

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



To: Colin Smith, CAO

Prepared by: David Shea

Date: March 19, 2025

Month & Year: March 2025

**Section 1: Operational Dashboard**

Metric	Current Period	Previous Period	Annual Result	Trend
<b>TOTAL # of children helped (P.R.O. Kids + Jumpstart:</b>  <b>Total placements from previous year:</b>	Winter 2025:84  Winter 2024: 72	Fall 2024:81  Fall 2023: 71	2025 total: 84 (80PRO, 40)	2024 Total: 261 2023 Total: 233 2022 Total: 267 2021 Total: 284
<b>60 + Adult Fitness, Wellness Classes and Mystery Tour</b>	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
<b>Adult Fitness, Wellness &amp; Outdoor Classes</b>	Winter 2025: 92 Winter 2024: 111	Fall 2024: 99Fall 2023: 97	2025 YTD: 92	Total 2024: 348 Total 2023: 244 Total 2022: 266 Total 2021: 254
<b>Children's Dance Programs</b>	Winter 2025: 36 Winter 2024: 25	Fall 2024: 38 Fall 2023: 38	2025 YTD: 36	Total 2024: 89 Total 2023: 145 Total 2022: 147 Total 2021: 102
<b>Aquatic Activities</b>	Swim Lessons: Winter 2025: 714	Swim Lessons:Winter 2024: 693	2025 YTD: 714	Total 2024: 2,982 Total 2023 2,592 Total 2022: 2,488 Total 2021: 2,069
<b>Skate Park Participants &amp; Revenue</b>	561 (205R, 356NR)	572 (221R, 351NR)	2025 YTD: 1,133	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
<b>A Safe and Inclusive Community</b>	<b>60+ PROGRAMS</b> <ul style="list-style-type: none"> <li>• Tech Thursday: A weekly program in partnership with the library. <ul style="list-style-type: none"> <li>○ Feb 20: 3 seniors, 3 volunteers</li> <li>○ Feb 27: 1 senior, 2 volunteers</li> <li>○ March 6: 1 senior, 2 volunteers</li> <li>○ March 13: 2 seniors, 3 volunteers</li> </ul> </li> <li>• Card Party &amp; Community Drop-In <ul style="list-style-type: none"> <li>○ Feb 15: 19 people</li> <li>○ Feb 27: 24 people</li> <li>○ March 13: 20 people</li> </ul> </li> <li>• Guided Walk-through Mill Creek <ul style="list-style-type: none"> <li>○ March 4: 6 enrolled, 5 attended</li> </ul> </li> </ul>
	<b>ALL AGES PROGRAMS</b> <ul style="list-style-type: none"> <li>• Recreation in Riverview (R in R): Designed for families and individuals of all ages looking for weekend activities. Two RHS students plan and execute weekly snowshoes (or walks if there is not enough snow) in Mill Creek Nature Park. <ul style="list-style-type: none"> <li>○ Feb 15: 1 participant</li> <li>○ Feb 22: 2 participants</li> <li>○ March 1: 4 participants</li> </ul> </li> <li>• Wednesday Walkers: Continues to welcome all ages for weekly inclusive walks inside the Riverview Mall throughout winter.</li> <li>• Community Drop-In: A volunteer-based program facilitated by a Riverview resident. <ul style="list-style-type: none"> <li>○ Mondays at the Parks and Recreation Office</li> <li>○ Thursdays at the Riverview Community Hall</li> <li>○ Weekly attendance varies from 2–8 people</li> </ul> </li> </ul>
	<b>PRO KIDS HIGHLIGHTS</b> <ul style="list-style-type: none"> <li>• Summer program applications open April 1 and close May 31.</li> </ul>
	<b>WINTER CARNIVAL</b> <ul style="list-style-type: none"> <li>• Record-breaking participation: <ul style="list-style-type: none"> <li>○ 7,250 total participants – highest in history</li> <li>○ 385 volunteers – highest in history</li> <li>○ 65 activities – highest in history</li> <li>○ 25 Warm Winter Specials – highest in history</li> </ul> </li> <li>• New and successful activities included: <ul style="list-style-type: none"> <li>○ National Hot Chocolate Day (250 people)</li> <li>○ Repair Café (35 people)</li> <li>○ 3 Bike Repair Workshops (24 people)</li> <li>○ Chocolate Bar Bingo (160 people)</li> <li>○ Ringette Try-It Workshop (22 people)</li> <li>○ Watercolour Workshops (27 people)</li> <li>○ Cross-Stitch Workshop (9 people)</li> <li>○ Community Discussion on Unhoused People (13 people)</li> </ul> </li> </ul>

