



ANNUAL | 20 REPORT | 19



2019 CONSERVANCY

BOARD OF DIRECTORS

LAWRENCE ASHE PATRICK BALDWIN BILL BOLEN CHRISTINE BOUCHER JAMI BUCK-VANCE TANYA DAS LEE ECHOLS JAMIL FARSHCHI SHARON GAY JAMILA HALL MIKE HECHT ANTHONY HILLIARD HERMAN HOWARD **ROBERT HUGHES** STEVE HUTH ANDRE P. HYLTON JENNIFER IDE CHARLES J. JOHNSON RONNY JUST B. MITCHELL KING CRAIG KRONENBERGER ALLEGRA LAWRENCE-HARDY ANDY MACKE MANDY MAHONEY CHRIS MCDAID VIRGINIA MEANS TIMOTHY MONTZ HUSSAIN "MOOS" MOOSAJEE CARLOS PAGOAGA CLAUDIA PATTON ALLISON RATAJCZAK MAKARA RUMLEY SYLVIA RUSSELL

ELLEN SACCHI ABE SCHEAR DAWN SEVERT LAIN SHAKESPEARE ADRIANA VARELA ALEX WAN JOHN WEBSTER JOHN WILSON JONI WINSTON **ERIN YABROUDY**

EX-OFFICIO

MAYOR KEISHA LANCE BOTTOMS JOHN DARGLE, JR. FELICIA MOORE

EMERITUS

CURLEY DOSSMAN, JR. JAN HARRALSON JERRY HASSEBROEK JOHN IZARD, JR. JOHN JOHNSON DOROTHY YATES KIRKLEY **GUY MILLNER** WILLIAM PALMER MARK C. RUSCHE JANE SHIVERS **ESTHER STOKES** AARON WATSON



As a new decade begins, we look back on all that Piedmont Park Conservancy has accomplished in the last 10 years. The Conservancy expanded the Park by 53 acres and added over 1,000 trees. The Northwoods Expansion brought Clear Creek, Six Springs Wetlands and Storza Woods back to their original, pristine condition. The beautiful Promenade greenway and Legacy Fountain were created. Piedmont Commons, with its tree-lined path system and a free-play sports field, was built on reclaimed land.

Additionally, the Conservancy replaced an unsafe asphalt parking lot with Leaders Grove's bocce courts and green space. The Education Garden, Espalier Orchards, an apiary and two very popular dog parks were built. A new Boundless Playground replaced an old wooden structure providing children of all abilities with a place to play. We transformed the deteriorating swimming pool into a stunning state-of-the-art Aquatics Center and converted its dilapidated bathhouse into the beautiful event facility, Greystone. In addition to these capital projects, the Green Market continued to grow, and new educational programs and cultural events began.

Throughout all these changes and Piedmont Park's attraction of 4.3 million visitors each year, the Conservancy has stayed true to its original mission to lovingly preserve and enhance the Park. We are committed to ensuring Piedmont Park is the crown jewel of Atlanta's city parks by providing an experience that is safe, clean, green and filled with plenty of opportunities to relax and recreate in an environment conducive to friendship and well-being.

We thank all who contributed to this great success and invite you to join us in this new decade. Together, our park will continue to be the beating, green heart of our community.

Mark Banta
President & CEO

Chris McDaid 2020 Board Chair



OUR CONTACT INFORMATION

piedmontpark.org

© @PiedmontPark

F Piedmont Park ATL



HIGHLIGHTS



Cleared Overgrown Shrubs and **Invasive Species** by hosting goats as sustainable method



Hosted Lake Cleanups and Assisted in Water Testing

in partnership with Chattahoochee Riverkeeper





Launched Lap Swimming Program to expand pool



Offered High

Repaired Lake Clara Meer's Submersible Pumps with the City of Atlanta to supply water for the

Installed AED Devices and hosted CPR and AED staff training

Intensity Interval Training (HIIT) facilitated by Northside Orthopedic Institute's Athletic Training Staff





VOLUNTEER

IMPACT:

Number of Volunteers: 2,902

Number of Hours: 7,721

P

Saved Money: \$196,218

We are so grateful to the individuals and groups who volunteered their time to the beautification of Piedmont Park, removing invasive species, leading tours, and helping with programs and special events. The efforts of these amazing volunteers saved the Conservancy **\$196,218** according to the Independent Sector.

