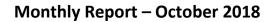
Town of Riverview

Economic Development Department



To:CAO, Mayor & CouncilFrom: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.	 Continue to work with local developers to market their available space for lease and land development. Completed a Business Retention +Expansion exercise with 18 businesses interviewed Completed 2019 Tourism advertising campaign that highlight Dobson Trail to adventure seeking tourists Attended Web Summit in Lisbon, PORT, meeting with various cleantech
Attract location neutral enterprises. Grow Riverview's tourism product offerings in line with regional strategies.	 companies looking to expand, built relationships with Trade Commissioners from different markets, increased exposure via social marketing and implemented an investment attraction digital ad campaign. The creation of a full written report is underway. Created investment attraction marketing postcard to speak to Riverview's keywalue propositions for companies interacted in re-locating or
Promote Riverview's business offerings to local and surrounding communities.	key value propositions for companies interested in re-locating or expanding.
Encourage commercial and retail businesses to be accessible and inviting for all ages (public transit, cycling, walking)	

A SAFE & WELCOMING COMMUNITY	Status
Promote Riverview's natural beauty/cultural heritage and its benefits to the community.	 The Director was a feature speaker at the Atlantic Planner's Institute annual conference in Moncton. The Town's efforts at creating a vibrant waterfront was showcased to planners from around the Atlantic provinces
Foster civic engagement and volunteerism.	 Light Up Riverview has successfully secured 9 sponsors for this year's event, resulting in a total contribution of nearly \$3,000.



A SAFE & WELCOMING COMMUNITY	Status
Promote Riverview as an inclusive community offering a good quality of life.	 We have reached our goal of securing 50 local ventures to participate in our Find Your Gift holiday shopping campaign in Riverview from Nov 23 – Dec 24. For a full list of companies, click <u>here</u>.
Design community events and programs to instill pride and encourage community engagement.	

PLANNING FOR THE FUTURE	Status
Utilize AMP to understand	 GMEDT worked together to prepare 3+ staff for the recent tri-
infrastructure needs and guide	community council meeting GMEDT will be recruiting for an onboarding coordinator whose
decision making.	responsibilities will include;
Maintain/grow Town's road	 Work with employers to develop relocation service plans for
network to attract business	new staff arrivals in the region Develop and Coordinate a network of support services
investment and support economic	providers to help assist relocation of new employees to the
growth.	region
Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.	 Coordinate with Economic Development Agencies, immigration services and other stakeholders in improving the arrival experience for new employees in the region.

FISCAL RESPONSIBILITY & SERVICE EXCELLENCE	Status
Provide high quality customer service to residents and businesses.	 Staff were asked to attend the Grade 1 class at Riverview East school to speak to the students about planning a community and were presented with a number of ideas from the students about improving the Town
Foster a positive and engaging work environment for Town employees.	
Promote a safe work culture.	

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

- Staff attended the annual Atlantic Planner's Institute Conference
- Staff attended Ecosystem Summit, a 2-day conference on the public sector's role in developing a startup ecosystem. This event was by invitation only.