





"A goal achieved! As of today The Beamers have hiked the last hiking trail left on our list! We have hiked the entire Parklands of Floyds Fork! Such a beautiful place!"







"Our family is growing by four paws!"









A NOTE FROM OUR FOUNDER & CHAIRMAN



Dear Friends,

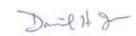
Throughout Louisville's history, proactive park planning has made our city a great place to live and work. Our community's passion and investment in parks has benefited Louisville residents for more than a century, but we could not have foreseen how those investments would pay off

When schools, theaters, restaurants and stores closed in the spring—when concerts, ball games, tournaments and parades were canceled—and yes, when our beloved Derby was postponed, The Parklands remained open and ready to serve. From the city's initial shutdown in March, throughout the various phases of the pandemic, park staff made adjustments to comply with changing guidelines, keeping visitors safe and engaged. Even with popular amenities like the playgrounds and spraygrounds closed, and dozens of park gatherings postponed or cancelled, The Parklands of Floyds Fork experienced record-breaking visitation in 2020 as visitors from throughout the region sought a safe place for recreation, relaxation and recharging. The first Saturday in May 2020 saw the park's highest visitation since opening our first amenity in 2011.

Staff recorded 3,825,891 visits to our nearly 4,000-acre park system from January 1 – December 31, 2020; our former record was 3.1 million visits in 2019. Whether it was to exercise, escape or connect, albeit from a distance, the sharp jump in visitation is a testament to the critical role parks have played during the pandemic.

Messages providing guidance to visitors dotted The Parklands landscape, but so did messages of hope. Our team members innovated to assist families in need of support during remote learning, pivoted to help couples reschedule and reimagine weddings, collaborated with partners to host compliant, community-wide events, and as always, focused on providing a safe, clean, fun and beautiful experience for all.

Because of your donations, The Parklands was able to be there when our community needed us the most, and with your ongoing support, these preserved public spaces will remain open and free to people of all ages, abilities and backgrounds, in perpetuity. Thank you!



Daniel H. Jones Founder & Chairman The Parklands of Floyds Fork



Accessible Adventures

"My family and I love going to The Parklands! We are there at least 3-4 times a week to enjoy the accessible running path, hiking trails, creeks, or playground. We always find something interesting and new to look at and love finding our own hidden corners!

- Page Packer, Parklands' Visitor

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RECREATION The Parklands of Floyds Fork is an important community resource. Now, more than ever, people need outdoor recreation opportunities to keep our community healthy, both physically and mentally. Amidst the uncertainties of the COVID-19 pandemic, individuals and families are turning to parks as a place of solace and connection with the outdoors. While practicing physical distancing, people are enjoying the trails, green space and natural areas throughout our expansive 4,000-acre park system, reinforcing its importance to the community. Despite our early decision to close densely used facilities as a safety measure, The Parklands had a record-breaking year, with 3.8 million visits in 2020, proving just how important this public treasure is to the community.



- 3.8 MILLION visits in 2020
- 80+ miles of trails for hiking, biking, and paddling
- 3,683 paddling rentals in 2020 by Blue Moon Canoe & Kayak of Kentucky
- 485 bike rentals in 2020 by Blue Moon Canoe & Kayak of Kentucky

"Thank you very much! I love this park! It has provided me and my family with over 80 hours of recreation time this year with the majority of the time during COVID-19! That's according to my Strava app. We enjoy road and mountain biking, hiking and kayaking. The park has provided the ability to do these activities so close to home in a beautiful, clean setting, which has really made a very challenging time a lot more enjoyable!"

