



PREPARED FOR  
SHANE THOMSON  
TOWN OF RIVERVIEW  
(AMENDED) NOVEMBER 15, 2018

**WORK OF HEART**  
**BUSINESS**

## OVERVIEW

Over the last few months, WORK OF HEART BUSINESS, and specifically, ANGELA MACINTYRE HARRIS, has worked closely with the TOWN OF RIVERVIEW ECONOMIC DEVELOPMENT DEPARTMENT to uncover their challenges and opportunities for engagement with the business community in the Town Riverview. A number of recommendations were implemented as the Business Engagement Strategy and action plan were developed, not wanting to miss out on any imminent opportunities. The following is a summary of the key components of the Project and Strategy developed for the Town of Riverview.

## OBJECTIVE

This Business Engagement Strategy was created to maximize the engagement of the business community of the Town of Riverview, to strengthen relationships and to uncover opportunities. The goal was to make a significant impact on business owners and in turn, to influence the overall perception and value of the Town of Riverview within the community.

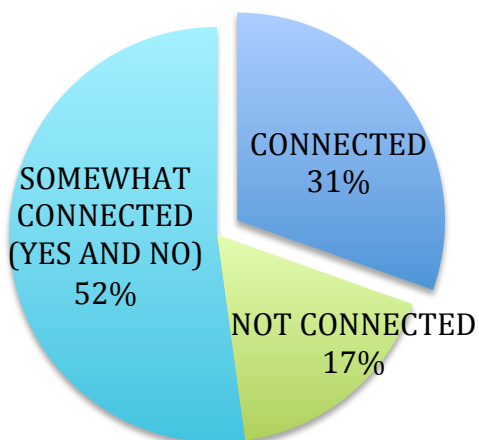
## SHORT TERM GOALS

1. Create and implement a business visitation program for the Town of Riverview business community
2. Ensure challenges and opportunities from business owners are heard and addressed in a timely manner.
3. Promote Riverview business owners and establishments to promote Riverview business and to stay active on social media

## BUSINESS COMMUNITY ENGAGEMENT OVERVIEW

(UPDATED NOVEMBER 15, 2018)

### ENGAGEMENT RIVERVIEW BUSINESS COMMUNITY



n=23

#### BUSINESS ENGAGEMENT SURVEY QUESTIONS

TELL ME MORE ABOUT YOUR BUSINESS.
WHAT IS SOMETHING PEOPLE MIGHT NOT KNOW ABOUT YOUR BUSINESS?
HOW LONG HAVE YOU BEEN IN RIVERVIEW?
WHY RIVERVIEW?
WHAT ARE YOUR BIGGEST OPPORTUNITIES RIGHT NOW IN YOUR BUSINESS?
WHAT ARE YOUR BIGGEST CHALLENGES RIGHT NOW IN YOUR BUSINESS?
WHAT RESOURCES DO YOU WISH YOU HAD TO GROW YOUR BUSINESS?
DO YOU FEEL CONNECTED IN RIVERVIEW?
ANYTHING ELSE YOU'D LIKE TO SHARE? FEEDBACK? ISSUES? QUESTIONS?

## BUSINESS VISITATION - KEY TAKEAWAYS

- 18 Businesses visited or connected with
- 9 Questions consistently asked of all businesses
- Overall feedback about project and Riverview connection very positive
- A lack of engagement and “belonging” quickly uncovered (an event was suggested moving forward)
- Most businesses had a lengthy Riverview connection (grew up here or lived here for many years before starting their business)
- Most businesses had strong reasons for choosing Riverview for their business location
- With the exception of ONE business, all targeted businesses are doing well and gearing up for growth and/or expansion
- (SUMMARY NOTES IN APPENDIX A)

## BUSINESS COMMUNITY EVENT - KEY TAKEAWAYS

- It quickly became evident that a community event was needed and would be well received
- Event launched and took place September 19<sup>th</sup> 2018
- Over 50 people in attendance including Mayor Ann Seamans and several councillors
- 6 exhibitor booths included to offer business owners access to these community organizations

# BUSINESS ENGAGEMENT STRATEGY SUMMARY

This document is a summary of the Business Engagement Strategy created for the TOWN OF RIVERVIEW ECONOMIC DEVELOPMENT DEPARTMENT. It will be presented verbally to SHANE THOMSON and a hard copy or digital version will be provided upon request. The key sections of the document are highlighted below:

## MESSAGING

Utilizing a consistent brand and message will positively influence business owners to be engaged with the Town of Riverview, be proud of their community and to feel connected and valued. Consistent messaging and logos were used in the project and the tools utilized included Facebook, Instagram, and Mailchimp.

