



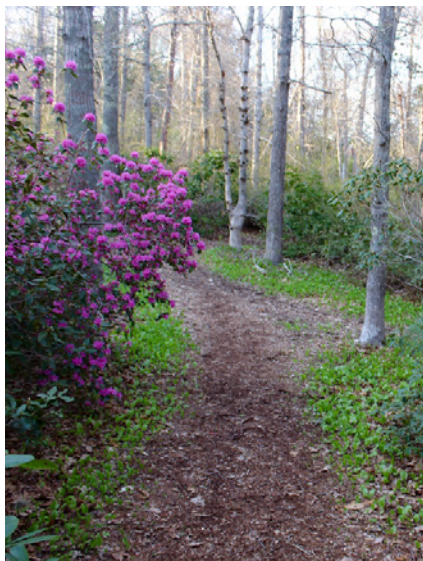
Armstrong-Kelley Park

Currently owned and maintained by the Cape Cod Horticultural Society, Armstrong-Kelley Park is a treasured community resource located in the center of Osterville Village. The Trustees has been asked to conserve and care for the park, protecting the land from development while offering horticultural and educational programming to the community.

The Trustees of Reservations (The Trustees) has worked for more than 128 years to conserve the natural, cultural, and historic character that makes Massachusetts' landscapes and communities unique. The Trustees holds, in perpetuity, 118 iconic reservations in 77 communities across the state.

The Park

Armstrong-Kelley Park is an 8.5-acre garden and woodland property located on Main Street in Osterville. Owned and cared for by the Cape Cod Horticultural Society (CCHS) since 1930, Armstrong-Kelley Park is the organization's only parcel of land under ownership. Beloved by many in the community, the Park adds character to the charming village of Osterville while offering a peaceful place to stroll, engaging community activities, and space for celebrations.



Opportunity

The Trustees has been approached by the Cape Cod Horticultural Society to protect and care for Armstrong-Kelley Park, in perpetuity. As a land conservation organization, The Trustees is interested in seeing this valuable parcel of land protected from development and welcomes the opportunity to steward the gardens and woodlands, elevate the horticultural experience and provide programming to the community.

Through an organizational integration, CCHS will become part of The Trustees, ownership of the organization's assets, including Armstrong-Kelley Park, will transfer to The Trustees, and the CCHS board will stay involved through a newly created Armstrong-Kelley Park Property Committee. Together CCHS and The Trustees will create a new master plan for the Park, elevating the gardens and providing new opportunities for engagement.

With the goal of having a presence in every region of the state, The Trustees welcomes the opportunity to play a more active role on Cape Cod, reach new audiences, and become a part of the fabric of the Osterville community. The Trustees plans to provide visitor experiences at Armstrong-Kelley Park that appeal to people of all ages and backgrounds, from the horticultural expert to the family looking for a fun place to explore on the weekend. The gardens will become more accessible and, through innovative design and programs, draw audiences outside to enjoy its wonders.

The Campaign for Armstrong-Kelley Park



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Goals of integration include:

- Protect 8.5 acres of land in Osterville from development, in perpetuity
- Cape Cod Horticultural Society will ensure that their property is cared for and maintained by a premier conservation and horticultural organization
- Activate the Park and strengthen The Trustees' relationship with the community by building on our proven programming and engagement strategies across the state
- Expand Trustees presence on Cape Cod, a key focus area for the organization

The Campaign for Armstrong-Kelley Park

To successfully integrate the Cape Cod Horticultural Society with The Trustees, the Trustees Board of Directors has set a challenge to raise the needed start-up funds to invest in the revitalization of the gardens and to establish an endowment that will fund ongoing care of the Park. The Trustees has launched a \$2.25 million campaign in support of these goals.

START-UP INVESTMENT – \$1 MILLION – PROVIDES:

- **Master plan implementation**
Garden restoration and enhancements
Parking, signage, and circulation improvements

DEDICATED ENDOWMENT – \$1.25 MILLION – SUPPORTS:

- **Horticulture**
- **Engagement and community programs**
- **Property stewardship**

With your help, this fundraising campaign will achieve its goal by successfully integrating the Cape Cod Horticultural Society into The Trustees, and enabling Armstrong-Kelley Park to be revitalized and enhanced—becoming a garden that welcomes community members, residents, and vacationers with engaging and educational programs for the enrichment of all ages, and providing visitors with the treasured peace and tranquility that a Trustees public garden offers.



To participate in the Campaign for Armstrong-Kelley Park, please contact:

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