



CEL 35 RATE
years

 **PIEDMONT
PARK
CONSERVANCY**

35th Anniversary Appeal



Since 1989, the Piedmont Park Conservancy has dedicated itself to preserving, protecting, and enhancing Piedmont Park for all Atlantans. Operating under a collaborative agreement with the City of Atlanta, the Conservancy has raised and contributed over \$110M to restore the Park and build and maintain new features; offers a wide range of programs to Park visitors of all ages and backgrounds; and with the help of thousands of volunteers annually, serves as the Park's primary steward and keeper.

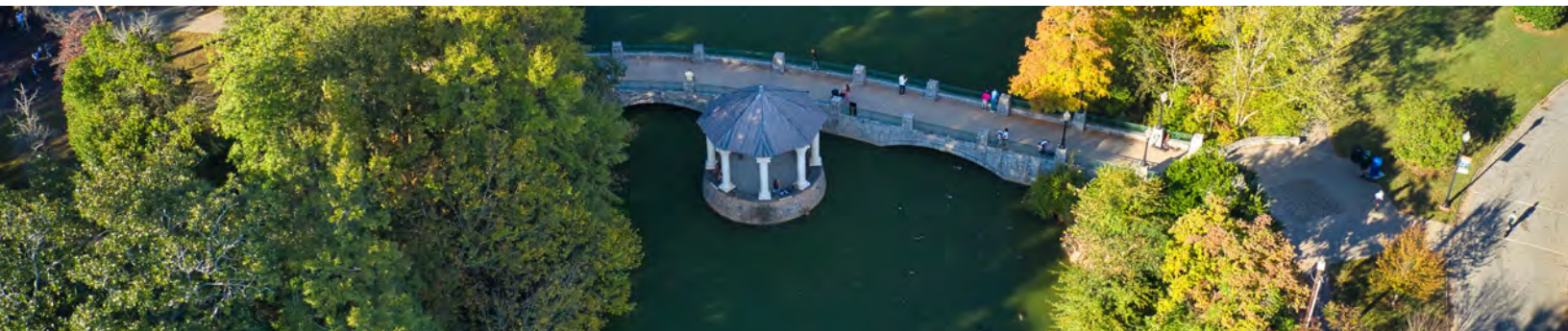
In 2024, we are celebrating our 35th Anniversary as the nonprofit champion of "Atlanta's Beating Green Heart." And in our 35th year, we will initiate an ambitious and comprehensive master planning effort driven by the surrounding community and the Park's many user-groups. This plan will center on an once-in-a-lifetime opportunity to add new acreage and green space to the Park while re-envisioning all of the Park's 200+ acres to ensure it remains a local and regional treasure both for now and for generations to come.

We will also undertake over \$2.5 million in Park improvements and enhancements to better our Park for now and the future. The Conservancy will also deepen its partnership with the City of Atlanta in our shared commitment to the Park by taking on more of the Park's maintenance and landscaping functions.

The 35th Anniversary Appeal celebrates the legacy of the Piedmont Park Conservancy while helping us recommit to the Park we all love and plan for its bright future as a welcoming, safe, and world-class Park for our city and beyond.

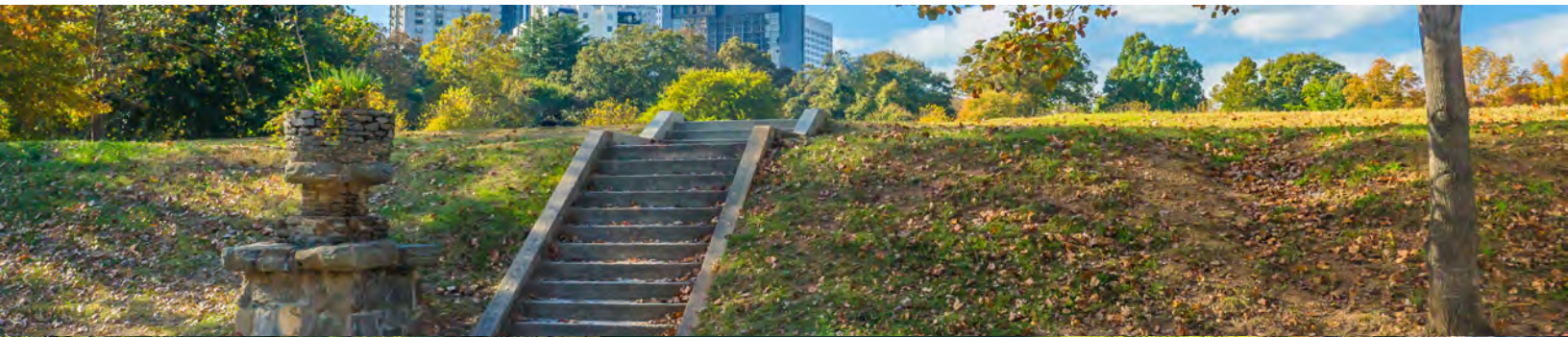
It's an exciting time for the Piedmont Park Conservancy. Our past work, current impact, and future plans wouldn't be possible without you. If you're a current supporter, thank you; we hope you will make a contribution in support of our 35th Anniversary Appeal. If you're a past supporter; there's never been a better time to get reacquainted. If you haven't supported us yet; now is the perfect time to become a donor as we celebrate our past and build for our future.

