



FLAT ROCK PARK &
RECREATION FOUNDATION

2023-2024

Annual Report

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Who We Are

The Flat Rock Village Council created the Flat Rock Park and Recreation Foundation, Inc., and incorporated it as a 501(c)(3) nonprofit organization in 2013.

Our Vision & Mission

VISION

The Flat Rock Park and Recreation Foundation Inc. is dedicated to ensuring that The Park at Flat Rock endures for generations.

MISSION

The Flat Rock Park and Recreation Foundation Inc.'s mission is to provide resources for sustainability, enhancements, and educational programming for The Park at Flat Rock and in the community it serves.

BOARD

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LETTER FROM OUR FOUNDATION PRESIDENT:

Dear Friends and Supporters of The Park at Flat Rock,

As we reflect on the 2023-2024 financial year, I am filled with gratitude for the generosity and commitment of our community. This has been a year of incredible progress, none more significant than the success of the Dye Creek Restoration Project. Thanks to the unwavering support of our donors, we raised more than \$300,000 in specific support of that Project —without relying on a single tax dollar. Additionally, The Park Foundation secured three grants totaling more than \$240,000 – also for Dye Creek. These achievements speak volumes about the power of our community and the shared vision we have for protecting and enhancing this cherished space.

The Park at Flat Rock thrives because of you—our donors, volunteers, and advocates. Your belief in our mission ensures that The Park remains a nature-focused sanctuary for conservation and recreation for generations to come. As we look ahead, we remain committed to environmental stewardship, sustainability, and continued growth.

Thank you for being such an integral part of this journey. Together, we are making a lasting impact.

With gratitude,

Sharon R. Nunnelee
President, Board of Directors Flat Rock Park Foundation

What We Achieved

The Park’s Impact in Numbers

487,580 Park Visits	Over 487,580 visitors passed through our park gates this year, a testament to the growing community's connection to the space we cherish. This estimate comes from 195,032 cars with an average of 2.5 people per car.
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Pardee in the Park: Free Yoga program celebrated it's fourth year with 56 free yoga classes. Classes were taught by YAM: Yoga and Massage Hendersonville and coordinated through the Foundation with 1,680 participants (an average of 30 each class). Nature Programming, coordinated through our Park Director, had 14 free educational walk-and-talks that highlighted the Park's birds, bees, and trees. An Arbor Day Celebration and a Pollinator Day rounded out our event & program offerings.

72

**free wellness and
nature education
programs**

682

Volunteer Hours

The Park's dedicated volunteers—Trail Rovers, Pollinator Garden master gardeners, beekeepers, program leaders, and bluebird house caretakers—give countless hours to enhance the park's beauty, proving that their passion is key to keeping our space thriving.

Our Impact in Words



**Partner/Host Park, Muddy
Sneakers**

"Our Muddy Sneakers Program brought more than 413 students during 8 field trips to The Park at Flat Rock. We love working with this Park as one of our outdoor classrooms."



Pardee in The Park & YAM
- Yoga and Massage
Hendersonville

"The Park hosted 34 weeks of free yoga classes; 2x a week on Thursdays and Saturdays. Each session averaged 20-30 attendees. It's one of our most successful programs."

Our Financials - 7/1/23 to 6/30/24

\$300K

**in support of the
Dye Creek Project**

The Foundation kicked off fundraising for The Dye Creek Restoration Project in late June of 2023 and spent a full year writing grants and reaching out to individual donors in order to help fund the much needed creek restoration. This effort aligned with the Park's broader mission to create a sustainable, ecologically rich environment while offering the community a beautiful and functional public space. By reconnecting the creek to its natural floodplain, the project helped manage stormwater more effectively, reducing downstream flooding and improving resilience to heavy rains.

The Park Foundation led the charge in grant writing, confirmation, and communication to fund the Dye Creek Project. Grants were secured through the Department of, Community Foundation of Henderson County (Rudnick Grant), and NC DEQ, Division of Water Resources.

\$220K

Raised in Grants

600+

Donors

We received over 600 individual donations, with a retention rate of 55%. This strong donor retention is not only a testament to the meaningful impact of the Foundation's work, but also a critical factor in ensuring the continued success and sustainability of The Park. Donor support is the foundation of everything we do.

What We Envision

In 2025, we will celebrate the 10th anniversary of *The Park at Flat Rock*—a milestone that reflects a decade of growth, stewardship, and community connection. Our vision for the future remains rooted in sustainability, accessibility, and the continued enhancement of this treasured natural space. In the coming fiscal year, we will focus on improving trails to ensure they remain safe and welcoming for all visitors, expanding efforts to protect and restore native habitats, and advancing sustainable practices that safeguard The Park for generations to come.

Through the support of our community of donors and Park-users, we will continue to shape *The Park at Flat Rock* as a place of beauty, reflection, and recreation.



Contact Us

FLAT ROCK PARK & RECREATION FOUNDATION

Staff Contact: Tracey Daniels, Development Director (CNP, MILE)

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Office Phone: 828-697-8100

Website: www.flatrockparkfoundation.org

For further information, please reach out to us at tracey@villageofflatrock.org

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