

# Pottstown Area Regional Recreation Committee

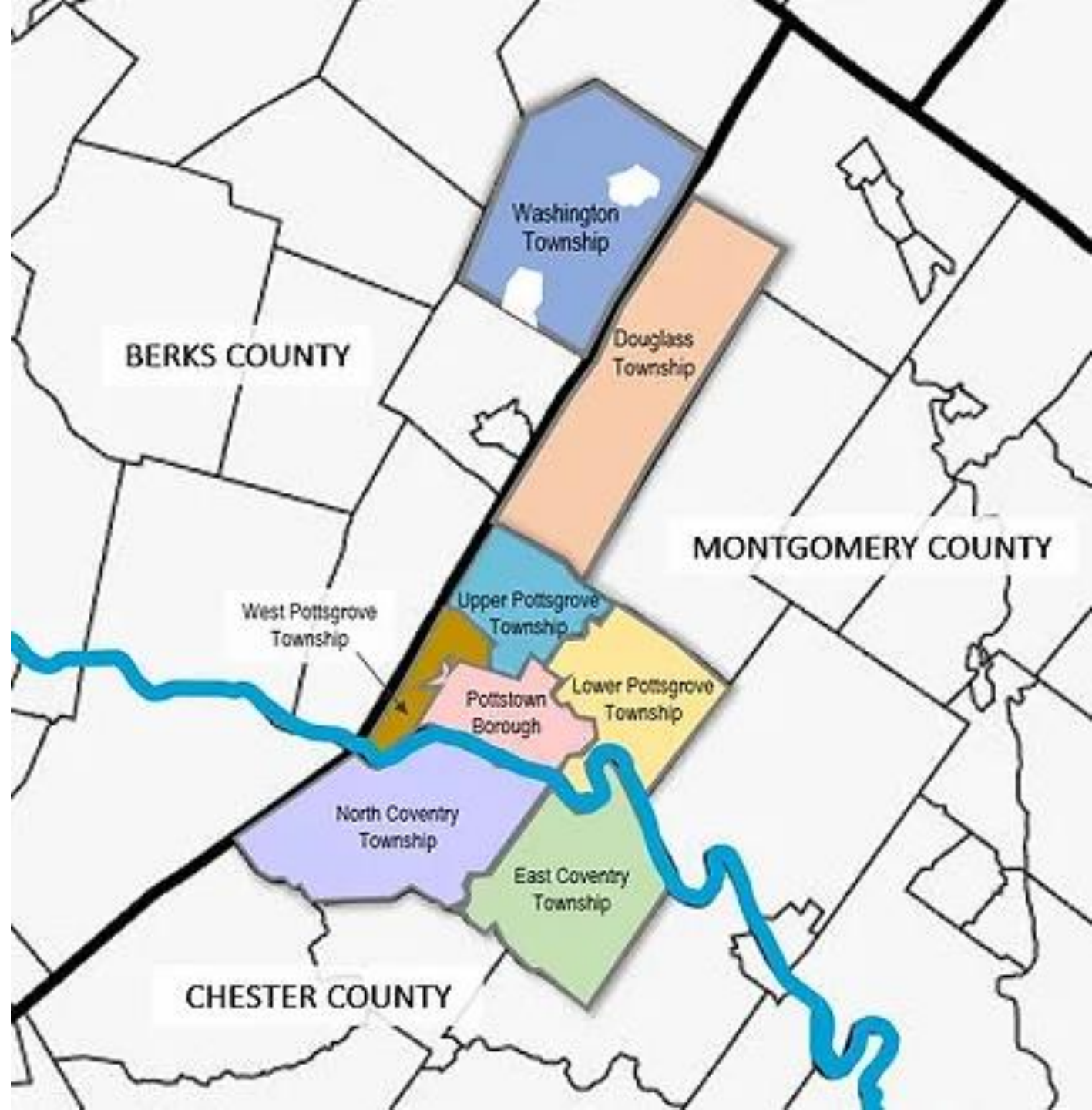
## *Five-Year Funding Plan*





# PARRC Region

- The PARRC region has grown to 8 municipalities in 3 counties
- PARRC's newest member, Washington Township, joined in December 2022
- PARRC Representatives
  - Michael Lenhart, Pottstown Borough - Chair
  - Bill Keohane, Lower Pottsgrove Township - Vice Chair
  - Cathy Paretti, Upper Pottsgrove Township – Treasurer
  - Charlie Valentine, West Pottsgrove Township
  - McKenna Powanda, Douglass Township
