



# RIVERVIEW RECREATION COMPLEX

## Business Plan



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## INTRODUCTION

The **Riverview Recreation Complex** (“RRC”) and its unique mix of facilities, is the result of a thorough consultation process with the residents and sports community of Riverview. Starting in 2012, Riverview Town Council saw the need to replace the aging Pat Crossman Memorial Aquatic Centre. Town Council was also aware that an increasing population and an active sports community required new, flexible and sustainable year-round sports infrastructure.

The Council immediately asked Town staff to launch a sports infrastructure consultation processes to plan a sustainable, accessible, all-weather recreation facility.

The facility design process has benefited from multiple consultations with Riverview residents, to determine the best mix of facilities to include in the complex and the best location for the RRC.

This business plan reviews the decisions that informed the facility components, the design considerations, and the programming elements. It lays out the marketing, financial and operating strategies that will make the RRC a successful and popular choice for recreation in a fast-growing community.

The Economic Impact Study<sup>1</sup> shows that the RRC is expected to generate approximately \$5.5 million per year in economic impacts, in addition to the Construction impacts and expected Property Tax impacts outlined in the study. The chosen configuration will allow residents and visitors to practice many sports and activities with the resultant physical and mental health benefits, with the expected monetary benefits adding to the projects advantages.



1. Riverview Recreation Complex Economic Impact Study, Sierra Planning and Management, July 2020.

## STUDY LIMITATIONS

BNP Philanthropic Performance did not undertake primary research, but rather relied on secondary information sources including previous reports and studies, data assembled by Town staff, input provided by local groups, Statistics Canada data, and other associated materials. While BNP Philanthropic Performance has attempted to verify all data used in the business plan analysis, we make no representation as to the accuracy or completeness of the information received.

*The contents of this report reflect the consultant's best judgment and knowledge of the project and is based on available information and circumstances at the time of our analysis and this report's preparation. Any third party use of this report or reliance on the report's contents for decision making is the responsibility of such third parties. BNP Philanthropic Performance accepts no responsibility for damages, if any, suffered by a third party as a result of decisions made or actions taken based on the contents of this report.*

## 1. EXECUTIVE SUMMARY

### Riverview Recreation Complex — Year-round, accessible and sustainable

Many health studies have pointed out that we are sitting too much, threatening our physical and mental health. From immersive video games to scrolling social media feeds, computers in the workplace and multiple new entertainment subscription services, Canadians have many reasons to be sedentary and few incentives to exercise. This sedentary behaviour is costly for everyone, with the national cost estimated at \$6.8 billion every year. With an indoor pool complex coming to the end of its usable life, and an increase in the popularity of field sports and indoor recreation, Riverview is determined to build a modern sports and recreation complex to support its increasing population.

The Canadian Society for Exercise Physiology (2011), guidelines state that children (5-11 years) and youth (12-17 years) require at least 60 minutes of moderate-to vigorous-intensity physical activity per day while adults (18-64 years) and older adults (65 years and older) must get at least 150 minutes of moderate- to vigorous-intensity physical activity per week.<sup>2</sup> But other studies tell us that nearly half of Canadian adults are not physically active enough to benefit their health and wellbeing<sup>3</sup>.

The COVID-19 global pandemic has disproportionately affected people with underlying health conditions<sup>4</sup>, demonstrating the need for governments to provide health and wellness solutions that will alleviate some of these health conditions, hopefully reducing the need for hospitalizations and ICU treatments.

#### 1.1 A LOCAL RECREATION SOLUTION, A REGIONAL COMPLEX

Sports and physical activity can help curb the prevalence of many health conditions. Numerous studies have shown, physical activity is key to a healthy lifestyle. From the very young to the very old, there are physical and mental health benefits to keeping active.

The Town of Riverview is eager to offer the residents of Riverview and neighbouring communities, access to a unique mix of excellent recreational facilities that encourage them to make healthy, active lifestyle choices and lead to better physical and mental health outcomes.

The Riverview Recreation Complex (RRC), planned to be completed in 2023, will be a year-round, fully accessible and sustainable space. It will promote active living for all ages and all abilities – from those new to recreation or fitness, to those training competitively.



2. Canadian Physical Activity Guidelines, CSEP/SCPE, [www.csep.ca/guidelines](http://www.csep.ca/guidelines)

3. Active Canada 20/20: A Physical Activity Strategy And Change Agenda For Canada

4. Mayo Clinic, COVID-19: Who's at higher risk of serious symptoms?, Mayo Clinic Staff, <https://www.mayoclinic.org/diseases-conditions/coronavirus/in-depth/coronavirus-who-is-at-risk/art-20483301?p=1>

## 1.2 A UNIQUE BLEND OF FACILITIES IN ONE COMPLEX

- This 6,500+ square meter (70,000+ square feet) facility will feature the following amenities:
- 25 meter, 8-lane pool with adjacent leisure pool
- 1,500 square meter (16,500 square foot) Field house (multi-use with options for multiple flooring conditions such as hard court and artificial turf)
- Indoor raised walking track above the field house
- Multi-Purpose Community Spaces
- Lobby and reception area, change rooms, public washrooms, vestibule
- Personnel offices, lifeguard stations, first-aid office, storage, mechanical, electrical, and custodial

## 1.3 A LOCATION TO SUPPORT INDOOR ACTIVITIES AND OUTDOOR ADVENTURES

The facility will provide a unique venue for users seeking recreation opportunities, local competitive sports teams and high-performance sporting organizations wishing to host tournaments. Strategically located on the new Bridgedale Boulevard, adjacent to Gunningsville Boulevard, the facility will open new lands in Riverview for development and make existing development lands more attractive. The location also offers convenient access for residents from Greater Moncton or Albert County.

Locating the facility next to the 133-hectare (328 acre) Mill Creek Nature Park increases programming flexibility by expanding the recreational offerings to the outdoors, allowing residents and visitors to connect the surrounding nature into their fitness regimen.

## 1.4 DESIGNED FOR ACCESSIBILITY

The building is being designed through an Access and Inclusion Process to offer easy access for the wide variety of residents and guests who will use the facility. The mix of features found in the complex will accommodate young and old, beginner and elite athletes, and people of all abilities.

## 1.5 PLANNED FOR SUSTAINABILITY

The building will incorporate technologies to reduce the energy footprint of the Complex, making it more economically viable. The Town has asked the architects and engineers to integrate features that will reduce the transmissibility of highly contagious diseases like COVID-19. The final design will draw on local materials and architectural forms that complement the scale and environment of the region and culture while addressing modern expectations, sustainability and efficiency.

## 1.6 PROGRAMMED FOR AVAILABILITY

The Town of Riverview will operate the facility using experienced staff from the Pat Crossman Memorial Aquatic Centre and new staff as needed. The staff will integrate the RRC into the Town's extensive activity, sports and leisure programming. The RRC will employ 21 full-time equivalent staff and operate 7 days per week for a total of 99 hours per week.

## 1.7 FINANCIALLY PRUDENT AND IMPACTFUL

Construction funding will combine municipal, provincial and federal contributions with private sector and local donations. The Town has launched a \$2 million fundraising campaign to secure donations from the business sector, philanthropic groups, and individuals to support this outstanding recreation Complex's creation. The Town has set aside funds in reserve for the construction of the facility, reducing the burden that borrowing costs would represent.

The Town of Riverview Recreation Department projects a relatively modest 33% (see p. 40, Financial Projections) increase in operating costs to operate this extensive facility when compared to running the Pat Crossman Memorial Aquatic Centre. The projections also predict improved cost recovery from operations, thanks to the increased opportunities to rent the multi-use spaces in the RRC for a variety of tournaments, meets and events. According to the Economic Impact Assessment<sup>5</sup>, the RRC is expected to generate \$5.5 million from “spending related to patronage” every year.

## 1.8 CONCLUSION

Thanks to its careful stewardship of municipal facilities, the Town of Riverview has been able to plan the replacement of the obsolescent Pat Crossman Memorial Aquatic Centre and add much needed new facilities in a very desirable location. This ten-year planning and construction process has allowed the Town time to consult the population, take a careful inventory of available facilities in Greater Moncton and set aside funding reserves to construct the new Riverview Recreation Center.

The Town has carefully studied other recreation facilities built in New Brunswick and adopted the now familiar Provincial construction funding model of tri-partite government funding, combined with a substantial private fundraising campaign. Facility planning will incorporate the best long-term sustainability features, lowering energy use, designing for accessibility and even preparing for future pandemics. The mix of facilities contained in the Complex will improve revenue recovery from operations, reducing the net increase in operating costs to a 33 percent increase for a facility that is four times bigger than the facility it replaces. According to the Economic Impact Assessment, this \$270,000 increase in yearly operating costs will result in a calculated \$5.5 million lift to the economy of Greater Moncton every year.

The Riverview Recreation Complex will prove to be a critical addition to encourage participation in a year-round active lifestyle for residents of Riverview. It is designed to be a significant draw for sports tournaments and meets, and a welcome stopping point for visitors to Greater Moncton or Albert County. Building the RRC soon will also provide much-needed infrastructure investment to help re-launch the post-COVID-19 economy in Riverview.



5. Riverview Recreation Complex Economic Impact Assessment, July 2020, Sierra Planning and Management

## 2. RRC PLANNING OVERVIEW

The Riverview Recreation Complex (“RRC”) is the result of a consultation process begun in 2012 when Council directed what was then called the Wellness Centre Committee to consider options for a new indoor facility. The Council wanted options on how to replace the aging Pat Crossman Memorial Aquatic Centre and provide new, flexible and sustainable year-round sports facilities for an increasing population and an active sports community.

### 2.1 CITIZEN CONSULTATION

- **Citizen Consultation Process:** The committee conducted extensive community consultations in 2013, including public workshops in four wards, stakeholder interviews, youth workshops, user group feedback, online surveys and a public open house. A final report was prepared and presented to Town Council.
- **Riverview Recreation Complex Committee:** In 2014, the Riverview Recreation Complex Committee commissioned the completion of a Feasibility Study for a new Wellness Complex, later re-named the Riverview Recreation Complex to emphasize its sports and activity vocation. The report, produced by a professional consulting firm, was presented to Town Council. The topics covered included future opportunities and potential value to the Town of Riverview in pursuing a new Recreation Complex, possible partnerships, potential business models inclusive of capital and operational costs for the proposed Complex, and the possible fundraising potential.
- **Pre-campaign study:** In 2016 and 2017, the Riverview Recreation Complex Committee engaged a fundraising consultant to complete a pre-campaign survey. This survey investigated the potential for raising more than \$2 million in funding toward a potential \$20 million Recreation Complex. The pre-campaign study concluded that there was the potential to successfully raise these funds for this project.
- **Facility Planning Launch:** Council dedicated funds in the 2018 and 2019 budgets to complete the facility design and planning process (functional and technical program) and support a \$2 million fundraising initiative, which would represent 10% of the anticipated total cost of the Complex. While these timing decisions were the result of pre-COVID planning, this background work has continued without delay throughout the COVID shutdown period. Facility construction is planned to begin in 2022, with completion scheduled for 2023.
- **Riverview Recreation Complex Steering Committee:** The citizens of Riverview continue to provide support, input and assistance to the fundraising and facility planning process. The Riverview Recreation Complex Steering Committee members (see Annex 1) first met in December of 2018 and have agreed to continue meeting until the completion of the Riverview Recreation Complex, planned for 2023. After helping prepare the Capital Campaign, and recruiting a Campaign Cabinet in August 2019, the Steering Committee is now assisting the Town with project oversight during the planning and construction phase.

Lawrence Forbes was appointed chair of the steering committee at this first meeting. Lawrence is a long-time resident and volunteer in Greater Moncton, who has chaired fundraising campaigns for the United Way of Greater Moncton and Southeastern New Brunswick. The Steering Committee is a volunteer group composed of seven business and community members.

- **Fundraising Campaign Cabinet:** The Campaign Cabinet was recruited in August of 2019 and consists of eleven prominent citizens and businesspeople from Riverview and Greater Moncton. The Cabinet Chair is David Ford, a pharmacist and co-founder of BioScript Solutions, a national patient care company. The Cabinet is responsible for soliciting donations for the RRC from corporations and private citizens.

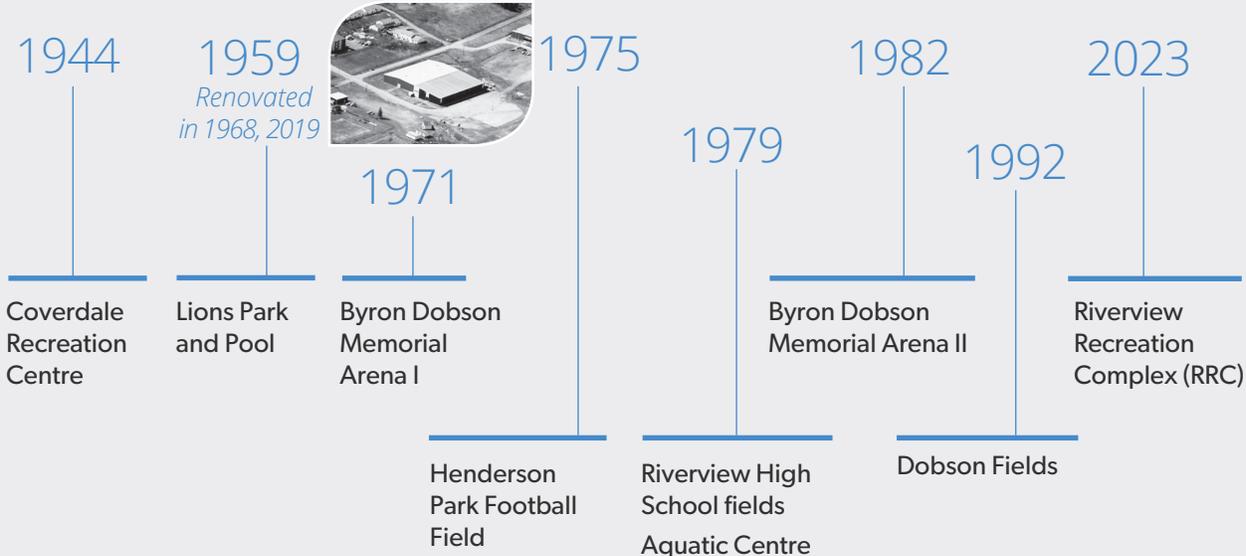
The Campaign Cabinet started soliciting donors in January 2020 and met with significant success initially. They suspended their activities beginning in late February due to the outbreak of the COVID-19 coronavirus. Their solicitation activities resumed in July 2020, intending to complete the Silent Phase of the fundraising campaign in October 2020.

