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## A NOTE FROM OUR FOUNDER & CHAIRMAN



Dear Friends.

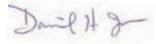
In June of 2011 we opened The Parklands' first amenitythe Marshall Playground and Sprayground in Beckley Creek Park. As we celebrate that 10-year anniversary and reflect on the journey that brought us to a completed four-park system of nearly 4,000 acres in the fastest growing area of Louisville, it has been a whirlwind. But every moment has been joyful. In this report

you will see renderings created during the planning stages next to photos of what we actually built.

The idea for The Parklands was to do exactly what the Olmsted generation did over a century ago, which was to get out ahead of the growth of the city and create not a single park, but an Olmstedian park system that would really shape the urban edge. And we did that. YOU did that. Your very generous support is what built and now sustains this community treasure.

Since the first amenity opened in 2011, visitation numbers have exploded to nearly 4 million annually. People from every zip code in Louisville, as well as the surrounding areas, have embraced The Parklands as their park. It is truly well-loved and well-used. With 80+ miles of trails for hiking, biking and paddling, beautiful venues for weddings, birthday parties, picnics, and family gatherings, educational programs for preschoolers, seniors, and everyone inbetween, The Parklands has something for everyone. It's open 365 days a year, free of charge to all visitors, with high-quality standards for safe, clean, fun, and beautiful park experiences.

What does it mean to have a 20-mile long, 4,000 acre, very accessible green space within a one-hour drive of 1.5 million people and 6 million people within a two-hour drive? It means a lot in terms of how the community sees each other in a public space. It means a lot in terms of access to nature and access to the environment. It means a lot in terms of quality of life and economic development. It is city shaping. You have created something remarkable and magical, that will shape our city, and teach the world about the transformative power of parks, for centuries to come.



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



Scan this QR code with your smart phone camera to watch our 10-year Anniversary Video on YouTube!



## A LETTER FROM OUR PRESIDENT



Over the past decade, The Parklands of Floyds Fork has become part of the daily lives of Louisville residents. With more than 3.7 million visits to The Parklands in 2021, it is more important than ever to stand by our goal of delivering a world-class experience to park visitors, a goal that is attainable thanks to YOU.

A critical component of meeting that goal is maintaining existing amenities throughout

our four parks. The Parklands operations team leads the charge on keeping our facilities and amenities clean and safe. Their daily responsibilities run the gamut: staff are hard at work cleaning restrooms and facilities; nurturing formal gardens and sports fields; clearing invasive plant species and tending to young trees; and keeping trails clear and maintained.

Our commitment to no deferred maintenance is the backbone of our park system and elevates the

experience for each visit. When visitors come to The Parklands, they know they can count on clear trails for their training and leisure. They seek out our open spaces for picnic and play. They look forward to fun and engaging events and education programs. They can also count on a team that prioritizes safety above all else.

As a donor and visitor-supported public park, The Parklands does not receive tax dollars for annual operations, and therefore relies on donations from individuals, businesses and foundations for annual maintenance and operations. Your donations are what keep our parks safe, clean, fun, and beautiful for all, and make it possible for us to continue growing events and programming to educate and enhance our community. Thank you for your continued support, and I hope to see you in The Parklands in 2022!

Sincerely,







## THE PARKLANDS LEADERSHIP TEAM

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Vice President of Finance & Operations

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Toni Woodard

**Director of Facilities & Hospitality** 

**Curtis Carman** 

**Director of Education & Programming** 

**Kevin Beck** 

**Project Manager** 

**Aaron Boggs** 

**Director of Horticulture & Natural Areas** 

Kirk Dolan

Park Superintendent

**Denise Hagan** 

Manager of Accounting & Finance

Jim Miller

Lead Park Ranger



## FOR TEN YEARS, THE PARKLANDS HAS PROVIDED AN EXCITING OUTDOOR EXPERIENCE FOR MEMBERS OF OUR COMMUNITY TO ENJOY AND EXPLORE

