



East Goshen Township, Department of Parks and Recreation  
End of Year Report  
2024

# 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: *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.

**EAST GOSHEN TOWNSHIP**

Department of Parks & Recreation



*In the business of making memories...*

# 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: 190.0

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) Milltown Park playground

The department also manages park permitting, with 100+ permits approved in 2024 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/Pickeball (40) Fitness (100) Senior Activities (200) *a 12% increase in the last year!*

# 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

Robotic Lego Camps

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

Veteran's Day Celebration

Ping Pong Parkinson

Tennis & Pickleball Clinics

Afterschool Legos

Rocketry Camp

Community Day

SE PA Teen Filmmakers Showcase

Chester County Art Walk

CIT Junior Counselor Program

EGT Park Camp Out



## Out and About: People in the parks by the numbers

390,000	Park users on the trail system and EGT Park playground* <i>*Derived from 2024 park use data collection (SOPARC method).</i>
41,000	Senior activities (3,000), tennis (12,000), pickleball (25,440) 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 (134 permitted events plus various community group visits) 38% increase since 2023; dedicated AM/PM slots created greater rental event capacity
3,500	Kids played sports in EGT Park Every time slot was booked April—October for all playing fields; 3600 total hours <i>Largest growth segment is summer youth basketball (800 participant program)</i>
1,500	Enjoyed large, 3rd party events (5K runs, corporate 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 459,200 visits to our parks in 2024!!!*

# *2024 was quite the year!!!*

Summer camp program sold all 750 spots in six minutes

Significant park improvements at Milltown Dam Park and EGT Park sports fields

Publicly accessible AED installed in EGT Park; courtesy of UPenn Med grant and Stoltzfus family (Bow Tree)

Awarded a \$5,000 Greater Phil Cultural Alliance grant to support arts and culture programming

Dramatically increased monthly Senior's programming through the efforts of Park Commission member Debbie Snyder

Hosted first Veteran's Day Celebration

Ping Pong Parkinson Chapter established; at max capacity enrollment (12)

Partied with 800 people under the moon sky during our second EGT Park Camp Out



## Summer Camp: By the Numbers



Five weeks (half/full day options) Kids per week: 150 Sold out in seven minutes Favorite field trip: LegoLand  
Staff MVP: Rebecca Florek & Marcy Bergin Rookie of the Year: Skye McQuiston Most Improved: Cam Steele  
Canned Food Drive donation (1850 lbs.) Miles traveled on the field trip bus: 350+ Joke Day candies handed out: 750+

# Summer Camp: What a blast!



Improved social skills? ✓



Had fun? ✓



Learned a little something? ✓



Youth Development? ✓



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 as Second Blacksmith.



***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!***

# 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 2024, FOEG supported:

Community Day

EGT Park Camp Out

SE PA Teen Filmmakers Showcase

Reindeer and Holiday Celebration events

FOEG members are East Goshen residents, and LOVE EGT Park!

In total, FOEG donated over \$32,000 to EGTPR events in 2024!

[www.friendsofeastgoshen.org](http://www.friendsofeastgoshen.org)



FOEG Members (L-R): Ivanna Peck, Dan Leicht (Chair), Alison Larkin, Kate Diem (Sec.), Julie Haber

Not Pictured: Sarah Wilkocz (V-Chair) and Chrissy Atkins



# 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

PALCS Career Day

WCUPA class workshops

PRPS Awards Committee Member

PRPS Dig It! Blog Contributor

NRPA Small Department Webinar

NRPA Mentor Program

Speaker at a variety of state events



# 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.

Rebecca Lynn Photography

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

Goshen Valley Orthodontics

**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!**



2024 EGTPR Volunteer Org. of the Year

Beta Theta Pi  
West Chester Univ. chapter

# 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 (*Catalina Wine Mixer anyone???*)

Good old fashioned marketing!

## Facebook

5,729 followers (11% growth in 2024)

258,400 people saw our Facebook content (40% growth)

78% women, 22% men

Most popular post: “Food Festival coming up” = 11,100 people viewed

## Instagram

1,700 followers (6.4% growth in 2024)

42,000 Instagram views (41.6% growth)

71% women, 29% men

# 2024 Event Wrap Up: Veteran's Day Celebration

Did you know there are over 15.8 million U.S. military veterans? The Township hosted its inaugural Veteran's Day Celebration on Monday, November 11th in EGT Park, at its Veteran's Pavilion. The event featured remarks from Township veterans spanning many of the military branches and remarks from many of its elected Supervisors. We look forward to next year's Celebration, and adding a youth service component to the festivities.

