

CHAMPION OF *Change*



Our haven for escape, our sanctuary for gathering, our catalyst for personal development. Year after year, Piedmont Park remains a vital part of our city’s livelihood.

As integral as Piedmont Park is to our community, community is integral to the growth of Piedmont Park. It’s why the Piedmont Park Conservancy was founded in 1989: to bring Atlanta’s residents together in protecting, enhancing and preserving 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 visitors and, most notably, our fellow champions who enable us to dream bigger than ever.

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.

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 reinvested over \$110 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.

And while 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 and individual volunteers, and more than 800 participants at our EnviroVentures Camps—the best year for the camp since the COVID-19 pandemic. This small sampling of statistics demonstrates

the strength of not just our footprint in this ever-changing city but what we have to offer a broad spectrum of people.

Preservation and enhancement of Piedmont Park is an enduring honor and our unflinching mission. We want to thank our partners at the City of Atlanta whose continued contributions have helped the park grow and thrive. Our gratitude extends to park visitors, supporters, community members, and friends who share in our commitment to keep Piedmont Park “Atlanta’s Beating Green Heart.” Please let the following pages fill you with a sense 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



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2024 Board Chair

2023 Conservancy Board of Directors

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John Webster

Our Visitors



How we came together in 2023:



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



Top Visitor Zip Codes

30306 30309 30308 30318 30324
30307 30316 30312 30331 30305



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



Visitor Diversity

45.1% White **34.6%** Black **8.9%** Hispanic **7.4%** Asian **1.2%** 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?

Opportunity	No. of Volunteers
Committee Members	80
Docents	4
Groups (103).....	2,123
Green Market/Individual	624
Total	2,831



2023 volunteer hours

Opportunity	Hours Volunteered
Board	1,594
Docents	54
Groups (103).....	5,834
Green Market/Individual	2,069
Total	9,551

Our Programs

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 Wheels Day
- 38% increase in students served in the Youth Education Program
 - 48 unique schools participated in field trips

Swimming Pool Attendance
26,209 attendees

Active Oval Reserved Play
152,145 participants

Reserved Play (Youth)
17,130 participants

Public Programs
2,352 participants
260%+ increase YoY

- Bike Club & Bike Buddies
- Book Making Workshops
- Canning Workshops
- Cider Workshops
- Fishing Programs
- Garden Programs
- LifeLine Adoption Event
- Paint/Potting Workshops
- Park Leadership Team
- Speaker Series
- Swim-in Movie
- Terrarium Workshops
- Trivia
- Walking Club
- Wreath Workshops

“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

Our Venues

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.



170

private rentals



28

weddings



15

commercial/
film shoots



9

activations



“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.



Our Operations

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.



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



Our Vision for a Bright 2024

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

Solicitation from community on ideas for new park features, programs, and uses as well as any concerns.

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.

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 garnered in person and online before submittal.

Summer 2025 Capital Campaign

This campaign will prioritize the park's expansion as the initial phase of the plan's implementation, with subsequent phases focusing on other areas within the existing park.

Our Donors

We couldn't do it without you.

Olmsted Society \$20,000+

Beau and Alfredo Martin
Jenny and Michael Messner
Ellen and Guido Sacchi

\$10,000-\$19,999

Susan and Ronald Antinori
Ginny and Charles M. Brewer
Dorothy and Franklin Chandler
Ken Ellner
Nancy and Charles Harrison
Judy Keenan
Molly Messner Lane and Jeff Lane
The Friends and Family of Clara Luthio
Ellen Macht
Robin Moriarty
Alexandru Patruta
Catherine Radle and Sid Davis
Dawn and Tim Severt
Lisa Cannon Taylor and Chuck Taylor
Matthew Teague

\$5,000-\$9,999
Kristie and Charles Abney
Diane and Kent Alexander
Margaret Anthony and Lee Echols
Louisa and Armando Basarrate
Ellen and Chris Buettner

James Case
Janice and Dave Darling
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Linda and Abe Schear
Ali Shaikh
Matthew Simpson
Sara and Paul N. Steinfeld
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Wimberly Warnock and Van Caswell

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Kathleen Barksdale
John Bowden
Helen Carlos and Ron Hilliard
Luna Carlson
Ann and Jeff Cramer
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Deborah and David Eidson

Carol and Harvey Eisenberg
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Margaret and R. Charles Shufeldt
Courtney and Brent Smith
Anmarie and Forrest Smith
Stacy and Allen Sollenberger
Adriana Varela
Mary Beth and John Wilson
Joni Winston

\$1,000-\$2,499
Chandra Stephens-Albright and Warren Albright
Angie and Samuel Allen

Claire L. and H. Ross Arnold III
Robbie Ashe
Lauren Vaught and Nick Bacon
Julie and James S. Balloun
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Chanda Barlow
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Amber and Sean Germain
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Linda Hammett
Mona and Bob Harty
Michael Hecht
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Candace Smith
Stephanie Sparkmon
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Stephanie and Chuck Stephens
Holly and Bob Stevens
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Cindy Weinbaum
Charles Wells
Richard Wells
Claire and Mark Wilkiemeyer
Sharon Williams
Janice and Thomas Wilson
Robert Yellowlees
Nikita Zeno- Johnson

Corporate Giving
\$50,000+
The Home Depot Foundation
INVESCO
Kaiser Permanente of Georgia
Northside Hospital
The Sara Giles Moore Foundation
The Speedwell Foundation

\$25,000-\$49,999
Delta Air Lines
Georgia-Pacific Foundation
The Zeist Foundation, Inc.

