



**Atlanta
BeltLine®**
Where Atlanta Comes Together

Atlanta
BeltLine
Partnership

2013
Annual
Report

*Building Healthy,
Sustainable
Communities*

BRINGING THE VISION TO LIFE



Charles Shufeldt
Chairman, Board of Directors
Atlanta BeltLine Partnership



Rob Brawner
Interim Executive Director
and Program Director
Atlanta BeltLine Partnership

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Top left: Trail Yoga fitness class along the northern extension of the Eastside Trail. Photo: Van Hall

Top right: Bike Riding for Kids fitness class participant in Washington Park

Cover: The Atlanta BeltLine Annual Bicycle Tour. Photo: Van Hall



// Winding through a green canopy of woods and past Utoy Creek, the Atlanta BeltLine Southwest Connector Trail provides a scenic path – and so much more. It is a new lifeline for Beecher Hills Elementary School in Southwest Atlanta.

When the PATH Foundation opened the trail in August 2013, children who once rode a bus began to walk to school. Teachers formed an after-school walking club. Classes ventured out for a lesson in nature. Principal Crystal Jones saw new opportunities for fun runs, fitness, and neighborhood engagement. “It brings the community into the school,” she says.

That is the transformative power of the Atlanta BeltLine. It adds new energy to the city. Beyond the trail, the Atlanta BeltLine is a catalyst for reinvigorating neighborhoods while it promotes a healthy lifestyle. In 2013, with the generous help of our donors, the Atlanta BeltLine Partnership made unprecedented progress toward improving the health of our communities – in every sense of the word.

Atlantans cope with the same health challenges that many Americans face. Approximately one in four Atlantans are obese and have had no exercise or physical activity in the past month. The most obvious benefit of the Atlanta BeltLine has been to provide a safe, attractive place to walk, jog, or ride a

bicycle. On a warm sunny afternoon, the Atlanta BeltLine is a destination, an impromptu parade of dog-walkers and baby strollers, of parents teaching their children how to ride a bike, and pre-teens skittering along on their skateboards.

Partners such as Kaiser Permanente, Trees Atlanta and the PATH Foundation are investing in the health of the community through their continuous support of projects and programs such as the Eastside Trail, the Atlanta BeltLine Arboretum, and the Adopt-the-Atlanta BeltLine program. And that is just the beginning of the Atlanta BeltLine’s impact on health. In 2013, with support from The Coca-Cola Foundation, the Partnership launched free fitness classes. At various locations along parks and trails, we offer aerobics for all ages, a morning boot-camp workout, afternoon trail yoga, walks with a certified dietitian, leisurely sunrise and sunset hikes along the Atlanta BeltLine Arboretum, and much more. Our expanded Running Series and monthly run clubs continue to be very popular. In fact, the Atlanta BeltLine was one of 33 projects around the country recognized in a FitNation exhibit by the American Institute of Architects New York Chapter for contributing to healthy living.

Yet we also seek to reach people who are hesitant to start an exercise regime. They are often the ones who are most at risk of heart disease, diabetes, and cancer – conditions linked to higher-than-average mortality rates in many

“ It’s not hard to get kids to be active.
It’s hard to get them to sit still. If we
provide safe space that’s easily accessible,
the kids are going to be active. The
Atlanta BeltLine is an opportunity
to reactivate that. ”

John Bare, Vice President,
The Arthur M. Blank Family Foundation



Atlanta BeltLine neighborhoods. In 2013, we convened a Health Steering Committee of health-care professionals, and leaders in the philanthropic and nonprofit communities to help us identify and address health problems.

To thrive, our communities also need jobs and healthy businesses, and in the aftermath of the Great Recession, economic remedies are more vital than ever. In 2013, with funding and technical support from Atlanta CareerRise, we led a diverse set of partners in developing an innovative program that provides intensive coaching, job skills training, and certification to prepare un- and under-employed residents around the Atlanta BeltLine for full-time employment as nursing assistants and unit clerks with Grady Health System. Several of the first participants were homeless. This is a life-changing opportunity for them.