## 2.2 EXISTING MUNICIPAL RECREATION FACILITIES

Riverview residents use many aging but well-maintained recreational facilities. As the following chart shows, the RRC will be the first major indoor sports facility built in the Town of Riverview in over forty years, after the Byron Dobson Memorial Arena. The attached chart provides a short summary of the various facilities, while the following listing adds more information:

FIGURE 2.1

### Community facilities year of construction



### 2.2.1 INDOOR FACILITIES

- The Pat Crossman Memorial Aquatic Centre attached to Riverview High School was constructed in 1979 and is coming to the end of its usable life. The Town of Riverview plans to close this facility once the new pool is in operation.
- The Byron Dobson Memorial Arena was built in 1971 and updated in 1982. This two-pad arena underwent renovations in 2018-19 to update and improve access to common areas.
- The Coverdale Recreation Centre dates from 1944 and serves various community needs with a 6,000 sq ft main hall, a class 5 kitchen and a kitchen incubator program for entrepreneurs.
- The Riverview Indoor Skatepark and Youth Centre features a full indoor skate park and a multipurpose youth centre.
- The Riverview Community Hall, is a multipurpose room for community gatherings located on Lakeside Drive.



### 2.2.2 OUTDOOR FACILITIES

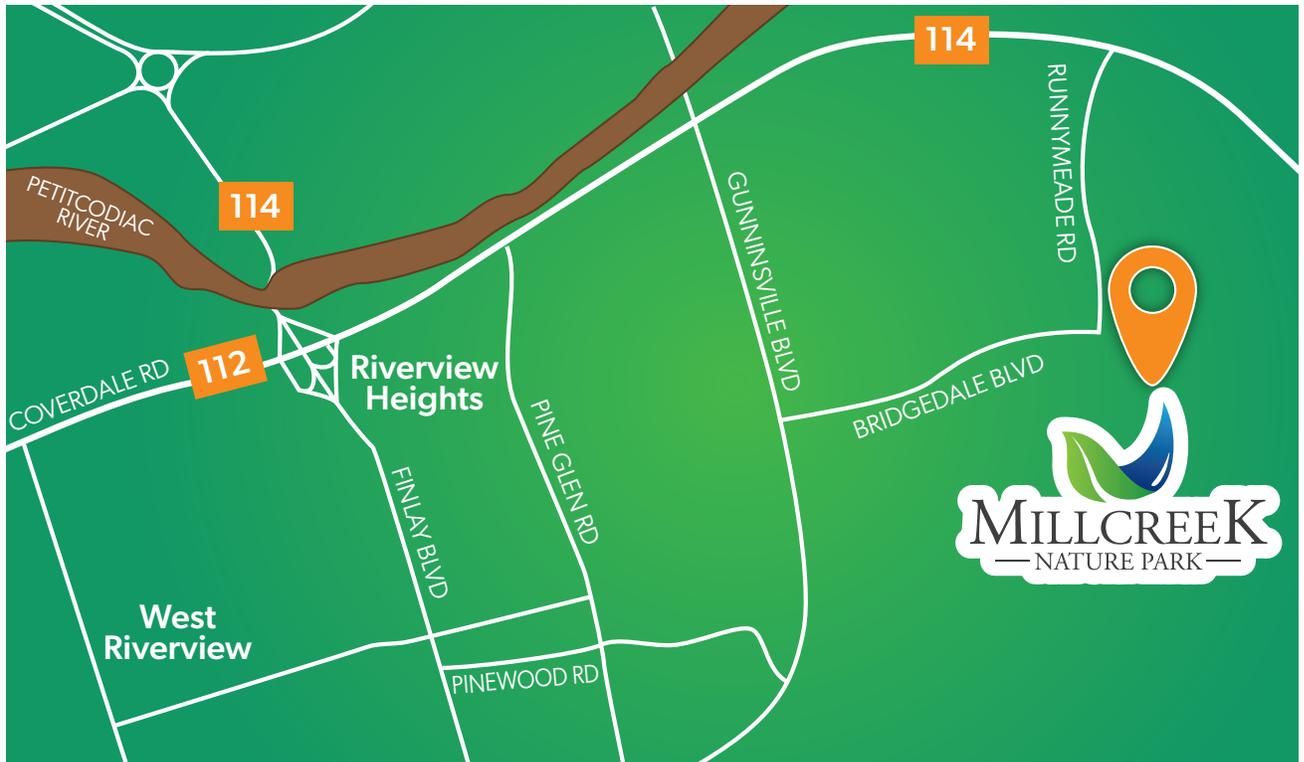
- The Dobson Fields outdoor multi-sport complex was completed in 1992 and plays a vital role in many summertime activities.
- The Lion Ken Gabbey Community Pool is a supervised outdoor pool with changing rooms and washrooms. The pool is open from late June until late August. Located next to the playground at the Bob Donahoe Memorial Field, it provides families with multiple active choices.
- The Riverview Tennis Club offers 6 clay courts.
- Manchester Lawn Bowling is situated next to the Parks and Recreation department
- The Winter Wonderland park is the location of a sliding hill, outdoor rink and pathway leading to the Dobson Trail.
- The Riverfront Trail follows the Petitcodiac River and is part of the 18 km of walking trails in Riverview.
- 18 neighbourhood parks
- The community garden at Coverdale Centre
- Coverdale Centre Splash Pad
- Mill Creek Nature Park is a 133-hectare municipal park with a year-round network of nature trails.
- Isaac's Run Dog Park
- 3 multi-use recreation/sports courts
- 1 two-court tennis court
- 5 soccer fields
- 7 baseball fields
- 1 adult gym equipment at Riverfront Park

## 2.3 LAND PLANNING CONSIDERATIONS

The RRC will be situated adjacent to Gunningsville Blvd., on the future Bridgedale Blvd. Bridgedale Blvd will open new lands in Riverview to development and make existing development lands more attractive. It will also offer more convenient access to the RRC for residents of Albert County.

Locating the RRC next to the 133-hectare Mill Creek Nature Park will expand the services offered in the new building and ease access to this municipal park. Residents and visitors can explore the park's many unique habitats thanks to the existing system of trails and recreation areas. The building site plan will ensure the windows in the RRC overlook the Nature Park.

FIGURE 2.2



### 2.3.1 INTEGRATION WITH EXISTING ACTIVITIES AND PROGRAMS

Town of Riverview staff will operate this facility and will integrate the facility into its extensive recreation, sports and leisure programming.

### 2.3.2 INTEGRATION WITH FEDERAL AND PROVINCIAL RECREATION STRATEGIES

The facility design and programming integrate into the Interprovincial Sport and Recreation Council and Canadian Parks and Recreation Association's Pathways to Wellbeing. We discuss this integration in later sections.

## 2.4 FACTS ABOUT RIVERVIEW

### 2.4.1 DEMOGRAPHICS AND GROWTH

Located in Albert County, on the south side of the Petitcodiac River, Riverview is the fifth largest municipality in New Brunswick and one of three municipalities making up the Greater Moncton area, the largest Census Metropolitan Area in the Province.

Based on the latest available figures, the 2016 census, Riverview, NB has a population of 19,670 people. Overall, the population of Riverview, NB is growing at a rate of 1.04% per year over the past 15 years from 2001 to 2016. With a land area of 35.45 square kilometres, population density is 554.8 inhabitants per square kilometre, versus a provincial average density of 10.5 per square kilometre.

The age distribution of the Riverview population generally skews younger than the provincial average, with a higher than average population of 0-14-year-old children. There is a slightly higher than average 85 plus population, because of the number of retirement facilities for seniors such as Parkland Retirement Living, Lakeview Tower and McNair Manor and Grass Special Care Homes. These senior residences offer a range of services, starting from active living to nursing care.

### 2.4.2 AGE CHARACTERISTICS IN RIVERVIEW

FIGURE 2.3

Population age characteristics	Riverview		NB	
	Total population (2016)	% of pop	Total population (2016)	% of pop
0 to 14 years	3 140	15,96 %	110 495	14,79 %
15 to 64 years	12 675	64,44 %	487 820	65,29 %
65 years and over	3 855	19,60 %	148 785	19,91 %
85 years and over	505	2,57 %	17 620	2,36 %

Statistics Canada Census Profile Riverview and New Brunswick

In 2015, the \$35 680 median total income in Riverview surpassed the \$30,961 median provincial income by 15.2%<sup>6</sup>. This number counts all income recipients over 15 years of age.

### 2.4.3 BUSINESS AND INVESTMENT

Riverview has seen significant commercial growth since the completion of the new Gunningsville bridge in 2005. Thanks to this new high capacity bridge, Riverview created Gunningsville Boulevard, providing a faster link to the commercial development in the southern Pine Glen Road and Findlay Boulevard area while providing development opportunities along Gunningsville Blvd.

### 2.4.4 ROADS AND GEOGRAPHY (See map, Appendix 4)

Located on the south side of the Petitcodiac River, Riverview is accessible from Greater Moncton by the 4-lane Gunningsville bridge, completed in 2005. This new bridge is the fifth to have carried that name and replaced a narrow fourth bridge erected in 1917 and designed to serve horses and buggies. Some 42,000 vehicles<sup>7</sup> use this point of access every day.

The second point of access from the north of the Petitcodiac River is the two-lane Petitcodiac causeway crossing. After many studies, the Province agreed to demolish the causeway and replace it with a new bridge under construction. The causeway will be closed to traffic in 2021 to complete the bridge. Approximately 27,000 vehicles<sup>8</sup> use this access point every day.

6. Statistics Canada, Census Profile, 2016 Census, Riverview, Town, NB and New Brunswick.

7. Province delays Petitcodiac River Bridge because of 'financial pressures', CBC News, May 10, 2019.

8. Province delays Petitcodiac River Bridge because of 'financial pressures', CBC News, May 10, 2019.

The rural areas of Albert County lie directly south of Riverview. Residents of Albert County use Route 114 to access Riverview and Greater Moncton as points of service and recreation. Many provincially significant tourism destinations are located in the County; the iconic Hopewell Rocks, Cape Enrage, Fundy National Park and the new Fundy Footpath.

Bridgedale Boulevard will not only provide access to the RRC and Mill Creek Nature Park, but it is also an essential part of the Mill Creek Master Plan. The Master Plan aims to develop residential and commercial buildings along Gunningsville Blvd, at the intersection of Bridgedale Blvd.

#### 2.4.5 MUNICIPAL SERVICES AND SUPPORT

Residents of Riverview enjoy all the services expected in a mid-sized metropolitan area:

- Sewer and water services
- Solid waste collection
- Public transit
- Professional fire and rescue
- Policing services
- Library services
- Parks, recreation and community events

## 2.5 FACTS ABOUT THE GREATER MONCTON AREA

The Greater Moncton census metropolitan area is made up of the cities of Moncton, Dieppe, the Town of Riverview and several outlying communities. These communities make up the most populous census metropolitan area (CMA) in the Province of New Brunswick, with a combined population of 152,000 people<sup>9</sup>.

Greater Moncton is the largest urban centre in New Brunswick and, over the past five years, has been the fastest-growing metropolitan area east of Ontario.

From 2006 to 2011, the Greater Moncton CMA registered the highest growth of any CMA east of the Province of Saskatchewan<sup>10</sup>. With a 4% growth registered on the 2016 Census, Greater Moncton led population growth in the Province of New Brunswick, which registered a 0.5% decline in the same census period.

In just the past few years, immigration has become the dominant driver of net population growth. Between 2002 and 2008, annual immigration averaged only 200 people per year in Greater Moncton. Between 2012 and 2016 immigration increased nearly five-fold from that level to an average of 961 per year<sup>11</sup>.

### 2.5.1 ECONOMY AND EMPLOYMENT

Greater Moncton's major employers are an array of national, regional and local businesses combined with federal, provincial and local government entities. The widely varied nature of employers in Moncton has allowed the region to thrive through many cyclical downturns in the last two decades. As an example, out of more than 150 small and larger urban centres across Canada, Greater Moncton has the third-highest concentration of insurance industry employment.

