MISSION
21st Century Parks serves as stewards entrusted to preserve and sustain unexcelled parklands that reflect the 
needs and values of our whole community. The goal of The Parklands is to be a world-class, systemic addition to 
Louisville’s park system that will shape the city and local economy for years to come.

INSPIRATION
In the early 1890s, Frederick Law Olmsted came to Kentucky to design one of his masterpieces—the Louisville parks 
system. Using lands located well beyond the edge of the city, Olmsted created a ring of parks and parkways that 
remains one of Louisville’s most remarkable assets. As the city grew around these parks in the early twentieth century, 
they fulfilled Olmsted’s vision of “bringing nature into neighborhoods” as a way of shaping a city’s geography, its social 
interactions, and its economies, creating some of the most livable neighborhoods in the nation.

LEGACY
The mission of 21st Century Parks reflects a respect for both people and nature. The Parklands of Floyds Fork cuts 
right through the heart of the last major undeveloped section of Metro Louisville, preserving a vanishing landscape and 
connecting people to it through world-class park design. The Parklands includes four major parks linked by a scenic 
park drive, a first-rate trail system, and a remarkable water trail, all tracing Floyds Fork. Like the work of Olmsted, 
these parks will provide livable communities for generations to come.

21st Century Parks, a 501(c)(3) nonprofit organization, with the support of the community, orchestrates the long-term 
funding to ensure proper maintenance of facilities, trails, and natural areas, as well as programming that educates and 
promotes outdoor exploration. The Parklands is free to all visitors 365 days a year, dawn to dusk, but does not 
receive tax dollar support for annual operations.

Beautiful parks and trails enhance the quality of life in our community, making it more healthy, sustainable, and 
enjoyable. Reflecting Louisville’s reputation as a great place to live, The Parklands is a powerful vehicle for 
attracting and retaining individuals, families, and employers, and contributes to a vibrant future for our 
community and our children.
3,051,755: The total number of visits to The Parklands during 2017, our first year as a fully open park. It ranks us among the region’s top attractions, and within the top 40 most visited US city parks according to the Trust for Public Land.

Each of these visits represents a touchpoint, a level of impact that, with your help, we have worked hard to make possible. They represent a student on a field trip into the outdoors for the first time, a volunteer planting an American Chestnut in hopes of reviving this once thriving tree, a family gathering for a picnic, or a group of runners training for their next big race.

While 3,051,755 surpassed our projections, to say it exceeded our expectations is not entirely true. As a city that treasures great parks, we knew that, once built, it was only a matter of time before area residents came to know, love, and invest in The Parklands and its ability to cultivate community.

Throughout this report, you will witness the ways our parks are already positively impacting our community. Through FREE access to new recreational opportunities, our parks are encouraging healthy habits, educational discovery, environmental preservation and enhancement, and building a sense of community. Our parks are continuing Louisville’s legacy as a city of great parks. And this is only the beginning!

Your pride and ownership of The Parklands helped us make positive impacts in 2017, and your continued support will help carry us through the next 100 years and beyond. Thank you for your generosity! We hope you are as proud as we are of what we have accomplished together.

Sincerely,

Chairman & CEO
21st Century Parks, Inc.

“My husband and I drove about 2 hours to ride our bikes here and we were VERY impressed with all aspects of the trail and parks. The extensive trail system winds through truly beautiful rural areas, with lots of stream views, bridge crossings, and plenty of shade. There were quite a few bike trails and hiking trails off the main path, and we look forward to exploring those in the future.”
- Sherry O., TripAdvisor

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RECREATION  The 3,051,755 visits to The Parklands in 2017 encompassed a wide range of activities. 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 reconnect with nature.

SILO CENTER BIKE PARK
On September 17, 2017, we opened the Silo Center Bike Park, our latest amenity and one that was much anticipated by the region’s active mountain biking community. The bike park was constructed in partnership with the International Mountain Bicycling Association and consists of 2.5 miles of progressive mountain bike trails, pump tracks and a skills loop to help make the bike park accessible and enjoyable for both beginners and advanced riders. It is unique to the city and an amenity that will help advance the sport of mountain biking in the years to come, while providing Louisville residents another fun option to get outdoors and be active.

