

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



To: Colin Smith, CAO

Prepared by: David Shea

Date: April 21, 2026

Month & Year: April 2026

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:	Spring 2026: 40 Spring 2025: 39	Winter 2026: 98 Winter 2025: 83	2026 total: 138	2025 Total: 340 2024 Total: 261 2023 Total: 233
60 + Adult Fitness, Wellness Classes and Mystery Tour	Spring 2026: 159 Spring 2025: 184	Winter 2026: 229 Winter 2025: 209	2026 YTD: 388	Total 2025: 489 Total 2024: 621 Total 2023: 436
Adult Fitness, Wellness & Outdoor Classes	Spring 2026: 122 Spring 2025: 78	Winter 2026: 48 Winter 2025: 92	2026 YTD: 170	Total 2025: 203 Total 2024: 348 Total 2023: 244
Children's Dance Programs	Spring 2026: 31 Spring 2025: 34	Winter 2026: 30 Winter 2025: 35	2026 YTD: 61	Total 2025: 74 Total 2024: 89 Total 2023: 145
Aquatic Activities	Spring 2026: 854	Spring 2025: 782 Spring 2024: 710	2026 YTD: 1,666	Total 2025: 3,466 Total 2024: 2,982 Total 2023: 2,592
Skate Park Participants & Revenue	March: 772 (307R, 465NR)	February: 660 (286R, 374NR)	2026 YTD: 2,254	2025 Total: 5,005 2024 Total: 3,480 2023: Total 3,729

Section 2: Status of Department’s Operational Priorities for 2026

Priority	Status
<p>A Safe and Inclusive Community</p>	<p>60+ PROGRAMS</p> <ul style="list-style-type: none"> • Card Party & Community Drop-In: March 26: 16 participants; April 9: 24 participants. <p>PRO KIDS HIGHLIGHTS</p> <ul style="list-style-type: none"> • Donations: Received a \$1,000 donation from Riverview East Karate on March 23. • Program Applications: Summer placements are underway; applications remain open until May 31. <p>ALL AGES PROGRAMS</p> <ul style="list-style-type: none"> • Wednesday Walkers: Weekly walking group with approximately 190 subscribers; currently operating indoors at the Riverview Community Hall. • Recreation in Riverview (R in R): Weekend programming resumed with RHS student staff (March 14: 6 participants; March 21: 2 participants) and will return in the fall. • Fitness Studio: Spring program registration was held on March 19. Staff also supported setup for the Children’s Dance Recital on March 27. <p>MAPLEFEST HIGHLIGHTS</p> <ul style="list-style-type: none"> • Riverview Rewind: Historical presentation delivered March 27 at the Coverdale Centre with 180 attendees, in partnership with local organizations, highlighting the evolution of East Riverview. • Rise and Maple: Over 300 attendees participated in this outdoor event at Mill Creek Nature Park featuring maple-themed refreshments, a community fire, and live music. <p>SUNFEST & CANADA DAY</p> <ul style="list-style-type: none"> • Event Planning: Final submissions for events and business specials are under review; new additions include a Dream Catcher Workshop, Brazilian dancers, and Plant BINGO. <p>CONCERTS</p> <ul style="list-style-type: none"> • Art in the Park: Planning continues for “Art in the Park on the Move,” including two concerts at Holy Whale. Returning acts such as the Circus performance and Signal Hill are confirmed for Caseley Park; bandstand reconstruction is underway. <p>YOUTH COLLECTIVE COMMITTEE</p> <ul style="list-style-type: none"> • The Youth Collective met twice in March, including a session with Mayor Andrew LeBlanc on March 10 at RHS to discuss youth perspectives. Feedback highlighted strong satisfaction with programming and parks, along with identified gaps in youth employment and age-appropriate recreation spaces; overall sentiment toward Riverview was positive. • MapleFest Sugar Shack Laser Tag: Expanded to include family (100 participants), youth (32 participants), and adult (20 participants) sessions, with Youth Collective members supporting delivery. <p>SKATEPARK AND YOUTH CENTRE</p> <ul style="list-style-type: none"> • General: Strong March Break usage included visitors from across Atlantic Canada. MapleFest “Film Your Sweetest Line” contest saw strong participation, and the Youth Centre continues to be well used by local and newcomer youth. Planning is underway for Youth Week. Canteen sales increased with the introduction of card payment. • Community Support & Recognition: Local athlete Owen Tingley secured sponsorship support from Kwong’s Restaurant following his Miami competition performance, including promotional engagement and in-kind support to the facility.

