

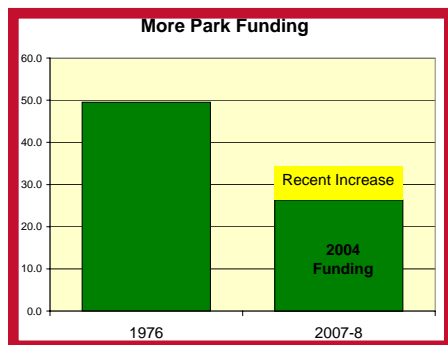


Late Summer
2007

city council passes \$2-million budget increase for 2008

Park Pride is pleased to announce that by a vote of 13-1, the Atlanta City Council passed a fiscal 2008 budget that provides a significant increase in parks and recreation funding, as proposed by Mayor Franklin. The new budget will allow the Parks Department to hire an additional 10 full-time and 10 seasonal employees while continuing on pace toward meeting enhanced operational and maintenance standards by 2010. The budget also demonstrates a strong commitment by the City to create the Atlanta BeltLine - including its 1,000+ acres of new parks and 33 miles of trails.

We owe the Mayor and each of our City Council Members gratitude for supporting this year's parks and recreation budget (the lone vote against the budget was not a park-related decision). The vote marks the first time in more than 30 years that a tight city budget did not equate to deep cuts in park funding. It reflects a heightened awareness among our elected officials of the multitude of ways that parks and greenspace benefit our quality of life.



Park Pride also thanks the hundreds of people who showed their support for parks and greenspace. Well more than 200 people e-mailed City Council to express their support for the budget. More than 50 showed up at public hearings and the budget vote to show their support. Nearly 60 organizations, as well as dozens of individuals, sent letters to City Council supporting the vote. Park Pride values each and every one of these efforts—they represent a strong, unified voice for Atlanta's parks.

Now that City Council and the Mayor have shown their support for our parks and greenspace, Park Pride encourages you to show your appreciation for their support by going to the parks with your friends and family. There are hundreds of ways to enjoy yourselves in metro Atlanta's parks -- all the while making you healthier and happier.

new!! park pride community grants program

A two-year program, funded by the Robert W. Woodruff Foundation, allows Park Pride to award \$20,000 - \$100,000 grants for communities' capital improvements to their parks.

The applicant must be a community based organization, have a history of successful project completion with community support, have 501(c)(3) nonprofit status or have a fiscal partner, and provide 20-50 percent matching funds. Those who have received direct funding from Robert W. Woodruff Foundation are not eligible to apply. The sustainable, capital improvement project must be able to be completed within 18 months of receiving funding. The project must also be located within City of Atlanta, be approved by the City and be located on public land with public access.

See Calendar in this newsletter or online for dates of workshops and application deadlines. The meeting on September 5 introduced the program to interested applicants. Find more details online at www.parkpride.org/woodruff.html.

parks & greenspace conference



The 2007 Parks & Greenspace Conference held in March - presented by The Home Depot - was a tremendous success, with a fabulously entertaining and informative luncheon keynote address by Texas A&M's John Crompton. The conference also had more sponsorship support than ever and continued a robust display showcase of parks vendors and greenspace-related groups. Hundreds of attendees included community and environmental group representatives, interested citizens, corporate supporters, Park Conservancy staff, Urban Land Institute members, NPU representatives and elected officials.

Thanks also goes to Whole Foods Market, who sponsored the cocktail and hors d'œuvre reception. Those who were able to stay for the reception enjoyed talking about the day's events and discussing their neighborhood projects.

Please plan to join us for the **2008 Parks & Greenspace Conference: Parks and Sustainability**. Presented by The Home Depot Foundation - save the date: **Monday, March 31, 2008** at the Atlanta Botanical Garden!

inspiration awards

The Park Pride Inspiration Awards were created to honor extraordinary commitment by a person or group to the preservation and improvement of parks and greenspaces. It recognizes achievements in three categories: community (unpaid/volunteer-run organization), corporate (paid employees) and government. A fourth category, lifetime achievement, is given on a discretionary basis, not necessarily annually. These park and greenspace leaders promote parks and greenspace in Clayton, Cobb, DeKalb, Fulton or Gwinnett counties. Award nominees were judged against four criteria: leadership, commitment, results and innovation. 2007 is the first year Park Pride received nominations from all five counties.



parks tour

The 1st Annual Parks Tour, held the Saturday before the conference, sold out in record time. Three busses, each led by a Park Pride staff member as a guide, visited Beaverbrook Park, Cascade Springs Nature Preserve, Collier Heights Park, East Lake Park and Piedmont Park. Representatives from each community highlighted the efforts done to improve their park.