“My husband and I are on a Get Fit Journey. So far we have lost a combined 135 lbs! The Parklands are an integral part of our journey. We have graduated from strolling the Louisville Loop to hiking, bike riding and running up the silo together. Thank you Parklands for giving us such a beautiful place to get fit!”
- Laura Morris, park visitor

“A lot of communities don’t have this yet. It fills a void for all of the beginner riders and gives all the intermediate and expert riders somewhere to go, all in one location.”
- Chris Orr,
IMBA Trail Specialist

| 67+ miles of trails for hiking, biking and paddling |
| • 5,800 paddling rentals in 2017 by Blue Moon Canoe & Kayak of Kentucky |
| • 806 dogs registered at The Barklands in Beckley Creek Park through the Louisville Dog Run Association in 2017 |
| • 1,100 bike rentals in 2017 by Blue Moon Canoe & Kayak of Kentucky |
**HEALTH**  Clean, safe parks promote healthy living—encouraging people to get outdoors and be active. Physical activity yields health benefits, resulting in a higher quality of life and lower health care costs. Cities that prioritize access to parks and green space where residents can walk, run, bike and participate in other forms of exercise, are reducing the cost of health care. By helping us build and maintain The Parklands, your support provides access to world-class open space designed to serve people of all ages and abilities. Our parks and programs, made possible thanks to your gifts, are having a positive impact on both the physical and mental health of our community members.

"Walks are something I can control to improve my health which makes me feel empowered. Soon my step count will hit 28,000,000 and counting (since 11/30/11). Nothing is more uplifting than a walk date with my husband. And each walk ends with my heart bursting with joy that we have such a beautiful place to share."

- La Verne C., Member since 2013, Volunteer Ambassador (pictured left)

**WALKING FOR A CAUSE**

On November 4, 2017, Carla Trivedi, organizer for Walk4Hearing, held Kentucky’s first ever 5k event to benefit the Hearing Loss Association of America (HLAA). HLAA Walk4Hearing is a national program that helps raise awareness of the 48 million people in the U.S. suffering from hearing loss.

The most important requirement for the race venue was accessibility, which, along with the perfect route, is one of the reasons why she chose The Parklands as the host site. With HLAA’s focus on accessibility for all, the park’s fully-accessible Louisville Loop trail and other amenities allowed for this event to be a success.

In the event’s first year, $44,500 was raised for the HLAA, thanks to the generosity of 300 walkers, 28 teams and 8 sponsors! Plans for the 2018 event, also to take place in The Parklands, are now underway.

| 1,000,000,000+ | 7,680 hours spent outdoors by Junior Explorers |
|———|———|
| calories burned by park visitors in 2017 (based on 350 calories per park visit) | 700 miles walked during The Parklands Explorer Program |
EDUCATION Thanks to your support, The Parklands Outdoor Classroom hosts tens of thousands of learners each year, from pre-k children to adults. In 2017, our Education Team launched new programs to introduce students of all ages to the natural wonders lying within The Parklands. Junior Explorers studied science and natural history each month, while adults and children alike joined in the monthly Parklands Explorer program with a goal to conquer all 47 miles of hiking trails.

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, while also fostering a community of environmental stewards. And generous grants, thanks to you, made field trip programming accessible to Title I schools and nonprofit programs.

“Ranger Olivia has been a wealth of knowledge and has a passion for connecting people with nature. Wednesdays have quickly become our favorite day of the week because of her.”
- Janelle Lefebvre Vaesa, park visitor

““This was one of the best field trips any of my children have ever been on because of its experiential value. They got to watch one of the rangers catch a snake, which gave a few young girls the courage to touch the snake and face their fear of the day. And because the ranger was a young woman, it gave all the children the opportunity to see a young woman in a position of strength, courage and confidence.”
- Westport Middle School parent

WEDNESDAY WONDERS
At The Parklands, we believe that everyone can be a life-long learner. From retirees participating in a guided Interpretive Hike, to the pre-k children attending our weekly Wednesday Wonders program, we hope that our visitors and program participants depart from each visit with a bit of extra knowledge about the world around them. Families attending Wednesday Wonders, for children 7 and under, are asked to investigate a number of scientific questions, such as “Why do birds have different beaks?” Combining curiosity with hikes, crafts and activities, our Education Team teaches these youngsters about the science behind the earth’s natural wonders.

