

THE PARKLANDS OF FLOYDS FORK

ANNUAL REPORT

2024



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Controller

FROM OUR FOUNDER

Dear Friends,

Over two decades ago, I funded a \$35,000 grant to study what would become The Parklands of Floyds Fork. That moment when I began to articulate the initial idea—creating a 21st-century version of Louisville’s Olmsted system—and the moment that I brought that idea to my father and gained his support, marked the founding moments of The Parklands. The work that followed was monumental: over 80 real estate transactions, a \$125 million capital campaign, and partnerships with Louisville Metro, The Future Fund Land Trust, MSD, and countless donors. By 2016, Louisville had accomplished something no major metro had done in a century—create an “Olmstedian park system” on its urban edge to shape the city for the next century.

Now spanning over 4,000 acres and drawing nearly 4 million visits annually, The Parklands has become a well-loved public space accessible to all. Last year, we saw a record visitation of 3,964,000 visits, bringing the total visitation since inception to almost 33.3 million visits by the end of 2024! As we reach this pivotal moment, with a strong funding model, record visitation, and the best operational team to date, we can reflect on the wide-ranging value we bring to Louisville—from health and recreation, to education, environmental stewardship, and economic development. I’ve spent a lot of time thinking about these issues over the years, and very few amenities can claim such a broad impact over such a broad swath of the population. Olmsted was on to something when he created the modern parks movement—paralleling the growth in cities at that time—and it’s still a core part of any great urban landscape. While American cities will face many challenges in the 21st century, Louisville can claim pride in its ability to offer such an amenity.

Looking ahead, we’re entering an exciting phase of growth. In late 2023, we acquired 664 acres of new land. Plans for 2025 include developing a beautiful new nature trail in Beckley Creek Park, The Echo Rim Trail,

which will open up a section of that park that is not currently accessible. We are also working on plans for new trails and quiet natural reserves on the newly acquired land. In the meantime, our operational teams continue to restore and manage meadows, plant trees, care for glade cress populations, and ensure The Parklands remains safe, clean, fun, and beautiful.

Additionally, our S.E.E.D. Education Program, which provides access to students from Title I schools and equivalent programs, projects 50% growth in the coming years, and plans to host up to 400 scholarship summer campers per year by 2029. All of which add up to an exciting second generation of Parklands innovation!

As we mark the achievements of the past and look to the future, I want to thank each and every one of you for making all of this possible!



Dan Jones
Founder and Chairman
The Parklands of Floyds Fork



PLANNING FOR THE NEXT GENERATION

As The Parklands grows, so does our responsibility to care for what we’ve built—and to plan for what’s next. As we reflect on 2024, we’re also making plans for the future—expanding our impact, nurturing the next generation of park leaders, and stepping into a new chapter that’s already taking shape.





EDUCATION

Something magical happens when children connect with the wonders of nature through play and exploration. Curiosity grows and happiness flourishes. Throughout 2024, The Parklands provided more than 22,620 educational experiences through a wide range of programs. From school field trips, seasonal day camps, and weekly Wednesday Wonders to community-wide events like Earth Day Fest and the Great Backyard Bird Count, learners of all ages connected with nature in fun, meaningful ways. The collective efforts of The Parklands Education Team in 2024 helped enhance scientific literacy in our community.

This is the first science field trip that I have taken my kids on that I felt truly aligned with what we had discussed in class and that the kids got a lot out of. I appreciate all of the time and effort that The Parklands Interpretive Rangers put into their field trip experiences! - Title I Teacher

RECORD-BREAKING YEAR FOR THE S.E.E.D. PROGRAM



More kids than ever connected with nature last year through The Parklands Outdoor Classroom, our hub for hands-on science and natural history education.

A critical component of this initiative is the **S.E.E.D. Program** (Stewardship, Education, Exploration, Discovery), which removes financial barriers for underserved students by providing scholarships that cover all costs of participation—including transportation. First developed in 2016, this program helps ensure every student has access to our fun, immersive learning experiences through outreach programs, in-park field trips, and adventure camps. Each experience is rooted in Kentucky’s Next Generation Science Standards and complements classroom learning.

Last year, this program awarded **over 12,000 scholarships** to students at Title I schools or equivalent programs, and we hope to grow that number exponentially in the coming years. We’re thrilled to see the program continue to grow and make an impact in our community. Together with our school partners, we’re creating the scientists and conservationists of tomorrow.