9. Immigration, Refugees and Citizenship Canada, #Immigration MATTERS, Economic Profile Series, Greater Moncton, New Brunswick, Spring 2019 [www.canada.ca/content/dam/ircc/migration/ircc/english/pdf/immigration-matters/economicprofile-moncton-newbrunswick-en-final.pdf](http://www.canada.ca/content/dam/ircc/migration/ircc/english/pdf/immigration-matters/economicprofile-moncton-newbrunswick-en-final.pdf)

10. Statistics Canada, Focus on geography series, 2016 Census, Moncton CMA, [www12.statcan.gc.ca/census-recensement/2016/as-sa/fogs-spg/Facts-cma-eng.cfm?LANG=Eng&GK=CMA&GC=305&TOPIC=1](http://www12.statcan.gc.ca/census-recensement/2016/as-sa/fogs-spg/Facts-cma-eng.cfm?LANG=Eng&GK=CMA&GC=305&TOPIC=1)

11. Together for Prosperity, The Greater Moncton Region Economic Development Plan (2018-2022), Sources of Population Growth, p.12

**Greater Moncton's dominant industries (employment share compared to the national economy\*)**

- Truck transportation — 50% more
- Hospitals — 32% more
- Paper manufacturing — twice as many
- General merchandise stores — 32% more
- Telecommunications — 69% more
- Administrative and support services — 64% more
- Insurance carriers — more than twice as many
- Amusement, gambling and recreation — 42% more

\*For example, adjusted for size, the Moncton CMA has 32% more people employed in hospitals compared to the national economy.

Source: Statistics Canada, 2016 Census. Table 2 in Immigration, Refugees and Citizenship Canada, #Immigration MATTERS, Economic Profile Series, Greater Moncton, New Brunswick, Spring 2019.

**2.5.2 AGE CHARACTERISTICS IN GREATER MONCTON**

FIGURE 2.3

Population age characteristics	Greater Moncton		NB	
	144 810	% of pop	747 105	% of pop
Total population (2016)	144 810	% of pop	747 105	% of pop
0 to 14 years	22 720	15,69 %	110 495	14,79 %
15 to 64 years	96 970	66,96 %	487 820	65,29 %
65 years and over	25 120	17,35 %	148 785	19,91 %
85 years and over	3 250	2,24 %	17 620	2,36 %

Statistics Canada Census Profile (2016) Moncton CMA and New Brunswick

**Municipal Tax Base:** The three municipalities have a combined municipal tax base of \$12.2 billion (2016) or more than 26 percent of the total tax base for all municipalities around the Province. The tax base has grown from 20 percent of the provincial total back in 2000<sup>12</sup>.

12. Together for Prosperity, The Greater Moncton Region Economic Development Plan (2018-2022), Sources of Population Growth, p.12

## 2.6 INDOOR SPORTS FACILITIES IN THE GREATER MONCTON AREA

The Greater Moncton sports community enjoys many indoor sports facilities, mostly located in Moncton and Dieppe. The RRC will boast the only Field House in a hard shell building in South East New Brunswick, the pool will feature the most lanes for any pool built in the last 30 years. The rest of the features, like the walking track, will allow families of multiple ages to enjoy the various activities at the same time and in the same place. The RRC's location, next to an outdoor wilderness park with existing walking trails, will be another unique feature, not found anywhere else in Greater Moncton.

### 2.6.1 PRIVATE SPORTS OPERATORS

- **Moncton Sportsdome:** Is an air-supported structure that started operations in 2005. It measures 120M long by 36M wide and 15M high. It contains a synthetic field used for a variety of activities.
- **Fit Rocks Climbing Gym:** Contains climbing walls, bouldering and rope walls.
- **Good Life Fitness, Cross-fit, yoga, various gyms, Running Room, etc.:** Greater Moncton has many private fitness operators. Fees vary widely based on the services purchased.
- **Université de Moncton:** The Université de Moncton operates the CEPS Louis J. Robichaud inaugurated in 1976. The CEPS is a multi-sport centre with gyms, a pool, an indoor track area and an outdoor stadium. These facilities cater first to University teaching, programs, and students with league and use by members of the public limited to surplus hours.

### 2.6.2 MONCTON; NEW SPORTS FACILITIES

**Moncton has built or renovated several sports facilities in the past 20 years:**

- **Reconstruction of the Crossman Community Centre/Kay Arena:** A multi-function centre with an arena, gyms, meeting rooms and a walking track. Phase 1 opened in 2008, as the result of a tri-partite agreement with the City of Moncton and the Federal Government contributing \$1.1 million each and the Province of NB contributing \$1.9 million. Phase 2 opened in 2011.
- **Moncton Four-Plex (Superior Propane Centre):** Contains four NHL size arenas, seating for up to 1,500 people and meeting rooms. It is used for sports as well as trade shows.
- **Moncton YMCA:** Completed in 2004, the Y contains a pool, gyms, meeting rooms and other facilities.
- **Moncton North End YMCA:** To be completed in 2020, the North End Y will complement the existing facility. The projected cost of the project is \$17 million. The facility will be built thanks to contributions from all three levels of government. The federal and provincial governments will contribute \$4 million each, and the City of Moncton will contribute \$6 million (\$4 million towards the facility; \$2 million for development of the Twin Oaks extension). The YMCA will undertake a \$3-million capital campaign towards the project.



- **Avenir Centre:** is an 8,800 seat indoor multi-sports arena in Moncton, New Brunswick. The arena opened in 2018 and serves as the home to the Moncton Wildcats of the Quebec Major Junior Hockey League as well as the Moncton Magic of the National Basketball League. The centre replaced the Moncton Coliseum as the city’s main indoor arena, although the Coliseum remains open. Avenir Hearing, a New Brunswick audiology company that has 11 clinics throughout the province, paid for the naming rights<sup>13</sup>. The entire facility and adjacent plaza cost \$113 million. Provincial funding \$21 million, Federal funding \$19.3 million, fundraising campaign goal \$5 million.



### 2.6.3 DIEPPE; NEW SPORTS FACILITIES

- **Dieppe Aquatic Centre:** Opened in 2009 without Provincial or Federal funding, this centre boasts a 6-lane, 25 meter pool, a 2-lane exercise pool, a children’s pool, a sauna and change areas. The cost of \$16.2 million was financed by municipal long-term debt.
- **Dieppe UNIplex:** Expected to be completed in Fall 2020, this \$31 million complex will feature two NHL size ice surfaces, a greenhouse, a community kitchen and a walking track. Provincial funding \$7.25 million, Federal funding \$9.58 million, City of Dieppe \$10.57 million, fundraising \$4.25 million.



### 2.6.4 FUNDING FOR RECENT GREATER MONCTON SPORTS FACILITIES (IN MILLIONS) BY LEVEL OF GOVERNMENT

As this table shows, municipal sports facilities built in Greater Moncton in the last 20 years have mostly benefitted from significant tri-partite government funding. Municipal recreation facilities are mainly constructed from tax dollars, returned to residents in the form of services and operated for the benefit of users, often at a fraction of the true operating cost. While Provincial and Federal governments often participate in the one-time construction costs to benefit residents and visitors, they do not, as a rule, participate in the ongoing operational costs which are borne by municipalities.

FIGURE 2.4

Facility	Municipal	Provincial	Federal	Fundraising
Crossman CC/Phase 1	\$1.1	\$1.9	\$1.1	N/A
Moncton Downtown YMCA	\$1.55 <sup>14</sup>	\$1.2	\$1.2	\$7.05 <sup>15</sup>
Moncton North-end YMCA	\$6	\$4	\$4	\$3
Avenir Centre	\$39+	\$21	\$19.3	\$5
Dieppe Aquatic Centre	\$16.2			
Dieppe UNIplex	\$10.57	\$7.25	\$9.58	\$4.25

13. Description from Wikipedia, [https://en.wikipedia.org/wiki/Avenir\\_Centre](https://en.wikipedia.org/wiki/Avenir_Centre)

14. City of Moncton \$1.25M, City of Dieppe \$150K, Town of Riverview \$150K

15. Estimate based on \$11M total cost

## 3. FACILITY CONCEPT PLAN

### 3.1 DESIGN CONCEPT

#### 3.1.1 YEAR-ROUND, ACCESSIBLE AND SUSTAINABLE

The Recreation Complex represents an exciting future for the community and region it serves. It will be a gathering place where people of all ages and walks of life can engage in sport, recreation, community and cultural activities. The Riverview Recreation Complex will offer the people of the region an outstanding facility that is not duplicated by any other recreation service provider in the region. This will create opportunities for sports teams to practice and play year-round and for new sports to develop inside a flexible facility. Organizations will have new opportunities to host tournaments or meets, making Riverview a destination for recreational activity in New Brunswick and the Maritimes.

#### 3.1.2 RECREATIONAL, COMPETITIVE, HIGH PERFORMANCE

The facility's accessibility and flexibility will allow local competitive and high performance sporting organizations to improve operational effectiveness and efficiencies, while increasing the profile of these organizations. These new recreation amenities will lighten the load on existing indoor facilities, providing an opportunity to redeploy recreational access to other groups and thereby expanding the range of recreational choices for the region. The facility could offer a highly valuable resource to the community, permitting more drop-in participation, improved programming thanks to the newly available spaces, and increases in confirmed use through bookings from teams and tournaments. The facility will bring sound recreational benefits to the people of the region in improved health and wellness.

#### 3.1.3 WELCOMING, MULTI-USE, INCLUSIVE, SUSTAINABLE

The design concept is a modern facility offering a combination of municipal, public, and private sector services. It will be:

- A vibrant and welcoming space where public meetings, special events, cultural and community activities can be held.
- A multi-use complex that would meet the needs of all generations – from children taking swimming lessons to families participating in parenting workshops to seniors meeting friends for their daily walk.
- Designed for inclusivity, accessibility, sustainability, and energy efficiency that will be a valuable resource for decades to come.

### 3.2 CONCEPT DEVELOPMENT - THE FUNCTIONAL AND TECHNICAL PROGRAM

#### 3.2.1 MULTIPURPOSE FACILITY

Indoor recreation complexes can accommodate a variety of recreational sporting activities. In communities where municipal recreation complexes that include field house structures are built, the facility is designed to meet the need for space by, amongst others, indoor soccer, court sports, and major event hosting capability. The main premise of these types of spaces is that the facility design is multipurpose, can serve a variety of sport and recreational purposes and provide access for either pre-booked use or spontaneous drop-in activity. Single-purpose non-flexible space allocation is seldom included in municipal planning.

#### 3.2.2 MEETING SHORT-TERM AND LONG-TERM NEEDS

As a planned multipurpose building, the types of sport and recreational spaces recommended for the new facility will meet the needs of the region over both the short and long-term without creating an unsustainable duplication of service.

### 3.2.3 RRC DESCRIPTION AND KEY SPACES

The RRC will be a 6,500+ square meter (70,000+ square feet) facility with the following amenities:

- 25 meter long, 8-lane pool with adjacent leisure pool
- Total pool area 1,448 square meters (15,600 square feet) with associated support spaces
- 1,500 square meter (16,150 square feet) field house containing a 30 metre by 61 metre (100 feet by 200 feet) playing surface, with associated support spaces and suspended walking track
- Indoor raised walking track above the field house
- Multi-Purpose Community and General spaces to support activities and events
- Lobby and reception area, change rooms, public washrooms, vestibule
- Personnel offices, lifeguard stations, first-aid office, storage, mechanical, electrical, custodial, and a reception area
- Consideration for future expandability and growth
- The Technical and Functional Plan is available on the Town of Riverview website
- A concept floor plan is shown in Appendix 5. *(Note: the plan shown is for conceptual purposes only and could change during the final planning process).*

### 3.2.4 POSSIBLE RRC FITNESS CENTRE

In the 2013 Town of Riverview Community Needs Survey, citizens identified a fitness centre as their second-highest priority to be included in the Riverview Recreation Complex. According to the Canadian Fitness and Lifestyle Research Institute, more than 30% of adults participate in weightlifting and cardio training, double the number who participate in soccer, hockey, badminton, basketball, or volleyball. Although the Functional and Technical Program omitted a fitness space, it is worth reconsidering prior to construction.

All municipally run multi-sport recreation facilities in the Maritimes who use a membership model have a fitness centre component ranging from 275 to 1,070 square meters (3,000 to 11,500 square feet). A designated cardio and weight training space could increase accessibility for various user groups, improve participation rates, and increase memberships at the RRC by accommodating users' needs under one roof. Stakeholder sports organizations that the Town has consulted with have also said that this addition would be desirable for warming up and cross-training. The Steering Committee and Capital Cabinet Committee are in support of its inclusion.

This fitness centre should offer basic equipment to not compete with local businesses that offer specialized personal training services. A possible partnership between a private operator and the Town for space or equipment leasing could be explored. The addition of a Fitness Centre has the potential to increase the Town's cost recovery for its recreational facilities, demonstrating fiscal responsibility and improving sustainability.

## 3.3 PLANNING PROCESS AND CONSTRUCTION TIMELINES

Major Planning Milestones: Planning for the Riverview Recreation Complex began in 2013 and is now in its 7<sup>th</sup> year of planning. The major milestones completed in each year are as follows:

**2013:** Community needs assessment completed

**2015:** Facility feasibility study completed

**2017:** Fundraising feasibility study completed

**2019:** Steering Committee and Campaign Cabinet formed. Functional and Technical Plan completed including a Class D budget estimate

**2020:** Fundraising campaign launched; geotechnical sitework, schematic design, and user consultation completed; provincial and federal funding requested; and 10 year capital and financial plan reviewed

**2021:** Design and construction tenders announced

**2022:** Construction begins on the building and site work

**2023:** Construction completed, RRC opens

### 3.4 RECREATION MODEL

**Pathways to Wellbeing:** The Town has adopted the Interprovincial Sport and Recreation Council and Canadian Parks and Recreation Association’s framework for recreation, which is subtitled *Pathways to Wellbeing*<sup>16</sup>. The paper is a collaborative effort of provincial (except Québec) and territorial governments and national and provincial recreation organizations.