Plan to join us for the 2nd Annual Parks Tour in 2008, but if you're interested in getting your fill of nature this fall please save the date: **November 3** - to join us for a **Nature Preserve Tour**, which will include stops at Atlanta's in-town get-aways like Herbert Taylor, Blue Heron, Beecher Hampton, Lenox-Wildwood and Spring Lake.

Announced at the conference luncheon, the following people were honored at the 2nd Annual Inspiration Awards presentation.



Vernon Jones, CEO of DeKalb County
Government Category



Friends of Oakhurst Greenspace
(FROGS)
Community Category



Tally Sweat
Lifetime Achievement



Piedmont Park Conservancy
Corporate Category

earth share news

Park Pride, a member group of Earth Share of Georgia, will receive access awards from two new workplace campaigns—Cox Enterprises and ECOS Environmental Design. Thanks to Park Pride board members Jami Buck-Swann and Shannon Kettering for making this possible.

Can you "give green" at work? If your answer is "no" or if you're not sure, ask your human resources department today about adding Earth Share of Georgia to your charitable fundraising drive.

We all know that a healthy community cannot exist without a healthy environment. That's why supporting the advocacy, conservation and educational programs of today's environmental groups, including Park Pride, is critical to everyone, not just the nature lovers among us.

To learn more, visit
www.earthsharega.org
or call 404.873.3173.



city of Atlanta's project greenspace: a 30-year plan

The City of Atlanta has a new initiative, Project Greenspace, a long-term plan for growing and managing Atlanta's greenspace system. Working together we can create a vision and framework for a world-class system that connects people with great public spaces, nature preserves, parks, plazas, and streetscapes. Check Park Pride's website for public meeting dates so that you can have your voice heard in the planning of Atlanta's future.



park success stories

disc golf popularity helps clean Perkerson Park



provided by John Ritger

A 9-hole disc golf tournament was held on June 6th at Perkerson Park to promote efforts to establish a disc golf course there. Nearly 40 members of the Atlanta Disc Golf Organization (**ADGO: www.discgolfatlanta.com**) from all across Metro Atlanta attended. Brad Hammock, one of the best disc golfers in the world and a former World Champion, showed up to help, and the feedback on the course from the disc golf community was very positive. While the park is beautifully maintained, the group still managed to fill three large trash bags with litter from around the park on the tournament day.

The ADGO currently is working with community members to bring a permanent course to Perkerson Park, which would be the first course built inside the perimeter and the only course in the City of Atlanta. Weekly disc golf events are being held in the park at 6pm on Wednesdays through the end of daylight savings time.

Adamsville plans and fund-raises for upcoming projects

provided by Mrs. RR Harris



The Friends of Collier Heights Park held an awards celebration followed by a reception sponsored by Wayfield Foods Inc. on Sunday, June 10. Guests enjoyed an afternoon of live music, dancing, fun and food at the Adamsville Recreation Center and Natatorium. The celebration honored the continued supporters of the Collier Heights Park Improvement Campaign, Phases I and II. Phase I, completed in 2006, consisted of installing a pre-school playground and Georgia's first full Life Trail System® of outdoor fitness stations. The Phase II plan calls for a new concession stand, press box, bathrooms and bleachers to be installed at the park in summer 2008.

The Friends of Collier Heights Park are also embarking on a new adventure for their community's families to get healthy. The **Mini Medical School**, a partnership with Morehouse School of Medicine, will attract families for health seminars on diabetes, hypertension, heart disease, obesity, nutrition and exercise. Sponsored by United Way, the kick-off event will be **September 11** from 3:30 pm – 5:30 pm in the park. Call **404-505-3157** for more info.

community gardens: coming to a park near you

The new, edible form of park programming and community building

In 2005, Park Pride began work with East Atlanta residents to create a Park Vision for Brownwood Park. Kat West, a community garden enthusiast, spearheaded the effort to include a community garden in the Vision. Brownwood got its community garden, but the City still lacked a formal structure for building community gardens in its public parks.

Working with Park Pride, Georgia Organics, and the Atlanta Food Bank, Kat founded the Atlanta Community Gardens Coalition (ACGC) to help residents across Atlanta build community gardens in their parks. When Kat moved to Portland, Oregon, Park Pride took over her work to create a community garden program for our parks.

