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!

Daniel H. Jones
Founder & Chairman
21st Century Parks, Inc.
ENVIROMENT 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.

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 feet 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.

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 Allegheny riparian buffer. Preserving and developing a strong riparian area not only enhances the beauty of the landscape, but also aids in 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.

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

“The Parklands 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

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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.

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’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. NAY of these miles are on these paths! I’m proud to be a supporter!”
- Dave Marshall, Parklands Member

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

FEAT 5K:
OUTRUNNING AUTISM

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“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

• 5,000,000+ visits since 2017
• 5,800 paddling rentals in 2018 by Blue Moon Canoe & Kayak of Kentucky
• 500 hours spent outdoors by Junior Explorers
• 68+ miles of trails for hiking, biking and paddling
• 1,100 bike rentals in 2018 by Blue Moon Canoe & Kayak of Kentucky
• 2,719 miles walked during The Parklands Explorer Program
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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 Wonder 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
• 11,800+ field trip participants from 40 zip codes
• 7,300+ underserved youth participated for free
• 2,800 early childhood education participants

“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

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.
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.

“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

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.

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

COMMUNITY

- 73 weddings & receptions hosted in 2018
- 12 large-scale walks & races in 2018
- 98 programs delivered by Parklands staff in 2018

VOLUNTEER OF THE YEAR: MIKE BUCAYU

“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

MEMBERSHIP

- 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

In 2018, Parklands Explorer bikes, 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 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.

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PARKLANDS EXPLORER: PATHWAYS TO WELLNESS
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 7-mile stretch of the Louisville Loop along Floyds Fork. Additional parking throughout The Parklands was also added, including 55 new parking spaces at the Brown-Forman Silo Center in Turkey Run Park and 6 new spots at Limehouse 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, hiker-only trail that connects to existing trails, including Limehouse 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.

THE STONE BRIDGE

MoSS Gibbs WOODLAND GARDEN

The Moss Gibbs Woodland Garden, open to the public in spring of 2019, is a place of beauty and artistry. As you stroll through the garden, you’ll come across a grand stone bridge, hand laid by the talented masons at Aguilar Stone Masonry. This Roman arch bridge stretches 60 feet across the steep ravine, with each stone handcrafted from large, local slabs of limestone. The arch itself is crafted from 180, hand-placed stones. The entire stone bridge was completed in the summer of 2018.

“The Stone Bridge will play a key role in enhancing Parklands visitors’ explorations and discoveries in The Woodland Garden for centuries to come.”

-Rick Darke, Landscape Designer

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2018 INVESTMENT REPORT

REVENUE*

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>%</th>
<th>2018 Parklands Fund Donations</th>
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<tbody>
<tr>
<td>Endowment Support</td>
<td>$1,560,000</td>
<td>21%</td>
<td>$2,302,176</td>
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<tr>
<td>Multi-Year Pledges for Capital Projects &amp; Restricted Uses</td>
<td>$1,335,573</td>
<td>22%</td>
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<tr>
<td>Earned Revenue from Facility Rentals &amp; Education</td>
<td>$980,709</td>
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<tr>
<td>In-Kind Donations</td>
<td>$657,048</td>
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<td>Total Revenue</td>
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EXPENSES*

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<td>Programming</td>
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<td>Management</td>
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<td>Fundraising</td>
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<td>Total Expenses</td>
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SUMMARY OF ASSETS

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<tr>
<td>Cash &amp; Cash Equivalents</td>
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<td>Pledges Receivable</td>
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<td>Other Current Assets</td>
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<td>Land, Buildings, and Equipment, Net</td>
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<td>Total Assets</td>
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SUMMARY OF LIABILITIES

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<tr>
<td>Current Liabilities</td>
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<tr>
<td>Long-term Debt</td>
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<td>Total Liabilities</td>
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NET ASSET BREAKDOWN

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<th></th>
<th>Amount</th>
<th>2018 Parklands Fund Donations</th>
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<tr>
<td>Unrestricted Net Assets</td>
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<td>Temporarily Restricted Net Assets</td>
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<tr>
<td>Total Net Assets</td>
<td>$103,201,345</td>
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*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.

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 in 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.

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

THANK YOU!

“Young people will not have to look far to find their past, their present, and their future. They can experience a sense of heritage and place that is absolute. This is a place that is so close to the heart and soul of the city.”

-Peggy Heustis, Parklands Member
thank you to our donors

Norton Healthcare Inc.
Kathy and Bud Orr
Papa John’s International, Inc.
Julia and Frank Pegg
Kathleen Peloton Fund
Sumei Shine Foundation Inc.
Sumei Swayne Family Foundation
Paul and June Shute
Lindy and Bill Stout
James B. Thompson
Triumph Health Services LLC
Whispering Co.

$30,000 - $99,999

Mary Gwen Wheeler and Blue Sky Foundation

$100,000 +

Jane and Bruce Broussard
Elizabeth C. Thomas Fund - Maryann C.
Dunn
Sara Simpson

$20,000 - $49,999

Vivian Ruth Sawyer and Thomas T.
R. Charles and Sally Moyer Charitable
Jenny and Charles Marsh
Sandra Frazier
Janine and Bruce Broussard
Alden Donor Fund

$10,000 - $19,999

Diane and Jim Bloem
Arbor Day Foundation

diane and Jim Bloem

$5,000 - $9,999

James B. Thompson
Pam and Brook Smith
Sam Swope Family Foundation
Sam Shine Foundation Inc.

FIELD & FORK

In the event of weather, Field & Fork netted nearly $400,000 to support The Parklands for Field & Fork presented by Fifth Third Bank, which included an auction and raised over $200,000 from our generous guests!

After dinner, many guests continued the night to the Moonshiner Bar presented by Butcher & Barrel and Garden City Market for Field & Fork presented by BB&T with volunteer Jonathan Brown.

Thank you to everyone who attended and supported the Field & Fork event by participating in this fun filled event.
In its fifth year, the Kick-Off Luncheon with Kiki Herbert helped the Parklands set a new annual fund goal of $2 million.

Every effort was made to ensure the accuracy of the donor list. If your name is not on the list, please call (502) 894-0350 to let us know.

SPECIAL RECOGNITION

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THANK YOU.

2018 BY THE NUMBERS
$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

Your continued support will positively shape the future of Louisville and truly benefit current and future generations through access to world-class parks.
Donate today at TheParklands.org/Donate.