- 2 TransAqua Tours (70 people)
- Film Screening: *A Fervent Pull* (325 people)
- 2 Glow-in-the-Dark Skates (330 people)
- Highland Dancing Championships (320 people)
- Needle Felting Workshop (11 people)
- E-Book Workshop (22 people)
- Fat Bike Race (85 people)
- 2 Sound Healing Workshops (65 people)
- Multicultural Market (85 people)
- Community feedback: 158 ballots submitted, all overwhelmingly positive.
- Albert County Food Bank donations:
  - \$3,000 in cash donations
  - Over 500 lbs of food collected
- Future planning:
  - 2026 festival dates set: January 30 – February 8
  - Mayor’s Luncheon held February 5, with strong staff and community support
  - Mosaic Workshop with Tim Isaac ran 4 fully booked sessions
- Summer students: All have signed letters of offer for the 2025 season.

#### **SKATEPARK & YOUTH CENTRE**

- Frozen Open (Feb 1):
  - Largest event turnout in Skatepark history
  - Strong interest from visiting families from PEI
- Music Room Project:
  - Progress on setup, regulations, and equipment purchase
  - Expected to launch during Youth Week in May
- Frozen Open Winners:
  - OG Category (35+): Ryan Wilkie
  - Beginner: 1st Kosei Toyoda-Neelin, 2nd Ian Tingley, 3rd Logan Parent
  - Intermediate: 1st Tyler Storrington, 2nd Cody Roussie, 3rd Sage Grady
  - Advanced: 1st Jonny Purcell, 2nd Dylan Noel, 3rd Maurice Savoie
- Maple Fest – Film Your Sweetest Line Contest (April 5-6):
  - \$500 budget secured for a grand prize skateboard
  - Social media-based competition with growing engagement

#### **RIVERVIEW YOUTH COLLECTIVE**

- Winter Carnival Volunteer Contributions:
  - Assisted at multiple events, including IGNITE, Mayor’s Luncheon, Frozen Open, and Glow Skates
  - Valuable support to festival staff

#### **YOUTH WEEK (May 1-7)**

- Key Events:
  - *Battle of the Brushes 2*: Youth art battle in partnership with local artist Ji
  - *Youth Concert*: Hosted in partnership with IDEA Centre and local schools
  - *Movie Night (May 6)*: Free event at Riverview Public Library
  - *Campfire Social & Disc Golf*: Partnering with Scouts/Guides and CDT Disc Golf