  - Karen Nocella, East Coventry Township
  - Jay Erb, North Coventry Township
  - Rich Sichler, Washington Township



# Collaboration - 2019 to 2023

*"This is by far the most collaborative circuit rider project we've funded in over 20 years."*  
Lauren Imgrund, Former Director, BRC, DCNR

## The Pottstown Area Health & Wellness Foundation

*Committed \$263,430 over the 5-year grant term*

## Pottstown Metropolitan Regional Planning Committee

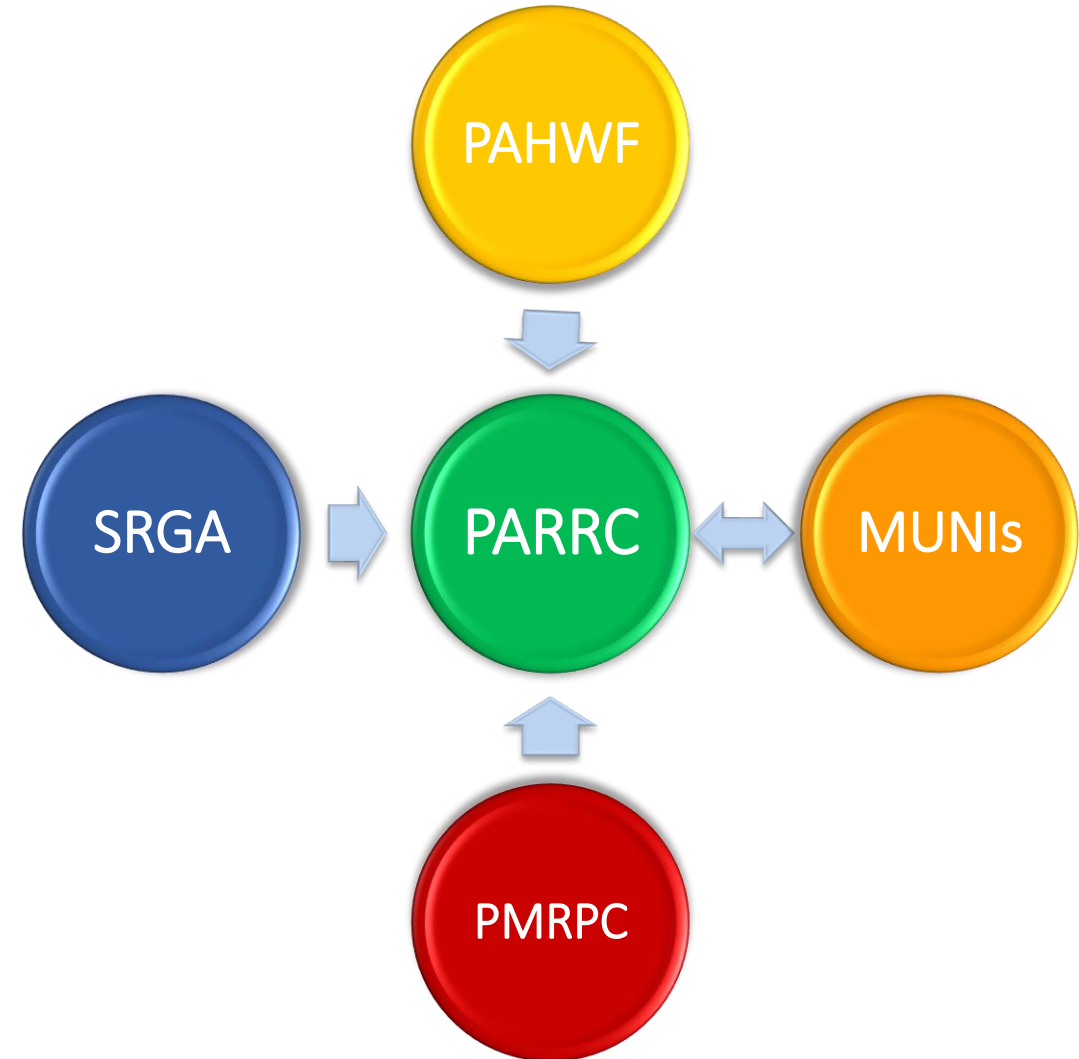
*Supports PARRC project through the Minigrant program.*

