

Atlanta
BeltLine
Partnership

2020 Annual Report

PATHWAYS— ENABLE, ENGAGE, EMPOWER

The historic rail network of the Atlanta BeltLine has been traveled many times before—making way for commerce and creating opportunities for prosperity. Today it has new purpose. It is a pathway that unites our people and connects our communities, offering an even brighter, healthier future for all.

Photo Credit: John Becker

FROM OUR LEADERSHIP

The BeltLine is about the people of Atlanta. It connects them to jobs, affordable housing, as well as each other. As our city continues to navigate the impacts of a global pandemic, economic recession, and reckoning on social justice, the relevance of the Atlanta BeltLine has never been so evident.

It remains a place of respite for the people of Atlanta and an important vehicle to cultivate a more equitable community and drive economic development needed to recover from a critical downturn. When opportunity and equity converge, the future is brighter for everyone.

We are pleased to share the road the Atlanta BeltLine Partnership has taken over the past year to advance the Atlanta BeltLine vision by collaborating with a network of organizations to provide resources for our neighbors and lay the foundation for a strong future. Thank you for your commitment to the BeltLine and making Atlanta a vibrant, diverse city.

Bentina Terry
Board Chair

Rob Brawner
Executive Director

VISION

To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

MISSION

To fulfill, protect, and preserve the Atlanta BeltLine vision by raising funds and building partnerships that enable the Atlanta BeltLine project, engage the public, and empower residents in surrounding neighborhoods.

STAFF

ROB BRAWNER
Executive Director

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and Communications

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Programs: Engage

JEN TREMAN
Associate Director of
Programs: Empower

NATALIE AIKEN
Associate Director of
Development

MAIA MERCER
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Manager

ANDRÉ GRAY
Finance Manager

JOHN BECKER
Communications
and Engagement
Coordinator

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Director of Executive Search

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Artist

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Executive Officer (Retired)

RAY WEEKS
Director Emeritus
Robinson | Weeks
Partner

*THANK YOU to Mike Donnelly who completed his board service in 2020

**WELCOME to our new board members joining us in 2020



ENABLE:

Securing and stewarding the philanthropic funds to support Atlanta BeltLine implementation, we work to realize its full vision.

ACCOMPLISHMENTS

- Advanced the Special Service District (SSD) as a critical funding source to provide \$100 million towards completion of the BeltLine trail corridor by 2030.
- Worked closely with the City of Atlanta to complete the first phase of Westside Park, which is slated to open in summer 2021 and was made possible with generous support from The Arthur M. Blank Family Foundation.
- Secured a lead donation from the Georgia Power Foundation to support the Legacy Resident Retention Program to help BeltLine homeowners at risk of being displaced due to increasing property taxes.
- Honored as a recipient of the Bank of America Neighborhood Builders Program in support of the Legacy Resident Retention Program.
- Contributed philanthropic funds toward the construction of the first two segments of the Westside BeltLine Connector being delivered in partnership with the PATH Foundation.
- The first phase of the Northeast Trail was constructed with the generous in-kind contribution from Georgia Power in partnership with Atlanta BeltLine, Inc.

WHERE WE'RE GOING ...

We are raising the private and philanthropic funds needed to make sure the project is completed by 2030. We will be launching the Advancing the Vision campaign, which will provide resources to construct future parks and trails, retain legacy residents, and support the Partnership's ongoing programs.



Photo Credit: John Becker



Photo Credit: John Becker

ENGAGE:

No matter which trail neighbors walk, run, or bike, we are connecting people to the project and building public support for the BeltLine.

ACCOMPLISHMENTS

- Delivered 200 boxes to seniors and families for Washington Park Jamboree in a Box sharing food, resources, and games for people to experience the traditional festival from home.
- Worked with fitness professionals to create 17 exercise videos to provide safe, healthy options for area residents.
- Held 3 virtual races offering runners and walkers a socially distanced way to enjoy friendly competition and the opportunity to get outside.
- Logged more than 1,500 registrations for virtual Atlanta BeltLine Partnership events keeping people abreast on relevant information and ways to continue BeltLine engagement during the pandemic.

WHERE WE'RE GOING ...

The Atlanta BeltLine is a place of connection – and we will continue to help neighbors improve their quality of life by activating new and underutilized segments, deepening our outreach into underserved BeltLine communities, and mobilizing volunteers to care for and advocate on behalf of the project.

Photo Credit: John Becker

EMPOWER:

We are generating new avenues for BeltLine residents to live, work, and thrive in their historic communities.

ACCOMPLISHMENTS

- Offered 13 online workshops to help BeltLine residents stay in their homes by educating them about their rights as renters, available resources for homeowners, ways to keep their homes secure, and assistance with reducing their property tax.
- Launched the Legacy Resident Retention Program in October and approved 11 homeowners for help with increases in property taxes with 37 others pre-registered to receive aid.
- Established a new partnership with JuvoJobs, informing residents of job openings near their homes to lessen commute time and expenses.
- Began collaboration with STRIVE Atlanta that provides career training, counseling, and placement in the logistics, environmental maintenance, and business administration industries for people in BeltLine communities.

WHERE WE'RE GOING ...

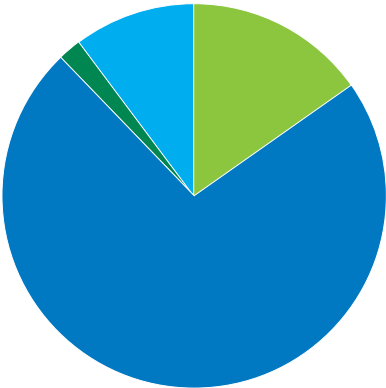
Opportunities for family-sustaining jobs near the BeltLine are expanding, and we are building new partnerships in different industries. We are diversifying our outreach to neighbors through communication channels with which they are comfortable. As we return to in-person programming, we are developing new ways to join legacy residents with resources to help them remain in their homes and thrive.



