



# CONNECT ENGAGE EXPLORE





# A WELCOME FROM YOUR MAYOR

Thank you for choosing Riverview as your new home. Small businesses are the backbone of our local economy, and it is important for our future that we continue to attract new businesses like yours. We are seeing incredible growth, development, and job creation thanks to you – those who understand the unique challenges and rewards of managing a business. Here at the Town of Riverview, we know that collaborating with local business owners leads to shared success. That's why we've created several initiatives and campaigns to ensure you feel valued and supported as you grow. You now belong to a community that is deeply rooted in supporting local businesses and we are sure you will see this over the coming months and years. On behalf of the Town of Riverview, we wish you continued prosperity for the bright future that lies ahead.

A handwritten signature in black ink that reads "Andrew J. LeBlanc". The signature is fluid and cursive.

Andrew J. LeBlanc  
Mayor

 [facebook.com/MayorLeBlanc](https://facebook.com/MayorLeBlanc)  
[mayor@townofriverview.ca](mailto:mayor@townofriverview.ca)

A GREAT PLACE TO ... *feel welcomed*

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**WE'RE A TOWN.  
THROUGH AND THROUGH.**

**DOBSON  
LANDING**

**FUN FACT**



*Riverview is home to  
the first smart-grid  
community in  
Atlantic Canada:  
Dobson Landing*



## **OUR NECK OF THE WOODS.**

Riverview is an ideal place to live, work, and raise a family. Settle in amongst friendly neighbours, the beauty of wild New Brunswick, and a commitment to active living. Our community is bordered by the great Acadian forest and hugged by the mighty Petitcodiac River on our northern boundary. Here, you're able to be in the centre of an untamed wilderness, while still being a stone's throw from an urban hub.

## **SUSTAINABLE GROWTH.**

Our citizens value a pristine environment, the ability to choose active transportation, and a rich future for their children. A progressive stance on the issue of sustainability is a part of what makes life here so rewarding. We promote sustainability initiatives for our employees, to our residents, and in our events and programs. When we do better for our community, the community is better.

# YOU'VE CHOSEN US AS YOUR BUSINESS LOCATION.

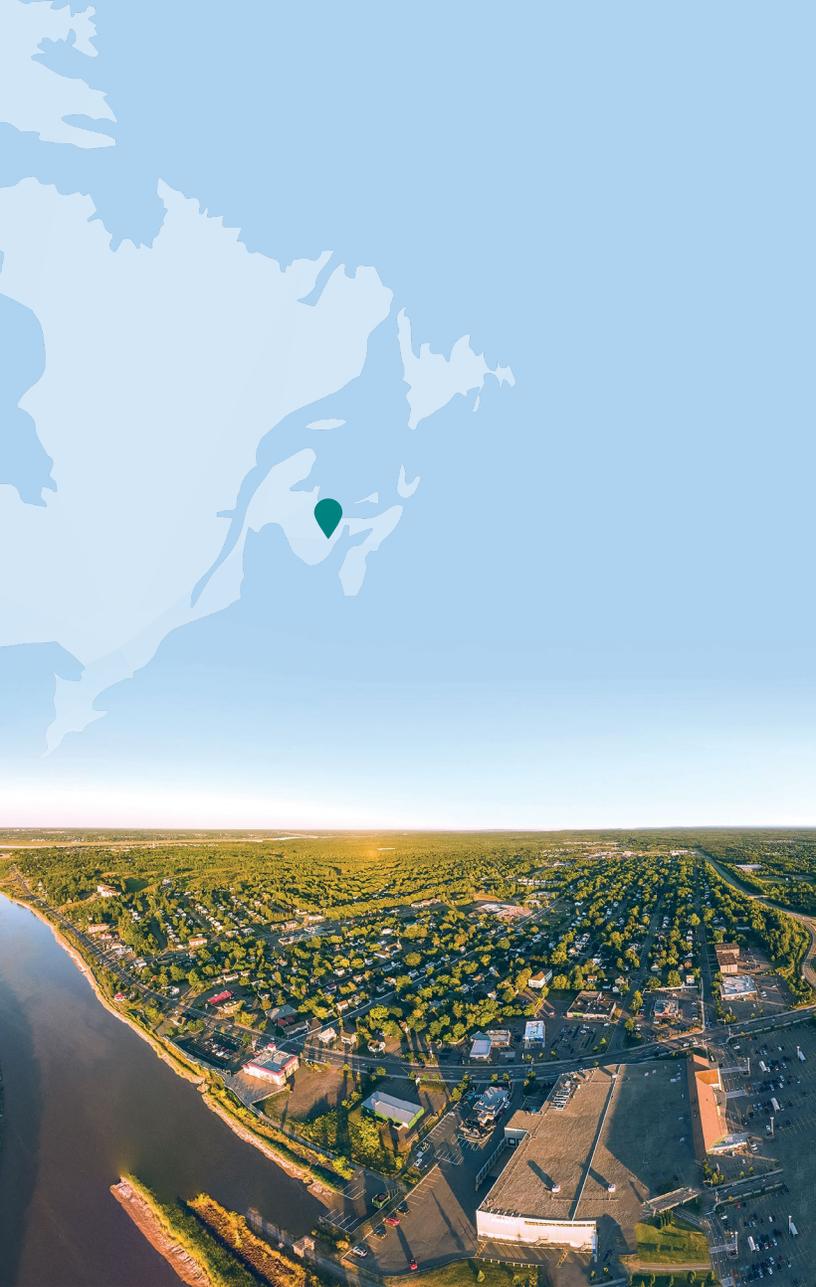
## NOW LET US REMIND YOU WHY.

