



2019 YEAR IN REVIEW

CONNECTED PARKS. CONNECTING PEOPLE.

Nearly 4,000 acres of parkland Open 365 days a year FREE to the public



CREATING A LEGACY

Great cities have great parks. As cities grow, communities deserve great public parks in or near their neighborhoods, providing accessible recreation, contemplation, and an enhanced quality of life. Founded over a decade ago, and inspired by Frederick Law Olmsted, The Parklands of Floyds Fork was created to bring fresh vision to the development and preservation of new public parklands. The Parklands of Floyds Fork cuts right through the heart of the last major undeveloped section of Metro Louisville. It preserves a vanishing landscape while creating the finest urban edge in the country. With support from the community, The Parklands raises the funds needed to ensure proper maintenance of all facilities, as well as programming that educates and promotes access to the outdoors. The result is an incredible team that cares for the parks and our visitors in every kind of weather and condition, maintaining a high standard every day.

Green spaces are vital for thriving communities, and the uncertainties associated with COVID-19 highlighted this during the spring of 2020. Thanks to the strong financial and maintenance foundation laid from funds raised in 2019, we were able react to the crisis with alacrity and efficacy, providing individuals and families in Louisville a place of solace during these trying times. Since the pandemic began, The Parklands has seen a record number of visitations, nearly doubling our record from 2019 visitations, showing the importance of this park system. This is a legacy project for our community and one that will provide economic, environmental, and community benefits for many years to come, during good times and hard times.

Leaving behind this nearly 4,000-acre legacy are Betty and David A. Jones Sr., leading community philanthropists and parents to Parklands Founder, Dan Jones. The Parklands is one of their great legacies, not just because it's beautiful, well-used and well-loved, but because it extends their curiosity, their community spirit, and their generous hearts to everyone. The Parklands captures their love of nature, and the gift of that to all of Louisville; it epitomizes their love and respect for all people and the dynamic ability to create and lead positive change. Betty and David A. Jones will live on through this community treasure. The results of their passion to bring positivity to the entire community are detailed here. Please accept our gratitude and the gratitude of the many visitors who enjoy The Parklands every day!



A NOTE FROM OUR FOUNDER & CHAIRMAN



Dear Friends,

As weeks, months and years pass by, we are reminded and humbled by how the community has embraced this nearly 4,000-acre, visitor and donor-supported public park system. With **3,111,680 visits in 2019**, we have seen all walks of life use this community treasure as a place of solace to take a relaxing stroll through one of our hiking trails, to go on a bike ride on the Louisville Loop, or to simply sit near Floyds Fork creek and appreciate its beauty. This special community asset is provided by donors like YOU, and we are so grateful for our generous supporters who believe in the mission to provide a safe, clean, fun and beautiful park experience, 365 days a year from dawn to dusk, free of charge to all visitors.

As The Parklands continues to increase in visitation each year, our staff works passionately to ensure this park-system is maintained and operated to world-class standards. With this growth, providing our city with an accessible outlet for health and recreation, preserved natural spaces, outdoor education and a sense of community will always be our top priorities. From senior citizens to school children to geographically distant residents, we strive to provide both programming and green spaces that will be fun, healthy, and affordable to all.

The Parklands will continue to be a natural space for the community to utilize, for years to come. Your pride and ownership of The Parklands helped us make positive community impacts in 2019, during good times and hard times. Your continued support will carry us through future years of growth and expansion of access to these beautiful places and fun programs. **Thank you for your generosity!**

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

“After meeting with the late David Jones, Sr. and Dan Jones and seeing the plans for The Parklands, I was completely blown away with the vision. Over the years, the vision was executed to perfection by the staff. The fact that 4,000 acres of world-class parkland (facilities and natural beauty) is surrounded by a metro area of 1.5 million people is what I love most about this park system.”

- Luke Schmidt, Board Member and Field & Fork Co-Chair

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THE INAUGURAL PARKLANDS 5K WALK & RUN

The inaugural Parklands 5K Walk & Run took place on a sunny Saturday morning on June 15, 2019. Over 700 community members gathered together to support this visitor-supported public park system, raising over \$50,000! This exciting event not only brought the community together, but attendees were able to connect with others while getting active on the Louisville Loop.