## Save the Date!

November 11th, 2025

The Township will host a Memorial Day Remembrance on Monday, May 26, 2025 in EGT Park. Moved to Goshen 56 Fire Hall in rainy weather.



## East Goshen Township Veteran's Day Celebration

November 11, 2024

### Erich W. Atkins

U. S. Army; 11 years of service  
3 combat tours  
West Point Graduate  
Attained rank of Captain

Awards: Bronze Star, MSM,  
Commendation Medal (2), CAB,  
Airborne, Sniper School,  
ROTC Teacher at Villanova



### Sean Ellsworth

U. S. Army; 9 years of service  
Wheaton College ROTC  
Medical Service Corps  
Served in Infantry and Medical units in  
GA, MI and TX  
Attained rank of Captain  
Awards: Meritorius Service Medal (2),  
Army Commendation Medal (2), Expert  
Field Medical Badge

Father served in Korean War  
Wife (Betty Price Ellsworth) grew up in  
EGT; family moved back in 1996



### Bryan Pariseault

U.S. Navy; 28 years of service  
(7 yrs Active, 21 yrs Reserve)  
Submarine Officer  
Villanova NROTC  
Attained rank of Commander

USS CITY OF CORPUS CHRISTI (SSN 705)  
Naval Submarine School Instructor  
Numerous reserve units in support of  
submarine operations  
Mobilized to CJTF-HOA (Djibouti Africa)



### Wayne T. Wilson Sr.

U. S. Air Force; 4 years of service  
Speciality: 90270 (Combat Medic)  
Attained rank of Airman 2nd Class  
Served at Lackland AFB, Miss, and  
Shaw AFB (SC)

Awards: NDSM, Spec. Commendation  
(Individual & Company)



## Event Spotlight: EGTPR visits Italy and gets ready for Ireland!

Since 2017, EGTPR has partnered with Collette Travel to offer destination trips. These trips focus on the active 55+ travel and feature a tour guide, to help passengers really immerse in the local culture. Over the years we've visited Costa Rica, Iceland, American National Parks and spring 2024, visited Italy for the first time with 12 passengers! Interest in our trips has really taken off, and in March 2025, we'll head to the Emerald Isle, Ireland with 25 people! In 2025-26 we are offering five, amazing trips! We are currently taking reservations for each.

### We're offering the below tours:

Ireland (May 2025)

America's Music Cities (Nashville, Memphis, New Orleans; October 2025)

Germany and Austria Christmas Markets (December 2025)

Iceland (March 2026)

Alaska (July 2026)

Greece (September 2026)



### Quotes from Italy tour passengers:

*"My wife does not feel comfortable traveling, yet she had no worries from the time she got on the bus till she got back 10 days later."*

*"I liked the many and varied churches and art work and statues but what made it gel was the history behind it all, which the guides did a great job of describing."*

*"The vacation was a catalyst to go on another trip with Collette."*

## It's time for a new EGTPR logo and tagline!

The current EGTPR logo and tagline were developed in 2013 shortly after the arrival of a new Department Director. Since, the department has expanded exponentially. We've added a second full time staff person, programming has exploded, new facilities opened. And so the current logo doesn't really encompass everything that EGTPR means to Township residents! This year, alongside the Park and Recreation Commission, we invite Township residents and EGT Park lovers to help us envision and create a NEW logo and department tagline! Stay tuned for details, and if you have any initial thoughts...send them to Jason!



It's time for something new!

### *Some prompts to get your creative juices flowing!*

*How do I use the EGTR park system?*

*Why are these parks and programs important to me?*

*When I drive down Paoli Pike and see the parks on both sides of the street, how does that make me feel?*

*The one word I would use to describe EGTPR is...*

*EGTPR is important to our community because...*

*The sounds I hear in the parks most often are...*



# Let's get ready for an amazing 2025 in the parks!



- A. Egg Hunt
- B. Community Day
- C. Junior Beekeeper
- D. Chesco Catalina Wine Mixer
- 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**



Eric Tobin, Chair

Ann Marie Fletcher-Moore

Debbie Snyder

Peter Knupp, Vice-Chair

Danny Leicht

Jason Lang, Department Director

Karen Battavio, Secretary

Jessica Bottaro

Jess Wilhelmy, Rec. Prog. Coordinator

Joe Zulli

Kishor Thakarar

