



East Goshen Township, Department of Parks and Recreation

End of Year Report

2023

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

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

EGTPR 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.



The East Goshen Township Department of Parks and Recreation

By the Numbers:

Developed parks: four; East Goshen, Applebrook, Milltown, 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 (4) Amphitheatre

Stones Course Basketball Courts (2)

Bocce Courts (2)

The department also manages park permitting, with 100+ permits approved in 2023 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

Book Club

Essentrics

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)

Holiday Season Stress Discussions

Toddler Trick or Treat (2)

Playground Story times

Malvern Library Poetry Circles

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

EGT Park Camp Out

Dutch Apple Theatre trips

Kalmar Nyckel Sailing Trip



2023 was quite the year!!!

Township Resident Melissa Slifer winner of first Township Photo Contest

Summer camp program sold all 500 spots in six minutes

SE PA Teen Filmmakers Showcase celebrated its 5 year anniversary

Marydell Pond rehabilitation ribbon cutting held in late May

Finished the Pickleball/Tennis Court project in June; under budget and with a 50% Chesco Municipal Grant

Opened the new Milltown Park playground in late fall

Jess Wilhelmy apprenticed as blacksmith, successfully opened shop independently during the month of October

Partied with 500 people under a full moon sky during our first EGT Park Camp Out

Former Supervisor and EGTPR Volunteer extraordinaire Carmen Battavio named PRPS Community Champion—the state's highest award for park and recreation volunteerism



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 NRPA standardized park use increase of 25% since 2020. |
| 22,825 | Adults played cards, tennis, pickleball and other organized activities |
| 13,000 | Came out to the “big” department sponsored events (Egg Hunt, Comm. Day, Art Walk, Food Truck, Pumpkin FEST, Tree Lighting) |
| 9,000 | Park users during facility rental events (84 permitted events plus various community group visits) The largest segment growth was in daytime/weeknight community group usage such as scout groups and various health-focused organizations. |
| 3,500 | Kids played sports in EGT Park Every time slot was booked April—October for all playing fields; 3600 total hours |
| 1,000 | Enjoyed large, 3rd party events (5K runs, Scout Movie Night, Art events) |
| 800 | Kids had an awesome time during Township youth summer activities (camps) |
| 400 | Realized health and wellness goals utilizing Township fitness programs |

That's 430,525 visits to our parks in 2023!!!

Summer Camp: By the Numbers



Five weeks (half/full day options) Kids per week: 135 Sold out in six minutes Favorite field trip: LegoLand

Staff MVP: Brian Scheile Staff Rookie of the Year: Elizabeth Readdy Counselor in Training of the Year: Skye McQuiston

Canned Food Drive donation (2150 lbs.) Miles traveled on the field trip bus: 350+ Joke Day candies handed out: 750+

Summer Camp: What a blast!



Had fun? ✓



Improved physical skills? ✓



Learned a little something? ✓



Improved social skills? ✓



Safe & positive environment? ✓



Essential community service? ✓

Welcome to the Blacksmith Shop

About the Township's Blacksmith Shop:

- Generally open Wed and Sat, spring to late fall, and averages 480 visitors annually
- Associated with the Battle of the Clouds and Paoli Massacre Sept 16—21, 1777
- Around 1750—the Blacksmith Shop opens, primarily as a farrier shop and to repair light farm equipment and tools

1949—Webe Velde closes the shop and begins traveling farm to farm to shoe horses

1980—The developer Bernie Hankin deeded the property to the Township; the blacksmith shop had fallen into disrepair

1980-82—the Township Dept of Public Works began the rehabilitation project with local historian Benson (Ben) Rohrbeck

1982-2016—Ben Rohrbeck serves as Township Blacksmith until his passing

2016-Present—Gary Kerschner serves as primary Blacksmith, with Jess Wilhelmy and Matt Aubert (Sundays) assisting.



Did you know???

According to the Artist-Blacksmith's Association of North America (ABANA) website, Jess is one of only TWO female blacksmiths in Pennsylvania!



Recreation Program Coordinator Jess Wilhelmy has spent the last year apprenticing as a Blacksmith with Gary. She successfully opened the shop independently during the month of October and looks forward to offering youth-based blacksmith shop programming in 2024!

