



# PARK PRIDE PRESS

## Special Conference Edition

March 2007

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## Understanding the Value of Parks and Greenspace

George Dusenbury, Executive Director

When I first came to Park Pride, I didn't get it. Sure, I spent a good deal of time in my neighborhood park, taking the kids to the playground and the pool, or just to play in the creek or in the woods. I organized occasional park clean-ups and a tree planting. And I rode my bike to work through Freedom Park most every day.

But I didn't get it.

Parks were "nice." Just nice. Nothing too important.

Over the last three years, I have learned just how wrong I was.

I am happier because I spend time in parks. I have less tension. Staring at the trees and rolling hills lowers my blood pressure and calms me down. It helps me think. Spending time in the park also helps me build relationships with neighbors and meet new friends.

These are not just casual observations, they are scientifically proven facts.

I am healthier because I spend time in parks. Just being in a park lowers my blood pressure and (amazingly) reduces my cholesterol levels. I exercise more because I live two minutes from the park, which lowers my risk of diabetes and obesity. Because the air is cleaner, I am less likely to get sick, and asthma is less of a threat to my children.

Unfortunately, too many people still don't get it. They think that parks are just nice – not necessary, just nice.

Over the next several decades, our region must find a way to absorb millions of new residents. We must do our part to address the challenge of global warming and build communities that reduce our dependence on foreign oil.

We can do this without new and better parks – but such a future does not appeal to me. Already I feel the urge to escape from asphalt and concrete towers. I taste the summer ozone and smell the exhaust as I bike home from work. The mental respite of lunch in a park is a mile distant. I do not want a future that makes these problems worse.

That is why I do what I do. In its own small way – no, make that in its big way – Park Pride is helping to make Atlanta a better place. Supporting more and better parks helps all Atlantans live healthier, happier and longer lives.

This is important. I get it.

George Dusenbury  
Executive Director  
Park Pride, Atlanta



## Who Is Park Pride?

Park Pride is a 501c3 nonprofit whose vision is to create a world-class park system in Atlanta. Since 1989, Park Pride has worked with community organizations and grassroots advocates to promote more and better parks throughout the City. Park Pride runs many programs to empower citizens to improve their parks and greenspaces. Among its many advocacy efforts Park Pride supports the creation of the Atlanta BeltLine, which upon its completion will create more than 1,000 acres of new parks and greenspace, and 33 miles of trails.

## 6th Annual Parks and Greenspace Conference Presented by



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www.parkpride.org

# Park Pride Programs & 2006 Successes

## *Park Pride Program Spotlight*

### SUCCESSFUL PARK ADVOCACY

PARC 9-1-1 – Park Atlanta Rescue Campaign (PARC) holds monthly roundtable meetings to inform and empower community advocates and collaborate with the City's Parks Department.

### NEW 'FRIENDS OF THE PARK' GROUPS

Friends Raising – Park Pride helps communities organize friends of the park groups, increasing their capacity to impact their park, and promoting a sense of park ownership.

### RAISING MONEY FOR PARK IMPROVEMENTS

Friends Raising & Fiscal Partners – Park Pride helps communities organize friends of the park groups, increasing their capacity to impact their park, and promoting a sense of park ownership. Once groups are established they may use the fiscal partner program to manage their charitable dollars.

### VOLUNTEER OUTREACH

Park Volunteers – Park Pride facilitates the volunteer process for park clean-ups and improvement projects in the City of Atlanta. The program enables community members and corporate groups to make a visible difference in just a few hours working at a local park.

### MICRO GRANTS AWARDED

Micro Grants – Throughout Atlanta, citizens are working with their neighbors to build a flower bed, plant trees, install benches or paint buildings in their community park. Rather than simply saying “thank you,” Park Pride provides matching grants of up to \$500 to support and encourage these efforts. The amount of re-gifting Park Pride can do depends on the funding received.

### COMMUNITIES ADOPT THEIR PARKS

Adopt-a-Park – Park Pride provides an opportunity for citizens and businesses to make an ongoing commitment to the improvement and care of Atlanta's greenspaces. Adopters are recognized with signage in their adopted park.

### SUCCESSFUL PARK VISIONING

Park Visioning – Park Pride has structured a community engagement and design process empowering communities to envision their ideal parks and providing guidance on the feasibility of making capital improvements.

