

ANNUAL REPORT



bonnet
Springs
PARK™

2023





MISSION

The mission of Bonnet Springs Park is to enrich our community through nature, culture, recreation, and education. Our Park serves to unify the city's diverse population, by providing engaging and diverse opportunities in education and recreation to residents and visitors.

VISION

Great parks complement the personality of a city, and serve to unify its diverse populations, offering public spaces that serve the needs of many. Bonnet Springs Park is a place within walking distance to our city's urban core where art, recreation, fun, and tranquility intersect by design. This blended urban/natural park provides spaces to escape, engage, and explore with one another and with nature while experiencing and learning about the extraordinary history of Central Florida.

The uniqueness of this location enables a needed connection from downtown to the northwest quadrant of Lakeland, while promoting the economic development and expansion of the downtown area. Even more, Lakeland's strategic position between Tampa and Orlando on the I-4 corridor makes Bonnet Springs Park accessible to many guests.

Visit us at Florida's Best
Free Natural Attraction!



A NOTE FROM OUR CEO



Bonnet Springs Park celebrated its first full year of operations in 2023, and what a year it was! To commemorate this special event, we hosted our First Birthday Bash and welcomed over 17,000 visitors, 12 performers, 27 vendors, and had various educational and recreational activities. I was heartened to see the many families and guests experiencing the joy of being in nature and enjoying togetherness. It is apparent that Bonnet Springs Park has become an important and iconic community asset that is drawing visitors from all over the state and beyond.

In addition to our First Birthday Bash, we hosted over 100 additional programs that were free and open to the community. Our various cultural, educational, wellness, and recreational programs were highly attended, showcasing the need for this space and these activities. With everything from Movies on the Lawn and Stargazing at the Rooftop to STEM in the Park and a Social Skate, there was something for everyone. Our dedicated team members enjoy serving our community and look forward to many more successful programs in 2024.

The amount of use on the park equipment that comes with over one million visitors in a year, and acres of grounds to maintain, keeps our Operations teams busy. Thanks to financial support from our generous Board and donors, we were able to update and maintain certain

features in the Park that can better sustain the Florida summers and daily visitors. Park features that were updated in 2023 range from securing the mountain slides for enhanced and more creative play, to creating a safer walkway over the Event Center water feature and revitalizing the springhead to ensure a freer flowing spring system. We are immensely grateful for our hardworking Operations teams who continue to ensure the safety of park guests and the beautification of all park spaces.

The success of the 2023 year is thanks to our incredible donors, sponsors, partners, community leaders, staff, and visitors. None of this would be possible without the unwavering support we have received from the community. We continue to raise funds towards the Carol Jenkins Barnett Endowment Fund to ensure the long-term sustainability of Bonnet Springs Park and we hope you will join us and continue advocating and supporting. We are grateful to be in such a wonderful community and we look forward to a tremendous 2024!

**JOSH
HENDERSON**
CEO

SIGNATURE EVENTS



Bonnet Springs Park hosted the inaugural Full STEAM Ahead Spring Break Festival from March 13th to 17th, 2023. **Over 30,000** guests attended the event in the five-day period. Each day vendors provided interactive and engaging stations that highlighted each topic of STEAM- Science, Technology, Engineering, Arts, and Math. With 38 different activities to choose from, participants experienced new and exciting activities all week long!



More than **17,000** guests attended the Park's first birthday! This event activated the entire Park, closing out with a fireworks display that many have shared was the best they've ever seen!



On Saturday, March 25, 2023, Bonnet Springs Park hosted its first 5K in partnership with the Lakeland Runners Club! More than 600 racers participated and experienced the beauty of towering oak trees and rolling terrain while fundraising for the Park! The race sold out over a month ahead of the event and raised \$17,040.52 for the Carol Jenkins Barnett Endowment, to be matched 2:1.



This event highlighted various cultures within the Hispanic community and supported local artisans and businesses. Met with enthusiastic support from the Hispanic community, this heritage celebration will return to the Park, reimagined, this fall.

Included an attendance of more than **9,000**!



Brought in nearly 1,000 guests for more than a dozen wellness programs throughout the year, ranging from Sound Bath Meditations to Ruck Marching.



