

Town of Riverview
PARKS, RECREATION & COMMUNITY
RELATIONS DEPARTMENT MONTHLY REPORT



To: Colin Smith

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Date: October 14, 2022

Month & Year: September and October 2022

Section 1: Operational Dashboard

Metric	Current Period	Previous Period	Annual Result	Trend
Pro Kids Placements:	Fall 2022: 82	Summer 2022: 64	2022 total: 238	Maintaining: 2021 Total: 284 2020 Total: 283 2019 Total: 540 2018 total: 545
JUMPSTART (Riverview):	Fall 2022: 7	Summer 2022: 6	2022 total: 29	
TOTAL # of children helped (P.R.O. Kids + Jumpstart:	Fall 2022: 89	Summer 2022: 70	2022 total: 267	
Total placements from previous year:	Fall 2021: 95	Summer 2021: 70		
60 + Adult Fitness & Wellness Classes	Fall 2022: 87 Fall 2021: 75	Summer 2022: 93 Summer 2021: 26	2022 YTD: 327	Increase: Total 2021: 294 Total: 2020: 473 Total 2019: 792 Total 2018: 866
Adult Fitness & Wellness Classes	Fall 2022: 87 Fall 2021: 66	Summer 2022: 21 Summer 2021: 19	2022 YTD: 266	Maintaining: Total 2021: 254 Total 2020: 391 Total 2019: 321 Total 2018: 441
Children's Programs	Fall 2022: 44 Fall 2021: 41	Summer 2022: 50 Summer 2021: 0 due to Covid-19	2022 YTD: 147	Increase Total 2021: 102 Total 2020: 69 Total 2019: 809 Total 2018: 714

Metric	Current Period	Previous Period	Annual Result	Trend
Aquatic Activities	Swim Lessons: Fall 2022 Session 1: 574 Fall 2022 Session 2: 461 Summer 2022: 291	Swim Lessons: Fall 2021 Session 1: 540 Fall 2021 Session 2: 432	2022 YTD: 2,448	Increase: Total 2021: 2,069 Total 2020: 1,298 Total 2019: 2,599 Total 2018: 2,282
Skate Park Participants & Revenue	Sept: 126 (74R, 52NR)	June: 173 (63R, 110NR) July: 107 (38R, 69NR) August: 120 (46R, 74NR)	2022 YTD: 2,487	Maintaining 2021: Total 2,795 2020: total 2,478 2019: total 2,754 2018 total: 2,719

Section 2: Status of Department's Operational Priorities for 2022

Priority	Status
A Safe and Inclusive Community	<p>RIVERVIEW P.R.O. KIDS HIGHLIGHTS:</p> <ul style="list-style-type: none"> • Applicants now have the option of submitting their Canadian Child Benefit Statement or 2 references. • The applications for winter programs will open on November 1 and close on November 30. • CDT Disc Golf donated \$650 on October 4. • Kegs and Legs 5K donated \$200 on October 11. <p>CARD PARTIES:</p> <ul style="list-style-type: none"> • September 22: 53 people • October 6: 35 people <p>TECH TUESDAYS:</p> <ul style="list-style-type: none"> • October 4: 1 person • October 11: 4 people <p>WEDNESDAY WALKERS:</p> <ul style="list-style-type: none"> • August 31: 9 people • September 7: 9 people • September 14: 11 people • September 21: 12 people • September 28: 13 people • October 5: 7 people • October 12: 8 people

WORKSHOPS:

- Canning Workshop, September 23: 5 people

NATIONAL TRUTH AND RECONCILIATION DAY:

- Staff took part in Riverview High School's school wide assembly on September 29th. The Every Child Matters flag flew at Town Hall from September 26 to October 1. The Every Child Matters Banner was on display on the gazebo from September 29th to October 7th.

COMMUNITY EVENTS:

- **Harvest Fest** – Mailer map and schedule was well received. Feedback regarding pumpkin palooza was more online promotion of various displays. Family Fun Day had a good turn out. Connect Four tournament average age was 10-year-olds with parents.

Overall feedback was positive with 100% wanting to participate again next year. Some groups are looking for town reps to go to their event and take photos. The mailout was seen the most out of all the methods of communication.