“Being Gary’s apprentice this past year has been a great experience. He is not only a great teacher of the trade but also in the history of East Goshen. I always look forward to Wednesdays, being at the blacksmith shop allows me to be creative and meet members of the community.” ~Jess

Did You Know??? Friends of East Goshen—*supporting YOUR park events!*

Many of the Township's park events receive financial support from the Friends of East Goshen, 501c3 (FOEG).

In 2023, FOEG supported:

Community Day

EGT Park Camp Out

SE PA Teen Filmmakers Showcase

Reindeer, Holiday Celebration and Christmas Tree Lighting events

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

As noted earlier, the department works with many community organizations to benefit the greater West Chester area as a whole. Here are a few examples of some of these professional volunteer roles:

Fugett Middle School, Excelling Students event
East/Rustin HS Community Outreach events
WCUPA class workshops
2023 PRPS Conference Education Committee, Chair
PRPS Awards Committee Member
PRPS Dig It! Blog Contributor
NRPA Small Department Webinar
NRPA Mentor Program
Speaker at a variety of national/state events



Fugett Middle School event

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

West Chester Macaroni Kid

Havertown Carpet Co.

St. Peter's Preschool in the Great Valley

MOMS Club of WC

Gary Mercer Realty

Fox Roach Realty

Volpe Enterprises

Locust Lane Brewery

Chaddsford Winery

Goshen Friends School

Watermark at Bellingham

Emily Rose Dance Creations

Kevin Smith Transportation Group

Integrated Home Energy

Henry Nace State Farm Insurance

West Chester Music Academy

WC Family Dental Group

Main Line Health-Paoli Hospital

Diversified Tax LLC

Rock School for Dance-West

Philly Plein Air Society

Paramount Plumbing and HVAC

**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!**



Social Media Data

EGTPR utilizes social media to engage the 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 (*DC Teen Amazing Race anyone???*)

Good old fashioned marketing!



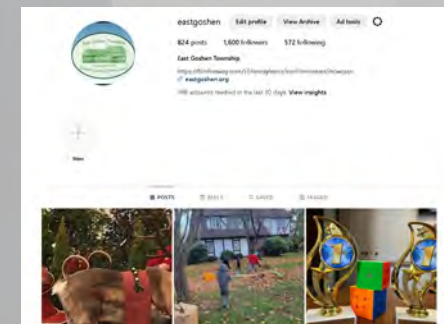
Facebook

5,113 followers (8% growth in 2023)

187,027 people saw our Facebook content (131% growth)

