



East Goshen Township, Department of Parks and Recreation

End of Year Report

2022

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.

EAST GOSHEN TOWNSHIP

Department of Parks & Recreation



In the business of making memories...

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

By the Numbers:

Developed parks: five; East Goshen, Applebrook, Milltown, Mill Creek, Hershey's Mill Dam

Developed Park Acreage: 175.0

Township owned open space: 322.0

Baseball/softball fields (4) EGT Park, internal trails (1.25 miles)

Football field Applebrook Park, internal trails (2.4 miles)

Soccer fields (2) Paoli Pike Trail (1.95 miles)

Pavilions (2) Sand Volleyball Court

Destination Playground Program Room (inside Township Building)

Pickle Ball Courts (8) Summer camp/fitness classes utilize East Goshen Elementary

Tennis Courts (3) Amphitheatre

Stones Course Basketball Courts (2)

Bocce Courts (2)

The department also manages park permitting, with 180 permits approved in 2022 for family gatherings, civic group meetings and 5K events.

Organized programming by the numbers (hours):

Baseball (1300) Soccer/other (150) Football (200) Summer Camps (200) Basketball (100) (Tennis (20) Fitness (50)
Senior Activities (50)+

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

Programs, events and initiatives:

Yoga

Zumba

Senior Cards

Mahjong

Essentrics

MLK Day Teen Workshop

Egg Hunt

Bees by the Blacksmith Shop

Bocce court demos

Stuff Santa's Sleigh Toy Drive

Reindeer Meet and Greet

Holiday Celebration & Christmas
Tree Lighting

Summer REC Camp (5 weeks)

Robotic Lego Camps (3 weeks)

Toddler Trick or Treat (2)

Playground Story times

Malvern Library Poetry Circles

Playground Flash Mob

Pumpkin Festival

Neighbor to Neighbor Day

NYC Holiday Trip

Township Yard Sale (2)

Applebrook Golf Outings (3)

Butterfly Garden Clean Ups (monthly)

WCGC Nature Warriors

Food Truck & Music Festival

Afterschool Legos

Rocketry Camp

Community Day

SE PA Teen Filmmakers Showcase

Chester County Art Walk

CIT Junior Counselor Program

Young Rembrandt art classes



Community Partnerships

West Chester Garden Club

Communications Test Design, Inc. (CTDI)

Carmen B's Honey

Time to Leap Dance Studio

WCASD

The Phelps School

Local Boy & Girl Scouts

Eagle Scouts

Kirk's Martial Arts & Krav Maga

Dunkin' Donuts

Del Vacchio Landscape & Christmas Decor

Movie Tavern Exton

SunCenter Studios

Advanced Staging Productions

University of the Arts

Mark Bergkvist Photography

Crown Trophy of Berwyn

Gary Altoonian Photography

LevelUp Baseball

Matlack Florist

Chester County Art Association

Giant Food Store, Boot Rd

Young Rembrandts

West Chester Macaroni Kid

Kria Confections

Havertown Carpet Co.

St. Peter's Preschool in the Great Valley

MOMS Club of WC

Fox Roach Realty

Volpe Enterprises

Locust Lane Brewery

Chaddsford Winery

Goshen Friends School

Lenape Brass Band

Watermark at Bellingham

Emily Rose Dance Creations

Kevin Smith Transportation Group

Main Line Health-Paoli Hospital

Diversified Tax LLC

Rock School for Dance-West

Philly Plein Air Society

Over forty community partners dedicate time, energy and resources to help EGTPR pull off a full year's worth of programming and special events in the park!

Summer Camp: By the Numbers

Five weeks (half/full day options)

Kids per week: 100

Sold out in seven hours

Staff MVP: Josh Cuozzo

Staff Rookie of the Year: Stephanie Calastri & Brian Schiele

Favorite field trip: LegoLand

Canned Food Drive donation (650 lbs.)

Miles traveled on the field trip bus: 400+

Joke Day candies handed out: 300+



Summer Camp: What a blast!



Had fun?



Improved physical skills?



Learned a little something?



Improved social skills?



Safe & positive environment?

