

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



To: Colin Smith

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Date: February 20, 2024

Month & Year: February 2024

**Section 1: Operational Dashboard**

Metric	Current Period	Previous Period	Annual Result	Trend
<b>TOTAL # of children helped (P.R.O. Kids + Jumpstart:</b>	Winter 2024: 72 (68PRO, 4JS)	Fall 2023: 77 (75PRO, 2JS)	2024 total: 72 (68PRO, 4JS)	2023 Total: 233 2022 Total: 267 2021 Total: 284
<b>Total placements from previous year:</b>	Winter 2023: 72	Fall 2022: 89		
<b>60 + Adult Fitness, Wellness Classes and Mystery Tour</b>	Winter 2024: 162 Winter 2023: 115	Fall 2023: 182 Fall 2022: 87	2024 YTD: 162	Total 2023: 436 Total 2022: 327 Total 2021: 294
<b>Adult Fitness, Wellness &amp; Outdoor Classes</b>	Winter 2024: 111 Winter 2023: 76	Fall 2023: 97 Fall 2022: 87	2024 YTD: 111	Total 2023: 244 Total 2022: 266 Total 2021: 254
<b>Children's Dance Programs</b>	Winter 2024: 25 Winter 2023: 42	Fall 2023: 38 Fall 2022: 44	2024 YTD: 25	Total 2023: 145 Total 2022: 147 Total 2021: 102
<b>Aquatic Activities</b>	Swim Lessons: Winter 2024: 693	Swim Lessons: Winter 2023 1: 616 Winter 2022 2: 549	2024 YTD: 693	Total 2023 2,592 Total 2022: 2,488 Total 2021: 2,069
<b>Skate Park Participants &amp; Revenue</b>	531 (226R, 305NR)	707 (327R, 380NR)	2024 YTD: 531	2023: Total 3,729 2022: Total 3,725 2021: Total 2,795

## Section 2: Status of Department’s Operational Priorities for 2024

Priority	Status
<p><b>A Safe and Inclusive Community</b></p>	<p><b>PRO KIDS HIGHLIGHT</b></p> <ul style="list-style-type: none"> <li>• <b>Spring Program Applications</b> are open from February 1 – 29.</li> </ul> <p><b>RIVERVIEW WINTER CARNIVAL</b></p> <ul style="list-style-type: none"> <li>• <b>Celebrated the 49th annual Winter Carnival</b> from February 2 – 11 with 46 diverse activities for all ages, 17 business specials, 32 community partners, hundreds of volunteers and thousands of participants coming out to embrace the snow. Feedback captured from festival goers via the festival evaluation form, in person visits, phone calls and emails has been positive.</li> <li>• Highlights include: <ul style="list-style-type: none"> <li>○ <b>Winter Carnival Ignite smashed the attendance record</b> with a few thousand people in attendance to enjoy activities, food and the fireworks display at Winter Wonderland Park.</li> <li>○ <b>Every workshop or activity with a registration requirement filled</b> with a waiting list. Many partners went above and beyond to add extra workshops or spaces to accommodate as many participants as possible. For example, the rug hooking activity was offered 3 times instead of the scheduled 1 time workshop.</li> <li>○ <b>Many new events</b> like the Sweetheart Social, Adventure Geocaching Lab, Stuffie Sleepover, Campfire Singalong, Retro 60s Dance and more engaged new people to participate in the festival.</li> <li>○ <b>Over 1100 meals were served</b> between the pancake breakfasts, Mayor’s Luncheon, Chowder Night and the Chicken Luncheon. Over \$4,485 fundraised from meals alone will go back into community initiatives.</li> <li>○ <b>Approximately 1000 lbs of food</b> was donated at various events for the Albert County Food Bank.</li> <li>○ <b>All Winter Carnival community partners</b> have been invited to participate in the upcoming Blanket Exercise to continue our community’s work in Truth and Reconciliation.</li> </ul> </li> </ul> <p><b>60+ PROGRAMS</b></p> <ul style="list-style-type: none"> <li>• <b>Tech Tuesdays</b> running weekly at the Public Library. From January 16 we helped 14 seniors and had 10 volunteers.</li> <li>• <b>Wednesday Walkers</b> have moved indoors for the season, walking at the Riverview Mall on Wednesdays at 1 p.m. There are 145 people registered to receive email updates about this program. The group celebrated Valentine’s Day with a fun ‘Galentine’ celebration.</li> <li>• <b>Card Party</b> - January 18 had 32 seniors attend, February 1 had 36 seniors attend, and February 15 had 25 seniors attend.</li> <li>• <b>Free Drop-In program</b> continues for folks looking to make social connections. The volunteer organizer has been teaching attendees to knit.</li> </ul> <p><b>ALL AGES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>• <b>Wednesday Walkers</b> welcome all-ages to their weekly walks.</li> <li>• <b>Fitness and Wellness Program Fee Pilot- Staff</b> are piloting a project with select 2024 winter programs to introduce adult fees for 60+ programs to be more inclusive.</li> </ul>