\$10,000-\$24,999
Bank of America Charitable Foundation
The Coca-Cola Foundation
Cox Enterprises, Inc.

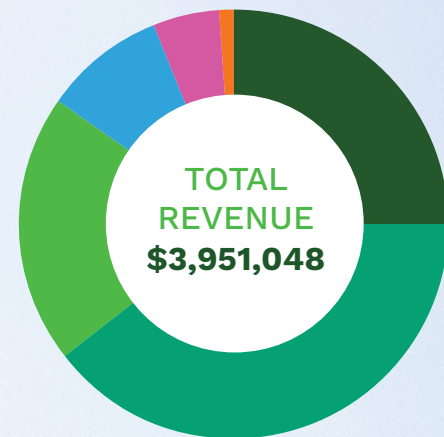
Deloitte
Do a Good Day Foundation
Gables Residential Services
Global Payments Inc.
Norfolk Southern Corporation
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BMO Bank N.A
The CF Foundation
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HGOR
The Mary Alice and Bennett Brown Foundation
MongoDB
Porsche Cars North America, Inc.
Stella and Chewy's

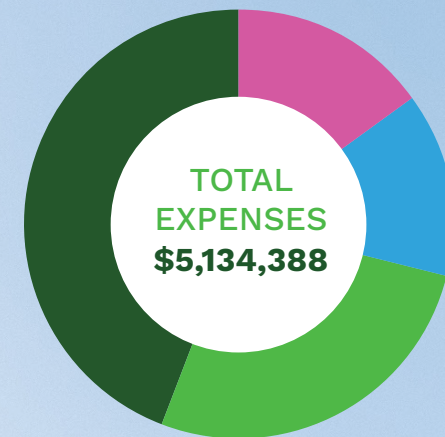
\$1,000-\$4,999
Acadia Shutters, Inc.
Baird Trust
Bark ATL, Inc.
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BluSky Restoration Contractors
Boutte Tree, Inc.
Colony Square

Coxe Curry & Associates
Delta Community Credit Union
Endeavor (160over90)
Eptura
Forvis
Gap Inc.
GGL Enterprises, Inc.
Gibson Landscape
Halpern Enterprises Inc.
Hamilton Capital LLC
Harry Norman, Realtors Intown Office
Highland Pet
International Association of Plastics Distribution
Jamestown Properties
Mapletree
Mayberry Electric
Novare Group, Inc./NGI
Piedmont Bark
Radius Recycling
RELEX Solutions
Simply Business
Thompson Hine LLP
Toast Tab
Unitus Security
Westwood Financial
Zurix Roofing Systems

Our 2023 Financial Information



- Contributions
\$983,456
- Rental income
\$1,547,061
- Program Fees
\$780,051
- Special events
\$371,630
- City of Atlanta support
\$227,062
- Other income
\$41,788



- Park events and programs
\$2,259,080
- Park maintenance and beautification
\$1,406,383
- Management and general
\$702,393
- Fundraising
\$766,532
- Other income
\$41,788
- City of Atlanta support
\$227,062

2023 Financial Report

	2023	2022
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,020,764	\$ 1,275,378
Pledges receivable	125,491	295,688
Accounts receivable	88,411	54,931
Prepaid expenses	48,585	59,080
Investments	10,514	—
Beverage and gift cards inventory	25,761	31,786
Deferred lease assets	7,343	7,505
Total current assets	\$ 1,326,869	\$ 1,724,368
PROPERTY AND EQUIPMENT		
Land, building and improvements	\$ 4,550,520	\$ 4,537,219
Furniture, fixtures and equipment	796,387	712,679
Total	5,346,907	5,249,898
Less accumulated depreciation	2,613,979	2,459,269
Property and equipment, net	2,732,928	2,790,629
DEFERRED LEASE ASSETS - LONG TERM	54,776	47,109
Total assets	\$ 4,114,573	\$ 4,562,106
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 175,151	\$ 75,678
Deferred revenue	275,765	240,068
Total current liabilities	\$ 450,916	\$ 315,746
NET ASSETS		
Without donor restrictions	\$ 2,706,281	—
Undesignated	\$ —	\$ 3,098,481
Designated by Board as operating and maintenance reserve	559,726	559,726
Total without donor restrictions	3,266,007	3,686,714
With donor restrictions	397,650	588,153
Total net assets	3,663,657	4,246,360
Total liabilities and net assets	\$ 4,114,573	\$ 4,562,106