

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



To: Colin Smith

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Date: January 16, 2023

Month & Year: December 2022 & January 2023

Section 1: Operational Dashboard

Metric	Current Period	Previous Period	Annual Result	Trend
Pro Kids Placements:	Winter 2023: 66	Fall 2022: 82	2023 total: 66	Decreasing 2022 Total: 267 2021 Total: 284 2020 Total: 283
JUMPSTART (Riverview):	Winter 2023: 6	Fall 2022: 7	2023 total: 6	
TOTAL # of children helped (P.R.O. Kids + Jumpstart):	Winter 2023: 72	Fall 2022: 89	2023 total: 72	
Total placements from previous year:	Winter 2022: 83	Fall 2021: 95		
60 + Adult Fitness & Wellness Classes	Winter 2023: 115 Winter 2022: 72	Fall 2022: 87 Fall 2021: 75	2023 YTD: 115	Increasing Total 2022: 327 Total 2021: 294 Total: 2020: 473
Adult Fitness & Wellness Classes	Winter 2023: 76 Winter 2022: 64	Fall 2022: 87 Fall 2021: 66	2023 YTD: 76	Increasing Total 2022: 266 Total 2021: 254 Total 2020: 391
Children's Programs	Winter 2023: 42 Winter 2022: 0 (cancelled due to Covid-19 restrictions)	Fall 2022: 44 Fall 2021: 41	2023 YTD: 42	Increasing Total 2022: 147 Total 2021: 102 Total 2020: 69

Metric	Current Period	Previous Period	Annual Result	Trend
Aquatic Activities	Swim Lessons: Winter 2023: 492Registration opened Jan 12 , enrollment at 92%.	Swim Lessons: Winter 2022: 581	2023 YTD: 492	Increasing Total 2022: 2,494 Total 2021: 2,069 Total 2020: 1,298 Total 2019: 2,599
Skate Park Participants & Revenue	Nov: 427(177R, 250NR) Dec: 562(204R, 358NR)	Oct: 249 (123R, 126NR)	2022 YTD: 3,725	Increasing 2022: Total 3,725 2021: Total 2,795 2020: total 2,478 2019: total 2,754

Section 2: Status of Department's Operational Priorities for 2023

Priority	Status
A Safe and Inclusive Community	<p>RIVERVIEW P.R.O. KIDS HIGHLIGHTS</p> <ul style="list-style-type: none"> • <i>In partnership with Riverview Minor Hockey</i>, 6 Riverview children participated in Hockey New Brunswick and Hockey Canada's Dreams Come True Camp, which took place on December 14 and 15 at the Avenir Centre. • <i>An anonymous community member</i> donated 3 sets of World Junior hockey tickets, that were distributed to PRO Kids families. • <i>Received \$1000 cash donation</i> from Riverview East Karate's fundraiser. • <i>Annual "thank you" campaign</i> took place in mid December with mailer cards delivered to all homes in Riverview and highlights on social media. <p>LIGHT UP RIVERVIEW</p> <ul style="list-style-type: none"> • <i>Approximately 5000 people attended the Mayor's Light Up Launch</i> held on November 24, spanning the Riverfront Trail from the Chocolate River Station to the Gunningsville Bridge. Musical entertainment stops included Holy Whale Beer Hall, the Gazebo (Flea Market Underground), 3 youth performers (John Beach, Olivia Hodnett and Atlantic Ballet). On site sponsor RBC held a community food drive. The new addition of the Youth Village included Riverview High School Dragon Boat team selling hot chocolate, the Youth Collective hosting a photobooth and the Immaculate Heart of Mary Church youth collecting items for the less fortunate. <p>MERRY AND BRIGHT CHALLENGE</p> <ul style="list-style-type: none"> • <i>The second annual challenge</i> as a part of Light Up Riverview was held with 48 participating residents and 41 businesses. Gift cards to local bakeries were awarded to residents in December and Advance Savings Credit Union won the draw for the business category.