## *In 2006, Park Pride ....*

- rallied the community to keep 6 Sandy Springs Parks.
- promoted park issues within Atlanta City Council.
- collaborated with community partners to support the 130-acre Bellwood Quarry to be turned into parkland.

- created more than a dozen new groups, including groups for Chosewood Park, Jacci Fuller Woodland Garden, Peoplestown Park, Pittman Park, Spring Lake Park, Southside Park.

- helped communities raise tens of thousands of dollars for projects that included an exercise trail for seniors in Collier Park, restoring historic features in Whittier Mill Park, an accessible “Boundless Playground” in Coan Park, creating community gardens throughout Atlanta and creating a new park in Vine City.

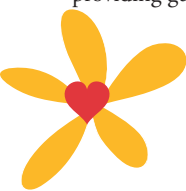
- coordinated dozens of projects for hundreds of volunteers, resulting in more than 22,000 hands-on volunteer hours that helped:
- build and restore playgrounds
- plant hundreds of trees and flowers
- build park benches
- develop and implement landscape plans
- clean up dozens of parks
- paint benches, picnic tables and pavilions

- provided seed money, in the form of 10 micro-grants, to help park ideas grow, projects including Preservation of historic building in Whittier Mill Park, Implementation of Park Visioning in Collins Park, Lighting and plantings in Castleberry Hill, Family Fun Day in Collier Park, Landscape improvements in Sidney Marcus Park.

**NOTE: Micro-grants Deadline - April 15 2007**

- attracted 12 new adopters including Coan's Associated Neighbors, Enjoy Art Design Group, Friends of Maddox Park, Monks Meadery, Englewood Manor Association, Beth Kemp/Harry Norman Realtors.

- turned community ideas into concrete plans for the future. Conceptual Master Plans were created for parks in Adamsville, Beecher Hills, Capital View Manor, and West End.



## Staff and Board News

Park Pride announces **Abigail Paine** as its new Director of Development and Communications. Abigail joins Park Pride from the development department at Skyland Trail, and prior to that was on the development and communications team at Southface for three years.

Executive Director **George Dusenbury, IV** has been named to the Earth Share of Georgia Board of Directors. Park Pride has been an active member group with Earth Share since 1993, receiving financial support throughout the years from this federation of environmental groups, which represents 26 Georgia-based nonprofits. *Contact Earth Share or George Dusenbury to discuss having a workplace giving campaign through your office.*

Park Pride enthusiastically welcomes the following new board members, inducted at the Conference/ Annual Park Pride Meeting:

**Deanna Baker**, Manager of Community Affairs  
The Home Depot

**Patrick Davis**, CEO  
Patrick Davis & Associates

**Kristin Kirkconnell**, Senior VP/CIO  
AGL Resources

**William Moseley**, Partner  
Lawson & Moseley, LLP

## Upcoming Calendar of Events

### March

19 Park Pride 6th Annual Parks & Greenspace Conference

28 Coan Park Boundless Playground Dedication

### April

12 PARC Meeting – Peachtree Hills – 308  
Peachtree Hills Rd NE Atlanta  
30305

17-19 National Rec. & Park Assoc. National Health & Livability Summit

20 Earth Share of Georgia Leadership Breakfast at the Biltmore Hotel

21 Earth Share of Georgia Party in the Park at Atlantic Station

21-22 Arms Around Atlanta Earth Day Celebration at Grant Park

28 Earth Share of Georgia Green Day featuring Park Pride-organized park clean-ups

### May

5 PARC Meeting – Collier Heights – 3691 Collier Drive Atlanta 30331

### June

14 PARC Meeting – Chastain Park – 140 W. Wieuca Road Atlanta 30342

## Thank-you 'Parks and Greenspace Conference'

### Sponsors!

In this special edition of *Park Pride Press* we would like to thank Presenting Sponsor: The Home Depot, as well as our other 2007 conference sponsors.

