

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



To: Colin Smith, CAO

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Date: January 22, 2025

Month & Year: December 2024 and January 2025

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:	Winter 2025:83 Winter 2024: 72	Fall 2024:81 Fall 2023: 71	2025 total: 83 (79PRO, 40)	2024 Total: 261 2023 Total: 233 2022 Total: 267 2021 Total: 284
60 + Adult Fitness, Wellness Classes and Mystery Tour	Winter 2025: 209 Winter 2024: 162	Fall 2024: 187 Fall 2023: 158	2025 YTD: 209	Total 2024: 621 Total 2023: 436 Total 2022: 327 Total 2021: 294
Adult Fitness, Wellness & Outdoor Classes	Winter 2025: 92 Winter 2024: 111	Fall 2024: 99 Fall 2023: 97	2025 YTD: 92	Total 2024: 348 Total 2023: 244 Total 2022: 266 Total 2021: 254
Children’s Dance Programs	Winter 2025: 35 Winter 2024: 25	Fall 2024: 38 Fall 2023: 38	2025 YTD: 35	Total 2024: 89 Total 2023: 145 Total 2022: 147 Total 2021: 102
Aquatic Activities	Swim Lessons: Fall 2024 (2of2): 662	Swim Lessons:Fall 2023: 650	2025 YTD: 0 (2024 session still ongoing)	Total 2024: 2,982 Total 2023 2,592 Total 2022: 2,488 Total 2021: 2,069
Skate Park Participants & Revenue	361 (116R, 245NR)	239 (129R, 110NR)	2025 YTD: 0 (January totals not yet available)	2024 Total: 3,480 2023: Total 3,729 2022: Total 3,725 2021: Total 2,795

Section 2: Status of Department’s Operational Priorities for 2025

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 eight seniors with technology challenges (November 19: 2 participants, November 26: 3 participants, December 3: 2 participants, December 10: 1 participant), with assistance from three dedicated RHS student volunteers. • Card Parties: Attendance remained lower than anticipated during the final two events of the year, with 16 participants on both November 14 and November 28. • Mystery Tour: Thirty older adults enjoyed a festive outing to McAdam Train Station on November 14, which included holiday lights, a turkey dinner, and live entertainment. • Older Adult Holiday Bowling: Thirty seniors dressed in their best holiday attire to celebrate the season with a fun-filled bowling event at Holy Bowly on December 18. <p>ALL AGES PROGRAMS</p> <ul style="list-style-type: none"> • Recreation in Riverview (R in R): Designed for families and folks of all ages looking for weekend activities. Three RHS students plan and execute weekly themes around Riverview: <ul style="list-style-type: none"> ○ November 16: BINGO at Mill Creek ○ November 23: Cancelled due to weather ○ November 30: Guided Walk through Mill Creek ○ December 7: Hot Chocolate & Lights Walk ○ December 13: Explore Light Up with Hot Chocolate ○ January 11: R in R Walk through Mill Creek • Wednesday Walkers continue to welcome all-ages to their weekly inclusive walks inside the Riverview Mall throughout winter. • Bonus: The Walkers organized to meet at Champlain Mall for a walk and live performance and celebrate the holidays together • Community Drop-In: Volunteer-based program facilitated by Riverview resident at 55 Biggs Drive. Weekly attendance varies from 2-8 people. • Winter Registration: opened December 5 and classes began January 6 <p>PRO KIDS HIGHLIGHTS</p> <ul style="list-style-type: none"> • Annual Donor Recognition- A mailer card featuring the businesses, individuals, groups and in memoriam gifts received from December 2022-November 2023 was sent to all E1B mailboxes on December 20 and featured on the website and social media. • Wildcats Promo Video- Worked with Dieppe and Moncton to produce a short video about the funding programs, which was featured on the jumbotron at the Wildcats game on November 30. <p>LIGHT UP RIVERVIEW</p> <ul style="list-style-type: none"> • Approximately 700 people attended a rainy Mayor’s Light Up Launch held on November 21, spanning the Riverfront Trail from the Chocolate River Station to the Gunningsville Bridge. Musical entertainment stops included Andrew Moore at Holy Whale Beer Hall and Flea Market Underground at the Gazebo. On site sponsor RBC held a community food drive. The Youth Village booths included Riverview High School Dragon Boat team selling hot

chocolate, Atlantic Ballet Musical Theatre group carolling and the Youth Collective hosting a scavenger hunt for kids.

