

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



To: Colin Smith

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Date: March 17, 2023

Month & Year: February 2023 & March 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	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	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	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	Total 2022: 147 Total 2021: 102 Total 2020: 69
Aquatic Activities	Swim Lessons: Winter 2023: 628	Swim Lessons: Winter 2022: 549 Winter 2021: 252 Winter 2020: 645	2023 YTD: 628	Total 2022: 2,488 Total 2021: 2,069 Total 2020: 1,298

Metric	Current Period	Previous Period	Annual Result	Trend
Skate Park Participants & Revenue	Feb: 477 (179R, 298NR)	Jan: 603(224R, 379NR)	Total 1080	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>Mill Creek Nature Park</p> <ul style="list-style-type: none"> • On March 10, program staff guided a class of 22 folks (predominantly international students) from NBCC through Mill Creek Nature Park on snowshoes. <p>CARD PARTIES</p> <ul style="list-style-type: none"> • March 2 - 40 people <p>TECH TUESDAYS</p> <ul style="list-style-type: none"> • February 21- 1 person, February 28- 3 people, March 7- 2 people <p>SKATEPARK</p> <ul style="list-style-type: none"> • The Skatepark has continued to be busy with more foot traffic from the 2023 Frozen Open, visitors dropping by that are traveling through and a steady stream of newcomers to the community. This month there were several families from Columbia who stopped by that recently relocated. • Marketing – Ross Smith began opening communication with Canada Skateboard to promote our facility. Ross also started a dialog with CJ's indoor Skate park who offered International Skateboard Certification Program at a discounted price. • RMS visit- March 29th RMS will be brining 75 students who will be rotating between the Skatepark, RCH and Youth centre to participate in various activities. <p>PROGRAMMING</p> <ul style="list-style-type: none"> • Parks and Recreation YOUth Drop-in Program + Winter Carnival youth events. <ul style="list-style-type: none"> ○ February 1 – Badminton Doubles – 8 youth for badminton, 5 in boardgame lounge ○ February 4 – Open Gym – Free viewing of Frozen Open Skateboard contest. – 18 Youth attended open gym, many spent their time at the Riverview Indoor Skatepark and Youth centre enjoying hot chocolate and taking in the Frozen Open skateboard contest. ○ February 8 – Rocks & Rings Curling (45 minute slots– 12 youth attended. ○ February 8 - Brain Freeze Trivia Night - 27 youth attended. ○ February 11 – Saturday Card Night – 11 youth attended. ○ February 15 – Mobile game night (among us) – 7 Youth attended. ○ February 18 – Basketball, Table games – 16 Youth attended. ○ February 22 – Spikeball Doubles – 8 Youth attended. <p>COMMUNITY GARDEN</p>

	<ul style="list-style-type: none"> • Seed Starting Workshop - A seed starting workshop is planned for mid-March and is full with a waiting list. • Butterflyway Diaries - Narrated by David Suzuki, The Town of Riverview receives a brief cameo appearance in episode 4 of this documentary series (minute 2:14-2:22), highlighting the important work being done in Nova Scotia, New Brunswick and Newfoundland in regards to the development of the critical pollinator gardens: https://www.youtube.com/watch?v=8T5zSTuWt2w <p>2023 SUSTAINABILITY MICROGRANTS</p> <ul style="list-style-type: none"> • The social media campaign to encourage submissions for the Sustainability Microgrant program is wrapping up, now at 7 grant submissions received.
<p>Building a Sustainable Community</p>	<p>50TH ANNIVERSARY</p> <ul style="list-style-type: none"> • 50th Anniversary Grants- we have received a total of 12 applications so far, the majority of which qualify for the grant. We are in the process of letting the applicants know. • Promotional budget- From the 1000 50th anniversary pins we have 200 left We are ordering 2000 more. 300 were given out at the Mayor's luncheon, 200 at the Levee, 60 for the Veterans. some were given out to the 50th committee and TOR staff. As well some were given out to each councillor to give out as they see fit. • 50th banners were made by Futura and were set to go up along Coverdale Road and Gunningsville Blvd. • Indigenous Art – The Town has reached out to two indigenous artist and there may be a “quill: workshop held during SUNFEST. As well another artist may be creating a painting or mural for the celebration. • Time Capsule – The committee is helping to decide what should go into the TOR's time capsule. We may also have other time capsule containers for sale where residents could purchase their own and fill it. This would be kept somewhere secure until the RRC is built to be stored there, then opened in 50 years. This would also be a fundraiser possibility for the RRC build. • Geocoin – the Town is in contact with the geocaching creators for the 50th logo on one side and potentially the tidal bore on the other side. Looking to have this take place during SUNFEST and into July. • Awards Gala – Nominations are coming in and plans for the evening are well underway. Currently, there are 10 youth nominations. • July 5 – This kick off concert will be 50th themed with local musicians, cake, promote a self-serve trivia, scavenger hunt type event that people can do with their families on July 9th and then enter their names for a chance to win some 50th swag. • During Brain Freeze Trivia Night an all-Riverview category was used to commemorate the 50th anniversary. <p>BUSINESS ENGAGEMENT</p> <ul style="list-style-type: none"> • PROMOTION & AWARENESS FOR LOCAL BUSINESSES <ul style="list-style-type: none"> ○ Riverview Rewards – An R card holder survey was launched on February 24. So far, we have received an overwhelming number of completed surveys, which will provide pertinent information to review in evaluating next steps for this program.

	<ul style="list-style-type: none"> ○ Business Spotlight – This past month, the following Riverview businesses have been featured in our weekly spotlights: <ul style="list-style-type: none"> ▪ Kings Krown ▪ CR Yardworks ▪ Celtic Knot ▪ Lily Pads Reusable Products • COMMUNICATION WITH LOCAL BUSINESSES <ul style="list-style-type: none"> ○ Connections with local business owners – Throughout the month of February, the CEW – Business has met with 10 Riverview business owners. ○ Business Forum – planning efforts are focusing on a Fall timeframe due to operational logistics and to ensure the newly onboarded Manager of Economic Development & Strategic Priorities will be able to participate.
Thriving Community	
Active and Engaged Community	<p>RIVERVIEW MAPLEFEST</p> <ul style="list-style-type: none"> • Riverview MapleFest is featuring a jam packed three days of maple themed events and experiences from Friday, March 31 to Sunday, April 2. We are partnering once again with Foods of the Fundy Valley with 37 stops on the Maple Map, of which 20 stops are right here in Riverview. <p>Riverview Youth Collective</p> <ul style="list-style-type: none"> • The Riverview Youth Collective focussed on supporting various Winter Carnival events. They served hot chocolate and smores at Winter Carnival IGNITE, helped serve take out meals at The Mayor’s Luncheon, Hit the trails on Wild Wisdom’s guided snowshoe, and helped out at the Snowflake skate preparing and serving hot chocolate and handing out Winter Carnival merchandise. The youth were a great help and brought winter carnival cheer wherever they attended. 
Service Excellence	<p>BYRON DOBSON ARENA</p> <ul style="list-style-type: none"> • New controllers arrived for the score clocks in time for the Ringette Tournament. • Heaters for the upper surface have been repaired for the stands to keep the spectators warmer. • A new safer set of stairs was installed in the lower tracker shed, resulting in not only a safer environment but resolving a water issue around the area.

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

AQUATICS

- *Spring/Summer Registration* will open on April 4th at 10 a.m.