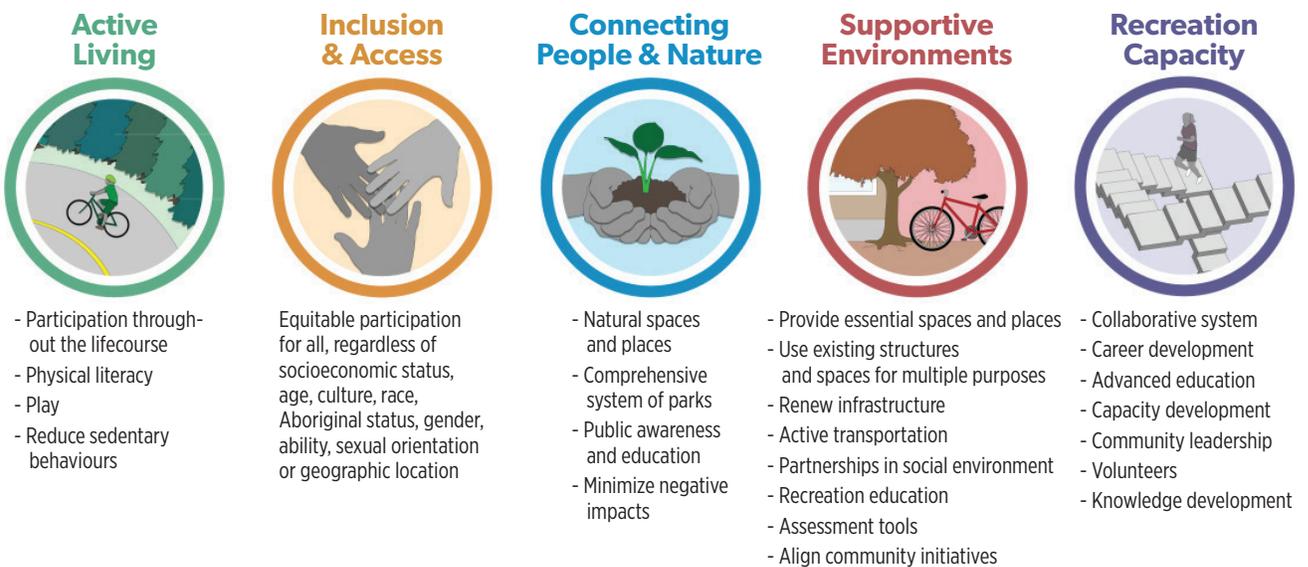
*Pathways to Wellbeing* presents a “renewed definition of recreation and explores the challenges and benefits of recreation today.”<sup>17</sup> Along with the renewed definition of recreation, the paper presents a vision for recreation and most importantly, five goals and priorities for action.

Governmental entities are encouraged to use these goals as a guide to ensure they plan facilities that will meet the needs of Canadians as defined in this paper.

These goals are<sup>18</sup>:

FIGURE 3.1

#### Five Pathways to Wellbeing goals adopted by the Town of Riverview



Through this model, the Town of Riverview is committed to creating meaningful, accessible recreation experiences that foster individual wellbeing, community wellbeing, and the wellbeing of natural and built environments.

16. Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council (February 2015). A Framework for Recreation in Canada - 2015 - Pathways to Wellbeing. Ottawa: Canadian Recreation and Parks Association. 40 pages. [www.lin.ca](http://www.lin.ca)

17. Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council (February 2015). A Framework for Recreation in Canada - 2015 - Pathways to Wellbeing. Ottawa: Canadian Recreation and Parks Association. 40 pages. [www.lin.ca](http://www.lin.ca), p.4

18. Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council (February 2015). A Framework for Recreation in Canada - 2015 - Pathways to Wellbeing. Ottawa: Canadian Recreation and Parks Association. 40 pages. [www.lin.ca](http://www.lin.ca), p.17

### 3.5 2016-2020 TOWN OF RIVERVIEW STRATEGIC PLAN

Through its 2016-2020 strategic plan, the Town of Riverview has adopted goals that complement the goals found in *Pathways to Wellbeing*:

1. **A safe and welcoming community:** Riverview is a community of choice where families feel safe, where residents enjoy a good quality of life and have pride in their community.
2. **Planning for the future:** Riverview plans, builds and maintains its public infrastructure to meet the needs of our growing and increasingly diverse community.
3. **Smart and sustainable growth:** Riverview attracts new investment through a growth plan that recognizes the significance of its residential neighbourhoods, protection of its natural surroundings and commitment to long-term sustainability. This includes attracting niche business opportunities as well as investment in specific sectors, such as tourism as Riverview is a gateway to the Fundy region.
4. **Fiscal responsibility and service excellence:** Riverview remains a community of choice because of its continued excellence in the delivery of municipal services as well as its fiscally responsible approach to growth and sustainability.

### 3.6 GREEN STRATEGIES, SUSTAINABILITY AND PANDEMIC PREPARATIONS

The RRC will incorporate technologies to reduce the energy footprint of the centre. This reduction in energy costs will in turn help to make the centre more sustainable economically. The Town has asked the architects and engineers to incorporate features that will reduce the transmissibility of diseases should we be faced with another highly contagious disease like the COVID-19 coronavirus.

#### 3.6.1 ENERGY EFFICIENCY AND LOW GHG

All systems of the Riverview Recreation Complex shall be designed with energy efficiency and minimal green-house gas emissions as a top priority. With that in mind, the building will meet the requirements of the National Energy Code of Canada for Buildings. The building will be modelled using DOE 2-based modelling software to simulate building energy usage. Heating and cooling systems will be designed to provide Indoor Air Quality in accordance with ASHRAE standards for human occupancy.

##### 3.6.1.1 Lighting

The building will feature localized lighting control within the individual spaces using manual/ automatic/ timed lighting control devices. Sustainable automatic lighting control devices such as occupancy sensors and daylight sensors will be utilized to minimize energy consumption. Dimming wall stations shall be provided in areas which require various light levels for multipurpose functions. The facility will utilize energy efficient LED fixtures. Over the field area, high output energy efficient LED fixtures shall be used. The fixtures will be dimmable to 1%, feature a quality colour rendition index (CRI >80), wirelessly controlled and zoned such that it will allow for a variety of control scenes.



##### 3.6.1.2 Windows

In elevated window areas, blinds shall not be used due to inaccessibility, but factory-applied solar heat gain control features such as low-e/UV coating shall be utilized to improve energy efficiency.

##### 3.6.1.3 Heating

After preparing preliminary energy models of the building and analyzing the operating costs and GHG emissions related to each system, it was determined that the optimal system would be geothermal heat pumps with supplemental heat from the biomass boiler at the adjacent Operations Centre.

#### 3.6.1.4 Local materials and architectural forms

The architectural intent is to draw on local materials and architectural forms to deliver a building that compliments the scale and environment of the region and culture it will serve. The final design will implement similar strategies for material selection, scale, building science, and construction, while addressing modern levels of performance, sustainability and efficiency.

### 3.7 AREA DESIGN CONSIDERATIONS

The following design considerations were included in the facility concept plan:

#### 3.7.1 SITE SELECTION

A facility of this type should be created in close proximity or as an enhancement of other existing municipal infrastructure and convenient for all members of the community to access.

#### 3.7.2 MILL CREEK NATURE PARK

The Town of Riverview has identified an area within Mill Creek Nature Park as the preferred site for the new Riverview Recreation Complex for the following reasons:

- The land is already owned by the town.
- The natural setting compliments the building program and intent.
- Immediate access to green space and nature trails.
- Ability to build off of existing or planned infrastructure projects.
- The proximity of the facility to the Nature Park will allow indoor-outdoor activity programming.
- Other sites were reviewed but would have to be purchased, and not guaranteed.



#### 3.7.3 INTEGRATED PROGRAM SPACES

Design of the facility will allow for good visibility between various program spaces in order to invite participation and to reduce barriers to participation by individuals. Spaces will be easily linked and accessible to each other to create options in programming. Proximity to the Mill Creek Nature Park will allow the RRC to make use of the interior and exterior spaces for activities.

#### 3.7.4 MULTI-USE OF SPACES

Fieldhouses are large indoor spaces, free of columns or supporting beams and offer great flexibility for hosting activities based on the flooring used. For example, by laying down indoor turf, the facility can host activities such as soccer, lacrosse or football. By removing the turf and using the painted concrete surface, the space can host exhibitions or trade shows. Ensuring that the appropriate turf selection is made during Furnishings Fixtures and Equipment (FFE) planning will ensure that the turf can be easily removed, stored, and easily re-installed, allowing the Fieldhouse to be used as a flexible space. The RRC also includes a multi-use room meant to be used for everything, from activities to crafts to lectures.

#### 3.7.5 ACCESS

Access for members of the public with mobility or other physical challenges will be taken into consideration in the design phase of the facility, and appropriate elements and adaptations will be incorporated to ensure that the proposed new facility is welcoming and fully accessible for all citizens. Financial accessibility for all Riverview citizens must be a key accessibility consideration. Appropriate pricing and support mechanisms must be reviewed through fee planning for each user group.

#### 3.7.6 PANDEMIC RESISTANCE

The Town has asked the architects to incorporate design features into the RRC that build upon the lessons learned from the COVID-19 Coronavirus pandemic and the subsequent measures taken to reduce the risk of spreading highly infectious diseases. This design consideration will reduce the need for future costly retro-fits and provide increased health and safety measures for facility users and the facility staff.

## 4. COMMUNITY AND SOCIETAL BENEFITS

There are many physical and mental health and wellness advantages linked to an increase in physical activity for a population. From the reduction of obesity and its threats to long term wellness, a reduction in loneliness, which has been described as “the new smoking”<sup>19</sup> for its detrimental effects to health to a decrease in mental health issues linked to depression and anxiety. There has been a great deal of scientific study in these areas in the last 20 years that have shown significant positive effects for individuals who practice active lifestyles.

For the Town of Riverview and the surrounding communities, the RRC will provide facilities that do not exist anywhere in the region. These facilities will benefit from significant marketing advantages when sports federations will seek to plan tournaments and meets. Visitors to the Town will provide a solid boost to the regional economy as described in the RRC Economic Impact Study.

### 4.1 HEALTH/WELLNESS/MENTAL HEALTH AND SOCIAL BENEFITS

#### 4.1.1 PATHWAYS TO WELLBEING<sup>20</sup>

As stated in Section 3, Recreation Model, the Town of Riverview has chosen to adopt Pathways to Wellbeing, as the municipal framework for recreation (see the graphic on page 19). This framework seeks to revitalize recreation in Canada, which has tended to move away from a community-focused model to an individual based user-pay model. The Pathways to Wellbeing model aims to reduce sedentary behaviours and decrease the inequities that discourage participation in healthy recreation. Pathways to Wellbeing defines recreation as “freely chosen participation”<sup>21</sup> in not only physical activity and sport but in artistic, cultural, social, and intellectual activities. This framework also puts a strong emphasis on reconnecting with nature. The RRC, with its many opportunities for sport, social connections and cultural activities, and proximity to the Mill Creek Nature Park will be ideally positioned to allow users to live the values set out in Pathways to Wellbeing.



19. The Gerontological Society of America, Public Policy & Aging Report, 2017, Vol.27, No.4, 127-130, The Potential Health Relevance of Social Isolation and Loneliness: Prevalence, Epidemiology, and Risk Factors, Julianne Holt-Lunstad, PhD

20. Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council (February 2015). A Framework for Recreation in Canada - 2015 - Pathways to Wellbeing. Ottawa: Canadian Recreation and Parks Association. 40 pages. [www.lin.ca](http://www.lin.ca)

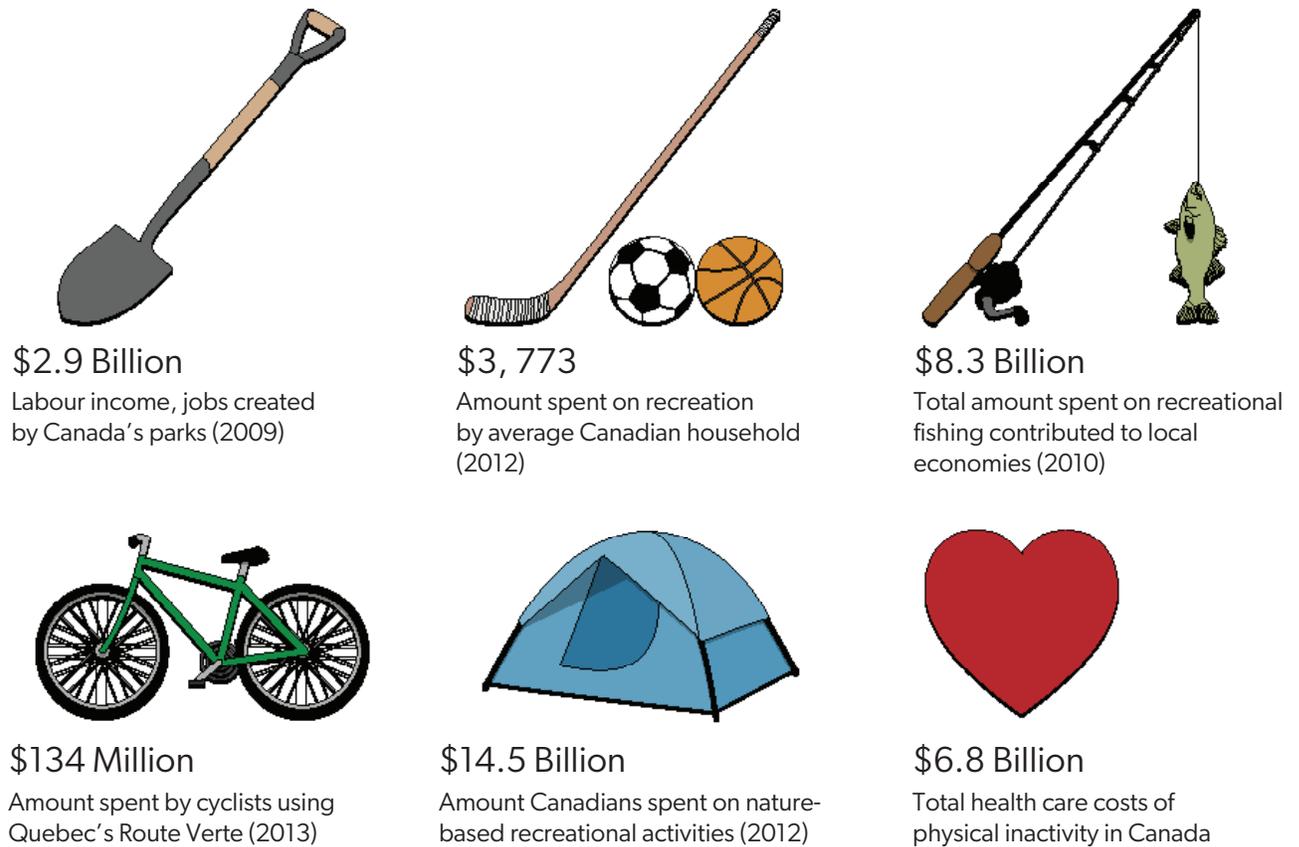
21. Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council (February 2015). A Framework for Recreation in Canada - 2015 - Pathways to Wellbeing. Ottawa: Canadian Recreation and Parks Association. p.8