ENVIRONMENTAL

EDUCATION:

Number Served (Summer Camp)

968

Number Served (Homeschool Day) Number Served (Field Trips) 3,800

Number Served (Scouts):

51

Our Environmental Education programs saw continued growth across the board in 2019. We welcomed 968 kids to our EnviroVentures Summer Camp, nearly a 37% growth from 2018, and hosted 3,800 students for field trips, which is over 1,500 more students than last year! We saw an increase in popularity of our Homeschool Day, which brought in 144 students during the program's second year. 51 Scouts also took advantage of the educational opportunities offered throughout the year.





GREEN MARKET:

Number Served 187,000 community shoppers Number of Vendors: **58**

Average Weekly Attendance:

1,905

The Conservancy proudly commemorated 15 years of Green Market at Piedmont Park. The Green Market was first introduced on April 17, 2004 in partnership with the City of Atlanta. As a continuous supporter of the program, Kaiser Permanente has greatly contributed to the Green Market's success over the years. Since its debut, the program has influenced the diet and lifestyle of millions of visitors in the heart of Atlanta.

Since the beginning, the Green Market featured high quality, locally-grown produce, prepared goods, flowers, herbs and other specialty items. The program included chef demonstrations designed to showcase how fresh produce could be prepared at home and live music from local bands as entertainment. Today, the Green Market has added board-certified dietitians who guide guests on their path of health and nutrition while utilizing market produce.





SPECIAL

EVENTS:

Signature Events

- Landmark Luncheon
- Party for Piedmont Park
- Splish Splash Doggie Bash

Our Signature Events for 2019 included the Landmark Luncheon, Party for Piedmont Park and the Splish Splash Doggie Bash. We also hosted free programs such as Park n' Paint, yoga and Performances on the Promenade with free movies Indiana Jones and the Last Crusade and When Harry Met Sally. We also partnered with various organizations to offer unique experiences such as the iHeartMedia ATL Wine + Spirits Fest and the Viva Tequila Festival.

FACILITY RENTALS:



As one of Atlanta's most iconic and diverse places, Piedmont Park continues to be a top choice for event organizers everywhere. In 2019 alone, 168 events were hosted in the Park. From the Nature Conservancy's Earth Day celebration to Oprah Winfrey Network's Black Women Own the Conversation, Piedmont Park has seen it all! Other events to note are La Fête du Rosé; IBM's "Know the Cost" (water sustainability activation); MacGyver; The Resident; and Amazon Prime's The Aeronauts movie promotion.







PIEDMONT PARK CONSERVANCY, INC. STATEMENTS OF FINANCIAL POSITION

DECEMBER 31, 2019 AND 2018

ASSETS

	2019	2018
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,800,928	\$ 1,791,249
Pledges receivable	52,500	105,450
Accounts receivable	27,355	9,599
Prepaid expenses	51,286	32,628
Beverage and gift cards inventory	67,612	34,400
Total current assets	1,999,681	1,973,326
PROPERTY AND EQUIPMENT		
Land, building and improvements	4,431,406	4,427,019
Furniture, fixtures and equipment	620,504	596,652
Total	5,051,910	5,023,671
Less accumulated depreciation	2,071,858	1,924,934
Property and equipment, net	2,980,052	3,098,737
Total assets	\$ 4,979,733	\$ 5,072,063

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts payable	\$ 44,108	\$ 61,935
Deferred revenue	288,954	283,658
Total current liabilities	333,062	345,593
NET ASSETS		
Without donor restrictions		
Undesignated	3,272,693	3,546,270
Designated by Board as operating and maintenance reserve	600,000	400,000
Total without donor restrictions	3,872,693	3,946,270
With donor restrictions	773,978	780,200
Total net assets	4,646,671	4,726,470
Total liabilities and net assets	\$ 4,979,733	\$ 5,072,063