	<ul style="list-style-type: none"> • Alumni Engagement: Former participant Chris Kately visited the facility, reflecting positively on the impact of the program and its role in youth development. <p>SOUND LAB</p> <ul style="list-style-type: none"> • A music recording session was held with strong participation; additional equipment has been ordered to expand capacity. <p>PARKS AND RECREATION YOUTH DROP-IN</p> <ul style="list-style-type: none"> • Program Schedule: Wednesdays and Fridays from 6:30 to 9:30 p.m.; eight sessions attracted over 120 youth. Laser tag drew over 60 participants, alongside activities including tie-dye, slime night, trivia, scavenger hunts, badminton, movies, and board games. <p>AQUATICS</p> <ul style="list-style-type: none"> • Program Participation: Swim lesson demand remains strong, with 1,666 registrations year-to-date (Winter: 812; Spring: 854). Spring registration launched March 19, with the April 25 session reflecting a 9.2% increase over 2025 and a 127% increase since 2021.
<p>Building a Sustainable Community</p>	<p>SUSTAINABILITY</p> <ul style="list-style-type: none"> • Seedy Saturday: Held March 28 during MapleFest at the Coverdale Centre, this first-time event featured 14 vendors, two guest speakers, and welcomed over 300 attendees to participate in a community seed swap and gardening event. • Sustainability Workshops: A Food Security Workshop was held March 18 at Riverview High School with 12 participants learning pressure canning basics; the March Canning Club session was held March 25 at the Coverdale Centre with 7 participants. • Seed Library: Usage continues to grow, with 66 residents visiting the Seed Library throughout March. • Community Outreach: Staff supported a Beginner Vegetable Gardening workshop at the Riverview Lions Club on March 15, with 30 attendees. • Summer Student: The Youth and Community Team Lead student position is scheduled to begin April 20. <p>NATURALIZATION STRATEGY UPDATE</p> <ul style="list-style-type: none"> • Program Overview: <ul style="list-style-type: none"> ○ As introduced to Council in 2024, the naturalization strategy focuses on selectively transitioning underutilized or difficult-to-maintain greenspaces to natural areas. Sites are chosen based on ecological value, maintenance challenges, and opportunities to connect existing natural corridors. Implementation follows a phased approach: Year 1 site preparation and reduced mowing, Years 1–2 monitoring and invasive management, Years 2–3 targeted planting, and ongoing monitoring with annual fall trimming to support natural regeneration. This approach supports biodiversity while allowing staff effort to be redirected to higher-value maintained spaces. • 2025 Implementation: <ul style="list-style-type: none"> ○ Naturalization was advanced across approximately 30,500 sq. m (equivalent to roughly 2.7 football fields), including Caseley Park (16,400 sq. m), boulevard areas (8,100 sq. m), and sections of the Riverfront Trail (6,000 sq. m). These areas support pollinators, improve habitat connectivity, reduce heat island impacts, and contribute to stormwater management. While precise labour savings are difficult to quantify due to dry seasonal conditions, reduced mowing and maintenance allowed for meaningful redirection of staff time to priority operational areas.