"My wife, my two-year-old daughter and I recently moved here from Denver, Colorado. While excited to embark on our new adventure in Louisville, our expectations for Kentucky to meet the same outdoor recreation standards as the nationally celebrated park system of Colorado was tempered to say the least. Lo and behold we discovered The Parklands. Creeks, trails, kayaking, biking, education centers and children amenities all right in the city's backyard! This far exceeds the quality of community parks of Colorado (which is no small feat!). While Colorado can celebrate the views

and access to the mountains, the actual community park experiences pale in comparison to those provided here in Louisville (particularly at The Parklands). To date we have completed multiple creek hikes at Floyds Fork, hiked Broad Run Park and saw our two-year-old's eyes light up when we introduce her to yet another new adventure playground within the nearly 4,000-acre park system. We plan our weekends around the next Parklands experience and are so grateful for the visionaries who made this great community asset possible."

- Ben Pratt, Parklands' Visitor

## Celebrating Ten Years of HEALTH & RECREATION

One thing that keeps visitors coming back to The Parklands is the abundance of activities available for people to enjoy, no matter their age or ability. From flat, paved trails to challenging dirt paths, from idyllic ponds to our winding centerpiece, Floyds Fork, from playgrounds and spraygrounds to sprawling sports fields, there is a trail and a space for each visitor to explore and connect with the outdoors.

22,417,917 total visits since inception



• 3.7 MILLION visits in 2021



ullet 80+ miles of trails for hiking, biking, and paddling

- 3 Playgrounds
- 2 Spraygrounds7 Paddling Accesses
- 2 Lakes, 1 pond, and Floyds Fork regularly stocked for anglers



"I always enjoy visiting The Parklands of Floyds Fork. It's a safe, well-maintained park with adequate parking, great facilities, and a fantastic selection of very nice paved and unpaved trails. As an amateur photographer I never leave the park disappointed. What a huge asset this park is to our community. We are fortunate to have such thoughtful and generous benefactors among us. They have given us a crown jewel."

- Dan Vollstedt, Parklands' Visitor



#### PLAYGROUND UPGRADE

In March 2021, we reopened our playgrounds after their closure due to COVID-19 restrictions. This reopening was welcomed by the community, and we were thrilled to see families enjoy these wellused and well-loved areas again!

The Marshall Playground and Sprayground, which celebrated its 10th anniversary in 2021, received extra TLC when the original net climber was replaced. This popular piece of the Marshall Playground is best for children ages 5-12 and promotes upperbody strength, balance and hand-eye coordination. The replacement of this important playground equipment was made possible thanks to donations from visitors like you!



RENDERINGS CREATED PRIOR TO OPENING, COMPARED TO THE SAME AREAS TODAY





**LEAPING BRIDGE** *Turkey Run Park* 

## Celebrating Ten Years of **EDUCATION**

Following a year of virtual programming, The Parklands education team was eager to return to in-person learning. Forest Learning Lab provided a resource for local families in the 2020-21 school year, but once spring sprung, kids were back enjoying the parks, first via our camps, then field trips and our weekly Wednesday Wonders program. In October, more than 200 kids and adults attended Junior Explorer: Creepy Crawlies—our first Junior Explorer event in over a year! To encourage families to get outdoors during the holidays, the education team launched Storywalk, an outdoor, drop-in program inviting families to enjoy a children's book and hike on one of The Parklands trails. This program and more will return in 2022.



- 17,740 educational experiences in 2021
- 1,130 students served by Forest Learning Lab in 2021
- 4,781 underserved students from Title I partner schools directly reached through field trips, outreach, camps, and Forest Learning Lab, with over 4,000 being scholarship participants
- 163 in-person Wednesday Wonders participants in 2021

## 134,420+ educational experiences delivered since 2013





#### EDUCATION GRANT DONOR \*\*\* BROWN-FORMAN FOREST LEARNING LAB

"Brown-Forman is honored to continue our partnership with The Parklands. Our support started with the Brown-Forman Silo Center and has evolved into providing field trips for local students every year. We are passionate about creating new opportunities for the youth in our city, and this is just one example of that commitment. Thanks to the talented Parklands team, thousands of kids get to experience something truly unique when they visit one of the parks. This exposure to such special spaces leaves a powerful impact, and we are so grateful to The Parklands for providing these moments to so many in our community."

