KEEP PIEDMONT PARK
Moving forward

PIEDMONT PARK CONSERVANCY

ANNUAL REPORT 2021
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.

As you know, the Park is a place to renew yourself in nature, where the fresh air is laced with the scent of grass, trees and flowers. We need what the Park holds for us, because time outside isn’t just good for the soul; it’s essential to keep us in positive motion.

Together with the help of donors like you – we will keep going.
When we look back at where we started, all of us at the Conservancy feel a deep sense of gratitude to the many people and organizations who have contributed to our work. Because you continue to place priority on giving people access to beautiful parks and greenspace, we are able to fulfill our mission – even in the most challenging of times.

Our shared experience of 2021 reinforced our sense of how vital open natural spaces are to our existence. We have a renewed appreciation for our freedom to enjoy all the life and activities we find in the Park: even if that means simply listening to the breeze and doing nothing at all.

From walking and playing to picnicking and relaxing under the Atlanta summer sun, there is something for everyone in Piedmont Park.

As we embark upon a new year, we are committed to honoring the trust you place in us to keep Piedmont Park clean, beautiful, and thriving. We thank our donors, volunteers, partners and friends for helping sustain this crown jewel of our community. Together, we will continue to make Piedmont Park a sanctuary for all: a public space where everyone is welcome and a place that rewards us for every moment spent here.

2021 CONSERVANCY BOARD OF DIRECTORS

Lawrence Ashe  Ambrish Baisiwala  Patrick Baldwin  Bill Bolen  Christine Boucher  Tanya Das  Lee Echols  Jamil Farshchi  Sharon Gay  Jamila Hall  Doug Hamilton  Mona Harty  Mike Hecht  Anthony Hilliard  Herman Howard  Robert Hughes  Andre P. Hylton  Atlanta City Council  Member Jennifer Ide  Ronny Just  B. Mitchell King  Allegra Lawrence-Hardy  Chris McDaid  Virginia Means  Carlos Pagoaga  Claudia Patton  Makara Rumley  Ellen Sacchi  Abe Scheer  Dawn Severt  James A. Squires  Chandra Stephens-Albright  Rev. Dr. Tony Sundermeier  Lisa Cannon Taylor  Pat Upshaw-Montieth  Adriana Varela  Alex Wan  John Wilson  Erin Yabroudy

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EMERITUS
Curley Dossman, Jr.  Jan Harralson  Jerry Hassebroek  John Izard, Jr.

Mark Banta  President & CEO
Ellen Sacchi  2022 Board Chair

2021 CONSERVANCY BOARD OF DIRECTORS
Piedmont Park Conservancy is proud to announce Piedmont Park as the most visited attraction in our city! In 2021, our visitor count increased 18% over the prior year. What’s more, visitors are staying longer and there is more diversity among our park patrons. We are proud to be Atlanta’s green heart and thank our Keepers of Piedmont Park for their ongoing support.
VISITORS ORIGIN MAP

Top Zip Codes
30309  30324
30318  30144
30306  30080
30331  30305
30312  30307
KEEPING THE PARK Keeps us moving

2021 KEY IMPACTS & ENDLESS MOMENTS

We’ve been busy all year long keeping Piedmont Park clean, beautiful and growing. But while the work we’ve done (and you make possible) can be seen everywhere in the Park, we do it all for the sake of those unforgettable moments and memories that sometimes are harder to see all at once. We invite you to pause a moment (just like you do in the Park!) and imagine how our impact together brings Piedmont Park to life in endless unspoken ways for all those who visit.

74,000 VISITORS SHOPPED AT GREEN MARKET

SPIKE IN DISCOVERING NEW RECIPES

“Piedmont Park has been my saving grace during the pandemic. To be able to get outside and walk in nature, to see ducks and geese “going about business as usual” during such a stressful time, or even to simply sit on a bench and meditate: these give me so much hope for our future. Thank you, Piedmont Park.”

