

Our Mission & Vision

As the nonprofit champion of Atlanta's most visited park, the Piedmont Park Conservancy was **established in 1989 with a mission to enhance and preserve Piedmont Park as a vital urban greenspace and cultural resource that enriches the lives of all Atlantans.**

Operating in a collaborative partnership with the City of Atlanta, the Conservancy has raised and reinvested over \$150 million into the restoration of the park, construction of new features, and ongoing maintenance. Additionally, it offers a diverse array of programs catering to visitors of all ages and backgrounds, ensuring Piedmont Park remains a vibrant community asset. With the support of thousands of volunteers each year, the Conservancy serves as the primary steward of the park, conducting over 85% of the park's annual operations and maintenance. Our volunteers donate **10,000 hours to the park; these efforts reflect the Conservancy's desire to deliver on our mission, broad community reach and alignment with corporate social responsibility goals.**

Piedmont Park stands as Atlanta's most popular free amenity, **drawing over 6 million visitors** annually from more than 134 zip codes, **serving the people of Atlanta and beyond.** The Conservancy remains steadfast in its commitment to preserving the park's safety, cleanliness, and environmental integrity. To this end, it **delivers programs** aimed at promoting healthy lifestyles, fostering community engagement, and nurturing environmental consciousness. These initiatives encompass health and wellness campaigns, STEM/STEAM (science, technology, engineering, art, and math) youth environmental field trips and summer camps for 5,000 students, a bustling Green Market, cultural performances, an extensive volunteer program with nearly 3,000 people each year, and sustainability initiatives.

The non-profit champion of Atlanta's most visited park, the Piedmont Park Conservancy, is committed to enhancing and preserving Piedmont Park as a vital urban greenspace and cultural resource to enrich the lives of all Atlantans. Through a collaborative partnership with the City of Atlanta, the Conservancy manages the bulk of the Park's daily operations and maintenance, coordinates volunteer stewardship, provides inclusive programming for thousands of annual visitors, and raises essential funds for improvements and capital projects.

2024 marked a milestone year for Piedmont Park and the Conservancy. The Park celebrated its 120th birthday, while the Conservancy marked 35 years as the primary steward of Atlanta's "Beating Green Heart." In January, we launched a \$3.5M 35th Anniversary Appeal to help fund a broad range of improvements, demonstrating our unwavering commitment to the Park's ongoing care and vitality.

We also used this milestone year to boldly plan for the Park's future. In July, we launched the first comprehensive planning initiative in more than 25

years. The Conservancy and its partners engaged thousands of Atlanta residents and Park visitors—in person and online—to share their feedback and ideas. The resulting 10-month process produced a visionary blueprint for enhancing the Park's features, programming, natural spaces, operations, and maintenance—as well as plans for expansion at Piedmont Avenue and Monroe Drive.

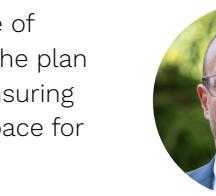
Implementation of key operational improvements will begin in 2025, followed by a full capital campaign to support the plan's first phase of expansion, scheduled to launch in 2026. The plan will progress over the next 15–20 years, ensuring Piedmont Park remains a thriving green space for generations to come.

2024 also brought record achievements across the Conservancy's core work—Park stewardship, engaging programming for all ages, volunteer initiatives, and venue rentals and events. Our fundraising efforts and earned revenue also grew significantly, highlighted by our 35th Anniversary Landmark Luncheon, which exceeded past levels of support and engagement.

While we celebrate the accomplishments of 35 years of service, we know our work is just beginning. Thank you for all the ways you support the Conservancy and the Park we all love.

Join us as we embark on our next 35 years (and more) and chart a bright course for the future of Piedmont Park!