We are already working to expand the program with other employers and industries, with our sights set on a construction workforce partnership in the future. This is just one way that the Partnership is fulfilling the Atlanta BeltLine’s commitment to provide access to full-time, permanent jobs and to spur economic development in Atlanta BeltLine neighborhoods.

This past year was also an important time in our stewardship of the Atlanta BeltLine vision. We participated in the development of Atlanta BeltLine, Inc.’s Strategic Implementation Plan, representing the private sector in mapping out the program through 2030.

On a warm sunny afternoon, the Atlanta BeltLine is a destination, an impromptu parade of dog-walkers and baby strollers, of parents teaching their children how to ride a bike, and pre-teens skittering along on their skateboards.

In the near term, that involves major trail extensions, including working with the PATH Foundation to connect the southwest segments and extend the Eastside Trail in 2014. New parks will emerge on the Westside, through collaborative efforts with our partners like The Trust for Public Land and the City of Atlanta. And as the Atlanta Streetcar begins running in 2014, the foundation is in place to expand it along the Atlanta BeltLine corridor.

Through 2013, \$41 million in private sector contributions and more than \$300 million in public funds have created more than \$1 billion in economic benefit around the Atlanta BeltLine. The City of Atlanta recently received an \$18 million federal grant for Atlanta BeltLine development on the Westside, and we plan to similarly

leverage that with additional private funds from donors large and small. We have increased our outreach, building grassroots support from a growing number of Atlanta BeltLine Members.

We will be seeking renewed civic engagement as we support an accelerated build-out of the Atlanta BeltLine. We welcome your input and we appreciate your contributions as we work together to invest in a better quality of life – and a healthier Atlanta.

PARKS & TRAILS

// Stand on the Eastside Trail and listen to the sounds of a vibrant community: shouts of children playing, rhythmic pounding from construction of nearby apartments, music of birds in newly planted trees.

Each new segment of the Atlanta BeltLine expands the many benefits of greenspace and recreation into another neighborhood.

The Partnership plays a vital role in ensuring the overall success of the Atlanta BeltLine by soliciting necessary capital funds from the private sector and being stewards of those contributions throughout the design and development process. Through 2013, \$41 million in private investment has yielded tangible benefits toward a better quality of life.

Here's what was accomplished in 2013:

- > The Southwest Connector Trail, opened in 2013, connects the Beecher Hills and Westwood Terrace neighborhoods. Almost seven miles of Atlanta BeltLine trails are now complete. The PATH Foundation led the design and construction of the Southwest Connector Trail and provided \$200,000, which was bolstered by funds from City of Atlanta Park Improvement Bonds. The city's Department of Watershed Management and the Atlanta Public Schools provided critical easements.
- > Construction began on the replacement of the Edgewood Bridge, which improves access to the Eastside Trail and allows for the extension of the Eastside Trail from Irwin Street to Memorial Drive, which will add another 1.5 miles to the existing 2.25-mile segment.
- > Preparation work occurred on a gateway connector from the Eastside Trail to Historic Fourth Ward Park, which

OBJECTIVE:

Raise private sector funding to advance Atlanta BeltLine implementation.

will be completed in 2014. Design work also began on the extension of the Eastside Trail.

- > The Atlanta Police Department Path Force Unit began patrols along the existing permanent trails as well as interim hiking trails. Funded by a U.S. Department of Justice grant, police patrol on foot, bicycle and horse, and with off-road motorcycles and all-terrain vehicles.
- > Early work occurred on the expansion of Lang-Carson Park, with support of a grant from the Waterfall Foundation.

“The BeltLine allows everyone the opportunity to have a safe, walkable area, to have easy access to that health benefit. It's the best prescription.”

Madelyn Adams, Director of Community Benefit,
Kaiser Permanente of Georgia



Construction on the Eastside Trail Gateway connection to Historic Fourth Ward Park will be completed in 2014. Photo: Van Hall



The Southwest Connector Trail, opened in 2013, connects the Beecher Hills and Westwood Terrace neighborhoods. Photo: Van Hall



The Path Force unit of the Atlanta Police Department began regular patrols of existing and interim Atlanta BeltLine trails. Photo: Van Hall

“The BeltLine sets Atlanta apart as a different kind of city, where you can live a more balanced lifestyle.”

