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, you chose to support the Conservancy and to help grow and protect the Park. Perhaps you’ve felt the Park revive you, ground you, and remind you of who you are. Many visit the Park every year, and many of them have that experience. We think, though, that your choice to act — to donate your time and resources to the Conservancy and help Keep Piedmont Park — is what shows who you truly are. And because of you, we can work together toward making Piedmont Park even better.

Piedmont Park is for all of us: for all the ways we live, and for all the ways we come to life. It’s in our nature.
For more than 30 years, Piedmont Park Conservancy has improved, preserved and provided programming in the Green Heart of Atlanta. 2022 stands out as one of our most successful years in memory, thanks to our partners, supporters, donors and program participants.

With your unprecedented support we enhanced our landscaping efforts and hosted more special events. Volunteers (from individuals to 200-person groups) cleaned and beautified the Park, shared their expertise on committees and provided crucial services. More kids attended environmental education programs, summer camps, field trips, and other in-person events as part of our STEAM curriculum. Even as we began to shift from perpetual social distancing to oh-give-me-a-hug moments, more Atlantans celebrated marriages, birthdays, corporate holiday parties and more in Piedmont Park.

Preserving the Park as a vital, healthy greenspace is our unchanging mission. We thank our City of Atlanta partners whose work helped make 2022 a triumph for the Park. We are indebted to our supporters and friends: you share our commitment. You helped keep Piedmont Park a beautiful green jewel for the nearly 6 million people who visit every year. So as you turn these pages, we hope you feel a sense of communal pride. You earned it. Thank you.

Ellen Sacchi
2022 Board Chair

Mark Banta
President & CEO

---

2022 CONSERVANCY BOARD OF DIRECTORS

Chandra Stephens-Albright
Lawrence Ashe
Ambrish Baisiwala
Patrick Baldwin
Louisa Basarrant
Christine Boucher
Chris Buettner
Tanya Das
Lee Echols
Jamila Hall
Mona Harty

Mike Hecht
Tony Hilliard
Herman Howard
Robert Hughes
Andre P. Hylton
Allegra Lawrence-Hardy
Chris McDaid
Virginia Means
Pat Upshaw-Monteith
Carlos Pagoaga
Claudia Patton

Allen Roberson
Ellen Sacchi
Abe Scheer
Dawn Severt
James A. Squires
Tony Sundermeier
Lisa Cannon Taylor
Adriana Varela
Alex Wan
John Wilson
Erin Yabroudy

EX-OFFICIO
Mayor andre Dickens
John Dargle
Justin Cutler
Doug Shipman

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

John Johnson
B. Mitchell King
Dorothy Yates Kirkley
Guy Millner
William Palmer
Mark C. Rusche
Jane Shivers
Esther Stokes
Aaron Watson
John Webster
In 2022, we hosted over 5 million Park visitors. Whether taking a daily stroll for exercise, stealing a few minutes to center themselves in nature, or setting aside an afternoon to play and exercise in our open spaces, people came together in the Park to make memories. We are proud to be stewards of Atlanta’s green heart and thank you — the Keepers of Piedmont Park — for your ongoing support. We look forward to sharing this beautiful oasis with you well into the future.

**2022 Visitors**

**Park Visitors**
Over 5 Million Visitors

**Average Age** 43

**Median Income** $74k

**Visitor Time Spent** 100 minutes

**Visitor Origins**
Top Zip Codes:
- 30306
- 30324
- 30312
- 30309
- 30307
- 30331
- 30308
- 30316
- 30305
- 30318
20% of visitors from out of state

**Visitor Diversity**
- 31.8% African-American/Black
- 8.2% Hispanic/Latino
- 49.9% Caucasian/White
- 6.9% Asian
- 2.8% Other

PIEDMONT PARK CONSERVANCY
ANNUAL REPORT 2022
I’ve lived near Piedmont Park for over 10 years. I walk my dog Monte through the Park daily. You can see how many people come here for community. I play bocce ball in the Park; I visit the farmer’s market (I even have a plot in the community garden). The Park is a backyard I share with over 5 million other people. I spend so much time there, and I spend it with those people - my community. I feel like the Park represents all of Atlanta.