Once a quarter, BSP partnered with Sidewalk Science Center for Stargazing at the Rooftop. This series brought in hundreds of guests and will continue at the Park. Sidewalk Science Center is a crowd favorite for several events.



Movie on the Lawn brings in a crowd each time! With around 8 movies hosted thus far, guests enjoy coming to the Park to watch a movie, play lawn games, interact with strolling performers and more.



Each first Saturday of the month, over 100 cars meet up in front of the Florida Children's Museum. A variety of cars show up from muscle to classic. This event provides a great meet up space for the car loving community.



Light Up BSP



In addition to weeknight fun, Light Up included eight uniquely themed weekend events that featured an exciting roster of performers, activities, and community partnerships. Highlights included our Holiday Honkytonk, Elves Night Off, and Glow In the Park!

63,000 guests attended this event!

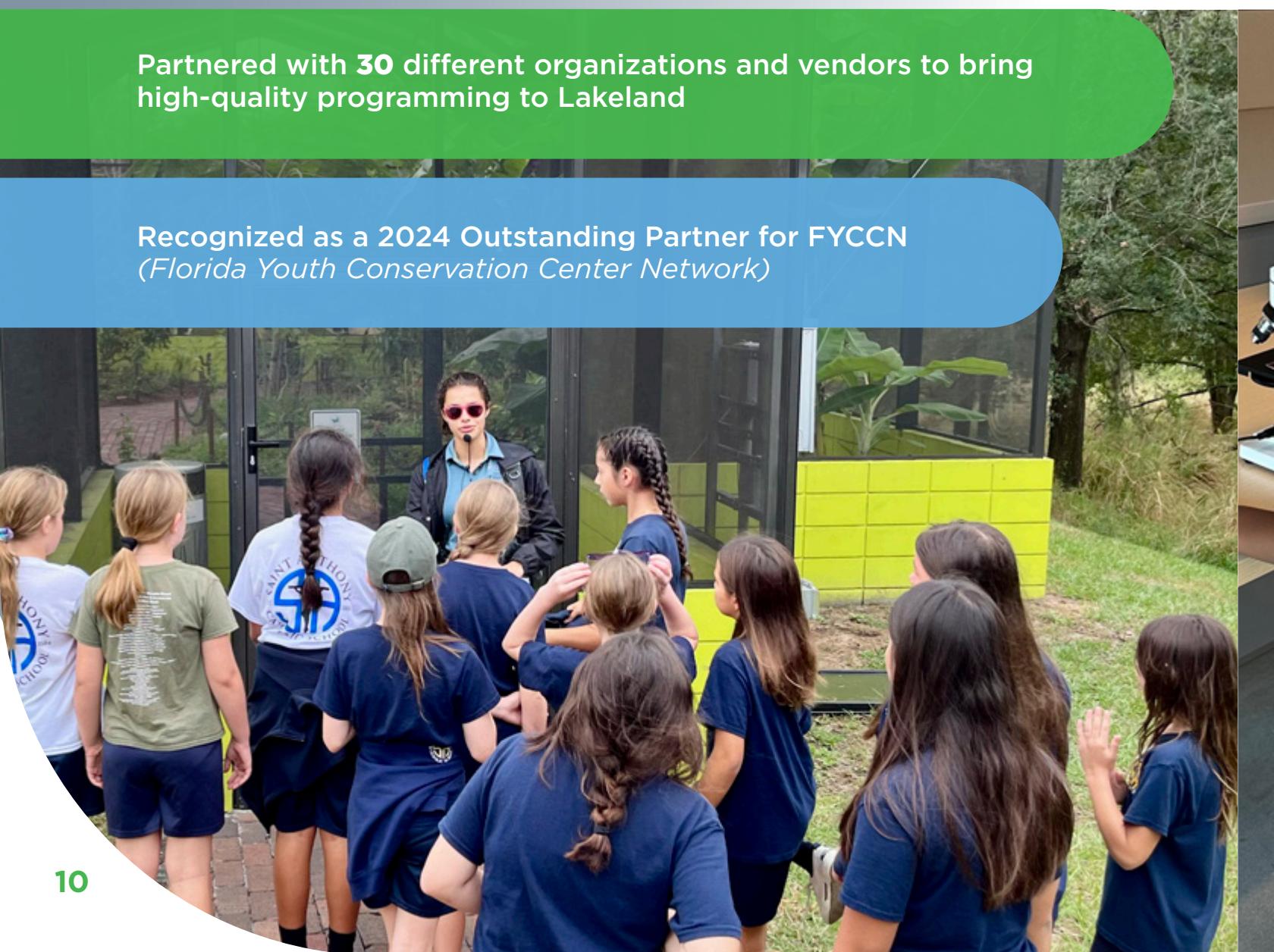
EDUCATION

Hosted **73** field trips!