SHERYL MEDDIN

5,040 HOURS MOWING PARK GRASS

9,450 FLOWERS PLANTED & 1,200 BALES OF PINE STRAW SPREAD
Piedmont Park is like no other park! Nestled in the heart of Midtown, the backdrop of the Atlanta skyline only enhances the beauty of the Park. It’s why I love whenever I’m bike riding through the Park, there’s so much scenery! From the gigantic lawn to Lake Clara Meer, I can always get some great bike mileage in and soak up the atmosphere.

**Dee Williams**
2021 KEY IMPACTS & ENDLESS MOMENTS

191 PRIVATE RENTALS AT CONSERVANCY VENUES

OODLES AND OODLES OF “I DO’S”

FEATURED FILM PRODUCTIONS:

- Hawkeye (Marvel/Disney Plus)
- Ozark (Netflix)
- I Want You Back (Amazon)
- The Resident, Shazam! 2, Ordinary Joe (20th Cent. Fox)
- Memories (Apple TV)
- First Lady (Showtime)
- Lyle Lyle Crocodile, The Uglies, Joyride, Monarch (TV series)

As a native Atlantan, Piedmont Park has always held a special place in my heart. I love to take my pup to the dog park, admire the community garden, and watch the ducks swimming in Lake Clara Meer. It’s where my family gathers for Persian New Year celebrations. It’s where I walk with friends, picnic with my husband, and attend concerts. Offering acres of trees and greenspace within our bustling city, Piedmont Park is a place of community gathering for all of Atlanta.

ASHLEY G. DRAKE
63 TREES PLANTED
Tons of FREE oxygen for all!

80,875 PLAYERS ON THE ACTIVE OVAL WITH 5,445 YOUTH SERVED

22,125 SWIMMERS AT THE POOL

194,400 DOGGIE BAGS SUPPLIED THROUGHOUT THE PARK

100% SUMMER HEAT BEATEN

87% INCREASE IN TAILS WAGGED
### 2021 Financial Information

#### Contributions
- $1,550,256

#### Rental Income
- $1,144,481

#### Special Events
- $378,134

#### Program Fees
- $374,674

#### City of Atlanta Support
- $372,079

#### Government Grants
- $665,110

#### Other Income
- $1,348

#### Total Revenue
- $4,486,082

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#### Total Expenses
- $4,030,196

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#### PIEDMONT PARK CONSERVANCY, INC.

#### Statements of Financial Position

**December 31, 2021 and 2020**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,099,049</td>
<td>$1,332,720</td>
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<tr>
<td>Pledges receivable</td>
<td>217,433</td>
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<tr>
<td>Accounts receivable</td>
<td>357,725</td>
<td>3,567</td>
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<td>Prepaid expenses</td>
<td>44,335</td>
<td>42,310</td>
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<tr>
<td>Beverage and gift cards inventory</td>
<td>24,238</td>
<td>47,398</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td>$1,747,785</td>
<td>$1,425,995</td>
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<tr>
<td><strong>PROPERTY AND EQUIPMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land, building and improvements</td>
<td>$4,517,100</td>
<td>$4,517,100</td>
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<tr>
<td>Furniture, fixtures and equipment</td>
<td>631,016</td>
<td>631,016</td>
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<tr>
<td><strong>Total</strong></td>
<td>$5,148,116</td>
<td>$5,148,116</td>
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<tr>
<td>Less accumulated depreciation</td>
<td>2,320,360</td>
<td>2,184,230</td>
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<tr>
<td>Property and equipment, net</td>
<td>2,827,756</td>
<td>2,963,886</td>
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<tr>
<td><strong>Total assets</strong></td>
<td>$4,575,541</td>
<td>$4,389,881</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2021</th>
<th>2020</th>
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</thead>
<tbody>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
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<tr>
<td>Accounts payable</td>
<td>$52,607</td>
<td>$48,417</td>
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<td>Deferred revenue</td>
<td>277,202</td>
<td>415,488</td>
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<td><strong>Total current liabilities</strong></td>
<td>$329,809</td>
<td>$463,905</td>
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<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Without donor restrictions</td>
<td></td>
<td></td>
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<tr>
<td>Undesignated</td>
<td>$3,186,714</td>
<td>$2,799,666</td>
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<tr>
<td>Designated by Board as operating and maintenance reserve</td>
<td>500,000</td>
<td>500,000</td>
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<tr>
<td><strong>Total without donor restrictions</strong></td>
<td>$3,686,714</td>
<td>$3,299,666</td>
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<tr>
<td>With donor restrictions</td>
<td>559,018</td>
<td>626,310</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td>4,245,732</td>
<td>3,925,976</td>
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<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$4,575,541</td>
<td>$4,389,881</td>
</tr>
</tbody>
</table>
DONORS $1,000+

