

2016 ANNUAL REPORT



**PIEDMONT
PARK
CONSERVANCY**



About the Piedmont Park Conservancy:

Founded in 1989, the Piedmont Park Conservancy is a member and donor-funded nonprofit organization working with the City of Atlanta 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.

The Conservancy not only protects the historic park, but also aims to provide an enjoyable and unique experience only found at Piedmont Park. The nonprofit supports and delivers a wide range of programs including environmental camps, fitness programs, a Green Market, cultural performances and park tours as well as park-wide recycling and rainwater collection initiatives.

2016 Audited Financials

ASSETS

	2016	2015
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,127,939	\$ 1,504,995
Pledges receivable	220,583	54,750
Accounts receivable	-	23,245
Prepaid expenses	36,343	37,667
Other current assets	24,716	1,000
Total current assets	1,409,581	1,621,657
PROPERTY AND EQUIPMENT		
Land, building and improvements	4,420,383	4,089,226
Furniture, fixtures and equipment	611,906	642,567
Total	5,032,289	4,731,793
Less accumulated depreciation	1,675,999	1,592,466
Total property and equipment	3,356,290	3,139,327
Total assets	\$ 4,765,871	\$ 4,760,984

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts payable	\$ 94,281	\$ 45,264
Capital lease obligations	4,927	11,539
Deferred revenue	270,148	268,792
Total current liabilities	369,356	325,595
LONG-TERM CAPITAL LEASE OBLIGATIONS		
Total liabilities	-	4,927
Total liabilities	369,356	330,522
NET ASSETS		
Unrestricted	3,074,812	2,547,965
Temporarily restricted	1,321,703	1,882,497
Total net assets	4,396,515	4,430,462
Total liabilities and net assets	\$ 4,765,871	\$ 4,760,984

Impact of Programs

50,575



POOL INFO

Total Pool Attendance

122,000



GREEN MARKET INFO

Approximately Total Visitors in 2016

68,175



ACTIVE OVAL INFO

Total Reserved Play Attendance

3,445

Total Youth Served through Youth Environmental Education

Impact of Care

7,000

Annuals Planted

2,000

Bales of Pine Straw Installed

\$1 Million

Historical Restorations and Renovations as well as Facility Maintenance

Impact on Atlantans

88%

Strongly Agree or Agree that "Piedmont Park has enriched my life."

92%

Rated Overall Park Beauty as Excellent or Very Good

134

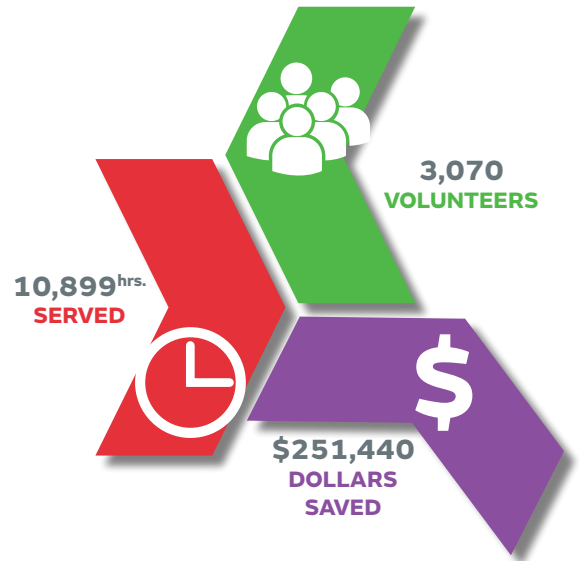
Zip Codes Represented in Park Users

39%

Yes- Does the Beltline Make You Come to the Park More Often?

*2016 Park User Survey Data

COMMUNITY INVOLVEMENT IMPACT



AVERAGING
OVER 4 MILLION
VISITORS A YEAR



PIEDMONT
PARK
CONSERVANCY

piedmontpark.org



It is a great honor to lead the Piedmont Park Conservancy. We are very proud of the team that delivers the daily work to enhance, beautify and protect our beloved, historic green space. This work is only achieved through the support of our Board of Directors, the City of Atlanta, the Olmsted Society, Conservancy members, park volunteers, community-minded citizens, civic groups, foundations and businesses. All of these individuals and organizations together are the reason the Piedmont Park Conservancy is seen as a shining example of what a committed, involved public/private partnership can accomplish.

Piedmont Park provides us with a beautiful canvas on which we can create the pictures of our lives. Amazingly, it somehow grows lovelier each passing year as more people of all ages and walks of life discover and realize what a gift they have in this treasured, magical greenspace. The Park is a place for all people; a place to rest or recreate, to enjoy time alone or with others, but always a place that celebrates the wonders of nature. A place that makes a difference in the lives of all who visit here. We thank you for your interest in the Conservancy and invite you to join us in ensuring the future of Atlanta's green heart, Piedmont Park.

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