Sincerely,



Doug Widener
President & CEO



Virginia Means
2024 Board Chair

2024 Conservancy Board of Directors

Officers / Executive Committee:

- Farideh Azadi
- Matthew Pritchard
- Virginia Means, Chair
- Lynn Clark
- Neil Rollins
- Janice Darling
- Whit Fries
- Jamila Hall
- Ex-Officio: Mayor Andre
- Alexandra Ginsberg
- Allen Roberson
- Heather Hallett
- Raj Shah
- Ellen H. Sacchi
- Judy Hamilton
- Ali Shaikh
- Matthew R. Simpson
- Mona Harty
- Venkat Iyer
- Lisa Cannon Taylor
- Erik LaValle
- Sheryl Meddin
- President Doug Shipman ,
- Charles Abney
- Mike Messner

City Council Appointed:

- Robbie Ashe
- Keith Quarles, Jr.
- Candace Smith
- Cecilia Houston Torrence
- Curley Dossman, Jr.
- Jan Harralson
- Jerry Hassebroek
- Robert (Bob) T. Hughes
- John Izard, Jr.

Emeritus:

- William (Bill) Palmer
- Mark C. Rusche
- Jane Shivers
- Esther Stokes
- Aaron Watson
- John Webster

Our Operations

In 2024, the Piedmont Park Conservancy and our community came together to care for and improve the Park. From planting thousands of flowers to spending countless hours mowing, every effort reflects our shared commitment to keeping Piedmont Park beautiful, healthy, and welcoming. These numbers are more than statistics. We represent dedication, teamwork, and a love for the Park that keeps it thriving for everyone.



**It takes a village to keep our park growing.
Here's what that looked in 2024:**



63,275 lbs.
of material recycled



564 yds.
of mulch laid



9,450
flowers planted



144,000
doggie bags used



Our Helping Hands

We're grateful to the 2,791 volunteers who spent time cleaning the park, removing invasive species, leading tours and helping with various programs and special events!



"The Conservancy programs offer a friendly, inviting opportunity to try a new skill, meet your neighbors and to give back. The staff, Kaycee and Matthew are phenomenal at their jobs and excited to teach you. I love telling friends and coworkers about the class I took and showing off my latest project. I would call myself an unofficial park ambassador."