President’s Circle: $20,000+

Judy and Douglas Hamilton
Jenny and Michael Messner
Linda and Marty Pinney
Cindy K. and Gary M. Reedy
Ellen and Guido Sicci
Karen Jones Squires
and James Squires

Piedmont Circle: $10,000-$19,999

Kenneth Ellis
Pamela and E. Neville Isdell
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Marilyn M. and John F. McMullin
Ginny and W. M. Mellen
Claudia and Rex Patton
Johanna Ellis Reisinger
and Jonas Reisinger
Ali Farouk Shalh
Lisa Cannon Taylor and Chuck Taylor

Great Meadow Circle: $5,000-$9,999

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Penelope McPhee
Lane Olives
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Sylva Russell
Courtney and Brent Smith

Emily and James Tillman
Cathy Toren
Adriana Varella
Erin and Ron Yabroudy

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Chandra Stephens-Albright
and Warren Albright
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Julie and James B. Ballou
Lisa and Joseph R. Bankoff
Anita and Mark Bartana
Kathleen Barksdale
Susan Bass and Thomas Bradford
Peggy and Paul Benkisner
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Christine and Jim Bouchier
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Debra Brand and Angel Leon
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Laura Broyles and Jason Stein
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Betsy Chatoff
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Suzanne Christensen
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Harold Turner Daniel
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Amanda and Ryan Davian
Frances Spalding Davis
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Patti Ellis
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Clifford Lancey
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Allegra Lawrence-Hardy
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Robert C. Marshall, Jr.
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Kurt Meyer
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Amy and Alan W. Shinn
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Holly and Bob Stevens
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Esther and Jim Stokes
Jenny Streeter
Susan and Rand Suffolk
Kimme and Christian Tecca
Ann M. Thompson
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Lauren Vaughn
Elizabeth and Robert Wagner
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Veronica Wan-Huggins
Rich Warren
Julie H. and John E. Webster
Cindy Weinbaum
Jeffrey Welch
Emily and William Welch
Richard Wells
Carla and Howard S. Witherman
Butch Whitfield
Claire and Mark Wilkinson
Janice and Thomas Wilson
Mary Beth and John Wilson

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Harry Norman Realtors, Intown Office
Jamestown Charitable Foundation, Inc.
Mary’s PwC
Sara Gies Moore Foundation
Wells Fargo Foundation

Children’s Healthcare of Atlanta
BMO Harris Bank N.A
LeaseQuery LLC
Porsche Cars North America, Inc.
Warner Media

Acadia Shuters, Inc.
Atlanta Hawks
Arboguard
Ayo Charitable Foundation

$5,000+$9,999

The Coca-Cola Foundation
Digidrag Imaging Solutions, INC.

$25,000-$49,999

Bank of America Charitable Foundation
Georgia-Pacific Foundation
The Imlay Foundation
Norfolk Southern Foundation
The Speedwell Foundation
Toll Charitable Foundation, Inc.
The Zest Foundation, Inc.

$10,000-$24,999

Cox Enterprises, Inc.

COMMEMORATIVE GIVING $1,000+

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Tom Beaty
Denise Gomez Blancarte
Rakesh Chauhan
Jason Dorris
Brian Eakin
Donna Lee Jones
Gregory Keibish
Kate Koplan
Anand Lalai
Kelly Land
Chris Lexmond
David S. Madden
Michael Massek
Patti and Alan Massek
David McMullen
Keshav Mehta
Sharon and Mark Moskowitz

Pritesh V. Patel
Palanowaryjan Raman
Shashi Reddy
Sharahyn K. Root
Stephanie Scott
Doug Sturgess
Peggy Woodruff
Vincent Wynn, II

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

ANNUAL REPORT 2021
PIEDMONT PARK CONSERVANCY