- ***New this year***- staff hosted a free bike valet to encourage folks to use active transportation.
- ***On Saturday, November 23***, a volunteer hosted a needle felting workshop for 12 participants to create and take home their very own holiday “Bird in a Nest”.

MERRY AND BRIGHT CHALLENGE

- The fourth annual challenge as a part of Light Up Riverview was held with 31 participating residents (88 in 2023, 48 in 2022) and 28 businesses (29 in 2023, 41 in 2022). Gift cards to local bakeries were awarded to residents in December.

SKATEPARK

- Increased Visitors: December saw a steady stream of new visitors to the park, including out-of-town guests from cities like Saint John, Halifax, Stratford PEI, and Toronto.
- Holiday Hoopla: Held on December 8, this festive event featured free admission, holiday treats, and tree decorations by Sonya Desroches and Alison Hill. A customer-donated tree allowed staff to create displays in both the entryway and youth centre, complemented by outdoor decorations set up for Light Up Riverview.
- Ride Assist Program: Several transportation passes were issued to youth, reducing barriers and enabling participation in activities with their peers.
- Preparations for the **Frozen Open** on February 1 are well underway. Several sponsors have already submitted payments, while others opted to wait until 2025 due to budget cycles. Ross finalized the poster, event page, and trophy designs prior to the holidays, aligning with the broader Winter Carnival promotion efforts.

YOUTH COLLECTIVE

- Holiday Hoopla took place December 6-8 and consisted of free events in various Parks and Recreation facilities. The Riverview Youth Collective assisted with various Holiday Hoopla Weekend events and were greatly appreciated by all at the unstaffed events outside of volunteers.
 - Holiday Hoopla Skate (running music, working welcome table, handing out door prizes, relaying rink policy to visitors). 68 people attended skate.
 - Holiday Hoopla guided walk (led group through the riverfront trail to the Moncton riverfront and back, prepared and handed out hot chocolate on the way + on the way back from their walk). 8 people attended walk, served hot chocolate to other trail walkers.
- Full list of Holiday Hoopla events
 - Free Swim at PCMAC – 22 people attended
 - Guided Riverfront Walk – 8 people attended walk, served hot chocolate to other trail walkers
 - Holiday Hoopla Free admission day – Riverview Skatepark + Youth Centre skatepark
 - Holiday Hoopla Skate – 68 people attended

PARKS AND RECREATION YOUTH DROP-IN PROGRAM

- Open: Wednesdays + Saturdays (6:00-9:30 p.m.)
- December 4 – Holiday Crafts
- December 7 – Snow Globe making

