ANNUAL REPORT 2017

TAKE PRIDE GIVE PROMISE

PIEDMONT
PARK
CONSERVANCY

ABOUT THE CONSERVANCY

Founded in 1989, the Piedmont Park Conservancy is a member and donor-funded nonprofit organization working with the City of Atlanta to enhance and preserve Piedmont Park as a vital, urban green space and as a cultural and recreational resource that enriches the quality of life for all Atlantans.

The Conservancy not only protects the historic Park, but also aims to provide an enjoyable and unique experience only found at Piedmont Park. The nonprofit supports and delivers a wide range of programs including youth environmental education, fitness programs, a Green Market, cultural performances and free Park tours as well as Park-wide recycling and rainwater collection initiatives.

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LETTER FROM THE PRESIDENT/ CEO AND BOARD CHAIR

Thank you for your interest in the Piedmont Park Conservancy. We feel honored to represent this fine organization that is committed to improving the Park and serving the millions of people who visit here.

There is something very special about parks and the way people feel about themselves and others when they visit them. Parks and green space make people feel comfortable and free around one another, with a shared appreciation of nature. People are more willing to engage with other people in parks. The more welcoming the park, the more welcome people feel in them.

Piedmont Park is Atlanta's most visited and beloved park, and the Conservancy's mission is to make it the best, most welcoming park it can possibly be. Come to the Park at any time and you will see people interacting; be it at the Green Market, pool, playgrounds and even dogs socializing at the dog parks! And you'll find people enjoying the quiet and solitude of Piedmont Park even though there are many people sharing this beautiful space with them.

Piedmont Park Conservancy was founded nearly 30 years ago by individuals who understood the importance of parks to the human spirit and wanted to restore this grand old park to its fullest potential. We've accomplished much with the help of the Atlanta community, the City of Atlanta, our members and board members, staff and all our corporate and individual donors. We thank each of you for your support. We hope you will come and visit often and be the better for it.

Mark Banta
President & CEO

B. Mitchell King
Board Chair

OVER
4 Million
VISITORS A YEAR

OVER **50%**
COME TO PIEDMONT PARK
TO SEE THE PARK,
PARTICIPATE IN FITNESS,
OR TO RELAX

92,368
TOTAL RESERVED PLAY ATTENDANCE
ACTIVE OVAL INFO

46,529
TOTAL POOL ATTENDANCE

"I AM PROUD OF
PIEDMONT PARK
BECAUSE IT IS MY
HAPPY
PLACE"

SYLVIA'S STORY

Leaning forward and lacing her shoes, Sylvia Russell takes in the beauty and serenity of Piedmont Park. At the Active Oval, her feet hit the gravel as she begins her run.

Ever since she was diagnosed with breast cancer, Sylvia has been faced with a choice: take medications or do high intensity workouts to tackle the increased chance of osteoporosis. "I don't even feel like I am exercising," Russell says, explaining her reason for choosing Piedmont Park. "Whatever problem I am facing or stress I'm feeling when I enter the park, by the time I leave, the load seems lighter – that's why I call Piedmont Park my happy place."

Thanks to the work of the Piedmont Park Conservancy, Sylvia and others have access to a beautiful, clean and safe 200 plus acre park. The nonprofit annually raises and invests $3 million to enhance this historic green space. Many do not realize that the Conservancy relies heavily on philanthropic donations as it does not receive direct funding from permitted events or festivals.

"To remain beautiful, the park needs help," Russell says. "It depends on the contributions of the community. It feels free because you don't have to pay to get in here, but it's costly to run a park. And it's worth it. It's an investment for Midtown and Atlanta."

PIEDMONT
PARK
CONSERVANCY

"I AM PROUD OF **PIEDMONT PARK** BECAUSE IT IS **LOVED** BY ALL ATLANTANS"

SEVEN MEN. 200 ACRES.

In the early morning, seven men with "Piedmont Park Conservancy" imprinted on their chest set out on golf carts, trucks and mowers to tackle the needs of beautiful Piedmont Park. Each man starts the day on his own mission. Some will pick up rakes and blowers. Others will count out screws and wires. A few will check systems and computers, hoping no new surprises popped up overnight. If you walk the Park's winding paths, you might spot Landscaper **John Frazier** pruning and budding flowers. In various nooks and crannies, you might see **Todd Williard**; the go-to man for detailed projects, broken machines and handy work that the average person looks at with a blank stare.

