



# OUR BEST NATURE

*Annual Report 2022*



# BRINGS US Together

## 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*

**Ellen Sacchi**  
2022 Board Chair

*Mark Banta*

**Mark Banta**  
President & CEO

## 2022 CONSERVANCY BOARD OF DIRECTORS

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

Mike Hecht  
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Erin Yabroudy

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William Palmer  
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Jane Shivers  
Esther Stokes  
Aaron Watson  
John Webster

# 2022 Visitors

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.

## Park Visitors

**Over 5 Million Visitors**

**Average Age 43**

**Median Income \$74k**

## Average Time Spent

**100 minutes**

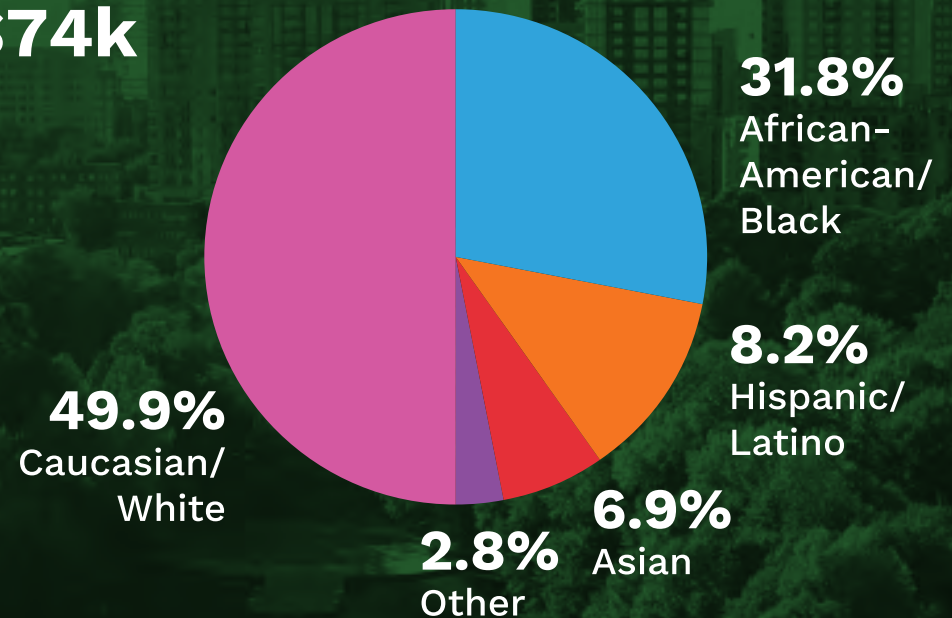
## Visitor Origins

### Top Zip Codes:

30306 30324 30312  
30309 30307 30331  
30308 30316 30305  
30318

20% of visitors from out of state

## Visitor Diversity





## 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*

**Increased** access to fresh, healthy, locally grown food by accepting EBT at **Green Market**

**8 new** public programs were added helping increase participation by **443%**

Players on the Active Oval more than **doubled**





## 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 years  
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**

**True Lies**  
**Stormwind Johnson**



**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



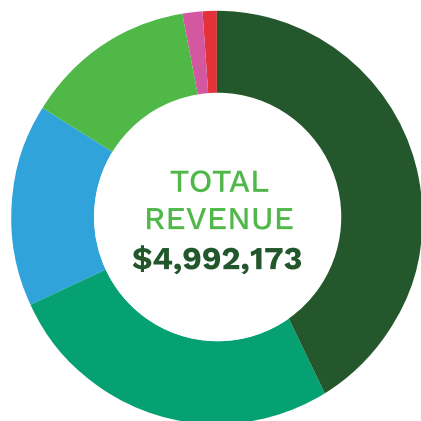
**Piedmont Park is a true gem** in the center of the city! We feel so blessed to have this oasis in our urban community. Our children have grown up spending time in the Park and we love to visit year-round. The Conservancy provides so many ways for people to enjoy the Park, from the Green Market to the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

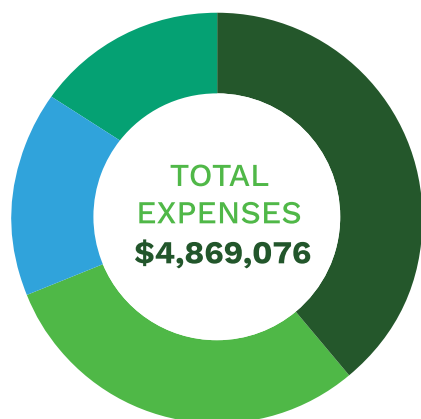
*- George & Mary Alice Mina*



## 2022 FINANCIAL INFORMATION



- 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



- Park events and programs  
\$2,008,212
- Park maintenance and beautification  
\$1,500,702
- Management and general  
\$745,693
- Fundraising  
\$614,469

