

Memo

To: Board of Supervisors
From: Jason Lang
Re: Recreation Program Enhancement – General Programs
Date: January 28, 2014

Goal: Expand East Goshen Recreation program offerings in a fiscally responsible manner

Objective A: Meet current and emerging recreational demands for youth and senior populations

Objective B: Ensure new programs are revenue-neutral in both planning and operational phases

Line Item	Program	Revenues	Expenses
Youth Programs	NFL Punt, Pass and Kick	\$0	\$0
	High School Entrepreneurial Academy	\$605	\$605
	NAYS Start Smart: Sports Development	\$1005	\$1005
	Rocketry Summer Camp	\$932	\$932
	Learn to Draw Art Classes	\$650	\$650
	Full Day Youth Camp (Pilot)	\$6780	\$6780
	Toddler Story Time in the Park	\$0	\$0
Sports	Ladies & Youth Tennis	\$2000	\$2000
Seniors	Senior Card Club	\$50	\$50
	Learn to Paint Art Classes	\$970	\$970
Special Event	East Goshen Holiday Tree Celebration	\$500	\$500
Total		\$13492	\$13492

National Football League: PPK Overview



Date: Saturday, September 6th, 10am-12pm

Location: East Goshen Park

Description: Free football skills competition for youth. We would host a local competition with winners moving onto a regional competition. Winners from regionals move onto Lincoln Financial Field and eventually a 2014 NFL Playoff game for the National Finals.

Instructor: Jason Lang and volunteers

Anticipated Participation: 100+ area youth

High School Entrepreneurial Academy Overview



Date: Monday-Thursday, July 7th – July 10th, 1pm-4pm

Location: Township Building and Farmer's Market

Description: High School Academy for a budding "Steve Jobs" or "Mark Zuckerberg". Students in teams will learn how to move from product concept to market; create a business plan, logo and marketing plan. Finally, student teams will take their actual product complete with logo to the Thursday East Goshen Farmer's Market and the public will decide the best product. Participants will receive Certificates of Participation upon completion.

Program Partners: Immaculata University, WCU's Cottrell Center for Entrepreneurial Education, Chester County SCORE

Ages: 13 – 17

Price: \$75

Anticipated Participation: Minimum 8, Maximum 12

Note – The Entrepreneur Academy program will be submitted for a 2015 Pennsylvania Recreation and Parks Society Program Award. The uniqueness of this program, its partnerships with a university, small business and township farmer's market will all appeal to an Award Selection Committee.

National Alliance for Youth Sports: Sports Development Overview



Date: Mondays, April 14th – May 19th, 10am-11am; Tuesdays, April 15th – May 20th 5pm-6pm

Location: East Goshen Park

Description: The National Alliance for Youth Sports (NAYS) is America's leading advocate for positive and safe sports and activities for children. The organization offers programs, league administrator, coaches Computer/H:/East Goshen Township/Budget

and referee sports training. The Sports Development program provides recreation agencies with a comprehensive motor skill development program that can be implemented easily.

Instructor: Jason Lang for the AM section, seasonal staff for the PM section

Ages: 3 – 6YO

Price: \$45

Anticipated Participation: Minimum 10, Maximum 15

Rocketry Camp Overview

Date: Monday-Friday, August 11th – August 15, 9am-12pm

Location: East Goshen Park

Description: Each day campers will build a model rocket and launch! The rockets are successively more complex as the week progresses. To be launched from the large soccer field. The National Association of Rocketry safety standard is 200 ft. for these size rockets, the soccer field is 5 times as large.

Instructor: Jason Lang and 1 x Seasonal staff

Ages: 9 – 12 YO

Price: \$125

Anticipated Participation: Minimum 8, Maximum 12

Learn to Draw Art Classes Overview

Date: Wednesdays, April 16th – May 22nd, 6pm-7:30pm

Location: East Goshen Township Building

Description: In the six week class, budding artists will learn drawing techniques in a step by step fashion. Drawing kit and materials included with the program fee.

Instructor: Ashley Wright (current Summer Camp staff)

Ages: 6 – 10 YO

Price: \$70

Anticipated Participation: Minimum 10, Maximum 12

Summer Celebration Camp Overview

Date: Monday-Friday, July 28th – August 1st, 9am-4pm

Location: East Goshen Elementary School (9a-12p) and East Goshen Park (12p-4p)

Description: Full day camp offered to East Goshen residents at a very competitive weekly rate. The week would include two half day field trips. When at the park, the campers would enjoy a selection of sports, crafts, water games, and fun Minute To Win it activities. The week would conclude with a field day and end of summer celebration party.

This camp would run in conjunction with the final traditional camp week and serve as a pilot for future full day camp possibilities. Residents would have the option during registration to sign up for the half day/traditional program or the full day program.