If you run into Landscaper **Stanley Lofton**, you'll be met with a smile and often a wave. "Working in Piedmont Park has "a sense of freedom. I'm from Atlanta and Piedmont Park is the crown jewel of the city," says Stanley. "I'm part of Piedmont Park and Piedmont Park is part of me." You'll usually find Maintenance Engineer **Michael Paul** surrounded by an immense amount of tools and measuring tape. Michael performs multiple roles from technical projects to IT tasks. "It makes me proud because when people stop, ask me questions and say that they enjoy the Park," Michael says. "I know how much work goes into it. I get the opportunity to interact with the public which opens the door to talk about the Conservancy."

Hop over to the Active Oval to see Landscaper **Alan Wise**, meticulously managing the sport fields. Alan works hard to care for the fields which attract over tens of thousands of reserved players each year. Toting buckets, cleaning supplies and a friendly spirit, Landscaper **Lorenzo Marshall** is charged with taking care of all of the bathrooms in Piedmont Park. With an increased Park visitation, this job gets harder and harder every day.

Lastly, **Mark Nelson** can be seen driving by checking on various projects or sitting in a Park strategy meeting. As the Director of Operations, Mark impressively manages the team and the countless projects that pop up all over Piedmont Park, determining which projects are delegated to the Conservancy or the City of Atlanta.

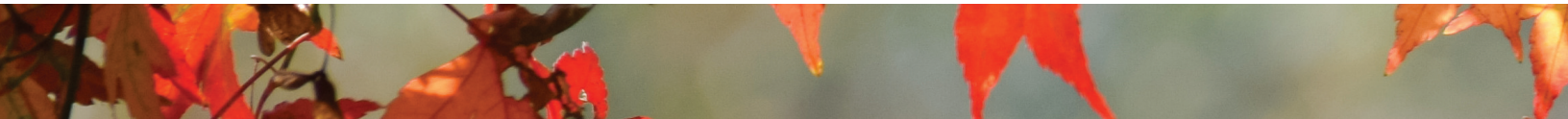
Standing from any Piedmont Park gate looking in, anywhere your eyes can see is likely to be impacted by the Conservancy's operations staff. Whether you love to visit the Dog Parks or playgrounds, shop at the Green Market, attend camp, splash in the Legacy Fountain, or jog around the running track, you can see the efforts of this hardworking team.

COMMUNITY INVOLVEMENT

Volunteers are vital to the success of Piedmont Park and the Conservancy. In 2017 alone, 3,487 volunteers contributed over 9,500 hours of their time in helping with ongoing restoration and preservation efforts, leading historic park tours and supporting the Conservancy's many programs and events. As estimated by The Points of Light and Committee Encouraging Corporate Philanthropy's Valuation Guide, this equates to **$232,914** in savings for the Conservancy!

"Piedmont Park is my favorite park in Georgia, so the inspiration to volunteer came easily. Volunteerism and humanitarianism impact my life profoundly because they help me to fulfill one of my purposes in life, which is to serve others in a meaningful way in order to gain compassion, wisdom, humility and altruism. Plus, making a difference in the city where I was born feels rewarding to me."

-Miguel Clark, Community Volunteer



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DRINKING WATER FOUNTAINS
IMPROVED AND REPAIRED
THANKS TO WATERFALL FOUNDATION

PIEDMONT

AVENUE IMPROVEMENTS
MADE POSSIBLE BY THE KENDEDA FUND
AND GEORGIA POWER

3,487

VOLUNTEERS STRONG

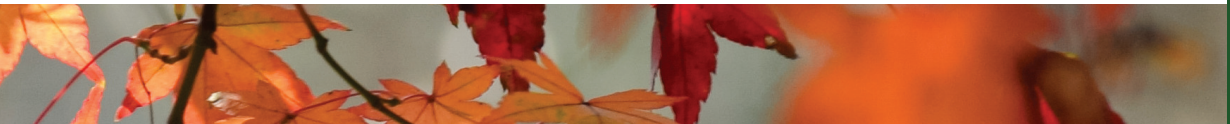
3,975

YOUTH SERVED TRHOUGH
OUR 2017 PROGRAMS

ENVIRONMENTAL EDUCATION

The Conservancy's education programs provide opportunities for children from all over the region to discover the wonders of nature and be instilled with the passion for green space. Right in the heart of Atlanta, we offered fun and hands-on experiences to 3,975 youth through our EnviroVentures Summer Camp, Counselor-in-Training program, and field trips. We were also delighted to become a site for Girl and Boy Scouts to earn merit badges in the areas of Naturalist, Outdoors, Animals, and Science & Technology.

This year, the Field Trip program hosted 55 schools - **a 62% increase from 2016!** To continue to meet this demand, the Conservancy hired an additional part time education coordinator to continue to grow this and other youth programs.