## RECOMMENDATIONS

### BUSINESS VISITATION PROJECT

Project Name: Business Community Engagement Initiative

#### Phase 1: Strategy and Communication

The first phase of the project included the development of the strategy and communication to the business community. The overall goal of the project was to create a plan focused on business visitation to engage with the community and current business owners. This was in alignment with the current priorities of the Town of Riverview Economic Development Strategic Plan. The objective was to document challenges, opportunities and trends across different industry sectors.

#### Strategic Steps Implemented:

- Full Business Community Audit (using tools and data previously collected)
- Overall Business Visitation Project tactical document created and maintained (which was shared and transitioned to new ED staff member Tahlia Ferlatte)
- Creation and launch of Mailchimp Newsletter outlining Project
- Introduction of the project and Angela Harris as managing it
- Creation of the target list of Riverview businesses to be contacted
- Creation of a database of information for future use
- Creation of Interview Question templates and forms (for consistency)

- Creation of Contact templates to connect with business owners
- Regular call/meeting/email communication between Shane and Angela (and eventually Tahlia) to review content and to stay on track during the implementation phase
- Ongoing availability for Economic Development, Community or relevant Social Media advisement as needed

## Phase 2: Implementation and Visitation

The second phase of the project included the implementation of the strategy and the actual visitation within the business community. 18 businesses were visited or connected with to get feedback and to be part of the project. Overall the feedback about the project and their relationship with the Town of Riverview was quite positive. Using the Interview Questions created in phase 1, a fair amount of information was uncovered about each business and/or business owner. The lack of engagement and “belonging” was quickly noted though and it was suggested by Angela (to Shane) that an event to engage the community be created ... more details are outlined in the next section.

## Strategic Steps Implemented:

- Scheduled an average of 2 businesses per week to meet with and profile
- Followed Up (Post meeting) with businesses on any questions or concerns they had
- Followed Up (Post meeting) with Shane Thomson regarding any key areas of concern
- Compilation of the information collected into the new ED database (APPENDIX A)
- Provided notes to Tahlia and the internal Marketing team regarding businesses to profile on Social Media
- Provided a verbal and written summary monthly of businesses, key learnings and opportunities
- Implemented key elements of the Project Strategy and immediately began to engage with the business community, influencers and champions

## RIVERVIEW BUSINESS COMMUNITY EVENT

As the project and the visits with business owners got underway, it quickly became evident that a community event was needed and would be welcomed and well received by the business community. Angela Harris offered to organize and host an event to celebrate the efforts of the Town of Riverview Economic Development department and to engage the Town of Riverview business owners. This event was then launched and marketed using the Newsletter and social media and also discussed during the business visitation interviews that Angela conducted.

It was decided that the Cocoa Room would be an excellent venue to host this event in and Angela met with the owners to discuss. It was a win-win-win scenario ... An event for the Town; visibility for the Cocoa Room and finally, a networking event for the business community.

The event took place on Wednesday, September 19<sup>th</sup> 2018 and there were over 50 people in attendance including Mayor Ann Seamans and several councillors. Presentations were made by Shane Thomson, Tahlia Ferlatte and Mayor Seamans, as well as by the Hub City Young Professionals (about their upcoming Speed Networking event).

There were 6 exhibitors booths set up by a number of Community Organizations (from across Greater Moncton) and there was a definite buzz in the room for this event. Overall, it was well received and there was very positive feedback from all involved.

Below are a few of the documents outlining the content for the event:

WORK OF HEART BUSINESS					
EVENT PLANNER - TOWN OF RIVERVIEW					
EVENT	BUSINESS COMMUNITY MIXER				
SUGGESTED NAME	RIVERVIEW BUSINESS CONNECTS	BRAINSTORM			
	RIVERVIEW BUSINESS - GET CONNECTED				
	RIVERVIEW BUSINESS ??				
VENUE	COCOA ROOM	OTHER?			
SUGGESTED DATES	SEPTEMBER 19th	WEDNESDAY OR THURSDAY,			
TIME	4PM TO 6PM				
OBJECTIVE	ENGAGE BUSINESS COMMUNITY	CONNECT; ADD VALUE			
AUDIENCE	ALL TOWN OF RIVERVIEW BUSINESS OWNERS				
DETAILS	TBD	ANNOUNCEMENT - PROJECT? NEWS?			
	BUDGET - \$1000?	**THEME: IMPORTANCE OF CONNECTING IN THE COMMUNITY			
		HAVE HUB CITY YOUNG PROFESSIONALS TALK ABOUT THEIR EVENT AND IMPORTANCE OF CONNECTING			
		HAVE BUSINESS OWNER TALK ABOUT IMPACT OF CONNECTING ON THEIR BUSINESS (FIRST CHOICE - TERRI GEORGE)			
MARKETING STRATEGY					
PLATFORM	FREQUENCY	CONTENT IDEA	GOAL		
EMAIL	Initial Email	Angela to create graphic for event	August 30th? September 4th		
	Follow up Email 1		Dependent on Initial Email		
	Follow up Email 2		September 12th?		
	Reminder		September 18th		
EVENTBRITE	FOR RSVP	Use Graphic for event			
		Will track all RSVPs and contact info			



## ENVISION RIVERVIEW EVENT

SEPTEMBER 19th 2018

EVENT SCHEDULE - FINAL

Venue: THE COCOA ROOM

Prepared by: Angela Harris

Master of Ceremonies - Shane Thomson

Estimated Time			Duration
3:30/4:00PM		Load in and set up, WELCOME table set up; chairs set up; printed materials set up; banners set up	20min
		Booths to be set up - Tahlia to coordinate - 6 tables	
5:00PM	SCREEN - PPT SHANE	DOORS OPEN - LIGHT MUSIC; GUESTS ENTER	
networking			
5:30PM?	SCREEN - PPT SHANE	WELCOME - SHANE THOMSON	15
		THANK DIGNITARIES (RSVP LIST)	
		THANK COCOA ROOM	
		THANK BUSINESS COMMUNITY	
		INTRO TO TAHLIA	
		FINANCIAL INCENTIVE PROGRAM	
		SHANE - INTRODUCE MAYOR ANN SEAMANS	5
		MAYOR ANN SEAMANS	
		TAHLIA FERLATTE	5
		INTRODUCTION + HER ROLE	
		DISCUSS DIRECTORY	
		INTRODUCE SPEED NETWORKING (THE IMPORTANCE OF STAYING CONNECTED)	
		JENNIFER HENRY - ONB	2
		SPEED NETWORKING	
		WRAP UP - SHANE	2
			29 MINUTES
END			



## MARKETING ASSETS (EVENT GRAPHIC)

The graphic below was created by Angela for the September networking and community engagement event. It included the logo of ENVISION RIVERVIEW and colours consistent with the Town of Riverview branding.



## MARKETING ASSETS (MAILCHIMP NEWSLETTER)

Using previous design content, Angela created and launched the new Business Community Newsletter via Mailchimp. It was well received and there was positive feedback from the businesses interviewed in the visitation phased. The template has been saved and should be used for future mailings.

## CUSTOM SALES TOOLS CREATED

Three custom sales tools were created as the needs were uncovered. The first being a BUSINESS ENGAGEMENT DATABASE to keep track of information and follow up steps required. The second was an EVENT PLANNER to track the planning, the strategy and next steps of the Town of Riverview event, which took place on September 19<sup>th</sup>, 2018. The third was a SOCIAL MEDIA PLANNER, which also outlines the criteria for posting and also the frequency required.

## SOCIAL MEDIA: STRATEGIC RECOMMENDATIONS

It will be imperative that the TOWN OF RIVERVIEW ECONOMIC DEVELOPMENT DEPARTMENT uses a consistent brand and message moving forward to positively influence online traffic (via Facebook, Instagram and LINKEDIN) to engage both the business community and potential customers. This should be extended to external marketing via signage and any event sponsorship etc.

## EMAIL MARKETING

It is highly recommended to stay in touch with the business community and those on the TOWN OF RIVERVIEW ECONOMIC DEVELOPMENT DEPARTMENT mailing list at least once a month. A number of templates have been created and stored for use including a Newsletter, an email template and a number of other drafts in MAILCHIMP.