To learn more or donate, please visit piedmontpark.org/35thanniversary



35th Anniversary Appeal

Appeal Component	Component Detail	Component Cost
Park Infrastructure Improvements & Enhancements	Dedicated to improving the Park's existing infrastructure to ensure a world-class experience for all its 6MM+ visitors per year. Improvements are wide-ranging, from capital purchase to infrastructure improvements, landscape enhancements, and maintenance and repair projects. Funding is also planned for the Conservancy's increased role in maintaining and operating the Park.	\$2.5MM
Master Planning Process	The Master Plan process will begin in Q3 2024 and will run through Q1 2025. Funding covers consultant costs; schematic designs; graphics and materials; public meetings; focus groups; surveys; marketing and promotion; and related costs.	\$250,000
Park Expansion Studies	The Conservancy will commission a series of base maps and studies of existing utilities and infrastructures in anticipation of future Park expansions.	\$150,000
Land Acquisition Studies	Funds placeholder for initial land acquisition activities related to Park expansion. (Full cost of related land acquisition to be included in specific capital campaign for the expansion in 2025/26.)	\$250,000
Endowment/Cash Reserve	This reserve will establish an underpinning and sure-footedness for the Conservancy as we recommit to the Park's present while envisioning its future in our 35 th year and beyond.	\$350,000
Total 35th Anniversary Appeal Goal		\$3,500,000



Infrastructure Improvements and Enhancements

Project Type	Description	Cost Estimate
C	IT Server/Replatform	\$ 25,000
C	Community Center Trash Container Expansion	\$ 85,000
C	Park Operations Cart Replacement	\$ 18,000
C	Capital Expense Contingency for Future Projects	\$ 250,000
F	*Park wide Railings repair and Painting	\$ 200,000
F	*Visitor Center/Greystone/Magnolia Hall Exterior Painting	\$ 35,000
F	Pool Resurfacing	\$ 85,000
F	Monroe House Deck Replacement	\$ 15,000
I	*Promenade Roadbed Repair	\$ 50,000
I	Pool Arbor Replacement	\$ 75,000
I	IT/WiFi Greystone/Magnolia Hall Infrastructure	\$ 10,000
I	Dockside Synthetic Turf Installation	\$ 75,000
I	Directional and Descriptive Signage	\$ 25,000
I	Hardscape/Pave Promenade Island	\$ 12,000
I	Active Oval Track Lighting	\$ 75,000
I	Donor Recognition Wall/Monument	\$ 75,000
L	Tree Care (Trimming/Pruning/Removal/Planting)	\$ 75,000
L	Dockside Landscaping Backside of the Hill	\$ 10,000
L	Dog Park Fencing/Mulch Restoration	\$ 5,000
L	*Meadow Path Drainage Renovation (Phase 1)	\$ 100,000
L	Monroe Drive Entry Aesthetic Improvements	\$ 100,000
L	Landscape Refresh Community Center	\$ 10,000
L	Landscape Refresh Charles Allen Gate	\$ 15,000
L	Landscape Refresh Park Drive Gate	\$ 15,000
L	Landscape Refresh 12th Street Entrance	\$ 15,000
L	Landscape Refresh 10th Street Entrance	\$ 15,000
L	Landscape Refresh 14th Street Entrance	\$ 15,000
L	Landscape Refresh Park Tavern Entrance	\$ 15,000
L	Path Repaving (Phase 1)	\$ 389,000
L	Erosion Control Projects	\$ 75,000
I, L	Increased Park Maintenance and Operational Scope	\$ 250,000
R	*Fire Alarm Panel/Device EOL replacement Admin & Magnolia Hall	\$ 10,000
R	*Fire Panel EOL replacement Greystone	\$ 8,000
R	Pool Pump Room - Plumbing, Pipe and Bolt Replacement	\$ 18,000
R	Legacy Fountain Repairs	\$ 250,000
	Sub Total	\$ 2,500,000

*Fully or partially funded by the City of Atlanta. The Conservancy thanks the City and its citizens for their support and ongoing partnership in caring for Piedmont Park.

C - Capital Purchase; F - Facility Maintenance; I - Infrastructure Improvement; L - Landscape Improvement;
R - Repairs/Replacements