## The Schuylkill River Greenway Association

*Committed administrative services and office space over the 5-year grant term*

## Participating Municipalities

*Each committed \$36,475 over the 5-year grant term,*





# PARRC Staff

## Regional Recreation Planner

- Prepares and administers grants, implements the Strategic Plan, manages Recreation Assistant, coordinates with municipal staff on funding and project implementation, manages marketing and event promotion, manages newly formed PARRC Foundation
- Since PARRC's inception the Recreation Planner position has secured nearly \$5M in grants for park and recreation projects

## Recreation Assistant

- Position started in 2023 with addition of 8<sup>th</sup> municipality
- Assists with implementation of Strategic Plan, including marketing and social media, newsletters, grant applications assistance

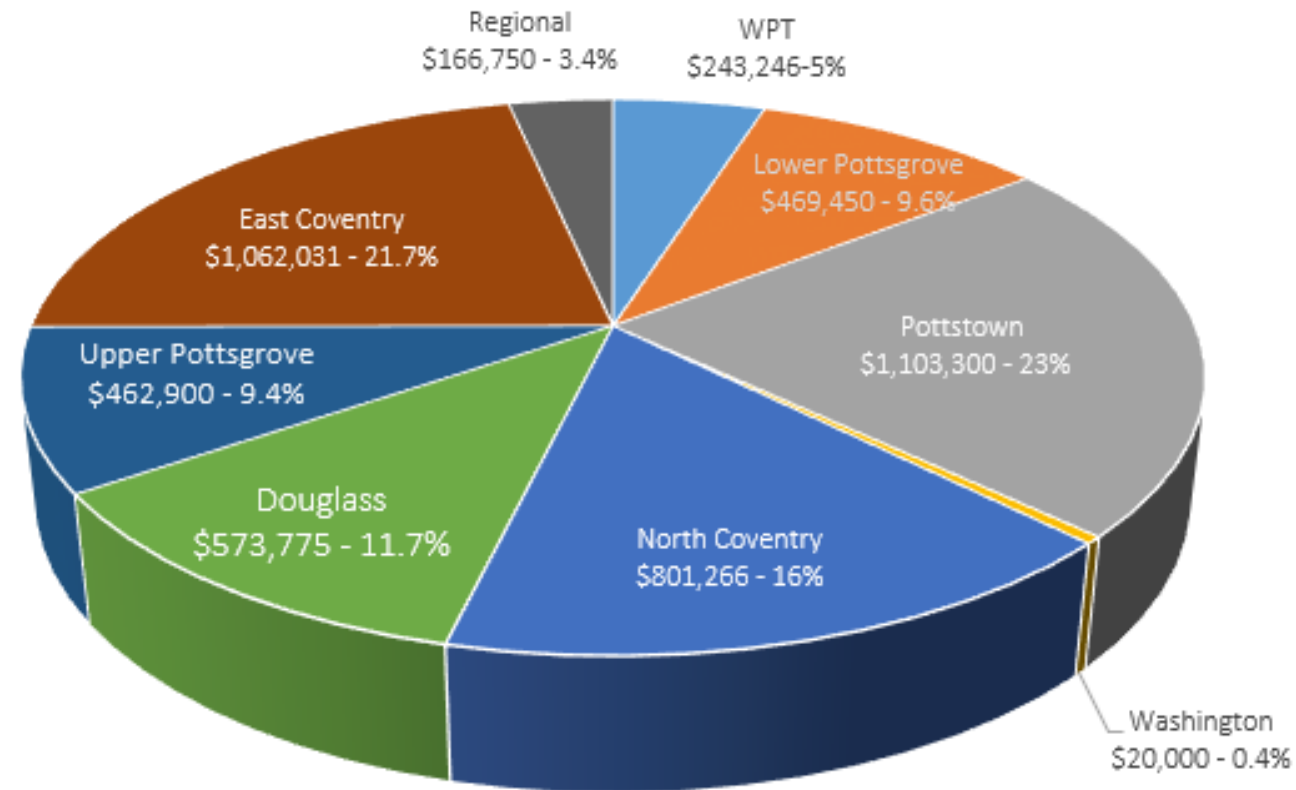


# PARRC Return on Investment:

## Grant Funding & Private Donations

- Since PARRC organized in 2012, \$4.9 million in grants and private donations have been raised for the 8 municipalities, leveraging municipal tax dollars and reducing tax burden on residents for park and recreation improvement projects
- Since 2019, PARRC has received \$2.9 million in grants and private donations with the assistance of the Regional Recreation Planner
- Currently, each PARRC municipality pays roughly \$9,600 per year to cover the costs of the PARRC full-time Regional Recreation Planner and the part-time Recreation Assistant

*Mission: PARRC is comprised of representatives from eight municipalities in 3 counties in the Pottstown area, the Pottstown Area Health & Wellness Foundation, the Schuylkill River Greenway NHA, a Recreation Planner, and a part-time assistant committed to improving parks, trails, open spaces and recreational opportunities of the Region to better serve the residents and visitors of the region.*





