

City of Atlanta's Commissioner of Parks and Recreation, Amy Phuong, welcomes the crowd to the Vine City Park Phase II ribbon cutting, May 19, 2016.



park. | park pride

views

PARKPRIDE.ORG | SUMMER 2016

The Power of Parks on Atlanta's Westside

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



The creation of new parks and the improvement of existing parks are major parts of the narrative that is emerging in the Proctor Creek Watershed on Atlanta's Westside and central to the plans for its revitalization.

Park Pride is a major part of this narrative, as is The Arthur M. Blank Family Foundation, the Westside Future Fund and partners that include The Conservation Fund, the Proctor Creek Stewardship Council, West Atlanta Watershed Alliance, Community Improvement Association, Greening Youth Foundation, ECO-Action, the Atlanta University Center and Chattahoochee Riverkeeper. So too are the related efforts of The Trust for Public Land, the Atlanta BeltLine Partnership, Emerald Corridor Foundation, and many other nonprofits and community organizations including the Friends of Maddie Freeland Greenspace, the Friends of Maddox Park and the Historic Washington Park Conservancy.

These groups all believe in the power of parks* to reinvigorate a community.

The City of Atlanta is also a major force for change in Proctor Creek, with support provided by the Atlanta Parks Department, Invest Atlanta, Watershed Management, the Office of Sustainability, Atlanta BeltLine Inc., members of Atlanta City Council and, of course, Mayor Kasim Reed. Most importantly, individual community residents are engaging in public forums, visioning planning efforts, and Friends of the Park groups to ensure that the community's voice factors into revitalization efforts.

continued on page 2...

*POWER OF PARKS

Great parks have the power to increase our quality of life and strengthen the fabric of our cities. They are places for members of the community to gather, play, relax, and lose themselves in nature, encouraging mental and physical health. Great parks promote community engagement, safety, and revitalization. They spur economic development and benefit tourism. Great parks make our citizens happy, our communities strong, and our cities sustainable.

IN THIS ISSUE

Grants: for the greener good
PAGE 3

Parks & Play: Conference
Highlights
PAGE 4

"Parks for Monarchs"
PAGE 7

ENGAGING COMMUNITIES TO ACTIVATE THE POWER OF PARKS



Kaiser Permanente volunteers construct a park bench at Chapel Hill Park.

Earth Month Highlights Atlanta's Culture of Collaboration

Every year, Park Pride hosts hundreds of corporations, businesses and community groups at parks for workdays where volunteers are given the opportunity to dig in and give back to their city. In 2015, we coordinated approximately 14,500 volunteer hours. This annual outpouring of support for parks illustrates that Atlanta nurtures a culture of partnerships and collaboration.

A high point of volunteer activities occurs each year in the month of April. Green advocates used to only recognize *Earth Day*, but support for sustainable initiatives has grown to the point where April has been renamed “*Earth Month*,” during which the number of volunteer project requests made to Park Pride *triples*. These corporate and community volunteers are interested in making a difference in Atlanta's parks because they recognize that parks are where people come to relax and rejuvenate, to play and to be together.

“By taking care of our greenspaces, volunteers are contributing to the health and happiness of everyone who visits that park.”

~John Ahern, Park Pride's Volunteer Manager

The following organizations and businesses are just a sampling of those that invested their time and effort in parks during Earth Month 2016 with Park Pride:

- Kaiser Permanente
- Cox Enterprises
- Friends of Frazier-Rowe Park
- Friends of Kelly Cofer Park
- The Westminster Schools
- UPS
- The Georgia Conservancy
- Georgia's Own Credit Union
- Perennial Properties
- AirWatch
- Doosan Infracore Int'l.
- Georgia Tech
- Southwest Airlines
- National Recreation & Park Association
- Jamestown Properties
- Buckhead Church
- Whole Foods Market
- Community Bucket
- Friends of W.D. Thomson Park
- Georgia Power
- Comcast

Together, these groups—many of whom volunteered on more than one occasion—contributed 3,300 hours to City of Atlanta and DeKalb County Parks. Thank you for all of your efforts on behalf of greenspace!

A version of this article first appeared in *Saporta Report's Thought Leadership column, People, Places & Parks*. View that article at bit.ly/ppearthmonth. Learn more about Park Pride's Volunteer Program and how to get involved: bit.ly/volunteergreen.

continued from page 1...

For its part, **Park Pride has played a significant role in ensuring that both parks and the community's wishes are represented in the planning efforts.** In 2005, Vine City residents participated in our Park Visioning Program to develop a conceptual plan for Vine City Park, which opened in 2007.

