



CONNECTED PARKS. CONNECTING PEOPLE.

Nearly 4,000 acres of parkland

Open 365 days a year

FREE to the public

A VISION TURNED REALITY

Over a decade ago, The Parklands’ team set out to follow again the Olmsted model of a world-class park system that would shape the next century of Louisville’s growth and history by assembling thousands of acres of new public parkland. Reimagined as a 21st Century landscape, it moved beyond Victorian conceptions of design, recreation, and environment to make a place that includes core park amenities such as playgrounds and sports fields, in addition to a world-class trail system, and thousands of acres of restored forest and meadow to provide access to nature for the nearly 6 million people who live within two hours of Louisville. From a 19.4 mile multi-use paved trail designed to ADA standards, to a 22 mile long paddling route, to quiet forest paths, packed playgrounds and recreational lawns, The Parklands provides outdoor access to people of all ages and abilities.

With support from the community, The Parklands raises funding to ensure proper maintenance of all facilities, as well as programming that educates and promotes access to the outdoors. The result is an incredible team that cares for the parks and our visitors in every kind of weather and condition, maintaining a high standard every day.

Our donor and visitor-supported financial model means we receive no tax revenue for annual operations, and our vision would not be possible without the generous community supporters, visitors and donors who believe in our mission of safe, clean, fun and beautiful parks, free to the public 365 days a year. The results of your generosity are detailed here. Please accept our gratitude and the gratitude of the many visitors who enjoy The Parklands every day!



NOTE FROM OUR FOUNDER & CHAIRMAN



Dear Friends,

The Parklands continues to grow and to attract users from around the city and the region. In its first two years of being fully open, The Parklands attracted nearly 5.5 million visits, achieving our goal of a well-used and well-loved place. 2018 was a busy year, with continued growth in visitation, in education, and especially in our S.E.E.D. (Stewardship, Exploration, Education, Discovery) program providing access to underserved youth from around our city. We started work on the new Strand Trailhead, and continued work on the Moss Gibbs Woodland Garden, both of which opened to the public in 2019 to rave reviews! They extend our commitment to high quality public spaces, and especially the provision of access for all ages and abilities. 2018 also solidified our management vision to keep The Parklands “safe, clean, fun and beautiful, 365 days a year from dawn to dusk, free of charge to all visitors.” With two full years of operations under our belt and strong positive feedback from our visitors, we have in place an amazing team that delivers this high standard!

People often ask: “What’s next?” Day to day, the answer is to maintain and sustain our standard, including ensuring that we do not defer required maintenance into the future. But the really exciting efforts are finding ways to use The Parklands as a philanthropic asset, reaching out to communities, neighborhoods, and people who for various reasons do not have access. From senior citizens to school children to geographically distant residents (West Louisville, rural communities, residents of assisted living communities are just a few examples), we have plans to reach out and provide programming that will be fun, healthy, and affordable to all.

Your pride and ownership of The Parklands helped us make positive community impacts in 2018, through outdoor education, recreation, health and environmental preservation. Your continued support will carry us through future years of growth and expansion of access to these beautiful places and fun programs. **Thank you for your generosity!**

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Founder & Chairman
21st Century Parks, Inc.

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MOSS GIBBS WOODLAND GARDEN

Conceived in 2013 and fully opened to the public in spring of 2019, the Moss Gibbs Woodland Garden was designed by local firm Bravura Architecture in partnership with designers Rick Darke and Patrick Henry. Parklands Horticulture Director Tom Smarr oversaw the project, assisting with design, plant selection and plant installation.

Stepping foot into the 15-acre garden, you are immersed in an artistic palette of existing native plants with 47,000 new plantings from tiny plugs to 15-foot ornamental trees. Some of the paths are open, others curl into shaded hidden spaces, revealing pieces of garden art.

A total of 15 nurseries and landscape firms worked on the project since groundbreaking took place in 2016. The entire project was completed in two phases and cost \$2.5 million. The Woodland Garden was made possible thanks to donations from individuals and foundations, including the **Gibbs Foundation**.

