# The Parklands of Floyds Fork 2023 YEAR IN REVIEW



# THE PARKLANDS OF FLOYDS FORK

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## A NOTE FROM OUR FOUNDER

"As we reflect on 2023, I feel immense pride in our team's work sustaining and enhancing The Parklands to better serve the community, and gratitude towards those who helped make it all possible.



Daniel H. Jones

From expanding educational initiatives to acquiring new land for recreation, last year truly showcased our commitment to providing natural spaces and programs catering to the diverse needs of our visitors. My heartfelt gratitude goes to each of you for your support that has made these accomplishments possible. Together, we've laid the groundwork for even greater achievements ahead."

- Dan Jones, Parklands Founder & Chairman





## **A YEAR OF GROWTH** David F. Morgan, Parklands President

Dear Friends of The Parklands,

2023 has been yet another great year for The Parklands thanks to your support. As a visitor-anddonor supported public park, every donation is vital to continue enhancing The Parklands and providing safe, clean, fun, and beautiful spaces!

Growth has been a hallmark of 2023 in many ways. From growing support to growing programs, it's because of you that we are making a difference in our community. The S.E.E.D. Program, our field trip scholarship program that removes financial barriers to ensure underserved youth can access our Outdoor Classroom, provided over 10,500 experiences in 2023. That's over 10,500 students' lives you have helped change.



But the most exciting way we grew in 2023 is in acreage! In December, we announced that The Parklands acquired 664 additional acres in Broad Run and Turkey Run Parks, putting us at over 4,000 acres of parkland full of vital native flora and fauna. While the area is not open to the public yet, we are thrilled to continue providing these world-class spaces!

We remain committed to providing opportunities for people of all ages and abilities to engage with nature and escape the chaos of everyday life. Whether that looks like fishing in our various waterways, walking along trails, biking the Louisville Loop, or just relaxing on benches scattered throughout the landscape, your generosity allows us to provide these spaces at a world-class standard.

The Parklands works to ensure a sustainable future for Louisville not only environmentally, but by offering amenities that improve the mental and physical well-being of all who visit. Your giving makes a difference in The Parklands and your community. Thank you for your support!

Sincerely,

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David F. Morgan President, The Parklands of Floyds Fork



# HEALTH & RECREATION



**80+ MILES** of trails for hiking, biking, and paddling



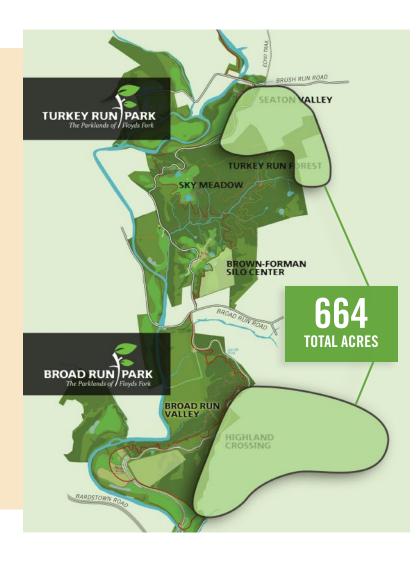
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## **THE PARKLANDS IS GROWING**

This past year, we added 664 acres of parkland to Turkey Run Park and Broad Run Park – the latter addition being the largest single land acquisition in The Parklands' history. This new acreage allows us to extend the vision behind The Parklands by setting aside additional intentional green space in a rapidly developing city, ensuring future generations will continue to have access to these vital spaces.

While not open yet, the parcel of land in Broad Run Park, aptly named The Parklands Preserve, will likely be used as a large nature preserve with hiking trails through its rolling hills, wooded spaces, grasslands, and wildflowers – including the endangered Kentucky glade cress, found in additional areas of The Parklands. We look forward to providing visitors with more opportunities to explore and enjoy Kentucky's natural landscape.

"Guided by Frederick Law Olmsted's philosophy of preserving green spaces in growing communities to foster a connection with nature, we have continued to extend that work and commitment to better serve our local community." - Dan Jones, Parklands Founder & Chairman





## **THE PARKLANDS POETRY TRAIL**

In December, we announced the opening of our new Poetry Trail! This 0.4-mile gravel path shooting off the Humana Grand Allee Country Lane Walk was reimagined, featuring poets from times and cultures near and far from our own.

Our team created an immersive and sensory experience encouraging visitors to slow down and fully engage with their environment. We were so grateful for the opportunity to offer a new way for visitors to connect better with both the Kentucky landscape and themselves.

