to provide feedback on existing challenges, gaps in available resources, and their sense of overall connectivity as part of the local business collective. • The 3 municipalities were approached by PETL to pilot an Onboarding Coordinator position, funded by GNB, that would develop a concierge service for all newcomers to the region, here to fill the hundreds of unfilled positions available.

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

The development review committee are currently reviewing three large multi-unit residential development projects .

The Buddha Bear Café will close for the season end of October and re-open in May.

Staff attended the Economic Development Association of Canada Conference in Fredericton.

A promotional postcard was created in an attempt to further promote the benefits of our new financial incentive program.