ENVIRONMENT

The Parklands’ team preserves and enhances each and every corner of our nearly 4,000-acre park, and we’re able to do so *thanks to your support*. Through restored meadows and reforested areas, we have provided a fully-connected forest corridor to protect a variety of native wildlife and plant species so that they may thrive. We have seen the positive effects of these efforts through the return of the American Bald Eagle, Bobwhite Quail, the Virginia Rail and the Sora, among others.

- **76,900** trees planted to date
- **450** species of native plants thriving
- **24,600** total trees and shrubs planted in 2018
- **340** acres treated for invasives in 2018 so native species can flourish

“It is a wonderfully designed park system with something for everyone, regardless of age or fitness level. It is beautiful. I often pull my bicycle off the path, stop and take a few moments to nourish my soul with the surrounding nature.” - Linda Allen, Parklands Member



ARBOR DAY FOUNDATION TREE PLANTING

On October 5, 2018, The Arbor Day Foundation and Texas Roadhouse partnered together with The Parklands to plant 450 trees to preserve Beckley Creek Park’s Grand Allee riparian buffer. Preserving and developing a strong riparian area not only enhances the beauty of the landscape, but also adds to the integrity of the water’s edge, playing a critical role in a robust ecosystem by slowing run-off during heavy rainfall, preventing bank erosion, and providing food and protection to wildlife.



MEADOW MANAGEMENT

In 2018, our Horticulture and Natural Areas team restored 400 acres of meadowland throughout The Parklands. Meadows are an important part of the aesthetic and ecological function of The Parklands landscape. Surprisingly, there are many variables that impact what happens within the meadow. We are constantly learning and adapting to figure out how to best maintain these spaces.





FEAT 5K: OUTRUNNING AUTISM

Created for parents by parents, Families for Effective Autism Treatment (FEAT) of Louisville’s mission is to ease the autism journey through parent support, community outreach and programs. In 2005, the FEAT 5K was created to raise funds and awareness for autism and quickly grew to over 1,500 participants and supporters. As the support of the race continued to grow, FEAT 5K selected The Parklands as its venue and has raised over \$100,000 for ongoing autism support, education and programming. With over 12 large-scale races hosted in 2018, the FEAT 5K is just one wonderful example of the community gathering together in The Parklands for an important cause.

“It is simply beautiful out there! Our participants love coming to The Parklands for this event. I think that’s another reason we keep growing! It feels like home. It’s comfortable, beautiful and provides that easy, relaxed feeling that we want our families and participants to experience. We can’t imagine having our race anywhere else!”
-FEAT Executive Director, Deborah Morton

RECREATION The Parklands encompasses a wide range of activities enjoyed by millions of park visitors. The amenities, maintained *thanks to you*, range from introductory and fully accessible, to opportunities with intermediate and advanced features to satisfy those looking for a challenge. Our parks and programs offer options for the entire family to get outdoors to learn, exercise, and connect with nature.

- **5,000,000+** visits since 2017
- **68+** miles of trails for hiking, biking and paddling
- **5,800** paddling rentals in 2018 by Blue Moon Canoe & Kayak of Kentucky
- **1,100** bike rentals in 2018 by Blue Moon Canoe & Kayak of Kentucky
- **500** hours spent outdoors by Junior Explorers
- **2,719** miles walked during The Parklands Explorer Program

“I’ve ridden over 20,000 miles on my bike in the last five years, in 21 states, and no other state has anything as world class as The Parklands. MANY of those miles are on these paths! I’m proud to be a supporter!”
- Dave Marshall, Parklands Member



CLEAN, SAFE PARKS EVERY DAY OF THE YEAR

Thanks to the support of generous donors and the dedication of our staff, The Parklands is open 365 days a year. Whether Louisville experiences flooding, such as the Great Flood of 2018, or a spontaneous snow fall, our crews are prepared to clear pathways for our visitors. At The Parklands, recreation doesn’t just have to be on a beautiful sunny day!