#### 4.1.2 INACTIVITY COST \$6.8B IN 2009

In May 2018, the Government of Canada released a new policy that incorporated the Framework for Recreation. This policy, called A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada: *Let's Get Moving*<sup>22</sup>, recognizes the critical public health issues related to inactivity and sedentary behaviour. This policy **estimated that physical inactivity among adults cost the Canadian economy \$6.8 billion in 2009.**<sup>23</sup>

#### 4.1.3 THE ECONOMIC CASE FOR INVESTING IN RECREATION<sup>24</sup>

FIGURE 4.1



#### 4.1.4 LET'S GET MOVING! REPORTS THAT:

"Nearly half of Canadian adults are not physically active enough to benefit their health and wellbeing." And increasingly, we are leading sedentary lives. We're spending too much time idle – lounging, watching, surfing online and playing video games. What's more, even those who manage to meet daily physical activity guidelines are too sedentary for the rest of the day. Physical inactivity is now the fourth leading risk factor for premature death, after high blood pressure, smoking and diabetes. And early research has found that sedentary living contributes to poor health and even premature death.

22. [www.canada.ca/en/services/public-health/publications/healthy-living/lets-get-moving.html](http://www.canada.ca/en/services/public-health/publications/healthy-living/lets-get-moving.html)

23. A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving was developed by the Federal Provincial and Territorial Physical Activity Framework Development Steering Committee on behalf of federal, provincial and territorial Ministers responsible for sport, physical activity and recreation. P.15

24. Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council (February 2015). A Framework for Recreation in Canada - 2015 - Pathways to Wellbeing. Ottawa: Canadian Recreation and Parks Association. p.14

#### 4.1.5 *ParticipACTION* REPORT CARD ON PHYSICAL ACTIVITY FOR ADULTS<sup>25</sup>

This newly released document from *ParticipACTION* called *Better with Age Move more today for a healthier tomorrow* reviews the costs and benefits of remaining active throughout a person’s life, including for older Canadians. Some of their more startling findings are summarized in the following table:

FIGURE 4.2

Cost of physical inactivity in Canadians (2012 estimates)	
Direct Costs	\$2.4B
Indirect Costs	\$4.3B
<b>Total Costs</b>	<b>\$6.8B</b>

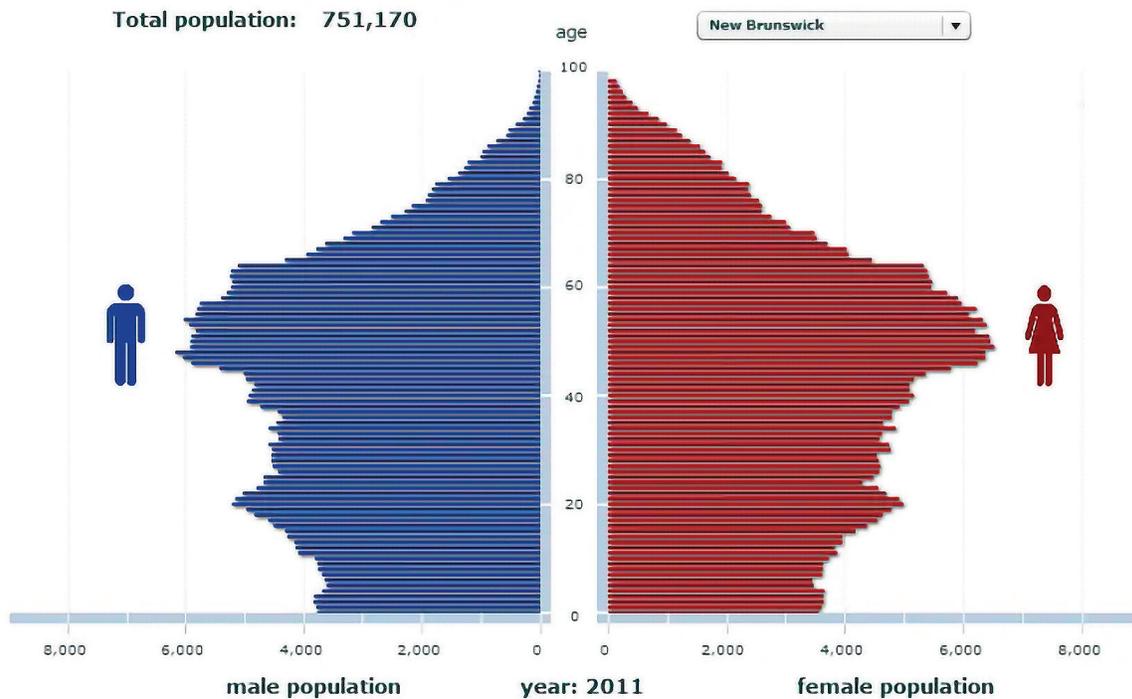
2019 *ParticipACTION* Report Card on Physical Activity for Adults Inactivity costs us all

- The report tells us that if 10% of Canadians with poor physical condition were prompted to move more, this “would inject \$1.6 billion back into our economy and decrease health-care spending by \$2.6 billion by 2040.”
- *ParticipACTION* asserts that physical activity’s positive effects are especially important as we enter our 60s and beyond as active Canadians will benefit from increased mobility, independence and cognitive wellness.

#### 4.1.6 AGING POPULATION

Provincial governments have often discussed the need to reduce health care costs. The following population distribution graph from 2011<sup>26</sup> illustrates the aging of the New Brunswick population. Getting our citizens moving now by investing in wellness infrastructure could result in significant savings in health care costs as the population continues its inevitable aging.

FIGURE 4.3



25. 2019 *ParticipACTION* Report Card on Physical Activity for Adults, Inactivity costs us all, p.4, [www.participaction.com/en-ca/resources/adult-report-card](http://www.participaction.com/en-ca/resources/adult-report-card)

26. Source: New Brunswick should be nervous about future outmigration, CBC News, September 11, 2014, [www.cbc.ca/news/canada/new-brunswick/nbvotes2018/new-brunswick-should-be-nervous-about-future-outmigration-1.2762040](http://www.cbc.ca/news/canada/new-brunswick/nbvotes2018/new-brunswick-should-be-nervous-about-future-outmigration-1.2762040)

#### 4.1.7 PHYSICAL ACTIVITY AND CANCER

In 2016, the American Cancer Society<sup>27</sup>, citing a study published in JAMA Internal Medicine<sup>28</sup>, noted that exercise lowers the risk of 13 specific types of cancer. This study, that analyzed results from 1.44 million participants, found that exercise can not only lower cancer risk, but it can also boost quality of life during cancer treatment. Based on these findings, the American Cancer Society recommends 150 minutes of moderate activity per week or 75 minutes of vigorous activity each week.

#### 4.2 PHYSICAL ACTIVITY AND MENTAL HEALTH

As this motivational poster shows, people who exercise have come to recognize the benefits of physical exercise on their mental wellbeing. From reducing the effects of depression to warding off Alzheimer's, the benefits of activity are far ranging.

In a study published in 2010, researchers postulated that depression would become the second leading contributor to the global burden of disease in 2020. Their findings pointed to the beneficial effects of exercise and physical activity, for treating acute and chronic depression.<sup>29</sup>



##### 4.2.1 POSITIVE EFFECTS OF EXERCISE ON BRAIN HEALTH

The authors of the 2018 Physical Activity Guidelines Advisory Committee Scientific Report<sup>30</sup>, in the chapter on Brain Health, reviewed the extensive literature on the subject to come to a number of positive conclusions on the effects of exercise on brain health, including strong evidence that exercise helps cognition, attention, memory and processing speed, particularly for preadolescent children and older adults.

They also found evidence of beneficial effects on cognition in individuals with diseases or disorders, including ADHD, schizophrenia, MS, Parkinson's and stroke. Further, there is strong evidence that greater amounts of physical activity reduce the risk of cognitive impairment, including Alzheimer's disease.

#### 4.3 RECREATIONAL, AMATEUR AND MASTER ATHLETE BENEFITS

From sport introduction to the podium: The world's top athletes generate enormous viewership and fan loyalty. From amateur sports athletes on Canada's Olympic teams to professional athletes in hockey, baseball, golf or soccer, watching the top sports athletes often generates a "follow the leader" effect of people taking up sport to match the performance of heroes.

Good facilities allow athletes to be introduced to physical activity. They also allow coaches and teams to set up schedules for increasingly skilled athletes to begin excelling at their sport and possibly make the jump into the competitive sports world.

27. Exercise Linked With Lower Risk of 13 Types of Cancer, American Cancer Society, written by: Hope Cristol, May 17, 2016

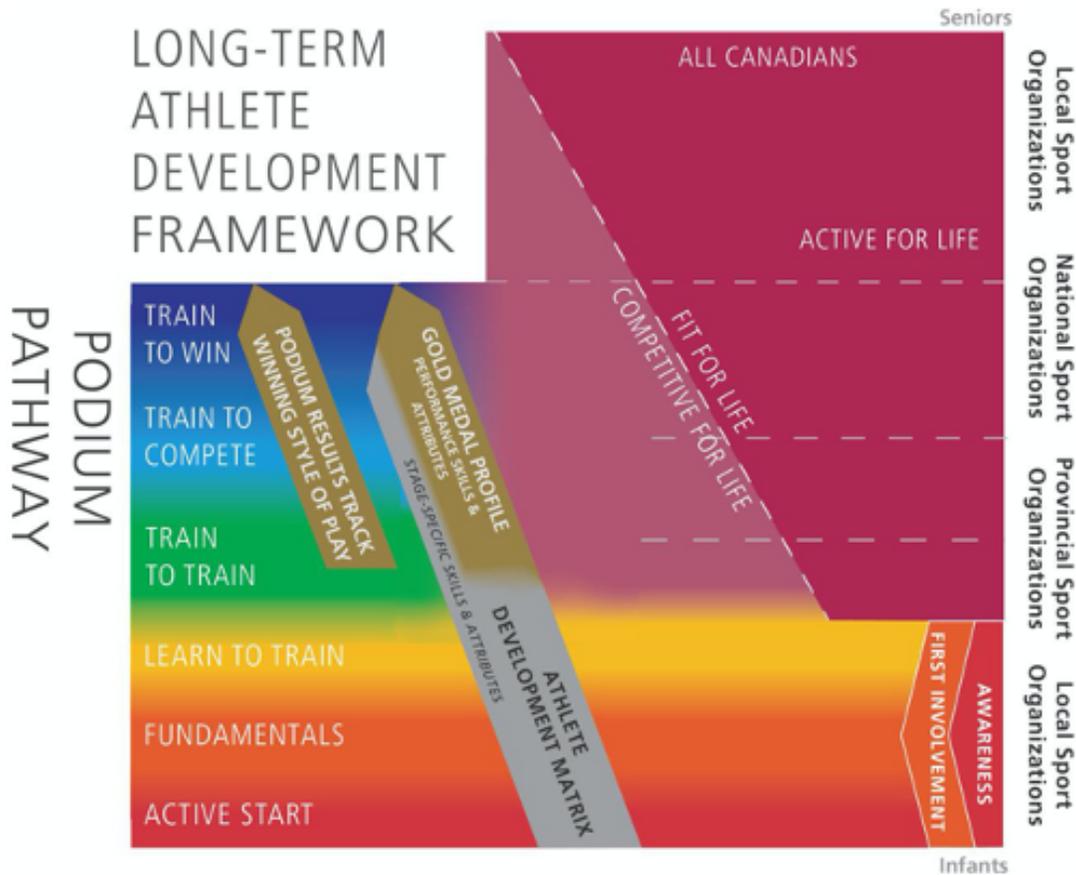
28. Association of Leisure-Time Physical Activity With Risk of 26 Types of Cancer in 1.44 Million Adults, Moore, Lee et al., JAMA Internal Medicine, 2016; 176(6):816-825. doi:10.1001/jamainternmed.2016.1548, published online May 16, 2016

29. Dinas, P.C., Koutedakis, Y. & Flouris, A.D. Effects of exercise and physical activity on depression. Ir J Med Sci 180, 319–325 (2011). <https://doi.org/10.1007/s11845-010-0633-9>

30. 2018 Physical Activity Guidelines Advisory Committee. 2018 Physical Activity Guidelines Advisory Committee Scientific Report. Washington, DC: U.S. Department of Health and Human Services, 2018, Chapter 3, Brain health, p.F3-5

This graph<sup>31</sup>, taken from the 2019 Canadian High Performance Sport Strategy shows the lifetime of activity and development that can be derived from sport. From an infants' introduction to sport up to local sports organizations for seniors.