22,620+
educational experiences
through The Parklands
Outdoor Classroom in 2024

&

190,460+
total educational
experiences since 2013

NURTURE MEETS NATURE ALL OVER THE PARKLANDS

Inspiring curiosity and connection with nature, our educational programs continued to grow in reach and impact in 2024.



JUNIOR EXPLORER

Over 1,000 people participated in our three Junior Explorer events last year, including Flight School, Turtle Derby, and Fish Fest. At these free events, designed for families and children of all ages, participants learned about nature topics through hands-on activities and engaging demonstrations.



STORYWALK™

With every new season, families were invited to follow the signs along the Egg Lawn Signature Trail in Beckley Creek Park to read an educational children’s book and engage in activities inspired by the content. Step by step, by rounding the trail, families uncovered more layers of the enchanting story.



EARTH DAY FEST

Our inaugural Earth Day celebration was held at Broad Run Park, where attendees enjoyed an evening of live music, food trucks, trivia, guided hikes, and more. This free event included a tree giveaway and was followed by volunteer Creek Sweeps the next day at selected sites along Floyds Fork.



12,000+
scholarships awarded
to underserved
students in 2024



1,116 Wednesday
Wonders participants
in 2024



HEALTH & RECREATION

With more than 4,000 acres of diverse landscapes stretching from north to south, The Parklands serves as city-shaping infrastructure. Because the park system has been designed for all ability levels and a multitude of interests, it can also be life-enhancing. Our many recreational amenities include hiking and biking trails, playgrounds and spraygrounds, sports fields, fishing lakes, community gardens, and much more. There's no one single pathway to getting active or finding a serene escape at The Parklands. Instead, the possibilities are delightfully wide open.

"I run, bike, hike, and occasionally paddle throughout The Parklands. I spend the most time in Beckley but I love every bit of it! It's my favorite place to explore and remember. Every visit is both familiar and new." - Park Visitor



3.9 MILLION VISITS
in 2024



60+ MILES
of trails for
hiking and biking



22 MILES
of water trail along
Floyds Fork



3 Playgrounds &
2 Spraygrounds

CONNECTED PARKS CONNECTING PEOPLE WITH NATURE

Great parks connect people with nature and each other. The Parklands does this by design—four connected parks linked by a circulatory framework of pathways and iconic special places. Some areas are natural and preserved, while others were planned and built. All are free to enter and open to the public 365 days a year.

From each special place, magical moments grow. We want people to be enthralled whenever they visit, so that they can't wait to return to the haven we have created for them—an urban park corridor where they can enjoy clean air, foliage, and a standard of living that's second to none. This vision is rooted in the philosophy of Frederick Law Olmsted, an American landscape architect who saw parks as essential community spaces.

Our record-setting visitation in 2024 is proof that this vision is truly coming to life. We reached a major milestone—surpassing **33 million visits since our inception**—with nearly **four million visits this year alone**, a 17% increase over 2023. Over the course of the year, we welcomed nearly as many visitors as Yosemite National Park.*

This momentum is made possible by the invaluable support of our visitors, donors, and volunteers.

*Per National Parks Service "Annual Park Recreation Visits" Published March 5, 2025.



SAFE, CLEAN, FUN & BEAUTIFUL – 365 DAYS A YEAR, FOR FREE

Our Operations and Maintenance Team works diligently year-round to help ensure visitors enjoy exceptional outdoor experiences. Site inspections, equipment repairs, and cleaning of gathering areas were just a few of the efforts undertaken to keep the park system functioning and thriving in 2024.

“It’s important to me to have the parks and amenities working safely and correctly. I want our visitors to keep coming back, so I imagine each one is experiencing The Parklands for the first time. I try to leave the best possible impression.”

- Andy Cronin, North Maintenance Team Leader



ENVIRONMENT

The landscapes at The Parklands are breathtaking sights to behold. They are also complex community assets that need to be managed. Riparian meadows, hardwood forests, and scenic vistas are part of our mosaic of landscapes that are constantly changing. Our aim is to preserve and sustain these areas in ways that enhance their uniqueness, promote biodiversity, and showcase the best of nature's beauty. In 2024, our Horticulture, Natural Areas, and Trails teams completed hundreds of projects toward this goal, ranging from the re-establishment of gardens to the planting and watering of trees.