# PARRC Return on Investment

## Grant Funded Parks and Trails Development

### North Coventry Township

- Riverside Park Floating Dock and Pickleball Court
- Riverbend Park Playground

### Lower Pottsgrove Township

- Gerald Richards Park Field and Trail Improvements
- Sanatoga Park Playground and Signage Project

### Pottstown Borough

- Spruce Street Park & Potts Drive Park Basketball Court Renovation
- Washington West Park Playground Equipment

### Douglass Township

- Douglass Park Playground and Pavilion Project & Basketball Court Renovation
- Smith Road Park Ash Tree Removal and Parking Lot Project
- Park Equipment Purchase

### West Pottsgrove Township

- Vine Street Park and Howard Street Park Improvements

### East Coventry Township

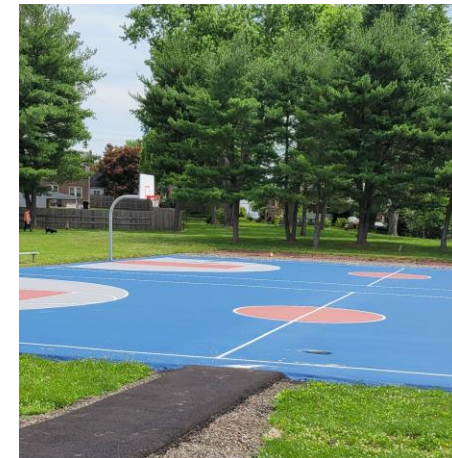
- Ellis Woods Park Trail Signage Project
- East Coventry Nature Preserve Signage Project
- Wildcat Trail at East Coventry Elementary Project

### Upper Pottsgrove Township

- Hollenbach Park Master Plan Project
- Sussell Park Tree Planting Project
- Sunset Park & Fox Hill Trail Improvements Projects

### Washington Township

- Joined PARRC in December 2022
- Awarded first grant from PAHWF (\$20,000)



# PARRC Return on Investment

## Marketing and Promotion

In the last two years PARRC staff has

- Reestablished PARRC Facebook Page
- Created PARRC Instagram Account
- Created PARRC LinkedIn Page
- Redesigned parrc.net website and began regular blog posts
- Established PARRC Seasonal Newsletter
- Re-established PARRC Community Seasonal Events Calendar
- Began work on regional interactive map



Improving parks. Connecting communities.

