



East Goshen Township, Department of Parks and Recreation  
End of Year Report  
2019

# The East Goshen Township Department of Parks and Recreation (EGPR)

Vision Statement: *In the Business of Making Memories*

The department Vision Statement is two-fold. We see our role as providing the parks, facilities, programs and events that create opportunities for the community to make worthwhile memories close to home. Staff also recognizes that resources can be finite, and employs an entrepreneurial spirit to foster community engagement, partnership development and funding cultivation.

Mission Statement: *The EGPR's mission is to provide enriching recreational activities, maintain beautiful parks and preserve the environment for the well-being of our community.*

EGPR provides a fully developed parks and recreation experience for its residents and the greater West Chester area. Department staff utilizes the National Recreation and Parks Association's (NRPA) three pillars of **Conservation, Social Equity and Health & Wellness** to guide programming development.

Number of developed parks: five; East Goshen, Applebrook, Milltown, Mill Creek, Hershey's Mill

Developed Park Acreage: 175.0

Township owned open space: 322.0

Annual Program Hours: 725.0 (an increase of 594% since 2014)

Volunteer Hours: 400.0

The department also manages park permitting, with 184 permits approved in 2019 for family gatherings, civic group meetings and 5K events.



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## Special Events and Activities:

Spotted Lanternfly Smash a Thon

Blacksmith Shop Escape Rooms

Holiday Celebration and Christmas Tree Lighting

Holiday Toy Scavenger Hunt hosted by Mr. & Mrs. Claus

Collette destination trips

Day bus trips

Retirement Planning Seminars

Young Rembrandts Art Classes

Youth Photography programs hosted by The Photography Workshop

Bird Viewing Classes

Toddler Chalk Art

Stuff Jason's Office holiday canned food drive

Halloween and Christmas House decorating contests

Community Day

Summer orchestral performances

Building Bridges—Senior Technology Classes

Easter Egg Hunt

Yard Sales (2 per year)

Teen Awesome FEST

SE Pennsylvania Teen Filmmakers Showcase

Preschool Entertainment Series

Toddler Storytime hosted by Malvern Library

Applebrook Golf Outings (three per year)

Goshenville Ghost Walk

Pumpkin Festival

Neighbor to Neighbor Day

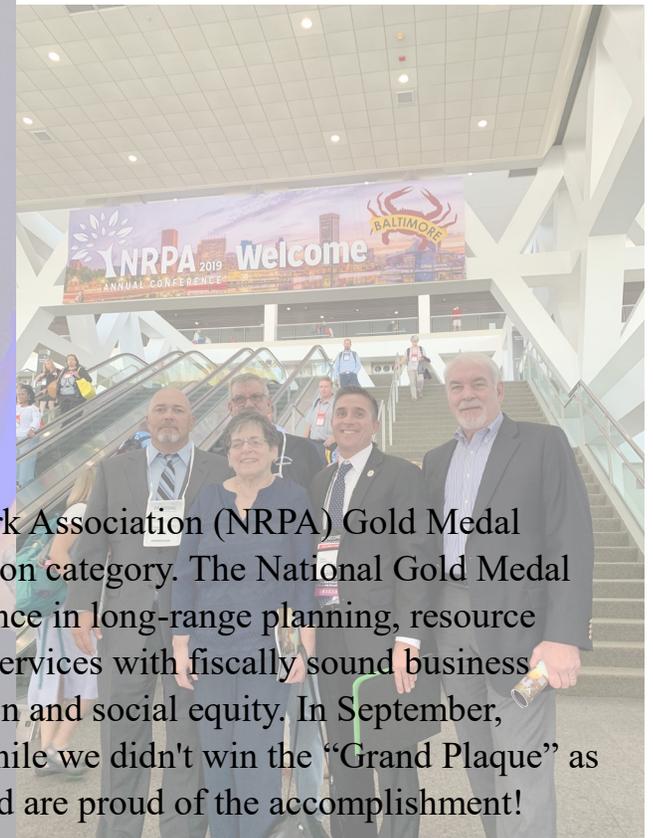
Food Truck & Music Festival

Shakespeare in the Park

## Organized programming by the numbers (hours):

Baseball (1900) Soccer/other (150) Football (400) Tennis (60) Summer Camps (300) Fitness (250) Senior Activities (450)

