



P A R K

Views

WINTER 2010 NEWSLETTER

Park Pride Partners on Adopt-the-Atlanta BeltLine

The Atlanta BeltLine began as an idea and is now flourishing into a reality. Park Pride is pleased to be partnering on the development and beautification of the Atlanta BeltLine, a project that connects 45 neighborhoods and will improve transportation in and around Atlanta, create opportunities to add greenspace to the city, and promote the redevelopment of many sections of the city.



Park Pride will be responsible for creating and managing the “Adopt-the-Atlanta BeltLine” initiative, taking the successful model it has used

for years in city parks and applying it to the Atlanta BeltLine as a way of engaging the community in one of Atlanta’s most exciting projects. As part of the program, interested community members including residents, civic and faith-based groups, and businesses will be able to adopt quarter-mile segments of the Atlanta BeltLine and commit to keeping them clean and well maintained.

Park Pride is especially enthusiastic about the Atlanta BeltLine because of its potential for parks and greenspace. Atlanta BeltLine will connect existing greenspaces such as Washington Park, Maddox Park, Perkinson Park, Grant Park, Freedom Park and Piedmont Park, and newly created parks such as Boulevard Crossing. Connecting greenspaces means more opportunity for both recreation and alternative transportation including walking and biking.

Those familiar with visioning and beautification projects can see the size and impact of the Atlanta BeltLine is substantial. Current Atlanta BeltLine plans include a 22-mile railroad corridor that encircles the city, a 33-mile system of trails, 1,300 acres of greenspace, and other plans focused on environmental preservation and sustainability. To ensure overwhelming success, support from the community is absolutely necessary in this venture.

The Atlanta Development Authority and Atlanta BeltLine Inc. are the primary entities responsible for the planning and development of the Atlanta BeltLine bringing it to fruition. The BeltLine Partnership is the nonprofit behind the initiative’s fundraising campaign and community outreach efforts. Park Pride is honored to be a part of the team supporting this long-term project that will enhance quality of life in Atlanta.

If you are interested in adopting a segment of the Atlanta BeltLine, please visit adopt.beltline.org, or contact Amanda Martin at (404) 546-7981. ✨

Park Pride Volunteer Program Named “Best of Atlanta”



A big thank you to all of our 2010 Corporate & Group Volunteers! Thanks to these 56 groups and thousands of volunteers in 2010, Park Pride was named *Creative Loafing* “Best of Atlanta’s” 2010 **Best Volunteer Program**. Park Pride has been coordinating volunteer projects in parks for

more than 20 years, and each year we coordinate more than 15,000 hours of volunteer service. Our Volunteer Coordinator John Ahern (john@parkpride.org) is happy to coordinate a volunteer day for your group. ✨

Congratulations to The Home Depot & Friends of Spink-Collins Park

The projects at Spink-Collins Park won the 2010 **Corporate Volunteer Council** of Atlanta Award in the project category. Pictured here: Lea Rolfes, CVC Atlanta; Katy Elder, The Home Depot Foundation; Lee Coker, Friends of Spink-Collins Park; Tyrene Hodge, The Home Depot; Ayanna Williams, Park Pride. ✨



PROGRAM NEWS

2010 Park of the Month Winners
 Education. Recognition. Reward. These are the foundation of Park Pride's Park of the Year program, which recognizes outstanding maintenance by Atlanta's Office of Parks personnel. The monthly awards have been given, and Park Pride will announce **Park of the Year** in December. Congratulations to the **2010 Monthly Winners:**
 April - Whittier Mill Park
 May - Parkway-Angier Park
 June - Melvin Drive Park
 July - Hillside-Northside Triangle
 August - Channing Valley Park
 September - Oakland Cemetery and Noble Park

Fall 2010 Micro Grants Awarded
Micro Grants - matching funds of up to \$1,000 - were awarded to the following park groups:
 ➤ **Lillian Cooper Shepherd** - installing Energi Station fitness equipment
 ➤ **Poncey Highland Community Garden** - planting perennials and shrubs to help create a more permanent structure for the garden.
 ➤ **Peachtree Heights West Civic Association** - restoring the stone wall in Sibley Park.
 ➤ **Grant Park Conservancy** - installing plants in the children's playground area.
 Deadline for the Spring cycle of Micro Grants is March 31.
 Questions? Contact Amanda Martin at (404) 546-7981.

Staff News

In addition to new Executive Director **Tom Salyers**, we are pleased to announce that **Amanda Martin** has joined our team as Program Assistant. Amanda will administer the Community Garden, Adopt-the-Atlanta Beltline and Adopt-a-Park programs, the Microgrants initiative and our Park Play Library. Amanda brings terrific private-sector experience, professionalism and enthusiasm to our team. She can be reached at Amanda@parkpride.org.



Friends of Kirkwood Urban Forest Park's Sandra Mersinger (Chairperson) and Vance Mullis participate in the Cox plant rescue.

Cox Enterprises "To the Rescue"

Thousands of Dollars of Plants Saved and Donated to Local Parks

More than 30 volunteers from Park Pride's **Friends of the Park** groups participated in July to "rescue" plants from the Cox Enterprises' courtyard, with the help of landscaping contractor ValleyCrest. The plants needed to be moved to make room for a new building on the Cox Enterprises campus.
 The estimated in-kind value of the donated plants is more than \$5,000. The plants were placed in Adams Park, Ardmore Park, East Lake Park, Kirkwood Urban Forest, Little Nancy Creek Park, Morningside Nature Preserve, Spink-Collins Park and Washington Park. Additionally, four Arborvitae trees were saved and will be planted at Ardmore Park. ✨



Park Pride's Summer Park Visioning Intern Jordan Brown helps navigate a shrub transplant.

