

KEEP PIEDMONT PARK

Moving forward



 **PIEDMONT
PARK
CONSERVANCY**

ANNUAL REPORT 2021



PIEDMONT PARK *Keeps us going*

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.



Ellen Sacchi

Ellen Sacchi
2022 Board Chair

Mark Banta

Mark Banta
President & CEO

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Mark C. Rusche
Jane Shivers
Esther Stokes
Aaron Watson
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VISITOR STATS



5.3 Million

Park Visitors
in 2021



115.9 Minutes

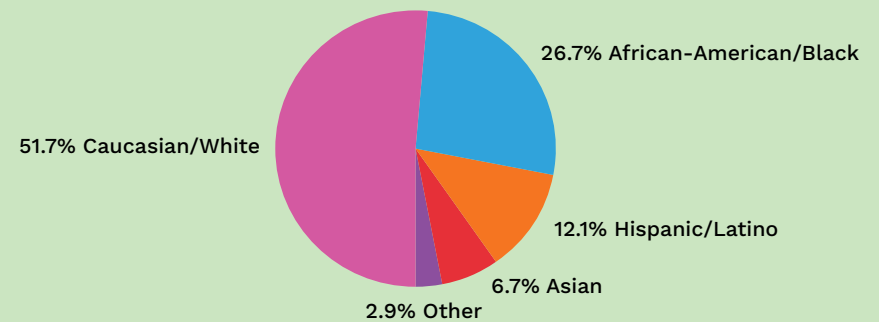
Average Time Spent
in the Park



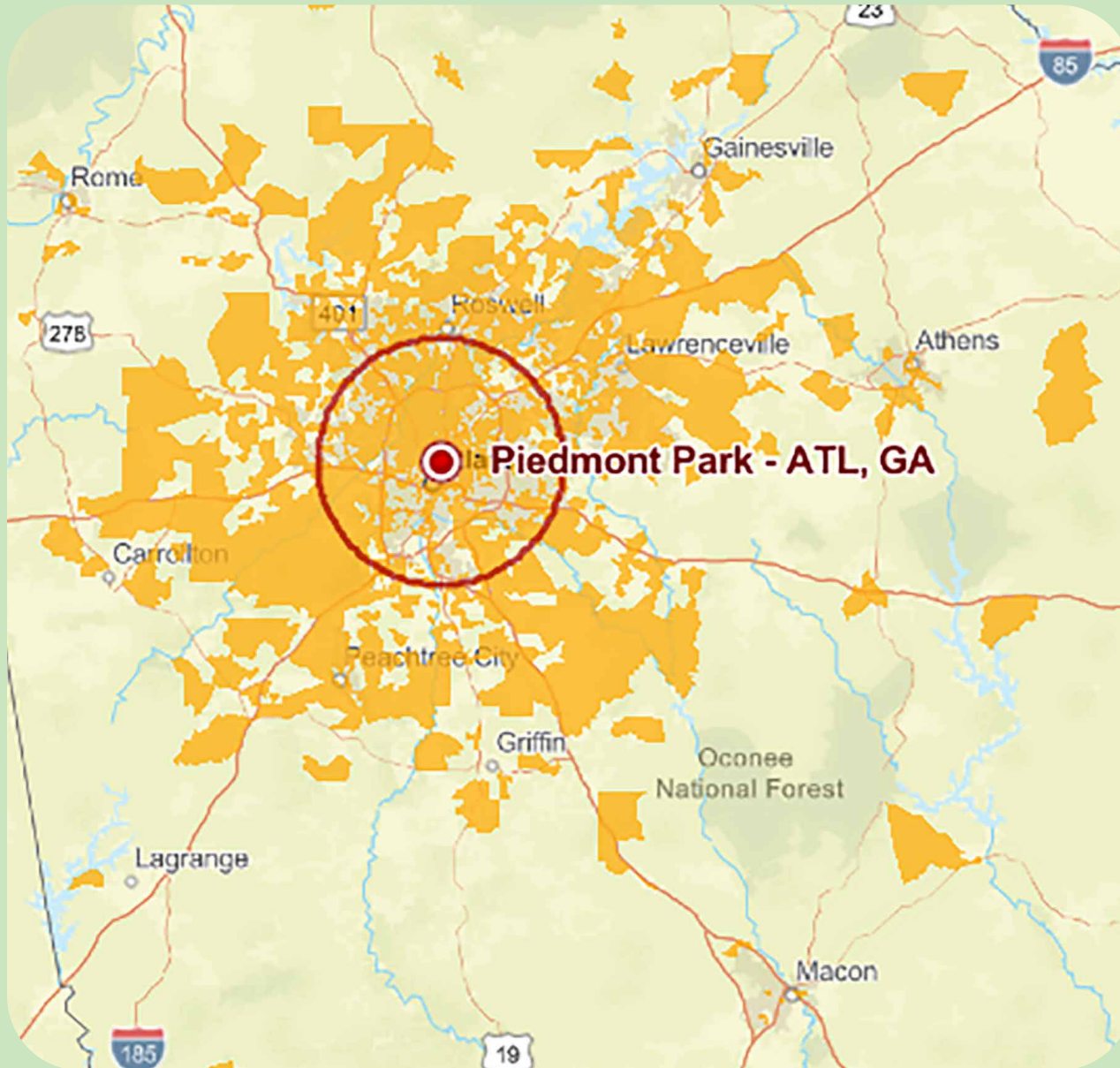
OUR 2021 VISITORS *Kept us thriving*

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.