## **DELIVERABLES**

PHASE 1 – STRATEGY AND COMMUNICATION	COMPLETED
BUSINESS COMMUNITY DIG	✓
DEVELOPMENT OF THE ENGAGEMENT STRATEGY AND TACTICAL DOCUMENT	✓
FULL SOCIAL MEDIA AUDIT	✓
TARGET LIST FOR BUSINESS VISITATION	✓
CUSTOMIZED BUSINESS ENGAGEMENT DATABASE	✓
MAILCHIMP NEWSLETTER AND TEMPLATE	✓
INTERVIEW QUESTION TEMPLATES	✓
PROJECT CONTACT TEMPLATES	✓
SUMMARY REPORT – END OF PHASE 1	✓
PHASE 2 – IMPLEMENTATION AND VISITATION	COMPLETED

DEVELOPMENT OF CONSISTENT, KEY MESSAGING FOR BUSINESS VISITATION PROJECT	✓
GOOGLE DRIVE TO STORE ALL PROJECT FILES	✓
CREATION AND ORGANIZATION OF BUSINESS COMMUNITY NETWORKING EVENT	✓
EVENT PLANNER INCLUDING SOCIAL MEDIA PLAN	✓
AGENDA FOR SEPT 19 <sup>TH</sup> EVENT	✓
HOSTING/COORDINATION OF SEPT 19 <sup>TH</sup> EVENT	✓
SUMMARY REPORT – END OF PROJECT	OCTOBER 17, 2018

## SUMMARY

The Business Engagement Strategy created (and implemented) for the TOWN OF RIVERVIEW ECONOMIC DEVELOPMENT DEPARTMENT was developed and based on my 20 years of business development and economic development expertise. We prioritized and acted upon what I felt would be the best return on investment to help Shane and the Town of Riverview reach their objectives. At the time, there had been an executive search for a new employee and there had not been anyone engaged directly with the business community and owners. Many of the tactics and recommendations were implemented quickly over the summer months of June, July and August 2018, with the Business Engagement event having taken place in September 2018.

Thank you again for the opportunity to work with the Town of Riverview and your business community. Should I be of further assistance to you, please do not hesitate to reach out.

Angela Harris, Founder  
 Work of Heart Business  
[angela@workofheart.me](mailto:angela@workofheart.me)  
 506-378-2629

## APPENDIX A: BUSINESS ENGAGEMENT DATABASE

BUSINESS NAME	CONTACT
CHOCOLATE RIVER FARMERS MARKET	KELSIE-ANN CAISSIE
KELSIE-ANN STARTED LBC AND THE MARKET WHEN THEY REALIZED THAT THERE WAS A NEED FOR MORE RESOURCES IN RIVERVIEW. LADY BOSS COLLECTIVE IS AN ONLINE GROUP FOR BUSINESS WOMEN. STARTED HELLO SPRING IN MARCH 2017. THEY NEEDED ANOTHER VENUE FOR VENDORS SO STARED WITH CANADA DAY EVENT (THE MARKET) 2017. THERE ARE CURRENTLY 15 -30 VENDORS. KELSIE ANN HAS LIVED IN RIVERVIEW FOR 7 YEARS; TOSH HAS BEEN 13 OR 14 YEARS. COMMUNITY IS MOST IMPORTANT ... THEY ARE OPEN TO WORKING WITH ANYONE; PARTNERSHIPS HAVE FORMED. VENDOR COMMITTE FORMED.	
WHY RIVERVIEW? COZIER. GREAT PLACE TO GROW. COMMUNITY IS VERY SUPPORTIVE. THEY CHOSE TO MOVE BACK HERE. IT IS BIG ENOUGH (NEW BRUNSWICKS BIGGEST TOWN)	
BIGGEST OPPORTUNITY? MAKING RIVERVIEW A DESTINATION LOCATION ON WEDNESDAYS. SUPPORT LOCAL. SEE WHAT THEY HAVE TO OFFER	
CHALLENGES? 1. BEING KNOWN AS CRFM AND NOT RIVERVIEW MARKET (THE OLD NAME AND ORGANIZATION) SOME PEOPLE DON'T KNOW THEY EXIST. 2. HAVING TO MOVE AROUND ... PEOPLE DON'T KNOW WHERE THEY ARE OR WHERE TO FIND THEM	
RESOURCES NEEDED? 1. CONTINUED GRANTS 2. A PERMANENT HOME	
REHAB1 RIVERVIEW	JOHN GONZALES/KYLE SUTTON
WHY RIVERVIEW? SAW AN OPPORTUNITY IN OCTOBER 2017 ... SHARON STEEVES RETIRED? STARTED IN OCTOBER WITH 1 PHYSIO AND KEPT ADDING MORE. THEY ARE NOW UP TO 3 PHYSIOS IN RIVERVIEW AND A FEW OTHER ADMIN. THEY TRIPLED THEIR BUSINESS IN THE FIRST 6 MONTHS.	
AT REHAB1, CULTURE AND EXPERIENCE IS INCREDIBLY IMPORTANT. THEY DO A LOT OF VOLUNTEER COVERAGE... HIGH SCHOOL FOOTBALL, HOCKEY, SOCCER, MONCTON MUSTANGS AND MONCTON MAGIC. THEY DO A CHARITY EVENT ... TIME TO SHINE AND HOLD IT IN RIVERVIEW.	
THE OWNERS LIVE IN RIVERVIEW. OPPORTUNITIES? THEY HAVE A LARGE CLINIC WITH A LOT OF SPACE ... THEY COULD HAVE 10 FULL TIME STAFF.	
CHALLENGES? 1.BUSINESS DEVELOPMENT; TARGETING; FINDING CLIENTS 2. RIVERVIEW SUPPORT - THEY ARE INVOLVED IN COMMUNITY; WORD OF MOUTH 3. COMMUNICATION FROM THE TOWN ABOUT EVENTS - MIKA HAD TALKED ABOUT EVENTS; COULD HAVE A BUSINESS OWNERS MEETING	