FIGURE 4.4



While programs will have to be balanced to allow inclusive use of the facility, recreational and competitive leagues can provide a significant source of facility use and operational funding. They can also help to develop athletes who require an important support system of coaches, trainers, physical and sports therapists. All of these professionals can help to create a competitive athlete ecosystem that can benefit the region.

31. 2019 Canadian High Performance Sport Strategy, [www.canada.ca/en/canadian-heritage/services/sport-policies-acts-regulations/high-performance-strategy.html](http://www.canada.ca/en/canadian-heritage/services/sport-policies-acts-regulations/high-performance-strategy.html)

## 4.4 SPORT TOURISM, TOURNAMENTS AND MEETS AND VISITOR BENEFITS

Sport tourism is claimed to be the fastest growing segment of the tourism industry in Canada, accounting for nearly \$6.8B<sup>32</sup> in annual spending. According to the Canadian Sport Tourism Alliance, New Brunswick welcomed 411,000 sport tourism visitors in 2018 who spent over \$130 million in the Province. The Canadian Sport Tourism Alliance produced the following table using information compiled by Statistics Canada. The table compares the number of visitors (in thousands) and their point of origin with their spending (in millions) in various provinces. The authors did not break out the U.S. and Overseas visitors for each Atlantic Province, they added them to an Atlantic Region total.

FIGURE 4.5

2018	Volume (000)s				Value (\$M)			
	Canada	U.S.	Overseas	Total	Canada	U.S.	Overseas	Total
Canada	14,456.0	980.0	835.7	16,271.7	4,359.3	759.8	1,699.6	6,818.7
Newfoundland & Labrador	210.0				82.8			
Prince Edward Island	113.0				42.3			
Nova Scotia	449.0				116.4			
New Brunswick	411.0				130.2			
<i>Atlantic Region</i>	1,183.0	34.7	20.2	1,238.0	371.8	26.9	41.2	440.0
Québec	2,596.0	135.1	157.2	2,888.2	764.7	104.7	319.6	1,189.0
Ontario	5,828.0	465.6	341.2	6,634.7	1,634.7	360.9	694.0	2,689.6
Manitoba	531.0	14.7	2.2	547.9	111.9	11.4	4.2	127.5
Saskatchewan	829.0	5.4	0.3	834.7	198.5	4.2	0.7	203.4
Alberta	2,054.0	51.9	41.1	2,147.0	658.1	40.2	83.6	781.9
British Columbia	1,427.0	260.9	270.5	1,958.4	603.0	202.3	550.1	1,355.5
Territories	8.0	11.6	3.0	22.7	16.6	9.0	6.1	31.7

A notable statistic shown in the table is that while New Brunswick attracted fewer visitors than Nova Scotia, each visitor spent more in New Brunswick, resulting in a higher total tourism value than our neighbouring province to the south. Visitors in New Brunswick spent on average \$317 per person, while visitors to Nova Scotia spent \$259 per person. The Canadian average is \$472 per person, thanks in part to the 40 international events hosted in Canada in 2018.

### 4.4.1 IMPACT ON LOCAL BUSINESSES

Local restaurants, stores and hotels/motels will benefit from the added visitors who will come to the RRC for tournaments and meets. Increased familiarity with the area and its considerable tourism assets could lead some visitors to consider an extended stay. The Economic Impact Study estimates that an annual tournament schedule of 5 to 10 total events could generate total off-site spending of between \$230,000 to \$520,000 for food, accommodations and shopping.

According to a 2019 Globe and Mail article<sup>33</sup>, "Wellness Tourism" is becoming a bigger slice of the tourism pie, growing at 6.5% annually-double the rate of regular tourism." Riverview is the trailhead for the 58 kilometre-long Dobson Trail and the gateway to well-known tourist sites around the Bay of Fundy. The RRC will offer stunning new facilities for people seeking to incorporate physical wellness into their other tourism experiences.

32. Sport tourism spending in Canada holds steady at \$6.8 billion, Canadian Sport Tourism Alliance/Alliance Canadienne du tourisme sportif, [www.canadiansporttourism.com/news/sport-tourism-spending-canada-holds-steady-68-billion.html](http://www.canadiansporttourism.com/news/sport-tourism-spending-canada-holds-steady-68-billion.html)

33. Wellness tourism offers a cure for the common vacation. The Globe and Mail, Health and Fitness, Greg Hudson, October 9, 2019

## 5. STRATEGIC PARTNERSHIPS PLAN

### 5.1 SPORTS GROUPS AND ACADEMIES

Sports groups from Riverview and neighbouring areas will make use of the Riverview Recreation Complex. Stakeholders from various clubs and associations have already engaged in the initial planning stages of the facility through round-table discussions, one-on-one meetings, and survey participation. These include, but are not limited to, representatives from the following sports in the community: football, soccer, swimming, lacrosse, badminton, basketball, baseball, pickleball, tennis, hockey, and ringette.

A complete list of stakeholders is included in Appendix 3.

In the 2015 feasibility study, sport and recreation user groups indicated that they are not able to provide the types and levels of services for their user groups, due in part to lack of proper performance facilities (size and configuration) and availability.

In the 2020 field house survey, community stakeholders were asked about their needs for indoor field turf, 200-meter track, and gymnasium space. Approximately 80% of the user groups provided feedback. More than half of the user groups do not have adequate access to training space for their club or team and would make use of the proposed facility multiple times per week or daily. Most user groups said that additional space would enable them to increase the amount of programming they offer to the broader community.

The Town will continue to engage key stakeholders in a variety of ways as the project develops.

### 5.2 COMMUNITY GROUPS AND CLUBS

The Town of Riverview has eight arts and cultural groups, six seniors' groups, and more than 20 miscellaneous community groups who will be able to benefit from the Riverview Recreation Complex. Many of these groups share space at the Coverdale Centre such as the Riverview Veterans Association, the Boys and Girls Club, Cadets, and the Foodbank, to name a few. However, the current facility is at capacity, and the Town requires additional space to serve the community. The multipurpose room at the Riverview Recreation Complex will provide a space for the many community groups in Riverview to meet and pursue their activities.

The convenience of access to the other components of the facility, such as the field house, will be beneficial for numerous groups such as the Boys and Girls Club who will deliver physically active programs for children and youth such as intramural recreation activities, non-competitive sport, and after-school adventure camps.

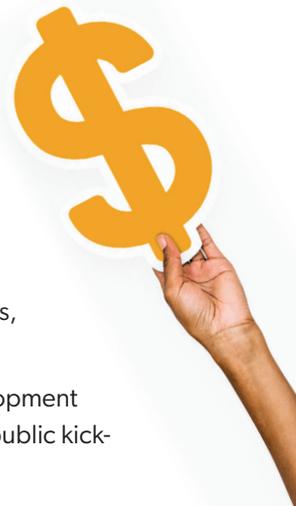
Quick access to the trails in Mill Creek Nature Park also makes this facility ideal for youth summer camps, the Greater Moncton Trail Running Club, and many others.

### 5.3 DONORS

The Town has launched a Major Fundraising Campaign with a \$2 million goal in order to allow the business sector, philanthropic groups, and individuals to participate in the creation of this outstanding Recreation Centre. The help from these generous donors will allow the Town to offer significant facilities to the population of Riverview in a fiscally responsible way.

Community leaders are actively involved and volunteering their time on the Campaign's Steering Committee and Cabinet Committee. Their role is to serve as ambassadors for the RRC, solicit donations, and increase community engagement.

The Town will launch a Campaign website and provide regular updates to the public on project development milestones. Citizens and donors will also be invited to take part in the Major Fundraising Campaign's public kick-off and closing events for the facility.



Donors and volunteers will be recognized for their contributions based on their level of support. Forms of recognition include visibility on the Town website, mention on social media outlets, a recognition certificate, a thank you letter signed by the Campaign Chair, and/or naming rights.

## 5.4 NAMING RIGHTS

Organizations and individuals will have the opportunity to name an area, a physical space or a room in honor of a person or group for a period of ten years. The dedication will take the form of a nameplate and will be produced in accordance with the Town of Riverview's naming policy.

**The objectives of the Naming Policy are to:**

- Pay tribute to and publicly and concretely acknowledge the exceptional commitment of a person to the Town, or the generosity of a donor to the Town;
- Establish standards to be fair to donors;
- Define the approval procedures for the toponymic designation; and
- Encourage donation increase.

A naming committee is set up to examine the Town's naming designation requests and to make a recommendation to its Council. The committee is composed of the following members: The mayor; the Chief Administrative Officer, the Communication Advisor, and the Director of Development.

The recognized surname must not have any meaning that could damage the reputation of the Town of Riverview or violate its values; any request will have to be analyzed. The chosen individual or organization must demonstrate strong moral principles.

**Donations of various amounts are eligible to be considered for naming rights on the following portions of the complex:**

- Name on the building for gifts of \$500,000 or more
- Name on the swimming pool for gifts of \$250,000-\$500,000
- Name on the field house for gifts of \$250,000-\$500,000
- Name on the indoor walking track for gifts of \$150,000
- Name on the main lobby or multipurpose room for gifts of \$150,000

Significant donors will also be recognized for contributions above \$10,000 on a Virtual Donor Wall inside the complex.

## 6. OPERATING PLAN

### 6.1 OPERATING HOURS

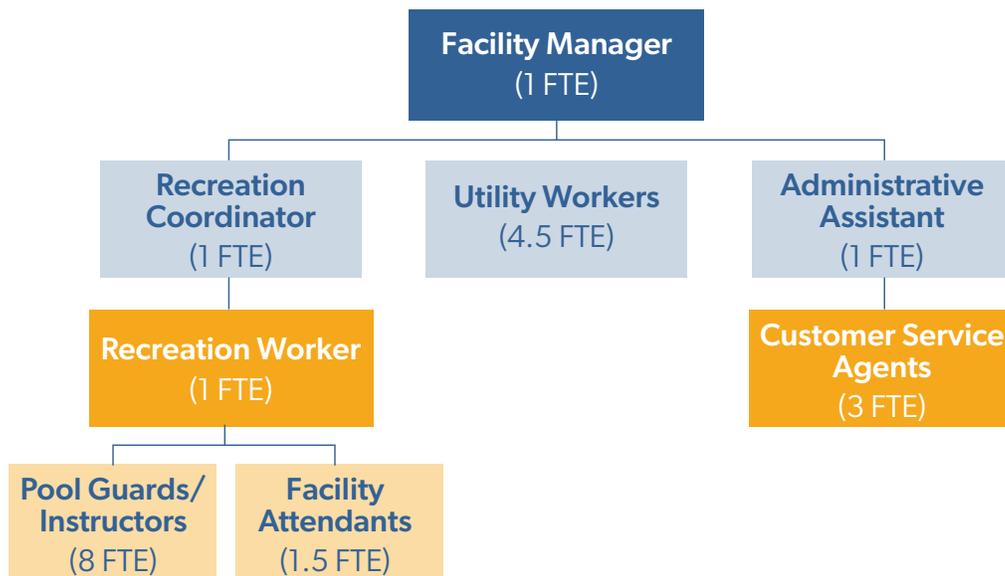
- The facility will be open 7 days per week except for statutory holidays. The operating hours will be Monday through Friday from 7 am-10 pm and weekend days from 7 am-7 pm. The facility will be open to the public 99 hours per week.
- Prime rental hours will be from 5 pm-10 pm Monday through Friday and open to close on weekends. Non-prime rental hours will be from 7 am-5 pm Monday through Friday. Peak season will run from November 1<sup>st</sup> to May 30<sup>th</sup> and low season from June 1<sup>st</sup>-October 31<sup>st</sup>. User fees and rental rates will be reflected accordingly.
- These hours are comparable to other multi-sport facilities in New Brunswick such as the Irving Oil Field House and Université de Moncton's CEPS. If demand is high, weekend hours may be extended to 10 pm.

### 6.2 OPERATING STAFF AND SERVICES

The Riverview Recreation Complex will require 21 full-time equivalent positions (FTE) to operate the facility. Nine of these will be permanent full-time salaried positions. The other 12 FTEs will be composed of full-time and part-time hourly workers. New personnel that will be hired include one FTE facility manager, two and a half FTE utility workers, three FTE customer service agents, 1.5 FTE pool guards and instructors, and 1.5 FTE facility attendants.

FIGURE 6.1

#### Organizational chart



## 7. MARKETING AND COMMUNICATIONS PLAN

The process of communicating the benefits of this facility, its necessity, purpose and planning started with the very first consultations in 2012 when Riverview invited residents to consult, comment and help create the vision for the RRC.

The Town of Riverview regularly updates the Town website with new information under the Riverview Recreation Complex banner: [www.townofriverview.ca/town-hall/corporate-plans-and-reports/capital-projects/riverview-recreation-complex](http://www.townofriverview.ca/town-hall/corporate-plans-and-reports/capital-projects/riverview-recreation-complex).