## PIEDMONT PARK CONSERVANCY, INC. STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2022 AND 2021

	2022	2021
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 1,275,378	\$ 1,099,049
Pledges receivable	295,688	217,433
Accounts receivable	54,931	357,725
Prepaid expenses	59,080	44,335
Investments	—	5,005
Beverage and gift cards inventory	31,786	24,238
Deferred lease assets	7,505	—
<b>Total current assets</b>	<b>\$ 1,724,368</b>	<b>\$ 1,747,785</b>
<b>PROPERTY AND EQUIPMENT</b>		
Land, building and improvements	\$ 4,537,219	\$ 4,517,100
Furniture, fixtures and equipment	712,679	631,016
<b>Total</b>	<b>5,249,898</b>	<b>5,148,116</b>
Less accumulated depreciation	2,459,269	2,320,360
Property and equipment, net	2,790,629	2,827,756
<b>DEFERRED LEASE ASSETS - LONG TERM</b>	<b>47,109</b>	
<b>Total assets</b>	<b>\$ 4,562,106</b>	<b>\$ 4,575,541</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 75,678	\$ 52,607
Deferred revenue	240,068	277,202
<b>Total current liabilities</b>	<b>\$ 315,746</b>	<b>\$ 329,809</b>
<b>NET ASSETS</b>		
Without donor restrictions		
Undesignated	\$ 3,098,481	\$ 3,186,714
Designated by Board as operating and maintenance reserve	559,726	500,000
<b>Total without donor restrictions</b>	<b>3,658,207</b>	<b>3,686,714</b>
With donor restrictions	588,153	559,018
Total net assets	4,246,360	4,245,732
<b>Total liabilities and net assets</b>	<b>\$ 4,562,106</b>	<b>\$ 4,575,541</b>

## 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 Waller

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

Stacy 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 Basarrate  
Robin Aiken and Bill Bolen  
Ellen and Chris Buettner  
Liz and Bill Cary  
Wimberly Warnock and Van Caswell  
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Margaret Anthony and Lee Echols  
Adam Ellis and Patti Ellis  
Ken Ellner  
Tracey Hall  
Jan and Jim Harralson  
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Bob and Mary Hughes  
Tamera and Andre Hylton  
Lori Marshall and Marin Key  
Tim and Jane Lundberg  
Stuart and Sheryl Meddin  
Claudia and Rex Patton  
Barbara and Ronald Reid  
Schoff and Nailling Charitable Fund  
Dawn and Tim Severt  
David Strickler  
Matthew Teague

### Clara Meer Circle: \$2,500-\$4,999

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Ann and Jeff Cramer  
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Carol and Harvey Eisenberg  
Anita and John Friedmann  
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Wick and Gardiner Garrard  
Parkey and Dan Haggman  
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May B. and Howell Hollis  
David Hopkins

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Leslie and Tim Renjilian  
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Ali Shaikh  
Margaret and R. Charles Shufeldt  
Ellen Hauck and Markham Smith  
Sara and Paul N. Steinfeld

### Olmsted Circle: \$1,000-\$2,499

Chandra Stephens-Albright and Warren Albright  
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Kerri and Patrick Baldwin  
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Anita and Mark Banta  
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Helen Carlos and Ron Hilliard  
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Amy Gerome-Acuff  
Karen and Andrew Ghertner  
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Abbey Glass  
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Dana and Josh Lieberman  
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Christopher Tully  
Adriana Varela  
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Lauren Vought  
Heidi Veltman  
Joe Bechely and Alex Wan  
Margaret and John Ware  
Richard Wells  
Claire and Mark Wilkiemeyer  
Mary Beth and John Wilson

## Corporate and Foundation Partners

### \$50,000+

The Home Depot Foundation  
INVESCO  
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  
Deloitte  
Georgia-Pacific Foundation  
Global Payments Inc.  
Insight Global  
The Nonami Foundation

### \$5,000-\$9,999

BMO Harris Bank N.A.  
Equifax- Security  
Erin Yabroud & Associates and Harry Norman, Buckhead  
Ernst & Young  
HGOR  
Petsuites Norcross  
Porsche Cars North America, Inc  
Portman Holdings

### \$1,000-\$4,999

Barking Hound Village  
Blackbaud  
BMC Software  
Boot Camp 4a Cause  
Boutte Tree, Inc  
Brown Bag Marketing  
Camp Bowwow  
Cherokee Garden Club  
City Year  
Cushman & Wakefield, Inc.  
Empire  
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Forza Services  
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Higginbotham Insurance Agency  
Highland Pet  
Jamestown Charitable Foundation, Inc  
Ker-Seymer Family Foundation Inc.  
North American Properties  
Northwood Garden Club  
Novare Group, Inc./NGI  
Paradies Lagardère  
RELEX Solutions  
Shake Shack  
State Mutual Insurance Company  
United Distributors, Inc.

## Commemorative Giving

### \$1,000+

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 **404-875-7275, ext. 253** or **Donations@PiedmontPark.org**



# PIEDMONT PARK CONSERVANCY

[PiedmontPark.org](https://PiedmontPark.org)

 @PiedmontPark

 Piedmont Park ATL