	<p>WORKSHOPS FOR 60+</p> <ul style="list-style-type: none"> • <i>Wreath Making Workshop</i>, November 25: 10 people. It is worth noting that a participant shared with the group that she was an isolated senior and had not left her home in over 4 years except for daily living essentials. • <i>Indigenous History and Culture Lunch and Learn</i>, November 30: 11 people. RHS Culinary Tech and Indigenous Studies 12 classes co-organized a lunch and learn for the seniors. The students were pleasantly surprised by how open the seniors were to learn and the seniors were impressed by the students' culinary skills, learned/lived experiences in Indigenous culture/history. • <i>Wreath Making Workshop</i>, December 5: 10 people • <i>Holiday Potluck</i>, December 8: 2 people <p>MAYOR'S LEEVE</p> <ul style="list-style-type: none"> • <i>Held on January 1</i>, there were approximately 50 participants. Attendees included Mayor and Council, Local Officials, former Mayors, family members and the general public. Riverview's 50th Anniversary was kicked off with decor, light refreshments, and cake. The levee was facilitated by the recreation department this year. <p>YOUth Drop-In</p> <ul style="list-style-type: none"> • <i>November</i>: 117 youth attended a variety of activities. 4 for the first ever JAM night and 26 for a Saturday boardgame night. Focus of YOUth Drop-In will continue to be promotion. • <i>December</i>: 35 youth attended the 3 sessions in Dec. New skateboarders are nearly a daily occurrence keeping staff very busy on the floor. <p>SKATE CAMP</p> <ul style="list-style-type: none"> • <i>December's weekend skate camp</i> featured primarily beginner skateboarders or skateboarders that have been coming to the facility the past few months. It's amazing to see the diversity of the groups, as a couple years ago the majority of our programming would be primarily male identifying child/youth occupied. <p>GATEWAY SIGNAGE</p> <ul style="list-style-type: none"> • The first of 4 Town 'welcome' signs has been installed to signal to residents and visitors travelling into Riverview from Upper Coverdale. • The existing signs had reached their end-of-life and were not aligned to the current brand guidelines. • Design and built by local firms, the design placed emphasis on 3 key factors: affordable materials, timeless in appearance/brand, and inclusivity (Mi'kmaq, English, French).
<p>Building a Sustainable Community</p>	<p>Riverview Youth Collective</p> <ul style="list-style-type: none"> • <i>Riverview Youth Collective</i> only held one meeting in December. We were joined by YOU Turns strategic coordinator Andrea who conducted a focus group to help design and improve their soon-to-be launched website. The group was asked to provide relevant feedback to enhance to the site.

	<p>COMMUNITY GARDEN</p> <ul style="list-style-type: none"> • <i>Seedlings have been started inside the Coverdale Centre</i> for planting in the 2023 garden season. Growing seedlings ourselves and sharing this information with others helps with addressing food insecurity concerns and will also result in cost reduction for 2023. <p>2022 MICROGRANT: RIVERVIEW POLINATOR HABITATS (featured internationally through the David Suzuki Foundation).</p> <p>SCHOOLS</p> <ul style="list-style-type: none"> • <i>Butterflyway gardens</i> were created by local students, with support from the Butterflyway Rangers, at Riverview East School, West Riverview Elementary, Claude D. Taylor School and Riverview High. All students participating received an hour-long presentation on pollination, who are our pollinators, the importance of pollinators, and habitat/biodiversity support. In total approximately 260 students participated in the pollinator habitat project. Butterflyway signage was installed at all sites. The gardens will be a valuable and enduring learning tool. • <i>The Riverview East grade 2 classes</i> created their school's garden in the spring. The school's pollinator garden also supports their new vegetable gardens. The teachers requested a follow up presentation in September 2023 to revisit the garden and release Monarch butterflies. The Monarchs were supplied by the Town of Riverview's Coverdale Community Garden. • <i>A Riverview High grade 11 class</i> created a number of small pollinator patches along the entrance to the school. The grade nine students at RHS also have expressed interest in participating in a "Seed Sitters" event in partnership with local seniors this spring. <p>GREENPARK GARDEN</p> <ul style="list-style-type: none"> • <i>A total of eight large sustainable Pollinator Gardens</i> are now established in Greenpark Meadows using native trees, shrubs and plants. This area was designed to be aesthetically pleasing while at the same time providing nectar, seeds, fruits, and berries to the local wildlife with the establishment of rain gardens, fruit tree grove, native rose garden, lilacs and Butterfly/Pollinator Gardens. Gardens were purposely surrounded by dead wood logs with holes drilled in to provide native bees a home to overwinter. This rotting log ecosystem will create a haven for many different plants, insects and wild creatures in the gardens, from those that feed on the rotting wood and those who live in it.
<p>Thriving Community</p>	<p>Youth Collective</p> <ul style="list-style-type: none"> • <i>November meetings</i> were focussed mainly on Light up Riverview's Youth Village ideas, roles and promotion. A Junior Leadership Alumni, had commented how fun our photo booth had been at the Junior Leadership 2022 banquet and asked if we could do something similar. We decided we'd try to re-commission the Winter Carnival photo booth using decorations and lights, placing it in the Youth Village section of the Light up Riverfront for the public to enjoy. The photo booth was in fact a hit with the public and many were seen taking family photos throughout the night.

