



ANNUAL REPORT » 2020

**KEEP PIEDMONT PARK**

*Your sanctuary*





# *Yours to Keep*

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.

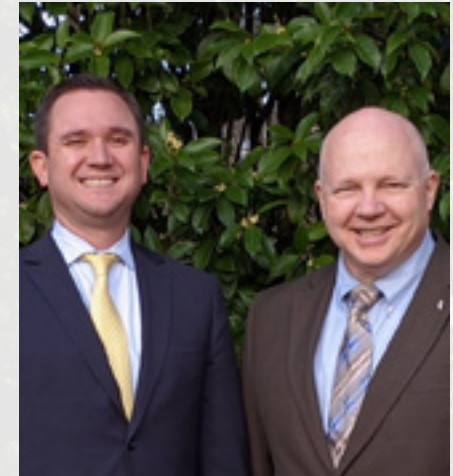
During this difficult time, people were drawn to Piedmont Park for its beauty, tranquility and wide open spaces. It became one of the few places people felt comfortable enough to visit and be around other people while keeping a safe distance. The healing power of nature soothed worried minds and restored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


Recognizing the community's need, Piedmont Park Conservancy

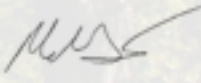
immediately adjusted to the times. Our dedicated operations team of truly "essential workers" continued to maintain the Park in pristine condition. Even as large-scale revenue opportunities were curtailed, we began offering micro-weddings as well as elopement and engagement packages. Our team created 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.



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 **Mark Banta**  
President & CEO

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A photograph of two Black women sitting on a grassy hill in a park, looking out at a city skyline. The woman on the left has red dreadlocks and is wearing a grey hoodie and patterned leggings. The woman on the right has short dark hair and is wearing a white t-shirt and black leggings. They are both smiling and looking towards the right. The background shows a city skyline with tall buildings. A large green diagonal shape is on the left side of the image, and a large green circle is on the right side.