<table>
<thead>
<tr>
<th>19,500 outdoor education participants</th>
<th>4,200 underserved youth participated for free</th>
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<tbody>
<tr>
<td>10,000+ field trip participants from 48 zip codes</td>
<td>1,500 early childhood education participants</td>
</tr>
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“Ranger Olivia has been a wealth of knowledge and has a passion for connecting people with nature. Wednesdays have quickly become our favorite day of the week because of her.”
- Janelle Lefebvre Vaesa, park visitor
EDUCATION
ENVIRONMENT  The Parklands 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 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.

HABITAT RESTORATION
Winter was an exciting time to be in The Parklands as sightings of not one, but three American Bald Eagles were confirmed on several occasions. As news of the sightings spread, visitors flocked to The Parklands in hopes of seeing these majestic creatures firsthand.

Attracting these noble birds was celebrated among the community as well as our staff. The work of our Natural Areas Team, installing meadows and strengthening riparian corridors (both popular hunting grounds for birds of prey), are two factors that have helped attract the Bald Eagle to our corner of Louisville. Cold weather trout stockings by the Kentucky Department of Fish and Wildlife are why your best chance for Eagle spotting is on a winter day.

Completion of the Urban Conservation Initiative
A three-year Urban Conservation Initiative, thanks to a $3 million grant from the Leona M. and Harry B. Helmsley Charitable Trust, was completed in 2017. The grant resulted in thousands of trees being planted and management of invasive species across our nearly 4,000 acres of parkland. It also encompassed conservation of special areas, including the protection of the endangered Kentucky Glade Cress plant native only to Jefferson County.

Woodland Garden Taking Shape
The Helmsley Charitable Trust grant also helped kick-start construction of the 15-acre Woodland Garden in Broad Run Park. Continued support from the community will see this magical space through future phases to completion. This world-class garden, with its hand-crafted stone pathways, and various garden “rooms,” will be a remarkable and accessible experience for all to enjoy.

“From my vantage point, I see the woods calling to me, as if the soil and trees were part of my very being. And if we can pass that deep connection to nature along to the next generation, what better legacy …” - Vickie Campbell, volunteer

75,000+ trees planted to date
• 4,000 trees and shrubs planted in 2017
• 200 acres treated for invasives in 2017 so native species can thrive

“It’s pure Kentucky...the meadows in bloom, rolling hills and beautiful wooded areas.”
- Valerie Wilson, park visitor
ENVIRONMENT
COMMUNITY Part of what makes The Parklands a special place is the sense of community it creates. Frequent visitors are inspired to give their time and treasure to help preserve, not only the parks, but also the welcoming environment exuded by the staff who maintain them. In addition, funds raised from individual and corporate facility rentals go directly back into supporting our annual operations. 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.

MEMBERSHIP 2017 marked our inaugural Membership Drives in June and October. Members spread awareness and stories of why they support The Parklands, our donor-supported public park. Thanks to all Parklands Members—from our Founding Members to those who joined in 2017—this park continues to thrive!

2,703 Memberships in 2017 from:

- 24 states
- 237 zip codes

“Love this park and loved the venue! It was so special getting married in the park where my husband proposed. So many memories from runs in the park to now a wedding. Thanks for making our day great!”

– Allison Riedling, park visitor

Volunteer of the Year: Paula Blankenship

“I am passionate about being part of the Parklands Ambassador Program. My interactions with visitors tell me what a valuable and lasting legacy has been created by the preservation and improvement of these 4,000 acres of trails, playgrounds, wildlife habitat, and fresh air. Whether you seek peace and serenity for your mind and spirit, or exercise for your body, you can find it at The Parklands!”