Considering how important the Park has been to me, I have been excited to get involved and contribute to Piedmont Park’s success. And now I encourage other young professionals to start building their own relationships with the Conservancy. Volunteering, fundraising, advocacy: there are many ways to get involved. And the more people helping the better Piedmont Park gets. A thriving community takes participation!

- Lauren Vaught

7,564 hours donated by 2,107 volunteers
Over 200 attendees participated in docent-led Park Guided History Tours
546 yards of mulch laid throughout the Park
1,975 pine straw bales added in the Park
When we moved to Atlanta, I didn’t know anyone but my husband. I saw the Conservancy’s Walking Club advertised on Instagram and decided to try it. It turned out to be a great way to meet people and have easy conversation while getting some exercise in a beautiful park. We’ve even had some guest speakers on our walks who’ve told us about the Park’s plants, trees, and birds. In just a few weeks at Walking Club, we were all getting familiar, gladly greeting each other every Tuesday morning. It wasn’t long before some of us were even getting lunch or coffee after the walks. I have now made some truly wonderful friends whom I cherish!

This activity really helps me feel connected to my community. Piedmont Park Conservancy programs seem to offer something for everyone. I think if someone is looking for community connection, Piedmont Park Conservancy Programs are a great place to start. It made all the difference to me!”

- Deb Watson
Once my children were 13 years old, they were too old to go to some of the local campuses’ programs. But one of their cousins previously participated in the Conservancy Youth Education Program; it sounded like a cool thing for them to do. The Conservancy program was close to our home and a place where the boys could walk on their own.

Participating in the Conservancy kids’ program taught the boys about the effects of our ecological system and the importance of maintaining our universal spaces. Words cannot express the impact and growth I saw in my children after their experiences in the program.”

- Darryl Holloman

70% increase in students served in the Youth Education Program
67% increase in youth participants on the Active Oval
749 Campers at this year’s EnviroVentures Summer Camp
Almost five years to the day from our engagement, we were married in the Park. We traveled all the way from Pennsylvania; our guests came from Atlanta, multiple states and even overseas. They loved how open, picturesque and well-kept the Park was and the awesome view of the midtown Atlanta skyline. We got the most beautiful wedding and sunset photos inside of the Park – there are so many wonderful backdrops.

Our wedding date had to be postponed three times during the pandemic. But the Conservancy’s event planning staff stuck with us and remained responsive to our millions of questions. They provided impeccable vendor recommendations and were both helpful and flexible in the face of our shifting dates. On our big day, the Piedmont Park event staff thought quickly on their feet, always had smiles on their faces, and kept events flowing smoothly. We knew they were as invested in our day running perfectly as we were.”

- Leah and Ronnie Jones

197 private rentals in the Park

Featured Film Productions:
The Resident
Monarch
Harold and the Purple Crayon
The Game

We kicked off our three-day event at Piedmont Park. We knew our attendees from across the country could not leave the Peach State without visiting one of the most iconic landmarks in Atlanta. The Park’s venue space was a wonderful first touch-point for our attendees. It provided the perfect atmosphere for networking, music and gorgeous fall views. Our attendees loved the format of the event and especially loved the local Atlanta food trucks surrounding the promenade area.

The Conservancy staff was flexible, accommodating, and organized – an absolute pleasure to work with! They helped us to bring our event to life and were beyond helpful during the pre-event stages and with day-of-event execution. One of our goals as event organizers was to build an experience that made every attendee leave the event feeling like a true local; Piedmont Park Conservancy helped us accomplish that.”

- Keren Landy

Senior Events & Partnerships Associate at Compass
Why is Piedmont Park special? There’s its obvious tranquil beauty; moreover, the Park is a place for all of Atlanta to enjoy. I love to bring my dog Simon to the Park because it’s his favorite place to say hello to everyone and be admired. I enjoy walking in the Park because of the peace and nature; it’s wonderful.

