

## **Hanson Park Conservancy Summary of 2005- 2006 Fiscal Year**

By all measures, this has been a successful and productive year for HPC. During this year we have witnessed the transformation of the park from an unusable overgrown tract to the beginnings of a beautiful destination park. Although the phase I improvements were conducted by the township (paths, benches, lighting), HPC has made significant contributions and additions to this basic restoration. The Canoe Club restoration is well on its way and will be complete for the spring 2007 season. It is difficult to quantify the spirit of interest and cooperation that has arisen around HPC and its mission, but it is obvious that the citizens of Cranford have embraced this project and seem to be most pleased with the results. Some of the highlights of our year are:

- Successful culmination of the Venice of NJ Campaign – a letter campaign to reach all Cranford households which netted over \$38,000.
- Woodland Plant Fund – still in progress – which has to date netted over \$20,000 to purchase plants for the Woodland areas of the park.
- Successful interaction with one major corporation – Merck- and beginnings of initiatives to approach other corporate donors (Elizabethtown Gas, Schering).
- Successful fundraiser around Canoe Club – Cards and prints depicting the canoe Club have generated community interest.
- Membership of over 120 individuals
- Purchase of over 80 large trees to partially replace those removed due to disease and damage by invasive vines – partially accomplished through a County of Union grant program
- Successful coordination with Rutgers Cooperative Extension and the Union County Master gardeners to install a demonstration rain garden behind the Hanson House Garage
- Planting over 120 shrubs and perennials in the wooded areas through help of Merck volunteers
- Successful coordination with the garden Club of Cranford who donated and installed a Butterfly Meadow. A significant contribution to the overall plan for the park.
- Launch of an Education initiative with program on songbirds and the beginning of a full fledged education series to in summer/fall of 2006.
- Commission of design for central garden.
- Donation of \$7000 to Canoe Club restoration fund.
- Launch of marketing campaign directed at Canoe Club with new logos designed by CHS students. Plans to create sale items around resulting logos.
- Significant improvements to visible areas of the park – the sign garden, the patio garden and the triangle.
- Continuation of work with US Fish & Wildlife to remove invasive vines.
- Most importantly – lots of fun and good intentions