Served over **28,000** students and **16,000** adults through family educational programming

Partnered with **30** different organizations and vendors to bring high-quality programming to Lakeland

Recognized as a 2024 Outstanding Partner for FYCCN (Florida Youth Conservation Center Network)



STAFF

104

EMPLOYEES BY END
OF THE YEAR

JOB FAIRS

2
with Career
Source Polk

2
with Florida
Southern College

STAFF COMPLETED FITNESS CHALLENGES

Spring into Fitness

14,036,838
Million Steps

51
Participants Total

Fall Back into Fitness

12,677,964
Million Steps

56
Participants Total

6 SAFETY TRAININGS

- Personal Protective Equipment
- Ladder Safety
- Golf Cart/Tram Safety
- Heat Safety
- Active Shooter
- First Aid
- Incident/WC Reporting
- Fire Safety
- Bloodborne Pathogen



BSP
BOARD

John Attaway
Barney Barnett
Nicholas Barnett
Wesley Barnett
Marcy Benton
David Bunch
Jean Bunch
Jeff Cox
Kimberly Elmhorst
Jack Harrell, Jr.
Josh Henderson
Donna Henricks
Justin Hollis
Kathleen Munson
Sara Roberts McCarley
Tim Rice
Martha Santiago
Bill Tinsley
Martha Tinsley
Bill Vass

Welcome to
our new board
member!



**Martha
Santiago**

VOLUNTEERS

"In 2023, we experienced a lot of growth and positive change in our Volunteer Program. The number of both individual and group volunteers grew into the hundreds, and the number of guests served by volunteers into the thousands. We were thrilled to open our volunteer opportunities to high school students for community service hours. Also, we launched our outreach program near the end of the year, allowing volunteers to interact with guests in the local community and educate them on all BSP has to offer. I am grateful to have such a great group of volunteers helping fulfill the vision of the Park and cannot wait to see what the future holds!"

VOLUNTEER MANAGER | KAITLIN WILSON

269

Individual
Volunteers

252

Group
Volunteers

521

Total
Volunteers

4,556

Number
of Hours

"I cannot think of anything a person could do in life that is as fulfilling and rewarding as volunteering. Volunteering at a place that you love is a double blessing. Being a part of the volunteer program at Bonnet Springs Park allows me to pick and choose how I want to interact with guests, park staff, and the Park itself. I would say that my favorite part of being a volunteer is after my shift, wandering through the Park with my volunteer shirt, watching kids play, answering guests' questions, and especially listening to all the great things the guests have to say about BSP."

VOLUNTEER | ANDREW RYBINSKI



SUPPORT FOR BONNET SPRINGS PARK



Generous funding from these partners allows us to fulfill the mission of Bonnet Springs Park by providing visitors with an opportunity to escape the ordinary and experience the extraordinary. The vision that this privately-funded public Park will remain a free destination for visitors for years to come is made possible by the community's support. The Carol Jenkins Barnett Endowment Fund exists to ensure that every child, family, student, grandparent, visitor, and more, can continue to enjoy this transformational community asset in the heart of Central Florida for generations to come.

CJB Endowment Matching Program

2:1 Match by the Board of Directors

Every \$1 contributed gets matched by \$2, allowing every gift to have an even greater impact.