IDEA: COMMUNITY LIAISON IS A GOOD IDEA	
DO YOU FEEL CONNECTED IN RIVERVIEW? YES AND NO. IT'S A GREAT PLACE TO DO BUSINESS; THEY WISH THEY WERE MORE IN THE LOOP.	
WINE KITZ RIVERVIEW	TERRI GEORGE
WHY RIVERVIEW? FRANCHISE OPPORTUNITY AT THE TIME; THEY CHOSE RIVERVIEW (IT IS NO LONGER A FRANCHISE); HAVE BEEN IN RIVERVIEW 5 YEARS	
NO COMPLAINTS :)	
FACEBOOK SPOTLIGHT WAS GREAT FOR THEIR BUSINESS	
THEY WISH PEOPLE KNEW: HOW EASY IT IS TO GET WINE DONE!	
CHALLENGE: HAS BEEN DIFFICULT TO FIND AND KEEP EMPLOYEES	
OPPORTUNITY: A LOT OF GROWTH; THEY DO EVERYTHING ON THEIR OWN; REACHING POTENTIAL CUSTOMERS (SOCIAL MEDIA)	
RESOURCES THEY'D LIKE: 1. BUSINESS DIRECTORY WITH LINKS 2. MORE REGULAR COMMUNICATION (NEWSLETTER, UPDATES, CONTACT FROM MIKA PREVIOUSLY) 3. SOCIAL MEDIA CONTENT ABOUT RIVERVIEW BUSINESSES	
AVANT-GARDE CONSTRUCTION & MANAGEMENT	ROB CLINCH
THEY HAVE BEEN IN BUSINESS 14 YEARS; IN RIVERVIEW 2 YEARS; MOVED OVER FROM DIEPPE (COST, PARKING AND WINDOWS). 5 FULL TIME EMPLOYEES LIVE IN RIVERVIEW. ONLY INTERACTIONS WITH RIVERVIEW HAVE BEEN VIA 3+ WITH SHANE AND MAYOR SEAMANS	
*BUILDING PERMITS ARE ALL MANAGED THROUGH THE CITY OF MONCTON	
NO CHALLENGES WITH DOING BUSINESS IN RIVERVIEW	
THEY FEEL CONNECTED; HAVE GOOD RELATIONSHIPS	
BOARDS .. ONCE A YEAR THEY GATHER EVERYONE AND TOWN APPOINTS PEOPLE ROB FEELS IT'S A GOOD IDEA)	
EVENT - YES IT'S A GOOD IDEA; DON'T MAKE IT NETWORKING, SHOULD BE MORE SOCIAL; GET TO KNOW YOUR NEIGHBOURS; YOU SUPPORT PEOPLE YOU KNOW	
IDEA: SIGNAGE FOR RIVERVIEW BUSINESS	
COCOA ROOM	TOSHA/MEL WARNER
FULL SERVICE FAMILY BUSINESS	
TOSH AND MEL HAVE LIVED IN RIVERVIEW THEIR WHOLE LIVES	
HAVE BEEN IN BUSINESS IN RIVERVIEW FOR 9 YEARS; WHY RIVERVIEW? IT MADE SENSE FROM A WORK-LIFE BALANCE WITH FAMILY; LOCAL BUSINESS IS IMPORTANT	
OPPORTUNITIES FOR THEM: CORPORATE GROWTH - WOULD BE GOOD	