Instructors: Jason Lang, Camp Director
Tim Kershaw, Assistant Camp Director
12 x Group Leaders

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Ages: 5 – 10 YO

Price: \$175

Anticipated Participation: Minimum 56, Maximum 65

Toddler Story Time in the Sun Overview

Date: Mondays, April 7th – May 14th, 10am-11am

Location: East Goshen Park, Pavilion near the T-Ball Fields

Description: Weekly program that will include a story time segment, silly songs and circle time games

Instructor: Jason Lang

Ages: All

Price: Free

Anticipated Participation: 5 – 10 Participants

Youth Tennis Overview

Date: August 4th-7th & August 11th - 14th (9am-12pm)

Location: East Goshen Park

Description: Join in the Fitness & Fun of tennis this summer at the park courts! If you've never tried this lifetime sport...this is your chance. Meet new friends! Learn stroke mechanics through exciting drills and games. Scoring, serves, footwork, court coverage, etiquette and rules of the game will all be emphasized according to level. Participants should wear sneakers, sunscreen, bring a tennis racquet and water bottle.

Ages: 6+

Price: \$60

Anticipated Participation: Minimum 4, Maximum 8

Ladies Tennis Overview

Date: Wednesdays: May 7th - June 11th (10am-11am)

Location: East Goshen Park

Description: J Bring a friend and come out for fun and exercise! If it's been awhile since you've picked up your racquet and you want to brush up on your game...or if you're just learning the basics, this clinic is for you! Emphasis will be on stroke production and mechanics, footwork, court coverage and basic strategies of tennis. Drills and games make this a fun and fast paced workout! Please wear sneakers, sunscreen, bring a tennis racquet and water bottle.

Ages: Adult

Price: \$108

Anticipated Participation: Minimum 4, Maximum 8

Senior Card Club Overview

Date: Fall 2014, Wednesdays

Location: East Goshen Township Building

Description: Club for seniors to enjoy one another's company and play a myriad of card games.

Instructors: None – Jason Lang to organize

Ages: 55+

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Price: Free

Anticipated Participation: 10-20 Participants

Learn to Paint Art Classes Overview

Date: Fridays, April 18th – May 24th, 6pm-7:00pm

Location: East Goshen Township Building

Description: In the six week class, new artists or experienced artists will learn painting techniques in a step by step fashion. Materials included with the program fee.

Instructor: Ashley Wright (current Summer Camp staff)

Ages: Adults

Price: \$80

Anticipated Participation: Minimum 13, Maximum 15

East Goshen Holiday Tree Lighting Celebration Overview

Date: Saturday, December 6th, 4p-7p

Location: East Goshen Park

Description: Holiday season kick off culminating with a tree lighting ceremony

1) Itinerary

- a. Fill the Township Manager's office with canned goods drive
 - i. Prior to the Tree Lighting
 - ii. Household donating the most gets to light the tree
- b. Candy Cane Run (similar to Egg Hunt)
 - i. Ages 2-5
- c. Appearance by Santa
 - i. Family taken free photos only
- d. Caroling
- e. Announcement of East Goshen House Lighting Contest
 - i. Open to all EGT Households
 - ii. Submit photos to EGT FB for entry
 - iii. BOS selects top three households
 - iv. BOS visits top three and selects winner
- f. Lighting of Holiday Tree

Event Coordinator: Jason Lang

Ages: All

Price: Free

Anticipated Participation: 500+

Draft Motion:

- 1) I move that \$13492 in revenue and \$13492 in expenses be appropriated in 2014 and that staff be authorized to implement these programs in 2014.

East Goshen Township Full Day Camp Frequently Asked Questions

When does registration begin for summer camp? Registration begins on Tuesday, March 1, 2014.

What is the cost of attending camp? \$175 per week, non-residents pay \$185.

Do I need to pay the total cost of camp now? Yes, the balance is due in full when registering your camper for the program.

How do I register? The Registration Form will be available online beginning March 1st. You can submit both the Registration Form and payment through our website. Registration is also available in-person at the Township Building or through standard mail. You will receive a personal confirmation from Jason Lang once your forms are received and processed.

Where is the camp site? The camp will be held jointly in two locations. The first half of the day will coincide with the traditional half day camp at East Goshen Elementary School. At 12pm, all campers signed up for the full day camp will be escorted by Camp staff to the East Goshen Park for the remainder of the camp day.

What are the camp hours? 9:00am-4:00pm, Monday – Friday.

What will my child do at the full day camp? Campers will follow a daily schedule of activities that will include: arts and crafts, outdoor and gym games, socialization games and FUN! The full day campers will go on two field trips: on Wednesday morning they will go to Regal Movies and on Thursday afternoon they will go to Chuck E Cheese for a pizza party.

Do they have a “home base” while at the Park? Yes, the campers will utilize the Hicks Pavilion as their home base during pick up, lunch time and during large group communications.

Can I attend a field trip? We welcome parents wishing to help on field trips. If you are interested in chaperoning on a field trip, please contact the Camps Coordinator. If the field trip requires purchasing tickets, the parent is responsible to purchasing their own tickets. Parents/Guardians will need to fill out an East Goshen Volunteer form before attending field trips. This process typically takes at least 3 business days for completion.

Are meals provided? No. Every child should arrive to camp with a lunch and 2 snacks that do not need refrigeration each day. A bottle of water is also highly recommended.

What is the staff to child ratio? The highest staff to camper ratio is 1 staff to 12 children which is the Pennsylvania state standard for summer camp programs.