It is important for people to get involved with the Conservancy because it helps the Park continue to thrive as other great city parks like NYC’s Central Park. I wish more people knew that most of the funding that the Conservancy receives is private. So if you enjoy the Park and want to see it continue to grow and flourish, please support it.”

- Kenneth Ellner

9,450 flowers planted
5,040 hours mowing park grass
783 dogs splashed at Splish Splash Doggie Bash

Piedmont Park is a true gem in the center of the city! We feel so blessed to have this oasis in our urban community. Our children have grown up spending time in the Park and we love to visit year-round. The Conservancy provides so many ways for people to enjoy the Park, from the Green Market to the pool, from summer camps to tours and so much more.

We wanted Piedmont Park to stay a beautiful, safe, clean space, so we got involved with the Conservancy. As neighbors and users of the Park, it’s important for us to give back and help sustain the Park’s legacy. The Conservancy keeps the Park alive and vibrant. So if you love the Park, please consider giving to the Conservancy! No gift is too small. When we come together and give, we can keep our Park the crown jewel of Atlanta!”

- George & Mary Alice Mina
# 2022 Financial Information

## Total Revenue

- Contributions $2,095,135
- Rental income $1,351,848
- Program fees $779,844
- Special events $536,032
- City of Atlanta support $219,000
- Other income $10,314

**Total Revenue** $4,992,173

## Total Expenses

- Park events and programs $2,008,212
- Park maintenance and beautification $1,500,702
- Management and general $745,683
- Fundraising $614,469

**Total Expenses** $4,869,076

---

## PIEDMONT PARK CONSERVANCY, INC.

### Statements of Financial Position

#### December 31, 2022 and 2021

<table>
<thead>
<tr>
<th><strong>ASSETS</strong></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 1,275,378</td>
<td>$ 1,099,049</td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>295,688</td>
<td>217,433</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>54,931</td>
<td>357,725</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>59,080</td>
<td>44,335</td>
</tr>
<tr>
<td>Investments</td>
<td>—</td>
<td>5,005</td>
</tr>
<tr>
<td>Beverage and gift cards inventory</td>
<td>31,786</td>
<td>24,238</td>
</tr>
<tr>
<td>Deferred lease assets</td>
<td>7,505</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>$ 1,724,368</td>
<td>$ 1,747,785</td>
</tr>
<tr>
<td><strong>PROPERTY AND EQUIPMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land, building and improvements</td>
<td>$ 4,537,219</td>
<td>$ 4,517,100</td>
</tr>
<tr>
<td>Furniture, fixtures and equipment</td>
<td>712,679</td>
<td>631,016</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,249,898</td>
<td>5,148,116</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>2,469,269</td>
<td>2,320,360</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>2,780,629</td>
<td>2,827,756</td>
</tr>
<tr>
<td><strong>DEFEERED LEASE ASSETS - LONG TERM</strong></td>
<td></td>
<td>47,109</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$ 4,562,106</td>
<td>$ 4,575,541</td>
</tr>
</tbody>
</table>

## Liabilities and Net Assets

### Current Liabilities

| **Accounts payable** | 75,678 | 52,607 |
| **Deferred revenue** | 240,068 | 277,202 |
| **Total current liabilities** | $ 315,746 | $ 329,809 |

### Net Assets

| Without donor restrictions | | |
| Undesignated | $ 3,098,481 | $ 3,186,714 |
| Designated by Board as operating and maintenance reserve | 559,726 | 500,000 |
| **Total without donor restrictions** | 3,658,207 | 3,686,714 |
| With donor restrictions | | |
| 588,153 | 559,018 |
| **Total net assets** | 4,246,360 | 4,245,732 |
| **Total liabilities and net assets** | $ 4,562,106 | $ 4,575,541 |
Donors $1,000+
President’s Circle: $20,000+
Judy and Doug Hamilton
Beau and Alfredo Martin
Jenny and Michael Messner
The Estate of Peter Mounts
Linda and Marty Pinne
Karen Jones Squires and James Squires
The Estate of Peter Walter