“I am a marathon trainee and I am so grateful I have a place like The Parklands to rely on for my marathon training, even if it snows in Louisville. I can’t thank your team enough for all the effort of snow removal to allow us to enjoy the great outdoors no matter the weather.”
- Amanda Morris, Parklands Member





EDUCATION

Thanks to your support, The Outdoor Classroom is Louisville's newest outdoor STEM-based education program, enhancing scientific literacy throughout the greater Louisville community. **The Outdoor Classroom has delivered more than 75,000 outdoor education experiences to children and adults since 2013.**

The hands-on, outdoor learning experiences offered by The Parklands Education team, from week-long summer camps to weekly pre-k Wednesday Wonders programs, lead to a deeper understanding of our Kentucky landscape and the creatures that live within it. These experiences foster a community of environmental stewards. Generous grants, thanks to you, made field trip programming accessible to Title I schools and nonprofit programs.

• **16,555** outdoor education participants

• **7,300+** underserved youth participated for free

• **11,800+** field trip participants from **40** zip codes

• **2,800** early childhood education participants

S.E.E.D. PROGRAM

In 2018, The Parklands created its newest education initiative, the S.E.E.D. (Stewardship, Exploration, Education, Discovery) program. This new program connects underserved youth and adults to The Parklands through engaging, exploration-based, science programming in the parks and in schools. S.E.E.D. aims to foster a sense of place and stewardship ethic among all participants using the many different habitat types throughout The Parklands' nearly 4,000 acres. It also aims to supplement STEM science education within the public schools system creating the scientists and conservationists of tomorrow.

Any traditionally underserved group or Title I school is eligible for S.E.E.D. Qualifying partner schools receive free in-park and outreach education programming led by Parklands Interpretive Rangers at least four times a year! Bringing supplemental nature and science education to students will steward environmental relationships with future generations.



"My kids and I were exploring at Broad Run Park this morning and they found this huge fresh water mussel shell. I had no idea that they could get this big, and it was such a great learning experience for them to see and learn about what else lives in creeks besides fish and frogs. Thank you for such a wonderful park!"

- Megan Harlan, Parklands Visitor





PARKLANDS EXPLORER: PATHWAYS TO WELLNESS

In 2018, Parklands Explorer hikes, presented by **Trilogy Health Services** and **The Bufford Family Foundation**, launched meditative, mindful hikes known as forest bathing. Increasing productivity, decreasing stress levels and encouraging overall happiness in participants are just some of the tangible effects of short-term forest bathing practices.

The more time spent outside in nature, the greater your chances of decreasing stress levels, which is why Parklands Explorer programs offer the community free wellness activities on the second Saturday of each month from March through October! Through activities such as yoga and tai chi, followed with mindful hikes, we strive to add to the journey of health and wellness for our park visitors and the community.

COMMUNITY

Part of what makes The Parklands a special place is the sense of community it creates. With visitation numbers reaching 5,500,000 since the beginning of 2017, frequent visitors are inspired to give their time and treasure to help preserve, not only the parks, but also the welcoming environment created by the staff who maintain them. In addition, funds raised from individual and corporate facility rentals go directly back into supporting our annual operations. From individuals who donate gifts by becoming a Parklands Member, to our volunteers who invest hours each week to keep our parks clean and beautiful, these generous people, companies and foundations believe in our mission and play a critical role in preserving The Parklands for current and future generations.

• **2,602** Members

• **431** Volunteers

• **38** Ambassadors

• **73** weddings & receptions hosted in 2018

• **12** large-scale walks & races in 2018

• **98** programs delivered by Parklands staff in 2018

“The Parklands is my ‘I’m worth it’ place. My time spent in this beautiful park rejuvenates me and in return, I can give back to this wonderful community by volunteering as a Parklands Ambassador to encourage all to spend time here and make it their ‘I’m worth it’ place.” - Chris Cornelius, Parklands Member and Ambassador



VOLUNTEER OF THE YEAR: MIKE BUCAYU

“I’m out here every morning – it goes really well with coffee! Coming out to The Parklands is a stress reliever. I’ll ride my bike or I’ll hike out in the woods and I’m not thinking about work or life’s issues. There are spots where you don’t hear any traffic or planes, and it doesn’t feel like you’re in the city. I’m a little free for awhile when I come out here.”

