

Town of Riverview

Economic Development Department

Monthly Report – October 2018



To: CAO, 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 and land development.Met with Cordova Realty to explore development opportunities on their Riverview lands.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.Staff attended the Guinness World record networking attempt at the Coliseum, a networking event of over 900 business professionals, students and entrepreneurs. The department also sponsored the event and offered support in the planning and promotion as an official committee member.Staff attended, sponsored, exhibited and aided in the promotion of the City of Moncton's international student mixer, Get Connected, at the Capitol Theatre, with roughly 200 university students in attendance.

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>	<ul style="list-style-type: none">The Town's Visitor Information Centre (VIC) has closed for the season and the department will host a dedicated group of senior volunteers with a Homestead breakfast.

A SAFE & WELCOMING COMMUNITY	Status
<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"> Town of Riverview has engaged over 30 local businesses to participate in its annual Pumpkin Personalities event to help attract new and returning visitors to various storefront locations. The Town will also be giving away three significant radio advertising packages for businesses to promote their local products and services.

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"> The Southeast Workforce Action Team (SWAT) collaborates on a series of Job Fairs for newcomers and international students. Staff attended the most recent job fair in support of Tech Mahindra.

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>	

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

The department sponsored and staff attended/exhibited at the EconoUs Conference in Moncton, an annual community economic development event that has national attendance.

Staff attended and participated in meaningful dialogue at the #ThinkBIG 2018 Conference, an event that invites attendees from around the region to discuss potential solutions to ongoing economic challenges.

Staff went to Calgary to attend the IEDC marketing and investment training course.