## Your award winning park system is getting national recognition!!



East Goshen Parks and Recreation was named a 2019 National Recreation and Park Association (NRPA) Gold Medal Finalist community in 2019, one of four Finalists in the 30,000 and under population category. The National Gold Medal Award honors communities throughout the United States that demonstrate excellence in long-range planning, resource management and innovative approaches to delivering superb park and recreation services with fiscally sound business practices. Specifically, it looks at contributions in health and wellness, conservation and social equity. In September, township officials traveled to the NRPA Annual Conference in Baltimore, MD. While we didn't win the "Grand Plaque" as best in our category, we are the first Pennsylvania municipality to be a Finalist, and are proud of the accomplishment!

# EGPR named 2019 PRPS Agency of the Year & the playground is Project of the Year!!



East Goshen Parks and Recreation was named the 2019 Pennsylvania Recreation and Park Society's Agency of the Year. The PRPS Agency of the Year Award inspires and recognizes exemplary accomplishments in positioning parks and recreation as an essential public service with meaningful community impact. The winning agency provides a fresh perspective on significant parks and recreation issues, shows innovation and collaboration, and has demonstrated a high level of resourcefulness over the previous five years. The winning agency demonstrates the achievements, benefits and outcomes in providing public park and recreation services over the past five years.

Recreation Resource USA, our design and installation partner for the playground renovation, was awarded the Burke 2019 Project of the Year. Congratulations to the 623 East Goshen kids who helped us create this national award winning playground!



## The Blacksmith Shop—our 300 year old landmark—brought to life in 2019!!!



The Township's Blacksmith Shop was the backdrop for some amazing events this past year. EGPR, in partnership with the Poet Laureate and Historical Commission, created an Escape Room in July, a Ghost Walk in October and a Holiday Toy Scavenger Hunt hosted by Mr. & Mrs. Claus in December. Each event was sold out and provided multi-generational opportunities to learn more about East Goshen Township's history. The Blacksmith Shop was also the hiding spot in our first "Diamond Earrings Scavenger Hunt"! Hundreds of people scoured the internet, trying to piece together the clues and find where the earrings were hidden! One family even visited the Chester County Historical Commission trying to get a leg up on the competition! In the end, the family pictured above found the earrings under the window sill just to the right of the main door! Look for another jewelry scavenger hunt this coming summer!