	<ul style="list-style-type: none"> • December 11 – Badminton • December 14 – Holiday movie • The Youth Drop-In program paused for the Holidays from December 15 to January 8. The first book club meeting of the year will kick off the January schedule with the group deciding on the novel “The Naturals” by Jennifer Lynn Barnes.
<p>Building a Sustainable Community</p>	<p>BIKE VALET</p> <ul style="list-style-type: none"> • A Bike Valet was added to the Light Up Riverview event. Less than ideal weather likely contributed to no bikers taking advantage of the service, but the plan is to implement bike valet service at all summer events with the intent to increase active transportation users. <p>MILL CREEK NATURE PARK</p> <ul style="list-style-type: none"> • In 2023, the town acquired an additional 275 acres of land adjacent to the park to protect important ecological corridors and plan for future trail growth within the Park. Staff have moved forward with the first step below for the Local Governance Commission (LGC) to consider a boundary change to have those parcels form part of the Town of Riverview: <ul style="list-style-type: none"> ○ Proposal: Submission of a detailed proposal outlining the change and it’s impacts ○ Review: the LGC reviews the proposal and notifies stakeholders. ○ Consultation: Conduct engagement with adjacent landowners ○ Report: Provide a detailed report, including feedback and impacts ○ Public Review: LGC posts for public review and feedback for 30+ days. ○ Recommendation: The LGC submits a recommendation to the Minister. ○ Decision: The Minister decides to approve or deny ○ Implementation: formalize the boundary change and update admin systems.
<p>Thriving Community</p>	<p>BUSINESS ENGAGEMENT</p> <ul style="list-style-type: none"> • Promotion & Awareness For Local Businesses: <ul style="list-style-type: none"> ○ Holiday Bundle Social Media Giveaway: Our annual reminder to show love to local businesses when shopping for the holidays garnered a lot of engagement once again this year with over 11 K views and 325 contest entries. ○ Local Business Social media spotlights: <ul style="list-style-type: none"> ▪ Andrez Printing: Celebrated 30years in businesses in November. Their spotlight had over 24K views. ▪ Do or Dye Hair Salon: Moved to a new location and held a grand re-opening on November 18. Their spotlight received over 16K views. ▪ Bloom Health & Wellness: Opened in 2020 during the height of Covid and never held a grand opening. This year, they expanded to include Corporate Canvas Workspace and held a holiday open house to celebrate on November 28. Their spotlight had over 6K views. • Communication With Local Businesses: <ul style="list-style-type: none"> ○ Connections with local business owners –The CEW – Business met with 5 local businesses in the month of November and visited 28 businesses in December. <p>ENGAGEMENT OPPORTUNITIES THROUGH PROGRAMS AND EVENTS:</p> <ul style="list-style-type: none"> • Light Up Riverview: The local businesses sponsors and partners for this year’s Light Up Riverview campaign were very pleased with the engagement received through their involvement with the initiative. • The soft launch of Driftscape took place in conjunction with the Merry and Bright Challenge. Driftscape is a digital mapping platform that we will be utilizing to promote local businesses.

	The 28 Riverview businesses who participated in the Merry and Bright challenge were featured in the app, sending those interested to their location to view their holiday displays throughout Light Up. There was an 11% increase in businesses participating over last year.
Active and Engaged	<p>AQUATIC ACTIVITIES:</p> <ul style="list-style-type: none"> • New Recreation Worker: Successfully onboarded in December, who has quickly adapted and is providing valuable support for programming and staffing needs. • Swim Lesson Registration: Finalized and promoted lesson offerings, increasing capacity to accommodate 18% more swimmers (n=127). • Holiday Hoopla Participation: The pool participated in the community event by offering a free Open Swim to residents. • Holiday Programming: Operated on a modified schedule during the holiday season, providing additional Open Swim times to meet increased demand.
Operations	<p>PARKS & FACILITY OPERATIONS:</p> <ul style="list-style-type: none"> • Biomass Heating Loop: Chemical treatment was successfully performed on the Operations Centre's biomass heating system. • ICS Training: The Supervisor of Municipal Facilities and Assets completed another level of Incident Commander System (ICS) training. • Riverfront Bridge: Groundbreaking for the new Riverfront bridge took place, with completion expected by mid-February. • Byron Dobson Arena: Hosted two large hockey tournaments successfully and is preparing for a third event. • Path Maintenance: Staff continue to uphold high standards for maintaining outdoor walking paths. • Light Up Riverview: Supported the initiative by maintaining all associated trees. • Street Tree Planting: Coordinated and completed the fall planting of all 2024 street trees. • Accessibility Improvements: Actively seeking options for wheelchair-accessible viewing areas inside the Byron Dobson Arena.

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

UPCOMNG EVENTS/FESTIVALS:

- Riverview Winter Carnival: January 31 – February 9