CHAMPION OF Change
Our Mission

To enhance and preserve Piedmont Park as a vital, urban green space and as a cultural and recreational resource that enriches the quality of life for all Atlantans.

Our Mission continues to evolve as we build upon the legacy of our founders. In 1989, the Piedmont Park Conservancy was formed to bring Atlanta’s residents together to protect, enhance and preserve our park as an urban green space for all.

As we explore the 34th year of the Conservancy, we embark on change—within our city, our park grounds, our conservation efforts, and the way the Conservancy serves our community.

Our mission is the driving force of everything we do, our guiding light and the reason for our existence. From the renovation of the Atlanta History Center to the creation of new educational programs, we are committed to creating a vibrant and inclusive Piedmont Park for all who live in, work in, and visit Atlanta.

Piedmont Park Conservancy is the non-profit champion of Atlanta’s renowned, historic Piedmont Park in partnership with the City of Atlanta, the Conservancy enhances and preserves Piedmont Park for all who live in, work in, and visit Atlanta. Funded through philanthropic support, program service revenue, and large capital campaigns, the Conservancy has raised and remodeled over $10 million into the Park since its founding in 1989.

In 2023, Piedmont Park Conservancy remained firmly committed to our mission “To enhance and preserve Piedmont Park as a vital, urban green space and as a cultural and recreational resource that enriches the quality of life for all Atlantans.” With the ongoing support of our corporate partners, individual donors, volunteers, and program participants, the Piedmont Park Conservancy was able to navigate unexpected financial headwinds post-COVID and is poised to emerge stronger for our 35th year in 2024 and beyond.

Notably, the Conservancy welcomed its first new President & CEO in ten years, Doug Widener, following Mark Banta’s retirement. Doug’s arrival in October 2023 is a pivotal bellwether for the future of Piedmont Park as a dynamic, diverse, accessible green space for Atlanta, our surrounding areas and the Southeastern U.S. More specifically, under Doug’s leadership the Conservancy will undertake a comprehensive, community-driven master planning process to garner feedback and input on the park’s future, including the potential expansion of the park in the coming years. The Conservancy will also launch a new capital campaign to fund this park expansion.

As we look ahead with excitement and anticipation, in reflecting on 2023 we recognize that everything we do—from small landscaping efforts to special events and STEAM-based educational programs—is only made possible with the continued support of so many. In 2023, we welcomed more than six million visitors to Piedmont Park from every Atlanta neighborhood (and well beyond), almost 3,000 corporate participants, the Piedmont Park Conservancy was able to navigate unexpected financial headwinds post-COVID and is poised to emerge stronger for our 35th year in 2024 and beyond.

Piedmont Park is an enduring honor and our unflinching mission. Preservation and enhancement of Piedmont Park is an enduring honor and our unflinching mission. Please let the following pages fill you with a sense of pride for the year that was and the bright future we will build together. Many thanks for your support in preserving and enhancing the park we all love.

Doug Widener
President & CEO
Virginia Means
2024 Board Chair

2023 Conservancy Board of Directors

Our Mission

To enhance and preserve Piedmont Park as a vital, urban green space and as a cultural and recreational resource that enriches the quality of life for all Atlantans.
Our Visitors

Each person spent an average of 120 minutes enjoying the park’s various amenities.

How we came together in 2023:

We welcomed six million visitors from around the globe to Piedmont Park.

Top Visitor Zip Codes
30306 30309 30318 30324
30307 30316 30312 30331 30305

Visitor Diversity
45.1% 34.6% 8.9% 7.4% 1.2%
White  Black  Hispanic  Asian  Other
Our Helping Hands

We’re grateful to the 2,831 volunteers who spent time cleaning the park, removing invasive species, leading tours and helping with various programs and special events!

“Last fall (2023), I joined the Civic Leadership Program with Hands on Atlanta, in an effort to spend more time and effort volunteering to help my hometown. I was ecstatic when I learned that my partner organization would be the Piedmont Park Conservancy. I live only a few blocks away, and being able to directly impact my local neighborhood is delightfully fulfilling.”

Mike Kerfeld

Who volunteered?

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>No. of Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Members</td>
<td>80</td>
</tr>
<tr>
<td>Docents</td>
<td>4</td>
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<tr>
<td>Groups (103)</td>
<td>2,123</td>
</tr>
<tr>
<td>Green Market/Individual</td>
<td>624</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,831</strong></td>
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</table>

2023 volunteer hours

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Hours Volunteered</th>
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</thead>
<tbody>
<tr>
<td>Board</td>
<td>1,594</td>
</tr>
<tr>
<td>Docents</td>
<td>54</td>
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<tr>
<td>Groups (103)</td>
<td>5,834</td>
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<tr>
<td>Green Market/Individual</td>
<td>2,069</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>9,551</strong></td>
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</tbody>
</table>
Last year, we proudly added 11 new public programs to the park – which helped increase participation by 90%! Notably, our EnviroVentures Camp hosted a whopping 881 total participants and both of our swim-in movies sold out with 150 guests per viewing!

Programs highlights at a glance:

Green Market
Vendors: 44
Attendance: 40,000

Green Market’s EBT program, which accepts and doubles food stamp benefits for use at the farmers market, started in 2022.