PIEDMONT PARK CONSERVANCY

"I AM PROUD OF
PIEDMONT PARK
BECAUSE IT IS
EVERY ATLANTAN'S
BACKYARD"

SPECIAL EVENTS

Piedmont Park is always filled with fun events including several hosted by the Conservancy. Dogs enjoyed Splish Splash Doggie Bash and the Doggie Dash. Park passionate people raised critical funds at the Party for Piedmont Park and the Landmark Luncheon. Thousands of Atlantans enjoyed unique outdoor events such as the Performances on the Promenade, the Run Away Bride 5K and Free Yoga on the Promenade.

GREEN MARKET

Voted one of the top five farmers markets by *Access Atlanta*, Green Market provides shoppers with direct access to local farmers and small businesses. In 2017, our 55 vendors served approximately 147,000 community shoppers. In addition to the amazing food selection, there was something for everyone at this year's market. The 2017 season hosted a wide variety of musical guests from blues, jazz, folk and youth quartets; kid's activity area; and healthy choice culinary demonstrations featuring market produce, meats and dairy products. Community collaborations also enhanced the market such as the presence of the Fulton County Library, MARTA transportation surveyors, and the Fulton Fresh Kids Cooking Contest.

A special thank you goes to **Kaiser Permanente** for their continuous support of Piedmont Park Conservancy's Green Market.

FACILITY RENTALS

Beautiful and historic Piedmont Park continues to be a premier venue for a wide variety of events and productions. The Conservancy hosted 208 private events, and 25 productions were filmed by companies representing Marvel, American Idol, BET, Netflix and 20th Century Fox. We also entered an exciting new market by hosting marketing activations for companies like Yogi Bear's Jellystone Park Resorts, Plastics Make it Possible Exhibit and the Coca-Cola/ FIFA World Cup Trophy Tour Test Run.

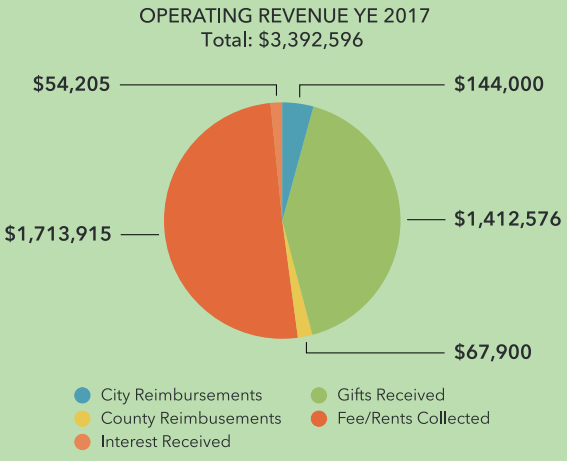
PIEDMONT PARK CONSERVANCY, INC.
STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2017 AND 2016

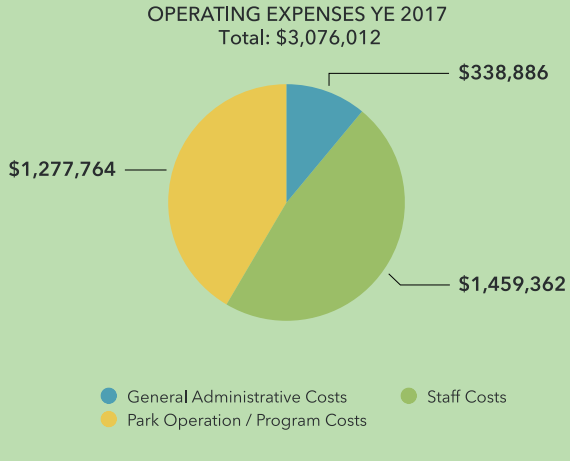
ASSETS

	2017	2016
CURRENT ASSETS		
Cash and cash equivalents	$ 1,432,381	$ 1,127,939
Pledges receivable	135,500	220,583
Accounts receivable	11,645	-
Prepaid expenses	30,915	36,343
Other current assets	30,967	24,716
Total current assets	1,641,408	1,409,581
PROPERTY AND EQUIPMENT		
Land, building and improvements	4,420,383	4,420,383
Furniture, fixtures and equipment	601,116	611,906
Total	5,021,499	5,032,289
Less accumulated depreciation	1,799,637	1,675,999
Total property and equipment	3,221,862	3,356,290
Total assets	$ 4,863,270	$ 4,765,871

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts payable	$ 46,334	$ 94,281
Capital lease obligations	-	4,927
Deferred revenue	228,450	270,148
Total current liabilities	274,784	369,356
NET ASSETS		
Unrestricted		
Undesignated	3,628,466	3,074,812
Designated by Board as operating and maintenance reserve	200,000	-
Total unrestricted	3,828,466	3,074,812
Temporarily restricted	760,020	1,321,703
Total net assets	4,588,486	4,396,515
Total liabilities and net assets	$ 4,863,270	$ 4,765,871





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