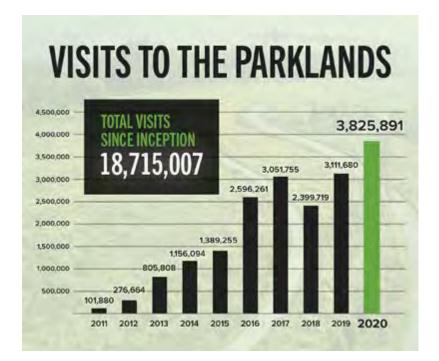
- Ray Baker, Parklands' Visitor

VISITATION GROWTH

The Parklands of Floyds Fork has seen a total of 18,715,007 visits to all four parks since opening our first amenity—the Marshall Playground & Sprayground—in 2011. Even with the popular playground and sprayground closed in 2020, a new visitation record was set. Parks play a critical role in everyday life, and will continue to do so long after the pandemic has passed.

"The Parklands has provided us a beautiful and stress free area that is rejuvenating. The community of nature-loving folks, children and pets are friendly and refreshing to see. We show The Parklands to all of our friends and out of town guests. What a wonderful area to feed our soul and enjoy natural beauty."

- Patty Burks, Parklands' Member





VIRTUAL HIKES

The increased time spent outdoors meant that many visitors were looking for new ways to mix up their park routine. The Parklands has built more than 60 miles of trails for hiking, and each trail offers a chance to view a diversity of plants, trees and Kentucky wildlife. To help guide visitors to some of our scenic trails, The Parklands education team created a video series aptly named Trailers. Each episode includes a preview of what to expect, noting location, mileage and level of difficulty. Park staff also converted our Membership series, Park Roots, to a virtual format, allowing everyone access to view these informative videos.





HEALTH OF THE PARK

Supporters like you, who believe that parks are essential infrastructure, made it possible to realize our dream of a unique, donor and visitor-supported park system. To honor the support of our donors, The Parklands works hard to stick to our commitment of no deferred maintenance. This includes ongoing tasks, such as repairs to trails, facilities and equipment, as well as larger projects. In early 2020, several wooden bridges throughout The Parklands were replaced to help keep our trails and natural areas accessible and safe. Many of the bridges were located along the Louisville Loop trail, frequently traversed by walkers, runners and cyclists from all over the region. The Boardwalk in Beckley Creek Park was also replaced as part of the project. This location overlooks the Humana Grand Allee wetlands and is a popular site for walkers and families, some of whom bring seed to feed the resident fowl. With the increase in visitation, it is more important than ever to continue delivering a world-class experience, serving the community in these challenging times.



HEALTH Health benefits provided by parks go beyond those experienced due to increased physical activity. Evidence from a study published in the International Journal of Environmental Health Research in 2019 showed that as little as 20 minutes spent in nature improved participants' subjective well-being (the appraisal of one's own level of happiness and life satisfaction). If each of those 3.8 million visits equates to 20 minutes or more spent in The Parklands, that's 3.8 million improved outlooks, which, for many, were a little more difficult to produce during the past year. Throughout the pandemic, an adequate amount of space–6 feet to be exact–became paramount to keeping us healthy and safe from contracting an unfamiliar virus. The nearly 4,000 acres that make up our park system provided ample room for visitors to hike, run, rollerblade, skateboard, explore, learn, escape and recharge while maintaining a safe distance from others. Some even set up regular, socially-distanced picnics, hikes and play dates to maintain a connection with loved ones.



THE PARKLANDS OF FLOYDS FORK by the numbers

The Parklands experienced a record-breaking year as visitors sought outdoor space to exercise, explore and escape. Based on last year's record-breaking visitation, we can speculate the amount of calories burned, miles walked and hours spent outdoors.

If each visitor . . .

- travels 3 miles, that's 11.4 MILLION miles traversed
- burns 150 calories, that's 573 MILLION calories burned
- spends 2 hours in the park, that's 7.6 MILLION hours spent outdoors

TRULY A BLESSING

"Since I retired in 2013, I have ridden my bike over 30,000 miles in 29 states and have ridden some truly spectacular trails, but I can honestly say that there is no place more enjoyable and beautiful as The Parklands!