The Parklands is a wonderful asset for the city. Welcoming to all. I love the wildflowers, flora and fauna. It's a great place to see a sunset, hear a multitude of birds, smell the flowers, and so much more. - Park Visitor

PLANTING A LEGACY: A COMMITMENT TO GREEN SPACES

Community-oriented green spaces surrounding a classic Kentucky stream are what make The Parklands a haven in Louisville. We are committed to preserving these spaces to a world-class standard.

In 2024, **332 trees** were planted throughout the park system. This includes more than 100 seedlings (whips) installed in the Strand, a linear green space connecting the northern and southern parks. Through great care and management, these young maples, sycamores, and other species will mature and develop root systems that help shore up stream banks and mitigate erosion.

In Turkey Run Park, our team applied silviculture techniques like the strategic thinning of certain trees to allow other native species to thrive. We also prioritized conservation forestry work



around the Egg Lawn in Beckley Creek Park to help sustain this beloved area for years to come.

We installed thousands of plants at sites such as major park entrances, meadows, and gathering areas. As native grasses and wildflowers were added to the landscapes, we also worked to remove invasive species.

For many of our horticulture projects, experimentation was also part of the team's process. In places like the Glen Garden, a quiet setting within the Moss Gibbs Woodland Garden at Broad Run Park, we looked for ways to amplify the beauty of existing native plants and give them an ornamental quality.

Balancing art with science, and people's needs with nature's requirements, we fulfill our vision of a world-class park environment everyone can enjoy.



450+
species of native plants

460+
acres of meadows managed



79,000+
trees planted since opening

2,000+
acres of forest managed



WHERE NATURE MEETS KNOWLEDGE

Nature has much to show us and teach us. Our **Farmer's Table Garden** in Turkey Run Park is the perfect example. The only one of its kind in our park system, this garden highlights plants from different industries. Examples include ornamental flowers, herbs used in food seasonings, and plants like sorghum that are popular crops in Kentucky and can be converted into biofuels.

All plants in the garden are herbicide-free and many are pollinator-friendly as well. It's a small garden with a big role—sparking curiosity and deepening our connection to the natural world.



240+
species of mammals,
fish, amphibians, & birds

2024 IN REVIEW



Winter StoryWalk®



Salamander Search
Night Hike



The Parklands
Education Luncheon

FEBRUARY

APRIL

JUNE

JANUARY

MARCH

MAY



Major Flood Cleanup Efforts



Earth Day Fest



The Parklands
& WLKY 5K



**Outdoor Adventure
Summer Camp**



**12th Annual
Field & Fork**



**Filmed 360° Virtual
Tour of Ghens
Foundation Lodge**

AUGUST

OCTOBER

DECEMBER

JULY

SEPTEMBER

NOVEMBER



Walnut Grove Improvements



**Silo Repainting
Project Underway**



Bluebird Box Building Class

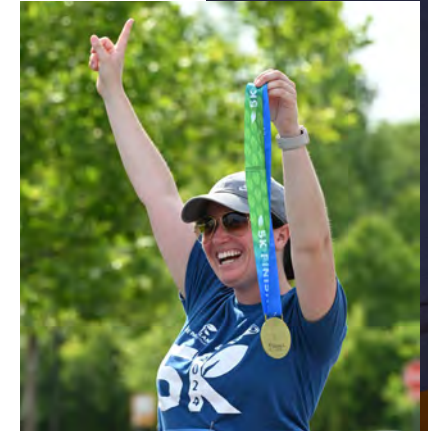
FUNDRAISING EVENTS

The Parklands is a place for recreation and renewal—made possible by community support. With no tax funding for daily operations, we rely on fundraising events like The Parklands Education Luncheon, The Parklands & WLKY 5K, and Field & Fork to keep the park safe, clean, fun, and beautiful year-round. Thanks to you, 2024 was another strong year of preserving this special place for generations to come.

THE PARKLANDS & WLKY 5K

Our annual 5K, held on Saturday, June 1, 2024, at Beckley Creek Park, returned bigger and better than ever! With both in-person and virtual participation options, the event welcomed over 1,000 runners, walkers, and supporters—our largest turnout yet. The energy on race day was unmatched, thanks to the enthusiasm of our participants, the cheers of the crowd, and the generous support of our sponsors who made it all possible.

Thank you to our 5K Committee Chair Julie Beam for her help and dedication to this event.