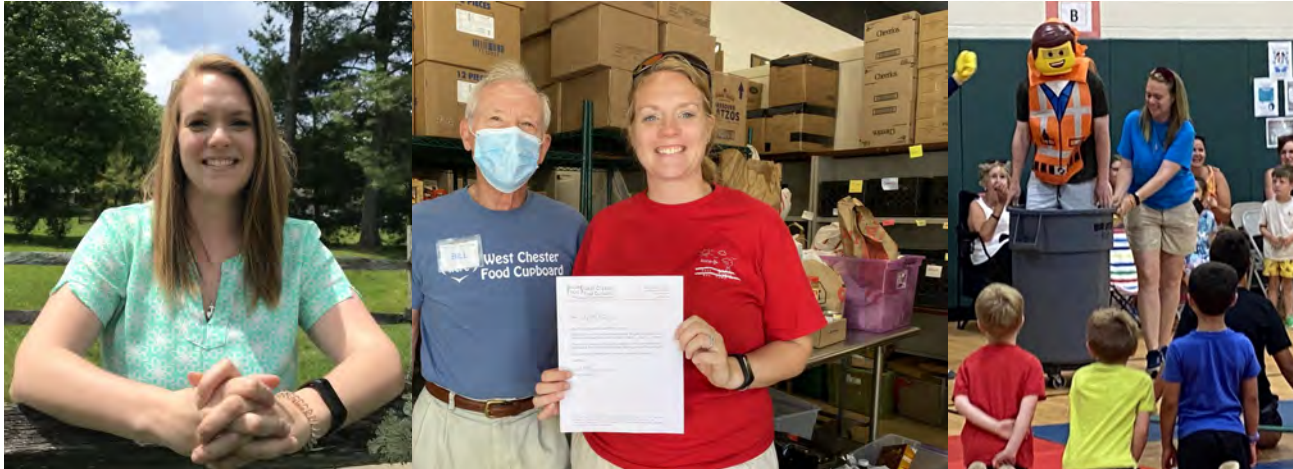


Essential community service?



Jess Wilhelmy, our new EGTPR Recreation Program Coordinator!

Jess Wilhelmy joined EGTPR in May as our new Recreation Program Coordinator. She immediately had her “feet to the fire” as we moved into camp and summer events, our busy season! If you see her around the park, stop and say hi!



Dropping off 600 lbs. of canned goods!

Wheeling in a camp staff Masked Singer



“My favorite thing about working in parks and recreation is every day is different and we get to provide the community fun programs and events.”

What's new in for 2023?

Daytime Sailing Trip
Dutch Apple Theatre Trip
R/C Car events
Senior Book Club
Bocce events



Reppin' EGTPR at the Teen Showcase



Cruella de Ville makes an appearance at the Toddler Trick or Treat

Your award winning park system is getting national recognition, again!!



2022



2021



2020



2019

In 2022, East Goshen Parks and Recreation was once again named an National Recreation and Park Association (NRPA) Gold Medal Finalist community, 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. While we didn't win the "Grand Plaque" as best in our category at NRPA's national conference in October, we could not be more proud of our community who truly bring our parks to life and build memory –filled lives in their public spaces.

2022 was quite the year! Accomplishments

Hired Jess Wilhelmy as our first Recreation Program Coordinator

Started a full day camp program, sold out in seven hours

SE PA Teen Filmmakers Showcase awarded the 2022 Governor's Excellence Award for Community Partnerships

Secured a \$62,000 Chester County Municipal Grant for the 2023 Pickleball/Tennis Court project

Secured a America Walks/General Motors grant for the Chester County Art Walk

Secured a Council of the Arts grant for the Teen Showcase

Named NRPA Gold Medal Finalist community

“Wowed” the crowd with our first Flash Mob in partnership with Time to Leap Dance and East HS Band



Friends of East Goshen—*supporting YOUR park events!*

Did you know many of the Township's park events receive significant financial support from the Friends of East Goshen, 501c3 (FOEG)?

In 2022, FOEG supported:

Community Day

Food Truck & Music Festival

Holiday Celebration and Christmas Tree Lighting

In addition, FOEG is creative and has created some wonderful fundraising events that are wonderful experiences for Township residents. The most memorable experience being the Snow the Reindeer Meet and Greet!

In 2023, look for these new park experiences put together in partnership with FOEG and EGTPR!

Christmas in July-Snow the Reindeer Meet and Greet

EGT Park Family Camp Out

SE PA Teen Filmmakers Showcase, General Admission Night

FOEG members live right here locally in West Chester, and LOVE EGT Park! If you are interested in learning more about helping out or becoming a FOEG Board Member, email Jason at jlang@eastgoshen.org

www.friendsofeastgoshen.org



Out and about in the community

The Department Director chaired the 75th Anniversary Pennsylvania Recreation and Park Society's Annual Conference in March for five-hundred fellow park and recreation professionals. The conference highlight was partnering with a local classic car company to have the conference committee enter the Kalahari Resorts ballroom for introductions in style!