“Thank you for an awesome event! It was so well organized, it is hard to believe that this was the inaugural Parklands 5k! I can’t say enough good things! I’m bringing friends next year!”

-Pam Fischer, Parklands Member



RECREATION

The Parklands encompasses a wide range of activities enjoyed by millions of park visitors. The amenities, maintained thanks to you, range from introductory and fully accessible, to opportunities with intermediate and advanced features to satisfy those looking for a challenge. Our parks and programs offer options for the entire family to get outdoors to learn, exercise, and connect with nature. From biking with family on the Louisville Loop, to hiking with your pet on one of our many trails, or canoeing with pals along Floyds Fork creek, The Parklands has you covered, every day of the year.

• **3,111,680** visits in 2019

• **3,600** paddling rentals in 2019 by Blue Moon Canoe & Kayak of Kentucky

• **80+** miles of trails for hiking, biking and paddling

• **1,100** bike rentals in 2019 by Blue Moon Canoe & Kayak of Kentucky

“One of the best treasures in Louisville for outdoor lovers. Everything from cycling and walking paths and trails to playgrounds, splash pads and wide open spaces. Fish, bike, run, kayak, and play. Beautiful and well maintained, this is the best place for outdoor recreation in the Louisville area.”

- Donald and Sydney Creason, Park Visitors



CLEAN, SAFE PARKS EVERY DAY OF THE YEAR

Thanks to the support of generous donors and the dedication of our staff, The Parklands is open 365 days a year. Whether Louisville experiences flooding, or a spontaneous snow fall, our crews are prepared to clear pathways for our visitors. At The Parklands, recreation doesn’t just have to be on a beautiful sunny day!

“The Parklands is a Louisville gem! Beautiful parks that all interconnect. Hiking trails, bike paths, clean restrooms, picnic tables, splash park for kids, and a lot of well lit parking. The beautiful meadows, wildflowers and the birds singing make this a wonderful place to take morning walks.”

- Deb Orr, Parklands Member





BALD EAGLE RELEASE

On a chilly Saturday morning on December 7, 2019, Raptor Rehabilitation of Kentucky, Inc. released a rehabilitated bald eagle in The Parklands of Floyds Fork. Nearly 700 community members gathered to celebrate the release of this majestic bird on one of America's most patriotic days, National Pearl Harbor Remembrance Day.

The mature female eagle sustained severe wing and leg injuries and spent eight months being nursed back to health by the team at Raptor Rehab. Staff at the Kentucky Department of Fish & Wildlife recommended The Parklands for the release as it contains suitable habitat to help the eagle thrive. We are proud to have high-quality habitat for these majestic creatures to flourish.



ENVIRONMENT

The Parklands' team preserves and enhances each and every corner of our nearly 4,000-acre park, and we're able to do so *thanks to your support*. Through restored meadows and reforested areas, we have provided a fully-connected forest corridor to protect and preserve a variety of native wildlife and plant species so that they may thrive. We have seen the positive effects of these efforts through the return of the American Bald Eagle, Bobwhite Quail, the Virginia Rail and the Sora, among others.

- **77,980** trees planted to date
- **1,725** acres of forest managed in 2019
- **460** acres of meadows managed in 2019
- **450** acres treated for invasive species in 2019
- **450** species of native plants thrive
- **242** total species of mammals, fish, amphibians and birds



FIELD & FORK GROVE TREE PLANTING

In December of 2019, 383 trees were planted at the new Field & Fork Donor Grove, nestled along Seaton Valley in Turkey Run Park. Field & Fork attendees raised their auction paddles to support reforestation of our riparian forest. Our Horticulture and Natural Areas team spent a day planting and ensuring that this grove grows to be lush for future generations. The variety of species now growing in this special grove include Maple, Oak, Sycamore, Tulip Poplar, Bald Cypress and Hackberry. Although these new trees are pint-sized today, they will grow to be an essential part of habitat in The Parklands.



TREE RESTORATION PROJECT

The Parklands Horticulture and Natural Areas team transplanted mature trees from the George and Betty Gibbs American Chesnut Grove in Beckley Creek Park to Highland Crossing in Broad Run Park. This new location was specially chosen as it offers soil that is well-suited to the chestnut, ensuring optimal growth and vitality for the newly planted trees. In addition to planting the American Chestnut at this new site, other species of trees carefully planted include White Oak, Chinkapin Oak, Pin Oak, Tulip Poplars, Witch Hazel, Sweet Gums, Hop-Hornbeam and Hickory.