Piedmont Circle: $10,000–$19,999
Stacey Patton and John Izard, Jr.
Ellen Macht
Robin Moriarty
Ellen and Guido Sacchi
Greer and Alex Taylor
Lisa Cannon Taylor and Chuck Taylor

Great Meadow Circle: $5,000–$9,999
Susan and Ronald Antinori
Louisa and Armando Basarreta
Robin Aiken and Bill Bolen
Ellen and Chris Bettsner
Liz and Bill Cary
Wimberly Warnock and Van Caswell
Daniel Chen
Margaret Anthony and Lee Ehols
Adam Ellis and Patti Ellis
Ken Eliner
Tracey Hall
Jan and Jim Harrallson
Anne and Scott Herren
Bob and Mary Hughes
Tamer and Andre Hytten
Lori Marshall and Martin Key
Tim and Jane Lundberg
Stuart and Sheryl Meddin
Claudia and Rex Patton
Barbara and Ronald Reid
Schoff and Nailing Charitable Fund
Dawn and Tim Severt
David Strickler
Matthew Teague

Clara Meer Circle: $2,500–$4,999
Kristie and Charles Abney
John Bowden
Lisa and Dan Brooks
Amy Reeves Cosgrove
Ann and Jeff Cramer
Charlotte Dixon and David Dolphin
Richard Daweswell
Carol and Harvey Eisenberg
Anita and John Friedmann
Barbara and Jeff Galloway
Wick and Gardner Garrison
Parkey and Dan Haggenman
Tony Hillard
May B. and Howell Hollis
David Hopkins

Robert C. Marshall
Debbie McCown and Fred Bradley
Matt O’Shea
Maria and Carlos Pagaciga
Patricia Penn
Johanna Ellis Reisinger and Jonas Reisinger
Leslie and Tim Renjilian
Clare and Norman Richie
All Shihk
Margaret R. and Charles Shufeldt
Ellen Hauck and Markham Smith
Sara and Paul N. Steinfeld

Olmsted Circle: $1,000–$2,499
Chandra Stephens-Albright and Warren Albright
Claire L. and H. Ross Arnold III
Nick Bacon
Kerr and Patrick Baldwin
Lisa and Joseph Bankoff
Anita and Mark Banta
Susan Bass and Tom Bradford
Paul and Peggy Benkeser
Sarah and James Borders
Christine and Jim Boucher
Joann Bowens
Debra and Angel Brand
Kathy and Alan Bremer
Courtney Bugler
Sara Jean and Fred Burke
Thomas Callaway
Helen Carlos and Ron Hilliard
Ashley Carlson
Kristin and Thomas Clyde
Jennifer and Arthur Cohen
Nancy Goodman and Tom Cohen
Ann and Jim Curry
Janice and Dave Darling
Tanya Dass and Genevieve Ward
Frances Davis
Dennis Dean and Drew Brown
Otto Feenberg
Janice and Steve Dickson
Tricia Downing
Linton Eberhardt
George L. and Sabre J. Esler
Camille and John Fenton
Sally Flecks
Jessica and James Freeman
Patty Dietz and Marc Galonksy
H. Earle Garvin
Amy Gerome-Atchuff
Karen and Andrew Ghetter
Alexandra Ginsberg
Lillian and Gregory J. Giannelli
Abbey Glass
Robert Gordon
Robin and Justin Gray
Margaret and Scotty Greene
Louise Sams and Jerome Gilhot
Suzanne and Newland Gwynn
Jamila Hall
Heather and Jonathan Hallett
Joy Kurtz Hallinan
Michael Hendricks
Kathryn B. and Nathan Hendricks III
Bonnie and Teryl Herron
Linda and Barry Hirsich
Vicki Hooten
Dena and William Humphreys
Nancy and Douglas James
Allison and Bryan Jones
Kailman Family Fund
Becky Powhatan Kelley and Mark Kelley
Susan and Max Krey-Seymour
Tom Klein and Erik Lavelle
Lois Keno
Charlie Kowal
Clifford Lancy
James Landon
Laure and Philip Law
Alla Lawrence-Hardy
Dana and Josh Lieberman
Brian Liske
Chinmay Lishas
Cheryl Lloyd
Denny Marcus and Andre Schnabl
Suzanne and Michael Masters
Sheryl and Richard Mendola
Kurt Meyer
Jennifer Fischer and Aaron Miller
Judy O. Zaban Miller and Lester Miller
Jennifer and Aaron Morgan
William Morgan
Maryn Morgan and E. Lee Morris
Regina Olchowski and Ed Petter
Kylene Pinter
The Quigley Family Foundation
Josh Ragan
Ronald Raider
Mary Reaiff
Allan Robinson
Sharlyn Ross
Barry Sanders
J. Howard Sappington
Linda and Abe Scheer
Jim Schroeder
Jane Shivers and BRL Sharp
Virginia and David Smith
Courtney and Brant Smith
Stephanie Sparkman
Laura Broyles and Jason Stein
Stephanie and C. Austin Stephens
Hobby and Bob Stevens
Esther and Jim Stokes
Jenny Streeter
Susan and Rand Suffolk
Todd Tautfest
Kimmie and Christian Tecca
Michelle Reid and Alan Thiemann
Ann Thompson
James and Emily Tillman
Cathy Toney
Christopher Tully
Adriana Varela
Wayne Vason and Lee Harper Vason
Lauren Vaught
Heidi Veitman
Joe Zehely and Alex Wan
Margaret and John Ware
Richard Wells
Claire and Mark Wilkenneyer
Mary Beth and John Wilson