Julie Pryor, winner of the 2013 Active Lifestyle Competition, runs three times a week on the Atlanta BeltLine. The Running Series helped her maintain her weight loss and train for a marathon.



AWARENESS, EDUCATION, AND OWNERSHIP

Tours

// For a view of Atlanta BeltLine progress, you can walk past stately elms and sassafras, bike in a loop from Historic Fourth Ward Park to Tanyard Creek Park in Buckhead and back. Or you can stroll through the scenic Westview Cemetery and the Lionel Hampton Nature Preserve in southwest Atlanta, or ride in air-conditioned comfort in a tour bus along the entire 22-mile corridor. There are now more options than ever for touring the Atlanta BeltLine – all of them free of charge at beltline.org/tours.

- > Trees Atlanta began offering twice-a-week Arboretum Walking Tours on the Eastside Trail in April. Nearly 800 people had taken the tour by the end of the year.
- > The Atlanta Bicycle Coalition's weekly guided tours on the Eastside and Westside began in November, and they immediately became a popular way to enjoy the Atlanta BeltLine Eastside and West End Trails.
- > Nearly 3,000 people joined one of the 126 bus tours we offered in 2013 to get a sense of the complete scope of the Atlanta BeltLine.
- > Thanks to donations from U.S. Micro Corp., SunTrust Bank Trusteed Foundations (Florence C. and Harry L. English Memorial Fund and Thomas Guy Woolford Charitable Trust), and AGL Resources, we are purchasing our own ADA-accessible, natural gas-powered tour bus, allowing us to create new ways to promote awareness of the Atlanta BeltLine.

OBJECTIVE:

Cultivate broad-based support and build high levels of awareness, education, and ownership of the Atlanta BeltLine, to ensure the Atlanta BeltLine remains a civic and political priority, driving both private and public investment in the project.

Events

// Hundreds of our Atlanta BeltLine neighbors and supporters also came together to celebrate:

- > Atlanta BeltLine Night with the Hawks, which included a pre-game reception and a chance to watch court-side at the Philips Arena while the NBA players warmed up.
- > Atlanta BeltLine Night at the Braves, with a reception at the Home Plate Patio and a pre-game Atlanta BeltLine Fans Parade around Turner Field.
- > Milestone events including both the groundbreaking and opening of the Southwest Connector Trail.

Communications

// In 2013, we created buzz in social media and mainstream media:

- > Our website, beltline.org, attracted almost 1.3 million page views.
- > Our presence on Twitter grew, as the number of followers of @AtlantaBeltLine doubled in 2013.
- > Our group of Facebook fans grew by 64 percent as more people began to follow our events and share comments on our site.
- > Our eNewsletter had about 21,000 subscribers, an increase of 25 percent over the prior year.
- > The New York Times profiled the Atlanta BeltLine as one of the nation's most ambitious rails-to-trails projects.

Volunteers

// Keeping the Atlanta BeltLine beautiful is a huge job, and we couldn't do it without our volunteers, who spent 6,300 hours in clean-up and planting in 2013. Adopt-the-Atlanta BeltLine groups such as the USDA Forest Service, REI, and residents of the Grinnell Lofts condos regularly pull out English ivy, kudzu, and other invasive plants, remove litter, and keep tabs on their segments of the Atlanta BeltLine corridor.

Trees Atlanta, Park Pride, and other key partners gathered an Earth Day event as more than 300 volunteers planted one-and-a-half acres of native grasses to revive the soil and improve the Atlanta BeltLine ecosystem. That amounts to about 20,000 individual grass plugs!

In the past year, volunteers also served as Ambassadors, helping raise awareness and involvement in Atlanta BeltLine neighborhoods. Our volunteer Speakers Bureau represented the Atlanta BeltLine at 50 presentations to businesses and community groups, reaching about 500 people. Our volunteers also shared information about the Atlanta BeltLine at 43 different festivals and events in 2013.