The beauty, serenity, diversity and soul-soothing experiences are second to none. I also have had life changing experiences with my granddaughter at all of the parks. I was thrilled to be able to purchase a bench dedicated to our fun there! It's at the entrance to the splash park at Broad Run. Thank you Parklands.

Truly a blessing!"

- Dave Marshall, Parklands' Member







EDUCATION Educators across the Commonwealth and country pivoted to online curriculum in the spring to safely serve students. The Parklands' education team didn't miss a beat, offering a virtual version of Wednesday Wonders during the first week of shutdown. What began as a temporary fix, became a popular digital program, with many past participants tuning in each week for a new topic and related activity. By April 1, 2020, our education team launched *The Parklands Virtual* Classroom, providing free educational resources to students, teachers and families during remote learning. Virtual field trips and online worksheets encouraged students to get outside to learn and explore in The Parklands, a nearby park, or even in their own backyard. Throughout the year, our educators churned out content to engage visitors of all ages, both inside and outside the park, including scavenger hunts, contests and fun facts along the Louisville Loop.



- 2.807+ in-person educational experiences
- 1,353 underserved students from Title I partner \bullet 1,200 $^+$ hours of educational content watched schools directly reached through Virtual & Outdoor
- 17.295 total *Virtual Classroom* participants
 - on digital platforms

115,000+ educational experiences delivered since 2013



Classroom lessons

FOREST LEARNING LAB

As state officials and schools evaluated when to return to in-person learning, the Forest Learning Lab was launched as an option for parents in need of external support. The lab provides non-traditional instruction, homework help and outdoor exploration time for participants in K-6 grade.

"My son has loved the Forest Learning Lab and even asked to be signed up for additional days. Curtis and the rest of the staff are all so super nice and helpful. My son loves them!"

- Forest Learning Lab Parent



VIRTUAL WEDNESDAY WONDERS

Wednesday Wonders, sponsored by PNC Grow Up Great, is a weekly program for pre-k children. Each week, participants explore a science wonder with a story, craft, hike or related experiment. The digital format engaged new audiences and past participants like Kriston Glasnović and her son.

"We had a blast exploring a nearby wooded area and lake and discovered many hidden treasures in the snags (new word for us!). We are long-time attendees and are so relieved that [Erin] has been doing them virtually."

- Kriston Glasnović, Wednesday Wonders Parent



VIRTUAL FIELD TRIPS

The Parklands hosts more than 120 field trips every year. This includes excursions for more than 8,000 participants from Title I schools and underserved areas, which qualify for participation in the S.E.E.D. program (Stewardship Exploration Environment Discovery). While in-person field trips were suspended, The Parklands Virtual Classroom allowed teachers to continue engaging and educating students using the great outdoors. At Smyrna Elementary, Reading Resource Teacher Josephine Rosa said teachers incorporated the Virtual Classroom into lesson planning to help cover science standards and provide additional enrichment assignments for students, just as they would have with a field trip to The Parklands.

A VALUABLE RESOURCE

"The Parklands has been a valuable resource to our teachers in this time of uncertainty and constant change. The staff quickly provided us with materials to be used to enhance NTI instruction. making the content we push to students more relevant and engaging."

- Christina Baumer. **Environmental Magnet Coordinator at Portland Elementary**



MOSS GIBBS WOODLAND GARDEN

The rooms within the Moss Gibbs Woodland Garden in Broad Run Park will evolve and mature with each season and year. From the blooming Eastern Redbuds and Twinleaf in the spring, to the goldleaved shrubs and Christmas ferns in the fall, visitors can expect a beautiful show any time of year. In addition to the natural variations one encounters in the Woodland Garden, man-made improvements were also made in 2020.

Glen Garden

Stone work along a small creek bed in the Glen Garden was completed in the spring, offering visitors an alternate route through the lower half of the garden. Follow the stepping stones to explore this area that offers shade and lush, green scenery in the spring and summer.