Throughout the pandemic, The Parklands education team offered Forest Learning Lab as needed to support families during remote learning. At Forest Learning Lab, students received help completing their NTI curriculum while also getting time to hike, creek walk, and explore nature. In 2021, scholarship opportunities were added to make the program accessible to more families. The Forest Learning Lab hosted more than 1,000 students during the 2020-21 school year with more than 600 of those students hosted for free on a scholarship basis.



### PARKLANDS' EDUCATOR RECEIVES AWARD FROM KAEE

In the fall of 2021, The Kentucky Association for Environmental Education (KAEE) announced winners of their annual Excellence in Environmental Education award, which included Parklands' Education Specialist Erin Kinnetz! Erin received the Rising Star in Environmental Education award for her work leading and supporting programs through The Parklands Outdoor Classroom. Awarded each year since 2001, the KAEE Excellence Awards recognize the outstanding achievements of individuals, organizations, agencies, schools, and businesses in the field of environmental education.

Erin has been with The Parklands for four years. She has greatly elevated the scientific content presented during field trips, outreach, and educational programs. She is also involved with the interactive weekly program Wednesday Wonders, sponsored by PNC Grow up Great®. Wednesday Wonders is designed to spark the curiosity of children while cultivating critical thinking, scientific literacy, and stewardship of our natural surroundings. Erin is incredibly dedicated to providing unique and engaging educational opportuinties to people of all ages.

"Because of Erin's hard work and dedication to the field of environmental education. The Parklands has actually been able to grow its programming—even during a pandemic. Erin's knowledge, patience, enthusiasm, and passion make her very deserving of this award."

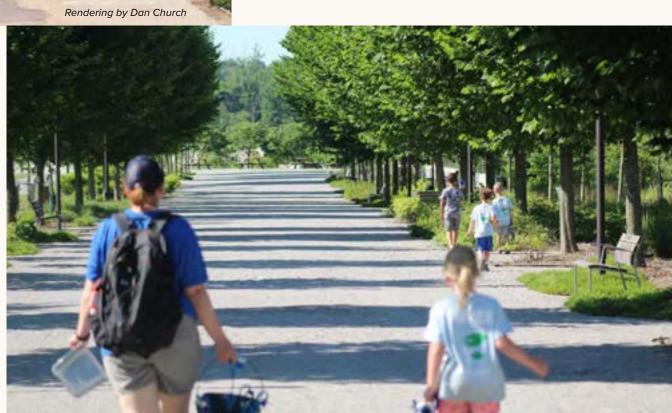
- Curtis Carman

**Director of Education & Programming** 



RENDERINGS CREATED PRIOR TO OPENING, COMPARED TO THE SAME AREAS TODAY

**FESTIVAL PROMENADE**Beckley Creek Park



## Celebrating Ten Years nurturing the **ENVIRONMENT**

Thanks to the generosity of park lovers like you, staff and volunteers have been able to grow and nurture habitat throughout Beckley Creek, Pope Lick, Turkey Run, Broad Run and everything in between (including The Strand!) Areas where you might spot monarchs and other pollinators were recently refreshed to include even more blooms, which visitors—humans and wildlife alike—can enjoy. Look for coneflowers, asters, daisies, poppies and sunflowers brightening the open meadows throughout the coming year. The American Chestnut Grove in Beckley Creek Park received some updates in 2021, as well as the Walnut Grove in The Strand. Your ongoing support helps preserve a variety of habitats for wildlife that rely on The Parklands for a home or that need a pit stop on their long journey home.



- 78,755 trees planted since opening
- 2,000 acres of forest managed in 2021
- 460 acres of meadows managed in 2021
- 60 acres treated for invasive species in 2021
- 450 species of native plants
- 242 total species of mammals, fish, amphibians and birds

#### WALNUT GROVE RESTORATION PROJECT

Aaron Boggs, Director of Horticulture & Natural Areas

The Walnut Grove, located within The Strand portion of The Parklands, was once almost completely covered in black walnut. Planted more than 30 years ago by Sherman Cornell, the land's former owner, the space has been preserved by The Parklands since it was obtained for the project in 2010. In 2020, the Walnut Grove Restoration project was established to further strengthen the draw to The Strand, creating a vision statement based on four key principles: restoration of the formal "grove" concept, access to Floyds Fork, aesthetic enhancement of the area, and long term sustainability.