New Leadership at Park Pride



Park Pride is pleased to announce news on its leadership transition. When Atlanta Mayor Kasim Reed appointed former Park Pride Executive Director **George Dusenbury** to be Commissioner of Parks, Recreation and Cultural Affairs Park Pride's board of directors conducted an extensive search and selected **Tom Salyers** as the new executive director. An Atlanta native and University of Georgia graduate, Salyers brings significant communications, fundraising and nonprofit management experience to Park Pride. He spent the past 12 years working in Washington, DC at a national nonprofit organization where he was Director of Communications and Development. Earlier in his career, he worked in Atlanta at Georgia Power Company, the Georgia Textile

Manufacturers Association and a noted public relations firm.
 "Tom is already proving to be a great choice to help us expand our footprint, develop more financial support for our programs, and grow awareness of our mission and brand," said Sarah Yates Sutherland, Park Pride Board President. "He is a great fit." During the time between George's departure and Tom's arrival, Allison Barnett served as interim executive director. Allison, who continues as the organization's director of operations, was one of Park Pride's very first employees and has played a pivotal role in countless aspects of the organization ever since. "We can't thank Allison enough for her many years of dedicated service to Park Pride. She went above and beyond the call by stepping up over the summer to ensure a smooth leadership transition," said Sutherland. ✨

Park Play Library - Up & Running

Candler Park Movie Nights a Success

Friends of Candler Park, led by Mark Clement, found a way to endure the ever-staggering temperatures in Atlanta this summer. They didn't waste thousands of gallons of water by creating their own water park. They didn't purchase outdoor air conditioners. They participated in Park Pride's Park Play Library to host a series of movie nights in their park under the stars!

Park Play Library is a new program at Park Pride that provides our Friends of the Park groups with some exciting activities that can be hosted in Atlanta's local parks. This new resource – generously sponsored by the Atlanta Falcon's Youth Foundation and another private foundation – includes five themed packages that allow parks to offer activities that best meet the needs and interests of their communities.



If you're trying to find a new way to entertain the kids, what about hosting a fun-filled Saturday with the Field Day Fun Package? The children in the neighborhood will be



entertained for hours playing tug-of-war, hopping in potato sack races and competing in ring toss competitions.

Looking for something to do after dark? The Amateur Astronomer's Package comes complete with telescopes, binoculars and the Planets, Moons and Stars Take Along Guide so that you and your closest friends on Earth can see what's going on off this planet.

Park Play Library is intended to promote a fun, active and healthy lifestyle within Atlanta's neighborhoods and parks. Friends of the Park groups have the opportunity to rent the activity packages at a great price while Park Pride assists with equipment rentals and permits for larger events.

The options are endless at your park with Park Play Library. For more information about the types of packages available, visit www.parkpride.org under the Get Involved/Resources tab. ✨

16th Annual Park Pride Golf Classic

Presented by ValleyCrest

The golf tournament fundraiser for Park Pride was held at Druid Hills Golf Club. Congratulations to the tournament winners!

➤ **First Place Team: New South Construction:** Tom Troutman, David Goodhead, Joey Dedman & Frank Villella

➤ **2nd Place Team: Lawson & Moseley, LLP:** Bill Lawson, Chris Mauer, Danny Preston & Russell Bryan

➤ **Longest Drive (Men's):** Jared Dutton

➤ **Longest Drive (Women's):** Glenda Draper

➤ **Closest to the Pin:** Scott Drake



2010 Park Pride Board of Directors

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City of Atlanta Department of Parks,
Recreation & Cultural Affairs

Tom Salyers, Executive Director

Look—There's an Envelope!

Dear Park Pride friend,

Park Pride is able to offer our programs and services to the community thanks to the generosity of people like you. With your support over this past year we have:

- Coordinated more than **15,000 volunteer hours**
- Helped create and support **18 Community Gardens**
- Expanded our network to more than **60 community-based Friends Groups**
- Supported park partners in their fundraising efforts of nearly **\$275,000 for park improvements**
- Launched the “**Adopt-the Atlanta BeltLine**” & **Park Play Library programs**

And we will continue to do great work – with your help! Please consider a donation of \$25, \$50 or \$100 – any amount you can give is truly appreciated and leveraged by thousands of volunteer hours and in-kind donations.

We truly value your passion for parks and look forward to a wonderful year of shared successes with our partners in 2011.

Please make a donation to Park Pride today!

Park Pride Calendar of Events & Deadlines

December

12 Volunteer Clean-Up at Kittredge Park

January

13 PARC Meeting at Adams Park

17 MLK Day of Service

19 Community Grant Grantee Workshop

February

10 PARC Meeting at Piedmont Park

19 Community Grant Letters of Intent Due

March

10 PARC Meeting at Collier Heights Park

26 Atlanta BeltLine Tour

27 Behind the Scenes Tour of Historic Fourth Ward Park

28 10th Annual Parks & Greenspace Conference

31 Micro Grant Deadline

Details at www.parkpride.org.