Dear Friends,

The Parklands continues to grow and to attract users from around the city and the region. In its first two years of being fully open, The Parklands attracted nearly 5.5 million visits, achieving our goal of a well-used and well-loved place. 2018 was a busy year, with continued growth in visitation, in education, and especially in our S.E.E.D. (Stewardship, Exploration, Education, Discovery) program providing access to underserved youth from around our city. We started work on the new Strand Trailhead, and continued work on the Moss Gibbs Woodland Garden, both of which opened to the public in 2019 to rave reviews! They extend our commitment to high quality public spaces, and especially the provision of access for all ages and abilities. 2018 also solidified our management vision to keep The Parklands “safe, clean, fun and beautiful, 365 days a year from dawn to dusk, free of charge to all visitors.” With two full years of operations under our belt and strong positive feedback from our visitors, we have in place an amazing team that delivers this high standard!

People often ask: “What’s next?” Day to day, the answer is to maintain and sustain our standard, including ensuring that we do not defer required maintenance into the future. But the really exciting efforts are finding ways to use The Parklands as a philanthropic asset, reaching out to communities, neighborhoods, and people who for various reasons do not have access. From senior citizens to school children to geographically distant residents (West Louisville, rural communities, residents of assisted living communities are just a few examples), we have plans to reach out and provide programming that will be fun, healthy, and affordable to all.

Your pride and ownership of The Parklands helped us make positive community impacts in 2018, through outdoor education, recreation, health and environmental preservation. 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
21st Century Parks, Inc.

NOTE FROM OUR FOUNDER & CHAIRMAN

Over a decade ago, The Parklands’ team set out to follow again the Olmsted model of a world-class park system that would shape the next century of Louisville’s growth and history by assembling thousands of acres of new public parkland. Reimagined as a 21st Century landscape, it moved beyond Victorian conceptions of design, recreation, and environment to make a place that includes core park amenities such as playgrounds and sports fields, in addition to a world-class trail system, and thousands of acres of restored forest and meadow to provide access to nature for the nearly 6 million people who live within two hours of Louisville. From a 19.4 mile multi-use paved trail designed to ADA standards, to a 22 mile long paddling route, to quiet forest paths, packed playgrounds and recreational lawns, The Parklands provides outdoor access to people of all ages and abilities.

With support from the community, The Parklands raises funding to ensure proper maintenance of all facilities, as well as that 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.

Our donor and visitor-supported financial model means we receive no tax revenue for annual operations, and our vision would not be possible without the generous community supporters, visitors and donors who believe in our mission of safe, clean, fun and beautiful parks, free to the public 365 days a year. The results of your generosity are detailed here. Please accept our gratitude and the gratitude of the many visitors who enjoy The Parklands every day!
**MEADOW MANAGEMENT**

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 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.

**ARBOR DAY FOUNDATION TREE PLANTING**

On October 5, 2018, The Arbor Day Foundation and Texas Roadhouse partnered together with The Parklands to plant 450 trees to preserve Beckley Creek Park’s Grand Alleo riparian buffer. Preserving and developing a strong riparian area not only enhances the beauty of the landscape, but also aids in the integrity of the water’s edge, playing a critical role in a robust ecosystem by slowing runoff during heavy rainfall, preventing bank erosion, and providing food and protection to wildlife.

**MOSS GIBBS WOODLAND GARDEN**

Conceived in 2013 and fully opened to the public in spring of 2019, the Moss Gibbs Woodland Garden was designed by local firm Bravura Architecture in partnership with designers Rick Darke and Patrick Henry. Parklands Horticulture Director Tom Smarr oversaw the project, assisting with design, plant selection and plant installation.

Stepping feet into the 15-acre garden, you are immersed in an artistic palette of existing native plants with 47,000 new plantings from tiny plugs to 15-foot ornamental trees. Some of the paths are open, others curl into shaded hidden spaces, revealing pieces of garden art.

A total of 15 nurseries and landscape firms worked on the project since groundbreaking took place in 2016. The entire project was completed in two phases and cost $2.5 million. The Woodland Garden was made possible thanks to donations from individuals and foundations, including the Gibbs Foundation.

**MEADOW MANAGEMENT**

In 2018, our Horticulture and Natural Areas team restored 400 acres of meadowland throughout The Parklands. Meadows are an important part of the aesthetic and ecological function of The Parklands landscape.

Surprisingly, there are many variables that impact what happens within the meadow. We are constantly learning and adapting to figure out how to best maintain these spaces.