## COMMUNITY EVENTS

- **Winter Carnival-** Tim Isaac Mosaic Workshops- I booked Tim to run individual mosaic workshops. He ran 4 sessions, and each were full with a waiting list so we were able to add a few extra spots to accommodate more people.
- **Mayor's Luncheon** was well received with the catering provided by The Homestead.

## YOUTH SECTION

- **The Riverview Youth Collective** met twice in January with meetings heavily structured around Riverview Winter Carnival. The Youth Collective are always very excited to help out at Winter Carnival because of how popular the events are with the public. The events we are supporting as a group are:
  - **Winter Carnival IGNITE** - They ran the s'mores tent, serving hot chocolate and also supporting the info tent.
  - **Mayor's Luncheon** - They helped to serve the meal to the 300 seniors.
  - **Campfire Youth Social** - They helped to prepare the site, greeting visitors to the Mill Creek Lookout, serve hot chocolate hand out/clean off marshmallow roasting sticks.
  - **Snowflake Skate** – They greeted visitors to the Byron Dobson Arena, handing out raffle tickets for door prizes and serving hot chocolate.

## PROGRAMMING

- **The Parks and Recreation YOUth Drop-In Program** reopened on January 10 after the Holiday break. Special events for January include both the Youth Book Club launch party as well as a Trivia night at the end of the month.
- **The inaugural Youth Book Club** currently has 5 members signed up. The launch party has served as a way for youth to introduce themselves to the group, discuss their favourite recent reads, and select the novel to be their first group read. The Youth Book club will meet bi-weekly on Saturdays.
- **January 24th was also the first night** for the community meal nights in which local businesses would be providing food items for youth who are attending Drop-In that evening. On the 24th, a local restaurant graciously provided pizza for the youth who happily welcomed the free meal. Members of the Youth Collective were on hand to plate and serve meals to youth in attendance. We are incredibly gracious to have such caring community partners who want to help with the rise in food insecurity among youth in Riverview.
  - Jan 10 – Open gym, Basketball – 14 youth attended.
  - Jan 13 – Craft Night – 5 youth attended.
  - Jan 17 – Badminton Doubles – 13 youth attended.
  - Jan 20 – Book Club book launch – 5 youth attended the launch, 6 youth attended open gym.
  - Jan 24 – Open gym + Meal Night 1 – 16 youth attended.
  - Jan 27 – Board Game evening – 4 youth attended.
  - Jan 31 – Trivia Night – 13 youth attended.