#### Presenting Sponsor



AGL Resources



#### Silver Sponsors



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#### Bronze Sponsors

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#### Director of Park Visioning


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404-817-7965



Leading And Inspiring Action For Parks and Greenspace

[www.parkpride.org](http://www.parkpride.org)





# A Successful Campaign

## Major Supporters 2006-2007

Park Pride held its most successful annual campaign ever, surpassing the \$80,000 goal for operating support and program funding assistance. This achievement was made possible by generous citizens, community groups, foundations, companies and Park Pride's board of directors. Many thanks all of our supporters. We would especially like to recognize those who made substantial gifts in 2006, including:

#### Foundations/Non-Profits

Arthur M. Blank Family Foundation  
 Cecil B. Day Foundation  
 The Community Foundation for Greater Atlanta  
 Cousins Foundation  
 Dewberry Foundation  
 Earth Share of Georgia  
 Georgia-Pacific Foundation  
 Georgia Power Foundation  
 Graves Foundation  
 Henry Len DeFoor Trust  
 Morgens West Foundation  
 Waterfall Foundation

#### Government Grants

Atlanta Housing Authority  
 City of Atlanta  
 Georgia Forestry Commission  
 U.S. Environmental Protection Agency

#### Corporate Support

AGL Resources  
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 Astra Group  
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Park Pride wants to thank Pallet Consultants for their contribution to keeping our trees healthy and our parks beautiful. Last year the company donated 268 loads of mulch valued at \$42,880. Hundreds of Park Pride volunteers spent thousands of hours helping to spread this mulch in parks throughout the City. Thanks to their work and the support of Pallet Consultants, our parks are more beautiful, our trees are more drought resistant, and our greenspace more effectively reduces flooding, filters polluted run-off and cleans dirty air.



Your Partner and Advisor

*We invite you to join our snail or e-mailing list, please email us at:  
 parkpride@parkpride.org  
 or fill out the form on our website:  
 www.parkpride.org.*



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Atlanta Gas Light proudly supports Park Pride and its vision to create a world-class park system for Atlanta communities.



[www.AtlantaGasLight.com](http://www.AtlantaGasLight.com)

# Think green.

Cox Enterprises is proud to support the 6th Annual Park Pride Parks and Greenspace Conference.





## All Rise.

Distinction is always confined to the few. Jones Day is proud to support Park Pride and applauds its dedication to leading and inspiring action for parks and greenspace. Its efforts deserve a standing ovation.



2200 lawyers in 30 locations. [www.jonesday.com](http://www.jonesday.com)

*Join us for cocktails this evening  
5:00 - 6:30 pm*

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PROUD SUPPORTER OF THE  
2007  
PARK PRIDE PARKS AND GREENSPACE  
CONFERENCE

# ATLANTA PARKS PLEDGE

Whereas,

Parks clean the air, filter polluted water, reduce flooding, provide habitat for wildlife and lower the temperature on hot summer days; and,

Whereas,

Simply spending time in a park improves public health by lowering blood pressure, reducing stress and decreasing cholesterol levels; and,

Whereas,

People who use parks know more of their neighbors, have more friends and are happier with where they live; and,

Whereas,

Well-maintained parks reduce crime; and,

Whereas,

People with access to parks exercise more and are less likely to suffer from chronic diseases like diabetes, hypertension and obesity; and,

Whereas,

No major U.S. city has a smaller percent of its land dedicated to parks than does Atlanta; and,

Whereas,

Funding for operation and maintenance in Atlanta parks is about half what it was thirty years ago.

Now, therefore be it resolved that I will do my best to help create a world-class park system in the City of Atlanta. I will work with Park Pride to

- Let my elected officials know that I support more and better parks
- Join fellow residents to meet with my City Council Member to discuss parks
- Speak up for parks and greenspace at public budget hearings
- Volunteer to improve the park or greenspace in my community. If my community lacks a park, I will advocate for one.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ e-mail: \_\_\_\_\_

In addition to pledging my support for Atlanta's parks, I would like to support Park Pride as it works to create a world-class park system in Atlanta. Enclosed, please find my tax deductible donation of \$ \_\_\_\_\_ to support Park Pride's programs and advocacy.

*Please mail to:*



**Park Pride**  
ATTN: PARKS PLEDGE  
675 Ponce de Leon Ave.,  
8th Floor, Atlanta, GA 30308  
OR  
email [george@parkpride.org](mailto:george@parkpride.org) or fax: 404-817-7988