- **76,900** trees planted to date
- **24,600** total trees and shrubs planted in 2018
- **450** species of native plants thriving
- **340** acres treated for invasives in 2018 so native species can flourish

“It is a wonderfully designed park system with something for everyone, regardless of age or fitness level. It is beautiful. I often pull my bicycle off the path, stop and take a few moments to nourish my soul with the surrounding nature.” - Linda Allen, Parklands Member

**ENVIRONMENT**

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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.

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, such as the Great Flood of 2018, 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!

“I’ve ridden over 20,000 miles on my bike in the last five years, in 21 states, and no other state has anything as world class as The Parklands. MANY of those miles are on these paths! I’m proud to be a supporter!”
- Dave Marshall, Parklands Member

FEAT 5K: OUTRUNNING AUTISM
Created for parents by parents, Families for Effective Autism Treatment (FEAT) of Louisville’s mission is to ease the autism journey through parent support, community outreach and programs. In 2005, the FEAT 5K was created to raise funds and awareness for autism and quickly grew to over 1,500 participants and supporters. As the support of the race continued to grow, FEAT 5K selected The Parklands as its venue and has raised over $100,000 for ongoing autism support, education and programming. With over 12 large-scale races hosted in 2018, the FEAT 5K is just one wonderful example of the community gathering together in The Parklands for an important cause.

“It is simply beautiful out there! Our participants love coming to The Parklands for this event. I think that’s another reason we keep growing! It feels like home. It’s comfortable, beautiful and provides that easy, relaxed feeling that we want our families and participants to experience. We can’t imagine having our race anywhere else!”
- FEAT Executive Director, Deborah Morton

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“I am a marathon trainee and I am so grateful I have a place like The Parklands to rely on for my marathon training, even if it snows in Louisville. I can’t thank your team enough for all the effort of snow removal to allow us to enjoy the great outdoors no matter the weather.”
- Amanda Morris, Parklands Member

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- Amanda Morris, Parklands Member
The Outdoor Classroom is Louisville’s newest outdoor STEM-based education program, enhancing scientific literacy throughout the greater Louisville community. The Outdoor Classroom has delivered more than 75,000 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, thanks to you, made field trip programming accessible to Title I schools and nonprofit programs.

“Becky and I were exploring at Broad Run Park this morning and we found this huge fresh water mussel shell. I had no idea that they could get this big, and it was such a great learning experience for us to see and learn about what else lives in creeks besides fish and frogs. Thank you for such a wonderful park!”
- Megan Harlan, Parklands Visitor

**S.E.E.D. PROGRAM**

In 2018, The Parklands created its newest education initiative, the S.E.E.D. (Stewardship, Exploration, Education, Discovery) program. This new 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 science 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! Bringing supplemental nature and science education to students will steward environmental relationships with future generations.
Part of what makes The Parklands a special place is the sense of community it creates. With visitation numbers reaching 5,500,000 since the beginning of 2017, frequent visitors are inspired to give their time and treasure to help preserve, not only the parks, but also the welcoming environment created 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.

“I'm out here every morning – it goes really well with coffee! Coming out to The Parklands is a stress reliever. I'll ride my bike or I'll hike out in the woods and I'm not thinking about work or life's issues. There are spots where you don't hear any traffic or planes, and it doesn't feel like you're in the city. I'm a little free for awhile when I come out here.”

-Mike Bucayu, Parklands Member and Ambassador

The Parklands is able to positively impact the community because of the support of 2,602 generous Members like you! Parklands Members not only help to maintain nearly 4,000 acres of park land, but to positively shape the future of Louisville and truly benefit current and future generations through park access.

“"The Parklands is my 'I'm worth it' place. My time spent in this beautiful park rejuvenates me and in return, I can give back to this wonderful community by volunteering as a Parklands Ambassador to encourage all to spend time here and make it their 'I'm worth it' place."”

-Chris Cornelius, Parklands Member and Ambassador
NEW AMENITIES

With an abundance of park visits comes strategic planning, analyzing growth and improving the visitor experience through new construction projects in The Parklands. Construction projects in 2018 reflect on the growing visitation of 5,500,000 visits since the beginning of 2017. Thanks to you, these newly opened amenities have created a greater range of accessibility throughout the park-system.

“Truly the jewel of the city. There are so many special features to this gorgeous location. The trails are well maintained for walkers, runners or bikers. The streams and ponds are perfectly showcased for beauty and usability. It’s heartwarming seeing a father/son fishing together or a duo kayaking along the stream. Bring your kids and let them explore nature. The playground and spraygrounds are so much fun. It’s free of trash and has the cleanest bathrooms. All the contributors who believed in this park and made it a reality are dreammakers. It represents a vision for our city to be healthy, happy and enjoying nature together as a community.”