78% women, 22% men

Most popular post: "Community Day coming up" = 9,500 people viewed



Instagram

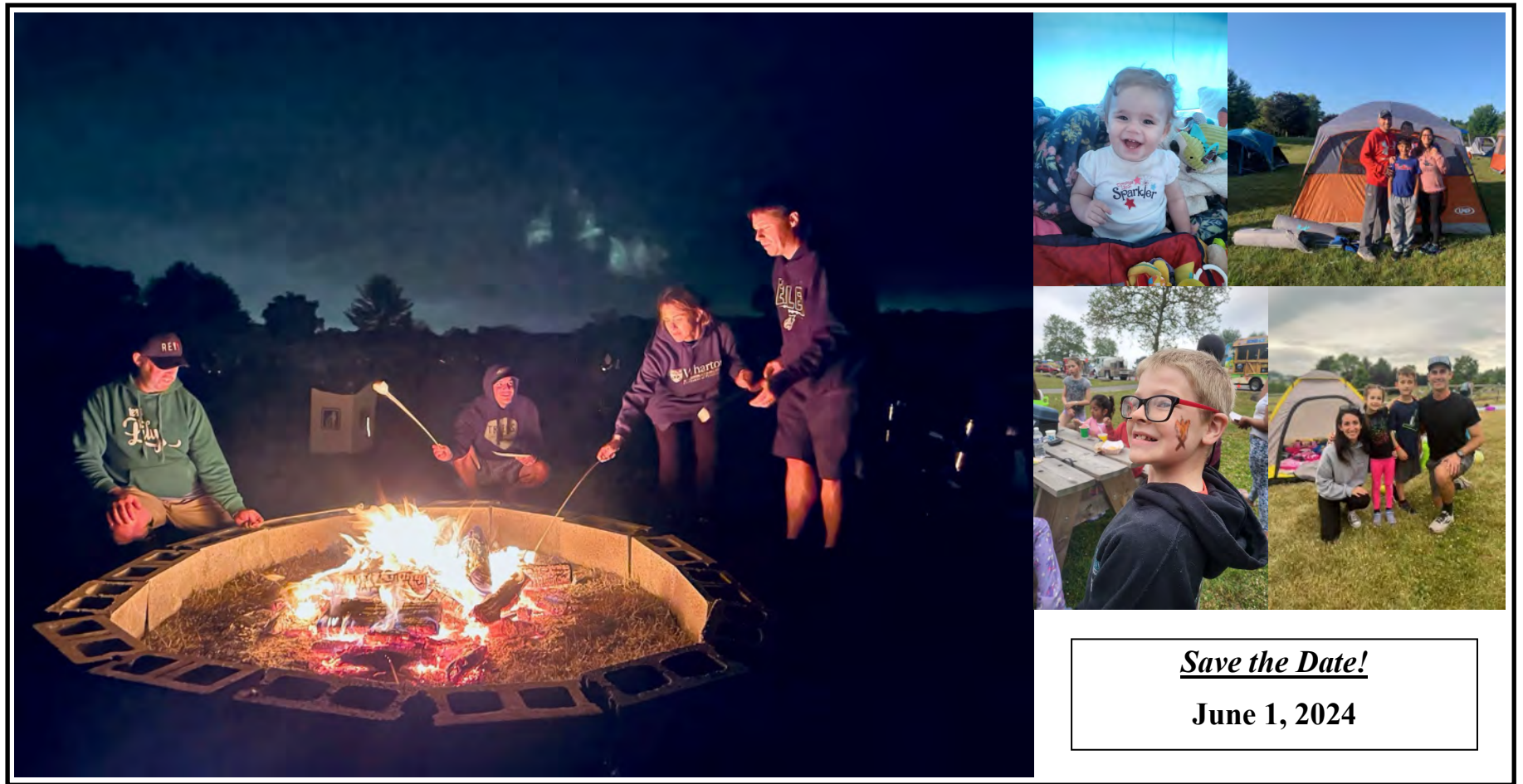
1,600 followers (10.8% growth in 2023)

3,982 Instagram reach (45.6% growth)

71% women, 29% men

2023 Event Wrap Up: EGT Park Camp Out

We had such a blast at the inaugural Egt Park Camp Out held in late May! One-hundred families took part and camped in the park overnight. We had a movie, moon bounces, face painting, we howled at the moon...it was great! We started the event with the raising of the official Camp Out flag and closed the Camp Out with the playing of Reveille by the East HS Band! Sandwiched in the middle at 11pm was a “howl at the moon” in unison, which was hilarious and fun! And the event was safe, with fireguards at each pit, Goshen Fire on site, and a Night Guard team awake during the sleeping hours. The Camp Out was a fundraiser hosted by the Friends of East Goshen, and will get bigger and better in 2024!



Save the Date!

June 1, 2024

2023 Event Wrap Up: 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 1,000 annually from 175+ countries globally! The event includes an in-person film festival for local high school students and digital versions for national/international. In 2022, 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 celebrated our 5th Year Anniversary, a significant milestone in the "film festival" biz...