THE PARKLANDS EDUCATION LUNCHEON

The Parklands Education Luncheon, sponsored by PNC Bank, was held on Thursday, May 23, 2024, at the Galt House. This event united nearly 350 community leaders, entrepreneurs, and park lovers in support of The Parklands Outdoor Classroom and raised almost \$184,000 to sustain and grow Louisville’s leading outdoor, science-based education program. A highlight of the day was welcoming students from Foster Traditional Academy, one of our partner schools, whose energy and excitement brought the true impact of outdoor learning to life.

Special thanks to The Parklands Education Luncheon Committee:

Kristen Byrd (Chair) Patrick Krumme Kristin McCall
David Wood Rich Lechleiter





FIELD & FORK

The 12th annual Field & Fork fundraiser, presented with generous support from JPMorganChase, was held on September 7, 2024, in Turkey Run Park. Guests enjoyed a beautiful evening under the stars with Kentucky-inspired cuisine, lively music, and an exciting live auction—all set against the scenic backdrop of the Brown-Forman Silo Center. The event was more than just a festive gathering—it was a powerful display of community support. Thanks to the remarkable generosity of our guests, sponsors, and partners, we set a new fundraising record—fueling our mission to deliver world-class park experiences and preserve this public treasure for generations to come.

Thank you to our 2024 event sponsors, as well as everyone who supported the event, including our volunteer Field & Fork Committee:

Jessica & Mac Thompson (Co-Chairs)
LouAnn Atlas and Ryan Coady (Co-Chairs)
Julie Beam
Skipper Martin

Laura Petry
Lisa Petry
Larry Williams
David Wood

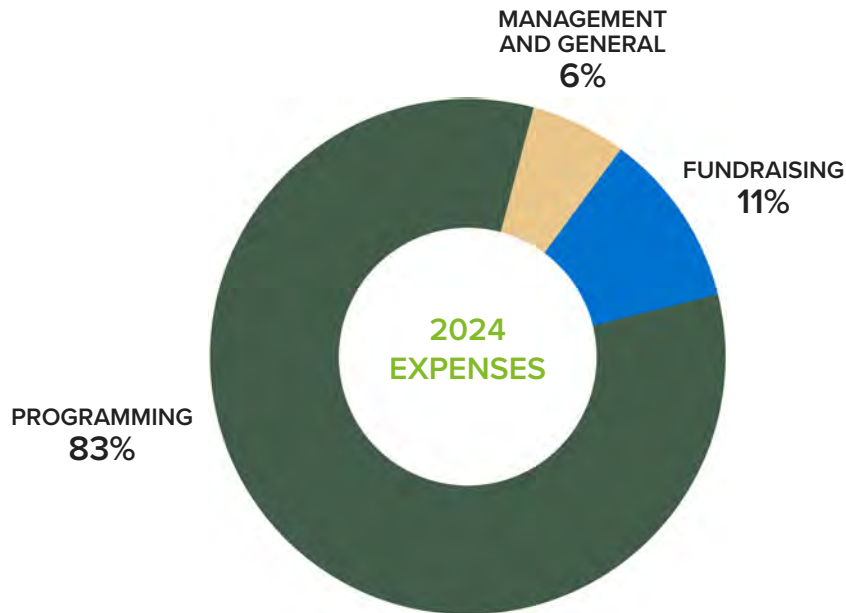
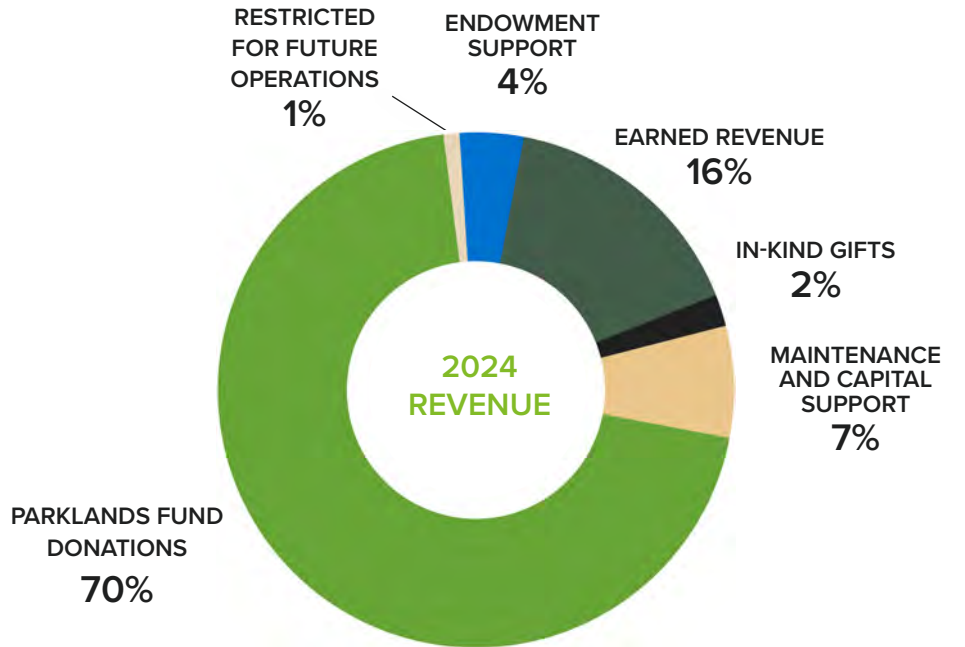