	<ul style="list-style-type: none"> <li>• Junior Leadership Pancake Breakfast (May 10): <ul style="list-style-type: none"> <li>◦ Fundraiser for the 2025 Junior Leadership program</li> <li>◦ Supported by the Lion's Centre</li> <li>◦ Includes 50/50 draw and business donations</li> </ul> </li> </ul>
<b>Building a Sustainable Community</b>	<p><b>SUSTAINABLE COMMUNITIES CONFERENCE (Federation of Canadian Municipalities)</b></p> <ul style="list-style-type: none"> <li>• The CEW – Sustainability attended this national conference in Fredericton (Feb 11–13).</li> <li>• Participated in green building tours, including: <ul style="list-style-type: none"> <li>◦ Grant Harvey Recreation Centre (geo-thermal heating system)</li> <li>◦ Fredericton Convention Centre (LEED Silver certified event space)</li> </ul> </li> <li>• Sessions included insights on: <ul style="list-style-type: none"> <li>◦ Halifax's HalifACT climate initiative</li> <li>◦ Strategies for nature-positive communities that enhance biodiversity</li> </ul> </li> </ul> <p><b>NET ZERO COMMUNITY ACCELERATOR PROGRAM</b></p> <ul style="list-style-type: none"> <li>• The CEW – Sustainability attended a workshop hosted by Quest in Fredericton (Feb 10).</li> <li>• Focus areas included: <ul style="list-style-type: none"> <li>◦ Implementation of Community Energy and Emissions Plans (CEEPs)</li> <li>◦ Funding opportunities for municipalities</li> <li>◦ Best practices in energy efficiency, clean energy, sustainable transportation</li> <li>◦ GHG inventories and emissions targets</li> </ul> </li> </ul> <p><b>CEEP COURSE FOR PLANNERS (York University)</b></p> <ul style="list-style-type: none"> <li>• The CEW – Sustainability completed an energy planning course through the Net Zero Community Accelerator Program (Dec–Feb).</li> <li>• Designed for community planners to build capacity in energy and climate planning.</li> <li>• Provided best practices and tools for municipal sustainability efforts.</li> </ul>
<b>Thriving Community</b>	<p><b>PROMOTION &amp; AWARENESS FOR LOCAL BUSINESSES</b></p> <ul style="list-style-type: none"> <li>• Social Media Contest (National Love Your Pet Day – Feb 20) <ul style="list-style-type: none"> <li>◦ Facebook giveaway encouraged residents to share pet photos and tag their favorite local pet supply or grooming business.</li> <li>◦ Over 9,000 views and 200 contest entries.</li> <li>◦ Prizes purchased from local pet stores and groomers.</li> </ul> </li> <li>• Advertising <ul style="list-style-type: none"> <li>◦ Eagles Pools &amp; Spa Ltd. will sponsor open swims every Friday at the Lion Ken Gabby Community Pool from July 4 – August 29.</li> </ul> </li> </ul> <p><b>COMMUNICATION WITH LOCAL BUSINESSES</b></p> <ul style="list-style-type: none"> <li>• The CEW – Business met with 48 local businesses in February. <ul style="list-style-type: none"> <li>◦ 14 businesses shared updates on upcoming developments and challenges.</li> <li>◦ Discussions with one business considering moving into Riverview.</li> </ul> </li> </ul> <p><b>ENGAGEMENT OPPORTUNITIES THROUGH PROGRAMS &amp; EVENTS</b></p> <ul style="list-style-type: none"> <li>• Riverview MapleFest (April 4–6, 2025) <ul style="list-style-type: none"> <li>◦ Returning sponsors: Briggs Maples &amp; NB Maple Syrup Association.</li> <li>◦ Business participation: 32 local businesses offering maple-themed experiences or hosting events (up from 29 last year).</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Social media influencer collaboration: Paid partnership with Hub City Foodie to create content for six Riverview restaurants.</li> </ul>
<b>Active and Engaged</b>	<b>AQUATICS</b> <ul style="list-style-type: none"> <li>• Winter 2025 Session: Midway through with 714 swimmers enrolled.</li> <li>• Spring Registration: Opens March 27, 2025, with promotions via the Spring Mailer and social media.</li> <li>• MapleFest Free Swim: Open Swim on Saturday, April 5, as part of festival programming.</li> </ul>
<b>Operations</b>	<b>PARKS AND FACILITY OPERATIONS</b> <ul style="list-style-type: none"> <li>• Snow removal: Continued clearing of walking trails and site parking lots, alongside Winter Carnival event setup.</li> <li>• Hosted two large Riverview Minor Hockey tournaments in February.</li> <li>• Outdoor skating oval: Maintained and regularly flooded throughout February.</li> <li>• Capital budget: All new vehicles ordered and awaiting delivery.</li> <li>• Access11 Cases: 31 cases created.</li> <li>• Facilities Manager attended a Quest Canada workshop on implementing the Town's Community Energy &amp; Emissions Plan (CEEP).</li> <li>• Petroleum Site License for the Operations Centre renewed.</li> <li>• Comprehensive training program launched for the UIII team to comply with new provincial Legionella outbreak prevention testing regulations.</li> </ul>

#### UPCOMING PROGRAMS

- **Recreation in Riverview (R in R):** Extended through **April**.
- **MapleFest:** April 4–6.