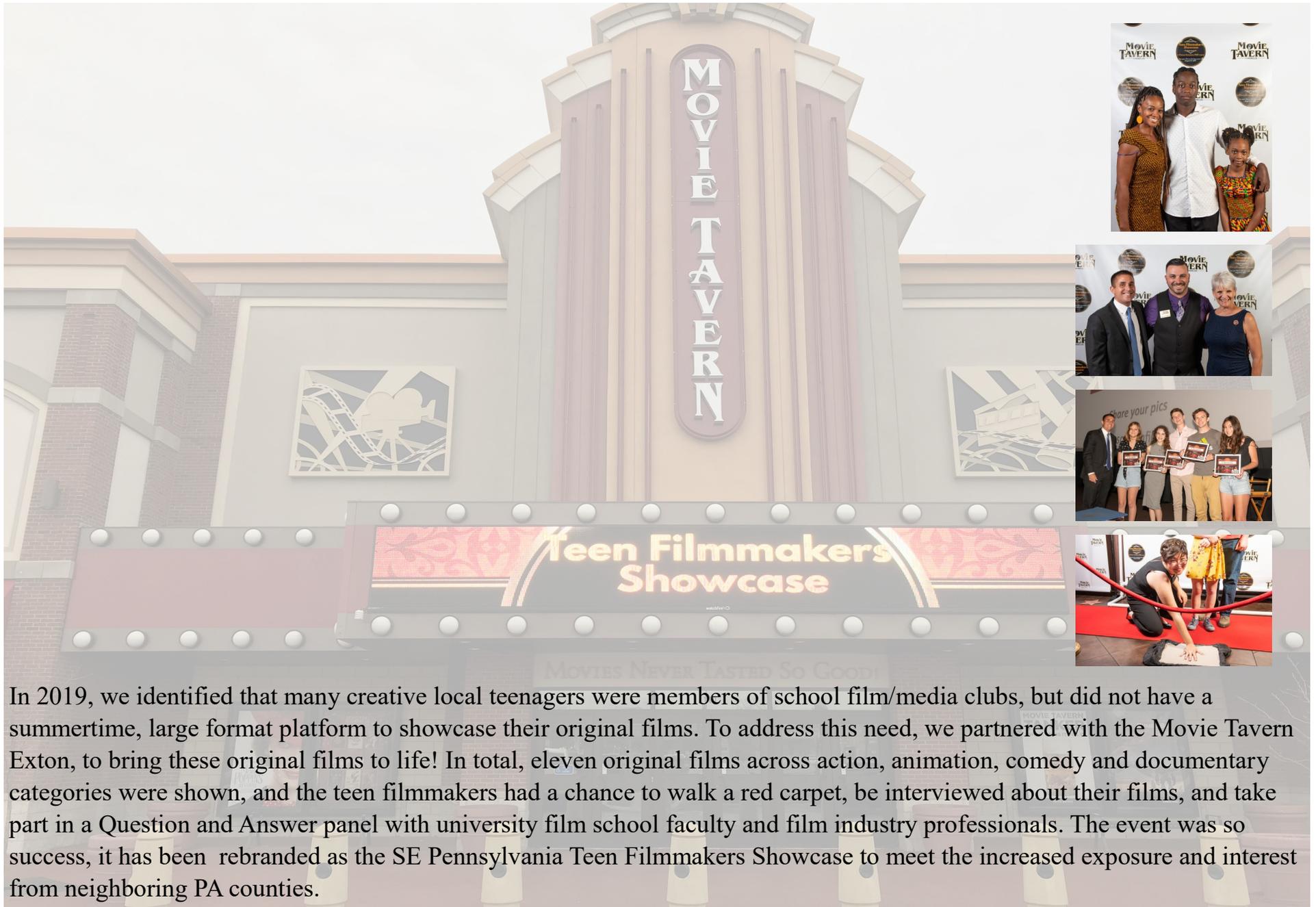
## Ghost Walks at the Blacksmith Shop—scaring people since 2019!



We had a blast creating the first Goshenville Ghost Walk this past October! Three ghost stories were told, as participants meandered by moonlight along the boardwalk hearing stories of yesterday, before entering the Blacksmith Shop for their final experience! The stories were all rooted in oral histories past down over 300 years. These included the Witch Trials of Molly Otley and buried Hessian soldiers. The experience ended with the Chester County Paranormal Society discussing modern ghost hunting techniques, equipment, and we were even visited by some spirits during the night!