Top left: Volunteers at the Atlanta BeltLine Northside 5K race. Photo: Jennifer Jezyk

Top right: Volunteers at Earth Day on the Atlanta BeltLine planted more than 20,000 individual grass plugs! Photo: Christopher Martin

Bottom: Bellwood Quarry remains one of the most popular stops along the Atlanta BeltLine bus tour route. Photo: Van Hall



“ Planning two tours with our group this summer and two in September! Great way to see Atlanta and how it’s developing. BeltLine is AWESOME. ”

Facebook Fan



SOCIAL IMPACTS: HEALTH

Building Healthy Communities

// On a fall day, 90 volunteers from Turner Broadcasting Corp. planted 26 fig trees on a patch of land in the Adair Park neighborhood along the southwest corridor of the Atlanta BeltLine. The trees won't bear fruit for a few years, but already they are a symbol of a healthier future.

This land, which was purchased with funds raised by the Atlanta BeltLine Partnership, was once filled with construction debris, rubbish, abandoned underground storage tanks, and invasive plants. Now it is evolving into an urban organic farm that will include blueberry bushes and rows of vegetables.

OBJECTIVE:

Catalyze the affordable housing, job creation, healthier living, and other social objectives that comprise the Atlanta BeltLine vision.

Transforming the health of Atlanta BeltLine neighborhoods is an ambitious undertaking, but it happens in small steps. Urban agriculture is one way to bring healthy options to areas that are “food deserts,” lacking in fresh produce.

Fitness is an obvious health benefit of the Atlanta BeltLine, and our new fitness programs are convenient and free – thanks to sponsorship by The Coca-Cola Foundation. Our Active Lifestyle Competition encourages participants to join the four annual races and monthly run clubs in our Running Series and to earn points that can be used toward rewards. The running series has become more popular every year; in 2013, we attracted more than 3,000 participants who logged more than 10,600 miles.

We also are engaging youth to be more active. In October, we partnered with Soccer in the Streets to host the first Atlanta BeltLine Street Cup at D.H. Stanton Park, a one-day tournament that emphasizes teamwork and sportsmanship.

The Partnership's programs give people a sense of community that supports them as they work toward their fitness and health goals. Through these programs, the Partnership is fulfilling its mission to engage the community to reduce health disparities in Atlanta BeltLine neighborhoods and promoting healthier lifestyles for all Atlantans.



“I'm just amazed at the number of people who never exercised before who have taken up walking and jogging and biking on the trail.”

Ed McBrayer,
Executive Director, PATH Foundation

PHOTOS

Top left: FitWit class at Gordon-White Park in West End. Photo: Van Hall
Top right: Nighttime Aerobics Class at Historic Fourth Ward Park. Photo: Christopher Martin
Bottom right: Walk with a Nutritionist fitness class on the Eastside Trail. Photo: Van Hall



SOCIAL IMPACTS: AFFORDABLE HOUSING AND EMPLOYMENT

Affordable Housing

// Via a designated board seat, the Partnership continues to work through the Atlanta Land Trust Collaborative (ALTC) – whose creation was led by the Partnership – to preserve affordability in Atlanta BeltLine neighborhoods using the community land trust (CLT) model. In partnership with Atlanta BeltLine, Inc., the ALTC secured three permanently affordable units at the Lofts at Reynoldstown Crossing, a vacant and deteriorating building that was renovated into high-quality homes. Those CLT units, the first such condominium units in Georgia, were reserved for police officers and teachers and have become a model for future efforts.

We are also working through the ALTC to support the creation of single-family CLT homes in Atlanta BeltLine communities – most notably in the Pittsburgh neighborhood in collaboration with the Pittsburgh Community Improvement Association (PCIA). The Pittsburgh Community Land Trust Program enables low to moderate income families to achieve homeownership and is important to the comprehensive approach to community development being led by PCIA. By the end of 2013, fourteen CLT homes were available in Pittsburgh – 10 as rentals and four prepared for sale in 2014.

As stewards of the Atlanta BeltLine vision, we are committed to enabling Atlanta BeltLine residents to remain in their neighborhoods even as the trails and parks attract new nearby development that leads to rising housing costs. Through its continued involvement with the ALTC, the Partnership is supporting the Atlanta BeltLine goal of creating 5,600 units of affordable housing over 25 years.

