



Restoration of the Vineyard Trail, a project led by California State Parks and powered by the California Conservation Corps, was one of the highlights of 2022 at Jack London State Historic Park. Pictured here on May 14 are (l to r) State Parks Bay Area District Road and Trails Chief Mike Nelson, Bay Area District Superintendent Maria Mowery, and Matt Leffert, Executive Director of Jack London Park Partners.

Jack London State Historic Park celebrates successes of 2022, announces plans for 2023

Marking ten years of success, Jack London Park Partners and California State Parks have signed a new agreement for the next decade, with an option for an additional ten years

Dec. 27, 2022 - London Park Partners, the non-profit organization that manages and operates Jack London State Historic Park, is celebrating a year of progress in 2022 and planning for further advances in 2023.

“2022 was a year of renewal as we reignited some of the progress we were making before the pandemic,” said JLPP Executive Director Matt Leffert. “Day by day and project by project, we are rebuilding a seaworthy ship, just as Jack and Charmian did when they built the Snark back in 1906, one plank at a time.”

Park attendance reached a record high in 2021, with more than 100,000 visitors seeking a respite from the restrictions of the pandemic. Attendance in 2022 reached nearly 90,000, still 20 percent or more above pre-pandemic levels.

2022 marks ten years since Jack London Park Partners became one of the first non-profit organizations to be entrusted with management of a state park on behalf of the people of California.

A new agreement for the next ten years, with an option for an additional ten years, has been completed with California State Parks.

Education Programs

The return to in-person learning brought [student field trips](#) back to the park. Twenty tours from schools throughout Sonoma County totaled 584 students, a 117 percent increase from last year.

[Private tours](#), serving visitors from across the globe, saw an increase of 18 percent in 2022 to 56 tours with 388 visitors.

The park's Benziger Family Environmental Education Program is relaunching its acclaimed [Nature's Design](#) seventh grade ecology program, guided by Next Generation Science Standards (NGSS) on biodiversity and ecosystem dynamics. At the end of the program, students have the option of applying what they've learned and entering the "Re-Wild My School Design Contest." The goal for 2023 is to serve four schools with an estimated 250 students and increase the number of schools where the program is offered.

Adventures in Writing is the park's newest school program which meets the Common Core standards for English language arts and literacy for fourth and fifth grades. The pilot program in 2022 brought four field trips, totaling 118 fourth grade students. Seven more trips for fifth grade students are booked for March 2023 and the program will continue to expand next fall.

The [Eighth Annual Young Writers Contest](#) launches on January 12, 2023, the 147th birthday of the park's namesake. The program encourages middle school students (grades 6-8) to exercise their writing skills by creating an original 1,500-2,000-word story inspired by the works of Jack London. In 2022, 15 short stories were entered by students from California, Delaware, and New York.

Land Stewardship

In partnership with [Sonoma Valley Rotary](#) and [Farm to Pantry](#), more than 3,500 pounds of fruit were gleaned from the [newly-restored historic orchard](#), amounting to 14,000 servings for Sonoma County residents facing food insecurity. New fruit trees will be planted in the coming year.

Fire mitigation efforts to protect the forests and historic structures at Jack London State Historic Park will continue in 2023. A prescribed burn in the park, conducted by California State Parks and CalFire in October 2022, totaled approximately 15 acres. It consumed understory fuels in a primarily mixed hardwood forest, which has many ecological benefits, as well as a strategical benefit for firefighters in a potential wildland fire in the area. This burn was the second prescribed fire at the park since the California State Parks Bay Area District re-established their prescribed fire program in 2020 and is part of a much larger strategic plan for reintroducing fire into the park. More prescribed burns can be expected over the next decade, potentially on an annual basis.

State Park and Conservation Corps crews restored the **Vineyard Trail** which was substantially upgraded and opened for park visitors.

Visitor Experience

Jack London State Historic Park launched a new [digital tour experience](#) as part of a series developed by California State Parks. The free virtual tour, which can be downloaded to a mobile device, is comprised of ten different tour stops located throughout the park and combines elements like digital animation,

holograms of Jack and Charmian London, historic photographs, 3D augmented reality models of the famous Wolf House, and more.

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New events were created in 2022, including the debut of **Call of the Wild Weekend**, celebrating singers, songwriters and the beauty of live music. The event will return on May 20-21, 2023, with free park admission for all on the second day. The park's calendar was filled with a special activity or event nearly every weekend.

Guided by California State Park's Basic Interpretation Learning System (BILS) and brain-based learning strategies, Tours and Education Manager Kristina Ellis lead a combined total of 59 participants through three separate **Docent Training Workshops** focusing on different areas of interpretation skill-building: "Optimal Engagement," "Story Crafting," and "Learning Through Play." The park is considering opening these workshops to interested educators from outside organizations next year.

People and Partnerships

Jack London Park Partners and [Eco Terreno Wines & Vineyards](#) launched a new partnership in 2022, linking the spirits of two visionaries with deep roots in Sonoma County. "There is a clear connection between what Jack London worked to achieve and Eco Terreno's commitments to caring for the land and giving back to the planet and the people," said winemaker and winery owner Mark Lyon.

The operation of Jack London State Historic Park would not be possible without two groups of individuals who make significant contributions: Volunteers and donors.

A devoted cadre of 250 [volunteers](#) perform essential functions of park operations and interpretation, donating a total of 15,500 hours of service in 2022. According to U.S. Government labor statistics, their support is valued at \$551,180 – **representing nearly 40 percent of the park's annual operating budget.**

In 2022, 52 new volunteers were trained and joined the team.

Funding to keep the park going strong is generated from visitors, annual passholders and [generous donors](#). The 2022 fundraising gala, "Once Upon a Time in a Not-So-Distant Forest," drew 320 guests and raised \$550,000 for the park's operation and program. The 2023 gala is scheduled for September 23.

Charmian's Circle, a group inspired by Jack's fearless wife Charmian London, raises funds for the expansion of the park's educational programs and was responsible for the remodeling of the second floor of the House of Happy Walls Museum.

Further information is available at <https://jacklondonpark.com/> and on [Facebook](#), [Instagram](#) and [YouTube](#).

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