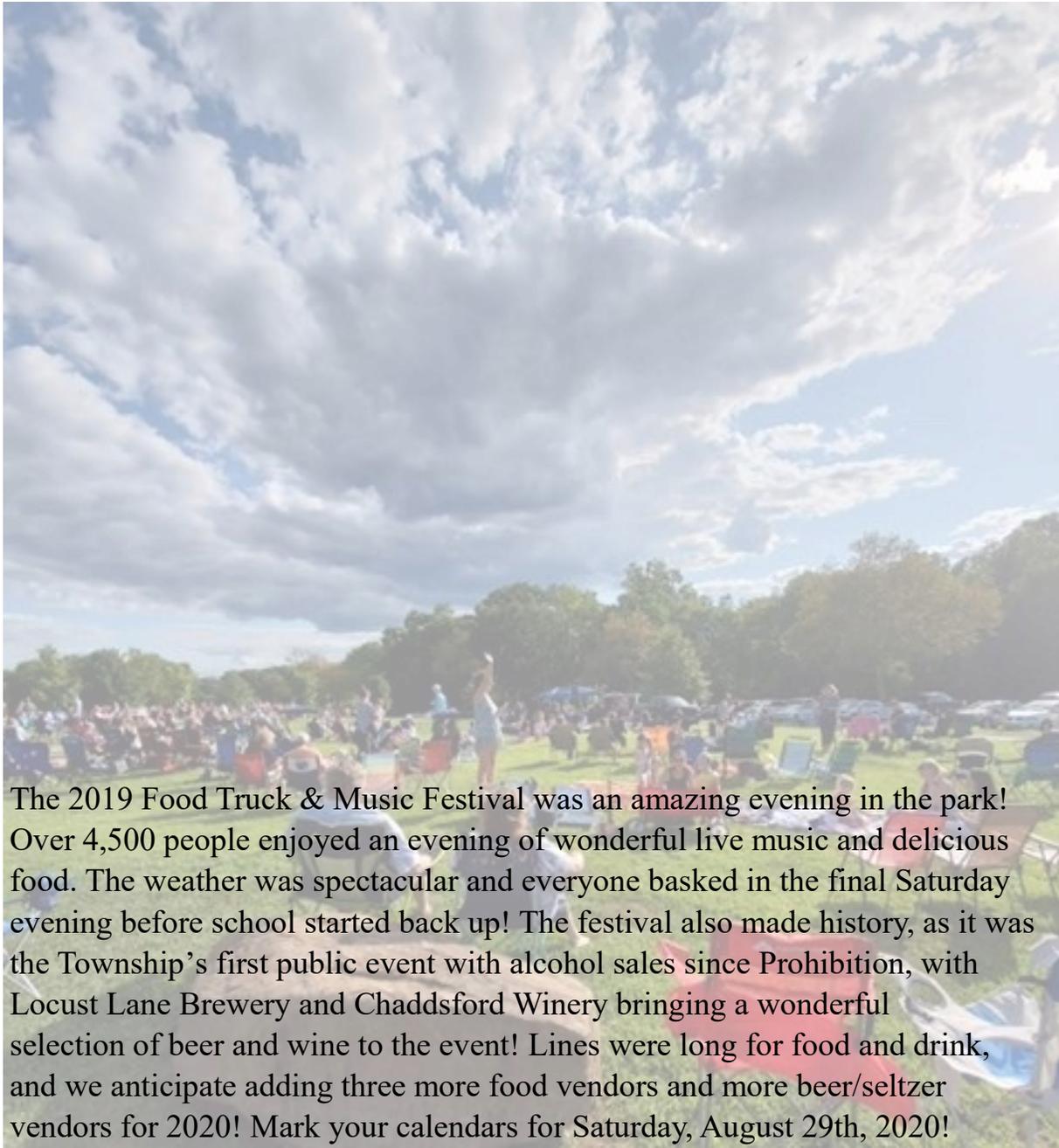
A special thanks goes to everyone involved in making the Goshenville Ghost Walk a success. Thanks goes to Ted Roberts, Historical Commission Chair for his help in event creation. A special thanks goes to the Rustin High School Theater Department, for providing amazing actors who played their roles with energy and were equal parts spooky and engaging!

## Program Highlight—Chester County Teen Filmmakers Showcase—August 17th, 2019



In 2019, we identified that many creative local teenagers were members of school film/media clubs, but did not have a summertime, large format platform to showcase their original films. To address this need, we partnered with the Movie Tavern Exton, to bring these original films to life! In total, eleven original films across action, animation, comedy and documentary categories were shown, and the teen filmmakers had a chance to walk a red carpet, be interviewed about their films, and take part in a Question and Answer panel with university film school faculty and film industry professionals. The event was so success, it has been rebranded as the SE Pennsylvania Teen Filmmakers Showcase to meet the increased exposure and interest from neighboring PA counties.