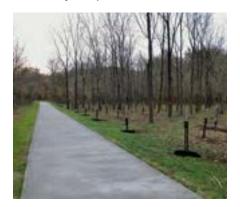
In the fall of 2020, work began to prepare the area for the project, including a comprehensive review and inventory of desired plant species currently in the area, as well as an inventory of undesirable plants that may be invasive, have significant pest issues, or be deceased/dying. Once those were cleared (and recycled using a forestry mulcher), the team ordered walnut trees from Woody Warehouse in Lizton, IN. Purchasing from a nearby location ensures

newly planted trees are from local biotypes and are better adapted to our environment and conditions.

In November of 2021, with the grove prepped and trees in stock, Parklands staff and crew from Bowling Nursery planted 176 trees in one day (166 black walnut and 10 northern pecan). They also installed deer protection fencing, which is critical to protect the young trees from deer browsing. Over the next year, park staff will cultivate

the newly planted trees with more plantings to come in 2022.

A special thanks to LG&E & KU Energy and UPS whose support helped make the 2021 Walnut Grove planting project possible.





#### **MONARCH TAGGING**

Olivia Wagner, Interpretive Ranger

Early October is peak season to catch and tag migrating monarch butterflies in the Louisville area. In 2021, The Parklands staff and volunteers set out, nets in hand, to contribute our part to a larger project that tracks monarchs on their migration to Mexico.

The monarch population has declined by nearly 90% in the last twenty years due to loss of habitat and resources needed by the monarch butterfly to survive. Monarch Watch is the non-profit, research program that runs the nationwide effort to tag monarch butterflies. The data collected from monarch tagging helps scientists better understand the life of a monarch butterfly and identify trends that help make real decisions on how best to conserve the population.

Over the span of a few weeks, we tagged 34 monarch butterflies in The Parklands! A special thanks to the gardeners, natural areas team and everyone who worked so hard to make our meadows that attract the butterflies we caught, especially the cosmo field in Beckley Creek Park! Another big thank you to all the volunteers who helped us tag! In the spring, after the tagged monarchs have completed their lifecycle and fall to the forest floor, locals in the area will retrieve monarchs with tags and turn them in to Monarch Watch for money. Monarch Watch will then put out their list of tags that they recovered in Mexico, andhopefully—I can report that one of ours made it to Mexico at that time!

RENDERINGS CREATED PRIOR TO OPENING, COMPARED TO THE SAME AREAS TODAY





**EGG LAWN**Beckley Creek Park

## Four parks, fully connected, serving the community for a DECADE thanks to YOUR support!



Construction of Creekside Center in Beckley Creek Park, 2011



Pope Lick Park opened in September 2013.



Turkey Run Park opened in October 2015.



The Marshall Playground and Sprayground in Beckley Creek Park opened in June 2011.



Construction on The Strand, Turkey Run, and Broad Run Parks began in July of 2013.

2015

2014

2012



Gheens Foundation Lodge Construction, Beckley Creek Park, 2012



2013

The first portion of the Louisville Loop within The Parklands opened in November 2012.



The Parklands reached 1 million visits in a single year for the first time in 2014.



Broad Run Park opened to the public in 2016.



The Strand opened in September 2016, connecting all four parks via The Parklands section of the Louisville Loop.

2016 2017

Silo Center Bike Park in Turkey Run Park opened to the public in 2017.



Moss Gibbs Woodland Garden opened in 2019.



2021 marks the 10th year of The Parklands providing world-class parks, 365 days a year to residents of Louisville and the greater region.

2021

2020



The Parklands of Floyds Fork is named one of Louisville's Top Tourist Attractions by Louisville Business First.



2019

During the COVID-19 pandemic, The Parklands provided a safe space for the community to enjoy, reaching a record breaking 3.8 million visits in a single year in 2020.