In 2010, Park Pride and partners worked with the community to create the Proctor Creek North Avenue Green Infrastructure Vision (PNA Vision) to address stormwater issues and lack of greenspace in the Vine City and English Avenue neighborhoods.

In 2015, Park Pride supported The Conservation Fund's efforts to create Lindsay Street Park*: the first park in English Avenue and of the PNA Vision.

This year, we returned to Vine City Park, completing an expansion that includes a larger playground, an exercise station and a rain garden. The Greening Youth Foundation played a workforce development role that included local youth in the construction of these parks.

Now, efforts are underway to create a vision for the latest park that is a part of PNA Vision: Boone Park West. While these conversations are emerging, **we remain steadfast to the greenspace vision for Atlanta's Westside, optimistic that the community will continue to be at the center of the discussion, and hopeful to fully harness the power of parks for the betterment of these neighborhoods and all of Atlanta.**

**The community-driven process behind Lindsay Street Park was recently recognized with EPA's Rain Catcher Award.*

A JOURNEY TOWARDS MORE GREENSPACE



On May 18th, neighbors, business owners and nonprofit representatives from along Memorial Drive joined the first Steering Committee meeting of Park Pride's Park Visioning Program. These dedicated stakeholders have embarked on an eight-month journey of community building, negotiating, and stretching their imaginations with the ultimate goal of adopting a community-backed park masterplan.

Led by the Director of Park Visioning, Andrew White, a professional landscape architect, this group will work to articulate the community's needs for the proposed linear park that would run the length of Memorial Drive between Oakland Cemetery and the State Capitol. White will then incorporate the community's ideas into a conceptual masterplan.

The hopes within the Steering Committee for the park are as diverse as the committee members themselves, but a single dream binds them together: that the park, which is tentatively being called the "Memorial Drive Greenway," will someday be a space that **unites neighborhoods and is enjoyed by families and individuals of all ages and abilities.**

For information about Park Visioning, visit bit.ly/parkvisioning. Follow the Visioning Process on the Park Pride blog: parkpride.wordpress.com.

Grants: for the greener good

With the support of The Robert W. Woodruff Foundation and The Home Depot Foundation, Park Pride is proud to announce the recipients of our 2016 Legacy and Community Building Grants! Grant funds are matched by community raised dollars, increasing the impact of each dollar awarded:

Legacy Grants (up to \$100,000):

The Friends of Springvale Park will expand their existing playground with a toddler play area, sensory garden, and ADA pathways, as well as enhance the space with new landscaping and hardscaping.

The Grant Park Conservancy will restore the historic Milledge Fountain and renovate the Cherokee-Milledge Plaza.

The Friends of Mountain Way Common will create a multi-use concrete perimeter loop trail connecting to the newly constructed pedestrian bridge.

The Friends of John Howell Memorial Park will use green infrastructure to slow, disperse and absorb rainwater, reducing the demands on urban infrastructure and supporting a healthy water table.

The Friends of Ormond-Grant Park will add an interactive rain garden / bioswale, a new access point to the park, and enhance the park's landscaping.

The Adams Park Foundation will complete Phase III renovations to the park, including a new splash pad, renovations to the pool and seating area improvements.

Community Building Grants (up to \$50,000):

The Friends of Chapel Hill Park will install a beautiful new fishing pier to fully take advantage of the park's tranquil lake.

The Friends of Pendergrast Park will begin development of this newly acquired greenspace with a trail system and the addition of picnic tables, a bench swing, a bike rack and trash bins.

The Friends of Frazier-Rowe Park will enhance access to the park with an ADA accessible loop trail and stairs connecting sections of the park, and add a water fountain to provide drinking water and irrigation.

The Friends of Channing Valley Park will improve park safety with the installation of an ornamental fence along a busy road.

The Ansley Park Beautification Foundation will create a hard-surface walkway to the **Winn Park** playground providing access for strollers, tricycles, wheelchairs and visitors of all ages and abilities.

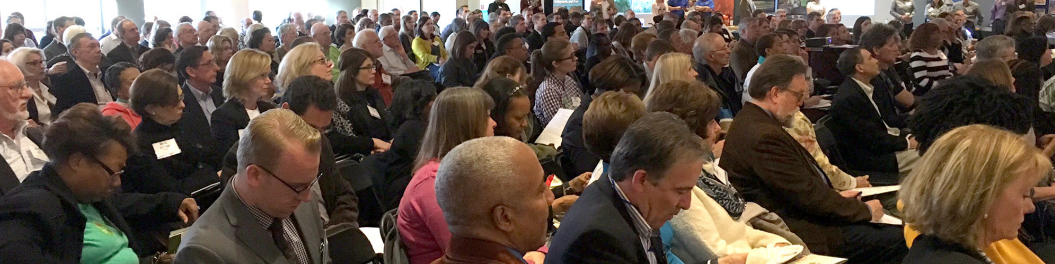
The Friends of Sibley Park will restore the original park entrance and trail designed by the Peachtree Garden Club in 1937. They will also add a stone overlook terrace and stone steps into the park.

