



Town of Riverview

Parks, Recreation & Community Relations Department Monthly Report

To: Colin Smith - CAO
 Prepared by: Gerry Cole - Director
 Date: March 21, 2017
 Month & Year: March 2017

Agenda Item:

Meeting Date:

For use by Office of the Town Clerk

Section 1: Operational Dashboard

Metric	Previous Period	Current Period	Annual Result	Trend
Pro Kids (Placements)	Winter 2017: 175 Winter 2016: 180	Spring 2017: 76 applications to date with final decisions pending. Spring 2016: 110	2017 total to date: 175 2016 total: 630	Stable
Coverdale Centre Weekly Usage (Mon-Fri) 9am-6pm Kitchen Hall	52.2% 35.5%	44.4% 35.5%		Kitchen The hours were down this month due to the incubator kitchen groups not renting their regular number of hours.

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				Hall Remains consistent with regular renters. There was some extra usage with the Veterans Dinner and the Rotary Club lunch meeting in March. The remaining time is occupied by the Boys and Girls Club.
Skate Park (Participants)	Jan. 2017: 537 Jan. 2016: 231	Feb. 2017: 419 Feb. 2016: 281	2017 total to date: 956 2016 total: 2,987	Increasing
PCMAC (Pool Visits)	Feb. '17: 3622 Feb. '16: 3199	Mar. 2017: 3408 Mar. 2016: 2995	N/A 2016 total: 36,164	Increase
Swimming Lesson Registration	Fall 2016: 505 Fall 2015: 402	Winter 2017: 332 Winter 2016: 272	Total 2016: 2,023	Increase

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60 + Registration	Fall 2016: 169 Fall 2015: 123	Winter 2017: 95 Winter 2016: 72	Total 2017 to date: 95 Total 2016: 551	Stable
Adult Fitness & Wellness Classes	Fall 2016: 418 Fall 2015: 480	Winter 2017: 397 Winter 2016: 363	Total 2017 to date: 397 Total 2016: 1,166	Increasing
Children's Programs	Fall 2016: 73 Fall 2015: 68	Winter 2017: 83 Winter 2016: 67	Total 2017 to date: 83 Total 2016: 1,023	Stable

Section 2: Status of Department's/Section's Operational Priorities for 2017

Priority	Status
Tenders	Nothing new to report.
A Safe and Welcoming Community	<p>Sports Wall of Fame</p> <p>The Sports Wall of Fame Committee meets regularly and has produced a tentative list of inductees for this year. They are reviewing this list with the final member of the committee, who was unable to attend the last meeting. There is a team nomination being submitted within the next couple of weeks. A team has not been nominated to date and it is anticipated that if one is inducted, it will spur further nominations.</p> <p>Volunteer Recognition</p> <p>Volunteer Recognition Night will be held April 27th at Coverdale Centre; and letters requesting nominations have been sent to the various organizations. Letters have also been sent out for the Youth Appreciation Awards to be held the first week of May to coincide with National Youth Week.</p>

	<p>Maple Sugar Festival</p> <p>The Maple Sugar Festival schedule of events (March 31st - April 2nd) was delivered to all homes in Riverview. Residents and visitors are encouraged to engage in the Canada 150 Playlist, and will have the opportunity to check several activities off of the playlist while attending Maple Sugar Festival events.</p> <p>Summer Concert Series</p> <p>Staff are in the final stages of finalizing the Summer Concert Series performers and schedule, as well as the theming of events to incorporate Canada 150 such as SUNFEST, Canada Day and National Youth Week.</p> <p>PCMAC</p> <p>Staff are in the process of designing a survey for residents/users to complete in early April to capture feedback on pool programs, services, space, etc. An awareness campaign about the survey/feedback opportunity is also being developed.</p> <p>The Spring Aquatic program schedule is finalized and posted online for the March 30th registration date. The schedules have been reviewed and adjusted for summer pool operations so that Lion's and PCMAC aren't competing for attendance.</p> <p>PCMAC offered a wide variety of morning, afternoon and evening swims over March Break (4th - 12th), seeing over 1,200 attend throughout the week.</p>
<p>Planning for the Future</p>	<p>Shift Change</p> <p>Staff attended an event called "Shift Change: Festival Perspectives from Atlantic Canada and Beyond". Within the Atlantic Presenters Association's membership, a specialized network of Festival presenters in the Atlantic region was formed in 2013. In response to its rapid growth since inception, APA has planned Canada's newest, and Atlantic Canada's only, festival conference.</p> <p>The focus of Shift Change is the further development of the festival-presenting sector in Atlantic Canada, featuring three days of festival focused professional development and networking. Shift Change equips festival</p>

	<p>presenters with educational initiatives to make their festivals stronger and more sustainable, creating opportunities to discover what is new and trending from leading experts, share ideas and collaborate with colleagues, and connect with festival service providers.</p> <p>PCMAC</p> <p>PCMAC has been creating partnerships with external groups to maximize pool use and revenue. These groups include: Eastern Outdoors Kayak and La Dive Scuba (Open Water Course to be offered at the pool in May) and Hands-On Learning Centre (reviewing the possibility of daytime “swim at school” program).</p> <p>The Town of Riverview Aquatics staff will be hosting the following not-for-profit events in 2017:</p> <p style="padding-left: 40px;">Lifesaving Society of New Brunswick Annual Grand Meeting (April 29) Canadian Red Cross Atlantic-Region Instructor Trainer and Recertification Workshops. One workshop was held March 10-12, with 5 attendees from NS, PEI and other regions of NB.</p> <p>NB P.R.O. Kids</p> <p>Staff attended a meeting at the Recreation New Brunswick office in Fredericton on March 2nd with other P.R.O. Kids communities from across NB. The intent is the formation of a provincial body to provide all NB P.R.O. Kids a platform to collaborate on ideas, work together to help each other, and eventually access provincial funding, to reach as many children and youth as possible, who are unable to access recreational opportunities due to lack of financial means.</p>
Smart and Sustainable Growth	N/A

Section 3: Other Notable Development & Highlights for Council's Attention