-Mike Bucayu, Parklands Member and Ambassador



MEMBERSHIP

The Parklands is able to positively impact the community because of the support of 2,602 generous Members like you! Parklands Members not only help to maintain nearly 4,000 acres of park land, but to positively shape the future of Louisville and truly benefit current and future generations through park access.





NEW AMENITIES

With an abundance of park visits comes strategic planning, analyzing growth and improving the visitor experience through new construction projects in The Parklands. Construction projects in 2018 reflect on the growing visitation of 5,500,000 visits since the beginning of 2017. *Thanks to you*, these newly opened amenities have created a greater range of accessibility throughout the park-system.

“Truly the jewel of the city. There are so many special features to this gorgeous location. The trails are well maintained for walkers, runners or bikers. The streams and ponds are perfectly showcased for beauty and usability. It’s heartwarming seeing a father/son fishing together or a duo kayaking along the stream. Bring your kids and let them explore nature. The playground and spraygrounds are so much fun. It’s free of trash and has the cleanest bathrooms. All the contributors who believed in this park and made it a reality are dreammakers. It represents a vision for our city to be healthy, happy and enjoying nature together as a community.”

-Sony S., Trip Advisor Review



THE STRAND TRAILHEAD & ADDITIONAL PARKING

In 2018, construction began for The Strand Trailhead, located off Echo Trail. This new amenity features a water fountain, rest area, two restrooms and 27 parking spaces, providing improved access to this nearly 5-mile stretch of the Louisville Loop along Floyds Fork. Additional parking throughout The Parklands was also added, including 95 new parking spaces at the Brown-Forman Silo Center in Turkey Run Park and 4 new spots at Limestone Gorge in Broad Run Park! These additions to the park-system will help improve access and create a better experience for visitors of all ages and abilities.



LEATHERWOOD TRAIL IN BROAD RUN PARK

Opened to the public August 3, 2018, the Leatherwood Trail in Broad Run Park became The Parklands’ newest hiking trail. The Leatherwood Trail is a natural surface, more difficult, hike-only trail that connects to existing trails, including Limestone Gorge and the Louisville Loop. Built by The Parklands trail team, this 0.5-mile trail offers hikers a new, challenging route to extend their trek using a variety of trail combinations. Named for a woodland shrub, this trail has several notable features and promises glorious views across the seasons. It is also one of the best and most accessible sites for spring wildflowers in The Parklands.





2018 PARKLANDS FUND SUMMARY

The Parklands Fund is the annual campaign that funds daily maintenance and operations of The Parklands.

\$2.3 Million

in total cash gifts raised for 2018 Fund:

2,669 unique donors gave 3,320 gifts

2,487 individuals gave \$1,302,784

158 businesses gave \$458,142

24 foundations gave \$541,250

These financial contributions
would not be possible without you.
THANK YOU!

SUSTAINING A LEGACY

Construction of The Parklands was made possible through community contributions that totaled nearly \$130 million. Now that construction is complete, *your support helps protect and maintain that investment on an annual basis through The Parklands Fund, our annual campaign.* We thank you for committing to supporting and maintaining this beautiful community asset, and hope you are as proud as we are of what we have accomplished together. Because we receive no tax revenue for annual operations, our funding model relies on three main sources: your donations, earned income from facility rentals and programming fees, and support from the 21st Century Parks Endowment. Together, these sources ensure a sustainable future for The Parklands.

2018 INVESTMENT REPORT

REVENUE*

2018 Parklands Fund Donations <i>See 2018 Parklands Fund Summary</i>	\$ 2,302,176	34%
Endowment Support	\$ 1,550,000	23%
Multi-Year Pledges for Capital Projects & Restricted Uses	\$ 1,335,573	20%
Earned Revenue from Facilities & Education	\$ 980,709	14%
In-Kind Donations	\$ 657,048	9%
Total Revenue	\$ 6,825,506	

EXPENSES*

Programming	\$ 5,706,490	81%
Management	\$ 1,002,514	14%
Fundraising	\$ 308,856	5%
Total Expenses	\$ 7,017,860	

*Source is 2018 Form 990. Expenses include \$3,183,825 of depreciation expense.

