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PARKPRIDE.ORG | SPRING 2016

2016: Activating the Power of Parks

A MESSAGE FROM PARK PRIDE'S EXECUTIVE DIRECTOR, MICHAEL HALICKI

2016 is off to a strong start for Park Pride with many exciting developments expected in the coming year. In late January, the Board of Directors adopted a strategic plan that will guide the organization's direction for the next three to five years.

When we kicked-off the strategic planning process in the spring of 2015, I entered with the assumption that Park Pride was already doing as much as we possibly could for our city's parks, greenspaces and communities. But as the months progressed and we continued to carefully examine all of the different layers that make up Park Pride, I'm happy to say that my assumption was incorrect.

After careful thought and consideration, the strategic plan we've adopted will deepen our impact in parks and greenspace more than ever before in our 25 year history. We've stayed true to our core; we will continue to listen and respond to the needs of communities to advance wins for parks and greenspace. We've dug deep to pinpoint the most vital aspects of our work, and we will build on those, adding capacity to accomplish even more.

It begins with our new mission: **to engage communities to activate the power of parks**. It is our belief that great parks have the power to increase quality of life and strengthen the fabric of our city. Park Pride's efforts in the years to come will focus on helping communities understand the importance of parks and access their many benefits.

Our new strategic plan defines the path by which Park Pride will progress toward our vision of "a nationally recognized network of locally inspired parks, greenspaces and trails that engages individuals, strengthens communities and transforms Atlanta."

Park Pride's board and staff are invigorated with the new energy that this plan brings, and we look forward to sharing this journey with you!

ENGAGING THE COMMUNITY TO ACTIVATE THE POWER OF PARKS

IN THIS ISSUE

Story of Lindsay Street Park
PAGE 2

Parks & Greenspace Conference
PAGE 3

2015 Park Pride Highlights
PAGE 5

From Vision to Reality: Lindsay Street Park

On October 21st, 2015, a crowd gathered to celebrate the opening of the very first park in the English Avenue neighborhood: Lindsay Street Park. Community members, Park Pride staff, Atlanta City government, representatives from numerous nonprofit organizations and foundations, and Mayor Kasim Reed turned out to witness this major milestone in the community's revitalization.

"It gives us hope that now kids have a safe place to play."

~Pat Cambell, English Avenue Resident

English Avenue and neighboring communities have long suffered from flooding due to stormwater runoff, often resulting in the overflow of combined sewer systems. In 2010, Park Pride established a coalition of organizations and community members to create a broad plan, known as the Proctor Creek North Avenue Watershed Basin Vision (PNA Study), that used greenspace and green infrastructure to address the persistent flooding. Since that time, The Conservation Fund has brought the plan to life: Lindsay Street Park is the first park conceived by the PNA Study to come to fruition through the *Parks with Purpose Program*. Lindsay Street Park represents what is possible when a multitude of partners work together towards positive change. Park Pride is proud to be one of more than 30 organizational partners in the effort that made this park a reality.

To download the PNA Study completed by Park Pride in 2010, **visit http://bit.ly/1RNlUUB**. For more information about the *Parks with Purpose Program* and to see a list of the partners involved in the creation of Lindsay Street Park, visit **www.conservationfund.org.**

BOARD AND STAFF NEWS

Dorothy Yates Kirkley completed her term as Board President. We extend our deepest thanks to Dorothy for her leadership, propelling Park Pride to new heights in pursuit of our mission. She will continue to serve on the board as Past President.

Sadler Poe has assumed the role of Park Pride's Board President. Sadler has been a member of the Board since 2013 and served as the Chair of the Fund Development Committee since 2014.

Park Pride welcomes four new members to our Board:

Courtney Fletcher, Doosan Infracore International

Christopher Williams, Sr., Georgia Power Company

Barbara Levy, Education Connection

JaKathryn Ross, Georgia-Pacific

A decade after starting the Park Visioning Department, **Walt Ray** has moved on from his role as the program's Director and from Park Pride.

Luckily for us, he'll continue to work with parks as the City of Atlanta's Assistant Director of the Department of Park Design. In this position, Walt hopes to leverage his intimate knowledge of Atlanta's parks and people to help the City continue to build a strong parks system for citizens. Together, we'll continue to work to create a nationally recognized network of parks, greenspaces and trails in Atlanta.

