



2030 STRATEGIC FRAMEWORK Executive Summary

Our Foundation

These statements express the core beliefs and guiding principles that shape Park Pride's work—grounding our strategies in purpose, partnership, and the power of parks.

Mission: To engage communities to activate the power of parks.

Vision: An Atlanta where everyone has access to a great park.

Philosophy: Park Pride believes great parks have the power to improve our quality of life and strengthen the fabric of our cities. When parks reflect the unique character and priorities of their communities, they become welcoming places where everyone can gather, play, relax, and connect with nature—promoting health, well-being, and neighborhood resilience. This is the power of parks.

Unique Model: For over 35 years, Park Pride's public-private approach has transformed parks through collaboration. We've built a proven model—bringing together communities, donors, and government to create lasting impact—delivering thriving green spaces that serve all.

Values

Inspired by People:

- **Community:** We recognize and respect the experience of people who live, work, and play in the neighborhoods and communities we serve. When residents are engaged with their local parks, those spaces are more loved, relevant, and sustainable.
- **Parks for all:** Because everyone should have welcoming parks where they live.
- **Trust:** We know that trust is earned and maintained through transparency, accountability, and commitment.

Inspired by Parks:

- **Nature:** Access to nature makes cities livable. We value nature as essential to our well-being, recognizing that healthy ecosystems sustain life, strengthen communities, and connect us to the natural world.
- **Open to all:** Great parks bring communities together, offering opportunities to connect and gather. They are inclusive places where everyone is welcome. The process of creating great parks should likewise foster openness, collaboration, and shared ownership.
- **Joy:** Parks are uplifting places of joy—spaces that spark connection, play, and a sense of wonder.

Our 2030 Strategic Framework: Parks, People, and Policy

Park Pride believes that when residents have the tools, knowledge, and resources to shape their parks—and when decision-makers understand and invest in their value—communities thrive. Through education, design assistance, advocacy, and storytelling, parks improve in ways that people value and use, public and private investment grows, and all Atlantans benefit from healthier, more connected, and resilient communities.

Our 2030 Strategic Framework centers on three core areas of work that define *what* we do and two enabling strategies that strengthen *how* we do it.

What We Do

1. Strengthen Community Leadership and Stewardship – Empower residents to shape, steward, and advocate for their neighborhood parks.
2. Catalyze Park Improvements – Advance community-driven projects that promote health, connection, and resilience.
3. Influence Public Policy and Investment – Champion parks as essential civic infrastructure through strong partnerships and advocacy.

How We Do It

4. Leverage Data and Stories – Use measurement and storytelling to demonstrate impact, elevate community voices, and inspire engagement
5. Enhance Organizational Resilience – Invest in systems, leadership, and a culture of learning to sustain excellence, amplify impact, and ensure financial stability.

Together, these five priorities define Park Pride’s path forward—empowering people, improving parks, and influencing policy to ensure every Atlantan has access to a thriving, equitable greenspace.

Impact

Park Pride’s 2030 Strategic Framework positions the organization to deepen its impact and strengthen Atlanta’s park system for generations to come. By investing in people, partnerships, and parks, Park Pride will continue to advance its vision—an Atlanta where everyone has access to a great park.