### PARRC News - Summer 2023

#### Utility Box Murals:

##### Accessible Community Art Comes to Downtown Pottstown

Local artists have been hard at work to bring a pop of color to downtown Pottstown. After receiving private funding, the Borough of Pottstown in collaboration with PARRC and ArtFusion 19484, have been working to support artists in creating beautiful displays on signal boxes located all around the downtown area. The project will consist of six individual murals, each created by five artists with a different inspiration. Two additional murals are anticipated in the fall. The purpose of the project serves not only to build on Pottstown's revitalization efforts, but as a means of connecting community members and visitors to the cultural and historical importance of the area. The murals also highlight the need for art that is free and accessible to the public. The positive effects this type of project can have on the community are already apparent; three of the murals are complete and have received resoundingly positive feedback from community members who want to see more projects like this in the near future.



#### PARRC Welcomes New Parks and Recreation Assistant: Emma Heffner

PARRC is excited to announce the hiring of a new staff member: Parks and Recreation Assistant, Emma Heffner. Emma's role will help to expand PARRC's outreach and communication efforts as the organization continues grow. Emma is originally from Reading, Pennsylvania, and received her undergraduate degree in Environmental Studies from the University of Vermont in 2020. After spending some time living in New England, she couldn't be happier to be back in Pennsylvania, serving the community she grew up in. She has a background in land conservation and communications, and is passionate about making the outdoors accessible to everyone. Outside of work Emma is an avid runner, music lover and coffee connoisseur. She is excited to work with community members and organizations to promote the wonderful outdoor spaces the Pottstown Region has to offer.



Greater Pottstown Region

SUMMER 2023 events calendar

Premier community events in the Pottstown region

#### Ongoing Events

**Bike Pottstown**  
Schuylkill River Greenways, 340 College Dr., Pottstown. Bike Pottstown is available to anyone aged 16 or over providing a driver's license or valid state ID. Enjoy a FREE ride on one of our cruisers and see what it's all about.

**Cokebrookdale Railroad**  
Cokebrookdale Railroad offers expeditions into the Secret Valley, one of the most scenic and historic regions in the northeast on restored, century-old rail cars. Most trips are on weekends. For more information, visit [www.cokebrookdalerailroad.com](http://www.cokebrookdalerailroad.com).

**Pottstown Farm**  
Smith Family Farm, 100 E. High Street, Pottstown. Pottstown Farm and Antiques Regional Market is focused on bringing fresh, locally grown, sourced, and creative products to Pottstown. For more information: [pottstownfarm.org](http://pottstownfarm.org)

**Manatees Green Miniature Golf**  
75 W. High St, Pottstown. Pottstown's 38-hole miniature golf course has cool water features, a snack bar and is next door to the Pottstown Carousel. ADA accessible. For more information, see the Manatees Green Facebook page.

**Take It Outdoors**  
Kayak rental service and outfitter along the Schuylkill River, 340 College Dr., Pottstown. Organized group kayaks and hiking trips. For more information: [takeitoutdoorsadventures.com](http://takeitoutdoorsadventures.com)

**Frick's Lock Village Tours**  
June 10<sup>th</sup> & 31<sup>st</sup>, July 4<sup>th</sup> & 22<sup>nd</sup>, August 12<sup>th</sup> & 26<sup>th</sup>  
405 Lower Frick Lock Road, Pottstown. Tour of this 1700s village located along the Schuylkill River Trail are held at 10am, 11:15am, and at 12:30pm. For more information, visit [eastcountry-va.gov](http://eastcountry-va.gov).