THE PARKLANDS LUNCHEON Benefiting The Outdoor Classroom

On Thursday, May 23, 2019, over 750 community leaders, entrepreneurs and fellow park lovers gathered for The Parklands Luncheon presented by **PNC Bank** to celebrate The Parklands Outdoor Classroom. A total of \$200,000 was raised for outdoor education! Guests were immersed in the Outdoor Classroom experience thanks to appearances and activities from special guests Second Chances Wildlife Center, Raptor Rehab, Inc. and our very own education team.

Because of the generous sponsors and event attendees who believe in high-quality outdoor education experiences, this newly-themed event was a huge success!

Thanks to everyone who attended and supported the event, including our volunteer Parklands Luncheon Steering Committee:

- Jackson Andrews
- Amanda Bates
- Meghan Jones
- Chuck & Donna Denny
- Greg Greenwood
- Todd Lanham
- Rich Lechleiter
- David Wood

EDUCATION

Thanks to your support, The Outdoor Classroom enhances scientific literacy for children throughout the greater Louisville community. **The Outdoor Classroom has delivered more than 95,000 outdoor education experiences to children and adults since 2013.**

The hands-on, outdoor learning experiences offered by The Parklands Education team, from week-long summer camps to weekly pre-k Wednesday Wonders programs, lead to a deeper understanding of our Kentucky landscape and the creatures that live within it. These experiences foster a community of environmental stewards. Generous grants, from supporters like you, make field trip programming accessible to Title I schools and nonprofit programs.

- **19,500** outdoor education participants in 2019
- **8,900+** underserved youth participated for free
- **14,390+** field trip participants from **49** zip codes
- **3,000** early childhood education participants

"The field trip was the best I've had. I loved being outdoors, but my favorite part was being able to learn about adaptation, plants and the birds we saw. It was so much fun!"
- Outdoor Classroom Student



S.E.E.D. PROGRAMMING

The Parklands continued its exciting education initiative in 2019, the **S.E.E.D. (Stewardship, Exploration, Education, Discovery)** program. This program connects underserved youth and adults to The Parklands through engaging, exploration-based, science programming in the parks and in schools. S.E.E.D. aims to foster a sense of place and stewardship ethic among all participants using the many different habitat types throughout The Parklands' nearly 4,000 acres. It also aims to supplement STEM education within the public schools system, creating the scientists and conservationists of tomorrow.

Any traditionally underserved group or Title I school is eligible for S.E.E.D. Qualifying partner schools receive free in-park and outreach education programming led by Parklands Interpretive Rangers at least four times a year! Over the past three years, we have served over 20,000 students with the S.E.E.D. Program. These experiences, both in the parks and at the schools, are provided free of charge thanks to donors like you!





COMMUNITY

Beautiful parks and natural spaces enhance quality of life and help our community and economy grow in ways that are healthful, sustainable, and enjoyable. With over 3 million visits in 2019 alone, The Parklands has become a special place for families and friends to gather, creating memories to cherish. With this connection and passion for our mission, community members give back to The Parklands through generous donations of both time and funds. From individuals who donate gifts by becoming a Parklands Member, to our volunteers who invest hours each week to keep our parks clean and beautiful, these generous people, companies and foundations believe in our mission and play a critical role in preserving The Parklands for current and future generations.

- **2,756** Volunteer hours
- **163** public programs delivered by Parklands staff in 2019
- **2,958** Members
- **65** weddings & receptions hosted in 2019
- **31** Ambassadors
- **14** large-scale walks & races in 2019

“I love this place and visit every time I’m in Louisville. A great place for a walk and to clear the cobwebs either pre or post holiday dinner. Wonderful walks throughout the park. Dogs are welcome and people are very friendly. The park ambassadors are helpful and are usually found wandering about and can recommend good walks.”