Park Pride's **Small Change Grants**, supported by the Cecil B. Day Foundation with awards of up to \$2,500, fund small beautification projects in parks that have BIG impacts! Awarded quarterly, the following community groups have received Small Change Grants in 2016: **The Friends of Anderson Park, The Friends of Whittier Mill Park and Capitol View Community Garden.**

Visit bit.ly/ppgrants to learn more about Park Pride's matching grants.

The new boardwalk at Adams Park is funded in part by a Park Pride Legacy Grant.





15th Annual Parks & Greenspace Conference Highlights

PARKS & PLAY: A CONVERSATION FOR ALL AGES

Parks are places where the community comes together to play. This year's conference speakers explored perspectives on cultivating strong relationships between parks, play and a community's well-being:



"Public space is the original internet."
*Alex Gilliam,
Founder of Public
Workshop*



"Think of the entire landscape as a playground..."
*Robin Moore,
Director of the
Natural Learning
Initiative*



"Cities need to integrate play into daily activities for kids and families."
*James Siegal, CEO
of KaBOOM!*



"Park advocates must be solution providers for City leaders."
*Barbara Tulipane,
President and CEO
of the National
Recreation & Park
Association (NRPA)*

Over 450 park enthusiasts, community members, government policy makers, architects and landscape architects, environmental and civil engineers, real estate developers, environmental lawyers, urban planners and park professionals attended the 15th Annual Parks and Greenspace Conference, making it the most widely attended conference to date! Here's what attendees had to say:

"Raises the bar on civic engagement."

"Visionary. Inspiring."

"... reminds me of why I do this."

"Brings important greenspace issues to the forefront."

CONFERENCE TWITTER FEED



SAVE THE DATE

16th Annual Parks & Greenspace Conference

Connecting with Parks

Monday, March 27, 2017
@ Atlanta Botanical Garden

Tell us your interests and ideas and suggest session topics:
www.parkpride.org/conference/connect

Friends of the Park Bulletin Board

CONGRATULATIONS 2016 INSPIRATION AWARD WINNERS!



Great parks exist through the efforts of leaders who nurture and strengthen the bond between parks and communities. Park Pride's Inspiration Awards honor individuals who inspire others to improve public parks and work to raise awareness about critical and relevant greenspace issues.

Recognized for their leadership, this year's winners include:

- **Linda Bain** | Sandy Springs Conservancy (retired)
- **Cynthia Gentry** | Play Atlanta
- **Dave Butler** | DeKalb County's Greenspace Environment Manager (retired)
- **Ronald Johnson** | Ellenwood community
- **Pauline Drake** | Friends of Jennie Drake Park
- **Karl Schultz** | Friends of Frazier-Rowe Park
- **Esther Stokes** | "At large" park advocate

2017 MATCHING GRANT INFORMATION + SCHEDULE

This fall, Park Pride will accept Community Building and Legacy Grant applications for park improvement projects. Grants will be awarded in January, 2017. All Park Pride grants require a community match. Find grant descriptions, application guidelines and FAQs at bit.ly/ppgrants.

COMMUNITY BUILDING AND LEGACY GRANT SCHEDULE:

- **Saturday, Aug. 13th | Time TBD**
Grant Technical Assistance Workshop (Required if you've never received a Park Pride grant, but all are encouraged to attend!)
- **Wednesday, Aug. 17th | 12 p.m. – 1 p.m.**
Grant Technical Assistance Webinar (applicants can choose to attend either the Saturday workshop or the webinar)
- **Wednesday, Sept. 14th | 7:30 a.m. – 9 a.m.**
Park Pride Monthly Park Meeting (focus on grants)
- **Friday, Sept. 30th | 5 p.m.**
APPLICATION DEADLINE (Submit to grants@parkpride.org)
- **January 2017**
Grants awarded

**Note: Small Change Grants are awarded quarterly. Visit bit.ly/ppgrants for deadlines and application details.*

Reach out to the Director of Community Building, Ayanna Williams (Ayanna@parkpride.org), to receive Friends of the Park news.

PARK DESIGN WORKSHOP

Sat., July 23rd

Is there a corner of your park that needs attention? Are you installing a butterfly garden or refreshing the park entrance?