- Sony S., TripAdvisor Review

NEW AMENITIES

THE STONE BRIDGE

In 2018, construction began for The Strand Trailhead, located off Echo Trail. This new amenity features a water fountain, rest area, two restrooms and 27 parking spaces, providing improved access to this nearly 5-mile stretch of the Louisville Loop along Floyds Fork. Additional parking throughout The Parklands was also added, including 95 new parking spaces at the Brown-Forman Silo Center in Turkey Run Park and 4 new spots at Limestone Gorge in Broad Run Park! These additions to the park-system will help improve access and create a better experience for visitors of all ages and abilities.

THE STRAND TRAILHEAD & ADDITIONAL PARKING

“The Stone Bridge will play a key role in enhancing Parklands visitors’ explorations and discoveries in The Woodland Garden for centuries to come.”

-Rick Darke, Landscape Designer

THE STONE BRIDGE

Moss Gibbs Woodland Garden

open to the public in spring of 2019, is a place of beauty and artistry. As you stroll through the garden, you’ll come across a grand stone bridge, hand laid by the talented masons at Aguilar Stone Masonry. This Roman arch bridge stretches 60 feet across the steep ravine, with each stone handcrafted from large, local slabs of limestone. The arch itself is crafted from 180, hand-placed stones. The entire stone bridge was completed in the summer of 2018.

“The Stone Bridge will play a key role in enhancing Parklands’ visitors’ explorations and discoveries in The Woodland Garden for centuries to come.”

-Rick Darke, Landscape Designer

LEATHERWOOD TRAIL IN BROAD RUN PARK

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LEATHERWOOD TRAIL IN BROAD RUN PARK

Opened to the public August 3, 2018, the Leatherwood Trail in Broad Run Park became The Parklands’ newest hiking trail. The Leatherwood Trail is a natural surface, more difficult, hike-only trail that connects to existing trails, including Limestone Gorge and the Louisville Loop. Built by The Parklands trail team, this 0.5-mile trail offers hikers a new, challenging route to extend their trek using a variety of trail combinations. Named for a woodland shrub, this trail has several notable features and promises glorious views across the seasons. It is also one of the best and most accessible sites for spring wildflowers in The Parklands.
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.

2018 INVESTMENT REPORT

REVENUE*

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>2018 Fund</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casework Support</td>
<td>$1,550,000</td>
<td>21%</td>
</tr>
<tr>
<td>Multi-Year Pledges for Capital Projects &amp; Restricted Uses</td>
<td>$1,335,573</td>
<td>18%</td>
</tr>
<tr>
<td>Earned Revenue</td>
<td>$860,709</td>
<td>12%</td>
</tr>
<tr>
<td>Non-Facility &amp; Education</td>
<td>$657,048</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$6,825,506</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

EXPENSES*

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>2018 Fund</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming</td>
<td>$5,706,490</td>
<td>81%</td>
</tr>
<tr>
<td>Management</td>
<td>$1,092,514</td>
<td>14%</td>
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<tr>
<td>Fundraising</td>
<td>$368,856</td>
<td>5%</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$7,171,860</strong></td>
<td>100%</td>
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</tbody>
</table>

SUMMARY OF ASSETS

<table>
<thead>
<tr>
<th>Asset Category</th>
<th>2018 Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$894,480</td>
</tr>
<tr>
<td>pledges receivable</td>
<td>$2,586,946</td>
</tr>
<tr>
<td>Other current assets</td>
<td>$136,818</td>
</tr>
<tr>
<td>Land, Buildings, &amp; Equipment, Net</td>
<td>$102,400,385</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$106,086,609</strong></td>
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</table>

SUMMARY OF LIABILITIES

<table>
<thead>
<tr>
<th>Liability Category</th>
<th>2018 Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>$723,264</td>
</tr>
<tr>
<td>Long-term debt</td>
<td>$2,144,000</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$2,867,264</strong></td>
</tr>
</tbody>
</table>

NET ASSET BREAKDOWN

<table>
<thead>
<tr>
<th>Asset Category</th>
<th>2018 Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Net Assets</td>
<td>$101,055,040</td>
</tr>
<tr>
<td>Temporarily Restricted Net Assets</td>
<td>$2,146,305</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$103,201,345</strong></td>
</tr>
</tbody>
</table>

*Source is 2018 Form 990. Expenses include $3,183,825 of depreciation expense.