	<ul style="list-style-type: none"> • 2026 Planned Expansion: <ul style="list-style-type: none"> ○ An additional 16,000 sq. m of naturalization is planned (approximately 1.4 football fields), including areas near Gunningsville and Brenda Robertson bridges, Hawkes Street trail edges, Biggs Drive Activity Site, Beacon Hill/Hillsborough greenspace, Whitepine ball field extremities, Hawthorne Park, and the Coverdale Centre. This phase is expected to redirect over 800 hours of annual labour, supporting a more sustainable operating model as the community continues to grow.
<p>Building an Active & Engaged Community</p>	<p>COMMUNITY EVENTS</p> <ul style="list-style-type: none"> • Riverview MapleFest (March 27–29, 2026): Delivered 36 events and 26 participating businesses offering maple-themed experiences. The festival saw record attendance, with strong feedback from organizers and businesses. Partnerships expanded to include 11 new organizations, increasing the diversity of programming. <p>TRAILS</p> <ul style="list-style-type: none"> • Nordic Pulse Implementation: A new GPS-based trail grooming system has been acquired to provide real-time trail conditions through a mobile app. The system will improve user experience and operational efficiency, with implementation planned for fat biking and snowshoeing trails for the 2026–2027 season.
<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"> ○ International Women’s Day: A March 6 social media feature highlighted 15 women-led local businesses, generating over 13K views and increasing visibility for participating entrepreneurs. ○ Business Milestone: Davidson Physiotherapy celebrated 25 years in Riverview; the Town’s promotional post generated over 25K views and 2K engagements. • Communication with Local Businesses: <ul style="list-style-type: none"> ○ Business Connections: The Community Engagement Worker - Business met with 15 local businesses throughout March. ○ Entrepreneurial Innovation Summit: Attended the Women in Business NB summit (March 12–14) at the Delta Beauséjour, hosting a Town booth, connecting with Riverview businesses, and engaging with organizations including Opportunities NB, Southeast Regional Service Commission, and Startup Canada. • Engagement Through Programs and Events: <ul style="list-style-type: none"> ○ Riverview MapleFest (March 27–29, 2026): A paid partnership with Hub City Foodie generated approximately 260K additional views, with participating businesses reporting increased traffic and sales. Town social media posts exceeded 100K views, and the MapleFest contest generated over 700 entries, significantly higher than the previous year. Increased digital promotion also contributed to greater exposure and use of the Driftscape app to support local business engagement.
<p>Facilities and Operations</p>	<p>CENTURION TANK MEMORIAL</p> <ul style="list-style-type: none"> • Staff have submitted a funding application to support restoration of the outdoor tank memorial, which is currently in deteriorated condition with paint failure, minor structural issues and safety concerns. It was donated in 1991 and was intended to be maintained by the Veteran’s Association.

	<ul style="list-style-type: none"> The proposed work includes sandblasting, welding repairs, repainting, a new plaque, and consideration of lighting and modest fencing to improve safety and deter vandalism. Work is expected to begin in August. Staff will oversee delivery and provide updates as the project progresses. <p>PARKS OPERATIONS</p> <ul style="list-style-type: none"> Operations & Events: March was a busy month, with staff supporting multiple arena events including a ringette tournament, figure skating ice show, U7 Jamboree, U13 Provincials, and additional March Break skates. Staff maintained high standards of facility maintenance and cleanliness. Outdoor Operations: The team continued trail clearing and maintenance, along with parking lot plowing and salting, ensuring safe access across facilities and trail systems. Highlights: Procurement of a new programming van for 2026; approximately 4 cords of firewood prepared for Mill Creek Nature Park; fleet transition to summer attachments over 50% complete; all winter tires changed to summer tires; spring cleanup of parks and playgrounds underway; support for MapleFest operations; support across major events; annual fire inspections completed at all Town facilities; NB Power incentive of \$108,269.50 received for Gunningsville Blvd LED project; 31 files opened and 44 closed in AccessE11; quarterly preventive maintenance completed on all HVAC systems.
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UPCOMING EVENTS/FESTIVALS:

- Programs:** Card Party & Community Drop-In (April 23, final session until fall); Parks for All Volunteer Training (May 25 & 28) with registration opening June 4; Wednesday Walkers continues weekly indoors, transitioning outdoors May 6.
- Events:** National Day of Awareness for Missing and Murdered Indigenous Women, Girls, and 2SLGBTQI+ People (May 5); RCMP Older Adult Fraud Presentation during Police Week (May 12); Town-Wide Yard Sale (registration opens June 1, event June 27).

Report Approval Details

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This report and all of its attachments were approved and signed as outlined below:

Colin Smith - Apr 22, 2026 - 9:10 AM

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