Stay a While

Several benches were added throughout the garden since it first opened in 2019, including a swing overlooking the Glade Garden. Visitors can use these to rest, or like a visit to an art gallery—they can sit and take in the magnificent, natural works surrounding them.

ENVIRONMENT The 100 Year Vision—The Parklands' habitat restoration plan—focuses on the often overlooked, but equally important natural areas component of our master plan. This vision aims to improve and expand meadows, wetlands and forests throughout The Parklands of Floyds Fork, showing off the rich biodiversity of our region. The 80+ parcels acquired to make up what is now The Parklands, were mostly, at one point, used for agricultural purposes. Guided by The Parklands natural areas and horticulture staff, with support from area vendors, parcels once overrun with weeds are now transitioning into established meadows; riparian corridors are strengthened by tree plantings; wetlands are thriving and becoming a welcome stopover for migrating species, as well as home to local wildlife. Managing the various habitats requires ongoing care, including plantings, prunings and the removal of invasive species, which is all made possible thanks to donations to our annual fund.



- 78,255 trees planted since opening
- 2,000 acres of forest managed in 2020
- 460 acres of meadows managed in 2020
- 60 acres treated for invasive species in 2020
- 450 species of native plants
- 242 total species of mammals, fish, amphibians and birds

Seaton Valley 2016



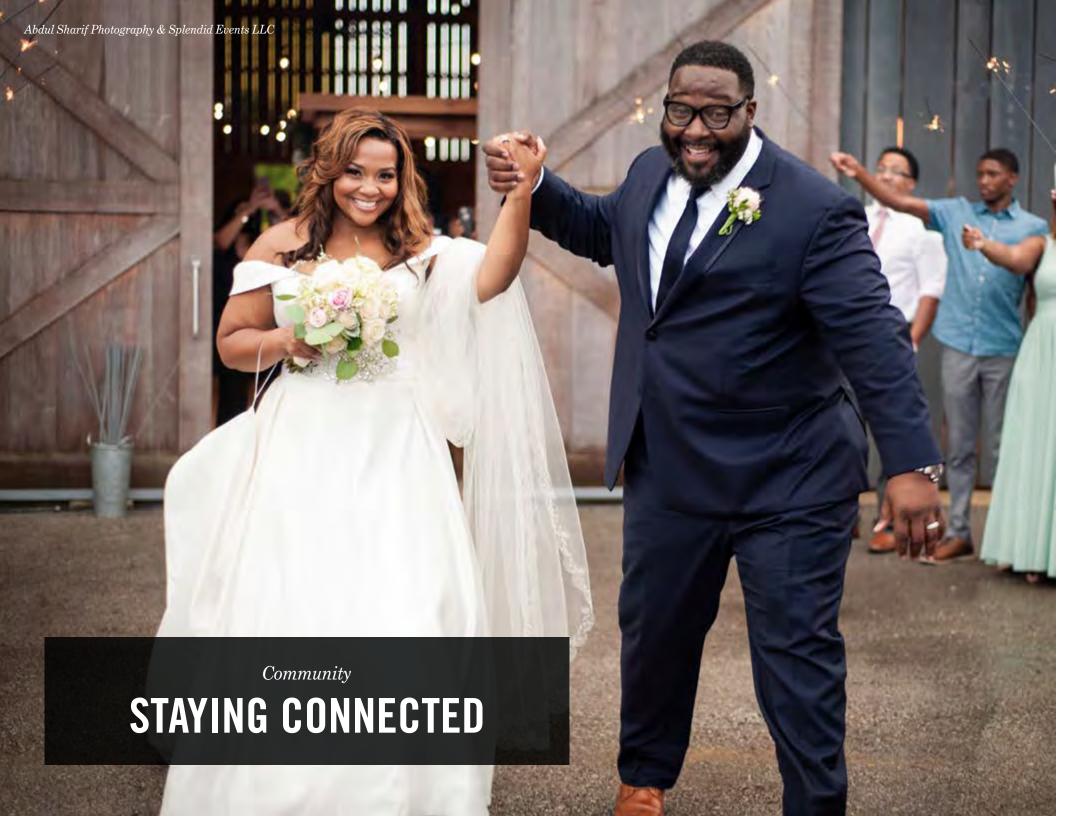
Seaton Valley 2020



MEADOW MANAGEMENT

Those who frequent the trails in the Seaton Valley area of Turkey Run Park are familiar with what has become an almost constant presence of wildflowers that take turns blooming from early spring through fall. Only a few short years ago, the Seaton Valley meadow—once a farm, then a golf course, then a horse ranch—was overrun by invasive plants. The transformation of the meadow did not happen overnight. It's the result of four years of planting native grasses and wildflowers, weeding, and editing so the area isn't overtaken by deciduous forest. Each year the meadow is maintained, more species will come to settle or return to the area knowing they can count on a consistent habitat nurtured by our dedicated staff and partners. The meadow in Seaton Valley was made possible thanks to the Leona M. and Harry B. Helmsley Charitable Trust. Roundstone Native Seed has helped plant and manage the meadow since 2016. They describe it as the best native meadow restoration in all of Kentucky.





COMMUNITY Many 2020 events in the park were canceled, but others reimagined and reworked their vision to move forward. Couples opted to downsize to a "micro-wedding" versus rescheduling, and businesses worked with The Parklands' events team to create a safe, outdoor workspace for their associates. Larger events, like the *Creature Feature Movie Nights* and *Winter Illuminations Trail Walk*, implemented rules and protocols to provide fun and safe activities for the community. With nearly 4,000 acres of parkland to utilize, event hosts found ways to engage participants and visitors found ways to meaningfully connect.