Creating Live-Work Communities

// Our commitment to healthier communities includes creating new opportunities for area residents to find quality jobs. As outlined in the Atlanta BeltLine Redevelopment Plan, the goal is to spur 30,000 permanent jobs over the course of the Atlanta BeltLine's creation. In 2013, we took important steps to boost employment through a workforce partnership with Grady Health System, Atlanta CareerRise, and other key partners.

The Atlanta BeltLine Partnership helped design a program that addresses common barriers to employment among the long-term unemployed. Before they begin technical training for a position as a certified nursing assistant or unit clerk at Grady, our participants will receive work readiness training through New Hope Enterprise's nationally recognized STRIVE curriculum. They also will receive coaching in which they will develop financial plans and career goals, and receive support in managing life issues. The first cohort began the program in January 2014.

Additional partners in this effort include Atlanta Technical College, Atlanta Workforce Development Agency, and the Georgia Department of Labor.

This workforce program also benefits employers, who often have trouble retaining quality entry-level workers. In 2014, we will look for opportunities to expand across multiple employers, as well as in the construction industry.

OBJECTIVE:

Catalyze the affordable housing, job creation, healthier living and other social objectives that comprise the Atlanta BeltLine vision.

“By improving the quality of patient caregivers, we expect to have improved patient satisfaction. This program is definitely driving innovation.”

Clay England, Executive Director,
Human Resources, Grady Health System

Top right: A CLT home on McDaniel Street in the Pittsburgh community renovated by the Pittsburgh Community Improvement Association. Photo: Van Hall

Bottom: Brigette Derrico-Lawrence (L) and Toni Inyama (R), are participating in a program developed in partnership with Atlanta CareerRise, which helps identify and train Atlanta BeltLine residents for careers in the Grady Health System. Photos: Van Hall





FINANCIAL STATEMENTS

// The Atlanta BeltLine Partnership maintains a strong financial position reflecting its careful stewardship of donors' funds.

When the Partnership began operating in 2006, the organization was funded using a portion of the capital it raised – totaling more than \$41 million at the end of 2013 – to support the implementation of Atlanta BeltLine parks and trails.

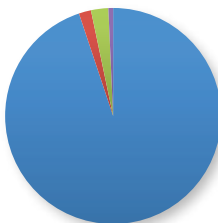
The Partnership launched an annual fund in 2010 to sustain programs when the start-up funding provided through the initial capital campaign is depleted. The growth of the annual fund – which generated \$565,227 of revenue in 2013 – is on track to fully sustain annual operations by 2015 as planned and will be supplemented as needed over time through a marginal percentage of capital fundraising.

The Partnership worked throughout 2013 with our colleagues at Atlanta BeltLine Inc. to calibrate capital fundraising to ABI's Strategic Implementation Plan (SIP), which details the full build-out of the Atlanta BeltLine through project completion in 2030. During this period we paused capital fundraising, which resulted in lower revenue for 2013 than in previous years. With approval of the SIP in December 2013, our capital fundraising efforts will resume in 2014.

Expenditures in 2013 totaled just over \$2 million. Capital expenditures were paid for using funds raised in previous years for construction activities that took place in 2013 – primarily related to the Eastside Trail Gateway connection to Historic Fourth Ward Park and the southern extension of the Eastside Trail through Reynoldstown. Program and operating expenses were funded through the annual fund and the remaining operational allocation from our initial capital fundraising efforts.