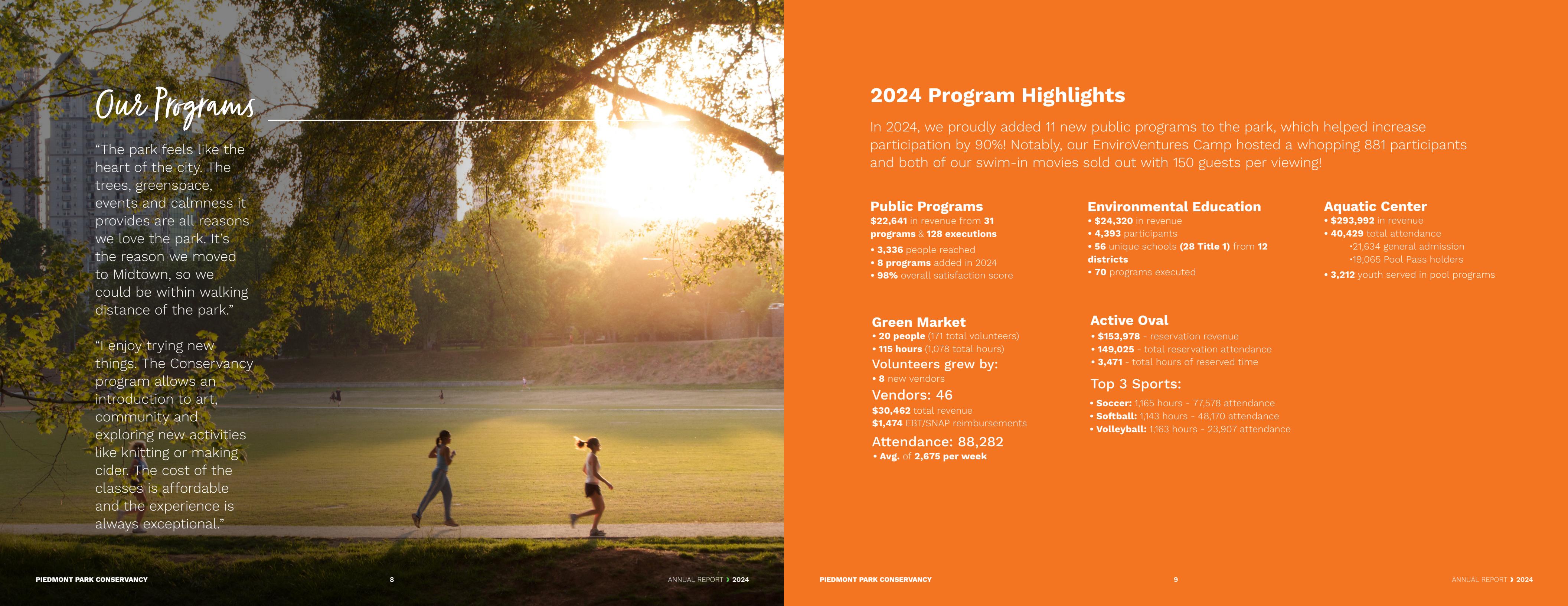
2024 Volunteer Impact

Groups	No. of Volunteers
Corporate (64)	1,290
• 10 first-time Partners	
• 8 returning Partners	
Community (11)	1,383
Student (7)	118
Total	2,791



2024 Volunteer Hours

Groups	Hours' volunteered
Corporate Groups	3,285
• \$54,341 donated through the Corporate Volunteer Program	
College Groups	290
Total Hours	3,600
Economic Impact	\$288,044



Our Programs

“The park feels like the heart of the city. The trees, greenspace, events and calmness it provides are all reasons we love the park. It’s the reason we moved to Midtown, so we could be within walking distance of the park.”

“I enjoy trying new things. The Conservancy program allows an introduction to art, community and exploring new activities like knitting or making cider. The cost of the classes is affordable and the experience is always exceptional.”

2024 Program Highlights

In 2024, we proudly added 11 new public programs to the park, which helped increase participation by 90%! Notably, our EnviroVentures Camp hosted a whopping 881 participants and both of our swim-in movies sold out with 150 guests per viewing!

Public Programs

\$22,641 in revenue from **31 programs** & **128 executions**
• **3,336** people reached
• **8 programs** added in 2024
• **98%** overall satisfaction score

Green Market

• **20 people** (171 total volunteers)
• **115 hours** (1,078 total hours)

Volunteers grew by:

• **8** new vendors

Vendors: 46

\$30,462 total revenue
\$1,474 EBT/SNAP reimbursements

Attendance: 88,282

• Avg. of **2,675 per week**

Environmental Education

• \$24,320 in revenue
• **4,393** participants
• **56** unique schools (**28 Title 1**) from **12 districts**
• **70** programs executed

Active Oval

• **\$153,978** - reservation revenue
• **149,025** - total reservation attendance
• **3,471** - total hours of reserved time

Top 3 Sports:

• **Soccer:** 1,165 hours - 77,578 attendance
• **Softball:** 1,143 hours - 48,170 attendance
• **Volleyball:** 1,163 hours - 23,907 attendance

Aquatic Center

• \$293,992 in revenue
• **40,429** total attendance
• 21,634 general admission
• 19,065 Pool Pass holders
• **3,212** youth served in pool programs

CEL35RATE

In 2024, Piedmont Park Conservancy marked its 35th Anniversary and the 120th birthday of Piedmont Park. The Conservancy honored this milestone year by launching a \$3.5 million campaign to enhance the Park today while envisioning its future over the next two decades.

Working with the City of Atlanta and thousands of residents, the Conservancy led a community-driven master planning effort. The plan expands park acreage, adds green space, and reimagines more than 200 acres to keep Piedmont Park a local and regional treasure for generations.

During the anniversary year, major park improvements advanced this vision. The 35th Anniversary Appeal celebrated the Conservancy's legacy while renewing its promise to care for a safe, welcoming, world-class park for Atlanta and beyond.