Legislation authorizing the program received an enthusiastic response at City Council, where Councilwoman Joyce Sheperd exclaimed that she would be the first to create a community garden under the new program. On Monday, July 16, Council unanimously passed the legislation; Mayor Franklin signed the ordinance into law.

Collier Heights/Adamsville neighborhood residents are also already exploring the creation of a garden in their park. Thanks to the work of Kat, the ACGC, the Parks Department and City Council (and Park Pride), you can now enjoy the benefits of a community garden in your park.

Community gardens are economical, practical and enjoyable sites that contribute to community building while producing friendships, flowers and food. They

- Make parks safer by getting more people – and eyes – in the park
- Allow residents to grow healthy food and commune with nature
- Build community by getting neighbors together in their park
- Improve health by encouraging physical activity
- Revitalize and reclaim public spaces that may have been subject to vandalism and illegal activities

Also, visit Park Pride's Community Gardener at Atlanta Botanical Garden's "Scarecrow In The Garden" exhibit this Fall.

To learn more about the Community Garden program, visit our web site or contact Park Pride at 404-817-6761.



ATLANTA BOTANICAL GARDEN

park season means the launch of the "park of the month" award program

winners so far this year:



May: **Bass Park**



June: **Candler Park**



July: **Beecher Circle Park**

Park Pride initiated the **Park of the Month** program in conjunction with the Department of Parks, Recreation and Cultural Affairs (DPRCA). During "park season" - from April through October - the Office of Parks nominates 5 parks to be considered for Park of the Month. Park Pride visits the nominated parks and judges them against the City's standards for park maintenance. Among the criteria are the condition of the lawn and planting beds, cleanliness, hazards and graffiti. The park that best meets these criteria is named Park of the Month. At the end of the year, Park Pride recognizes a park of the year from amongst the monthly winners, and the City rewards the crew members responsible for maintaining a park well enough to be named Park of the Year.

creating a parks culture in southeast atlanta

Since being elected to the Atlanta City Council in 2001, Carla Smith has been a strong advocate for the City's parks and greenspace. Not only has she consistently supported legislation that benefits parks, she has taken the initiative to improve parks in her District by helping to create and support friends of the park groups.

"I want a Friends of the Park group for every park in my district," says Councilwoman Smith. And she is off to a great start. Benteen, Chosewood, Peoplestown (D.L. Stanton & Four Corners), Jacci Fuller, Phoenix II & III and South Bend Parks have a friends group or are in the process of forming one - all with the support of Councilwoman Smith. This Council District has more friends groups than any other in the City.

Park Pride especially appreciates the Councilwoman's efforts, because friends groups are the structures through which many of our programs operate. Knowing that a community is organized and motivated makes it easier for Park Pride to engage volunteer groups, establish goals that may lead to Park Visioning, and also helps to coordinate micro grants, materials and landscape architect services to support them and their local park.

If you are interested in forming a Friends of the Park group in your community, please contact **Director of Community Building, Nicholas Williams: 404-817-7963** or nicholas@parkpride.org

board & staff news

Park Pride is pleased to announce...

These new board members were inducted at the Annual Meeting held at the 2007 conference:

Deanna Baker

Manager of Community Affairs, The Home Depot

Kristin Kirkconnell

VP/CIO, AGL Resources

William Moseley

Partner, Lawson & Moseley, LLP

We also welcome two additional board members that have joined since the conference:

Anne Kaiser

VP of Sales, Georgia Power Company

Jenni McDonough

VP/Director of HR, Manning, Selvage & Lee

Joining the Park Pride staff is **Abigail Paine** as Director of Development & Communications. She will oversee fundraising, marketing and public relations. Abigail joins Park Pride from the Development Department at Skyland Trail, and prior to that spent three years on the development and communications team at Southface.

Allison Barnett, with Park Pride since 1991, has been named Director of Operations and oversees all of the organization's financial operations including the Fiscal Partners program and administration of more than \$500,000 in capital improvement grants through the Community Grant and Micro Grant programs.

visioning & design news

Those involved with the 2007 Visioning Parks have been very busy with steering committee meetings and planning for public meetings. Park community groups are participating in the Visioning process this year are Peoplestown, South Bend and Orme parks. Special thanks to our first Visioning corporate sponsor—Starbucks—who is supporting Orme Park's Visioning. Also this year, Park Pride has selected several parks that will go through a "Micro" Visioning process. Park Pride already has begun the 2-3 month process with Washington Park, Frankie Allen Park and Eagan Park. Beaverbrook, West Manor and Wilson Mill parks will participate starting in fall 2007.