The Department Director also volunteers professionally in the following roles:

PRPS Board of Directors, Secretary

PRPS Park Build program ad hoc committee

PRPS Government Affairs Committee Member

PRPS Dig It! Blog Contributor

NRPA Small Department Webinar

Speaker at a variety of national/state events

Various West Chester area engagements

The Recreation Program Coordinator has been busy apprenticing with Gary Kerschner, our Township Blacksmith.



Social Media Data

EGTPR utilizes social media to engage the general public for a number of reasons:

Communicate real-time information (*the bathroom is closed for repair!*)

Highlight our many wonderful parks, places, programs and people!

Discuss park projects and collect public opinions (*should the courts be green or blue?*)

Gauge public interest in future EGTPR initiatives (*camp out in the park anyone???*)

Good old fashioned marketing!



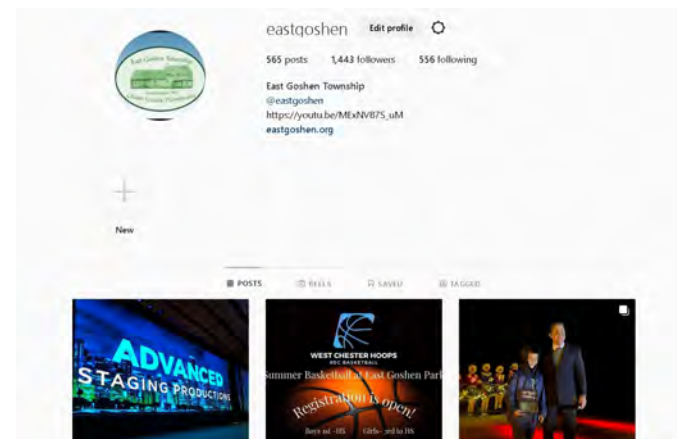
Facebook

4,742 followers (12% growth in 2022)

78,488 people saw our Facebook content

10,429 visits to our page

362 posts in 2022



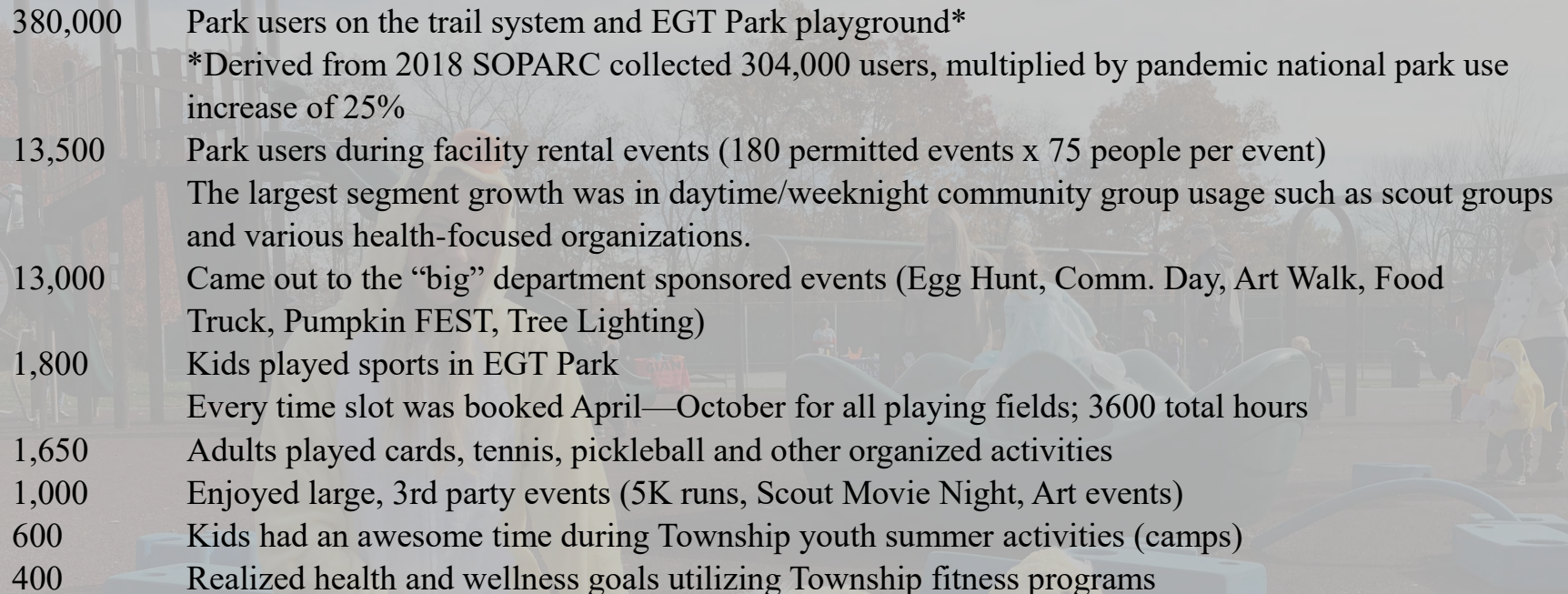
Instagram

1,443 followers (12% growth in 2022)