# EDUCATION

**10,595** underserved students from Title I schools reached through field trips, outreach & camps in 2023 19,000 educational experiences in 2023 167,830+ total experiences since 2013

805 Wednesday Wonders participants in 2023

6



## **JUNIOR EXPLORER**

The Parklands hosts several free educational public programs throughout the year, reaching over 500 families in 2023. One of our most popular public programs is our quarterly Junior Explorer events. Each of these family-oriented programs explores a new and exciting natural science topic with games, crafts, experiments, and more, targeting children anywhere from pre-K to 12 years old.

We kicked off the 2023 Junior Explorer season in January with Squirrel Day, where families got the opportunity to eat like squirrels by making their own trail mix, engineer and test their own gliding squirrel, and go on a biofluorescent flying squirrel night hike – among other fun activities. During everyone's favorite summer event, the Turtle Derby, turtles from nature centers across Louisville – including our own Ranger Russell – battled it out on the racetrack for World Turtle Day! In August, we threw our local pollinators a party at the Bee Bash by building habitats, learning how to spot bees in our area, and enjoying a beekeeping demonstration from local beekeepers. We closed out Junior Explorer with Grossology in October where we learned the science behind all kinds of gross but natural things.

Junior Explorer has allowed The Parklands to connect with the community in ways we never thought possible, bringing families together and teaching kids to appreciate and love nature!

## S.E.E.D. PROGRAM SPOTLIGHT

The Parklands' S.E.E.D. (Stewardship, Education, Exploration, Discovery) Program connects underserved youth to nature through hands-on, science-based programming throughout the school year in the classroom and at The Parklands. Luhr Elementary, a S.E.E.D. partner school since 2020, has seen the impact of this program through several generations of students.

During their time with The Parklands, students engage with nature in ways many of them do not have access to regularly. Only half of the students at Luhr Elementary have access to a local park or playground near their home, and these parks often don't offer the same ability to "un-plug" that The Parklands does. These students especially love fishing and searching for crayfish in Floyds Fork with Interpretive Rangers. "Our partnership with The Parklands has given our students investigative learning experiences that spark curiosity and interest in the world outside of the classroom walls," said Gretchen Mueller at Luhr. "They beam when they see the Interpretive Rangers at school."

Over time, our Interpretive Rangers develop a bond of respect and trust with the students at Luhr. This trust stokes a desire to learn and love for nature and natural science that pervades more than just their education. Teachers at Luhr have seen a notable increase in the kids' interest in nature, parks, and natural science during their time partnered with The Parklands through S.E.E.D., making an invaluable difference for teachers and students alike. "Students remember the experiences they have at The Parklands and with Interpretive Rangers. For educators, it doesn't get any better than this. Thank you for giving us access to valuable experiences that connect classroom content with nature. Our school, students, and families truly appreciate The Parklands' commitment to education."

> - Gretchen Mueller, Luhr Elementary School

# ENVIRONMENT



450 species of native plants 460 acres of meadows managed 70,020 trees planted since opening 2,000 acres of forest managed in 2023

242 total species of mammals, fish, amphibians, & birds



## **PRESERVING THE KENTUCKY GLADE CRESS**

Kentucky glade cress is a rare, delicate plant species found in The Parklands of Floyds Fork. This flower is exclusive to Kentucky, thriving in its unique limestone habitats. Within The Parklands, it finds its niche in open glades and rocky outcrops, where its vibrant yellow flowers and lobed leaves add a touch of color to the landscape.

Despite its small size, the Kentucky glade cress plays a vital role in the local ecosystem:

- Contributing to local biodiversity by providing habitat and food for various pollinators, like bees and butterflies
- Stabilizing soil and preventing erosion in the rocky habitats where it roots

However, Kentucky glade cress faces threats from habitat loss, invasive species, and environmental degradation. Efforts within The Parklands of Floyds Fork aim to conserve this rare plant by maintaining its natural habitat, monitoring populations, and raising awareness.

The Parklands glade cress populations have seen steady growth in the years since plant management work commenced. Glade cress populations have even spread into other areas of The Parklands including the new 508-acre tract in Broad Run Park. By safeguarding the Kentucky glade cress, our horticulturists not only ensure the survival of a unique and beautiful plant species but also help maintain ecological balance and biodiversity in The Parklands for future generations.



Leavenworthia exigua / Kentucky Glade Cress

### **A NOTE FROM OUR HORTICULTURE TEAM**

Aaron Boggs, Director of Horticultre and Natural Areas

"Our team works diligently to protect and enhance glade cress populations over the years by maintaining a habitat conducive to its growth. Historically, bison or cattle would have maintained this habitat's health by grazing, but today our Natural Areas team mimics this through invasive species removal, erosion prevention, siltation mitigation, and increasing sunlight exposure. We also contract with an environmental services expert to conduct regular population surveys in The Parklands and give perspective on our conservation efforts so that we continue to ensure this rare and vital plant thrives here for years to come."