- Lydia Pappas, Park Visitor

PARK ROOTS: A PARKLANDS SPEAKER SERIES

In 2019, we kicked off *Park Roots*, a special speaker series, exclusive to Parklands Members, featuring lectures from community figures who have a connection to preserving, building, maintaining and supporting our parklands. This new speaker series highlights various subjects relating to The Parklands, nature, community, and the rich history of the Kentucky landscape. Key speakers in 2019 included Louisville columnist, Bob Hill, and Rex Mann of the American Chestnut Society.



VOLUNTEER OF THE YEAR: DON LINTON

“I got involved many years ago when I hiked undeveloped areas in Turkey Run and Cliffside with Michael Gaige. I immediately fell in love with the place and have supported and promoted it ever since. It is a magnificent creation, which is diverse in activities it offers our citizens of any age. It is a model of what a system of parks should be.”

- Don Linton, Parklands Member and Ambassador



MEMBERSHIP

The Parklands is able to positively impact the community because of the support of nearly 2,300 generous Members like you! No matter your giving capacity, Parklands Members not only help to maintain nearly 4,000 acres of green space, but to positively shape the future of Louisville and truly benefit current and future generations through park access. Being a Parklands Member means being a part of something bigger.

(Photo by Andrea Hutchinson, The Voice-Tribune)





MOSS GIBBS WOODLAND GARDEN

As the newest amenity to open in 2019, The Moss Gibbs Woodland Garden, located in Broad Run Park, reveals the dynamic nature of Kentucky’s living woodland landscape and provides an immersive opportunity for discovery. Part of the charm of the 15-acre garden is its commitment to authenticity. Planners took special steps to preserve the space, lightly editing existing flora and features before adding complimentary plants and man-made wonders, including three tree rondels, two wooden decks with dynamic views of the landscape, a dry-laid stone bridge and two winding trails to guide visitors from room to room, through the enchanting space. Conceived in 2013, the Woodland Garden was designed by local firm Bravura Architecture in consultation with Rick Darke, while former Horticulture Director Tom Smarr oversaw the project and assisted in the design.

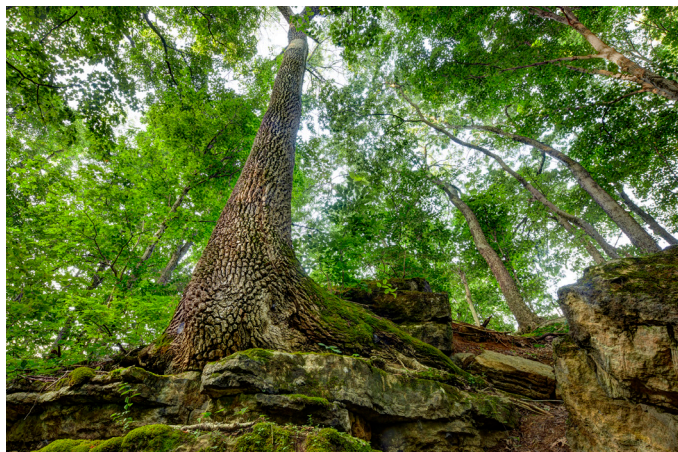
OPENING DAY

The public gathered on Friday, May 10, 2019 to celebrate the exciting opening of the Moss Gibbs Woodland Garden. To mark the opening of this cleverly designed garden, a press conference was held at the Ogle Foundation Woodland Pavilion, at the western entrance of the new garden, while park leadership, project designers and key supporters spoke to community members about the 6-year project.

Following the press conference, our special guests were among the first to explore the new garden. This newest attraction is located in Broad Run Park—the southernmost section of The Parklands of Floyd’s Fork.

“My primary idea was to use this already rich site to edit and create spaces, paths and destinations to reveal to visitors how much wonder there is in Kentucky woods, fields, streams and river edges.”

- Rick Darke, Landscape Design Consultant



IT STARTS WITH NATURE

This artistic garden sits along a hillside blessed with the perfect angle of sunlight, ideal soils, and centuries of growth. While causing as little damage to the existing natural woods as possible, 47,000 plants, paths and hidden places were added, creating a partnership between the existing landscape and new. Visitors are encouraged to sense and enjoy the rhythms and textures of the garden and find the extraordinary in the ordinary, to explore the magical enticements of its edges, layers, aural qualities, luminous qualities, seasonal contrasts and views.