Park Infrastructure and Enhancements

The campaign directed \$2.5 million toward improving park infrastructure to ensure a first-rate experience for more than six million annual visitors. Projects span operations, landscape renewal, and facility upgrades. Highlights of these enhancements include:

Facility Maintenance Projects

- Repainted several historic buildings
- Repaired and painted park railings
- Resurfaced the pool

Capital Purchases

- Modernized IT and connectivity for two historic venues
- Upgraded staff systems and servers
- Added a golf cart for programs and maintenance
- Installed a lift to improve pool accessibility
- Replaced the Community Center trash compactor

Infrastructure Improvements

- Installed lighting around the Active Oval
- Repaired roadbeds
- Replaced the pool arbor
- Improved and increased park signage

Landscape Projects

- Refreshed all park entrances
- Repaved key paths
- Improved meadow drainage
- Enhanced dog parks
- Implemented erosion control projects
- Conducted an inventory and health study of 3,500+ trees

Key Repairs and Replacements

- Replaced Legacy Fountain sprayer heads
- Installed new pool pumps and furniture
- Updated alarm and sensor systems in park buildings

Comprehensive Planning

Together with the City of Atlanta and a broad coalition of civic and community leaders, the Conservancy completed a master plan for Piedmont Park. The plan serves as a long-term guide for stewardship, growth, and sustainability. The full report is available at plan.piedmontpark.org

Park Expansion and Land Acquisition Studies

As part of the planning process, the Conservancy began studies supporting future expansion at Piedmont Avenue and Monroe Drive. Work includes base mapping and analysis of existing utilities and infrastructure to prepare for future growth.

The Conservancy continues raising funds toward the \$3.5 million goal through 2025, with more than \$3 million already secured. Many projects are complete, others are underway, and all campaign-funded work will wrap by mid-2026.

Our deepest gratitude to the donors whose generosity made this transformation possible.

The Antinori Foundation

Atlanta Track Club

The Arthur M. Blank Family Foundation

The Coca-Cola Foundation

City of Atlanta

The Family of Overton and LaVora Currie

The Imlay Foundation

Truist Trusteed Foundation; Harriet McDaniel Marshall Trust and the Neil Warren Elkin and William Simpson Elkin Foundation

Anonymous

Ellen and Guido Sacchi

Anonymous

Lisa Cannon Taylor and Chuck Taylor

Rowdy Tiger Fund

The Vasser Wooley Family Foundation

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.



96
private rentals



24
weddings



14
commercial/
film shoots



12
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.”

Our Visitors

In 2024, Piedmont Park welcomed over six million park visitors from around the globe. Each person spent an average of 110 minutes on the park's various amenities.



How we came together in 2024:



We welcomed **6 million visitors** from around the globe to Piedmont Park.



Medium salary of our visitors is **\$74K**



Each person spent an average of **10 minutes** enjoying the park's various amenities.



Visitor Diversity

47.8%	33.5%	8.8%	7.4%	XX%
White	Black	Hispanic	Asian	Other



20% of visitors are from out of state



Top Visitor Zip Codes

30306	30309	30308	30318	30341
30307	30316	30312	30331	30305

Our Vision for a Bright 2025

Planning for the Future of Piedmont Park

In 2024, the Piedmont Park Conservancy, in partnership with the City of Atlanta, began laying the groundwork for a comprehensive, community-driven planning effort. This work reflects a deep commitment to ensuring Piedmont Park remains the vibrant heart of the city for generations to come.

The process involved significant research, collaboration, and dedication. Countless hours were invested in gathering community input, reviewing past studies, and compiling a complete planning booklet. This careful preparation ensures the plan is both thoughtful and practical, setting the stage for a bright future for Piedmont Park.

This is the first project of this scope since 1995 and comes at a unique moment of opportunity. With nearby expansions of the Atlanta BeltLine and the Atlanta Botanical Garden, we have the chance to reimagine the park's area and amenities, strengthening its role as a central gathering place for the city.

The work completed in 2024 is only the beginning. The Piedmont Park Conservancy is committed to seeing this vision through so that Piedmont Park continues to be a place where Atlanta comes together to connect, celebrate, and thrive.

Here's how we're putting it into action:

Summer 2024 **Launch begins**

The master planning process began with an extensive community outreach phase, inviting feedback from park visitors, neighborhood associations, and key city partners. This input shaped early design concepts focused on enhancing access, recreation, and environmental sustainability. The Conservancy worked with planners and designers to translate ideas into draft concepts that reflect community priorities.

Winter 2025 **Draft plan for City Review**

A comprehensive draft of the master plan will be presented to the City of Atlanta for formal review. City departments and stakeholders evaluate the proposed improvements to ensure alignment with broader urban planning and environmental goals. The Conservancy will refine the plan based on this feedback and continue public engagement to maintain transparency and momentum.