## **INVESTING IN OUR COMMUNITY**

The Parklands is an indispensable community resource for families of all walks of life to gather and immerse themselves in world-class park experiences. Our dedication to creating safe, clean, fun, and beautiful green spaces draws in visitors from a wide range of places seeking an enhanced outdoor experience. As a visitor-and-donor supported public park, The Parklands can go above and beyond for its visitors because of the generosity of the community! Whether you seek adventure, relaxation, or connection, The Parklands offers something for everyone!

# At The Parklands, ensuring visitor safety is our foremost

At The Parklands, ensuring visitor safety is our foremost commitment. We place a strong emphasis on security measures, amenity safety standards, and visitor safety!

- Dedicated Rangers monitor park road and lots, and we maintain partnerships with local police and first responders.
- Regular maintenance of amenities promptly addresses any issues ensuring safety standards.
- Our "Park Smart" initiative encourages personal practices to proactively avoid incidents and raises awareness of safe park usage by our visitors.
- The Parklands Team consistently prioritizes the placement, verbiage, and design of signs that aim to improve park safety, including wayfinding and park rules signage.



# CLEAN

- Given the significant influx of visitors to The Parklands each day, well-maintained trails and clear open spaces are paramount in enhancing visitor experiences.
- Our dedicated operations team commits to the meticulous cleaning and maintenance of restrooms, facilities, and sports fields.
- Our staff works tirelessly even in the aftermath of severe weather and disasters to promptly restore affected areas, ensuring a clean and safe environment as quickly as possible.
- Trail technicians strive to keep Parklands trails easily accessible and clean throughout the year and keep grounds along the Louisville Loop neat and orderly.



# FUR

With such a wide variety of amenities, trails, venues, and programs, people of all backgrounds and abilities can find a way to enjoy a day at The Parklands.

- A sprawling network of hiking, biking, and paddling trails stretching over 80 miles beckons outdoor enthusiasts.
- Visitors host memorable events or enjoy simple leisurely activities amongst natural beauty.
- Our educational & family programs cater to all age groups, exploring the joy of curiosity and learning.
- The Parklands' exceptional playgrounds and spraygrounds keep kids engaged all day.



# BEAUTIFUL

The Parklands is meticulously designed to showcase the splendor of Kentucky's landscape.

- Each feature, from bridges resembling leaping deer to pavilions mirroring the gentle flow of creeks, is crafted with careful attention to detail reflecting its surroundings.
- Our expert horticulture team is constantly searching for ways to improve the health of local flora and fauna while remaining true to The Parklands aesthetic.
- The Parklands utilizes native species across a variety of habitats and combats invasive species to provide unexcelled access to the natural Kentucky landscape.



## **FUNDRAISING EVENTS**

The Parklands is a sanctuary for outdoor recreation and rejuvenation, made possible by the steadfast generosity of our community. Operating without annual tax dollars, we rely on revenue generated through various fundraising events in collaboration with traditional donations to sustain and operate The Parklands regularly while continuing to enhance amenities and experiences. Key events like The Parklands Education Luncheon, The Parklands & WLKY 5K, and Field & Fork are essential for a visitor-and-donor supported public park, enabling us to continue providing safe, clean, fun, and beautiful park experiences 365 days a year for free. Due to the incredible support of people like you, 2023 marked yet another successful year of sustaining and preserving The Parklands for generations to come.

### THE PARKLANDS & WLKY 5K

The Parklands & WLKY 5K, held on Saturday, June 3, 2023, at Beckley Creek Park, marked our inaugural collaboration with WLKY for a race benefiting The Parklands. With both virtual and in-person options, the event drew nearly 900 participants, making it our largest to date and demonstrating substantial community support and engagement. The success of the event was made possible thanks to the unwavering support of our sponsors and the enthusiasm of our participants, as well as those who came out to cheer them on!

Thank you to Event Co-Chairs Julie Beam and Annette Cox for their help and dedication to this event.





### THE PARKLANDS EDUCATION LUNCHEON

The Parklands Education Luncheon, held on Thursday, May 18, 2023, at the Galt House, brought together nearly 400 community leaders, entrepreneurs, and park enthusiasts to celebrate and support The Parklands Outdoor Classroom. This remarkable event raised nearly \$200,000, vital for maintaining and advancing Louisville's premier outdoor science-based education program. We were thrilled to welcome students from Luhr Elementary, one of our partner elementary schools, whose enthusiastic presence helped underscore the profound impact of outdoor learning experiences that The Parklands Education Team provides.

