

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



To: Colin Smith

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Date: March 17, 2023

Month & Year: March 2023 & April 2023


**Section 1: Operational Dashboard**

Metric	Current Period	Previous Period	Annual Result	Trend
<b>Pro Kids Placements:</b>	Spring 2023: 27	Winter 2023: 70	2023 total: 97	2022 Total: 267 2021 Total: 284 2020 Total: 283
<b>JUMPSTART (Riverview):</b>	Spring 2023: 0	Winter 2023: 6	2023 total: 6	
<b>TOTAL # of children helped (P.R.O. Kids + Jumpstart):</b>	Spring 2023: 27	Winter 2023: 76	2023 total: 103	
<b>Total placements from previous year:</b>	Spring 2022: 25	Winter 2022: 83		
<b>60 + Adult Fitness &amp; Wellness Classes</b>	Spring 2023: 100 Spring 2022: 75	Winter 2023: 115 Winter 2022: 72	2023 YTD: 215	Total 2022: 327 Total 2021: 294 Total: 2020: 473
<b>Adult Fitness &amp; Wellness Classes</b>	Spring 2023: 71 Spring 2022: 94	Winter 2023: 76 Winter 2022: 64	2023 YTD: 147	Total 2022: 266 Total 2021: 254 Total 2020: 391
<b>Children's Programs</b>	Spring 2023: 44 Spring 2022: 53	Winter 2023: 42 Winter 2022: 0 (Cancelled due to Covid-19 restrictions)	2023 YTD: 86	Total 2022: 147 Total 2021: 102 Total 2020: 69
<b>Aquatic Activities</b>	Swim Lessons: Winter 2023: 623	Swim Lessons: Winter 2022: 549 Winter 2021: 252 Winter 2020: 645	2023 YTD: 623	Total 2022: 2,488 Total 2021: 2,069 Total 2020: 1,298

Metric	Current Period	Previous Period	Annual Result	Trend
Skate Park Participants & Revenue	Mar: 598 (172R, 426NR)	Feb: 477 (179R, 298NR)	2023 YTD: 1678	: 2022: Total 3,725 2021: Total 2,795 2020: total 2,478

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

<b>A Safe and Inclusive Community</b>	<p><b>PRO KIDS HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li><i><b>Received a grant</b></i> in the amount of \$5000 from the Government of Canada to help outfit Riverview PRO Kids with a free bike and helmet to participate in the Bike Rodeo on Saturday, June 3.</li> </ul> <p><b>CARD PARTIES</b></p> <ul style="list-style-type: none"> <li>March 16- 44 people</li> <li>March 30- 54 people</li> </ul> <p><b>TECH TUESDAYS</b></p> <ul style="list-style-type: none"> <li>March 14- 2 person</li> <li>March 21- 2 people</li> <li>March 28- 3 people</li> <li>April 4- 3 people</li> <li>April 11- 3 people</li> <li>Total- 13 people</li> </ul> <p><b>WEDNESDAY WALKERS</b></p> <ul style="list-style-type: none"> <li><i><b>There are over 80 folks</b></i> 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. With a regular group having developed, they also go for coffee at Damascus after their walk.</li> </ul> <p><b>GUIDED MAPLE WALKS</b></p> <ul style="list-style-type: none"> <li><i><b>On March 31,</b></i> two groups of folks ages 60+ enjoyed an inclusive guided walk in Mill Creek Nature Park with a local mushroom expert. Total number of participants was 32.</li> </ul> <p><b>RISE AND MAPLE</b></p> <ul style="list-style-type: none"> <li><i><b>On Saturday, April 2,</b></i> staff and volunteers provided maple coffee, hot chocolate and Briggs Maple S'mores on the Dobson Trail for folks of all ages. This classic MapleFest event was attended by over 100 community members, the first time since pre-Covid. One gentleman in attendance told us he was so happy this event happened again- he had been waiting for years to participate.</li> </ul>
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	<p><b>50<sup>th</sup> ANIVERSARY</b></p> <ul style="list-style-type: none"> <li>• <b>50<sup>th</sup> banners</b> were produced and mounted.</li> <li>• <b>A few more applications</b> came in after the deadline which will be considered with the next round which opens on April 20.</li> </ul> <p><b>SKATEPARK</b></p> <ul style="list-style-type: none"> <li>• <b>March break</b> was busy this year. The facility saw visitors from PEI and NS in addition to regulars from NB. Programming focussed on preparations for MapleFest, Easter, and Youth Week. MapleFest- budget was increased to allow for a wide variety of prizes for the participants.</li> </ul> <p><b>PARKS AND RECREATION YOUTH DROP-IN PROGRAM</b></p> <ul style="list-style-type: none"> <li>• <b>Attendance at a variety of activities including:</b> mobile game night, badminton, boardgames, basketball, open gym, BINGO, Family Feud, table-top games, etc. was pretty evenly distributed amongst the activities and the evening (Wednesdays and Saturdays) averaging about 14 per session.</li> </ul>
<p><b>Building a Sustainable Community</b></p>	<p><b>50TH ANNIVERSARY GRANTS</b></p> <ul style="list-style-type: none"> <li>• The first round of grant applications ended on March 20 and is for events taking place until June. The second round will open on April 20 for events taking place in the second half of the year.</li> </ul> <p><b>MARKETING</b></p> <ul style="list-style-type: none"> <li>• <b>March 29th also offered a unique opportunity</b> to showcase both the Drop-in Program and Riverview Skatepark and Youth Centre as we had over 60 youth from RMS visit the facility. The classes spent the morning receiving a beginner's skateboard lesson and enjoying the features of the Drop-in Program and Youth Centre. The classes were sent the digital copy of April's drop-in calendar posted at <a href="http://townofriverview.ca/youthdropin">townofriverview.ca/youthdropin</a>.</li> </ul>  <ul style="list-style-type: none"> <li>• To note- only 7 of the over 60 students had ever been to our facility. There are reportedly more RMS teachers interested in bringing their students to the skatepark/youth centre.</li> </ul>

