

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



To: Colin Smith

Prepared by: David Shea

Date: February 16, 2023

Month & Year: January & February 2023

Section 1: Operational Dashboard

Metric	Current Period	Previous Period	Annual Result	Trend
Pro Kids Placements:	Winter 2023: 70	Fall 2022: 82	2023 total: 70	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: 76	Fall 2022: 89	2023 total: 76	
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
Aquatic Activities	Swim Lessons: Winter 2023: 623	Swim Lessons: Winter 2022: 549 Winter 2021: 252 Winter 2020: 645	2023 YTD: 623	Increase: Total 2022: 2,488 Total 2021: 2,069 Total 2020: 1,298

Metric	Current Period	Previous Period	Annual Result	Trend
Skate Park Participants & Revenue	Jan: 603(224R, 379NR)	Nov: 427(177R, 250NR) Dec: 562(204R, 358NR)	2023 YTD: 603	2022: Total 3,725 2021: Total 2,795 2020: total 2,478

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"> Applications are open now for families who would like to have their child participate in a spring program. The deadline is February 28. <p>WEDNESDAY WALKERS</p> <ul style="list-style-type: none"> There are over 80 participants that have registered to receive updates about this program. The group has moved indoors at the Riverview Community Hall on Wednesday afternoons at 1 p.m. <p>WORKSHOPS/ACTIVITIES FOR 60+</p> <ul style="list-style-type: none"> Bowling on January 27- 25 people <p>RIVERVIEW WINTER CARNIVAL</p> <ul style="list-style-type: none"> The 48th annual festival held February 3-12 saw thousands of residents, visitors and volunteers come out to embrace the cold, connect with friends/family/neighbours and discover the magic of winter! Numbers and fun facts to report as of today (reports are still trickling in from activity partners): <ul style="list-style-type: none"> 38 activities were held over 10 days with only 2 cancellations due to extreme weather conditions. 25 businesses participated by offering a special and helped promote the overall festival. 15 youth volunteered at Ignite (fireworks event) by handing out hot chocolate and providing music, lighting on the hill and sound. There were over 125 snow sculpture kits delivered to homes on January 31 and 20 entries into the 2023 Snow Sculpture Challenge. 22 activity partners ranging from service groups, not for profits, businesses and individual community members organized a variety of activities for all ages and abilities. There were 6 ice sledges made available to the public during Ignite and the Snowflake Skate for folks with limited mobility. The 50th anniversary of the Town was celebrated with a number "50" firework during Ignite, highlighted during the Heritage Talk with the Albert County Historical Society, special napkins with the 50th logo for the Mayor's Luncheon and a "50" outlined on the reservoir ice below the lookout in Mill Creek Nature Park by snowshoe artists.

	<ul style="list-style-type: none"> ○ Mayor, Council and staff hosted 179 seniors at the Coverdale Centre for a free dine in dinner and 121 seniors received a drive thru takeout dinner. ○ Riverview Lions Club reported a record breaking 60 players for their Tuesday evening Crib Tournament. ○ Farmer Brown's Greenhouse reported they ran out of pizza dough twice during their 2nd annual snowshoe poker run. ○ The Riverview Scouts, Riverview Girl Guides and the Riverview Arts Centre collaborated for the first time ever to offer tunes during the traditional bonfire at the first fire pit on the Dobson Trail. ○ Over 80 snowshoers participated in the Winter Adventure Series. ○ Over 35 people participated in the Virtual Snowshoe, including a class of newcomers from MAGMA learning English as a second language. ○ The Riverview Skatepark reported they had double the number of participants (31 total) compete in the Frozen Open Skateboard Contest compared to previous years. The park manager is currently in discussions with Canada Skateboard, exploring how this event can become recognized as a points qualifier event for potential future Olympic athletes. ○ The aquatic staff hosted the first ever Polar Dip, raising \$300 for Riverview PRO Kids. ○ The garden planning workshop filled so quickly, staff planned a second workshop, which also filled up at capacity, with a total of 28 people. <p>SKATE PARK</p> <ul style="list-style-type: none"> • First Weekend Skatecamp was being offered by EC4S January 7 and 8. • Lots of new faces and significant influx of users from Columbia this month. • Looking at new potential developments for the future with plans for MapleFest, ongoing communication with Canada Skateboarding, and interest from RMS to visit the facility as part of the Phys Ed program. <p>AQUATIC</p> <ul style="list-style-type: none"> • Registration for Winter 2023 swim lessons opened on January 12. • Spring/Summer registration for swimming lessons will be open on April 4.
Building a Sustainable Community	<p>RIVERVIEW YOUTH COLLECTIVE</p> <ul style="list-style-type: none"> • Riverview Youth Collective had met several times in January to Coordinate volunteering for various Winter Carnival events such as: <ul style="list-style-type: none"> ○ Winter Carnival IGNITE ○ Winter Adventure Snowshoe Series: Dobson Trail ○ Mayor's Luncheon ○ Snowflake Skate • February's meeting consisted of final Winter Carnival preparation, preparing for MapleFest and brainstorming Youth Week ideas. <p>COMMUNITY GARDEN</p> <ul style="list-style-type: none"> • Seed Swap – The CEW-Sustainability held a very successful drop in Seed Swap on January 20. There were 68 new seed varieties obtained for the garden, helping to