	<p><b>SKATEPARK AND YOUTH CENTRE</b></p> <ul style="list-style-type: none"> <li>• <b>Bob Ross Paint Night (January 19, 6pm)</b> <ul style="list-style-type: none"> <li>• First art programming evening of the year.</li> <li>• 7 attendees painted along with Bob Ross via YouTube, using mini easels.</li> <li>• Positive reception and enjoyment reported by participants.</li> </ul> </li> <li>• <b>2024 Frozen Open (February 3, 1pm)</b> <ul style="list-style-type: none"> <li>• 29 registrants, with some unable to attend due to storm conditions.</li> <li>• Categories included Beginner, Intermediate, and Advanced.</li> <li>• Preparations included custom-made trophies by Prestige Engraving and \$800 in prizes.</li> <li>• Prize money enhanced by donations from the Town, Nause Homes (\$500 Title), Maritime Fireworks (\$250 Snowflake), and White Birch Subdivisions Inc (\$250 Snowflake).</li> <li>• Event recognized as a significant regional skateboard competition on the east coast.</li> </ul> </li> <li>• <b>Origami Evening (February 16, 6:30-10pm)</b> <ul style="list-style-type: none"> <li>• Japanese Origami art session for all skill levels, targeting ages 12-17, with younger children allowed under parental supervision.</li> </ul> </li> <li>• <b>March Break</b> <ul style="list-style-type: none"> <li>• Facility will offer extended hours through the week and free admission to women and girls on March 8<sup>th</sup>, International Women’s Day.</li> </ul> </li> </ul> <p><b>AQUATIC</b></p> <ul style="list-style-type: none"> <li>• <b>Registration for Winter 2024</b> opened on January 10, 2024.</li> <li>• <b>Spring registration</b> opens on April 4, 2024</li> <li>• <b>During Winter Carnival</b> (February 2-11) we hosted two events: Open Swim with free attendance on Saturday, Feb 3 and a nighttime Aquafit class on Feb 6.</li> <li>• <b>Riverview Fire &amp; Rescue attended</b> our in-service training with Lifeguards and Instructors, reviewing the Town’s and the PCMAC emergency response procedure</li> </ul>
<p><b>Building a Sustainable Community</b></p>	<p><b>SEED SWAP</b></p> <ul style="list-style-type: none"> <li>• <b>15 gardening enthusiasts</b> participated in a seed swap event held as part of Riverview Winter Carnival on Wednesday, February 7.</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> Participating businesses and cardholders were informed about the program’s conclusion. Four cardholders provided feedback, expressing understanding regarding the program’s termination. They noted low participation from businesses and highlighted issues with the program design. They acknowledged and expressed appreciation for the Town’s efforts to support local businesses. There was no feedback received from the participating businesses.</li> <li>○ <b>Health &amp; Wellness Giveaway</b> – Promoted on the Town Facebook page, this content aimed to inspire an active and health-conscious lifestyle, while simultaneously shining a light on Riverview’s health and wellness businesses. Participants were encouraged to tag a Riverview Health and Wellness business, sharing how the businesses positively influenced their wellness journey. Prizes were sourced from Guardian Pharmacy, Just Fit Fitness and Simply for Life</li> </ul> </li> </ul>

	<p>Riverview. This contest garnered almost 7,000 post impressions, increasing awareness and exposure for these businesses.</p> <ul style="list-style-type: none"> <li>○ <b>Grand Opening – Simply for Life Riverview</b> recently underwent a change in ownership, and in celebration, they hosted the grand opening of their location at 631 Pinewood Road.</li> <li>● <b>Festival &amp; Event Partnerships</b> – 5 sponsors were obtained for the 2024 Riverview Winter Carnival, with 17 businesses offering Warm Winter Specials in collaboration with the festival.</li> <li>● <b>Communication With Local Businesses:</b>  <b>Connections with local business owners</b> – The CEW – Business met with 10 businesses during the month of January.</li> </ul>
<b>Active and Engaged Community</b>	<p><b>NEW YEARS DAY LEVEE</b></p> <ul style="list-style-type: none"> <li>● <b>The New Years Day Levee</b> took place at Town Hall with approximately 150 invited guests and residents in attendance.</li> </ul>
<b>Facility and Operations</b>	<p><b>OPERATIONS</b></p> <p><b>Winter operations</b> are running as anticipated, and Utility teams leant support for programming and Winter Carnival.</p> <ul style="list-style-type: none"> <li>● <b>Two tenders have been awarded</b> for a tow behind boom lift and two zero turn mowers.</li> <li>● <b>Trail and oval maintenance</b> have been running as anticipated.</li> <li>● <b>As the current cleaning contract term ending</b>, the Janitorial Services RFP has been issued on NBON, closing February 28, 2024.</li> </ul> <p><b>FACILITIES</b></p> <ul style="list-style-type: none"> <li>● <b>The Town received \$42,762.50</b> as part of NB Power's Commercial Building Retrofit Program associated to the boiler upgrade project at the Fire Station.</li> <li>● <b>The Supervisor of Municipal Facilities and Assets</b> has successfully completed the ICS Planning Section Chief certification and has completed training on managing human rights issues through the Municipal Management Training Program offered by Formation Continue — Université de Moncton.</li> <li>● <b>The Coverdale Centre suffered wind damage</b> in December 2023 that resulted in the recent replacement of roof top heating and cooling units. These repairs were determined to be urgent in nature based on impacts to the facility's tenants and represent an unbudgeted total of approximately \$25,000. It is anticipated that this expense will be balanced in the overall 2024 capital budget.</li> </ul>

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

**UPCOMNG EVENTS/FESTIVALS:**

- March 7: MC Hammer Party
- March 14: Spring Registration
- March 16: Guided Snowshoe at Mill Creek Nature Park
- April 5-7: MapleFest