You opened a business here, now get ready to enjoy the benefits. What's really unique about Riverview is that, aside from our prime location and cost competitive business environment, Riverview residents are loyal to their local businesses. It's as rewarding to live here as it is to do business.

## A THRIVING COMMUNITY.

### CENTRALLY LOCATED.

At the heart of the Atlantic Provinces, Riverview gives you access to three national and provincial transportation networks, and more than two million consumers within a 300-kilometre radius.



Our residents enjoy a higher than average income compared to other communities in the province. And with two universities, two community colleges and several private colleges in the area, you'll have access to an engaged workforce that's one of the most educated in New Brunswick.

# EDUCATED LABOUR FORCE. EXCEPTIONAL TALENT.

Photo courtesy Mount Allison University Communications



**2 Million  
Consumers**  
Within a  
300 km radius



**20,500 +  
Residents**  
Highly educated  
population



**10km  
Radius**  
International  
airport



**Municipal  
Property Tax**  
**\$1.4326**  
per \$100



**12.8  
Minute**  
Average  
commute time

# WE'RE OPEN FOR BUSINESS.

As the largest Town in New Brunswick, Riverview offers a highly-skilled talent pool, access to large markets, and the highest disposal income levels in the region. Bordered by the vast Acadian forest, our community is known for being an unusually special place to live, work, and open up shop. We're open for business and you can be too.

A GREAT PLACE TO... *do business*

# RIVERVIEW IS READY FOR YOU

## YOUR BUSINESS, OUR SUPPORT: THE PERFECT MATCH FOR GROWTH

Home to an educated workforce and the highest disposable income levels in the region, Riverview, NB is brimming with opportunity for your business. Whether you're looking to save on developing a retail store, restaurant, or tourist accommodation, we have you covered.

Riverview is close to major business hubs and represents a unique tourism corridor to the nationally renowned Bay of Fundy. Choose Riverview for your next project – we understand you need the right formula to succeed, and we have just the grant you're looking for.

## APPLY FOR OUR COMMERCIAL DEVELOPMENT GRANT TO:

BUILD • REDEVELOP • EXPAND



**LEARN  
MORE**

[TOWNOFRIVERVIEW.CA/DEVELOP](https://TOWNOFRIVERVIEW.CA/DEVELOP) | 506.387.2141  
[ECONOMICDEVELOPMENT@TOWNOFRIVERVIEW.CA](mailto:ECONOMICDEVELOPMENT@TOWNOFRIVERVIEW.CA)



# COME FOR THE VIEW. STAY FOR THE LIFESTYLE.

## MILL CREEK NATURE PARK

### FUN FACT



Mill Creek Nature Park is a flourishing 500+ acre destination to enjoy nature, play and explore.



The culture of active living that defines life in our town is encouraged by a commitment to quality parks and recreation facilities. Riverview is a special kind of community, where everyone and anyone can easily get outside and be active. Here, you'll find every kind of sports field, playground, pool, splash pad, skating rink, dog park and an indoor skatepark/youth centre. Not to mention trails galore. It's not every community that has the recreational infrastructure of Riverview. It's why Riverview continues to be the community of choice for people who value an active, healthy, sustainable lifestyle.