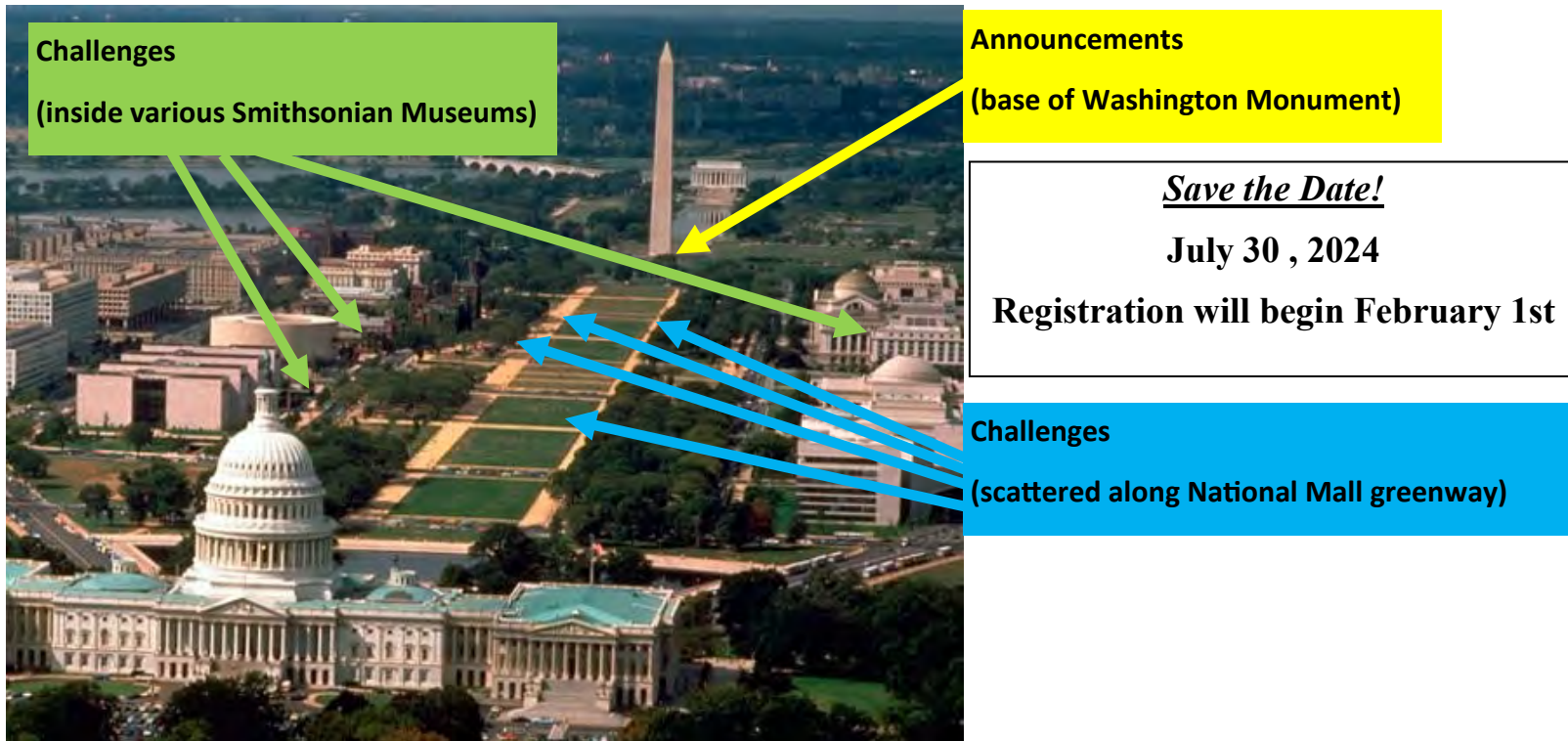
We were also awarded a \$2,000 PA Council of the Arts/Greater Philadelphia Cultural Alliance Entry to Project Stream grant. This grant program funds public art programs and events across the state. It was utilized for a second, general admission theatre screening and the event's limo service. For 2024, we've been awarded a \$5,000 grant towards our arts and culture programming.

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.



2024 Event Preview: DC Teen Amazing Race

Get ready for a new event in 2024...the Washington DC Teen Amazing Race! One-hundred teens (plus adult chaperones) will race across the National Mall in teams of six to eight, hoping to win the one of a kind, top prize! The Amazing Race will take teams in and out of the Smithsonian Museums and interacting with the public through a number of challenges! Who knows...Abraham Lincoln or George Washington themselves may even make an appearance! It will be a ton of fun and definitely a memorable day for the event participants!



Let's get ready for an amazing 2024 in the parks!



- A. Egg Hunt
- B. Community Day
- C. Junior Beekeeper
- D. DC Teen Amazing Race
- E. Summer Camps
- F. Chesco Art Walk
- G. EGT Park Camp Out
- 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 & Park Commission



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Ann Marie Fletcher-Moore

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Eric Tobin, Vice-Chair

Danny Leicht

Jason Lang, Department Director

Karen Battavio, Secretary

Jessica Bottaro

Jess Wilhelmy, Rec. Prog. Coordinator

Joe Zulli

Kishor Thakarar