Attend the 2016 Park Design Workshop with the Director of Park Visioning, Andrew White. You will have the opportunity to speak one-on-one with a landscape architect and leave with a planting plan to invigorate your park's landscape... and those who visit it!

To learn more and sign up, visit bit.ly/ppdesign2016.

PARK FUNDRAISING INSPIRATION

The Friends of Chapel Hill Park in DeKalb County capitalized on the season by hosting a "spring cleaning" community-wide yard sale to benefit the park. The group sold vendor booths for \$50 each to sell goods ranging from handmade jewelry to used household items. The Friends also hosted their own booth to sell items donated to the cause from community members. To promote this event, the Friends group made yard signs, passed out fliers and posted on their personal social media pages. Giving levels were established to encourage donations while at the event.

Through vendor fees, sales and a few large donations, The Friends of Chapel Hill raised \$1,857 for their park!



Adapt This Idea! Plan a community yard sale for your park that fits a theme such as "Children's Clothing" or "Christmas Market." A theme will make the sale easier to promote, and more fun to attend!

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.

Visionary Circles

Benefactor



Guardian



Sustainer



Activator



Supporter Circles

Gold



Silver



Green



**YOU
MAKE CHANGE
POSSIBLE!**

Your gift to Park Pride is not only **essential** to our operations, it also **supports programs** that bring positive change to communities. Change isn't easy, and it doesn't happen overnight. However, each year Park Pride actively helps neighborhoods transform their parks and communities through the programs we offer.

Thank you for your support!



**GIVE A GIFT
TODAY**



www.parkpride.org/make-a-donation



Corporate Champion opportunities are available. Please reach out to Jane Zoellick, Development Manager, to learn more. Jane@parkpride.org or 404-546-6855.

PINTS FOR PARKS

350+ park enthusiasts converged at Orpheus Brewing on May 3rd for *Pints for Parks*, our biggest (and best!) social to date. Attendees enjoyed great beer and food pairings from local restaurants, and amazing company from other park supporters. For more photos, visit bit.ly/pintspics2016.



COMMUNITY GARDEN TOUR

Novice and experienced gardeners alike visited five community gardens and urban farms on Atlanta's westside on the June 4th tour. "Local food is no longer a movement," said Truly Living Well's founder, Rashid Nuri, "it's a way of life." For more photos, visit bit.ly/2016gardentour.



A "Parks for Monarchs" Partnership

Over the past 20 years, it's been estimated that the monarch butterfly population has declined by 90% due to the loss of their primary food source, milkweed, from deforestation and development. Park Pride, however, in partnership with dedicated community gardeners, the National Recreation & Park Association (NRPA) and Southwest Airlines, is doing our part to replant and rebuild the monarch's natural habitat!

With the support of NRPA's *Parks for Monarchs* program, funded by Southwest Airlines, Park Pride supplied four community gardens in City of Atlanta parks with the resources needed to boost their gardens' ability to support pollinators with the addition of multiple species of pollinator plants.

The largest planting took place at the Freedom Park Poncey-Highland Community Garden where community gardeners worked side-by-side with Park Pride and Southwest Airlines volunteers to install a brand new pollinator garden, complete with 189 locally sourced native plants.

"Our garden," explained Wendy Marcum, co-leader of the Freedom Park Poncey-Highland Community Garden, "relies on bees, wasps and butterflies for pollination, and

because of the help of Park Pride and Southwest Airlines, our pollinator garden is an even sweeter destination for these insects!"

"... because of the help of Park Pride and Southwest Airlines, our pollinator garden is an even sweeter destination for these insects!"

~ Wendy Marcum, co-leader of the Freedom Park Poncey-Highland Community Garden

Kirkwood's Gilliam Park, Edgewood's Walker Park and East Atlanta's Brownwood Park also received plants through the *Parks for Monarchs* grant, thereby helping to create pockets of monarch-friendly gardens across the City.

For more information about Park Pride's Community Garden Program, visit bit.ly/ppgardens.

Volunteers plant the new pollinator garden at the Freedom Park Poncey-Highland Community Garden.



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MISSION | To engage the community to
activate the power of parks.

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Park Views Online | bit.ly/parkpridenews



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park.
VIEWS

PARK PRIDE EVENTS AND DEADLINES

JULY

13 PARK PRIDE'S PARK MEETING (FORMERLY PARC)

23 PARK DESIGN WORKSHOP

AUGUST

10 PARK PRIDE'S PARK MEETING

13 GRANTS TECHNICAL ASSISTANCE WORKSHOP

SEPTEMBER

14 PARK PRIDE'S PARK MEETING

24 PARK PRIDE PLAY DAY AT COLLIER PARK

30 PARK PRIDE GRANT APPLICATIONS DUE

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



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