Contributed to Endowment

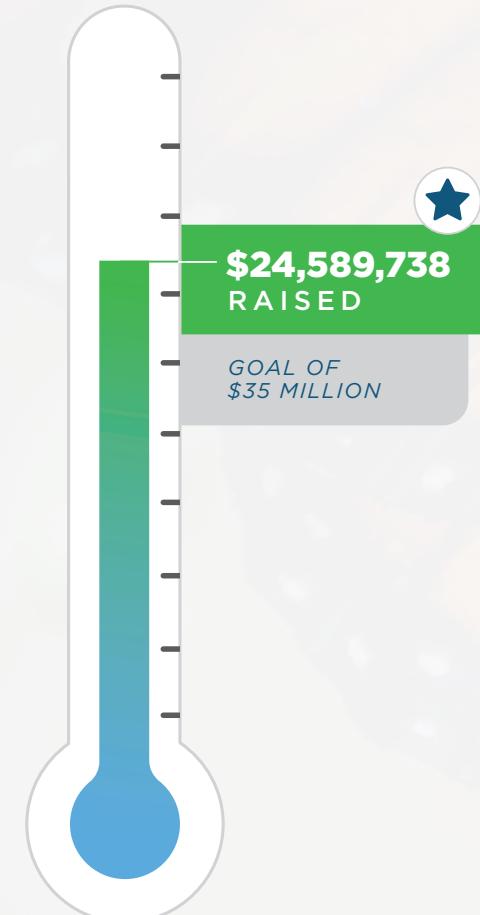
from Friends of BSP

\$55,701

Round Up Total

Our round up program gives the opportunity for visitors to round up their purchase to the nearest dollar at any one of our facilities. This program also supports the Carol Jenkins Barnett Endowment Fund, and every single cent is matched 2:1.

**Round Up Total for 2023
\$22,180.05**



CAROL JENKINS BARNETT ENDOWMENT DONORS

GRANDFATHER OAK

The Barnett Family
Ann and Ward Edwards*
The Jack and Tina Harrell Family
The Ronnie and Terry Hedrick Family Foundation
Sharon A. Miller
The Ruthven Family
The John Watkins Family

QUEEN PALM

AgAmerica
Boar's Head Brand
The Risener Family

MAGNOLIA

Anonymous
Joanne and Ralph Allen
Blue Steel Development
Barbara O. Hart and Family*
City of Lakeland
The George Jenkins Foundation
Donna and Bret Henricks
Kate and Ford Heacock
The Hollis Family
Dorothy and Charlie Jenkins
Rupal and Piyush Patel
Tina and Pranay Patel
The David and Peggy Roberts Family
Watson Clinic LLP

CYPRESS

Olga and John Alvarez
Jean and David Bunch
Kim and Kurt Elmhorst
Linda and Bob English
Austin and Courtney Jones
Steven T. Moore
The Lunz Group
Tracy Shirah Peyton
Buddy and Dama Register Family
Citizens Bank & Trust

CITRUS

Payton and Keith Albritton
Bank of Central Florida
Marcy and Steve Benton
The Catherine and Iam Bhisitkul Family
Judy and Harry Bopp
Marie and Terry Borglund
Harriett and Dean Boring
Danielle Drummond and Jeff Lenderman
First United Methodist Church
Fourshore Capital
Frank and Patti Foster
Scott Friedman
Meghan and Edward J. Garcia
Adriana and Jim Hall
Hillcrest Partners Limited Partnership
Ann and Keith Hilliard
Rachel and Justin Hollis
Hudson Family
Christina and Eric Jackson
Tom Joyner
The Luffman Family
Marcobay Construction
Janice H. Martin
Deb and Dave Misch
Ann and Steve Moore
Kathleen and Peter Munson
Lynn and Paul Noris
Jane and Mark Phillips
Peterson & Myers, P.A.
David and Janice Ramos Family
Jo Ann and John Rice
Linda and Tim Rice
Jennifer and Dwight Royal
Sasaki & Associates, Inc.
Christine Sikes
Martha and Bill Tinsley
The Trohn Family
The Tye Family
The Max and Maxine Uzelatz Family

*Fund Within GiveWell Community Foundation

SOCIAL MEDIA ANALYTICS

JANUARY 1 - DECEMBER 31, 2023

FACEBOOK

12,350
New Followers

2,563,072
Accounts Reached

403,670
Page Visits

INSTAGRAM

4,940
New Followers

134,000
Accounts Reached

73,201
Page Visits

WEBSITE TRAFFIC

350,414 Users

517,482 Sessions

1,013,495 Page Views

47 Engagement Rate





bonnet springs

PARK TM

escape. engage. explore.