Contact the **Director of Park Visioning, Walt Ray, RLA** for more information about the Park Visioning program. He can be reached at **404-817-7965** or walt@parkpride.org.

volunteer corner



get connected to the BeltLine. Oct 20. One Great Green Mile clean-up.

Volunteer a morning of your time on **October 20**. Park Pride, Trees Atlanta, the PATH Foundation and BeltLine Partnership are coordinating a clean-up at the West End Trail, a 1-mile section of the BeltLine. Participants are provided coffee, lunch and a limited-edition t-shirt. More details and registration at www.parkpride.org/beltline.html.

be all you can be: become a lead volunteer!



Park Pride's new Lead Volunteer program, funded with a grant through the Georgia Forestry Commission will increase the effectiveness of Park Pride's volunteer program and increase the value of volunteer services provided to City parks. Park Pride needs two dozen motivated volunteers to serve as leaders. Lead Volunteers will attend free educational seminars coordinated by Park Pride and then lead volunteer groups during park clean-ups. You will be taught the importance of trees and green space as urban infrastructure and how to maintain forested lands and individual trees, and then pass this knowledge on to the hundreds of volunteers that participate through Park Pride in volunteer projects in the City's parks.

park improvement & volunteer projects

If your company, organization or community group would like to schedule a park clean-up volunteer work day, or if you are a Friends of the Park group that needs volunteers and have specific project requests, please contact Park Pride.



Over the past several months, here are some of the group volunteer projects Park Pride has coordinated:

- Georgia Power at Coan Park
- Perkerson Park Volunteers at Candler Park
- Hands On Atlanta at Ashby Circle/Wilson Mill Park
- RockCorps at Brownwood, Eastlake, Southbend, Adams/Empire, Beecher/Hampton, Anderson & Collins Parks
- Earth Share "Green Day" groups at Harwell, Washington & Orme Parks
- Georgia Conservancy's Generation Green at Central Park
- CompuCredit at Chastain Park
- Best Buy at Atlanta's Outdoor Activity Center
- The Home Depot 'playground safety blitz' at 15 Atlanta parks

For any volunteer-related information, please contact **Director of Community Building, Nicholas Williams: 404-817-7963 or nicholas@parkpride.org**

annual fund

Each year Park Pride is supported by generous individuals, corporations and foundations that keep us moving toward creating a world-class park system in Atlanta. The 2007 Annual Fund, launched this month, is a key effort to raise funds for the organization. Please be on the lookout as you will receive a letter in the mail from 'someone special' with an important message about your involvement in the Annual Fund.

We ask that you consider a tax deductible donation to Park Pride so that we may continue fulfilling our mission of leading and inspiring action for parks and greenspace.

Please visit the new donation page on our website that outlines vehicles of giving:

www.parkpride.org/donations.html

If you have any questions regarding ways to give, please contact **Abigail** in the

Development Department at
404-817-7969.

new friends & adoptions

Congratulations to our newly formed Friends of the Park groups and those who have decided to participate in maintaining and beautifying their neighborhood through the **Adopt-a-Park Program**.

Coordinating with Park Pride and hosting Friends of the Park seminars:



Friends of Benteen Park - founded by **Adam Brackman**
Friends of Chosewood Park - founded by **Matt Winger**
Friends of West Manor Park - founded by **Andy Fellers**

Also, new to the family of Adopt-a-Parks are the following*:
Delowe at Cascade

adopted by **The Circle of Life**

Glenwood at Wilkerson -

adopted by **Central Fulton Master Gardeners**

Habersham and Valley -

adopted by **Tuxedo Park Civic Association**

Holderness and Lucille -

adopted by **Redeem Community Outreach**

Montgomery Ferry and Pelham -

adopted by **Ken Price, Re/Max**

Todd and Adair

adopted by **James England**

Wilson and McKinley -

adopted by **Beth Kemp, Harry Norman Realtors**

* listed by street intersection location



As well as:

Cleopas R. Johnson Park - adopted by **CAU Upward Bound Program**

MLK Natatorium - adopted by **Booz Allen Hamilton**

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Save the date

for the
**7th Annual
Parks & Greenspace
Conference**

March 31, 2008

at the Atlanta Botanical Garden

Thanks to our 2007 Sponsors
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The Home Depot



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