Youth Environmental Education
4,193 participants
• Homeschool Days
• On-site Field Trips
• Outreach Field Trips
• Scouts
• Travel Trunk Programs
• Winter Weeks Day

• 36% increase in students served in the Youth Education Program
• 48 unique schools participated in field trips

Swimming Pool Attendance
26,209 attendees

Public Programs
2,352 participants
• Bike Club & Bike Buddies
• Book Making Workshops
• Canning Workshops
• Cider Workshops
• Fishing Programs
• Garden Programs
• Lifeline Adoption Event
• Parent/Child Workshops
• Park Leadership Team
• Speaker Series
• Swim-in Movie
• Terrarium Workshops
• Trivia
• Walking Club
• Wreath Workshops

Active Oval
Reserved Play
152,145 participants

Reserved Play (Youth)
17,130 participants

“I look forward to the summer months so I can lap swim in the mornings at Piedmont Park. Watching the sun rise while swimming laps is a peaceful and productive way to start the day. On other mornings I love to walk or jog in the park. I think of Piedmont Park as a welcoming spot for everyone in the city. It’s one of the places that helps me feel connected to Atlanta and my neighbors. I suggest everyone in the area should visit the park and also see how they can help with Conservancy programs. Maintaining Piedmont Park as one of the jewels of the city should be a priority of every resident.”

Paul Kasko
Atlanta’s iconic Piedmont Park continues to be a leading choice for event organizers everywhere—whether it’s for weddings, corporate gatherings, or other celebrations.

Our Venues

<table>
<thead>
<tr>
<th>Type</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Private rentals</td>
<td>170</td>
</tr>
<tr>
<td>Weddings</td>
<td>28</td>
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<tr>
<td>Commercial/film shoots</td>
<td>15</td>
</tr>
<tr>
<td>Activations</td>
<td>9</td>
</tr>
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</table>

“We couldn’t imagine a better venue to commemorate our marriage. We met in Atlanta and wanted to show tribute to that. Just any venue wouldn’t do that. We also wanted our guests to experience what our beautiful city has to offer and Greystone met our desires perfectly! With the beautiful skyline in the back of our photos, plus the upbeat vibes of Piedmont park on a sunny Saturday… it was perfect.”

Jessica and Jürgen S.
It takes a village to keep our park growing. Here’s what that looked like in 2023:

- 63,150 lbs. of material recycled
- 132 park service repairs
- 546 yds. of mulch laid
- 1,325 bales of pine straw
- 9,450 flowers planted
- 173,000 dog bags used
- 5,040 hours mowed

The Piedmont Park Conservancy contributes to over 75% of daily operations needed to maintain Atlanta’s most visited public park. From landscaping to addressing various service requests, the Conservancy’s contributions are essential in creating a welcoming and vibrant space for all visitors to enjoy.
The Piedmont Park Conservancy—in partnership with the City of Atlanta—is excited to lead and undertake a comprehensive, community-driven planning effort in 2024 as an important step in keeping Piedmont Park the thriving, beating heart of the city for generations to come.

Although smaller, targeted plans have been completed in recent years, this will be the first comprehensive project of this scope since 1995.

The unique opportunity to expand Piedmont Park’s area and amenities to the corner of Piedmont Avenue and Monroe Drive, as the nearby expansions of the Atlanta BeltLine and the Atlanta Botanical Garden are taking place, makes now the perfect time to develop a new plan and vision for Piedmont Park.

**Here’s how we’re putting it into action:**

**Summer 2024**
Master planning begins
Submission from community on ideas for new park features, programs, and uses as well as any concerns.

**Winter 2024**
Draft plan to City of Atlanta for review and approval
Develop schematic designs and plans to visualize how these elements may be represented throughout the park. Input from the community and key stakeholders will be gathered in person and online before submission.

**Spring 2025**
Plan approval from City of Atlanta
The City of Atlanta formally approves the plan and the Piedmont Park Conservancy leads the execution of the plan.

**Summer 2025**
Capital Campaign
The campaign will focus on the park’s expansion as the initial phase of the plan’s implementation, with subsequent phases focusing on other areas within the existing park.

**ANNUAL REPORT 2023**
PIEDMONT PARK CONSERVANCY
Our Donors

We couldn’t do it without you.
Our 2023 Financial Information

Contributions $983,466
Rental income $1,547,061
Program fees $780,051
Special events $371,630
City of Atlanta support $227,062
Other income $41,788
Released from restriction $841,140

TOTAL REVENUE $4,792,188

2023 Financial Report

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<th>ASSETS</th>
<th>2023</th>
<th>2022</th>
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<td>CURRENT ASSETS</td>
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<td>Cash and cash equivalents $1,020,764</td>
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<td>Pledges receivable 125,491</td>
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<td>Accounts receivable 88,411</td>
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<td>Investments 10,514</td>
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<td>Beverage and gift card inventory 25,761</td>
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<td>Deferred lease assets 7,343</td>
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<td>PROPERTY AND EQUIPMENT, NET</td>
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<td>Total assets</td>
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<td>DEFERRED LEASE ASSETS - LONG TERM</td>
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<td>Total without donor restrictions</td>
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<th>LIABILITIES AND NET ASSETS</th>
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<td>CURRENT LIABILITIES</td>
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<td>NET ASSETS</td>
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<tr>
<td>Without donor restrictions</td>
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<td>Undesignated</td>
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<td>Total without donor restrictions</td>
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<td>With donor restrictions</td>
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<td>588,153</td>
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<td>Total liabilities and net assets</td>
<td>$4,154,673</td>
<td>$4,562,106</td>
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TOTAL EXPENSES $5,134,388

TOTAL EXPENSES $5,134,388

2023 Financial Report

ANNUAL REPORT

PIEDMONT PARK CONSERVANCY

ANNUAL REPORT

PIEDMONT PARK CONSERVANCY