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21st Century Parks Names Parks Director

Louisville, Ky.—21st Century Parks, the private, nonprofit corporation leading the creation and management of a new, 4,000-acre public parks system along the Floyds Fork watershed, has hired Scott D. Martin as parks director.

With 14 years public park experience, Martin comes to Louisville from Franklin County, Va., where he has led the operations of the public park and recreational waterway system for nearly a decade. Franklin County is south of Roanoke and is western Virginia's fastest-growing community.

Since 2003, he served as the county's director of commerce and leisure services, overseeing the parks and recreation, economic development and tourism departments for the county. He previously served as Franklin County Parks and Recreation Director from 2001 to 2003.

Martin will be tasked with the creation of an operations and management plan for the new parks system 21st Century Parks is creating in eastern and southeastern Louisville. Construction could begin as soon as next summer.

"Scott is going to be an important addition to our team," said Dan Jones, president and CEO of 21st Century Parks. "He brings outstanding experience in managing world-class parks with both land-based and water-based recreation amenities, as well as a unique understanding of how parks are key players in a community's growth and economic development."

Prior to his work in Virginia, Martin spent six years with the Boise Parks and Recreation department in Boise, Idaho.

"The Floyds Fork Greenway project is the most exciting local parks initiative in the nation," said Martin. "While communities are shrinking their ambitions, 21st Century Parks and its partners are moving forward to dynamically improve Louisville's quality of life for the next century. Joining this team and the community to help realize this vision is the opportunity of a lifetime."

Martin earned a bachelor's degree in political science and a Master of Public Administration in Natural Resource Policy from Boise State University. In 2005, he was named to the Virginia Business Journal's list of "20 Under 40 Emerging Leaders in Western Virginia." Martin and his wife, Jennifer will be relocating to Louisville. Jennifer currently serves as the Geographic Information System Director for Franklin County.

About 21st Century Parks

Founded in Louisville in 2004, 21st Century Parks is a private, nonprofit corporation leading the creation and management of The Fork – a new, 4,000-acre public parks system along the Floyds Fork watershed in eastern and southeastern Louisville. The new parks system is one of the largest and most ambitious metropolitan park projects in the nation.

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