VISITOR DIVERSITY



VISITORS ORIGIN MAP



VISITOR ORIGINS



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



4,300 PRINTED
MAPS DISTRIBUTED



26% FEWER
WRONG TURNS

863 STUDENTS SERVED AT
YOUTH EDUCATION PROGRAMS

*SERVED 8 CLASSROOMS WITH OUTREACH PROGRAMS



6,180 HOURS DONATED
FROM 2,024 VOLUNTEERS



98% DEEPER SENSE OF
PERSONAL OWNERSHIP



63,400 POUNDS OF
MATERIAL RECYCLED

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)



35 BENCHES REVITALIZED &
6 NEW BENCHES INSTALLED



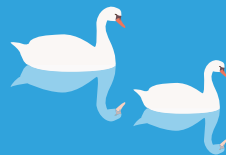
As a native Atlantan, Piedmont Park has always held a special place in my heart. I love to take my pup to the dog park, admire the community garden, and watch the ducks swimming in Lake Clara Meer. It's where my family gathers for Persian New Year celebrations. It's where I walk with friends, picnic 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



AERATOR INSTALLED
IN LAKE CLARA MEER

67% INCREASE IN
FISH SATISFACTION





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



100% SUMMER
HEAT BEATEN



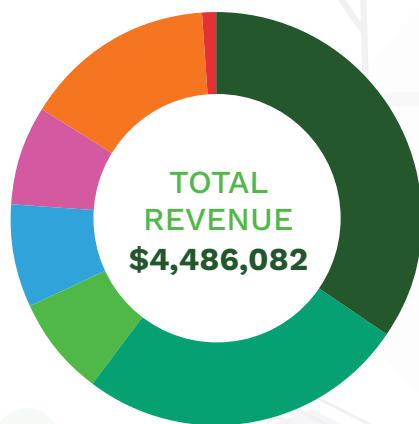
194,400 DOGGIE BAGS SUPPLIED
THROUGHOUT THE PARK



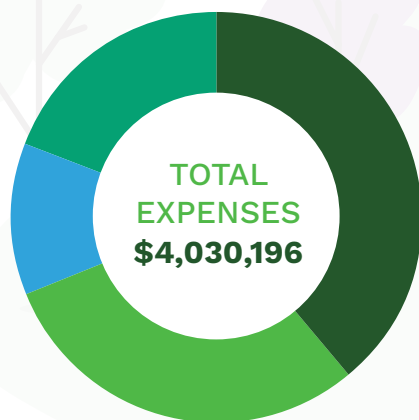
87% INCREASE
IN TAILS WAGGED



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



- Park events and programs
\$1,568,664
- Park maintenance and beautification
\$1,235,270
- Management and general
\$473,321
- Fundraising
\$752,941

PIEDMONT PARK CONSERVANCY, INC. STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2021 AND 2020

	2021	2020
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,099,049	\$ 1,332,720
Pledges receivable	217,433	—
Accounts receivable	357,725	3,567
Prepaid expenses	44,335	42,310
Beverage and gift cards inventory	24,238	47,398
Total current assets	\$ 1,747,785	\$ 1,425,995
PROPERTY AND EQUIPMENT		
Land, building and improvements	\$ 4,517,100	\$ 4,517,100
Furniture, fixtures and equipment	631,016	631,016
Total	5,148,116	5,148,116
Less accumulated depreciation	2,320,360	2,184,230
Property and equipment, net	2,827,756	2,963,886
Total assets	\$ 4,575,541	\$ 4,389,881
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 52,607	\$ 48,417
Deferred revenue	277,202	415,488
Total current liabilities	\$ 329,809	\$ 463,905
NET ASSETS		
Without donor restrictions		
Undesignated	\$ 3,186,714	\$ 2,799,666
Designated by Board as operating and maintenance reserve	500,000	500,000
Total without donor restrictions	3,686,714	3,299,666
With donor restrictions	559,018	626,310
Total net assets	4,245,732	3,925,976
Total liabilities and net assets	\$ 4,575,541	\$ 4,389,881

DONORS \$1,000+

President's Circle: \$20,000+

Judy and Douglas Hamilton
Jenny and Michael Messner
Linda and Marty Pinne
Cindy K. and Gary M. Reedy
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Karen Jones Squires
and James Squires

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

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Butch Whitfield
Claire and Mark Wilkiemeyer
Janice and Thomas Wilson
Mary Beth and John Wilson

CORPORATE & FOUNDATION PARTNERS

\$50,000+

The Arthur M. Blank Family Foundation
INVESCO
Kaiser Permanente of Georgia
Northside Hospital
UPS Foundation

\$25,000-\$49,999

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

\$10,000-\$24,999

Cox Enterprises, Inc.
The Coca-Cola Foundation
Digirad Imaging Solutions, INC.

Global Payments, Inc.
Harry Norman Realtors, Intown Office
Jamestown Charitable Foundation, Inc.
Macy's
PwC
Sara Giles Moore Foundation
Wells Fargo Foundation

\$5,000-\$9,999

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

\$1,000-\$4,999

Acadia Shutters, Inc.
Atlanta Hawks
Arboguard
Ayco Charitable Foundation

Boutte Tree, Inc.
Caldwell Tree Care
Comcast Corporation
Delta Community Credit Union
Edelman
The GoodCoin Foundation
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Leapley Construction Group
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McMaster-Carr Supply Company
Nordson Corporation
North American Properties
Paradies Lagardère
Serenbe
Target
Towerpoint Capital LLC
Trees Atlanta
Twitter

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Tom Beatty
Denisse Gomez Blancarte
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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





PiedmontPark.org

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