

# 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"><li>• Continue to work with local developers to market their available space for lease and land development.</li><li>• Completed a Business Retention +Expansion exercise with 18 businesses interviewed</li><li>• Completed 2019 Tourism advertising campaign that highlight Dobson Trail to adventure seeking tourists</li><li>• Attended Web Summit in Lisbon, PORT, meeting with various cleantech 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.</li><li>• Created investment attraction marketing postcard to speak to Riverview's key value propositions for companies interested in re-locating or expanding.</li></ul>

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"><li>• 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</li><li>• Light Up Riverview has successfully secured 9 sponsors for this year's event, resulting in a total contribution of nearly \$3,000.</li></ul>

<b>A SAFE &amp; WELCOMING COMMUNITY</b>	<b>Status</b>
<p><b>Promote Riverview as an inclusive community offering a good quality of life.</b></p> <p><b>Design community events and programs to instill pride and encourage community engagement.</b></p>	<ul style="list-style-type: none"> <li>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 <a href="#">here</a>.</li> </ul>

<b>PLANNING FOR THE FUTURE</b>	<b>Status</b>
<p><b>Utilize AMP to understand infrastructure needs and guide decision making.</b></p> <p><b>Maintain/grow Town's road network to attract business investment and support economic growth.</b></p> <p><b>Collaborate with community led/Town supported committees to ensure facilities and programs meet residents' needs.</b></p>	<ul style="list-style-type: none"> <li>GMEDT worked together to prepare 3+ staff for the recent tri-community council meeting</li> <li>GMEDT will be recruiting for an onboarding coordinator whose responsibilities will include; <ul style="list-style-type: none"> <li>Work with employers to develop relocation service plans for new staff arrivals in the region</li> <li>Develop and Coordinate a network of support services providers to help assist relocation of new employees to the region</li> <li>Coordinate with Economic Development Agencies, immigration services and other stakeholders in improving the arrival experience for new employees in the region.</li> </ul> </li> </ul>

<b>FISCAL RESPONSIBILITY &amp; SERVICE EXCELLENCE</b>	<b>Status</b>
<p><b>Provide high quality customer service to residents and businesses.</b></p> <p><b>Foster a positive and engaging work environment for Town employees.</b></p> <p><b>Promote a safe work culture.</b></p>	<ul style="list-style-type: none"> <li>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</li> </ul>

## 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.