There have also been regular articles written in various media, often coinciding with progress updates to the Town Council.

### 7.1 MARKETING PLAN FOR FACILITY PLANNING AND SILENT PHASE FUNDRAISING PERIOD

(Estimated to end October 2020, may be modified due to COVID-19 related issues)

During this period, communication is mainly through existing municipal channels. These channels include a municipal website, a full suite of social media sites, and regular media communications through the Town's Communications Officer.

BNP Philanthropic Performance has provided fundraising campaign preparation and counselling. BNP is a fundraising consultancy with offices in Montreal, Ottawa, Québec City and Moncton.

The Steering Committee has worked with Town of Riverview personnel to help prepare the fundraising campaign criteria, goals and materials.

The Campaign Cabinet is presently meeting with potential donors to support the RRC financial, planning and construction schedule.

### 7.2 MARKETING PLAN TO LAUNCH AND SUSTAIN THE PUBLIC FUNDRAISING CAMPAIGN PHASE

(October 2020 to January 2022, may be modified due to COVID-19 related issues)

The Town of Riverview will plan a series of activities around the Public Phase to generate excitement and support. Portfolio Solutions, a Strategy and Communications firm based in Moncton, has been selected by the Town of Riverview to help create the communications campaign up to the grand opening of the facility. In the Public Campaign phase, the marketing activities will include:

- Public announcement ceremony (based on COVID-19 restrictions) with video conferencing option
- Launch of the dedicated RRC website with planned updates and the capacity to accept online gifts
- Media releases describing the RRC, its planned facilities, location close to the Mill Creek Nature Park and unique design features
- Major gift and naming rights announcements at select times
- The Town and RRC websites will also feature these activity calendars.
- Facebook and other social media posts on the RRC, planning and construction activities, special fundraising events or community messages.

### 7.3 MARKETING PLAN FOR FACILITY FINAL PLANNING, AND FACILITY CONSTRUCTION

(January 2022 to Summer 2023)

- RRC website updates with detailed information on each RRC component, architectural drawings, detailed information on the integration of the facilities and services with the Mill Creek Nature Park, a look into proposed existing and new programs, profiles on leagues and teams that will use the RRC, pictures of construction progress, site visit pictures, details on turf, profiles on employees, a showcase of children’s drawings on what they will do at the RRC, donor profiles
- Social media sites will incorporate modified messaging from the website appropriate to the social media platform. They will also feature photos submitted to showcase the RRC under construction, of sports related to the RRC and photos of the Mill Creek Nature Park.
- Media releases describing the RRC planning and construction progress, details of the planned facilities, detailed information on the integration of the facilities and services with the Mill Creek Nature Park, a look into programs, profiles on leagues and teams that will use the RRC
- It is expected that the use of scheduled website updates and social media messaging, combined with media releases and printed Town of Riverview information, will result in more peer-to-peer discussions and anticipation for the facility. Trusted word-of-mouth information is still the most powerful communication tool. Word-of-mouth, combined with appropriate and timely messaging, can result in rapid adoption and use of the new spaces. The proposed strategy is consistent with teachings on the marketing funnel, a visual guide to creating appropriate messaging, as shown in the illustration below:

FIGURE 7.1



## 7.4 MARKETING PLAN FOR THE INITIAL OPENING AND FIRST REGISTRATIONS

(Summer 2023 to September 2023)

The Town of Riverview will plan a series of activities around the grand opening. These activities will include:

- Grand opening ceremonies attended by politicians, donors, media and the public with food, visits, and age-appropriate activities for guests
- Print and e-mail activity calendars with sign-up instructions for Riverview residents. The Town and RRC websites will also feature these activity calendars.
- Media visits and media releases on the RRC, its facilities and unique design features (anti-COVID, low energy, Fieldhouse, Pool, family-friendly changerooms, access to the Nature Park)
- Facebook and other social media posts on the RRC, its opening activities, and activity sign up information
- A series of YouTube videos will provide dynamic views of the facility and allow everyone with online access to become familiar with the facility. These videos will; give a virtual tour of the completed RRC, focus on the various amenities, provide instructions on activities, create how-to guides, and provide information on the adjacent Mill Creek Nature Park.
- Town activities centered around the RRC, kite making and flying for kids, walking tours of the Nature Park, friendly trail races, etc.

## 7.5 MARKETING PLAN FOR CONTINUING OPERATIONS

(September 2023 onward)

The Town of Riverview will incorporate the RRC into its continuing operations while adapting the message to the intended audiences. The Town of Riverview will continue to use existing communications strategies while incorporating the new and exciting activities made possible by these new facilities. These current methods include:

- Close the RRC website and incorporate elements of this website under the appropriate headings in the existing Town of Riverview website.
- Printed and e-mailed activity calendars with sign-up instructions for Riverview residents. The Town website will continue to feature these calendars.
- Send out media releases as appropriate.
- Populate social media sites with information on the RRC activities, according to the communications plan.
- Produce YouTube videos to promote familiarity.
- Create special activities centered around the RRC, for each age and interest group.

## 8. Financial Plan

The Town of Riverview Recreation Parks and Recreation Department has proven to be an effective and careful steward of the Town's many indoor and outdoor recreation and wellness facilities through their "asset-based management approach." The Riverview Parks and Recreation Department proposes to continue using this model to manage this valuable new asset. By operating the facility using the existing recreation department model, the Town of Riverview staff will be in a strong position to integrate it seamlessly into Riverview's extensive activity, sports, and leisure programming processes.

The Riverview Recreation Department reports that thanks to recent improvements to the the Town's recreation process, aquatics revenues have almost doubled in the last three years, while expenses have only increased slightly. These revenue changes are the result of better scheduling and management which have led to higher rates of program participation. This successful scheduling and management approach, when applied to the new facility, is expected to yield further improvements in participation rates for all facilities contained within the building.

As indicated earlier, the Town of Riverview will discontinue the use of the Pat Crossman Memorial Aquatic Centre. The Town plans to transfer the facility, attached to Riverview High School to the New Brunswick Department of Education and Early Childhood Development. They will transfer the experienced staff to the new facility where they will provide access, surveillance, and programming for the RRC swimming pool. This re-allocation of resources will free up personnel, operating and maintenance funds that currently extend the usable life of the Aquatic Centre.

### 8.1 FUNDING PROJECTIONS FOR THE CONSTRUCTION OF THE RIVERVIEW RECREATION COMPLEX

As shown in Figure 2.4 (page 14), tri-partite construction funding from the municipal, provincial, and federal levels of government has become the norm when building new municipal recreation facilities in Greater Moncton, with one exception. The following table shows that this tri-partite participation has also proven to be a popular formula for projects everywhere in the Province of New Brunswick.

FIGURE 8.1

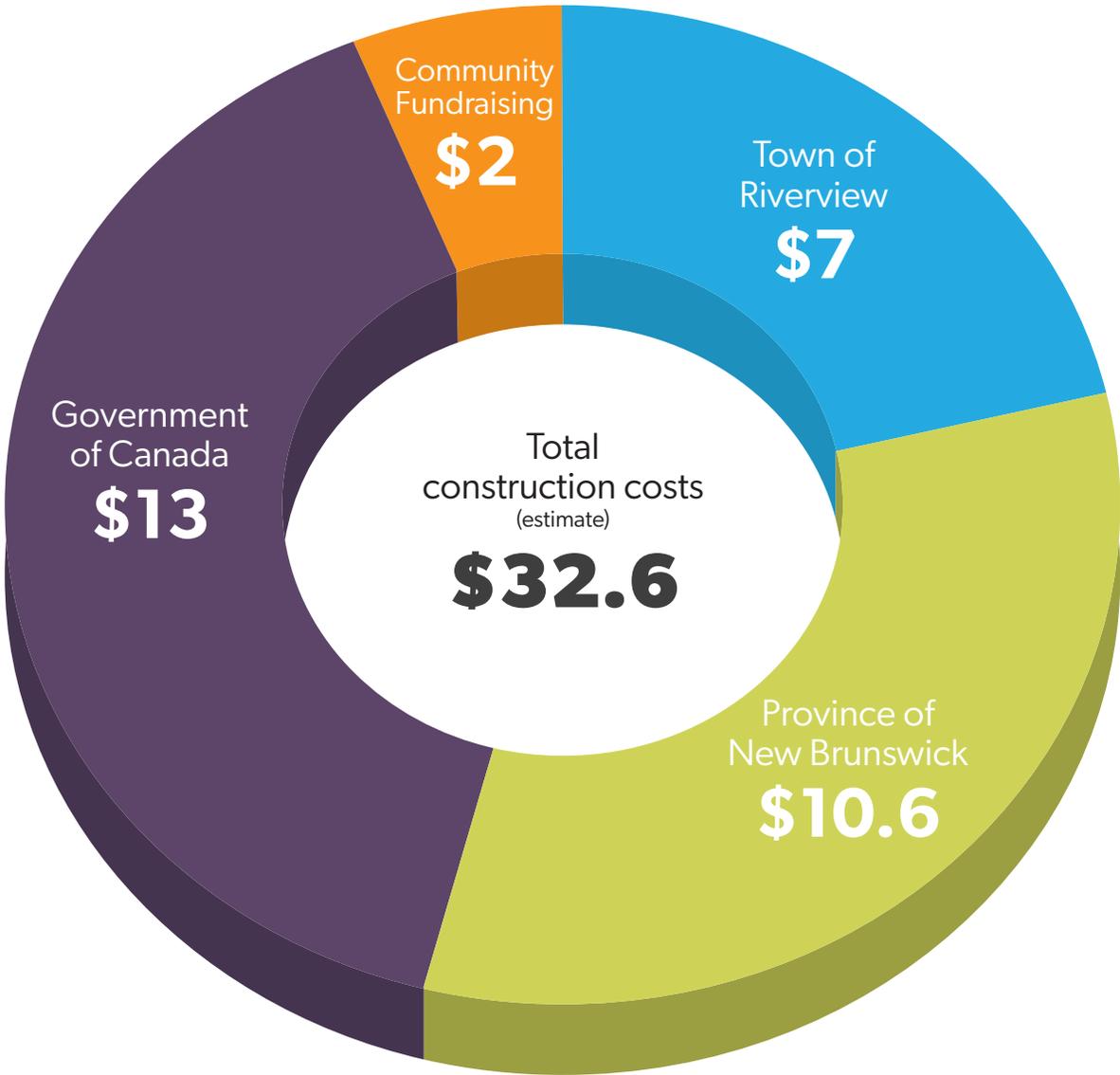
Project	Year	Gov't	Total Cost	Provincial contribution	%	Federal contribution	%	Other	Municipality
Dieppe complex	2018	Gallant	29,000,000	7,250,000	25 %	9,570,000	33 %	3,000,000	9,180,000
YMCA Moncton	2018	Gallant	17,000,000	4,000,000	24 %	4,000,000	24 %	3,000,000	6,000,000
Saint John Field	2017	Gallant	22,800,000	6,000,000	26 %	6,000,000	26 %	6,600,000	4,200,000
St. Stephen	2014	Alward	19,600,000	6,200,000	32 %	8,200,000	42 %		5,200,000
Woodstock	2012	Alward	12,000,000	4,000,000	33 %	4,000,000	33 %		4,000,000
Boucliche	2009	Graham	15,000,000	5,000,000	33 %	5,000,000	33 %		5,000,000
AVERAGE					29 %		32 %		

The Town of Riverview RRC Project Team provided the Construction Funding estimates found in Figure 8.2 below based on the guidelines of the New Brunswick Regional Development Corporation Investing in Canada Infrastructure Program<sup>34</sup>.

As Figure 8.2 shows, the Town of Riverview plans to underwrite the capital cost to the RRC using a combination of funding strategies, including accessing federal and provincial infrastructure program funds, utilizing funds from municipal reserves, and undertaking a fundraising campaign.

FIGURE 8.2

**A. Construction Costs (in millions)<sup>35</sup>**



34. [https://www2.gnb.ca/content/gnb/en/departments/regional\\_development/funding\\_programs/content/investing\\_in\\_canada.html](https://www2.gnb.ca/content/gnb/en/departments/regional_development/funding_programs/content/investing_in_canada.html)

35. Figures provided by the Town of Riverview RRC Project Team

## 8.2 OPERATING COST PROJECTIONS FOR THE RIVERVIEW RECREATION COMPLEX

The Operating Cost table (figure 8.3) on the next page shows the initial forecast prepared by the Town of Riverview Recreation Department for operating expenses and revenues once the new facility is in full operation and the Pat Crossman Memorial Aquatic Centre has been closed.

The figures compare operating the Pat Crossman Memorial Aquatic Centre, the site of the indoor pool in Riverview and the four times larger Riverview Recreation Complex. The figures compare operating the complete RRC and its major components; a larger pool area, a Fieldhouse and an indoor walking track as well as other secondary facilities.

The numbers show that the careful design work by the staff and Steering Committee will create efficiencies in operating this significant Complex. Staff compared costs to other similar or equivalent facilities and used the information provided to review the possible rental opportunities created by one of the pools in New Brunswick with the most swimming lanes, and one of the few Fieldhouses in New Brunswick housed in a hard-shell building.

Staff calculate that while the complex will increase staffing and operating costs, many of these extra costs will be covered by increased revenue opportunities from hosting leagues, meets, tournaments and events thanks to the multi-use spaces provided by the RRC. Some operating cost increases will result from moving the facility to a new location. While this move improves integration with other Town of Riverview facilities, it will eliminate the ability to share costs with the NB Department of Education and Early Childhood that reduced some operating costs for the Aquatic Centre, attached to Riverview High School.

