

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



To: Colin Smith, CAO

Prepared by: David Shea

Date: November 15, 2024

Month & Year: November 2024

Section 1: Operational Dashboard

Metric	Current Period	Previous Period	Annual Result	Trend
TOTAL # of children helped (P.R.O. Kids + Jumpstart: Total placements from previous year:	Fall 2024:81 Fall 2023: 71	Summer 2024:82 Summer 2023: 53	2024 total: 245 (261PRO, 16JS)	2023 Total: 233 2022 Total: 267 2021 Total: 284
60 + Adult Fitness, Wellness Classes and Mystery Tour	Fall 2024: 187Fall 2023: 158	Summer 2024: 100Summer 2023: 39	2024 YTD: 621	Total 2023: 436 Total 2022: 327 Total 2021: 294
Adult Fitness, Wellness & Outdoor Classes	Fall 2024: 99 Fall 2023: 97	Summer 2024: 47 Summer 2023: 22	2024 YTD: 348	Total 2023: 244 Total 2022: 266 Total 2021: 254
Children’s Dance Programs	Fall 2024: 38 Fall 2023: 38	Summer 2024: N/A Summer 2023: 21	2024 YTD: 89	Total 2023: 145 Total 2022: 147 Total 2021: 102
Aquatic Activities	Swim Lessons: Fall 2024 (2): 600Fall 2024(1): 662	Swim Lessons:Fall 2023: 650	2024 YTD: 2,982	Total 2023 2,592 Total 2022: 2,488 Total 2021: 2,069
Skate Park Participants & Revenue	239 (129R, 110NR)	243 (151R, 81NR)	2024 YTD: 3,119	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>A Safe and Inclusive Community</p>	<p>60+ PROGRAMS</p> <ul style="list-style-type: none"> • Tech Tuesday: This weekly program supported six seniors with technology challenges (sessions held October 22 and November 12), facilitated by two RHS student volunteers. • Card Parties: Attendance has been lower than expected this fall, with 24 participants on October 17 and 28 on October 31. • Aging Well Together Seminar: Hosted at the Coverdale Centre on October 24, featuring 15+ booths and three speakers. The event aimed to encourage social engagement among isolated seniors and received enthusiastic feedback from approximately 80 attendees. <p>ALL AGES PROGRAMS</p> <ul style="list-style-type: none"> • Recreation in Riverview (R in R): A family-friendly weekend activity program led by three RHS students. Participation varied across events: <ul style="list-style-type: none"> ○ October 20: CDT Guided Walk & Disc Golf (0 attendees) ○ October 26: Halloween-Themed Guided Walk (17 attendees) ○ November 2: Stamp & Stroll (7 attendees) ○ November 9: CDT Guided Walk & Disc Golf (2 attendees) • Wednesday Walkers: Weekly inclusive walks along the Riverfront Trail and indoors at the Riverview Mall during colder weather. Special Halloween-themed walks included costumes and treats for other trail users. • Parks for All Volunteer Pilot Project: Led by three older adults, this program was fully booked weekly and extended due to high demand. Additional tours were added for those on the waitlist: <ul style="list-style-type: none"> • October 17, 24, and 31: 8 attendees each session (completely full). • Community Drop-In: A volunteer-led program at 55 Biggs Drive with weekly attendance ranging from 2 to 8 participants. <p>PRO KIDS HIGHLIGHTS</p> <ul style="list-style-type: none"> • Staff are collaborating with Dieppe PRO Kids and MYRAP to create promotional videos featuring Riverview PRO Kids families, to be showcased at an upcoming Wildcats game. <p>SKATEPARK</p> <ul style="list-style-type: none"> • October was busy with cooler weather and Halloween activities, highlighted by Rampocalypse 2024 on October 25, which attracted 70–75 attendees. The facility also showcased a Beetlejuice-themed Halloween display, drawing many visitors for photos. • Staff attended the MAGMA Community Compass event at Edith Cavell School and secured 500 free bus passes for clients through the Youth and Family Connectivity Program. Promotion and registration for the passes are underway. <p>YOUTH COLLECTIVE</p> <ul style="list-style-type: none"> • Halloween: Supported the All-Ages Halloween Skate with treat bags, visitor greeting, music playlist setup, and event assistance. The event attracted approximately 75 attendees. • Light Up Riverview: Planning a revamped Riverfront Scavenger Hunt for Youth Village, building on last year’s success with 150 participants. The YCC will set up clues, assist children, and distribute treat bags to those who complete the hunt.

