The Parklands of Floyd's Fork

16,000+ partcipants
14,000+ counties
41 states
3 countries
109 field trips
61 team members
65 weddings
900+ events
4 field trips
2,596,261 park visits

Visit theparklands.org/member!

2016 Annual Report

GREAT CITIES HAVE GREAT PARKS.
As cities grow in the 21st century, citizens increasingly demand great public parks in or near their neighborhoods that provide accessible recreation and an enhanced quality of life. 21st Century Parks, Inc., the nonprofit responsible for the long-term maintenance of The Parklands, relies on YOUR support to ensure these world-class parks are safe, clean and accessible for all.

THESE ARE YOUR PARKLANDS.
The Parklands does not receive tax dollar support for annual operations, which is why your Membership is so important. Your 100% tax-deductible contribution helps to provide the community with free access to nearly 4,000 acres of parkland open 365 days a year. Together, we work to maintain this beautiful community asset in order to enhance quality of life and help our community and economy grow in ways that are healthy, sustainable, and enjoyable for people of all ages, abilities, and backgrounds.

JOIN US TODAY AT THEPARKLANDS.ORG/MEMBER!

CHANCELLORS LETTER

THANK YOU for supporting the belief that great parks are essential to creating a livable city. The accomplishments, recognition and popularity of our park system is all thanks to generous donors who understand that great parks are essential to creating a livable city.

THANK YOU for your generosity. It keeps residents coming back—turning them from THOSE WHO VISIT to THOSE WHO BELONG. Through your generosity, it is possible to provide the community with free access to nearly 4,000 acres of parkland open 365 days a year. Together, we work to maintain this beautiful community asset in order to enhance quality of life and help our community and economy grow in ways that are healthy, sustainable, and enjoyable for people of all ages, abilities, and backgrounds.

Sincerely,

Daniel H. Jones, M.F., Ph.D.
Chairman and CEO

2016 BOARD OF DIRECTORS

Charles P. Denny, Executive Vice President and Regional President Kentucky/Tennessee Banking PNC Bank Relations
Henry V. Heuser, Managing Member, Tandem Public Relations
Sandra Frazier, Ellen Hesen, Chairman & Chief Executive Officer, 21st Century Parks, Inc.
David A. Jones, Sr., Treasurer, 21st Century Parks, Inc., President & Chief Executive Officer, Kenneth L. Payne, Bruce Maza, Senior Fellow, CE&S Foundation, Senior Vice President, JLL, David Y. Wood

2016 audit report

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THE PARKLANDS

A DONOR-SUPPORTED PUBLIC PARK.

A donor-supported public park.

www.theparklands.org

Louisville, KY 40202
471 West Main Street, Suite 202
(502) 584-0350

21ST CENTURY PARKS, INC.
2016 ANNUAL REPORT

EXECUTIVE SUMMARY

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Chairman and CEO

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Dear Friends & Supporters,

Bringing people together is a goal we aspire to at 21st Century Parks—connecting neighbor to neighbor and individuals to the outdoors. The idea of connectivity was a recurring theme at The Parklands in 2016.

On April 16, 2016, we celebrated the grand opening of our southern anchor, Broad Run Park. The completion of our fourth and final park allowed us to reach new communities both inside and outside Jefferson County, offering residents a space to gather with family and friends or explore as individuals.

On September 30, completion of The Strand drew walkers, runners and bike riders eager to explore the 5-mile stretch connecting our northern and southern parks. With its inviting landscape—a pattern of farm fields and blossoming riparian forests—The Strand has become a frequent destination for visitors in search of nature, solitude and serenity.

With all four parks now fully connected by Floyds Fork and 19 miles of the Louisville Loop, we anticipated an increase in visitation. Even so, we were shocked to see 2016’s final visitor count—2.6 million visits to our park system!

New areas and trails no doubt played a role, but the level to which our facilities and outdoor areas are maintained thanks to support from donors like YOU keeps residents coming back—turning them from one-time guests to daily visitors.

Your support also allows us to recruit a talented staff that place our core values at the forefront each and every day, from sunrise to sunset. The accomplishments, recognition and popularity of our park system is all thanks to generous donors who understand that great parks are essential to creating a livable city. THANK YOU for supporting the belief that everyone deserves access to world-class parks.

Sincerely,

Daniel H. Jones, M.F., Ph.D.
Chairman and CEO
Dear Friends & Supporters,

2016 has been a year of growth, recognition and recruitment for The Parklands of Floyds Fork, the 1,000-acre donor-supported public park located in eastern Jefferson County, Kentucky. The accomplishments, recognition and popularity of our park system have occurred thanks to support from donors like YOU. Your support also allows us to recruit a talented staff to at 21st Century Parks—connecting neighbors to the outdoors.

As cities grow in the 21st century, citizens increasingly demand great public parks in or near their neighborhoods that provide accessible recreation and an enhanced quality of life. 21st Century Parks, Inc., the nonprofit responsible for the long-term maintenance of The Parklands, relies on YOUR support to ensure these world-class parks are safe, clean and accessible for all.

GREAT CITIES HAVE GREAT PARKS.

With all four parks now fully connected by Floyds Fork, 2016 has become a frequent destination for visitors in and around Louisville. From the new and improved spaces created in 2016 to the long-range planning that will ensure permanent core values at the forefront each and every day, from sunrise to sunset, we work to maintain this beautiful community asset in order to enhance the quality of life and help our community and economy grow in ways that are healthy, sustainable, and enjoyable for people of all ages, abilities, and backgrounds.

THANK YOU for supporting the belief that great parks are essential to creating a livable city.

Sincerely,

Daniel H. Jones
Chairman and CEO

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THE PARKLANDS OF FLOYDS FORK

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