# Program Highlight—3rd Annual Food Truck & Music Festival—August 24th, 2019



The 2019 Food Truck & Music Festival was an amazing evening in the park! Over 4,500 people enjoyed an evening of wonderful live music and delicious food. The weather was spectacular and everyone basked in the final Saturday evening before school started back up! The festival also made history, as it was the Township's first public event with alcohol sales since Prohibition, with Locust Lane Brewery and Chaddsford Winery bringing a wonderful selection of beer and wine to the event! Lines were long for food and drink, and we anticipate adding three more food vendors and more beer/seltzer vendors for 2020! Mark your calendars for Saturday, August 29th, 2020!



CHADDSFORD  
WINERY

# Promoting Community Engagement and Social Equity

East Goshen Township parks also celebrates events, activities and programs that help build communities capacity to serve all populations. In keeping with this goal, we partner with numerous community organizations throughout the calendar year. Some of these organizations include:

YMCA of the Greater Brandywine, West Chester branch

Bob Kelly BK5K for Nemours Hospital

PRO-ACT Ambassadors for Recovery

Youth Mentoring Partnership

National Alliance on Mental Illness

Headstrong Foundation

Brain Injury Association of America

Walk MS

American Cancer Society

National Eating Disorder Association

Stages Arts Initiatives

SEWA International



## Corporate partnerships—helping to keep our parks green and clean!

Throughout the year, many volunteer groups help make East Goshen Park the beautiful vibrant place to enjoy a nice, sunny day! Whether that is volunteering at Community Day, or assisting with the Butterfly Pollinator Garden, many hands together make the park a special place. One such partner is the HMD Package Development Division of Depuy-Synthes. Located right here in East Goshen Township, staff from Depuy-Synthes wanted to tackle something important in the park in 2019—the Butterfly Pollinator Garden! While beautiful, the garden is a constant work in progress as seeding, weeding, pruning and watering are on going processes! The team from Depuy-Synthes had such a great time helping out in 2019, they've decided to formally adopt the garden in 2020! They will assist the Township and West Chester Garden Club on a routine and formal basis, to ensure the garden is a lovely, colorful place for pollinators to land and kids to learn about environmental education!

We are always looking to extend volunteer opportunities to civic groups, corporate work groups, and park lovers who want to give back! Contact Jason Lang, Department Director at [jlang@eastgoshen.org](mailto:jlang@eastgoshen.org) to discuss opportunities!



## EGPR impacts felt across the state

The Department Director is the Chair of the Pennsylvania Recreation and Park Society's Health and Wellness Committee. In this role, he helps to identify new ways municipal park and recreation agencies across Pennsylvania can support healthy lifestyles in their communities. The committee has been working on a statewide Culture of Health program, that will introduce a more holistic definition of health to children in day camp and out of school time activities.

The Department Director also volunteers professionally in the following roles:

PRPS Board of Directors, Secretary

PRPS Government Affairs Committee Member

PRPS Dig It! Blog Contributor

NRPA Mentor

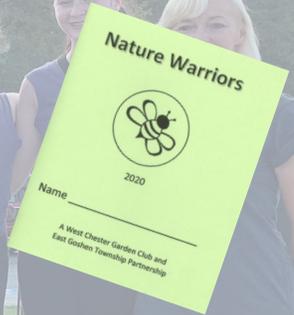
Speaker at a variety of national/state events



## Coming your way in 2020!

Each year the department adds new programming, events and recreational opportunities and is excited about new programs starting in 2020! These include:

Nature Warriors—a season long adventure for families, where kids will undertake a series of interesting, fun and immersive environmental education activities! Children who finish the program can attend the end of program party and will have earned their Nature Warriors patch!



Carnival of Ruin—The WCUPA Theater Department is feverishly rehearsing for this first of its kind play, to be held in EGT Park on Saturday, May 30th! The play's message is about sustainability, and all costumes, props, even the big top will be 100% post-consumer recycled materials!

EGPR is also excited to be partnering with Young Rembrandts, a nationally recognized leader in youth-based art programming! Held at the Township Building, look for classes and clinics throughout the school year, and week long camps during the summer!





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