Piedmont Park Conservancy is a nonprofit organization funded through philanthropic support and program service fees. The Conservancy works with the City of Atlanta to enhance and preserve Piedmont Park as an urban greenspace and as a cultural and recreational resource that enriches life for all who visit, live and work in Atlanta.

This past year, Piedmont Park’s green fields, lake views, flora and fresh air have become especially vital to us: they have been lifelines in difficult times. The Park is much more than a pleasant place.

*It’s a sanctuary: our saving grace.*
Piedmont Park has long been a place of refuge and healing, but perhaps never more so than in 2020 as Atlanta found itself in the grip of a worldwide pandemic.

During this difficult time, people were drawn to Piedmont Park for its beauty, tranquility and wide open spaces. It became one of the few places people felt comfortable enough to visit and be around other people while keeping a safe distance. The healing power of nature soothed worried minds and restored faith in the future.

Recognizing the community’s need, Piedmont Park Conservancy immediately adjusted to the times. Our dedicated operations team of truly “essential workers” continued to maintain the Park in pristine condition. Even as large-scale revenue opportunities were curtailed, we began offering micro-weddings as well as elopement and engagement packages. Our team created online educational activities for parents and teachers to use in their homes and classrooms. Thanks to the generosity of our supporters, we successfully held our two annual fundraising events virtually. All the while, we provided the public with important park information and timely health guidelines, and — perhaps most importantly — helped share the stories of those so positively impacted by their time in our beautiful Park, which encouraged others to rediscover its healing nature.

Now, as we look to the future and hopefully better days ahead, we do so with an enhanced appreciation of the vital role Piedmont Park plays in the wellbeing of our community. For our neighbors, friends, and all Atlantans, we know the Park is our sanctuary. We renew our commitment to keeping this grand old park alive, as we realize it’s not just a place to play; it’s an important lifeline to our wellbeing.

Mark Banta
President & CEO
Chris McDaid
2021 Board Chair

2020 CONSERVANCY BOARD OF DIRECTORS

Lawrence Ashe
Ambrish Baisiwala
Patrick Baldwin
Christine Boucher
Jami Buck-Vance
Tanya Das
Lee Echols
Jamil Farshchi
Sharon Gay
Jamila Hall
Doug Hamilton
Mike Hecht
Anthony Hilliard
Herman Howard
Robert Hughes
Andre P. Hylton
Jennifer Ide
Ronny Just
B. Mitchell King
Craig Kronenberger
Allegra Lawrence-Hardy
Mandy Mahoney
Chris McDaid
Virginia Means
Tim Montz
Hussain “Moos” Moosajee
Carlos Pagoaga
Claudia Patton
Makara Rumley
Sylvia Russell
Ellen Sacchi
Abe Scheer
Dawn Severt
Pat Upshaw-Montieth
Adriana Varela
Alex Wan
John Wilson
Joni Winston
Erin Yabroudy
EX-OFFICIO
Mayor Keisha Lance Bottoms
John Dargle, Jr.
Felix 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
John Webster
While 2020 will be forever known for its challenges and disruptions, one of the bright discoveries was the deep recognition of the value of our public parks. For Atlanta, Piedmont Park remained open throughout the entire year for anyone to come and escape their homes, exercise and connect with nature and other people, all at a safe distance.
HOW THE PIEDMONT PARK CONSERVANCY ENSURED THE PARK WAS AN ESCAPE:

1,876 volunteers donated a total of 3,533 hours.

90 trees were planted in collaboration with community partners.

Planted flowers and shrubs throughout the year, including spring daffodils by Park Drive Bridge.
2020

HOW THE PIEDMONT PARK CONSERVANCY ENSURED THE PARK WAS AN ESCAPE:

- Installed Storm X Trash Grabbers in Lake Clara Meer to trap litter flowing from storm drains
- Delivered 60 bags of plants to provide animal food for Zoo Atlanta
- Green Market served as a critical source of local food and products to 12,000 shoppers
“Piedmont Park has played a role in my life for many years. My wife and I would come to the Park to listen to the Atlanta Symphony Orchestra play while we were dating. Later on, we would bring the kids and dogs to enjoy some fresh air. Today, not only do we enjoy spending time at the Park but I also serve on the Board of the Conservancy. I believe the City of Atlanta deserves a place like Piedmont Park—one that is open to all and serves all. As a board member, I see firsthand the amount of effort that goes into maintaining a world class greenspace from the landscaping, to the dog park, to the playgrounds and caring for Lake Clara Meer. The Conservancy ensures that Atlanta’s most visited attraction is also one of its most beautiful. That’s why I’m proud to be a Keeper of Piedmont Park.”  

