



LEADING & INSPIRING
ACTION
for
PARKS
& GREENSPACE

THE PARK PRIDE MISSION





a world-class
PARK SYSTEM
for
ATLANTA

THE PARK PRIDE VISION

HELPING PEOPLE CREATE
more & better parks

ALL OVER ATLANTA.

While Atlanta is a great place to live, our fair city has experienced unprecedented growth over the last several decades, and lost much of its natural beauty. The fact that our parks did not receive the attention they deserve for many years – and that Atlanta has less parkland than any other major city – hasn't helped matters, either.

Park Pride helps restore Atlanta's natural beauty by leading the effort to make the parks we have more beautiful, and to help create new parks for everyone to enjoy.

Founded in 1989, Park Pride is a non-profit organization dedicated to improving Atlanta's park system, thereby creating a better quality of life for everyone who lives here. We partner with community groups, the Parks Department, environmentalists, developers, smart growth organizations, corporations, foundations and the media.

It's our responsibility to provide the direction and leadership needed to ensure that Atlanta's parks become among the best in the world.



HOW WE HELP IMPROVE parks all over Atlanta.

Volunteers.

Each year, Park Pride coordinates more than 20,000 hours of volunteer work in dozens of parks in every corner of the city - from Ben Hill to Buckhead.

Advocacy.

Park Pride was instrumental in passing legislation to fund the Atlanta BeltLine, and its more than 1,000 acres of new parks. We've successfully advocated for multimillion dollar park improvement bonds, and significant increases in Atlanta's parks budget. Park Pride helped found the Park Atlanta Rescue Coalition (PARC), whose 9 point plan to fix Atlanta's parks has been endorsed by the Mayor and Atlanta City Council.

Leadership.

Park Pride's annual conference brings together hundreds of local, state and national leaders to promote world-class parks. Partnerships with the Atlanta Regional Commission, Urban Land Institute, Earth Share of Georgia and others promote the vital role that parks plan in building livable communities. Our *Inspiration Awards* honor government, corporate and community leaders in parks and greenspace.



HOW WE CAN HELP IMPROVE the park in your neighborhood.

Facilitating the creation and empowerment of community-based "Friends of the Park" groups helps Park Pride offer its range of programs, services and resources throughout Atlanta.



Programs.

Our Adopt-a-Park and Adopt-a-Community Garden programs provide resources to beautify and maintain local parks. Volunteer groups, neighborhood associations and local businesses are all invited to participate.

Grants.

Every year, Park Pride distributes Micro Grants of up to \$1,000 for capital improvements. All neighborhood groups within the City of Atlanta are eligible for these matching funds. In addition, annual Community Grants of up to \$50,000 for major park improvements are available - these are also matching funds.

Fiscal Partners.

When a group of committed neighbors comes together to undertake a large park project, they need a structure to effectively raise and manage funds. Park Pride's Fiscal Partners program does this.

Design.

Park Pride's landscape architect works with neighborhood groups to develop conceptual plans to improve their parks. Workshops and design clinics help residents design and plan smaller projects.

WHY PARKS ARE IMPORTANT.

Parks make life better for all of us in many ways.

A Cleaner Environment.

In Atlanta, parks remove millions of pounds of pollutants from the air every year. Parks also reduce water pollution, provide a habitat for wildlife and lower the temperature on hot summer days. The evaporation from a single large tree can produce the cooling effect of ten room-size air conditioners operating 24 hours a day.

Increased Safety.

Studies show parks can lower crime rates dramatically. There are documented cases in which improving parks has reduced crime by over 50 percent in surrounding areas. Well-maintained public parks and recreation facilities keep at-risk youth off the streets, providing them a safe environment to interact with their peers.

Healthier People.

By reducing toxic air pollution, parks reduce the threat of asthma, heart and lung disease and cancer. By increasing physical activity, parks can reduce obesity and related health problems such as diabetes and hypertension. Studies show that contact with nature lowers blood pressure, cholesterol levels and stress while providing relief from anxiety and depression. Natural settings like parks also decrease fear and anger while improving overall mental health.

A Stronger Sense of Community.

Well-used parks strengthen communities by bringing residents together. They create a common space where families picnic, children play and neighbors gather. Good will spreads as friends make more friends. Parks can stem the downturn of a commercial area, support the stabilization of neighborhoods, and provide a source of pride for everyone in the community.

Economic Development.

Well-maintained parks increase property values. For example, after Centennial Olympic Park was built, adjacent condominium prices rose from \$115 to \$250 a square foot. Parks also stimulate economic development as new jobs are created when new businesses spring up around improved parks. San Antonio's Riverwalk Park has overtaken the Alamo as the city's most popular tourist destination. The BeltLine holds similar promise for creating a grand park destination in Atlanta.

THERE IS MUCH TO DO.

While significant improvements have been made, our parks still need a lot of tender loving care. And of America's twenty-five largest cities, Atlanta ranks dead last in the percent of land dedicated to parks and greenspace.

There are many ways you can help as an individual or as part of an organization. Join or start a "Friends of the Park" group. **Make a donation!** Learn more about Park Pride and the many ways to help by visiting www.parkpride.org.





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