– Paula Blankenship, pictured right

Celebrate at The Parklands

From wedding celebrations at the Hockensmith Barn, to family reunions at the PricewaterhouseCoopers LLP Pavilion, our staff works with event hosts to help them find the perfect Parklands venue and prepare for their special day. Just like your gifts, funds raised from all facility rentals and race permits go directly back into supporting annual operations of The Parklands—thank you!
• 63 weddings & receptions hosted in 2017
• 98 programs delivered by Parklands staff in 2017
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. 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 public support 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.

Your contribution is truly an investment in our community. Not only does it make free admission to the park possible for all, but 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.

$2.4 Million in cash gifts raised for 2017 Fund:
- 2,865 unique donors gave 3,393 gifts
  - 2,668 individuals gave $1,255,542
  - 165 businesses gave $495,258
  - 32 foundations gave $670,105

$5,159,013 in Total Park Support
- 63% Fundraising*
- 19% Endowment Support
- 18% Earned Revenue from Facilities & Education

$4,977,409 of Operating Expenses
- 9% Fundraising
- 84% Programming*
- 7% Management

*Includes $729,729 of in-kind revenue
*Does not include $3,057,088 of depreciation expenses

“The Parklands is such a beautiful and unique gift that Louisville has to offer its residents and visitors. I take my clients to see The Parklands and share my love for The Parklands as a value-added benefit of living in Louisville. My focus is in relocation. My corporate clients need for me to “sell” Louisville when they are working to attract top talent. The Parklands makes that so much easier! People are truly blown away when they see the beauty, quality and natural habitats created by The Parklands.” - Julie Beam, Realtor
$4,977,409 of Operating Expenses

*Does not include $3,057,088 of depreciation expenses
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 2017 Annual Campaign 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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Whayne Supply Co.
Keith L. Williams

The Taylor Family Foundation
The Brown-Forman Corporation
Ambassador Matthew Barzun and Anonymous

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Main Street Realty, Inc.
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Deloitte LLP
FIELD & FORK

The weather was perfect as 525 guests gathered in Turkey Run Park for Field & Fork Presented by JPMorgan Chase & Co. in the event’s fifth year. During dinner, presented by Woodford Reserve, the live auction and appeal raised more than $220,000 from our generous guests—wow!

Many guests stayed to experience stargazing, fire pits, and the late-night treats of our first “Afterglow,” presented by Butchertown Grocery and Atria Hospitality. Overall, Field & Fork netted nearly $400,000 to support The Parklands Fund—a new record!

Thanks to everyone who attended or supported the event in some way, and to our volunteer Field & Fork Steering Committee:

Luke and Sharon Schmidt (Co-Chairs)
Barbara and Bill Juckett
Skipper Martin
Dr. Craig Mueller
Larry Williams
David Wood
In its fourth year, the Kick-Off Luncheon with Kirk Herbstreit broke both attendance and fundraising records. More than 1,000 attendees packed the Galt House, representing more than 130 local businesses and organizations.

Local media personalities Terry Meiners and Katie George led the conversation with ESPN’s leading college football analyst, Kirk Herbstreit. The event’s lead sponsors were Norton Sports Health, Papa John’s Pizza and PNC Bank, and the event was able to raise nearly $220,000 in net revenue for The Parklands Annual Fund.

Special thanks to the event volunteer steering committee: Charles Denny (Chair), John Crockett, Tom Crockett, Bernie Fineman, Greg Greenwood, Jennifer Hancock, Cary Hearn, Todd Lanham, Rich Lechleiter, David Nicklies, Chris Redman, David Wood

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$500 - $999
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Gentry Easley and Doug Lotz
Sara and Michael Eckhardt
Every effort was made to ensure the accuracy of our donor list. If your name contains an error, please call (502) 584-0350 to let us know.
2017 BY THE NUMBERS

3,051,755 visits
1,000,000,000+ calories burned by park visitors
19,500 Outdoor Classroom participants
4,000 trees/shrubs planted
11,600 volunteer hours donated
2,703 Memberships
$2,414,357 raised

THANK YOU.

21st Century Parks, Inc.
471 West Main Street, Suite 202
Louisville, KY 40202
(502) 584-0350
www.TheParklands.org

Your continued support will positively shape the future of Louisville and truly benefit current and future generations through access to world-class parks.

Donate today at TheParklands.org/Donate.