BEFORE

AFTER



BEFORE

AFTER









































DONORS S500+

Anonymous (4) Acadia Shutters, Inc. Stefanie Aausta and Steve Albert Diane and Kent Alexander Alston & Bird LLP John G. and Gayle Alston, Sr. Susan and Ron Antinori Claire L. and H. Ross Arnold III Ascent Midtown ASD Inc Astra Group, LLC Atlanta Beltline Inc. Atlanta Track Club Avison Young Bank of America Charitable Foundation Bark ATL, Inc. Barking Hound Village Kathleen Barksdale Jen and Chris Beaureaard The Arthur M. Blank Family Foundation Karen Bond Boot Camp 4a Cause The Boston Consulting Group Karen and Frank Boykin Sam and Linda Boyte Rachel Braunstein Laura Broyles and Jason Stein Bryans Foundation Inc. Lorie Buckingham Campbell & Brannon LLC Mary Frances Campbell Helen Carlos Beth Carter City of Atlanta Office of Cultural Affairs Lynn and Kevin Clark Matt and Mary Claus The Coca-Cola Company The Coca-Cola Foundation Jennifer and Arthur Cohen Comcast Comcast NBCUniversal Foundation Peter D. Conlon Cox Enterprises, Inc. Coxe Curry & Associates Jeff and Ann Cramer Creative Concourse Concepts, LLC Amanda M. Curran Jim and Ann Curry Frank Thomas and Pat Daly, Jr. Deborah and Aaron Danzia Erin and Karl Dasher Delta Air Lines Delta Community Credit Union Dentons US LLP Brent and Amith Dey Sandra and Harold Dickerson Jr. Tom and Katherine Dierdorff Christopher E. Dietrick Paul and Susan Dimmick Scott Drinkard Catherine and John Dyer Edelman David and Deborah Eidson Adam Ellis Patti and Jeff Ellis Jennifer A Fuart Chip Franzoni Don and Susan Freeman Timothy E. Gage Molly Carter Gaines Gardiner W. and Wick D. Garrard Gay Construction Company Georgia Aquarium Foundation Georgia Power Company Georgia Power Foundation, Inc. Georgia-Pacific Foundation Shivani and Rajat Ghaiy Andrew L. and Karen Ghertner Gibson Landscape Tony Gibson

Alexandra Ginsberg Lillian and Greg Giornelli Global Payments Inc. Michael and Juliet Asher Golden Goldman, Sachs & Co. Jane and Rusty Gore Patrice and Ernest LaMont Greer Lauren and Jim C. Grien Mary Ayres and Richard Griggs Rachel Grindrod Warren Gump Linda Hammett Lewis H. Hamner, III Teresa Hargrave and Tony Daloisio Harry Norman, Buckhead Harry Norman, Realtors Intown Office Cathy and Peter V. Hasbrouck Joel Haynsworth Harry Heiman and Abby Friedman Jill H. and W. Zack Hendon Bonnie and Teryll Herron Mary Hester HGÓR Highland Pet Supply
The Home Depot Foundation Vicki Hooten Herman Hansen Howard Charles and Alison Hutton Gayle and William Ide, III iHeartMedia Management Services, Inc. INVESCO Jamestown Charitable Foundation, Inc. Jamestown Properties Cynthia Jeness Jónes Day Bryan J. and Allison Jones Lawrence Jones Virginia Jones Kaiser Permanente of Georgia The Kelin Foundation Becky and Mark Kelly Gerry Kenna and Jim Deffenbaugh Ker-Seymer Family Foundation Inc. Max and Susan Ker-Seymer Sheila and B. Mitchell King Erica K. Lancaster Kara Land Brian Liske Live Nation Chrissy Lizaso Catherine and Bill Lundstrom Dr. Jennifer Lyman and Kevin Lyman Mailchimp Jeffrey Martin George and Amanda Mattingly Luis Maza Kevin M. and Sara M. McClain Catherine and Jeffrey McClellan Tracy McConaghie Jeni McEwen Kristin and Angus McFadden MEWS Development Company Midtown Alliance Darden and Lawrence E. Mock Jr. Candace and Gregory Moore Morgens West Foundation Irene Nalley Barrett Nichols Norfolk Southern Foundation North American Properties Northern Trust Northside Hospital Ashley and Tory Noto Novare Group Celia and Calvin O'Keeffe Orpheus Brewing
Donald Orr and Marcia Knight Rai and Jen Oshima Michael F. Ottwiller Kojo Owusu-Adjei Paradies Lagardère Parkside Partners Paws Whiskers and Wags LLC David Pearson Perennial Properties, Inc.

PNC Bank

Matt Porter

Carly Queen

REMS Group

Magd Riad

Jeff Roberts

Julie Sadlier

Savi Provisions

Amy E. Sigal

Jenny Streeter

SunTrust Bank

Kra Tassoni

Belinda C. Stubblefield

Greer and Alex Taylor

The Imlay Foundation

The Kendeda Fund

Thompson Hine LLP

Mark and Judith Taylor

Laura Thompson James and Emily Tillman

Total Server Solutions

Troutman Sanders IIP

United Distributors, Inc.

