

# 35 YEARS OF *Growing Forward*

# 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

<b>Officers / Executive Committee:</b> <ul style="list-style-type: none"><li>Virginia Means, Chair</li><li>Janice Darling</li><li>Jamila Hall</li><li>Allen Roberson</li><li>Ellen H. Sacchi</li><li>Matthew R. Simpson</li><li>Lisa Cannon Taylor</li><li>Alex Wan</li></ul>	<b>General Directors:</b> <ul style="list-style-type: none"><li>Charles Abney</li></ul>	<ul style="list-style-type: none"><li>Farideh Azadi</li><li>Lynn Clark</li><li>Whit Frieze</li><li>Alexandra Ginsberg</li><li>Heather Hallett</li><li>Judy Hamilton</li><li>Mona Harty</li><li>Venkat Iyer</li><li>Erik LaValle</li><li>Sheryl Meddin</li><li>Mike Messner</li></ul>	<ul style="list-style-type: none"><li>Matthew Pritchard</li><li>Neil Rollins</li><li>Ex-Officio: Mayor Andre Dickens, City of Atlanta</li><li>Raj Shah</li><li>Ali Shaikh</li><li>Commissioner Justin Cutler, City of Atlanta Parks &amp; Recreation</li><li>President Doug Shipman , Atlanta</li></ul>	<b>City Council Appointed:</b> <ul style="list-style-type: none"><li>Robbie Ashe</li><li>Keith Quarles, Jr.</li><li>Candace Smith</li><li>Cecilia Houston Torrence</li></ul>	<b>Emeritus:</b> <ul style="list-style-type: none"><li>Curley Dossman, Jr.</li><li>Jan Harralson</li><li>Jerry Hassebroek</li><li>Robert (Bob) T. Hughes</li><li>John Izard, Jr.</li></ul>	<ul style="list-style-type: none"><li>John Johnson</li><li>B. Mitchell King</li><li>Dorothy Yates Kirkley</li><li>Chris McDaid</li><li>Guy Millner</li><li>William (Billy) Palmer</li><li>Mark C. Rusche</li><li>Jane Shivers</li><li>Esther Stokes</li><li>Aaron Watson</li><li>John Webster</li></ul>
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# 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



1,150  
bales of pine straw



9,450  
flowers planted



144,000  
doggie bags used



5,040  
hours mowed



# 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
<b>Total.....</b>	<b>2,791</b>



## 2024 Volunteer Hours

Groups	Hours Volunteered
Corporate Groups.....	3,285
• \$54,341 donated through the Corporate Volunteer Program	
College Groups.....	290
<b>Total Hours.....</b>	<b>8,600</b>
<b>Economic Impact.....</b>	<b>\$288,014</b>

# 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

### Environmental Education

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

### 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

### 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

### 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

# CEL35RATE

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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](http://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 Lavona Currie

The Imlay Foundation

Truist Trusteed Foundations: Harriet McDaniel Marshall Trust and the Nell 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



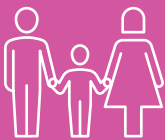
“We couldn’t imagine a better venue to commemorate our marriage. We met in Atlanta and wanted to show tribute to that. Just any venue wouldn’t do that. We also wanted our guests to experience what our beautiful city has to offer and Greystone met our desires perfectly! With the beautiful skyline in the 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.

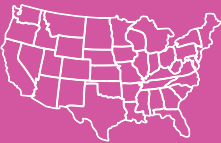


### Visitor Diversity

<b>47.8%</b>	<b>33.5%</b>	<b>8.8%</b>	<b>7.4%</b>	<b>XX%</b>
White	Black	Hispanic	Asian	Other



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



**20%** of visitors are from out of state



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



### Top Visitor Zip Codes

30306	30309	30308	30318	30324
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.

### 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.

### 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.

### 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

## Great Meadow Circle \$5,000–\$9,999

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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  
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  
Tamara Johnson Stewart  
Tim and Jane Lundberg  
Sheryl and Stuart Meddin  
Johanna and Jonas Reisinger  
Linda and Abe Schear  
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Charitable Fund  
Dawn and Tim Severt  
Ali Shaikh  
Matt Simpson  
David Strickler  
Adriana Varela  
Jeanne Ward

## Clara Meer Circle \$2,500–\$4,999

Kent and Diane Alexander  
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Anita and John Friedmann  
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Sheila and B. Mitchell King  
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Lane

Virginia and Jeff Means  
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Claudia and Rex Patton  
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Markham Smith and Ellen  
Hauck  
Sheila and B. Mitchell King

Holly and Bob Stevens  
Steven and Michelle Shlansky  
Chandra Stephens-Albright  
and Warren Albright  
Sharon Williams  
David and Ellen Williams  
John and Mary Beth Wilson  
Jack Wieland, Jr.  
Erin Yabroudy  
Alex Wan