	<p>PROMOTION & AWARENESS FOR LOCAL BUSINESSES</p> <ul style="list-style-type: none"> • Riverview Rewards – This shop local program was relaunched on November 24 and saw an immediate increase in traffic to the Riverview Rewards website, and early feedback from local business owners has been very positive. • Business Spotlight – Promoted the grand opening of Chocolate River Wellness, which took place on December 3. <p>COMMUNICATION WITH LOCAL BUSINESSES</p> <ul style="list-style-type: none"> • Connections with local business owners – Throughout the past two months, the CEW – Business has met with 11 Riverview business owners. <p>ENGAGEMENT OPPORTUNITIES THROUGH PROGRAMS & EVENTS</p> <ul style="list-style-type: none"> • Business Participation – The former Business Participation Booklet and the former Welcome Guide have been merged and refreshed into one informative communication piece for new and existing businesses, the Community Engagement Booklet. • Merry & Bright Challenge – 41 Riverview businesses participated in this year’s Merry & Bright Challenge, a fun way to encourage Riverview businesses to decorate their store fronts a little brighter, building on the success of Light Up Riverview along the Riverfront. Participation this year was up significantly from the 10 businesses that signed up last year. Advance Savings Credit Union was drawn for the prize of a holiday break for their staff. • World Junior Hockey visitors – The Town of Riverview’s Riverfront light display was included as the last stop for the bus tours full of visitors from across Canada and around the world during the last week in December. The Town of Riverview included a 50th Anniversary Town branded pen in the welcome kits that visitors received with the bus tour.
<p>Active and Engaged Community</p>	<ul style="list-style-type: none"> • TOR Art Procurement Committee members and artists whose work was purchased this past year were presented with Certificates/had their artwork present at a council meeting. A new hanging system was installed and the plan to make the work more accessible is to move it into the hallway in the new year, The stained glass will be located in the Riverview Library windows. • Social Media Statistics, notably new followers, page views and likes were up in November due to Light up Riverview, which continues to be a source of pride in the community. We had reached our highest ever post exposure, with the announcement of Light up Riverview reaching 112 000 views/impressions! • The Youth Collective also helped out with Holiday Hoopla’s Holiday Skate at the Byron Dobson arena. 5 Youth helped decorate the upper arena prior to the skate, hand out 200 cups of hot chocolate and gave candy canes to the children as they were leaving the arena. Christmas music was played over the speakers and there was an attendance of roughly 200. • Riverview Youth Collective had bi-weekly meetings and helped to build the YOUth Drop-In calendar.

	<ul style="list-style-type: none"> • Riverview Skatepark- Staff decorated for the holidays this month. Two skatepark parent's Allison Hill and Sonya DesRoches, graciously volunteered to do our tree for us this year. They brought all their own decorations, and it looks absolutely amazing! It's great to see the community getting engaged. • It was great to see more of our youth enjoying youth drop-in on Wednesday and Saturday evenings. They really enjoy the extra space and ability to play basketball and dodgeball. • The Riverview Youth Network's Parental Engagement Committee, chaired by Ross, hosted its first public event at the facility. It was a Parent Drop-In designed to allow parents a comfortable, stress-free environment to get together with other parents and chat, have fun, and become further engaged in the community. The committee provided refreshments and Tidal Board Gaming was present running a table top games for the parents (was a hit), and we offered free skateboard instruction to anyone who chose to give it a try. In total we had 15 participants • Skatepark's Holiday Hoopla celebration took place on Sunday December 11th from 1-5pm. The park staff had created the outline of a giant reindeer mural for the public to paint during the event. The facility was free admission for all, and candy canes were available for everyone to have a little holiday treat. Everyone had a great time with children, youth, and parents all jumping into paint or cut the mural. It all turned out amazing and the mural will be on display at the park throughout the holidays. • Over the past two months, the Coverdale Centre has hosted the Filipino Association of New Brunswick annual celebration, a fundraiser for a local non-profit, a community Christmas concert, two local business's staff holiday celebrations, River Striders Walking Club's holiday gathering, and a Pickleball tournament, in addition to the regular user groups.
Service Excellence	

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

- **The 48th annual Winter Carnival** is scheduled to take place February 3-12, 2023. Full details will be available online on Monday, January 16 and printed information is due to arrive in all E1B mailboxes between January 20-23. New this year- over 25 businesses have signed up to offer a "Warm Winter Special" during the festival.