Suzanne and Harold VanPatten

Variety Children's Charity of Georgia

Rebecca Wasserman and Noah Peeters

UPS Foundation

Varuni Napoli

Viva Teguila Festiva

Cindy Weinbaum

Deborah Wolfe

YOO on the Park

Jane Zoellick

Joseph and Carol Vivona

Wells Fargo Foundation

Frank Wickstead Chris and Kendrick Williams Janice and Thomas Wilson

The Zeist Foundation, Inc.

Mark L. and Jo Ann A. Zyla

Robert A. and Mary Yellowlees

Judy Zaban-Miller and Lester Miller

Carran Schneider

PwC

Ponce City Market

Neal and Elizabeth Quirk Ronald L. Raider

Nancy and Charlie Rigby

Elizabeth and Bradley Roberts

Savannah Distributing Co., Inc.

Christopher G. and Julie Sawyer

Laura Seeff and Charlie Searles

Smith & Howard P.C.
The Speedwell Foundation
Karen and Todd Steven Stansbury

C. Austin and Stephanie Stephens

Colin Swenson and Eileen McClay

T. Rowe Price Program for Charitable Giving

Sabrina and Scott Serafin Tahmida Shamsuddin and Arvind Reddy

Red Dog Pet Resort & Spa

The Olmsted Society

> Anonymous (2) Tim and Rhonda Agnew Robin Aiken and Bill Bolen Kathy and Lawrence Ashe Farideh and Al Azadi Kerri and Patrick Baldwin James S. and Julie Balloun Lisa and Joseph R. Bankoff Anita and Mark Banta Patricia Barmever Joe Bechely and Alex Wan John W. and Ellen Bender Mr. Julian Bene and Dr. Amy Lederberg Peggy and Paul Benkeser Barry and Martha Berlin Kathy and Dennis Berry Francis and Elizabeth Blake Lisa and Stuart Bondurant Jim and Lisa Boswell, III Christine and Jim Boucher Joann Rowens Brandon L. Bowman Drs. Debra Brand and Angel Leon Ginny and Charles Brewei Brent Bridges and Todd McConnell Donna Bryans-Gensler Fred and Sara Jean Burke Liz and Bill Cary Betsy Chaitoff Dorothy and Frank Chandler Gregg Chandler Charles Schwab & Co., Inc Daniel Junxia Chen Penelope K. Cheroff Suzanne Christensen Kendall Collier Thomas G. and Ann D. Cousins Tanva Das and Genevieve Ward Dennis Dean and Drew Brown Stacy and Terry Dietzler
> Charlotte Dixon and David Dolphin Whitney and David Dziuma Lee Echols and Margaret Anthony Eleanor and Charles K. Edmondson Jr. Kenneth Fliner The Elster Foundation Lexi and Jamil Farshchi Peter B. Fellman Camille and John Fenton Anita and John Friedmann Sade D. and William B. Fryer Sally and Mike Gaburo Barbara and Jeff Galloway Marc Galonsky and Patty Dietz The Graves Foundation Margaret and Scotty Greene Dan and Parkey Haggman

Jamila Hall and Whitcliff McKnight, Jr. Heather and Jonathan Hallett Douglas and Judy Hamilton Joan and Rex Hamilton Jan and James Harralson Nancy and Charles Harrison Mike Hecht Hilliard Lyons Trust Company Bunnie and Anthony Hilliard May B. and Howell Hollis David Hopkins Romi and Herman Howard Kimberly and Kirk Huddleston Robert T. Hughes and Mary Bear Hughes William and Dona Humphreys, Jr. Janet and Steve Huth Tamera and Andre Hylton Izard Family Charitable Trust Robert A. Jetmundsen John Izard II Melody and Charles J. Johnson Deana and David Johnson John Johnson and Chris Lewis Sarah and James Kennedy Lori Marshall and Martin Kev Dorothy Yates Kirkley Charles Kleman Charlie Kowal Malinda and David Krantz Liz and Craig Kronenberger Louise and John Ladson James H. Landon Ron Lazarus and John Wise The LDB Foundation Josephine Lindslev Tim and Jane Lundberg Fllen B Macht Mandy and Sean Mahoney Ross and Jodi Mansbach Robert C. Marshall, Jr. Diane M. Martinez Colleen and Chris McDaid Kevin McGlynn and Tama Fuller Brant McLean John F. and Marilyn M. McMullan Virginia and Jeff Means Stuart and Sheryl Meddin Melissa and John D. Merlino Kurt Meyer Natasha and Tim Montz Sandi Parker and Hussain Moosaiee James H. and Sally Moraens The Nailling Family Foundation George and Ellen Nemhauser Lisa Newsom Nordson Corporation Clara M. and John S. O'Shea Matt O'Shea Karen Schwartz and John Paddock Maria and Carlos Pagogga Sandy Pardue and Marybeth Palmer William and Anna Palmer