The Operating Cost projections use anticipated numbers after the first full year of operation. They are conservative estimates, based on operational information shared from similar facilities in New Brunswick.

## B Operating Costs

FIGURE 8.3

FACILITY	AQUATIC CENTRE <sup>36</sup>	RRC
FACILITY SIZE	1,500 SQUARE METERS	6,500 SQUARE METERS
DESCRIPTION	CURRENT (AVG YR)	FUTURE (AVG YR)
<b>REVENUES</b>	<b>\$525,835</b>	<b>\$1,145,070</b>
Field House Rentals	0	335,500
Field House Programs	0	45,000
Aquatic Rentals	0	68,500
Aquatic Programs	351,835	330,000
Aquatic Drop-In's	0	27,500
Walking Track	0	10,000
Multi-Purpose Room Rentals	14,000	28,000
Fitness & Children's Programs	130,000	130,000
Facility Memberships	0	132,570
Misc. Revenues	0	8,000
Federal/Provincial Grants	30,000	30,000
<b>EXPENSES</b>		
<b>TOTAL WAGES FULL AND PART TIME</b>	<b>\$ 1,182,530</b>	<b>\$ 1,728,333</b>
<b>MAINTENANCE EXPENSES<sup>37</sup></b>	<b>\$ 98,000</b>	<b>\$ 396,500</b>
<b>OFFICE COSTS AND PROPERTY TAXES<sup>38</sup></b>	<b>\$ 51,000</b>	<b>\$ 95,620</b>
<b>TOTAL REVENUES</b>	<b>\$ 525,835</b>	<b>\$ 1,145,070</b>
<b>TOTAL EXPENSES</b>	<b>\$ 1,331,530</b>	<b>\$ 2,220,453</b>
<b>NET OPERATING TOTAL</b>	<b>\$ 805,695</b>	<b>\$ 1,075,383</b>
<b>COST RECOVERY</b>	<b>39%</b>	<b>52%</b>
NOTE: <b>NET OPERATING COST INCREASE</b>		<b>\$ 269,688</b>
NOTE: <b>NET OPERATING COST % INCREASE</b>		<b>33.4 %</b>

36. Aquatic Centre, children's programs, fitness and grants

37. Note: Some Maintenance expenses presently shared with NB Department of Education and Early Childhood

38. Note: Property taxes presently covered by NB Department of Education and Early Childhood

## 9. Conclusion

Thanks to its careful stewardship of municipal facilities, the Town of Riverview has been able to plan the replacement the obsolescent Pat Crossman Memorial Aquatic Centre and add much needed new facilities in a very desirable location. This ten-year planning and construction process has allowed the Town time to consult the population, take a careful inventory of available facilities in Greater Moncton and set aside funding reserves to construct the new Riverview Recreation Center.

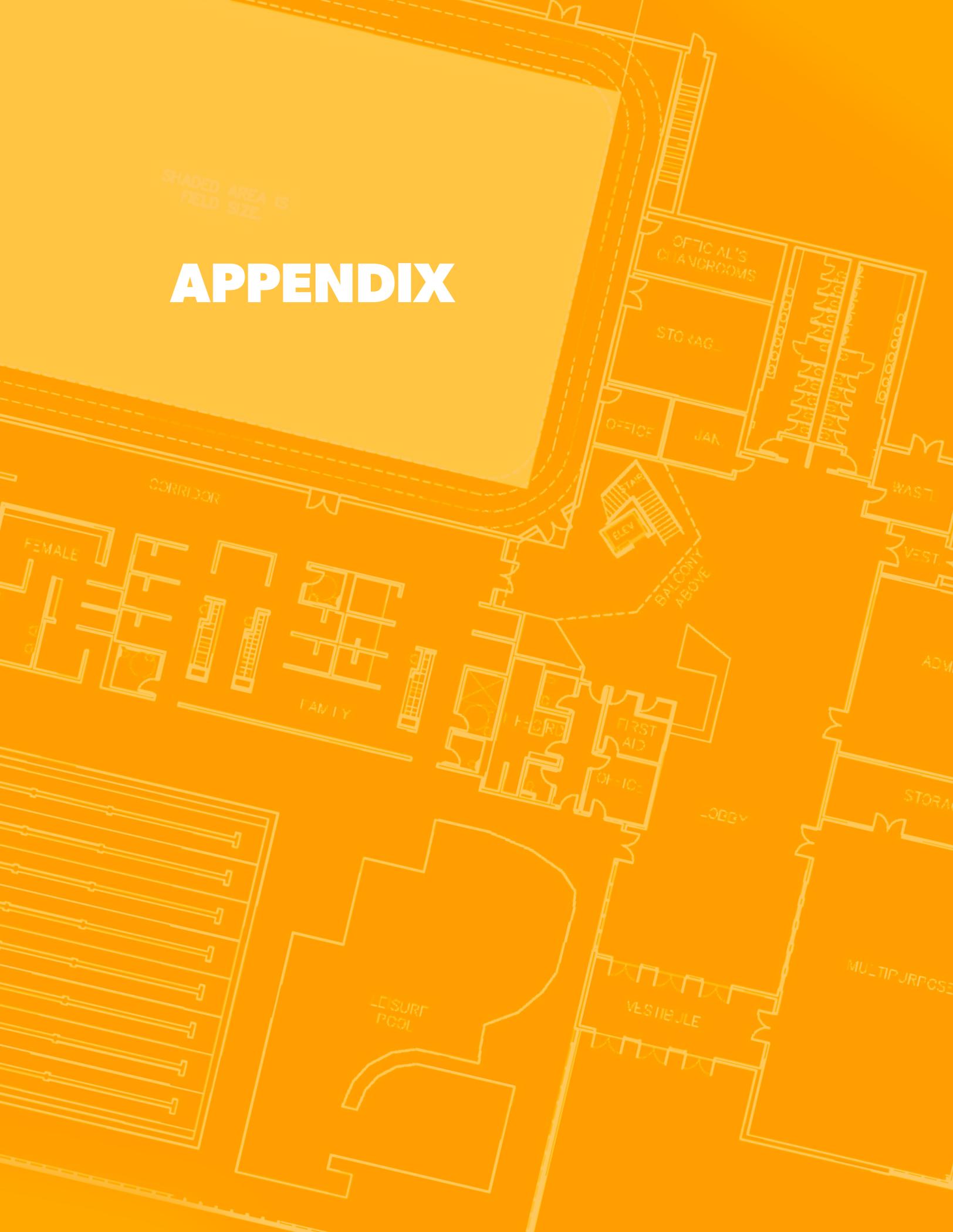
The Town has carefully studied other recreation facilities built in New Brunswick and has adopted the now familiar Provincial funding model of tri-partite government funding, combined with a substantial private fundraising campaign. In planning the facility, the Town continues to modify plans to incorporate the best long-term sustainability features, lowering energy use, designing for accessibility, and even preparing for future pandemics. The Town is also developing the facility to improve revenue recovery from operations, reducing the net increase in operating costs to a 33 percent increase for a facility that is four times bigger than the facility it replaces. According to the Economic Impact Assessment, this \$270,000 increase in yearly operating costs will result in a calculated \$5.5 million lift to the economy of Greater Moncton every year.

The recreation facilities contained in the RRC will provide access to a variety of sports all year-round while overlooking one of the best urban nature parks in New Brunswick. The 8-lane, 25-meter pool will allow swim meets to take place while providing warmup lanes for swimmers in-between races, in addition to all the regular pool activities. The pool area will also contain a separate leisure pool, an enhancement to the Aquatic Centre facilities that will allow people of all ages to access this area for sport, exercise or just to play in the water. The Field House will enable users to practice several year-round field sports, from soccer to football, to any activity that requires a large field. The walking track will allow people to walk in a controlled environment, allowing young and old to enjoy the multiple physical health, mental health and social benefits of recreation and activity. Its location next to the Mill Creek Nature Park will allow the Town and interested groups to plan activities that incorporate the Nature Park into the facilities provided by the RRC.

The recent and continuing enhancement of the bridges crossing the Petitcodiac River will reduce a bottleneck that may have limited growth in Riverview in the past. As the gateway to several world-class tourist attractions like the Hopewell Rocks, Fundy National Park, Cape Enrage and the new Fundy Trail Parkway, Riverview is poised to welcome more newcomers and visitors than ever before.

The Riverview Recreation Complex will prove to be a critical addition to encourage participation in a year-round active lifestyle for residents of Riverview. It is designed to be a significant draw for sports tournaments and meets, and a welcome stopping point for visitors to Greater Moncton or Albert County. Building the RRC soon will also provide much-needed infrastructure investment to help re-launch the post-COVID-19 economy in Riverview.

# APPENDIX



## APPENDIX 1

### RIVERVIEW RECREATION COMPLEX STEERING COMMITTEE PROJECT TEAM

The Steering Committee helped plan the fundraising campaign and recruit the Campaign Cabinet. They have now turned their attention to supporting the Project Team in defining the Functional and Technical Plan and are pledged to continue meeting until the facility is completed.

The Project Team consists of the Town of Riverview personnel who support and oversee the efforts of all volunteers and contractors on the project.

#### **Chair**

Lawrence Forbes (Campaigns: Riverview Arts Centre, Avenir Centre, George Dumont Foundation)

#### **Members**

Kim Bustin, Principal, Mara Consulting Ltd, Shawn Dempsey, Partner, Actus Law

David Holt, Former owner, Modern Construction

Amy MacArthur, MBA, Lecturer, Crandall University

Owen MacNeil, Former Owner, Graysbrook Capital

Dennis Ronan, District Sales Manager, Bosch Inc.

Tammy Rampersaud, Town of Riverview, Councillor at Large

#### **Project Team**

Project Coordinator: David Shea, Town of Riverview Parks, Recreation and Community Relations

Fundraising Campaign Coordinator: Jessica Wall, Town of Riverview

#### **Consultants**

##### **BNP Philanthropic Performance Atlantic**

Marie-Claire Morin, Vice-President, Ontario and the Outaouais

Marc Lapointe MBA CFRE, Vice-President Atlantic

Corinne Cadou, Consultant

##### **Portfolio Solutions**

Pier-Luc Brousseau, Vice President

## APPENDIX 2

### RIVERVIEW RECREATION COMPLEX CAMPAIGN CABINET

The Campaign Cabinet is the fundraising committee and has two responsibilities.

First, to liaise with all three levels of government to secure the \$30.6 million that the building of the RRC requires. And second, to work with Riverview citizens and organizations to raise the \$2 million in additional funding the RRC needs to become a reality.

#### **Chair**

David Ford, Owner, Ford's Jean Coutu Pharmacy

#### **Members**

Derrick Bathurst, President, Modern Enterprises Limited

Rob Boyd, Lawyer, McGrath Boyd

Randy Canning, Manager, Team Canning Sales Inc.

Rob Clinch, President and CEO, Avant-Garde Construction and Management Inc.

Mark Davidson, Physiotherapist, Owner, Davidson Physiotherapy

Janet Diamond, Capital Campaign Solicitor

Kevin Hannay, Vice President, Senior Investment Advisor, Wellington-Altus Private Wealth

Mike Jenkins, Vice-President, CFO, Lounsbury Group of Companies

Dave MacFadyen, President, Owens MacFadyen Group

Tom Toner, Capital Campaign Solicitor

## APPENDIX 3

### STAKEHOLDERS

#### MAIN FIELD GROUPS

**Greter Moncton Football Association**

Riverview Zone Rep: Dennis Ronan

**Riverview Soccer Association**

[www.riverviewsoccer.com](http://www.riverviewsoccer.com)

Contact: Scott Costain

**Riverview Adult Soccer Club**

Contact: Trevor Tanner

**Moncton Rover Soccer Club**

Contact: Ben Millett

**Codiac Lacrosse**

Contact: Paul Bloedow

#### COURT SPORTS GROUPS

**Adult Badminton**

Contact: Linda Cogswell

**Riverview Minor Basketball**

Contact: Kevin Hansen

**Riverview Pickleball Club**

Contact: Bob Betts

**Riverview Tennis Club**

[www.riverviewtennis.ca](http://www.riverviewtennis.ca)

#### SPECIALIZED SPORTS GROUPS

**NB Shuffleboard Association**

Contact: Jerry Sears

**Manchester Lawnbowling**

[www.manchesterbowls.webs.com](http://www.manchesterbowls.webs.com)

Contact: Diane Trites

#### SECONDARY USER GROUPS

**Riverview Minor Hockey**

[www.riverviewminorhockeyclub.com](http://www.riverviewminorhockeyclub.com)

Contact: Stephen Marshall

**Riverview Figure Skating Club**

[www.riverviewskatingclub.ca](http://www.riverviewskatingclub.ca)

Contact: 506-387-7370

**Riverview Ringette Association**

[www.riviewringette.ca](http://www.riviewringette.ca)

President: Kelly Cormier

**Riverview Minor Baseball**

Contact: Chris Pearson

#### OTHER

**Martial Arts**

**Wrestling**

**Various Dance Groups**

**Co-Ed Volleyball**

**Co-Ed Basketball**

#### WALKING TRACK

**Riverview Striders Walking Club**

Contact: Sarah Lord

**Various Running Groups**

APPENDIX 4

www.townofriverview.ca/sites/default/files/documents/related/town\_of\_riverview\_street\_map2017.pdf



APPENDIX 5

CONCEPTUAL FLOORPLAN