2024 INVESTMENT REPORT

REVENUE*

		% OF OPERATIONS REVENUE
2024 Parklands Fund Donations	\$4,207,741	70%
Restricted for Future Operations	\$35,438	1%
Endowment Support	\$250,000	4%
Earned Revenue	\$939,586	16%
In-Kind Gifts	\$133,273	2%
Maintenance and Capital Support	\$435,000	7%

Revenue - Operations \$6,001,038



EXPENSES**

		% OF CASH EXPENSES
Programming Expenses	\$7,068,680	83%
Programming - Operating Expenses	\$4,004,520	
Programming - Non-Cash Depreciation	\$3,064,160	
Management & General	\$489,794	6%
Fundraising	\$915,361	11%

Total Expenses \$8,473,835

SUMMARY OF ASSETS

Cash & Cash Equivalents	\$2,722,497
Pledges Receivable	\$1,031,743
Other Current Assets	\$183,611
Right-of-Use Operating Lease Assets	\$778,075
Land, Buildings, and Equipment, Net	\$91,695,713
Total Assets	\$96,411,639

SUMMARY OF LIABILITIES

Current Liabilities	\$638,629
Right-of-Use Operating Liabilities	\$788,473
Long-Term Debt	\$0
Total Liabilities	\$1,427,102

NET ASSET BREAKDOWN

Net Assets without Donor Restrictions	\$93,001,668
Net Assets with Donor Restrictions	\$1,982,869
Total Net Assets	\$94,984,537

*Source: 2024 Form 990

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

2024 PARKLANDS FUND SUMMARY

As a visitor-and-donor supported public park, we receive no tax dollars for annual operations. We instead rely on the generosity of our community to maintain this world-class park system. **The Parklands Fund** is the annual campaign that funds daily maintenance and operations of The Parklands.

This year, we raised a total of

\$4,207,741

in cash gifts for The 2024 Parklands Fund.

2,219 UNIQUE DONORS GAVE **3,536** GIFTS:



2,081 INDIVIDUALS



109 BUSINESSES



29 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 2024 Parklands Annual Fund and agreed to be recognized.

PARKLANDS CHAMPION \$25,000+

21st Century Parks Endowment, Inc.
Angel's Envy
Anonymous
Carla and Bryan Brown
The Bufford Family Foundation
Annette Cox
Sandra Frazier
George and Mary Lee Duthie
Charitable Foundation Inc.
Gheens Foundation, Inc.
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Nicklies Foundation, Inc.
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The Ramsey Family
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Keith Williams
WLKY-TV

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

Algood Food Company
Allegiant Construction
June and Stanley Atlas Family
Elizabeth Jenkins and Jack Ball
Julie Beam and Rich Hornung

Diane and Jim Bloem
Bowling Nursery, Inc.
Susan and David Brown
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Flynn Brothers Contracting, Inc.
GEM Construction Group
Hardscuffle, Inc.
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Tiffany Kelley-Jenkins and Drew Jenkins
Rhonda and Bryan Johnson
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The Richard A. Lechleiter Family
Lift a Life Foundation
J&L Mackin Family
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The Michael McCallister Charitable Fund
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Terri and Russell Saunders
Sterling G Thompson Company LLC
Lindy Street
Jessica and Mac Thompson
Dana and Jeben Vetter Berg
Walsh Construction
Rhonda North and Miller Warren
White Clay Consulting
Barbara and Bill Young

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

Beth and Jeff Ackerman
Alden Donor Fund
LouAnn Atlas and Ryan Coady
Bellarmine University
Sueleal and Robert Berlin
Taylor and Tyler Blount
Carol and Robert Carnighan
Congo Brands
Michelle and Paul Costel
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Kathy and Michael Davis
Dentons
Derby City Container
Dunbar Foundation
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The GeoRosa Fund
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Kathy and Fred Jones
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Kroger Company
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William Searce

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RubyAnn Stevenson
UofL Health
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Yum! Brands, Inc.