Niki Paris and Myron Kramer Claudia and Rex Patton Pat Penn Nancy and Cecil O. Pharr. III Linda and Marty Pinne Ed Potter and Reging Olchowski Payman Pouladdei Susan Puett Allison and David Rataiczak Cindy K. and Gary M. Reedy Barbara and Ronald Reid Tim and Leslie Renjilian Irene Revnolds Schier and Felix Schier Matthias J. Reynolds and Jennifer Ide Norman and Clare Richie Kristen Ann Rolando Kyle Joseph Rossilli Hedy and David Rubinger MaKara and Rob Rumley Sylvia Russell Michael and Lora Rust Ellen and Guido Sacchi Stacey S. and Richard Sapp Diana Sauviané Linda and Abe Schear Sharon Gav and Neil Schemm Dawn and Tim Severt Sabrina Shannon and Kevin Lofton Steven and Michelle Shlansky Jared Silverman and Lange Taylor David and Virginia Sjoquist Ellen Hauck and Markham H. Smith Paul and Angela R. Smith Wiley and Ruth Sommerville John P. and Mildred Spalding Paul N. and Sara Sisson Steinfeld David Stockert and Cameron Ives Esther and lim Stokes David W Strickler Chuck and Lisa Cannon Taylor Mr. and Mrs. Miles Theodore Alan Thiemann and Michelle Reid John and Ray Uttenhove Jami Buck-Vance and Han Vance Adriana Varela Wayne and Lee Harper Vason Elizabeth and Robert Wagner Veronica Wan-Huggins Van Caswell and Wimberly Warnock Laura Weakland and Katina Ashell Charles and Marcia Weber John F and Julie H Webster Richard Wells In and Scott Westervelt Kate Wheeler and Andrew Snell Sue and John Wieland Mary Beth and John Wilson Joni Winston Erin and Ron Yabroudy Todd Younablood

In Honor —

Mark Banta Walter Reeves

Nick Price

& leff Belkin

The Centners

Adam Corsi

Carmiel Banasky

Deborah and Aaron Danzia Ronit Walker

Andrew Conwell Corinne Sade

Eponine Samford Julia Welch

Toni Jacobson Paul and Angela Smith Karen Scrymgeour

Cooper Family

Jeffrey McQuithy Laurel Buchmiller

Storage Post Tony Karamitas

Alvson Spickert and Giff Gfroer Pearl Family

Ellen Sacchi Esther Stokes Rebecca Bagaett John and Cam Fenton Dara Steele-Belkin

Emily and James Washburn Julia Cherry and John Miller

Evan Lee Braunstein

In Memory -

Rachel Braunstein

Leah Cohen Susan M. Furman Marc Galonsky and Patty Dietz Freida Gottsegen Jonathan and Alison Gottseaen Karen E. Jacobs Stacev Kalberman Valerie Kessler Lenore Lox Ross and Jodi Mansbach Lauren Waits

Coach Cramer Grady Cross Country Team

Lauren Dean George R. Dean Emily Hill Ferguson

John G. and Gayle Alston, Sr. Charles and Lola Battle, Jr. Saunders Glenn Bohan Jessica Brown Nancy Alexander Caswell John B. Coppedge, III Jennifer A. Euart Henry D. and Amanda Gregory, Jr. Mary Ayres and Richard Griggs Beniamin H. Hill Harvey and Sarah Hill. Jr. Mary Élla Hill Caroline and Harrison Jones Marti Kelefas Catherine and Bill Lundstrom Irene Nallev McKee and Sally Nunnally, Jr. Elizabeth and Bradley Roberts Charles M. and Harriet H. Shaffer, Jr. Stephen S. and Mollie M. Sloan

Mary Mac and JJ Southerland William Sterne Chris and Kendrick Williams Danny and Lois Yates

Cathy Fish

Stuart Ganes & Maria Biancavilla Susan and John Gianikas Flise Lander Amanda Lochridae Don McMinn The Ytterbo Coletta Family

Svbil M. Robinson Estate of Sybil M. Robinson

Tim Wilkerson Rick Alexander Mary Lubin Deborah Wolfe Russell Youngblood

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@piedmontpark.org.

Jonathan and Lori Peterson