**Schuylkill River Greenways Paddle & Paddle**  
June 18 & 19<sup>th</sup>, July 6<sup>th</sup> & 23<sup>rd</sup>, August 12<sup>th</sup> & 26<sup>th</sup>  
Round-trip biking and kayaking adventures that begin and end at the same location along the Schuylkill River Trail. Food, bikes, kayaks and all gear are provided. Must be 16 or older to participate. All events limited to 15 participants. For details go to: <https://schuylkillriver.org/>

#### June Events

**National Trails Day Nature Walk**  
Saturday, June 3<sup>rd</sup> at East Coventry Nature Preserve, 114-140 Black Rd, Pottstown. Guided tour from 10am to 12pm with snacks provided afterwards. Please wear shoes for hiking and park at the lot on Black Rd.

**Pottstown Nights Car Show**  
Saturday, June 3<sup>rd</sup> 6:00pm to 10:00pm, High Street, Pottstown. Presented by Red Horse Motoring Club. Street downtown Pottstown and check out classics, antiques, hot rods and more.

**Strawberry Festival**  
Saturday, June 10<sup>th</sup> from 11:00am to 3:00pm, 2343 E High Street, Pottstown. Beer gardens, baked goods, music, trivia, raffle and kids' games. Event benefits Lower Pottsgrove Historical Society. Event held rain or shine.

**Junebeenth Celebration**  
Saturday, June 17<sup>th</sup> at 12pm to 2pm, Pottsgrove Manor, 100 West King St, Pottstown. Honor the history of the Black experience in America with two Junebeenth presentations.

**Pottstown Rumble**  
June 24<sup>th</sup>, 10<sup>am</sup> & 2<sup>pm</sup> at Memorial Park 75 W King St, Pottstown, PA. A 3-day, fun filled event with over 5000 volleyball players competing for prizes in one of the toughest volleyball tournaments in the country. Visit [pottstownrumble.com](http://pottstownrumble.com) for more information.

**Summer Concert Series**  
Sunday, June 25<sup>th</sup> at 6:00pm, Sanatoga Park, 200 S. Sanatoga Rd, Pottstown. Hosted by Lower Pottsgrove Township and JP Muscare & Sons. Weather permitting. Bring a chair or blanket.

**Tuesdays in the Park Ice Cream Sk & Fun Run**  
Tuesday, June 27<sup>th</sup> 6:45 to 8:00pm, Riverfront Park, Pottstown. 16 run starts at 7:00pm, free Kids Fun Run starts at 8:45pm. This incredible flat/flat training series comes with FREE ICE CREAM for ALL RUNNERS! To register and more information: <https://funsignup.com/>

**Pottstown Carousel Final Fridays**  
Friday, June 30<sup>th</sup> 5:00pm to 8:00pm, 30 West King Street, Pottstown. 11:00 carousel rides, food truck, entertainment, beer, wine and non-alcoholic beverages. Stop by and take a ride!

#### July Events

**Pottstown Nights Car Show**  
Saturday, July 1<sup>st</sup> 6:00pm to 10:00pm, High Street, Pottstown. Presented by Red Horse Motoring Club. Street downtown Pottstown and check out classics, antiques, hot rods and more.

**Pottstown's Go Fourth Festival**  
Tuesday, July 4<sup>th</sup> includes Rotary Parade-Adams to York Street at 10:15am, Street Fest 12pm to 4pm on High Street between York & Penn Streets, Rotary South Race-Start, Fireworks One Glow Party-Open to 9:30pm at Memorial Park, Fireworks- 9:30 in Memorial Park.