YOUTH SECTION:

- **Youth Collective** - The 2022-2023 Riverview Youth Collective began recruitment in September and applications closed on September 23rd. The focus of the group this year will be on activity, event planning, and support through Town Festivals, the Riverview Indoor Skatepark and Youth Centre, and the Parks and Recreation YOUth Drop-in Program.

The Youth Collective Committee will also help support the "Youth Specific Activities" subcommittee by contributing a collective student voice to better help meet youth needs and shape programming.

- **YOUth Drop-In** - The Parks and Recreation YOUth Drop in program restarted on September 14th with extended hours of operation. Previously open for 5 hours a week, has extended hours to offer 5 more hours of programming each week including later hours on weekends.
Wednesdays – 3:30 – 6:00 p.m. (ages 12-14)
7:00 – 9:30 p.m. (ages 12-17)
Saturdays – 4:00 – 6:00 p.m. (ages 12-17)
7:00 – 10:00 p.m. (ages 12-17)
Approximately 6-8 youth attended each Sept. session.
- **Riverview YOUth Network**- Meeting postponed until Oct. 13.

SKATEPARK AND YOUTH CENTRE:

- The month of September began with the facility switching over to Fall operating hours. Weekly hours were adjusted to allot for staff to continue the skatepark's version of a four-day work week, while providing as much youth centre bookings as possible.

	<ul style="list-style-type: none"> This month the skatepark hosted the annual Harvest Fest Hillbilly Hoedown on September 17th. With several other skateboard related events overlapping this weekend the event had a smaller turnout than normal, however some local youths had an amazing time and were more than happy to have the opportunity to win a bit more cash than usual! Marketing - Yat-Long worked with Ross this month to create a sponsorship model for the skatepark/youth centre's most popular annual events. Yat-Long created a sponsorship tier, while Ross provided background information, metrics, and past promotion materials. Staff will be taking advantage of this package as early as Halloween seeking a building supplies sponsor for the display. Start of Halloween Decorating - Youth and Staff have already begun working on the facility's Halloween display. This year's theme will be arachnophobia. Ross sent out a request via social media requesting help creating DIY spiders that can then be used as part of the display. Several individual families, a daycare class, and a Cubs group have already agreed to help out. Some of the youths have already been very engaged with this year's display and staffs have also been busy working on creating some creepy crawlies. This year's Hillbilly Hoedown featured 6-8 skateboarders per obstacle. The event saw roughly 20 observers, and the new VP of Riverview High, Katherine Beers, stopped in. As well as Cst Brooke McNeil; a new to the area RCMP member who will be working closely with Riverview Schools. Cst. McNeil stayed for the whole event cheering on the youth and getting a good chance to meet some of the youth individually as well as their parents. Annika Welling took home the prize for best costume (A new skateboard deck from Surface Skateshop).
Building a Sustainable Community	<p>SUSTAINABILITY:</p> <ul style="list-style-type: none"> Coverdale Community Garden – End of season clean up will be taking place in the community garden this month, with an event planned for October 21 where staff and gardeners who chose to participate will be building lasagna gardens in plots to further improve soil and reduce weeds. Seed Germination Education Station – Our Community Engagement Worker-Sustainability created an educational display inside the Coverdale Centre, focusing on seed germination and anatomy. <p>WORKSHOPS:</p> <ul style="list-style-type: none"> Canning Workshop, September 23: 5 people

Thriving Community	
Active and Engaged Community	<p>BUSINESS ENGAGEMENT:</p> <ul style="list-style-type: none"> • <i>The Community Engagement Worker-Business</i> has been working in this new role for the past six months and has made great strides within the business community. She has met with 29 Riverview business owners, helping to engage them in our festivals and events, such as Multiculturalism Day, Canada Day, and Harvest Fest. Also, sharing information on marketing methods and free courses that are available to them. <p>The CEW-Business played an integral part in promoting the grand openings of three Riverview businesses: Luxe Salon, Pet Valu, and Spicy Grillz. The CEW- Business has also created a monthly newsletter, attended networking events, and nominated local businesses for Excellence Awards through the Greater Moncton Chamber of Commerce.</p>
Service Excellence	

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

- Monthly calendars and updates are being sent via email to folks who are ages 60+. To be added to the list, please direct folks to call 387-2024 or sign up for an account online at www.townofriverview.ca/programs.
- Upcoming programs for seniors include:
 - Stargazing: October 20
 - Art Class: October 21
 - Riverfront Witch-Hunt: October 31

