

LET THE LOVE GROW

ANNUAL REPORT 2018

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 environmental camps, fitness programs, a Green Market, cultural performances and Park tours as well as Park-wide recycling and rainwater collection initiatives.

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LETTER FROM THE PRESIDENT /CEO AND BOARD CHAIR

An annual report is intended to not only provide an update on the financial status of an organization but to also convey the value an organization delivers to its community. The challenge with reports like this is how to adequately assess the value thousands of children have gleaned from their experiential learning through our Environmental Education programs, or the sheer joy of playing freely with other children on our playgrounds.

How do we quantify the health benefits millions of park visitors have gained by running, walking and relaxing in the park? What was the collective value to the more than 300,000 sports field users or families enjoying the Park's state-of-the art pool? How do we measure the inner, peaceful feeling we get when we walk through the shaded North Woods or the restorative power that



Mark Banta
President & CEO



the Park's beauty has on a person's soul? Obviously, these things cannot be quantified. These valued experiences were made possible through support, volunteerism and financial gifts to the Piedmont Park Conservancy. These experiences, and the Park, have become vital to our community.

This year, as we celebrate the Conservancy's 30th Anniversary, we reflect on all that has been accomplished. This anniversary reinforces our belief that it has been the investment of you and others with a shared vision that has made this great park all that it was meant to be. It will take each of us to continue to support this amazing cultural resource. We are enormously grateful for the trust bestowed upon us and will continue to keep the promise that was made to the community 30 years ago.



B. Mitchell King
Board Chair

OUR BACKYARD



Ellen Sacchi and her family have lived near Piedmont Park for 20 years. Coming from Washington, D.C., the Sacchi family was searching for a walkable area. Ellen grew up on a farm and has always been drawn to greenspace.

"We wanted a space where we could exercise and blow off steam. We wanted passive space where we can relax," says Ellen.

After joining the neighborhood, Ellen learned about the Conservancy but could still tell that there was a lot of room for improvement. That is when she decided to get involved. Twenty years later, Ellen is excited to see the progress of the Park. From landscape renovations and building restorations to the addition of youth programs and hosting unique special events, Ellen has watched the Park transform one step at a time. Today, her family finds it to be a safe place with lots of spaces for leisure.

Ellen says "our family has made a lot of memories in Piedmont Park. Our kids learned how to ride their bikes here. We think of the Park as our backyard."

Having been involved with the Conservancy for so long, when Ellen thinks about what has happened in the past 20 years, she gets even more excited about what is possible in the next two decades. "We really need your involvement, and it's important that we have that involvement for future generations. It's an amazing place, and it can be even better," says Ellen.

VOLUNTEER WORK

Operating a 200+ acre park takes a lot of hands and effort. Our volunteers are critical to ensuring the Park is clean, beautiful and safe. This past year, we relied on 3,487 volunteers contributing nearly 9,500 hours of their time to ongoing restoration and preservation efforts, leading historic park tours and supporting the Conservancy's many programs and events. Their hard work and support saved the Piedmont Park Conservancy **\$231,617**, according to the Independent Sector.

ADOPTED 3 MAJOR LAWNS

In January of 2018, the Piedmont Park Conservancy adopted the maintenance and care of the three major lawns of Piedmont Park: Oak Hill, the Meadow, and the Front Lawn. This new responsibility adds 40 more acres to our daily operations and allows for better preparation and remediation for the events and festivals. To support this effort, we hired Landscape Technician Derek Verno.

DEREK VERNO



**INSTALLED
AGILITY EQUIPMENT
IN THE DOG PARKS
THANKS TO ANSLEY PARK
TEEN RESIDENT
JASON STEINFELD**



PULL FOR PIEDMONT PARK

So many of Piedmont Park's most passionate fans are working and living in Atlanta, and many are working Monday through Friday during normal business hours. Last year, we introduced Pull for Piedmont Park: an evening series of volunteer clean ups designed for individuals and families with daytime obligations.

This casual volunteer series was a success, attracting hundreds of people last year! Attendees picked up trash or worked on special projects for 30 minutes to two hours, and after enjoyed cold beverages, snacks and networking with fellow volunteers. We look forward to hosting many more Pull for Piedmont Park events in the future.



ENVIROMENTAL EDUCATION

Children from all over the region have an opportunity to discover the wonders of nature and a passion for green space, thanks to the Conservancy's environmental education programs. In 2018 alone, our **EnviroVentures Summer Camp**, field trips and other educational opportunities provided fun, hands-on experiences to over 3,000 young learners. Approximately half of all field trips were for Title I schools. The camp program expanded their counselor-in-training program hosting 58 participants. We further broadened our reach with 46 scouts taking advantage of the educational opportunities we offer at Piedmont Park.



This year (2018) also marked the introduction of **Homeschool Day**, a customized educational program designed for homeschooled children. Based on the field trip concept, Homeschool Day allows for individual families to participate in outdoor exploration and learning while connecting with other homeschool households. The program was successful, serving dozens of children, and the Conservancy is offering a series of Homeschool Days throughout 2019.

708

CAMP CHILDREN
SERVED

2,296

STUDENTS ATTENDED
FIELD TRIPS

46

SCOUTS SERVED

LET THE LOVE GROW

2018 AT A GLANCE:

OVER
4 MILLION
VISITORS A
YEAR

352,544
TOTAL RESERVED
PLAY ATTENDANCE
ACTIVE OVAL INFO

46,719
TOTAL POOL
ATTENDANCE

GREEN MARKET

Serving Atlanta's community with fresh, clean and local food, the Green Market served **165,000 community shoppers with direct access to 57 local farmers and small businesses**. Visitors came each week to shop and listen to a wide variety of musical guests including blues, jazz, folk and youth quartets. In addition to Kaiser Permanente's chef demonstrations, Green Market also hosted over 30 chef demonstrations with Chef Alex Lampart and Dietician/Farmer Christi Hansen featuring market produce, meats and dairy.