70% women, 30% men

35-44 YO largest demographic

Out and About: People in the parks by the numbers



380,000	Park users on the trail system and EGT Park playground* *Derived from 2018 SOPARC collected 304,000 users, multiplied by pandemic national park use increase of 25%
13,500	Park users during facility rental events (180 permitted events x 75 people per event) The largest segment growth was in daytime/weeknight community group usage such as scout groups and various health-focused organizations.
13,000	Came out to the “big” department sponsored events (Egg Hunt, Comm. Day, Art Walk, Food Truck, Pumpkin FEST, Tree Lighting)
1,800	Kids played sports in EGT Park Every time slot was booked April—October for all playing fields; 3600 total hours
1,650	Adults played cards, tennis, pickleball and other organized activities
1,000	Enjoyed large, 3rd party events (5K runs, Scout Movie Night, Art events)
600	Kids had an awesome time during Township youth summer activities (camps)
400	Realized health and wellness goals utilizing Township fitness programs

That's 411,950 visits to our parks in 2022!!!

2023 Event Spotlight: Chester County Art Walk

The Chester County Art Walk has quickly become a signature EGTPR fall event! This past September, we had 75+ artists at the event across all mediums, from painting to photography, woodworking to sculpture! The event is only possible with our amazing partner, the Chester County Art Association, who helps select our wonderful selection of artists that make their way to EGT Park!

In 2023, the event is getting bigger thanks to a special grant award! We've been selected for an America Walks/General Motors Community Change grant, one of only 15 communities across the country.

The grant will be used in a number of ways:

- 1) Providing round trip transportation to the event from various Township locations to encourage attendance for those without dedicated transportation.
- 2) Provide ten stipends to local teen artists so they can exhibit their art.
- 3) Provide a \$500 1st Prize for the Art Walk's Original Artwork Contest

Artists will be challenged to create one work of art with mobility as the central theme

The winning piece will be donated to the General Motors local Headquarters in Philadelphia for permanent display.



**AMERICA
WALKS**



2023 Event Spotlight: SE PA Teen Filmmakers Showcase

In 2019, EGTPR created the SE PA Teen Filmmakers Showcase in partnership with the Movie Tavern Exton. The event has grown from 23 submissions the first year, to over 2,000 annually from 175+ countries globally! This past year, our partnership with the Movie Tavern Exton was recognized by Governor Wolf with the Local Government's Excellence Award for Community Partnerships. Our amazing team of staff, Township officials, partners and volunteers went to Harrisburg in May to accept the award. In 2023, we're celebrating our 5th Year Anniversary, a significant milestone in the "film festival" biz...

The 2023 Showcase will be bigger and better than ever! We are adding a social mixer component so teens can network and also meet a variety of industry insiders like college film school professors, movie producers and studio executives. We are also adding a second General Admission screening of the 20+ original films, so the general public can have an opportunity to see these amazing films from talented, local teens! Tickets will be \$5, date TBD, available online.

We are also pleased to announce we've been awarded PA Council of the Arts/Greater Philadelphia Cultural Alliance Entry to Project Stream grant! This grant program funds public art programs and events across the state.

We are currently taking submissions (free!) and we encourage all teens (12-19) to submit their original film or video. School film club submissions also welcome on our FilmFreeway page.



Let's get ready for an amazing 2023 in the parks!



- A. Egg Hunt
- B. Community Day
- C. Santa events
- D. Nature Warriors in partnership with WC Garden Club
- E. Summer Camps
- F. Chesco Art Walk
- G. New pickleball/tennis courts
- H. Pumpkin Festival
- I. Toddler Trick or Treats
- J. Blacksmith Shop (W/Sat., 10a-4p)
- K. Fitness classes



East Goshen Township Department of Parks and Recreation

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EAST GOSHEN TOWNSHIP

Department of Parks & Recreation



In the business of making memories...

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Eric Tobin, Vice-Chair

Karen Battavio, Secretary

Joe Zulli

Ann Marie Fletcher-Moore

Danny Leicht

Jessica Bottaro

Kishor Thakrar

Peter Knupp

Jason Lang, Department Director

Jess Wilhelmy, Rec. Prog. Coordinator