TALKING ADVOCACY OVER GREEN EGGS & HAM

On December 2nd, 2015, panelists served up plenty of greenspace insight to approximately 40 park advocates gathered at The Georgia Conservancy's quarterly *Green Eggs & Ham* program. **Ayanna Williams**, Park Pride's Director of Community Building, was among the panelists, all of whom are involved in creating more and better greenspaces in Atlanta.

"To successfully make changes in your park," Williams disclosed, "it's more effective to focus on what you ***do*** want to accomplish rather than what you ***don't*** want to see in your park."

Sally Sears from the South Fork Conservancy, **Na'Taki Osborne Jelks** from the West Atlanta Watershed Alliance, and **Commissioner Amy Phuong** of the City of Atlanta's Department of Parks and Recreation, also participated on the panel.

Join the Conversation!
If you're interested in park advocacy issues, Park Pride hosts the Parks Atlanta Rescue Coalition (PARC) meeting on the second Wednesday of each month. All are welcome! **For more information, visit www.parkpride.org/get-involved/advocacy/parc.**

You're Invited:

15TH ANNUAL PARKS & GREENSPACE CONFERENCE

PARKS & PLAY: A CONVERSATION FOR ALL AGES

Monday, March 21, 2016 | Atlanta Botanical Garden | 8 A.M. – 5 P.M.

Research shows that play is important for ***all*** ages and ***all*** communities, and it is the focus of Park Pride's **15th Annual Parks and Greenspace Conference**. National and local speakers will offer diverse perspectives on the relationship between parks, play and a community's well-being.

This year's Keynote Speakers are not to be missed:

ALEX GILLIAM

A "cheerleader of possibility," Alex is the Founder of Public Workshop, an organization that redefines the way youth and communities participate as leaders in the design of their neighborhoods and cities. He believes that the best designs of public spaces, including parks, are a result of communities that are challenged, empowered, and inspired to have fun!

BARBARA TULIPANE

Barbara Tulipane is the President and CEO of the National Recreation and Park Association (NRPA), the leading non-profit organization dedicated to the advancement of public parks, recreation and conservation. It is their vision for all people to have easy access to park and recreation opportunities in sustainable communities.

ROBIN MOORE

Director of the Natural Learning Initiative, Robin Moore literally wrote the book on nature play: *Nature Play & Learning Places*. His publication offers a set of guidelines for those who create, manage or promote the development of nature spaces to attract kids and families outdoors to interact directly with nature.

Other featured speakers include: **Cynthia Gentry**, Founding Director of Play Atlanta; **Chantelle Rytter**, Community Parade Artist; and **James Siegal**, CEO of KaBOOM!

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Friends of the Park Bulletin Board

Reach out to the Director of Community Building, Ayanna Williams *at Ayanna@parkpride.org, to receive more information about Friends of the Park (FOP) through a monthly e-newsletter.*

FUNDRAISING (AND FRIEND-RAISING) INSPIRATION FOR YOUR PARK

The **Friends of Channing Valley Park** have found a deLIGHTful way to bring their neighborhood together to celebrate the holidays and their local park. Each year, the group sells and distributes luminaries before the neighborhood's annual holiday party, and then lines the park with the electronically lit luminaries on the night of the party. In order to promote both the sale and event, the *Friends* group distributes fliers in mailboxes, sends emails through the neighborhood email list, and posts messages to social media (Facebook and Nextdoor). This past holiday season, the *Friends* sold 490 luminaries for a net profit of $462.

Adapt this Idea! Luminaries aren't exclusively winter holiday décor – have a spring May Day party or fall Harvest Festival and sell luminaries to light the evening and enhance the magic!

ENJOY *PINTS FOR PARKS*: REGISTER NOW

Tuesday, May 3, 2016
6 – 9 P.M.
Orpheus Brewing

Pints for Parks is a chance to gather 300+ park friends together to support Park Pride over a local brew. This year, *Pints* will benefit the Friends of the Park Program, the "gateway" through which over 100 community groups have gained access to the resources we offer to activate the power of parks!