Fall 2025 **City plan approved**

Following public comment and revisions, the City of Atlanta granted official approval of the master plan. With the plan adopted, the Conservancy prepares for the next phase, including cost assessments, partnership outreach, and the groundwork needed for fundraising.

Spring 2026 **Capital Campaign**

The Conservancy will launch a major capital campaign to bring the approved master plan to life. Donors, community leaders, and corporate partners will be invited to support the park's future through targeted giving opportunities.

Our Donors

President's Circle \$20,000+

Susan and Ronald Antinori
Martha Currie DeLuca
Judy and Doug Hamilton
Ellen Macht
Michael and Jenny Messner
Marty and Linda Pinne
Barbara and Ronald Reid
Ellen and Guido Sacchi
Lisa Cannon Taylor and Chuck Taylor

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

Farideh and Al Azadi
Chris and Jen Beauregard
Ginny and Charles M. Brewer
James Case
Ken Ellner
Richard Franco
Jan and Jim Harralson
Tom Klein and Erik LaValle
Sterling Rong
Sylvia Russell
Sara and Paul N. Steinfeld

Charles and Kristie Abney
Tim and Rhonda Agnew
Margaret Anthony and Lee Echols
Robert and Terry Banta

Patrick and Kerri Baldwin
Lucy and Henry Bush
Chris and Ellen Buettner
Kristin and Danny Carpenter
Van Caswell and Wimberly Warnock
Michael and Jenny Messner
Marty and Linda Pinne
Barbara and Ronald Reid
Ellen and Guido Sacchi
Lisa Cannon Taylor and Chuck Taylor

Kathy and Alan Bremer
Blair Carnahan
Ann and Jeff Cramer
Scott and Rebecca Culpepper
Amy Reeves Cogrove
Ryan and Amanda Davian
Franklin and Dorothy Chandler
Andy and Betty Jo Currie
Janice and Dave Darling
Carol and Harvey Eisenberg
Heather and Jonathan Hallett
Charles and Nancy Harrison
Michael Hecht
Bobbo Jetmundsen
Heide and John Grieb
Tamara Johnson Stewart
Tim and Jane Lundberg
Ginny and Charles M. Brewer
James Case
Ken Ellner
Richard Franco
Jan and Jim Harralson
Tom Klein and Erik LaValle
Sterling Rong
Sylvia Russell
Sara and Paul N. Steinfeld

Great Meadow Circle \$5,000-\$9,999

Charles and Kristie Abney
Tim and Rhonda Agnew
Margaret Anthony and Lee Echols
Robert and Terry Banta

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

Kent and Diane Alexander
Robbie and Blake Ashe
Susan Bass

Holly and Bob Stevens
Steven and Michelle Shlansky
Chandra Stephens-Albright and Warren Albright
Scott and Rebecca Culpepper
Amy Reeves Cogrove
Ryan and Amanda Davian
Wendy Davis and Michael John Hanlon
Andy and Betty Jo Currie
Janice and Dave Darling
Carol and Harvey Eisenberg
Heather and Jonathan Hallett
Charles and Nancy Harrison
Michael Hecht
Bobbo Jetmundsen
Heide and John Grieb
Tamara Johnson Stewart
Tim and Jane Lundberg
Ginny and Charles M. Brewer
James Case
Ken Ellner
Richard Franco
Jan and Jim Harralson
Tom Klein and Erik LaValle
Sterling Rong
Sylvia Russell
Sara and Paul N. Steinfeld

Kathy and Alan Bremer
Blair Carnahan
Ann and Jeff Cramer
Scott and Rebecca Culpepper
Amy Reeves Cogrove
Ryan and Amanda Davian
Franklin and Dorothy Chandler
Andy and Betty Jo Currie
Janice and Dave Darling
Carol and Harvey Eisenberg
Heather and Jonathan Hallett
Charles and Nancy Harrison
Michael Hecht
Bobbo Jetmundsen
Heide and John Grieb
Tamara Johnson Stewart
Tim and Jane Lundberg
Ginny and Charles M. Brewer
James Case
Ken Ellner
Richard Franco
Jan and Jim Harralson
Tom Klein and Erik LaValle
Sterling Rong
Sylvia Russell
Sara and Paul N. Steinfeld