	<ul style="list-style-type: none"> • Holiday Hoopla: YCC will help plan and volunteer at December events. <p>PARKS AND RECREATION YOUTH DROP-IN PROGRAM</p> <ul style="list-style-type: none"> • Open on Wednesdays and Saturdays (6:00–9:30 p.m.), the program is led by creative and enthusiastic RHS graduates • Activities in October drew 22 youth participants, with pickleball being the most popular (8 attendees in one evening). • November's calendar of events and activities is available online at townofriverview.ca/youthdropin.
<p>Building a Sustainable Community</p>	<p>COVERDALE RECREATION CENTRE – BAR SERVICES</p> <p>Effective September 1, 2025, the Department will cease providing bar and alcohol services at the Coverdale Centre. This decision is likely to impact between 4-6 annual rentals and supports the Town’s strategic objectives by prioritizing community sport organizations, youth, and cultural programming over bar-related events, which are resource-intensive and misaligned with organizational values.</p> <p>Rationale for the Decision:</p> <ol style="list-style-type: none"> 1. <u>Resource Optimization</u> - managing bar services occupies significant staff hours, detracting from other core responsibilities. By discontinuing this service, staff can better support community-focused initiatives and facility management. Eliminating bar events also frees up rental slots for sports, youth, and cultural activities that align with the Town’s mission and Strategic Plan. 2. <u>Financial Considerations</u> - the September 1, 2025, cessation is projected to reduce revenue by \$22,700 while saving \$18,233 in expenses, resulting in a net revenue loss of \$4,467. However, replacing bar events with other rentals could mitigate this impact further. Continuing bar services would require ongoing investment in staff time, security, and liability management, offering limited return compared to alternative uses of the space. 3. <u>Liability and Risk Reduction</u> - operating bar services involves increasing liability risks that conflict with the Town’s organizational goals and the nature of the Coverdale Centre, which frequently hosts children and youth programs. Transitioning to an alcohol-free facility reduces these risks significantly. 4. <u>Alignment with Strategic Goals</u>- ceasing bar services aligns with the Town’s guiding principles of fostering inclusivity and promoting recreational, cultural, and community-building activities. Prioritizing rentals for programs that support community engagement and physical activity directly supports long-term sustainability and public benefit. <p>Transition Plan and Community Impact:</p> <ul style="list-style-type: none"> • All impacted groups will be notified of the changes in December 2025, allowing six months for event organizers to adjust plans. The Centre will no longer entertain requests for third-party alcohol licenses, solidifying its designation as an alcohol-free facility. • This decision ensures the Coverdale Centre remains a hub for inclusive and community-oriented activities while optimizing staff resources and reducing operational risks. By focusing on rentals that support associations, youth, and cultural programming, the Town is reinforcing its commitment to fostering a vibrant and active community.