## Olmsted Circle \$1,000–\$2,499

Anonymous  
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Tiffany and Matt Alley  
Samuel and Angie Allen  
Patricia Barmeyer  
Kathleen Barksdale  
Mark and Anita Banta  
Lauren Vaught and Nick Bacon  
John Bennett  
Paul and Peggy Benkeser  
Bill Bolen  
Stuart and Lisa Bondurant  
Debbie McCown and  
Fred Bradley  
Debra Brand and Angel Leon  
Mackensie Brandt  
Lisa and Ron Brill  
Frank Brown  
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Liz and Bill Cary

Mary Frances Campbell  
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Helen Carlos and Ron Hilliard  
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Daniel Chen  
Thomas and Kristin Clyde  
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and Joe Staley  
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Gregory and Candace Moore  
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Carlos and Maria Pagoaga  
Sheri and Alon Panovka  
Wendy Patterson  
Lori and Jonathan Peterson  
Mark Prausnitz and  
Cindy Weinbaum  
Judy Powell  
Ronald Raider  
Mary Lynn Realff  
Matthew Reynolds  
Allen Roberson  
Leslie and Tim Renjilian  
Sharalyn Root  
Scott and Rebecca Safon  
Howard Sappington  
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Lekha Shah

Jessica Sherrill  
Jason Stein and Laura  
Broyles  
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  
Elaine and David Taylor-Klaus  
Judith and Mark Taylor  
Cathy and Peter Toren  
Margaret Urheim  
Wayne Vason and  
Lee Harper Vason  
Rich Warren  
Margaret and John Ware  
Robert Watkins  
Charles Wells  
Richard Wells  
Doug Widener and  
Mark Becker  
Janice and Thomas Wilson  
Joni Winston

## Corporate and Foundation Partners

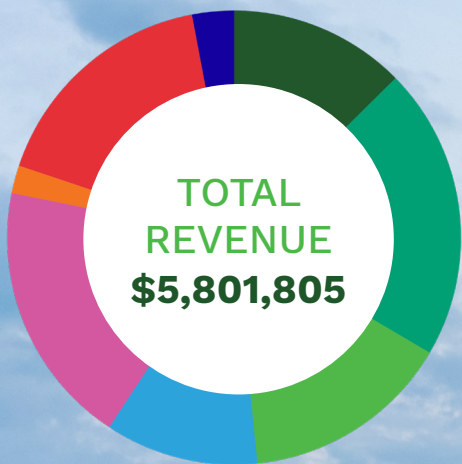
Aaron and Angel Goldman  
Family Foundation  
Anonymous  
Anonymous  
The Antinori Foundation  
Atlanta Gas Light Services  
Company

Bank of America  
Charitable Foundation  
The Arthur M. Blank Family  
Foundation  
BMO Bank N.A.  
The Virginia and Charles  
Brewer Family Foundation  
Carter's  
The CF Foundation  
The Coca-Cola Foundation  
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Colony Square  
Cox Enterprises, Inc.  
Delta Air Lines  
Ernst & Young  
Freeman Foundation, Inc.  
Friends at National Financial  
Services, LLC  
Georgia-Pacific Foundation  
Global Payments Inc.  
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Hamilton Capital Partners  
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The Columbus Foundation  
The Woodruff Arts Center  
Thompson Hine LLP

TIAA  
Troutman Pepper Hamilton  
Sanders LLP  
United Distributors, Inc.  
Workday

# Our 2024 Financial Information



■ Contributions	<b>\$736,446</b>
■ Rental income	<b>\$1,219,957</b>
■ Program fees	<b>\$864,046</b>
■ Special events	<b>\$652,531</b>
■ City of Atlanta support	<b>\$1,086,650</b>
■ Other income	<b>\$83,376</b>
■ Released from restriction	<b>\$1,008,556</b>
■ InKind	<b>\$150,243</b>



■ Park events and programs	<b>\$2,640,064</b>
■ Park maintenance and beautification	<b>\$1,145,201</b>
■ Management and general	<b>\$979,633</b>
■ Fundraising	<b>\$763,872</b>
■ Special Events	<b>\$258,991</b>

## 2024 Financial Report

	2024	2023
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
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
<b>Total current assets</b>	<b>\$ 3,223,266</b>	<b>\$ 1,326,869</b>
<b>PROPERTY AND EQUIPMENT, NET</b>	<b>2,593,201</b>	<b>2,732,928</b>
<b>DEFERRED LEASE ASSETS - LONG TERM</b>	<b>47,433</b>	<b>54,776</b>
<b>Total assets</b>	<b>\$ 5,863,900</b>	<b>\$ 4,114,573</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 554,830	\$ 175,151
Deferred revenue	285,966	275,765
<b>Total current liabilities</b>	<b>\$ 840,796</b>	<b>\$ 450,916</b>
<b>NET ASSETS</b>		
Without donor restrictions	\$ —	\$ —
Undesignated	\$ 2,720,325	\$ 2,706,281
Designated by Board as operating and maintenance reserve	559,726	559,726
<b>Total without donor restrictions</b>	<b>3,280,051</b>	<b>3,266,007</b>
With donor restrictions	1,743,053	397,650
Total net assets	5,023,104	3,663,657
<b>Total liabilities and net assets</b>	<b>\$ 5,863,900</b>	<b>\$ 4,114,573</b>

PiedmontPark.org

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