Photo Credit: John Becker

BY THE NUMBERS

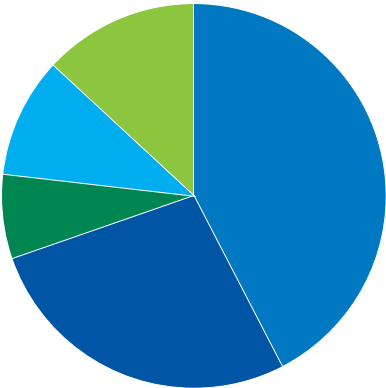
During fiscal year 2020, Atlanta BeltLine Partnership leveraged public and private funding to enable the project, engage the public, and empower the residents who live in Atlanta BeltLine neighborhoods.



TOTAL FISCAL YEAR 2020 REVENUES: \$6,808,960

Revenues are reflected in the year that expenses are incurred.

Contributions, Annual	15%
Contributions, Capital	71%
Special Events, Net	2%
Program Revenues	0%
In-kind Donations	10%
Other Income	0%

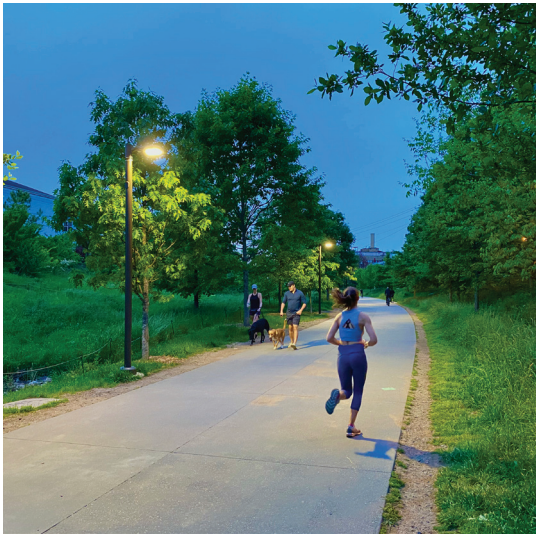


TOTAL FISCAL YEAR 2020 EXPENSES: \$3,084,992

Expenses exclude \$263,368 of non-cash items.

Enable the Project	42%
Engage the Public	27%
Empower the Residents	7%
Management and General Fundraising	10%
	13%

**All photos below by John Becker unless otherwise marked: RYA (Reeves + Young / Aerial Photography) or IM (Imagine Media)*



THANK YOU TO OUR DONORS!

The Atlanta BeltLine Partnership is grateful for the support from the many individuals, foundations, corporations, and organizations that allow us to Enable, Engage, and Empower our city to realize the bold and transformative vision of the Atlanta BeltLine during the past fiscal year (July 1, 2019 to June 30, 2020)

DONORS WHO HAVE GIVEN MORE THAN \$1 MILLION TO THE ATLANTA BELTLINE PARTNERSHIP SINCE INCEPTION

The Arthur M. Blank Family Foundation
(\$20+ million)

The James M. Cox Foundation/Sarah
and Jim Kennedy/PATH Foundation
(\$10+ million)

Robert W. Woodruff Foundation
(\$10+ million)

The Coca-Cola Company
(\$5+ million)

Georgia Power Foundation, Inc.
(\$5+ million)

Kaiser Permanente
(\$5+ million)

The Home Depot Foundation
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SunTrust Trusteed Foundations:
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Marshall Trust, Walter H. and Marjory
M. Rich Memorial Fund, Thomas
Guy Woolford Charitable Trust, Nell
Warren Elkin and William Simpson
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Foundation

Mr. John C. Portman, Jr.
Turner Broadcasting System, Inc.
Ray Weeks, Jr. (The Weeks Foundation)
The Kendeda Fund

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Major corporate and foundation gifts and sponsorships

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Annie E. Casey Foundation
Astra Group, LLC
Bank of America
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of Cultural Affairs
Cox Enterprises
Fulton County Arts and Culture
Ganek PC
Georgia Council for the Arts
Georgia Natural Gas
Kaiser Permanente
Kroger Company
National Endowment for the Arts
New Belgium Brewing
Northside Hospital
Pacific Life Foundation
Piedmont Charitable Foundation, Inc.
Ponce City Market
Resurgens Orthopaedics
Frances Wood Wilson Foundation
WarnerMedia
Wells Fargo
Wellstar Atlanta Medical Center

CONNECTORS CIRCLE

Institutional donors who have given \$10,000 or more in unrestricted gifts

Empire Communities
Georgia Power Foundation, Inc.
Georgia-Pacific Foundation
The Home Depot Foundation
Mailchimp
Ponce City Market
Smith, Gambrell & Russell
Robert Half Management Resources

FOUNDERS CIRCLE

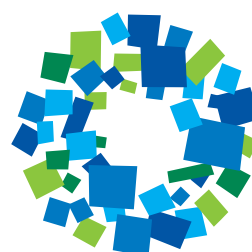
Individuals who have given \$2,500 or more annually to support the Atlanta BeltLine Partnership

Shivan Amin, SSAD Holding LLC
Scott Bohrer
Matt Bronfman
Tammie and Mike Brown
Beth Brannen Chandler and
Richard C. Chandler
Anna and Dallas Clement
Courts & Becky Cooledge Family Fund
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