The Parklands launched the Forest Learning Lab and a number of virtual programs to continue providing educational opportunities during the COVID-19 pandemic.

## Celebrating Ten Years of COMMUNITY

The Parklands of Floyds Fork helps bring people together to learn, explore, play, celebrate and more. Whether you visit our parks for a field trip, a haunted trail walk, a family reunion, or to compete in a nationwide soccer tournament, our parks provide a variety of spaces for you to gather and enjoy time with family, friends and neighbors. The Parklands facilities team collaborated with partners throughout 2021 to offer fun and safe opportunities for people of all ages to enjoy the parks. Weddings, workspaces, 5Ks, markets and festivals dot the versatile landscape throughout the year, providing new ways for the community to use and engage with our parks.



- 65 weddings & receptions hosted in 2021
- 297 venue and pavilion rentals in 2021
- 42 virtual and in-person programs delivered in 2021
- 14 large-scale events in 2021

#### **FARMER'S MARKET**

2021 marked the 3rd consecutive year the Eastwood Village Farmer's Market was held at The Parklands.

On in-season Saturday mornings, local vendors set up and sold their produce and other products to members of the community at the North Beckley Paddling Access in Beckley Creek Park. Fruits, vegetables, plants, cut flowers and baked goods are just some of the items you can find at this annual Farmer's Market.

The beautiful scenery, nearby hiking and biking trails and first-class amenities make Beckley Creek Park the perfect venue for this seasonal, weekly event. The Parklands is excited to welcome back the Eastwood Village Farmer's Market again in 2022!







Photos by Eastwood Village Farmer's Market



"We've hosted a lot of events, and The Parklands has by far been the easiest to work with, the most accommodating and our favorite venue. The rates were great, the vendor options are expansive and diverse, and the logistics could not have been easier. It was important for us to pick a location that set a beautiful scene and could also handle food and drink for more than 100 people. We found that and more by booking with The Parklands."

- Brad Luttrell, Cofounder & CEO, GoWild



"This venue was perfect for our wedding! We got so many compliments on the venue space. Navigating planning a wedding through covid was horrendous, but [the Event Staff at The Parklands] was literally a saving grace. They were very easy to work with and I have zero regrets having my wedding here!"

Leah R.



RENDERINGS CREATED PRIOR TO OPENING, COMPARED TO THE SAME AREAS TODAY

## GHEENS FOUNDATION LODGE

Beckley Creek Park





#### **2021 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 2021 Fund:

2,169 unique donors gave 3,849 gifts

2,047 individuals gave \$1,326,743

98 businesses gave \$830,919

24 foundations gave \$301,808

This park system is maintained thanks to your contributions.

THANK YOU!

### Celebrating Ten Years of 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 appreciate your support in 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.

#### **2021 INVESTMENT REPORT**

#### **REVENUE\***

2021 Parklands Fund Donations See 2021 Parklands Fund Summary	\$2,459,470	47%
Multi-Year Pledges	\$1,584,221	30%
Paycheck Protection Program Federal Grant	\$440,314	8%
Earned Revenue	\$738,497	14%
In-Kind Donations	\$17,054	0%
Total Revenue	\$5,239,556	

#### **EXPENSES\***

Programming	\$6,157,027	88%
Management & General	\$358,605	5%
Fundraising	\$485,881	7%
Total Expenses	\$7,001,513	

<sup>\*</sup>Source is 2021 Form 990. Expenses include \$3,262,305 of depreciation expense.

#### **SUMMARY OF ASSETS**

Cash & Cash Equivalents	\$1,533,545
Pledges Receivable	\$1,280,680
Other Current Assets	\$161,621
Land, Buildings, and Equipment, Net	\$93,593,062
Total Assets	\$96,568,908

#### **SUMMARY OF LIABILITIES**

Total Liabilities	\$1,138,547
Long-Term Debt	\$350,000
Current Liabilities	\$788,547

#### **NET ASSET BREAKDOWN**

Total Net Assets	\$95,430,361
Net Assets with Donor Restrictions	\$1,405,900
Net Assets without Donor Restrictions	\$94,024,461

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 \$4.5 million, we rely on you to support this community asset.