#### Special thanks to our Parklands Education Luncheon Steering Committee:

Kristen Byrd (Chair)	Patrick Krumme	Todd Lanham
David Wood	<b>Rich Lechleiter</b>	Kristin McCall









### **FIELD & FORK**

The 11th annual Field & Fork fundraiser on Saturday, September 14, 2023, at the Brown Forman Silo Center in Turkey Run Park was truly remarkable. It offered a delightful evening under the stars with Kentucky cooking, captivating live music, and an exhilarating live auction. Amidst the cherished memories, the true highlight was the remarkable generosity shown in the amount of funds raised for The Parklands. Thanks to the unwavering spirit of giving exhibited by of all those who supported the event, we surpassed all expectations, setting a new record of funds raised to advance our vision of serving the community by delivering world-class park experiences daily.

Thank you to our 2023 event sponsors, as well as everyone who supported the event, including our volunteer Field & Fork Committee:

Jessica & Mac Thompson (Chairs) LouAnn Atlas Julie Beam Skipper Martin Lisa Petry Laura Petry Larry Williams David Wood



## **2023 INVESTMENT REPORT**

**Thank you for supporting The Parklands in 2023.** Because we receive no tax revenue for annual operations, we rely on three main sources to fund this community asset: 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.

<b>REVENUE</b> *		% OF OPERATIONS REVENUE
2023 Parklands Fund Donations See 2023 Parklands Fund Summary (Right)	\$3,936,667	67%
Endowment Support	\$440,400	7%
Restricted For Future Operations	\$251,263	4%
Earned Revenue	\$861,505	15%
Maintenance and Capital Support	\$427,612	7%
<b>Revenue - Operations</b>	\$5,917,447	
	ENDOWMENT SUPPORT <b>7%</b>	EARNED REVENUE 15%
PARKLANDS FUND DONATIONS 67%		
	RESTRICTI FOR FUTU OPERATIO <b>4</b> %	RE AND CAPITAL

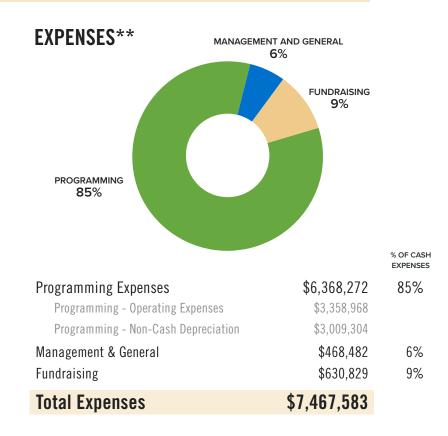
### SUMMARY OF ASSETS

Total Assets	\$97,805,389
Land, Buildings, and Equipment, Net***	\$94,539,524
Other Current Assets	\$158,126
Pledges Receivable	\$1,033,704
Cash & Cash Equivalents	\$2,074,035

### SUMMARY OF LIABILITIES

Current Liabilities	\$348,055
Long-Term Debt	\$0
Total Liabilities	\$348,055

\* Revenue per 2023 Form 990 totaled \$12,621,523, which included \$6,704,076 of cash/in-kind donations for land acquisition.



### **NET ASSET BREAKDOWN**

Total Net Assets	\$97,457,334
Net Assets with Donor Restrictions	\$1,947,431
Net Assets without Donor Restrictions	\$95,509,903

\*\* Expenses per 2023 Form 990.

\*\*\* The Parklands has more than \$123 million of land, roads, bridges, buildings and equipment, at cost, that create a safe, clean, fun and beautiful visitor experience.

# **2023 PARKLANDS FUND SUMMARY**

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



## 2,088 UNIQUE DONORS GAVE 3,015 GIFTS:









**19 FOUNDATIONS** 

## 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 2023 Parklands Annual Fund and agreed to be recognized.

## PARKLANDS CHAMPION \$25,000+

21st Century Parks Endowment, Inc. Carla and Brvan Brown The Bufford Family Foundation Annette Cox FourEvergreen Foundation, Inc. Jean Frazier Sandra Frazier Gheens Foundation Inc. Marlene and J. David Grissom Henry V. Heuser Jr. Charlotte and Randy Hockensmith The Humana Foundation Drs. Lisa and Daniel Jones JPMorgan Chase Jenny and Charles Marsh John Moore and Patti Pugh-Moore Family Fund Nicklies Foundation Inc. Premier Packaging, LLC John H. Schnatter Sterling G Thompson Company LLC Krista and Chase Stevens WI KY-TV

## **PARKLANDS STEWARD** \$10,000-\$24,999

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#### PARKLANDS PRESERVER \$1,000-\$4,999

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