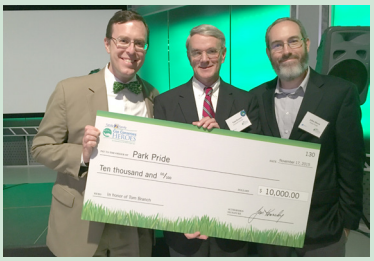
For $35, you will receive:

- Seven complimentary beer tastings
- Food
- Brewery tour
- Opportunity to participate in a silent auction
- Games
- An amazing view of Piedmont Park
- The great company of other park and beer enthusiasts!

We hope you can join us as we raise a glass to parks and the "Friends" who love them! **Register: http://bit.ly/pints4parks**

To donate an auction item or become a sponsor, contact jane@parkpride.org.

FRIENDS OF FRAZIER-ROWE PARK LEADER WINS COX CONSERVES HEROES AWARD



Tom Branch, a volunteer with the Friends of Frazier-Rowe Park in DeKalb County, was selected as Atlanta's 2015 Cox Conserves Hero, an award created by Cox Enterprises and The Trust for Public Land to honor volunteers who create, preserve or enhance the shared outdoor places in our communities.

Tom has coordinated hundreds of volunteers through regularly scheduled workdays to create a trail system and restore the park's forest; his efforts have been transformational!

Congratulations Tom and the Friends of Frazier-Rowe Park for this great honor, and thank you for all of your hard work!

WELCOME TO THE NEW FRIENDS OF THE PARK GROUP!

ATLANTA: Friends of Rockdale Park

Please send me your 2016 park / FOP group goals TODAY!
~ Ayanna
(ayanna@parkpride.org)

2015 PARK PRIDE HIGHLIGHTS

Top words used to describe Park Pride from Summer 2015 constituent survey

3 Communities re-imagined their parks through the Park Visioning Program

8 Park leaders honored with Park Pride's Inspiration Awards

12 Parks Atlanta Rescue Coalition (PARC) Meetings

14th Annual Parks and Greenspace Conference

22 Community Gardens managed

23 Park projects completed using Park Pride Legacy, Community Building, and Small Change Grant Awards

87 Active Friends of the Park groups

117 Volunteer projects completed in parks

180 Park Pride stakeholders interviewed to inform our strategic planning effort

335 Park enthusiasts celebrated at *Pints for Parks*

14,500 Volunteer hours supported in parks

$1,900,000 Invested in parks through grants, projects and funds raised by Friends of the Park groups

KIND WORDS FROM FRIENDS:

"The Legacy Grant that we received from Park Pride was critical to funding 40% of our park's bridge and gave our group the credibility that allowed us to raise the remaining funds."

Dan Weede,
Friends of Mountain Way Common

"Park Pride, a park advocate's best friend."

Amy Johnson,
Friends of Reverend James Orange Park

"Had we not made the connection with Park Pride, I doubt that we would have accomplished as much as we have in the development of the Jennie Drake Park."

Pauline Drake,
Friends of Jennie Drake Park

2016 Corporate Champions

Thank you to the following organizations for their extraordinary generosity in support of Park Pride's annual operating needs, programs and events.
To join this list, contact Jane Zoellick, Development Manager at jane@parkpride.org.

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Donors like you are central to the growth and improvement of our programs for the communities and parks we serve. With your help, Park Pride will continue to support great parks and the development of stronger communities. Thank you for your generosity!

Contributors listed below represent those who gave $50 or more to the 2015 Annual Campaign. Park Pride makes every effort to ensure we accurately list our donors. If you feel there are errors or omissions, please contact our Development Manager, Jane Zoellick. Email: jane@parkpride.org | Office: 404.546.6855.

As you plan for 2016, please consider joining our monthly giving program by visiting ***www.parkpride.org/make-a-donation.***

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MARCH
9 PARC MEETING
19 DAY OF PLAY AT ARABIA MOUNTAIN
21 PARKS AND GREENSPACE CONFERENCE

APRIL
13 PARC MEETING
28 FUNDRAISING FOR YOUR PARK WORKSHOP

MAY
3 PINTS FOR PARKS
11 PARC MEETING

More information and links to registration available at www.parkpride.org/calendar