2020

# Your escape

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



Photo Courtesy of Zoo Atlanta



*“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**

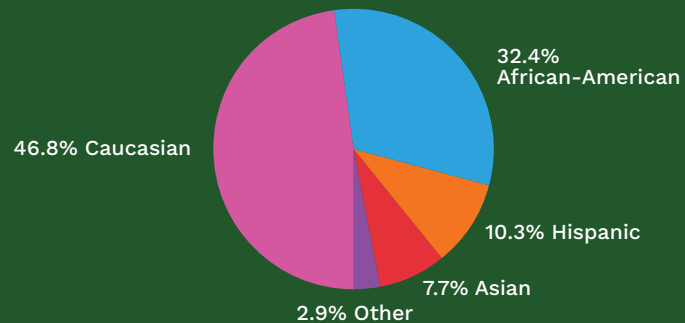
Park Visitors  
in 2020



**61 Minutes**

Average Time Spent  
in the Park

### VISITOR DIVERSITY



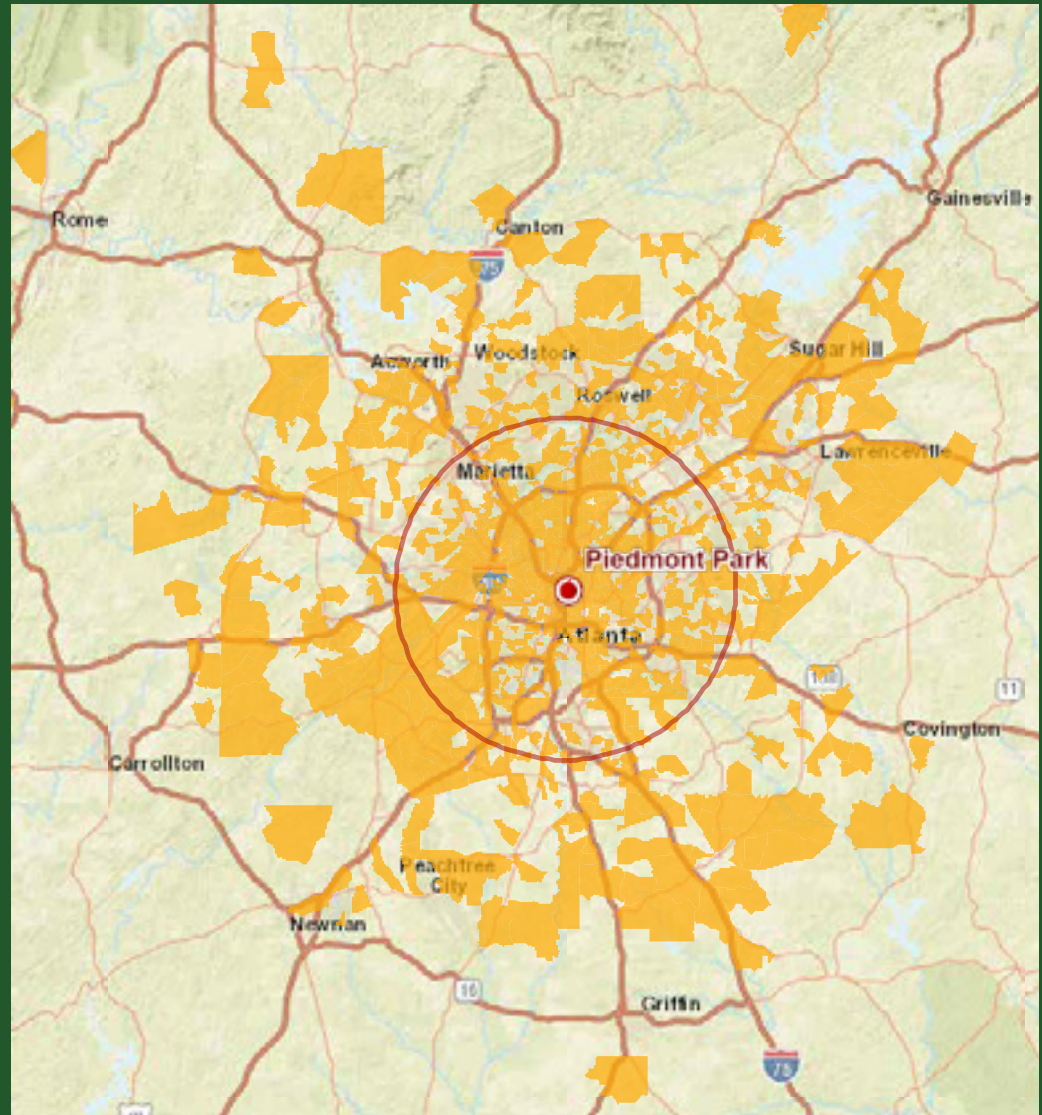
### VISITOR ORIGINS



#### Top Zip Codes

30305	30312
30306	30318
30307	30324
30308	30331
30309	30349

### VISITOR ORIGIN MAP





# 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.**

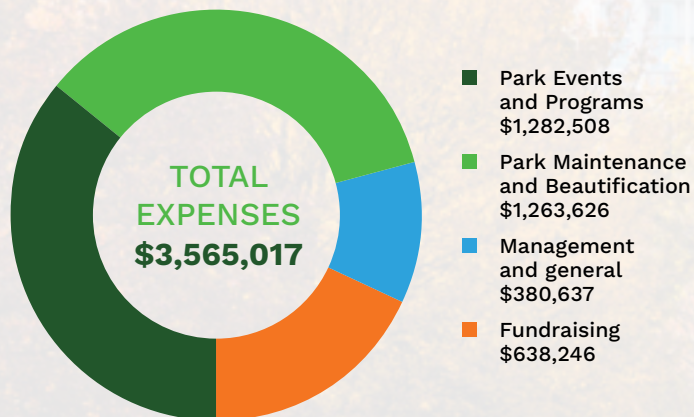
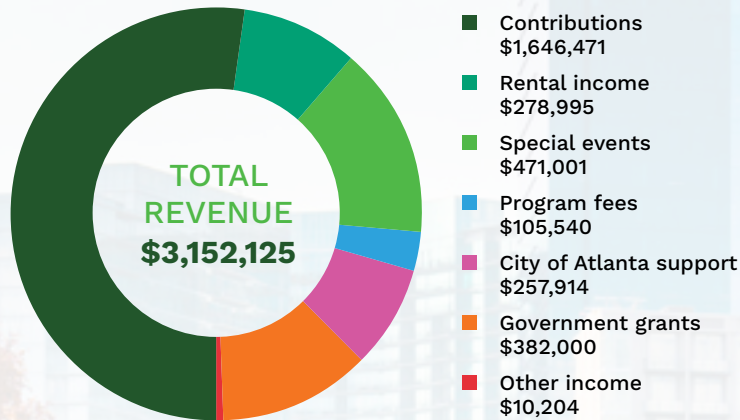
The Park also played a critical role for democracy in Atlanta. Piedmont Park

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



## PIEDMONT PARK CONSERVANCY, INC. STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2020 AND 2019

	2020	2019
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 1,332,720	\$ 1,800,928
Pledges receivable	—	52,500
Accounts receivable	3,567	27,355
Prepaid expenses	42,310	51,286
Beverage and gift cards inventory	47,398	67,612
<b>Total current assets</b>	<b>\$ 1,425,995</b>	<b>\$ 1,999,681</b>
<b>PROPERTY AND EQUIPMENT</b>		
Land, building and improvements	\$ 4,517,100	\$ 4,431,406
Furniture, fixtures and equipment	631,016	620,504
<b>Total</b>	<b>5,148,116</b>	<b>5,051,910</b>
Less accumulated depreciation	2,184,230	2,071,858
Property and equipment, net	2,963,886	2,980,052
<b>Total assets</b>	<b>\$ 4,389,881</b>	<b>\$ 4,979,733</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 48,417	\$ 44,108
Deferred revenue	415,488	288,954
<b>Total current liabilities</b>	<b>\$ 463,905</b>	<b>\$ 333,062</b>
<b>NET ASSETS</b>		
Without donor restrictions		
Undesignated	\$ 2,799,666	\$ 3,272,693
Designated by Board as operating and maintenance reserve	500,000	600,000
<b>Total without donor restrictions</b>	<b>3,299,666</b>	<b>3,872,693</b>
With donor restrictions	626,310	773,978
Total net assets	3,925,976	4,646,671
<b>Total liabilities and net assets</b>	<b>\$ 4,389,881</b>	<b>\$ 4,979,733</b>



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