FOR CORPORATE TO THINK OF THEM FIRST*	
CHALLENGES: LOCATION ... BEING IN RIVERVIEW; COMMUNITY IS NOT ALWAYS SUPPORTIVE (THEY DON'T REALIZE IT) THEY DON'T ALWAYS THINK TO SHOP LOCAL	
OPPORTUNITY FOR RIVERVIEW ... HIGHLIGHT THE SUCCESS STORIES; AWARENESS OF WHY WE LIVE, DO, WORK AND DO BUSINESS IN RIVERVIEW	
THEY HAVE DONE WELL BECAUSE OF STABILITY; REPUTATION CONFIDENCE AND THEIR STORY	
SUGGESTIONS: ROOM FOR IMPROVEMENT WITH ENGAGEMENT; COMMUNICATION; BUSINESSES NEED TO FEEL VALUED	
IDEAS: TACO WEEK; POUTINE FEST; FESTIVALS (ENGAGE BUSINESSES MORE)	
BECKTEK	SCOTT BECK
TALKED A FAIR BIT ABOUT THE BUSINESS ASSOCIATION THAT USED TO EXIST; MANY PEOPLE WERE UNHAPPY ABOUT THAT BEING DISSOLVED.	
HOW BECKTEK STARTED? APRIL 2004, HOME BASED BUSINESS THAT GREW AND GREW; WHY RIVERVIEW? ITS HOME; SCOTT STILL LIVES IN RIVERVIEW	
WHAT DO PEOPLE NOT KNOW ABOUT YOUR BUSINESS? IT IS AN OUTSOURCED IT DEPARTMENT; TECHNOLOGY MANAGEMENT; SCOTT IS AN EXPERT IN CYBERSECURITY; HE HAS SPOKEN AT NASDAQ AND HARVARD; HE HAS A SECOND BOOK COMING OUT	
SCOTT WOULD LIKE TO SEE GROWTH AND SUPPORT FOR GROWING BUSINESSES	
**SCOTT HAD QUESTIONS ABOUT ZONING AND PERMITS AND TALKED ABOUT THE VITOS SITUATION? I FOLLOWED UP WITH SHANE ON THIS.	
WHAT COULD RIVERVIEW DO BETTER? IMPROVE COMMUNICATIONS; ENGAGE BUSINESS COMMUNITY (THIS IS A GOOD INITIATIVE HE SAID); PUT RUMOURS TO REST; KEEP DIALOGUE OPEN; SCOTT BROUGHT UP THE MOBILE SIGNAGE SITUATION	
POSITIVES? SLOWLY GROWING; TRENDING WELL	
SUGGESTIONS ... LOAD UP COVERDALE ROAD WITH MORE BUSINESSES, DO NOT JUST FOCUS ON "OVER THE HILL"	
BUSINESS ENGAGEMENT IDEAS: FEEL GOOD STORIES; SHARE HOW RIVERVIEW HELPED BUSINESSES OUT WITH EXPANSION AND GROWTH; HOW EC DEVELOPMENT HELPED WITH THEIR SUCCESS	
OPPORTUNITIES OR RESOURCES NEEDED? NOTHING RIGHT NOW	
TARGET FOR GROWTH - 5/10 MORE EMPLOYEES	
ALL THE PRETTIES	CHRISTA MARTIN
HAND CRAFTED PRODUCTS; ALL HANDMADE. SHE STARTED BECAUSE SHE	

