

**Town of Riverview**

**Economic Development Department**

**Monthly Report – January 2019**



To: CAO, Mayor & Council

From: Shane Thomson, Director

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

| <b>SMART &amp; SUSTAINABLE GROWTH</b>   | <b>Status</b>   |
|---|---|
| <p><b>Retain and grow our strong local business community.</b></p> <p><b>Create a thriving niche retail business environment that has a regional draw.</b></p> <p><b>Attract location neutral enterprises.</b></p> <p><b>Grow Riverview's tourism product offerings in line with regional strategies.</b></p> <p><b>Promote Riverview's business offerings to local and surrounding communities.</b></p> <p><b>Encourage commercial and retail businesses to be accessible and inviting for all ages (public transit, cycling, walking)</b></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>Global Pet Foods, the newest tenant at Pinewood Plaza, held its grand opening in December and announced that its first month's sales not only surpassed forecasts but was the best opening month sales numbers that the franchise has ever seen across Canada</li> <li>Completed a Business Retention + Expansion exercise with 18 businesses interviewed. See report attached.</li> <li>Attended Web Summit in Lisbon. See report attached.</li> <li>50 small and new Riverview businesses participated in our Find Your Gift holiday shopping campaign from Nov 23 – Dec 24. The total value of all ballots submitted was <b>\$100,000</b> with a total digital engagement of <b>157,975K</b>. The winning entry was from Debbie Leblanc who received \$1,000 in local gift cards chosen from the list of participating locations. For a detailed report, click <a href="#">here</a>.</li> <li>Tech Mahindra, the Indian multi-national now located in Riverview Place, is currently employing over 250 people and counting. The hope at a senior level is to bring that number to 500 in 2019 by introducing careers in AI, Marketing, Robotics and others. They really want to complement their existing "call centre" with a varied and multidisciplinary business service support unit.</li> </ul> |

| <b>A SAFE &amp; WELCOMING COMMUNITY</b>   | <b>Status</b>   |
|---|---|
| <p><b>Promote Riverview's natural beauty/cultural heritage and its benefits to the community.</b></p> <p><b>Foster civic engagement and volunteerism.</b></p> | <ul style="list-style-type: none"> <li>Light Up Riverview received 9 sponsors for this year's event, resulting in a total contribution of nearly \$3,000. The lights were a hit once again, drawing visitors from far and wide.</li> <li>The business community has been engaged to participate in Winter Carnival by hosting in-store promotions and to consider sponsorship.</li> </ul> |

| 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"> <li>• A recent graduate of Oulton College's Business Management and Entrepreneurship was onboarded as a temporary intern by the Department to complete a 4-month practicum.</li> <li>• The Local Immigration partnership together with the 3 municipalities awarded the contract to complete a renewed 5 year Greater Moncton Immigration strategy was awarded to Jupia Consultants, led by David Campbell.</li> <li>• Planning is underway for Sustainapalooza 2019. Once again the Town will engage with the staff and students at RHS as well as other partners to ensure the event's success.</li> <li>• The 3 municipalities were provided funding through PETL to support the hiring of a Regional Onboarding Coordinator. This position will assist companies (like Tech Mahindra) who may be drawing talent from outside the region, to "onboard" employees to the region in order to ensure they and their families successfully integrate into the community. Marie-Pierre Poirier was the successful candidate.</li> </ul> |

| 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"> <li>• Staff met with representatives from Clayton Development to review their plans for a multi-unit residential project to be located off of Pinewood Road. The plan to develop a Senior Independent Living complex with 2-36 unit buildings will likely proceed in 2019. See attached rendering.</li> <li>• A photo shoot of the Coverdale Incubator Kitchen was completed in preparation for a program expansion in the coming year.</li> <li>• A branding exercise for a new investment attraction campaign 'Envision Riverview' has been complete and will be moving into Phase 2 – implementation.</li> </ul> |

| 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"> <li>• Staff attended mandatory WHMIS training.</li> <li>• A staff member is once again an official member of the Greater Moncton Chamber of Commerce's Board of Directors.</li> </ul> |

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