Corporate and Foundation Partners

$50,000+
The Home Depot Foundation
INSECO
Kaiser Permanente of Georgia
Norfolk Southern Foundation
Northside Hospital
The Sara Giles Moore Foundation
The UPS Foundation

$25,000–$49,999
Bank of America Charitable Foundation
Cox Enterprises, Inc.
Delta Air Lines
The Zeist Foundation, Inc.

$10,000–$24,999
The Arthur M. Blank Family Foundation
The Office of District 6
Councilmember Jennifer Ide
The Coca-Cola Foundation
DeltaTie
Georgia-Pacific Foundation
Global Payments Inc.
Insight Global
The Non鉴 Foundation

$5,000–$9,999
BMO Harris Bank N.A.
Equifax—Security
Erin Yabrudwy and Associates and
Harry Norman, Buckhead
Ernst & Young
HGOR
Petersilie Norcross
Porsche Cars North America, Inc.
Pemberton Holdings

$1,000–$4,999
Barking Hound Village
Blackbaud
BMC Software
Boot Camp 4x4 Cause
Boutte Tree, Inc.
Brown Bag Marketing
Camp Cowwow
Cherokee Garden Club
City Trees
Cushman & Wakefield, Inc.
Empire
Endeavor ($600 over)
Forza Services
Gibson Landscape
Grantham
GreenPrint LLC
Halpern Enterprises Inc.
Higginsbooth Insurance Agency
Highland Pet
Jamestown Charitable Foundation, Inc.
Ker-Seymour Family Foundation, Inc.
North American Properties
Northwood Garden Club
Novare Group, Inc./NGI
Paradise Lagardère
RELX Solutions
Shake Shack
State Mutual Insurance Company
United Distributors, Inc.

Commemorative Giving

$100+
Georgiana Vancea and Kabir Barday
Karen Bowman
Friends and Family of Tonee Valentine
Laurina Florio
Autumn Gentry
Anna Kovacs
Arthur Lee Meadows
Alan and Patti Masarek
Todd Semrau
Lori Sullivan
The Robert and Polly Dunn Foundation

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 404-878-7275, ext. 253 or Donations@PiedmontPark.org