WANTED TO MAKE HERSELF SOME EARRINGS; SHE STARTED AT RIVERVIEW MARKET; SHE NEEDED AN ESCAPE AND IT GAVE HER A PURPOSE TO GET OUT AND TO CONNECT WITH PEOPLE.	
CHRISTA HAS LIVED IN RIVERVIEW HER WHOLE LIFE (LOWER COVERDALE)	
OPPORTUNITIES: CONNECTIONS, COLLABORATIONS ... SHE COULD FIND MORE ... RIGHT NOW THEY COME TO HER.	
CHALLENGES: PERSONAL, THEY AREN'T RIVERVIEW RELATED	
RESOURCES NEEDED: 1. WORKSHOPS LIKE LEAN CANVAS (WIB); VENN AND CBDC 2. EVENTS ... MEET PEOPLE IN YOUR COMMUNITY	
FEELS VERY CONNECTED IN RIVERVIEW; SHE IS PART OF LADY BOSS COLLECTIVE; SHE MAKES AN EFFORT	
<b>BRIGGS MAPLES</b>	<b>DAVID BRIGGS</b>
BRIGGS MAPLES IS 3 BUSINESSES AND 2 NAMES (MOST PEOPLE DON'T KNOW THAT)	
BRIGGS MAPLES STOREFRONT; ROCKY MOUNTAIN MAPLES; MAPLE EQUIPMENT AND BOTTLES AND SUPPLIES	
HAVE BEEN IN BUSINESS FOR 20 YEARS (1998); FAMILY BUSINESS, EARLY 1800s; 5 GENERATIONS	
RETAIL: 4 PT STAFF; FT; PT	
WHY RIVERVIEW: GREW UP IN STILESVILLE/HILLSBOROUGH; HAVE BEEN AT CHOCOLATE RIVER STATION FOR 8 YEARS; THE BIGGEST MAPLE SYRUP PRODUCERS IN THE WORLD ARE HERE IN NB;	
NB MAPLE SYRUP ASSOCIATION; DAVID IS PRESIDENT OF THE INTERNATIONAL MAPLE SYRUP ASSOCIATION	
TALKED A BIT ABOUT THE BUSINESS RIVERVIEW ORGANIZATION; DAVID WAS A DIRECTOR; CREATED SOME BAD FEELINGS AND A DIVIDE; IT IS IN THE PAST NOW	
SUGGESTION: WOULD BE GOOD TO HAVE A VOICE FOR GOVERNMENT; WITH TOWN BYLAWS	
SUGGESTION: COUPON BOOK OR PROMOTIONS TO DRAW PEOPLE TO THE AREA	
EVENTS: SOME OF THEM WERE VERY GOOD; HE WOULD GO AGAIN IF THEY WERE OF VALUE; HE THINKS THEY ARE NEEDED BUT NOT JUST FOR NETWORKING	
RESOURCES/TOOLS NEEDED: HELP CONNECT PEOPLE WITH THE RIGHT PEOPLE, TOOLS, CONNECTIONS THEY NEED AT THE RIGHT TIME ; BE THE RESOURCE AND THE GO TO PEOPLE	
CHALLENGE: GET PEOPLE TO SHOP LOCAL; RIVERVIEW PEOPLE TEND TO SHOP ELSEWHERE DON'T ALWAYS SHOP "AT HOME"; NEED MORE DRAWING CARDS, UNIQUE SOLUTIONS AND OFFERINGS	
PROBLEM: LACK OF FOCUS OR DIRECTION ON THE DOWNTOWN - IS THERE A DEFINED SPACE NOW?	
DECK NEEDS TO BE USED; MAXIMIZE THE TRAIL	



FOOD TRUCKS ARE GREAT	
COMMUNICATION HAS BEEN LACKING; HAS LIKED THE NEWSLETTER AND THE USE OF FB	
ANDREZ PRINTING	ANDRE
MOVED TO THE AREA IN 1990; HOME BUSINESS FOR 4 YEARS; RIVERVIEW MALL FOR 7 YEARS; BOUGHT CURRENT BUILDING IN JANUARY 2004;	
"NOT DOING GREAT" "RIVERVIEW DOESN'T DO A LOT FOR SMALL BUSINESS"	
ANDRE IS LOSING A LOT OF BUSINESS TO VISTAPRINT, ONLINE AND ONTARIO	
FOCUS: CURRENTLY WORKING ON ONLINE PLATFORM/WEBSITE SO CUSTOMERS CAN ORDER ONLINE	
**WOULD BE NICE TO GET SOME TOWN OF RIVERVIEW BUSINESS	
WHAT MOST PEOPLE DON'T KNOW: ANDREZ HAS SOME VERY HIGH END TECHNICAL EQUIPMENT AND CAPABILITIES (DIGITAL PRESS, DIGITAL PAPER CUTTER)	
CHALLENGE/OPPORTUNITY: QUOTE SYSTEM/ SOFTWARE "IT TAKES ALL DAY TO DO QUOTES"; HAS A HARD TIME FINDING THE RIGHT EMPLOYEES TO HELP GROW AND SUSTAIN BUSINESS	
BATTIS & DRAKE	DR. JENNIFER DRAKE
OVERALL VERY HAPPY WITH SUPPORT AND SITUATION - NO COMPLAINTS	
BEDROOM COMMUNITY MENTALITY "DON'T BE TOO WILD"	
BUSINESS FOR HER COMES FROM WORD OF MOUTH	
BROUGHT UP PORTABLE SIGN SITUATION - HAD QUESTIONS	
HAS LIVED HERE 18 YEARS AND WHY SHE STARTED HER BUSINESS HERE	
RESOURCES/TOOLS: SHE COULDN'T THINK OF ANY OFFHAND	
OPPORTUNITY FOR GROWTH: SOCIAL MEDIA; ONLINE	
TRACEY MAC COACHING	TRACEY MACDONALD
STARTED HOME BASED BUSINESS LESS THAN 2 YEARS AGO	
HAVE LIVED IN RIVERVIEW FOR THE LAST 6 YEARS	
PEOPLE MIGHT NOT KNOW THAT TRACEY DOES WORKSHOPS IN MONTREAL AS WELL	
COACHING FOCUSED ON EMPOWERMENT; HAS DONE EXTENSIVE TRAINING OUTSIDE CANADA	
MOST BUSINESS COMES FROM WORD OF MOUTH AND CONTACTS; COULD USE MORE HELP WITH SOCIAL MEDIA AND ONLINE	