	<p>round out the seed saving plan for the next 5 year. This allows the Coverdale Community Garden to be self-sufficient in supplying seeds for the seed library.</p> <ul style="list-style-type: none"> • Garden Planning Workshops - The CEW-Sustainability hosted two Garden Planning workshops as a part of the Winter Carnival event schedule. The second workshop was added due to overwhelming interest. Both workshops were filled and had waiting lists. A series of additional monthly workshops have been planned leading into this year's gardening season. <p>2023 SUSTAINABILITY MICROGRANTS</p> <ul style="list-style-type: none"> • The CEW-Sustainability created a social media campaign to promote the 12 priority areas of the Integrated Community Sustainability Plan and create awareness of the Sustainability Microgrant program to assist in moving the Riverview community forward with achieving it's established sustainability goals. The social media posts started on January 27, and within two weeks, 4 grant applications have already been received.
Thriving Community	<p>Youth Drop-In</p> <ul style="list-style-type: none"> • January: 61 youth attended a variety of activities. The Youth Drop-In program will be working with the Riverview Indoor Skatepark to provide additional programming during March break again this year. More first-time visitors were able to attend this year as we opened earlier than traditionally in the past, giving youth more opportunities to explore the program. <p>BUSINESS ENGAGEMENT</p> <ul style="list-style-type: none"> • PROMOTION & AWARENESS FOR LOCAL BUSINESSES <ul style="list-style-type: none"> ○ Riverview Rewards – The program continues to grow and receive positive feedback from businesses. The social media reach and engagements continue to grow rapidly since the program launched in November, with a marked increase in January. ○ Business Spotlight – We will be spotlighting 50 businesses in 2023 in celebration of Riverview's 50th anniversary. So far, the following Riverview businesses have been featured in our weekly spotlights: <ul style="list-style-type: none"> ▪ Good Guys Brew Shoppe ▪ Rehab 1 ▪ Authentic Asian ▪ Terry's Bake Shop (This spotlight went viral with over 115,000 post impressions!) ▪ Guardian Pharmacy • COMMUNICATION WITH LOCAL BUSINESSES <ul style="list-style-type: none"> ○ Connection with the local business owners - Through the month of January, the CEW-Business has met with 10 Riverview business owners. • ENGAGEMENT OPPORTUNITIES THROUGH PROGRAMS & EVENTS <ul style="list-style-type: none"> ○ Business Participation – The CEW-Business secured 6 business sponsors/partners for Winter Carnival. As well, lined up 25 business specials in conjunction with Winter Carnival

Active and Engaged Community	<ul style="list-style-type: none"> • TOR 50th Anniversary Celebration Grants have opened up. Currently we have received 5 applications to date. More promotion will be done through social media posts after Winter Carnival. • TOR Art Procurement Committee are looking to attract more members such as youth and professional artists. • The spring art show may get moved to take place during SUNFEST/the TOR's 50th to incorporate the theme "All Things Riverview". • 2023 Frozen Open took place on February 4 at the Skate Park. This year was the return of the runs style event for the first time in 3 years. There were three categories (Beginner, Intermediate, and Advanced) where each skater will had two chances to put their best run together. Totals of competitors for skill level: 5 Beginners, 6 Intermediate, and 20 Advanced. Total attendance for the event was 130. Sponsors this year for the event were Surface Skateshop, Uma Landsleds, Andele Bearings, Studio Skateboards, Cheesecake Garage and Clowtoe Studio. • Throughout the winter season, the Coverdale Centre is busy everyday and evening, 7 days a week with accommodating regular community group programing. Including Greater Moncton Football Association's off-season training, the River Striders Walking Club, Riverview Pickleball, Tri-County Clay and Archery, and the Coverdale Sea Cadets. • During the month of January the Parks and Recreation Maintenance Crew has been keeping our trails and skating oval maintained for everyone to enjoy outside activities.
Service Excellence	<ul style="list-style-type: none"> • Mayor's Luncheon was held on February 8 with the themed for our 50th celebration. This year was offered for the first time to have a dine-in or take-out option, resulting in numbers of 179 for dine-in and 121 for take-out. The Mayor's Luncheon was a success with the help from the many volunteers from TOR.

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

Report Approval Details

Document Title:	
Attachments:	
Final Approval Date:	

This report and all of its attachments were approved and signed as outlined below:

Report Approval Details

Document Title:	Monthly Report - Feb 2023 (Parks, Recreation and Community Relations).docx
Attachments:	
Final Approval Date:	Feb 23, 2023

This report and all of its attachments were approved and signed as outlined below:

Colin Smith - Feb 23, 2023 - 8:58 AM