



PIEDMONT PARK CONSERVANCY

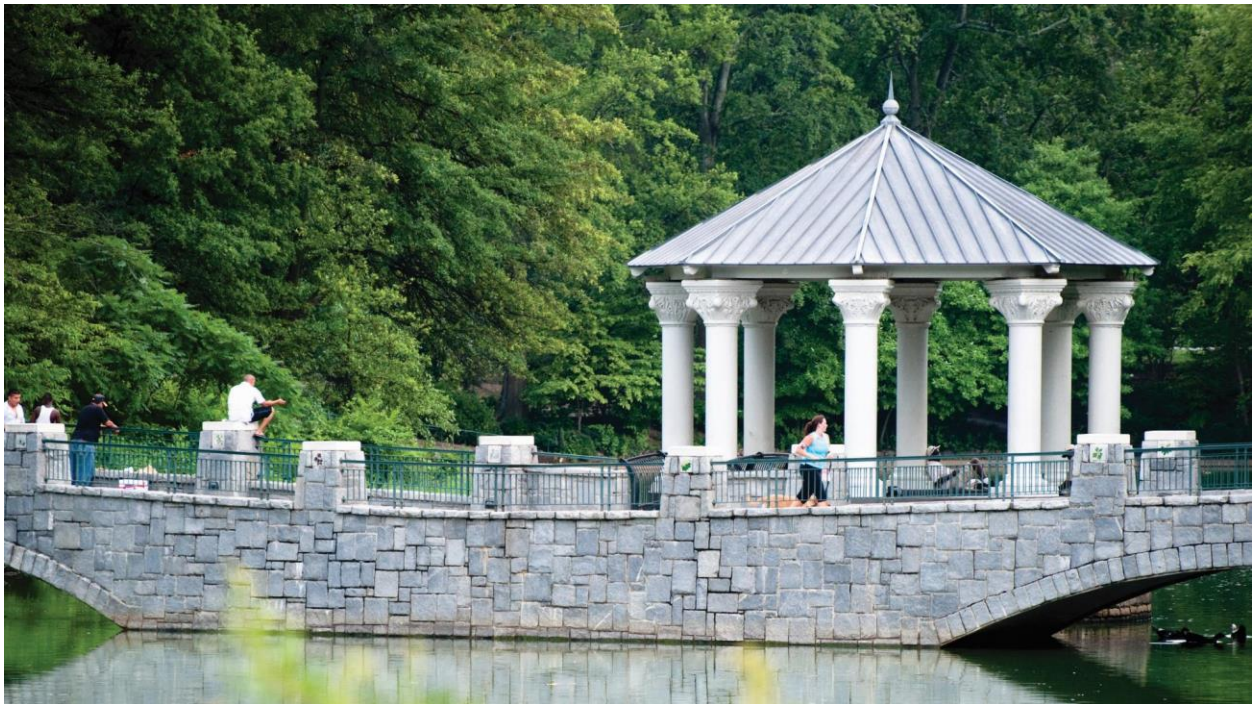


STRATEGIC VISION & ACTION PLAN

2019 – 2023

OUR 2023 VISION: AN ICONIC PARK FOR ALL NEIGHBORHOODS OF METRO ATLANTA

1. Ensure safe, clean, green, and accessible park for all
2. Drive park expansion and BeltLine integration
3. Build wide and diverse range of activities and facilities accessible for all
4. Grow engaged and active community of supporters, neighbors, users, and stakeholders
5. Deliver strong board governance and operational excellence



ABOUT THE PIEDMONT PARK CONSERVANCY

Piedmont Park is over 200 acres and attracts more than 4 million visitors each year, and is much too large for just city taxes. That's where the Piedmont Park Conservancy comes in. Not only does the Conservancy contribute over \$3.5 million each year into the maintenance and enhancement of the Park, but also brings the Park to life through a variety of programs such as Green Market, recreational and fitness activities, youth environmental education and special events.

1: ENSURE SAFE, CLEAN, GREEN AND ACCESSIBLE PARK FOR ALL

- Identify and prioritize key improvement projects including:
 - Attractive and well-maintained green spaces and paths
 - Accessible and clean restrooms
 - Options for affordable food and drink throughout Piedmont Park
 - Secure and well-lit environment with digital access
 - Improved wayfinding signage and communications
 - Widely available seating and gathering options
 - Transit/bike access options
 - Other desired elements from stakeholder feedback
- Build online hub for public information about Piedmont Park activities

2: DRIVE PARK EXPANSION AND BELTLINE INTEGRATION

- Update master plan and ensure public input process for Northern Gateway Expansion, BeltLine integration and community garden
- Begin fundraising for Northern Gateway Expansion and other master plan elements
- Enhance BeltLine integration throughout park outside of expansion area
- Build communication plan related to above projects

3: BUILD WIDE AND DIVERSE RANGE OF ACTIVITIES, AND FACILITIES ACCESSIBLE FOR ALL

- Continue expansion of existing and new Programs for all audiences – green education, kids, arts, music, athletics, etc.
- Seek funding to ensure accessibility to programs for all income levels
- Advocate for effective management of park usage for large events to reduce overuse, damage, permit errors, closures, etc.
- Expand athletics and activity rental/checkout options
- If resources available, consider improved visitor center, enhanced meeting venues, and iconic public art

4: GROW ENGAGED AND ACTIVE COMMUNITY OF SUPPORTERS, NEIGHBORS, USERS AND STAKEHOLDERS

- Increase strong individual, corporation, and foundation support
- Develop/expand strong relationships and partnerships with City of Atlanta, key stakeholders, and neighborhoods across Atlanta
- Communicate actively to all via traditional and digital media

5: DELIVER STRONG BOARD GOVERNANCE AND OPERATIONAL EXCELLENCE

- Continue focus on building strong, diverse, and active board
- Grow and develop engaged and excellent staff led by efficient and effective management all aligned with Piedmont Park Conservancy goals
- Continue to grow diverse and stable sources of funding from donations and operations – and continue to grow operational reserves
- Focus on operational excellence including best practice environmental management and beautification

The Piedmont Park Conservancy makes Piedmont Park so much more than a greenspace; we provide an experience.

We *inspire life* in the heart of Atlanta.



Piedmont Park Conservancy

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501(c)(3) Mission:

Founded in 1989, the Conservancy is a member and donor-funded nonprofit organization working in partnership 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.