- 47 weddings & receptions hosted in 2020
- 35 venue and pavilion rentals in 2020
- 86 public programs delivered by Parklands staff in 2020
- 19,490 attended Winter Illuminations Trail Walk

Micro-Weddings

I thought that I wanted the big wedding, and while I did miss some of my out-of-town family and friends, our smaller and more intimate celebration was perfect. Gheens is perfect for a large group, but don't count it out for a smaller event. There are so many cool things you can do with their space."

- Jazmin Smith Swan, Bride



WORKING OUTSIDE THE BOX

After months of work-from-home, some companies started looking for alternatives to allow their employees to safely work in a shared space. What better place than a park?

This open air office brought a literal breath of fresh air to my work at home routine! We teamed up with The Parklands of Floyds Fork to create this outdoor workspace for associates to connect safely, in person, while savoring the final days of summer and early fall."

- Camryn Wethington, Humana Associate



VOLUNTEERS

Our dedicated Parklands' volunteers helped kick off the year with a fun, family-friendly event for Groundhog Day, but activities were suspended before our camp and gardening seasons began. Even so, volunteers served when called upon, with Ambassadors giving 417 hours, helping visitors navigate the park, as well as helping to educate visitors on park rules, significant changes in programming, and the ever-changing pandemic guidelines. Thanks to all of our volunteers for their ongoing commitment! We are looking forward to resuming more of our volunteer programs!



The Parklands 5K

The 2nd Annual *Parklands 5K Walk & Run* was held virtually the week of Sunday, September 13, 2020. With plenty of space to spread out, plus the added perk of completing the race on their own time, 500 participants registered to complete the course in support of The Parklands annual maintenance and operations.

Special thanks to our 5K sponsors, our event co-chairs, Annette Cox and Julie Beam, and all who supported the event!

Parklands Membership

The Parklands is a privately-operated public park system, and does not receive tax dollars to support annual operations. As a visitor and donor-supported public park, The Parklands relies on donations from individuals, businesses and foundations to continue operating. These donations allow us to continue providing a safe, clean, fun and beautiful park that benefits the health, recreation, education, environment and community of our city's residents.

• 2,453 Member Households in 2020

Thanks to all who support
The Parklands through Membership!