## ONE NATURE PARK TO RULE THEM ALL.

Mill Creek Nature Park is an outdoor oasis where you can enjoy the call of nature while still making it back in time for your next meeting. Curl up at the bonfire pit with family and friends, have a picnic at the outdoor gazebo, or challenge yourself to a moderate walk or bike ride on groomed trails. Did we mention the unbeatable view? The park has been embraced by residents as a place to relax, learn and reconnect with the natural world.

## EXPERIENCE THE WONDERS OF THE DOBSON TRAIL.

Spanning 58 kilometres, the Dobson Trail takes three-days of winding and weaving through vast wilderness and varied terrain to complete in it's entirety. Whether you're looking for a challenging footpath, or a place to enjoy a brisk walk, the Dobson Trail delivers and then some.



BIKING AT MILL CREEK



DOBSON TRAIL

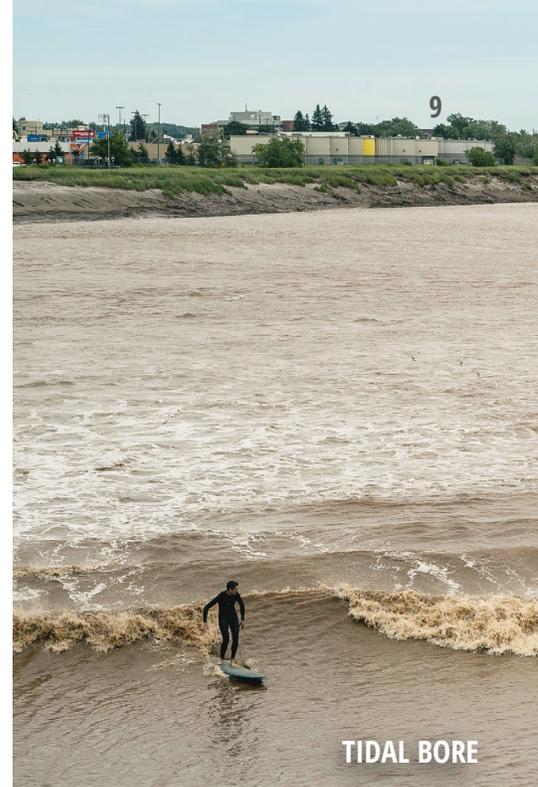
A GREAT PLACE TO... *explore*



EPETKUTOGOYEK  
(THE RIVER THAT  
BENDS LIKE A BOW)



THIRD WAVE



TIDAL BORE

## AN APPRECIATION FOR ARTISTS.

Arts and culture inspire new ideas while making day-to-day life more rich and rewarding. Public art is particularly invaluable because it's accessible and open to everyone. It's why the Town of Riverview is committed to supporting art in public spaces throughout the community. From funky murals to breathtaking sculptures, when you explore the town you're bound to find hidden gems that are oh so sweet.

## OUR TIDAL BORE IS ANYTHING BUT.

This will get your heart going. The tidal bore is an unbelievable phenomenon found in only a handful of geographical points worldwide. It occurs when an incoming tide enters a narrow stretch and travels against the current, creating an impressive standing wave. Seriously, you have to see it to believe it. And Riverview has the best seat in the house.



## FRESH FOOD AT YOUR FINGERTIPS.

Our community garden offers a safe and welcoming spot for people to come together, be active, and share their gardening experience. While increasing access to fresh foods, our community garden beds help battle food insecurity for our residents while encouraging sustainable food practices. These beds are not for sleeping.

# COMMUNITY INVOLVEMENT

LIGHT UP RIVERVIEW  
RIVERFRONT TRAIL

## GOOD FOR BUSINESS.

Sponsoring festivals and events within your community is an affordable and cost-effective marketing tool that is often underutilized. Corporate sponsorship is a great way to drive sales, extend your reach and build customer loyalty. If you're interested in growing your business, increasing brand visibility, and strengthening your competitive edge, sponsorship is a great avenue to consider.

With a complement of over 20,000 residents, Riverview is a big town with a small-town feel. Community members enjoy a high quality of life and an abundance of green space, while businesses and property owners enjoy some of the lowest operating costs in North America.

For this reason, among many others, Riverview is a highly sought-after place to live, work and play. But what Riverview is really applauded for is our ability to throw some great events that truly bring residents and local businesses together. We've compiled a list of our annual gatherings to help you get involved.