	<p><b>COMMUNITY GARDEN</b></p> <ul style="list-style-type: none"> <li>• <b>2023 Growing Season:</b> <ul style="list-style-type: none"> <li>○ <b>As of April 17</b>, the community garden only has one available garden plot remaining, with all other raised and in-ground plots reserved by local community gardeners.</li> <li>○ <b>A seed saving and crop rotation plan</b> has been established for the 2023 season.</li> <li>○ <b>A seed saving workshop</b> was held on March 17, which was full with a waiting list. Upcoming workshops are also either full or near full.</li> </ul> </li> <li>• <b>Greenhouse:</b> <ul style="list-style-type: none"> <li>○ <b>\$3,500 was received</b> from Horizon’s Community Innovation Grant, which will go towards the purchase of a new greenhouse. This will be an incredible asset to the community, as a teaching area and a means to support the efforts of local gardeners both new and old who lack access to such a space to facilitate their sustainable food production efforts for their households.</li> </ul> </li> </ul> <p><b>CLEAN UP MONTH</b></p> <ul style="list-style-type: none"> <li>• <b>We are kicking off Earth Day</b>, April 22, with a month long clean up initiative. We are asking businesses, groups, and individuals to put together a team and register to clean up a specific area of town. Complimentary clean up supply kits are available at the Parks &amp; Recreation office, and individuals will be entered into a draw for eco-friendly prizes. Winners will be announced at our Zero-Waste Community Clean up Celebration on May 24 at the Coverdale Community Garden. The BBQ is a thank you to our participants and a chance to learn about local environmental initiatives.</li> </ul>
<p><b>Thriving Community</b></p>	<p><b>BUSINESS ENGAGEMENT</b></p> <ul style="list-style-type: none"> <li>• <b>Promotion &amp; Awareness For Local Businesses:</b> <ul style="list-style-type: none"> <li>○ <b>Riverview Rewards</b> – New businesses are signing up to join the program, and the website saw an increase in visits throughout the month of March.</li> <li>○ <b>Business Spotlight</b> – This past month, the following Riverview businesses have been featured in our weekly spotlights: <ul style="list-style-type: none"> <li>▪ Covered Bridge Quiltery</li> <li>▪ Unique 2 You Consignment Boutique</li> <li>▪ Benjamin Moore Paint Shop</li> <li>▪ Sylvia’s Natural Way Skin Care</li> <li>▪ Al’s Electric</li> </ul> </li> </ul> </li> <li>• <b>Communication With Local Businesses:</b> <ul style="list-style-type: none"> <li>○ <b>Connections with local business owners</b> – Throughout the month of March, the CEW – Business has met with 10 Riverview business owners</li> </ul> </li> </ul>

Active and Engaged Community	<p><b>RIVERVIEW YOUTH COLLECTIVE</b></p> <ul style="list-style-type: none"> <li>• <b><i>The Riverview Youth Collective</i></b> assisted with some of the MapleFest events including: Maple trivia for the skate and suggestions for prizes for the trivia table. The youth were most excited to receive their own official MapleFest shirts to be worn at events they'd be helping out at.</li> <li>• <b><i>The RHS Royal Rush Dragonboat Team</i></b> were also delivered MapleFest 2023 shirts to be worn at the Senior Care Homes they'd be delivering maple treats to.</li> </ul> <p><b>ART AND CULTURE</b></p> <ul style="list-style-type: none"> <li>• <b><i>Work was completed on creating an arts and culture survey</i></b> to assess where we are at and what gaps residents report.</li> <li>• <b><i>The department met with representatives from MAGMA</i></b> to discuss Multiculturalism Day. Paulette also set up a meeting with their school intervention and settlement worker to meet and discuss youth week and brought them over to the skatepark facility to meet the team and have a tour.</li> </ul> <p><b>RIVERVIEW MAPLEFEST</b></p> <ul style="list-style-type: none"> <li>• <b><i>Riverview 14th Annual MapleFest</i></b> was held from Friday, March 31 to Sunday, April 2, and was by far the most active and engaged MapleFest that Riverview has hosted to date. With 24 Riverview businesses hosting maple specials, events or experiences, and 20 community events being held over the three-day festival, there was something for everyone.</li> <li>• <b><i>Our CEW- Sustainability</i></b> featured a backyard maple tapping instructional video series over the course of the weekend, which garnered a whopping 8.2K views!</li> </ul>
Service Excellence	○

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

#### UPCOMING 60+ PROGRAMS:

- ***April 21-*** An accessible tour around Mill Creek Nature Park for seniors that will include introducing new sections, where benches are located and how to orientate if lost.

#### PARTICIPATION GRANT

- ***Park staff received great news this month*** that the facility was awarded a \$5000 grant from Participation to provide active programming activities throughout the month of June. These funds will be used to offer several free skateboard programs focused on engaging equity deserving groups such as adults, newcomers to the community, females, and LGBTQIA+ communities. Any remaining funds will be used to fund some adaptive skateboarding equipment for the park. Staff will be preparing a schedule for the month of June.

#### UPCOMING EVENTS/PROGRAMMING

- ***Youth Week Event-*** Wednesday May 3, 2023, 6-9pm- In celebration of National Youth Week in Canada, the skatepark team are planning a free open skate with live music playing in the park. This event would happen in conjunction with the Youth Market IDEA Centre partnership, in RCH) as well as the Junior Leadership BBQ. Live band to be confirmed.