Mary Frances Campbell
Tom Callaway and Tyler Hieber
Helen Carlos and Ron Hilliard
Jason and Cindy Cherry
Sharon Williams
David and Ellen Williams
John and Mary Beth Wilson
Jack Wieland, Jr.
Carey Drake
Richard Dowdeswell
Alex Wan

Mary Frances Campbell
Tom Callaway and Tyler Hieber
Helen Carlos and Ron Hilliard
Jason and Cindy Cherry
Sharon Williams
David and Ellen Williams
John and Mary Beth Wilson
Jack Wieland, Jr.
Carey Drake
Richard Dowdeswell
Alex Wan

William and Dona Humphreys
Stephen Kinsinger
Lois Kono
Brian and Jill Knowles
Susan and Max Ker-Seymer
Matt Kirkland
James Landon
Chris and Kristin Clyde
Lynn and Kevin Clark
Stuart F. Clayton Jr. and Joe Staley
Michael and Brad Colasso
Brittany Conley
Audra Crosby
Frances Davis
Anonymous
Paul Akbar
Jamila Hall
Tiffany and Matt Alley
Marnye Hall
Sheryl and Stuart Meddin
David Hopkins
Johanna and Jonas Reisinger
Linda and Abe Schear
Schoff and Nailling Charitable Fund
Dawn and Tim Severt
Ali Shaikh
Matt Simpson
David Strickler
Adriana Varela
Jeanne Ward

William and Dona Humphreys
Stephen Kinsinger
Lois Kono
Brian and Jill Knowles
Susan and Max Ker-Seymer
Matt Kirkland
James Landon
Chris and Kristin Clyde
Lynn and Kevin Clark
Stuart F. Clayton Jr. and Joe Staley
Michael and Brad Colasso
Brittany Conley
Audra Crosby
Frances Davis
Anonymous
Paul Akbar
Jamila Hall
Tiffany and Matt Alley
Marnye Hall
Sheryl and Stuart Meddin
David Hopkins
Johanna and Jonas Reisinger
Linda and Abe Schear
Schoff and Nailling Charitable Fund
Dawn and Tim Severt
Ali Shaikh
Matt Simpson
David Strickler
Adriana Varela
Jeanne Ward

Jessica Sherrill
Jason Stein and Laura Broyles
The Arthur M. Blank Family Foundation
Scott and Amalia Stephens
David and Virginia Sjoquist
Suzanne Smitherman
Jenny and Ted Snyder
Stacy and Allen Sollenberger
Todd Sprinkle
Esther and Jim Stokes
Elkin Taylor
Veronica Marsich
Robert C. Marshall
Elaine and David Taylor-Klaus
Judith and Mark Taylor
Mark Moitoso
Julian and Marni Mohr
Gregory and Candace Moore
Leslie Neely
Kimberly Odom
Carlos and Maria Pagoaga
Sheri and Alon Panovka
Wendy Patterson
Linton Eberhardt
A. J. Robinson and Nicole Ellerine
Mark Prausnitz and Cindy Weinbaum
John Bennett
Jeff Lane and Molly Messner Lane
Paul and Peggy Benkeser
Virginia and Jeff Means
Cecily McLeod
Adriana Varela
Jeanne Ward

Jessica Sherrill
Jason Stein and Laura Broyles
The Arthur M. Blank Family Foundation
Scott and Amalia Stephens
David and Virginia Sjoquist
Suzanne Smitherman
Jenny and Ted Snyder
Stacy and Allen Sollenberger
Todd Sprinkle
Esther and Jim Stokes
Elkin Taylor
Veronica Marsich
Robert C. Marshall
Elaine and David Taylor-Klaus
Judith and Mark Taylor
Mark Moitoso
Julian and Marni Mohr
Gregory and Candace Moore
Leslie Neely
Kimberly Odom
Carlos and Maria Pagoaga
Sheri and Alon Panovka
Wendy Patterson
Linton Eberhardt
A. J. Robinson and Nicole Ellerine
Mark Prausnitz and Cindy Weinbaum
John Bennett
Jeff Lane and Molly Messner Lane
Paul and Peggy Benkeser
Virginia and Jeff Means
Cecily McLeod
Adriana Varela
Jeanne Ward