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180 Productions
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Larie and Dr. Barry Allen
Carol and Alex Alvarez
Liz and Jackson Andrews
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Catherine and Irving Bailey
Baird
Stacey and Robert Banks
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Biscuit Belly
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Teri and Greg Burch
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Donna and Charles Denny
Angela Deweese
Jody and Bill Dieruf
Dinsmore and Shohl, LLP
DMLO CPAs + Advisors
Duane Realty Group
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Dwyer DesignScapes
Elizabeth C. Thomas Fund - Maryann
C. Davis Fund
EQT Real Estate
Fastline Marketing Group
Brooke and Bill Feather
The Feather Family Charitable Fund
Maura Fennell
Fifth Third Bank
First Financial Bank
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The Gibbs Foundation
Glaser's Collision Center of Bullitt County
Ray Glass
Greenscapes Lawn & Landscaping
Kim and Greg Greenwood
Paula and Michael Grisanti
Habdank Foundation
Habitat for Humanity of Metro Louisville

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Hebel, Hornung & Merrifield, PSC
Beth and Scott Hedges
Michael Hendricks
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Peggy and Gene Hoffman
Jane and Leander Hoke
Betty and Joe Humphrey
Linda Hundley and Douglas Cornelison
Carolyn and Ken Isenberg
JLL
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Mary and Stephen Jones
Paul and Kristie Jordan Family
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Tricia and Dr. Jim Julian
Julie and Hermann Kaebnick
KCC Companies
Maggie and Benton Keith
Sarah and Paul Keith
Sara and Michael Kelley
Kelli's Gift Baskets
Kentucky Country Day School
Debbie King
Joy and Roger Kobel
Judy and Karl Kuiper
Charlene and Jim Leason
Joan Lenahan
Barbara and Stephen LePrell
LG&E and KU Energy LLC
Anne and Tony Lindauer
Long Run Creek Properties LLC
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Lynn and Dr. Rob Macrae
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Sue Mahaffey and Tim Anderson
Dr. Janine and Joseph Malone
Kasey and Jon Mand
Claudine and John Mann
Maplewood Foundation
Hana and Skipper Martin
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Sandra and Stephen McCreary

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Shari and Doug Owen
Kay and Archie Parsley
Laura Petry
Pizzazzle Events
PNC Foundation
PNC Investment Asset Management
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Daniel S. Rechter
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Hank, Pat and Tara Watson
Angela and David Weis
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Doug Whyte
William E. Barth Foundation
Hilary and David Wise
Fred C. and Lillian M. Detsi Woerner
Lorrie and John Wolfe
Kimberly and Dr. Michael Wood
Cindy and Michael Wyant

PARKLANDS PARTNER **\$250—\$999**

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Maria and Paul Andriot
Archdiocese of Louisville
Mary and Will Ashlock
Susan and Keith Atchison
Joe Baker
Kathy and Glenn Barber
Constance and Scott Barker
Sarah and Frank Barlow
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Joan and Thom Barnell
Karen James and Douglas Barnhart
Beverly and Jim Bartlett Turner
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Susan and Michael Bauer
Cynthia and Brad Baumert
Mary and Anthony Bell Little
Dr. Susan Berberich
Lee Purcell Best
Susan and Dale Black
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Cynthia and Roger Boston
Peggy and Walter Braden Jr.
Lori and Charley Brewer
Marcia and Gregory Brey
Louise and Scott Brian
Sarah and Chris Brice
Lindsey and Jamie Brodsky
Melissa Yates and Peter Brondum
Wendy and Steven Bronner
Angela Brooks
James D. Brown
Meredith Brown

Sue and H. H. Brown
Elizabeth and Kenneth Burhans
Susan Byrne and Steve Straub
Richard Campbell
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Every gift, every visit, every shared moment in the park moves our mission forward. Because of you, 2024 was a year of growth, connection, and impact.

Thank you for being part of this story. With your continued support, we're not just maintaining a park—we're building a future. One that's rooted in nature, shaped by community, and open to all.

- David F. Morgan
President, The Parklands of Floyds Fork