A GREAT PLACE TO... *get involved*



# PROMOTIONAL OPPORTUNITIES

There are many ways to get involved with each event organized by the Town of Riverview. Based on your business goals, here are some of our most popular options to consider:

- Host a theme-inspired event
- Host an in-store special or promotion
- Become a partner or financial sponsor
- Coordinate a booth onsite
- Become an engaged volunteer

## SPONSORSHIP RANGE

**\$150 - \$10,000**

## REACH OVER 25,000 PEOPLE.

Through a combination of social media, resident mailouts, e-blasts, newsletters, and website traffic, your brand has the potential to reach over 25,000 people when sponsoring an event by being featured through the Town of Riverview's primary accounts. Please note that each event will have its own unique sponsorship package with a list of the applicable partner concessions and social reach.



**Mailouts**



**Social media**



**Editorials**



**Advertising**

A GREAT PLACE TO... *engage*

# FESTIVALS AND EVENTS

**Festivals and events have the power to really bring a community together. Encouraging community pride, wellness and a sense of belonging, the Town of Riverview hosts a wide range of exciting events throughout the year that attract families and friends from all over the region, catering to all ages and engaging various community groups and organizations.**





# RIVERVIEW WINTER CARNIVAL

**FEBRUARY**

Get out in the snow, breathe the crisp cool air, and embrace the season with family and friends. Riverview Winter Carnival is the community's longest running tradition, held every February with fun, affordable activities that encourage the celebration of winter wellness in Riverview.

**SPONSORSHIP DEADLINE:  
MID OCTOBER**

# RIVERVIEW MAPLEFEST

**MARCH – APRIL**

Take your sweet tooth out for a spring stroll. Riverview's MapleFest celebrates the classic Canadian tradition of the maple harvest by putting together a weekend of maple-infused menus and promotions all over town. Residents indulge in activities like a maple s'more bonfire, maple taffy making, maple sugar camp and maple inspired dishes at local restaurants.

**SPONSORSHIP DEADLINE:  
JANUARY/FEBRUARY**



# EARTH DAY EVENTS

**APRIL – MAY**

Is your business passionate about environmental stewardship? This is your opportunity to partner with the Town and celebrate neighbourhood pride during Riverview's Earth Day Events. Residents, workplaces, and local organizations are encouraged to get together and tackle the tidying of outdoor spaces in the spring.

**SPONSORSHIP DEADLINE:  
MARCH**

# RIVERVIEW SUNFEST

**JUNE – JULY**

SUNFEST is the Town of Riverview's annual kick-off to summer, a weeklong celebration of ongoing fun in the sun building up to a big Canada Day bonanza. Lively outdoor events, family fun and a great reason to get to know your neighbours even better.

**SPONSORSHIP DEADLINE:  
MARCH**





# RIVERVIEW HARVEST FEST

**SEPTEMBER – OCTOBER**

Take a bite out of fall! Riverview Harvest Festival is a celebration of the food, fun and friends which make fall one of the warmest times of the year... in spirit!

**SPONSORSHIP DEADLINE:  
JULY**

# LIGHT UP RIVERVIEW

**NOVEMBER**

As one of our most cherished holiday traditions, Light Up Riverview is an annual display of holiday lights illuminating the Riverfront Trail. The festive atmosphere welcomes thousands of residents and visitors alike to experience the waterfront while the sparkling trees light up the Riverfront.

**SPONSORSHIP DEADLINE:  
SEPTEMBER**



# LIGHT UP RIVERVIEW

## FUN FACT



*Over 13,000 walk the riverfront trail each year to view the magical light display that has become one of the town's most cherished traditions.*



YOU'VE HEARD FROM US.  
**NOW WE  
WANT TO HEAR  
FROM YOU.**



Come on in and make yourself comfortable. We want you, your family and your employees to feel right at home. Yes, we're ridiculously friendly. But that's why being here feels as comfortable and warm as it does. Give us a shout and we'll put the coffee on. Another cup?

## **YOUR ONE-STOP-SHOP FOR BUSINESS DEVELOPMENT.**

### **COMMUNITY ENGAGEMENT**

Parks, Recreation &  
Community Relations

506-387-2024

[communityengagement@townofriverview.ca](mailto:communityengagement@townofriverview.ca)

### **ECONOMIC DEVELOPMENT**

Development & Legislative Services

506-387-2141

[economicdevelopment@townofriverview.ca](mailto:economicdevelopment@townofriverview.ca)

### **TOWNOFRIVERVIEW.CA**

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 [Town of Riverview](https://www.linkedin.com/company/townofriverview)