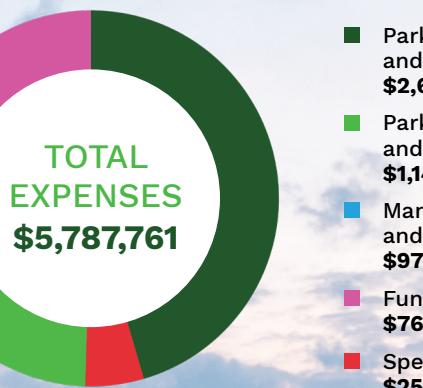
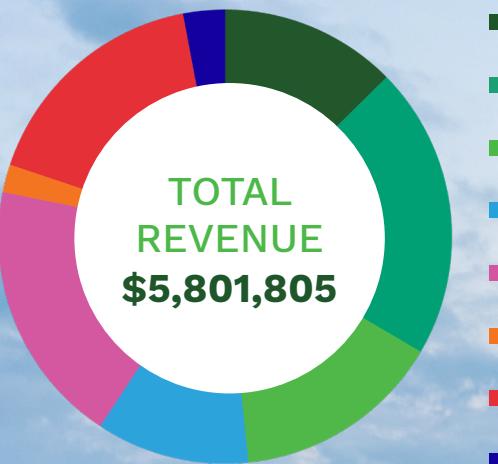
Bank of America Charitable Foundation
The Coca-Cola Foundation
Carter's
The CF Foundation
Northshore Community Foundation
City of Atlanta
Northside Hospital
Norfolk Southern Corporation
O'Neal Industries Advised Fund
Delta Air Lines
Paradies Lagardère
Perennial Properties, Inc.
Piedmont Bark
Porsche Cars North America, Inc.
PS ATL
RELEX Solutions
The Gary W. Rollins Foundation
The Quigley Family Foundation
Rollins, Inc.
Root Local
PrizePicks
The Tim and Lauren Schrager Family Foundation
IMPACT Melanoma
Imerys
Aaron and Angel Goldman Family Foundation
Kaiser Permanente of Georgia
Koch Companies Community Fund
Anonymous
Anonymous
The Charles W. Loosmore Foundation
The Antinori Foundation
Atlanta Gas Light Services Company

Mary Alice and Bennett Brown Foundation, Inc.
TIAA
Troutman Pepper Hamilton Sanders LLP
United Distributors, Inc.
Workday

Mary Alice and Bennett Brown Foundation, Inc.
TIAA
Troutman Pepper Hamilton Sanders LLP
United Distributors, Inc.
Workday

Mary Alice and Bennett Brown Foundation, Inc.
TIAA
Troutman Pepper Hamilton Sanders LLP
United Distributors, Inc.
Workday

Our 2024 Financial Information



2024 Financial Report

	2024	2023
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 2,658,317	\$ 1,020,764
Pledges receivable	490,000	125,491
Accounts receivable	21,362	88,411
Prepaid expenses	26,661	48,585
Investments	-	10,514
Beverage and gift card inventory	19,583	25,761
Deferred lease assets	7,343	7,343
Total current assets	\$ 3,223,266	\$ 1,326,869
PROPERTY AND EQUIPMENT, NET	2,593,201	2,732,928
DEFERRED LEASE ASSETS - LONG TERM	47,433	54,776
Total assets	\$ 5,863,900	\$ 4,114,573
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 554,830	\$ 175,151
Deferred revenue	285,966	275,765
Total current liabilities	\$ 840,796	\$ 450,916
NET ASSETS		
Without donor restrictions	\$ —	\$ —
Undesignated	\$ 2,720,325	\$ 2,706,281
Designated by Board as operating and maintenance reserve	559,726	559,726
Total without donor restrictions	\$ 3,280,051	\$ 3,266,007
With donor restrictions	1,743,053	397,650
Total net assets	5,023,104	3,663,657
Total liabilities and net assets	\$ 5,863,900	\$ 4,114,573

PiedmontPark.org

@PiedmontPark

Piedmont Park ATL