<p>Thriving Community</p>	<p>PROMOTION AND AWARENESS FOR LOCAL BUSINESSES:</p> <ul style="list-style-type: none"> • At the Albert County Chamber of Commerce Business Excellence Awards, three Riverview businesses won in their respective categories: <ul style="list-style-type: none"> ○ Emerging Business Award: Brunswick Royal Realty ○ Community Impact Award: The River View ○ People’s Choice Award: JEM Beauty Salon <p>COMMUNICATION WITH LOCAL BUSINESSES:</p> <ul style="list-style-type: none"> • The <i>Engagement Worker – Business</i> connected with five local businesses in October to strengthen relationships and support. <p>BUSINESS ENGAGEMENT OPPORTUNITIES:</p> <ul style="list-style-type: none"> • Light Up Riverview: Four businesses have joined as campaign sponsors, with six more partnering to host events or offer specials during the festivities. • Driftscape Launch: The new platform will promote local businesses by featuring a map of Light Up events and showcasing 26 Riverview businesses participating in the Merry and Bright challenge. This marks a significant increase from last year’s 19 participants. Tent cards highlighting the challenge will be displayed at participating businesses town-wide.
<p>Active and Engaged</p>	<p>REMEMBRANCE DAY</p> <ul style="list-style-type: none"> • The Town supported the Riverview Veterans Association’s <i>Remembrance Day service</i> at the Immaculate Heart of Mary Church and cenotaph. Attendance surpassed last year’s numbers, followed by a reception for veterans and their families at the Coverdale Centre. <p>AQUATIC ACTIVITIES:</p> <ul style="list-style-type: none"> • Swim Lesson Registration: On October 24, over 600 spots were successfully filled for the November–February session. • Recruitment Success: The hiring process for the <i>Recreation Worker – Aquatics</i> role concluded on November 15, with the candidate scheduled to begin on December 9.
<p>Operations</p>	<p>PARKS & FACILITY OPERATIONS:</p> <ul style="list-style-type: none"> • Seasonal Maintenance: Staff managed fall outdoor maintenance while transitioning to full-time arena work, prioritizing winterizing sports fields and high-profile areas. • Facility Updates: <ul style="list-style-type: none"> ○ Completed new fencing and signage at Mill Creek. ○ Repaired the access driveway around the Community Hall and Skatepark. ○ Established a detour trail around the covered bridge construction, scheduled to be completed before year-end. A new open-sided bridge is designed to replace the 30-year old structure with improved equipment access and a look-off. ○ Winterized outdoor facilities and prepared mechanical equipment with winter attachments in preparation for the season ahead. • Emergency Measures: <ul style="list-style-type: none"> ○ Upgraded EMO generators and completed the annual EMO generator test at the Lions Club. ○ Conducted annual gas detector inspections at Byron Dobson Arena and preventive maintenance for the Building Automation System at Town Hall. <p>MILL CREEK NATURE PARK WINTER SERVICES</p> <p>Based on extensive community feedback, stakeholder perspectives, and survey data, the Department intends to cease grooming cross-country ski trails at Mill Creek Nature Park for the</p>

upcoming winter season. Instead, resources will focus on snow clearing select trails for other activities, prioritizing walking, hiking, and accessibility improvements.

Rationale for the Decision:

1. Community Preferences - a survey of 775 residents identified walking as the most popular winter activity, significantly outpacing cross-country skiing (356 mentions for walking versus 28 for skiing). There is strong community support for better-maintained walking trails, including sanding and snow clearing, aligns with the growing demand for accessible winter activities.
2. Operational Efficiency - feedback from the Operations Team indicates that grooming ski trails requires significant time and resources. Ceasing this activity allows staff to focus on maintaining walking trails, which serve a larger user base. Snow blowing has been identified as the preferred maintenance method for walking trails, ensuring they remain safe and usable during icy conditions.
3. Safety and Accessibility - ski trails often overlap with walking paths, leading to confusion, safety concerns, and damage to groomed trails. Improved trail clearing for walkers will reduce conflict and enhance the user experience for all park visitors. Enhanced sanding of walking trails was frequently requested by survey respondents, with many citing icy conditions as a major safety concern.
4. Sustainability and Financial Considerations - the cost of maintaining and improving ski trail infrastructure, including future investments in equipment such as a trackless machine, is significant. Redirecting these funds toward high-demand activities like walking and cycling offers a better return on investment. A shift in focus supports the long-term sustainability of park operations by aligning resources with the most widely used and low-barrier activities.
5. Survey Insights and Stakeholder Feedback - many respondents expressed frustration with the maintenance of ski trails, noting delays in grooming and conflicts with walkers. Suggestions for improved signage and trail delineation highlighted recurring challenges with shared trail use. While these suggestions are valuable, addressing them requires further investment and is not feasible given the layout of the Park's trail network.
6. Volunteer Engagement Opportunities - the decision does not preclude future community-led initiatives to support winter sports. Volunteer involvement, particularly for fat biking trail grooming, can continue to enhance the park's winter offerings without placing additional demands on staff resources.

Future Focus Areas

- Enhanced Walking Trails: Development of well-maintained, cleared loops (e.g., 3–4 km) to cater to the most popular winter activity.
- Improved Signage: Clearer trail markers to guide users and reduce confusion.
- Community Engagement: Explore partnerships with volunteers to support niche activities like fat biking or occasional ski programming.

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

UPCOMING EVENTS/FESTIVALS:

- Holiday Hoopla – December 6 – 8

- Riverview Winter Carnival: January 31 – February 9