2020 PARKLANDS FUND SUMMARY

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

\$2.5 Million

in total cash gifts raised for 2020 Fund:

2,386 unique donors gave 3,522 gifts

2,246 individuals gave \$1,654,183

111 businesses gave \$527,867

29 foundations gave \$278,511

This park system is maintained thanks to your contributions. 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.

2020 INVESTMENT REPORT

REVENUE*

2020 Parklands Fund Donations See 2020 Parklands Fund Summary	\$2,460,561	55%
Endowment Support	\$700,000	16%
Multi-Year Pledges	\$453,255	10%
Paycheck Protection Program Federal Grant	\$411,900	9%
Earned Revenue	\$401,517	9%
In-Kind Donations	\$65,547	1%
Total Revenue	\$4,492,780	

EXPENSES*

Programming	\$6,008,764	88%
Management & General	\$355,944	5%
Fundraising	\$461,889	7%
Total Expenses	\$6,826,597	

^{*}Source is 2020 Form 990. Expenses include \$3,345,099 of depreciation expense.

SUMMARY OF ASSETS

Pledges Receivable \$1,34	7,756
Pledges Receivable \$1,34 Other Current Assets \$20	
Pledges Receivable \$1,34	1,505
<u> </u>	3,887
7.0	7,477
Cash & Cash Equivalents \$79	4,887

SUMMARY OF LIABILITIES

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NET ASSET BREAKDOWN

Total Net Assets	\$98,008,916
Restrictions	
Net Assets with Donor	\$1,393,970
Restrictions	
Net Assets without Donor	\$96,614,946

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 approximately \$4 million, we rely on you to support this community asset.





THE PARKLANDS LUNCHEON **Benefiting The Outdoor Classroom**

The Parklands Education Luncheon, presented by PNC Bank and copresented by Fiddlehead Fund, may not have carried on in person, but it carried on in spirit. In May of 2020, we surpassed our luncheon fundraising goal, raising \$180,000 for outdoor education! Although we could not gather together, the continued support of The Parklands Outdoor Classroom truly makes an impact in our community.

Thanks to our sponsors and all who supported the event, including our volunteer Parklands Luncheon Committee:

Jackson Andrews Meghan Jones Chuck & Donna Denny (Chairs) Greg Greenwood Todd Lanham Rich Lechleiter David Wood

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 2020 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+

21st Century Parks Endowment, Inc. Anonymous Drs. Lisa and Daniel Jones

\$50,000-\$99,999

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\$20,000-\$49,999

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Regina and Michael Nielsen

Pickett / Passafiume / Architects

Adrienne Raible and Anthony Chiu

Brenda and Dr. Kerry Knochenmus

Edward Kruger and Jeffrey Rodgers

FIELD & FORK

While we were unable to gather in person for our 8th annual Field & Fork, presented by JPMorgan Chase & Co., we were able to raise more than \$400,000 to support the daily maintenance and operations of The Parklands thanks to support from our sponsors and donations from generous individuals! Your continued support of this nearly 4,000-acre park system truly makes an impact in our community, keeping The Parklands safe, clean, fun and beautiful for visitors of all ages, abilities and backgrounds.

Thanks to our event sponsors, as well as everyone who supported the event, including our volunteer Field & Fork Committee:

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"Our Friday routine has been family hikes. Thankful our boys love being outside. Shout out to @theparklandsoffloydsfork for great trails."

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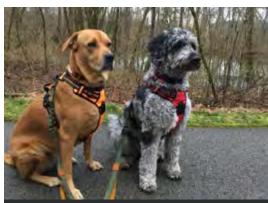
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"Callie, Max & I did 6 miles of sunrise social distancing on Louisville Loop in The Parklands, Miles 71-78 are a favorite stretch. Love the tree-lined switchback, creek straddling descent at 69.5 and the Pope Lick Trestle (in background) at 69. Bluebirds and high water!"

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