2013 Total Revenue

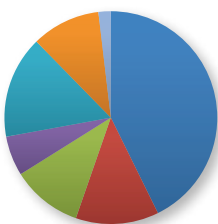
\$849,081



Private Contributions:	\$805,585
Event Income:	\$15,465
In-Kind Contributions:	\$22,019
Other Income:	\$6,012

2013 Total Program and Operating Expenses

\$1,174,047



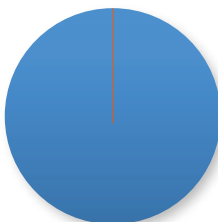
Awareness, Education & Ownership Programs:	\$501,356
Communications:	\$223,933
Tours:	\$131,673
Volunteer Programs:	\$67,480
Other:	\$78,270

Capital Campaign	\$148,256
Social Impact Programs	\$126,302
Partnerships and Community Relations	\$70,910
Annual Development	\$182,461
Management & Operating Expenses	\$122,743
Expenses Given in Kind	\$22,019

Funds raised in previous years to support 2013 program and operating expenses: \$1.2 million

2013 Total Capital Expenditures

\$849,299



Trails:	\$848,979
Parks:	\$320

Funds raised in previous years to support 2013 capital expenditures: \$4.7 million

Right: A couple strolls along the southern extension of the Eastside Trail, near Memorial Drive. Photo: Van Hall

STATEMENT OF FINANCIAL POSITION

	2013	2012
Assets		
Cash and cash equivalents	\$ 3,564,579	\$ 1,765,219
Pledges receivable	\$ 1,149,288	\$ 4,178,017
Accounts receivable	\$ 5,491	\$ 8,685
Pre-paid expenses	\$ 30,134	\$ 1,218
Annuity cash surrender value	\$ 55,802	\$ 53,986
Fixed assets	\$ 20,797	\$ 14,507
Other assets	\$ 14,226	\$ 3,432
Total assets	\$ 4,840,317	\$ 6,025,064
Liabilities		
Accounts payable	\$ 60,305	\$ 61,972
Other liabilities	\$ 2,868	\$ 11,683
Total liabilities	\$ 63,173	\$ 73,655
Net Assets		
Unrestricted	\$ 656,668	\$ 1,138,050
Board designated	\$ 55,802	\$ 53,986
Temporarily restricted	\$ 4,064,674	\$ 4,759,373
Total net assets	\$ 4,777,144	\$ 5,951,409
Total liabilities and net assets	\$ 4,840,317	\$ 6,025,064

2013 ANNUAL FUND DONORS

Growing Our Base of Community Support

// As we reach out to share our vision of a sustainable, economically vibrant, and socially connected city, we are attracting a growing roster of supporters.

In 2013, we hired Lindsey Hardegree, an experienced development professional with a passion for Atlanta. She has expanded our membership program, which now provides multiple levels of giving and additional member benefits.

With support from 544 corporate, foundation, and individual donors, we raised \$565,227 in our annual campaign, which provides funds for our many programs, events, and collaborative work.

We continued to benefit from a generous matching gift challenge from AGL Resources, raising about \$56,000 from 321 donors. We also gained support from customer-giving programs such as the Kroger Community Rewards Program and the Amazon SMILE Program.

2013 ANNUAL FUND

TOTAL RAISED	\$565,227
Board of Directors	\$72,800
Individuals	\$86,511
Community Organizations	\$11,296
Corporations	\$286,120
Foundations	\$108,500

Institutional Partners

AGL Resources Foundation
 Atlanta CareerRise/United Way of Greater Atlanta
 Atlanta Foundation
 The Coca-Cola Foundation
 John and Mary Franklin Foundation
 Georgia Power Foundation, Inc.
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Right: A view of the Eastside Trail from the Highland Avenue bridge. Photo: Van Hall

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Daniel Borden
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Funded entirely by the private sector, the **Atlanta BeltLine Partnership** was created to raise capital, awareness, and broad-based support for the Atlanta BeltLine. It accomplishes this, in part, through programs such as:

- > Free guided tours of the Atlanta BeltLine
- > Adopt-the-Atlanta BeltLine
- > Atlanta BeltLine Speakers Bureau and Ambassadors
- > Atlanta BeltLine Running Series

The Partnership, as steward of the community's vision for the Atlanta BeltLine, also works with partners across multiple sectors to deliver not only the project's physical components via investments from private donors, but also its social benefits, including affordable housing, employment opportunities, and healthy communities.

Atlanta
BeltLine
Partnership

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Above: The Eastside Trail, south of Ponce de
Leon, on a Sunday afternoon. Photo: Van Hall