ROOMS TO GROW

The core design philosophy emphasizes the art of observation and the idea that a woodland landscape can be perceived as a series of rooms defined by trees, shrubs and other living layers. Crafted by editing existing vegetation and adding complimentary plantings, the varied spaces of the garden present a dramatic balance of intimacy and immensity. The garden includes qualities and elements representative of artful, private gardens, yet are here made free for all to explore and enjoy.





2019 PARKLANDS FUND SUMMARY

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

\$3 Million+

in total cash gifts raised for 2019 Fund:

2,958 unique donors gave **4,245** gifts

2,749 individuals gave **\$1,781,074**

178 businesses gave **\$625,052**

31 foundations gave **\$603,536**

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.

2019 INVESTMENT REPORT

REVENUE*

2019 Parklands Fund Donations <i>See 2019 Parklands Fund Summary</i>	\$ 3,009,662	42%
Endowment Support	\$ 1,075,000	19%
Multi-Year Pledges for Capital Projects & Restricted Uses	\$ 381,542	16%
Earned Revenue from Facilities & Education	\$ 867,653	15%
In-Kind Donations	\$ 464,993	8%
Total Revenue	\$ 5,798,850	

EXPENSES*

Programming	\$ 5,780,100	82%
Management	\$ 962,744	13%
Fundraising	\$ 319,082	5%
Total Expenses	\$ 7,061,926	

*Source is 2019 Form 990. Expenses include \$3,295,233 of depreciation expense.

SUMMARY OF ASSETS

Cash & Cash Equivalents	\$ 496,799
Pledges Receivable	\$ 2,096,732
Other Current Assets	\$ 181,936
Land, Buildings, and Equipment, Net	\$ 99,724,838
Total Assets	\$ 102,500,305

SUMMARY OF LIABILITIES

Current Liabilities	\$ 432,442
Long-Term Debt	\$ 1,326,000
Total Liabilities	\$ 1,758,442

NET ASSET BREAKDOWN

Unrestricted Net Assets	\$ 99,464,074
Temporarily Restricted Net Assets	\$ 1,277,789
Total Net Assets	\$ 100,741,863

Your contribution is truly an investment in our community. Not only does it make free admission to the park possible for all, but it provides significant benefits for our environment, economy, health, and education. With an annual operating budget of more than \$4 million, we rely on you to support this community asset.



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 2019 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.
The Humana Foundation *

\$50,000-\$99,999

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Blue Sky Foundation
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Humana Inc. *
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\$1,000-\$4,999

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Virginia and Arne Judd *
Dr. James and Tricia Julian
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Fund *
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Gresham Smith
Sandy Gulick
Brenda and H. David Hale *
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Jessica and Nick Hamm
Marjorie and Edward Hammond *
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Sara and Michael Kelley *
Carol Ferguson *
Bobby Ferreri *

Andrea and Samuel Kirtley
Kosair Charities
Stephanie and Michael Kuntz
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Long Run Creek Properties, LLC
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Lynn and Rob Macrae
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Bruce A. Maza
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Regina and Mark Nethery *
Phillip B. Newman III
Dennis Neyman
Sarah and Chris O'Bryan
Ted Ogle
Old National Bank
Anita and Brian Oldham
ORR Corporation
Outfront Media
Diane and Billy Palmer

Kay and Archie Parsley
Pat's Steak House *
Pattco, LLC
Dorothy and James Patterson
Perkins, Smith & Associates,
LLC *
PharMerica Corp.
Pickett Passafiume Architects
(PPA)
Play Pros
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Heather and Mark Preston
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Dr. W. Ann Reynolds
Edward and Helen Rhawn Fund
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FIELD & FORK

In the event's seventh year, nearly 600 guests gathered on a beautiful evening in Turkey Run Park for Field & Fork presented by **JPMorgan Chase & Co.** The live auction and appeal raised over \$200,000 from our generous guests!

After dinner, many guests continued the night in the Hockensmith Barn for "Afterglow," presented by **Butchertown Grocery** and **Atria Hospitality**. Field & Fork netted over \$600,000 to support The Parklands Annual Fund.

Thanks to everyone who attended and supported the event, including our volunteer Field & Fork Steering Committee:
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2,958 Memberships

2,756 volunteer hours

1,725 acres of forest managed

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