**Summer Concert Series**  
Sunday in July from the 9<sup>th</sup> to the 30<sup>th</sup> at 6:00pm, Sanatoga Park, 200 S. Sanatoga Rd, Pottstown. Hosted by Lower Pottsgrove Township and JP Muscare & Sons. Weather permitting. Bring a chair or blanket.

**100th Annual Kendalworth Classic-Big Golf**  
Friday & Saturday, July 22<sup>nd</sup> & 23<sup>rd</sup> Kendalworth Park, 1151 Scherff Blvd, Pottstown. This charity big golf tournament welcomes first-time players and experts. Shotgun start. See [kendalworthclassic.org](http://kendalworthclassic.org) for more info.

**Tuesdays in the Park Ice Cream Sk & Fun Run**  
Tuesday, July 25<sup>th</sup> 6:45 to 8:00pm, Riverfront Park, Pottstown. 16 run starts at 7:00pm, free Kids Fun Run starts at 8:45pm. This incredible flat/flat training series comes with FREE ICE CREAM for ALL RUNNERS! To register and more information: <https://funsignup.com/>

#### August Events

**Open House Days**  
Every Saturday to August 11:00 am to 3:00pm, Pottsgrove Manor, 100 West King St, Pottstown. Historic cooking and collections, curiosities. Follow the month's schedule and choose which days (and courtesies) to visit. The first floor of the museum will be open for visitors to explore at their leisure.

**Pottstown Nights Car Show**  
Saturday, August 5<sup>th</sup>, 6:00pm to 10:00pm, High Street, Pottstown. Presented by Red Horse Motoring Club. Street downtown Pottstown, check out classics, antiques, hot rods and more.

**Summer Concert Series**  
Sunday, August 6<sup>th</sup> at 6:00pm, Sanatoga Park, 200 S. Sanatoga Rd, Pottstown. Hosted by Lower Pottsgrove Township and JP Muscare & Sons. Weather permitting. Bring a chair or blanket.

**Tuesdays in the Park Ice Cream Sk & Fun Run**  
Tuesday, August 22<sup>nd</sup> 6:45 to 8:00pm, Riverfront Park, Pottstown. 16 run starts at 7:00pm, free Kids Fun Run starts at 8:45pm. This incredible flat/flat training series comes with FREE ICE CREAM for ALL RUNNERS! To register and more information: <https://funsignup.com/>

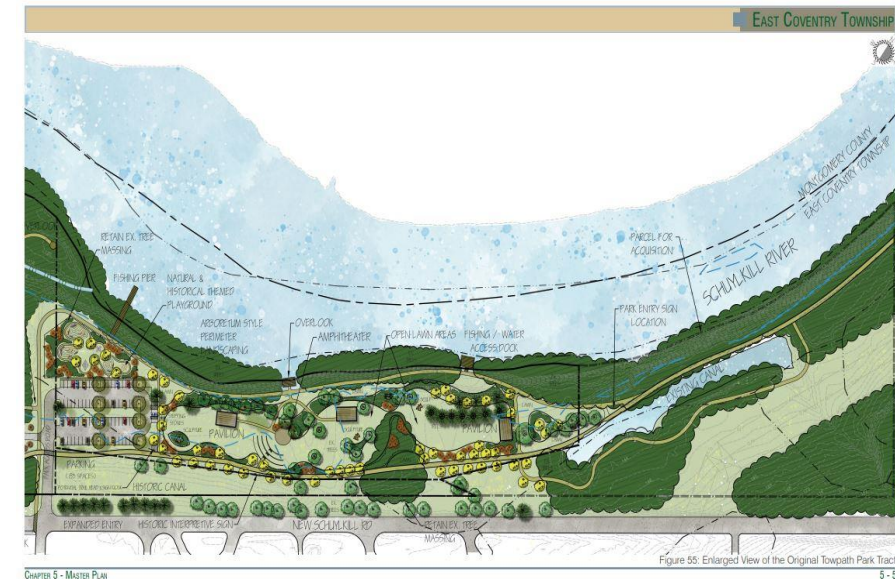
**Bird Walk at Eli's Woods**  
Audubon Society volunteer leader Wendy Sykes on the fourth Tuesday of each month, August through October, to track the fall bird migration at this bird and border friendly East Coventry Township park in northern Chester County.