#### PARKLANDS MEMBERSHIP

The Parklands is a privately-operated public park system and does not receive tax dollars to support annual operations, which cost around \$4.5 million per year. As a donor and visitor-supported public park, The Parklands depends on Membership fees and contributions from businesses and foundations to keep these spaces safe, clean, fun, and beautiful for the whole community to enjoy. Anyone who donates to The Parklands automatically becomes one of our Parklands Members and receives exclusive access to member programs and perks in return! To join or renew your Membership, please visit us at **theparklands.org/Member**.

### 2,200 Member households in 2021

Thank you to all who support
The Parklands through Membership!



#### THE PARKLANDS 5K

The 3rd Annual Parklands 5K Walk & Run, presented by Enchanting Adventure Travels, was held on Saturday, June 12, 2021. Participants were given the choice of competing in-person or virtually, and the event was a great success. Nearly 600 community members walked and ran to help raise funds for The Parklands annual maintenance and operations. Special thanks to our 5K sponsors, our event co-chairs, Annette Cox and Julie Beam, volunteers, and all who supported the event!



#### THE PARKLANDS EDUCATION LUNCHEON

The Parklands Education Luncheon, presented by PNC Bank, was held virtually on May 27, 2021. The Luncheon is held annually to support The Parklands Outdoor Classroom. The core purpose of the Outdoor Classroom is to teach science and natural history education through dynamic experiences in the field that stimulate curiosity, critical thinking, and discovery. While we could not gather in-person, we were still able to raise a net profit of nearly \$200,000 for outdoor education!

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

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



#### FIELD & FORK

While we were unable to gather in person for our 9th annual Field and Fork, presented by JPMorgan Chase & Co., we still raised a net profit of over \$350,000 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.

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

Jessica & Mac Thompson (Chairs)
Julie Beam
Barbara & Bill Juckett
Skipper Martin
Lisa Petry
Luke Schmidt
Larry Williams
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 2021 Parklands Annual Fund and agreed to be recognized.

#### **PARKLANDS CHAMPION** \$25,000+ 21st Century Parks Endowment, Inc.

Alden Donor Fund Anonymous Blue Sky Foundation Cary Brown and Dr. Steven Epstein Annette Cox Sandra Frazier Gheens Foundation, Inc. Marlene and David Grissom Henry V. Heuser, Jr. The Humana Foundation Drs. Lisa and Daniel Jones The Richard A. Lechleiter Family Jenny and Charles Marsh John Moore and Patti Pugh-Moore Family Fund

Premier Packaging, LLC John Schnatter

#### **PARKLANDS STEWARD** \$10.000-\$24.999

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Diane and Jim Bloem

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#### PARKLANDS PROVIDER \$5,000-\$9,999

Donald Adkisson Sueleal and Robert Berlin The Bufford Family Foundation **Business First of Louisville** Donna and Charles P. Denny Jean J. Donoho **Dunbar Foundation** Jill Force and Patrick Mattingly Jean W. Frazier Virginia and C. Gary Gerst The Glenview Trust Company Stacy and Matthew Hartlage Jane and Charles Howard Humana Go365

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#### **PARKLANDS PRESERVER** \$1.000-\$4.999

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Kim and Greg Greenwood

Sandy Gulick

Cathy and David Hance Hebel & Hornung, PSC

Helen Heddens and Antonia Mudd

Michael Hendricks

Daryl and Fritz Hollenbach Betty and Joe Humphrey

David & Janice Jackson Family

Foundation

Jeffersontown Youth Soccer Assn

Mandy and Brad Jones

Richard and Anne Jones Charitable Fund

Denise and Clarence Jones Diane and Dr. David C. Jones Barbara and William Juckett

Tricia and Dr. James Julian Donna and Steve Kamber

Sarah and Paul Keith Sara and Michael Kelley

Laura and Michael Kennedy Kentucky Country Day School

Kentucky Select Properties

**Kertis Creative** 

Maureen and Gary Kingry

Paul A. Knopf Jr., InterLinc Mortgage

Services, LLC **Kosair Charities** 

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