Community guests who joined us to enhance the market experience include Fulton County Library, City of Atlanta 311, Best Friends Animal Rescue, Solarize Atlanta and CHaRM Atlanta. Green Market has something for everyone in the family, including an activity area where children can play with outdoor creative exercise toys. Sincere appreciation goes to **Kaiser Permanente** for their continuous support of the Conservancy's Green Market.



SPECIAL EVENTS

The Conservancy hosts dozens of events to create special Piedmont Park experiences for all ages. From our signature fundraisers such as the **Party for Piedmont Park** and **Landmark Luncheon** to our casual dog friendly events like Splish Splash Doggie Bash and the Piedmont Park Dog of the Year contest, there is something for everyone. The Conservancy also hosted Free Yoga on the Promenade sponsored by Sprouts Farmers Market, Performances on the Promenade supported by the Kendeda Fund, Piedmont Park Beer Garden presented by the Young Professionals for Piedmont Park, and member events such as the Dock Party and a Dive in Movie.



FACILITY RENTALS

Offering a beautiful and historical park setting placed among the cityscape of Atlanta, the Conservancy hosted 181 events and 10 films in 2018. Production companies filming in the Park include: Paramount feature films Instant Family and the sequel to Boomerang; 20th Century Fox's The Resident; NFL and CBS Super Bowl promotions; and OWN for new TV drama Ambitions. The Conservancy also hosted marketing events for Stella Artois – The Art of the Chalice, TH Productions – Jack Daniel's and Georgia Peach Fashion Week.



PIEDMONT PARK CONSERVANCY, INC.
STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2018 AND 2017

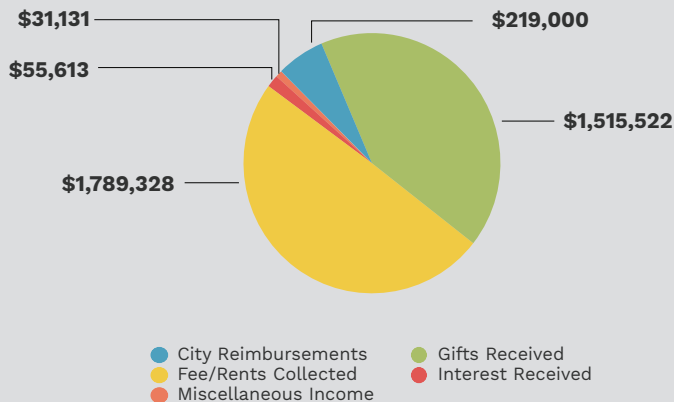
ASSETS

	2018	2017
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,791,249	\$ 1,432,381
Pledges receivable	105,450	135,500
Accounts receivable	9,599	11,645
Prepaid expenses	32,628	31,915
Other current assets	34,400	29,967
Total current assets	<u>1,973,326</u>	<u>1,641,408</u>
PROPERTY AND EQUIPMENT		
Land, building and improvements	4,427,019	4,420,383
Furniture, fixtures and equipment	596,652	601,116
Total	5,023,671	5,021,499
Less accumulated depreciation	<u>1,924,934</u>	<u>1,799,637</u>
Total property and equipment	<u>3,098,737</u>	<u>3,221,862</u>
Total assets	<u><u>\$ 5,072,063</u></u>	<u><u>\$ 4,863,270</u></u>

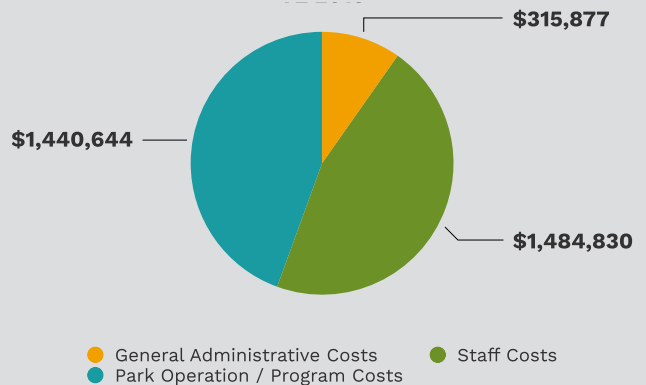
LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts payable	\$ 61,935	\$ 46,334
Deferred revenue	283,658	228,450
Total current liabilities	<u>345,593</u>	<u>274,784</u>
NET ASSETS		
Without donor restrictions		
Undesignated	3,546,270	3,628,466
Designated by Board as operating and maintenance reserve	400,000	200,000
Total without donor restrictions	3,946,270	3,828,466
With donor restrictions	780,200	760,020
Total net assets	<u>4,726,470</u>	<u>4,588,486</u>
Total liabilities and net assets	<u><u>\$ 5,072,063</u></u>	<u><u>\$ 4,863,270</u></u>

OPERATING REVENUE YE 2018
TOTAL: \$3,610,594



OPERATING EXPENSES YE 2018
TOTAL: \$3,241,351



<p>DONORS \$500+</p> <p>Anonymous Diane and Kent Alexander Allprovide Alston & Bird LLP The Ames Companies, Inc Paul H. Anderson, Jr. Ansley Animal Clinic, P.C. Susan and Ron Antinori Claire L. and H. Ross Arnold III The Arthur M. Blank Family Foundation ASD, Inc. 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The Development Office has made every effort to carefully compile and correctly list the information provided in the Annual Report. If your name has been omitted or listed improperly, please accept our sincere apologies. We ask that you notify the Development Office of any error so that we may correct our records: **404-875-7275, ext. 253** or **donations@epiedmontpark.org**.