Information provided by Pottstown Area Regional Recreation Committee - PARRC.net



# Major Pending Park Development Projects

- **West Pottsgrove** - Old Timer's Field Improvements:  
Secured \$80,000 in grants, requested \$200,000 in additional grants
- **Lower Pottsgrove** - Sanatoga Park Pavilion & Sign Project:  
Secured \$25,000 in grants
- **North Coventry** – Riverside Park Boat Ramp & Adaptive Kayak Launch:  
Secured \$166,000 in grant, seeking \$40,000 in grants
- **Pottstown** – Pollock Park Redevelopment Project:  
Borough secured \$400,000 for site cleanup, requested \$250,000 grant
- **Douglass** – Douglass Park Tennis Court/Pickleball Court Renovation Project:  
Secured \$100,889 in grants, may seek additional funds
- **Upper Pottsgrove** – Hollenbach Park Phase 1a Development Project:  
Secured \$225,000 in grants, requested \$250,000 in additional funds so far
- **East Coventry** – Towpath Park Phase 1a & 1b Development Project:  
Secured \$866,950 in grants, may request additional funds
- **Washington** – Washington Park Pedestrian Improvements Project:  
Secured \$20,000 in grants, will request additional funds





## 2025-2029 Cost Sharing Formula-Targeted Conditions

<b>Partners (6)</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
Municipality 1	\$9,412	\$9,705	\$10,009	\$10,323	\$10,649
Municipality 2	\$9,412	\$9,705	\$10,009	\$10,323	\$10,649
Municipality 3	\$9,412	\$9,705	\$10,009	\$10,323	\$10,649
Municipality 4	\$9,412	\$9,705	\$10,009	\$10,323	\$10,649
Municipality 5	\$9,412	\$9,705	\$10,009	\$10,323	\$10,649
Municipality 6	\$9,412	\$9,705	\$10,009	\$10,323	\$10,649
PAHWF	\$67,952	\$71,542	\$72,205	\$74,443	\$76,759
<b>Partners (7)</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
Municipality 1	\$8,067	\$8,319	\$8,579	\$8,848	\$9,128
Municipality 2	\$8,067	\$8,319	\$8,579	\$8,848	\$9,128
Municipality 3	\$8,067	\$8,319	\$8,579	\$8,848	\$9,128
Municipality 4	\$8,067	\$8,319	\$8,579	\$8,848	\$9,128
Municipality 5	\$8,067	\$8,319	\$8,579	\$8,848	\$9,128
Municipality 6	\$8,067	\$8,319	\$8,579	\$8,848	\$9,128
Municipality 7	\$8,067	\$8,319	\$8,579	\$8,848	\$9,128
PAHWF	\$48,018	\$49,080	\$50,178	\$51,306	\$52,470
<b>Partners (8)*</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
Douglass Township	\$8,494	\$8,756	\$9,025	\$9,305	\$9,595
Lower Pottsgrove Township	\$8,494	\$8,756	\$9,025	\$9,305	\$9,595
North Coventry Township	\$8,494	\$8,756	\$9,025	\$9,305	\$9,595
Pottstown Borough	\$8,494	\$8,756	\$9,025	\$9,305	\$9,595
Upper Pottsgrove Township	\$8,494	\$8,756	\$9,025	\$9,305	\$9,595
West Pottsgrove Township	\$8,494	\$8,756	\$9,025	\$9,305	\$9,595
East Coventry Township	\$8,494	\$8,756	\$9,025	\$9,305	\$9,595
Washington Township	\$8,494	\$8,756	\$9,025	\$9,305	\$9,595
PAHWF	\$59,416	\$60,712	\$62,056	\$62,632	\$64,848