Your contribution is truly an investment in our community. Not only does it make free admission to the park possible for all, but it provides significant benefits for our environment, economy, health, and education. With an annual operating budget of more than \$4 million, we rely on you to support this community asset.

SUMMARY OF ASSETS

Cash & Cash Equivalents	\$ 894,480
Pledges Receivable	\$ 2,586,946
Other Current Assets	\$ 186,618
Land, Buildings, and Equipment, Net	\$ 102,400,565
Total Assets	\$ 106,068,609

SUMMARY OF LIABILITIES

Current Liabilities	\$ 723,264
Long-Term Debt	\$ 2,144,000
Total Liabilities	\$ 2,867,264

NET ASSET BREAKDOWN

Unrestricted Net Assets	\$ 101,055,040
Temporarily Restricted Net Assets	\$ 2,146,305
Total Net Assets	\$ 103,201,345



“Thank you. Sitting at the rock fountain today, my 92-year-old father who has dementia, forgot that he wanted to go home (to his childhood home) and find his car (which he hasn’t owned in several years). He relaxed and enjoyed reading the contributor names on the Humana Grand Allee fountain. He surmised that ‘some fella’ had a pretty good idea with the park and ‘he must have stuck to it.’ The visit was good for his soul.”

-Peggy Heustis, Parklands Member

THANK YOU TO OUR DONORS

Thanks to the generosity of individuals, organizations, corporations and foundations throughout the community, The Parklands is able to provide world-class amenities and programs. Those listed here contributed \$250 or more to the 2018 Parklands Annual Fund and agreed to be recognized. To view a list of our capital donors and Parklands supporters over the years, please visit www.theparklands.org/partners.



\$100,000 +
The Humana Foundation
21st Century Parks Endowment, Inc.

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Mary and Michael Gellert
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The Glenview Trust Company
Greater Louisville Inc.
Lynn and James Greathouse
Greenscapes
Kim and Greg Greenwood
Gresham Smith
Sandy Gulick
Brenda and H. David Hale
Cathy and David Hance
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\$500 - \$999
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Ellen and David Bland
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Ceci and Dale Boden
Cynthia and Roger Boston
Nell and Craig Bradley



FIELD & FORK

In the event's sixth year, 580 guests gathered in Turkey Run Park for Field & Fork presented by **JPMorgan Chase & Co.** The live auction and appeal raised over \$215,000 from our generous guests!

After dinner, many guests continued the night in the Hockensmith Barn for "Afterglow," presented by **Butchertown Grocery** and **Atria Hospitality**. Despite the rainy weather, Field & Fork netted nearly \$400,000 to support The Parklands Annual Fund and was named 'Best Outdoor Party of 2018' by The Voice-Tribune!

Thanks to everyone who attended and supported the event, including our volunteer Field & Fork Steering Committee:
Sharon and Luke Schmidt (Chairs)
Julie Beam
Barbara and Bill Juckett
Skipper Martin
Dr. Craig Mueller
Larry Williams
David Wood



KICK-OFF LUNCHEON

In its fifth year, the Kick-Off Luncheon with Kirk Herbstreit had over 750 attendees at the Omni Hotel representing 90 local businesses and organizations.

Local media personalities Terry Meiners and Katie George led the conversation with ESPN’s leading college football analyst, Kirk Herbstreit. The event’s lead sponsors were **Norton Sports Health, Papa John’s Pizza** and **PNC Bank**, and the event was able to raise nearly \$138,000 in net revenue for The Parklands Annual Fund.

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\$2,302,176 in donations to The Parklands Fund

16,555 Outdoor Classroom participants

4,000 trees/shrubs planted

2,602 Memberships

431 volunteers

5,500,000 visits *since January 1, 2017*

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