» Carlos Pagoaga

A special thank you to our 2020 donors and volunteers that went above and beyond to ensure all of Atlanta was able to use Piedmont Park in such a dynamic and difficult year.

» Ellen Sacchi
  Development Chair,
  Conservancy Board of Directors
OUR 2020 VISITORS

4.5 Million Park Visitors in 2020

61 Minutes Average Time Spent in the Park

VISITOR DIVERSITY

- 32.4% African-American
- 46.8% Caucasian
- 10.3% Hispanic
- 7.7% Asian
- 2.9% Other

VISITOR ORIGINS

Top Zip Codes
- 30305
- 30312
- 30306
- 30318
- 30307
- 30324
- 30308
- 30331
- 30309
- 30349
A Year of Endurance

After February 2020, we were unable to operate our summer camp, swimming pool and sports fields nor host large events and other in-person programs. However, the pandemic did not stop us. Like everyone else during the pandemic, the Conservancy creatively adapted to a year full of change.

We painted six-foot circles on Park pathways to promote social distancing and launched a public campaign to publicize other health guidelines. We transformed our safety protocols, relocated Green Market, and hosted 66 private events including micro-events and elopements. Our supporters celebrated our important work through two virtual fundraisers: Party for Piedmont Park and Landmark Luncheon (the latter of which was a record-breaking fundraiser in 2020).

To encourage learning and engagement with Piedmont Park, the Conservancy offered Distance Learning Days, created dozens of online activities in both English and Spanish, and hosted virtual programs for fitness, storytelling and tree tours.

The Park also played a critical role for democracy in Atlanta. Piedmont Park served as a voting location for Fulton County elections. Several peaceful demonstrations took place in the Park, and in order to recognize our important role as a gathering place for Atlanta, the Conservancy made some adjustments. Staff were offered opportunities to volunteer as poll workers. Juneteenth was a paid holiday to allow for staff to learn, reflect, and take action on racism in our country. We formed a Culture Council to address our own gaps and opportunities to combat systemic racism, and created both staff education and diversity training sessions.
### 2020 Financial Information

#### Total Revenue
- Contributions: $1,646,471
- Rental income: $278,995
- Special events: $471,001
- Program fees: $105,540
- City of Atlanta support: $257,914
- Government grants: $382,000
- Other income: $10,204

#### Total Expenses
- Park Events and Programs: $1,282,508
- Park Maintenance and Beautification: $1,263,626
- Management and general: $380,637
- Fundraising: $638,246

### PIEDMONT PARK CONSERVANCY, INC.

#### Statements of Financial Position

**December 31, 2020 and 2019**

<table>
<thead>
<tr>
<th>Assets</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,332,720</td>
<td>$1,800,928</td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>—</td>
<td>52,500</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>3,567</td>
<td>27,355</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>42,310</td>
<td>51,286</td>
</tr>
<tr>
<td>Beverage and gift cards inventory</td>
<td>47,398</td>
<td>67,612</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>$1,425,995</td>
<td>$1,999,681</td>
</tr>
<tr>
<td><strong>Property and Equipment</strong></td>
<td>$4,517,100</td>
<td>$4,431,406</td>
</tr>
<tr>
<td>Land, building and improvements</td>
<td>631,016</td>
<td>620,504</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,148,116</td>
<td>5,051,910</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>2,184,230</td>
<td>2,071,858</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>2,963,886</td>
<td>2,980,052</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$4,389,881</td>
<td>$4,979,733</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$48,417</td>
<td>$44,108</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>415,488</td>
<td>288,954</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>$463,905</td>
<td>$333,062</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undesignated</td>
<td>$2,799,666</td>
<td>$3,272,693</td>
</tr>
<tr>
<td>Designated by Board as operating and maintenance reserve</td>
<td>500,000</td>
<td>600,000</td>
</tr>
<tr>
<td><strong>Total without donor restrictions</strong></td>
<td>3,299,666</td>
<td>3,872,693</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>626,310</td>
<td>773,978</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>3,925,976</td>
<td>4,646,671</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$4,389,881</td>
<td>$4,979,733</td>
</tr>
</tbody>
</table>

---

**PIEDMONT PARK CONSERVANCY, INC.

**2020 Financial Information**

**Total Revenue** $3,152,125

**Total Expenses** $3,565,017
In Honor of

Donors $500+

IN MEMORY OF

Nan & Joe Levy

The Family of Nan & Joe Levy

Dr. Beauregard and Barbara Stubblefield

Elizabeth Danielle Johns

The Juno Family

John Lewis

Mike Hecht

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