TONNES OF OPPORTUNITY FOR GROWTH WITH COACHING AND TRAINING	
RESOURCES: WOULD LIKE TO BE MORE CONNECTED; WOULD BE INTERESTED IN TRAINING AND WORKSHOPS OR EVENTS	
<b>TIPSY UNICORN</b>	<b>KIM AIKEN</b>
LAUNCHED AUGUST 2017	
ALL NATURAL VEGAN PRODUCTS; SELL IN MARKETS AND ONLINE; FACEBOOK, INSTAGRAM; WEBSITE	
HAS LIVED IN RIVERVIEW ALL HER LIFE	
ALWAYS WORKED IN RETAIL; COMES FROM A FAMILY OF WOMEN WHO ARE MAKERS AND "MAKE DO WITH WHAT YOU HAVE"	
TRIES TO CATER TO THE LGBTQ COMMUNITY AND UNDERSERVED COMMUNITIES	
FOCUS IS ON FEELING BETTER RATHER THAN LOOKING BETTER	
KIM MAKES FRESH TO ORDER PRODUCTS; CUSTOM; NOT MASS PRODUCED	
KIM DOESN'T FEEL CONNECTED BUT THAT IS HER OWN DOING; NOT THE FAULT OF RIVERVIEW PROGRAMS OR OFFERINGS	
RESOURCES NEEDED: MARKETING PROGRAMS; MENTORSHIP PROGRAMS; LIST OF RESOURCES FOR ENTREPRENEURS	
<b>SIMPLY FOR LIFE RIVERVIEW MARKET</b>	<b>TAMMY MCCULLOUGH</b>
STARTED IN RIVERVIEW IN 2006 - 12 YEARS (NATASHA ROBERTSON)	
STEVE SWEENEY STARTED	
PEOPLE DON'T KNOW: THE SIZE OF THE MARKET AND HOW MANY PRODUCTS THEY HAVE; READY TO GO MEALS AND LOCALLY SOURCED MEATS; ANYONE CAN SHOP THERE, NOT JUST CLIENTS	
CLIENTS COME FROM WORD OF MOUTH AND REPUTATION; THEY USE SOCIAL MEDIA AND IG ALSO	
2 FULL TIME EMPLOYEES	
RESOURCES NEEDED: BETTER COVERAGE ON WEBSITE (BUSINESS DIRECTORY); NEED TO KNOW ABOUT COMMUNITY EVENTS IN ADVANCE; WOULD LIKE TO BE MORE INVOLVED IN COMMUNITY	
OPPORTUNITY: GROWTH OF THE MARKET; VISIBILITY IS THE BIGGEST OPPORTUNITY AND ALSO A CHALLENGE	
**WOULD BE VERY INTERESTED IN MORE EVENTS FOR BUSINESSES AND TO FEEL MORE CONNECTED	
<b>COMMON THEMES</b>	
UPDATE BUSINESS DIRECTORY ON WEBSITE	
SMALL BUSINESS RESOURCE CENTRE - VIRTUAL AND PHYSICAL	
GUIDE TO GRANTS, LOANS, ASSISTANCE PROGRAMS	
CONNECT TO ALL OF THE AVAILABLE RESOURCES -	

CBDC/GMCC/EGM/HIVE/WOMEN IN BUSINESS/BDC/LEARNSPHERE	
KEEP BUSINESSES MORE UP TO DATE ABOUT EVENTS AND GETTING INVOLVED	