Thank you. Sitting at the rock fountain today, my 92-year-old father who has dementia, forgot that he wanted to go home (to his childhood home) and find his car (which he hasn’t owned in several years). He relaxed and enjoyed reading the contributor names on the Humana Grand Allee fountain. He surmised that ‘some fella’ had a pretty good idea with the park and ‘he must have stuck to it.’ The visit was good for his soul.”

-Peggy Heustis, Parklands Member
Vivian Ruth Sawyer and Thomas T.
Nicklies Development
R. Charles and Sally Moyer Charitable
JPMorgan Chase & Co.
Anonymous
Marlene and David Grissom
Sandra Frazier
Butchertown Grocery
The Bufford Family Foundation
Alden Donor Fund
$20,000 - $49,999
Drs. Lisa and Daniel Jones
David A. Jones, Jr.
Mary Gwen Wheeler and
Blue Sky Foundation
$50,000 - $99,999
The Humana Foundation
$100,000 +
Anonymous
The Michael McCallister Charitable
Joan O. Lenahan Charitable Fund
The Richard A. Lechleiter Family
The Honorable Order of Kentucky
Colonels
Rhonda and Bryan Johnson
Flynn Brothers Contracting, Inc.
Kelley Construction
Jill Force and Patrick Mattingly
Ross Davison
KPAK Foundation
Fiddlehead Fund
Ina B. Bond Ashbourne Charitable Fund
$5,000 - $9,999
 Trilogy Health Services LLC
James B. Thompson
Pam and Brook Smith
Sam Swope Family Foundation
Juliet and Frank Peabody III
Fifth Third Bank
Farm Credit Mid America
Terry and Hiram Ely
Elizabeth C. Thomas Fund - Maryann C.
EdjAnalytics
Dean Dorton
Sarah Daley
Dahlem Realty Co.
Crawford Charitable Fund
Debbie and Danny Coyle
Carol and Robert Carnighan
C.E. and S. Foundation, Inc.
Dr. Lois Burns and Cmdr. Roscoe Burns
$400,000 to support The Parklands
After dinner, many guests continued
the night in the Hockensmith
Park for Field & Fork presented
by The Voice-Tribune!
Drs. Lisa and Daniel Jones
Dawn A. Jenks
Jessica Brown and Richard Hendon
Alfredo and Suleal and Robert
Kaufman
David and Debra Grant
Elizabeth C. Thomas Fund - Margaret C.
Foreman
BRITISH/BRANDS MANUFACTURING & SUPPLY
Breaux Architecture
Norma and Steven Cline
Christina Brown
Susumu Aoki
Northeastern Mutual
Paul Ogilvie Foundation, Inc.
$1,000 - $4,999
Rhonda and Bryan Johnson
Stephanie and Dr. James B. Thompson
Ellie and John Ackerson
Kentucky Derby Co.
Staci and Jess Ackerson
Maria Aragon
$215,000 from our generous guests!
The Voice-Tribune!
Fifth Third Bank
Farm Credit Mid America
Terry and Hiram Ely
Elizabeth C. Thomas Fund - Maryann C.
EdjAnalytics
Dean Dorton
Sarah Daley
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$400,000 to support The Parklands
After dinner, many guests continued
the night in the Hockensmith
Park for Field & Fork presented
by The Voice-Tribune!
Drs. Lisa and Daniel Jones
Dawn A. Jenks
Jessica Brown and Richard Hendon
Alfredo and Suleal and Robert
Kaufman
David and Debra Grant
Elizabeth C. Thomas Fund - Margaret C.
Foreman
BRITISH/BRANDS MANUFACTURING & SUPPLY
Breaux Architecture
Norma and Steven Cline
Christina Brown
Susumu Aoki
Northeastern Mutual
Paul Ogilvie Foundation, Inc.
$1,000 - $4,999
Rhonda and Bryan Johnson
Stephanie and Dr. James B. Thompson
Ellie and John Ackerson
Kentucky Derby Co.
Staci and Jess Ackerson
Maria Aragon
$215,000 from our generous guests!
The Voice-Tribune!
Fifth Third Bank
Farm Credit Mid America
Terry and Hiram Ely
Elizabeth C. Thomas Fund - Maryann C.
EdjAnalytics
Dean Dorton
Sarah Daley
Dahlem Realty Co.
Crawford Charitable Fund
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2018 BY THE NUMBERS
$2,302,176 in donations to The Parklands Fund
16,555 Outdoor Classroom participants
4,000 trees/shrubs planted
2,602 Memberships
431 volunteers
5,500,000 visits since January 1, 2017

THANK YOU.

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.