



Atlanta  
BeltLine  
Partnership

ENABLE // ENGAGE // EMPOWER

## ANNUAL REPORT 2017





# Annual Report

## Atlanta BeltLine Partnership 2017



L-R: Dallas Clement and  
Rob Brawner. Photo by  
Vikki Smith.



Left: "Singer" by Suzy  
Schultz on the Westside Trail,  
part of the 2017 Art on the  
Atlanta BeltLine collection.

On the Cover: Top - Eastside Trail  
extension (Phase I) grand opening.  
Middle - Girls on the Run is one of  
eight organizations awarded Westside  
Community Health Grants in 2017. Bottom  
- A Slice of Summer, a 2017 Supporter Perks  
event. Photo Credit: All photos by John Becker,  
except where noted.



# Bringing the BeltLine to Life

## *in Partnership with You*

The Atlanta BeltLine is designed to bring people together. Neighbors strolling to local restaurants. Professionals commuting to work on their bikes. Families exploring parks in new areas, and visitors experiencing the diversity and beauty of our city.

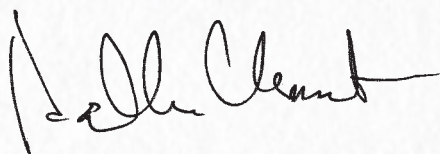
Because it represents so much to so many, no singular force could create the BeltLine's envisioned trails, parks and transit infrastructure — and the economic and quality of life benefits they produce. That's why the organization we lead was originally created — to galvanize key partners behind the community's vision. It is why today the Atlanta BeltLine Partnership focuses on ways to Enable, Engage and Empower the work and the people necessary to support the Atlanta BeltLine, working in concert with Atlanta BeltLine, Inc. (ABI) as they implement this transformational project.

That's what it's really all about: working together. In 2017, our efforts focused on that truism. In the last year, the Westside Trail and the first phase of the Eastside Trail extension were completed, with philanthropic contributions leveraging substantial public investment. We launched a \$5.75 million capital campaign to fund interim trails that will make the full BeltLine loop safe and accessible as new corridors are acquired, and we continued to provide events and programming to convert passive fans to passionate advocates.

In the coming year, we will expand our fundraising efforts to support the first phase of Westside Park at Bellwood Quarry, Enota Park, and the first portion of the Northeast Trail. To reach these goals, we will continue to work in lock step with ABI and the City of Atlanta as they secure and invest public funds to plan, design and purchase land for the trails and parks of tomorrow. This year saw Brian McGowan stepping into the role of President and Chief Executive Officer at ABI, and we look forward to partnering with him to reach our collective goals in the coming years.

We are also excited to work with the City of Atlanta's new mayor, Keisha Lance Bottoms, the Atlanta City Council and other government officials. Our advocacy efforts will grow, voicing the need for policies and legislation that support the Atlanta BeltLine and associated affordable housing and community development goals. We will continue our strong partnerships with the PATH Foundation, the Trust for Public Land, Trees Atlanta, and so many others who are critical to making the Atlanta BeltLine all that it can be.

In this report, we are proud to share with you — our most dedicated supporters — recent highlights of what we have all achieved together and inspire your continued dedication to the Atlanta BeltLine and the countless ways it is transforming our city. Thank you for your commitment to realizing the BeltLine vision, making Atlanta a vibrant, diverse city that gives everyone who lives here and visits a connection to place.



Mr. Dallas Clement  
Chair, Board of Directors



Mr. Rob Brawner  
Executive Director





Atlanta  
BeltLine  
Partnership

# Board of Directors 2017

## MR. DALLAS S. CLEMENT

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Chief Financial Officer  
Cox Enterprises, Inc.

## MR. AMBRISH BAISIWALA

Chief Executive Officer  
Portman Holdings

## MR. SCOTT BOHRER

Vice President, Finance  
The Home Depot

## MR. MATT BRONFMAN

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Arnall Golden Gregory, LLP

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President  
Whitaker-Taylor

## MR. RAJIB CHOUDHURY

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Atlanta Regional President  
Wells Fargo Bank

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General Manager  
Turner Classic Movies and  
FilmStruck

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Georgia-Pacific Foundation

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Improvement Officer  
Piedmont Healthcare

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Executive Director  
Georgia Association of Latino  
Elected Officials

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Retired Senior Attorney  
Alston and Bird, LLP

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Chief Policy Officer  
Metro Atlanta Chamber of  
Commerce

## REV. PORTIA WILLS LEE

Senior Pastor & Founder  
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Total Rewards Consultant  
SunTrust Banks, Inc.

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Managing Director  
ICV Partners

## MR. JIM MORGENS

*Finance Committee Chair*  
President  
Morgens Property & Investment Co.

## MS. MELISSA PROCTOR

Chief Marketing Officer  
Atlanta Hawks

## ATLANTA BELTLINE 67

The pear-shaped footprint of the BeltLine corridor is 22 miles long, and it connects 45 neighborhoods. The Atlanta BeltLine 67 take their name from the sum of these two important numbers. The group was created to steward emerging leaders, and it is deliberately diverse in every way. Its members are from all over metro Atlanta, but many of them live in Atlanta BeltLine neighborhoods. There are lawyers, teachers, developers, realtors, marketing experts and a firefighter. There are native Atlantans as well as some more recent additions to the city's civic fabric. And they are all dedicated to the success of the Atlanta BeltLine vision.

To learn more and view a list of current AB67 members, visit [BeltLine.org/AB67](http://BeltLine.org/AB67).



**MR. KEN RICHARDS**

*Nominating Committee Chair*  
President  
Resource Mosaic

**MR. JONATHAN ROBINSON**

*Ex officio (AB67)*  
Director, Investments  
Oppenheimer & Co.

**MS. JULIE C. SEITZ\***

Global Director, Workplace  
The Coca-Cola Company

**MR. R. CHARLES SHUFELDT\***

Senior Advisor and Head of Corporate Advisory  
Brown Brothers Harriman & Co.

**MR. JOHN W. SOMERHALDER II**

Chairman, President and Chief Executive Officer  
(Retired)  
AGL Resources, Inc.

**MS. CHANDRA STEPHENS-ALBRIGHT**

Managing Director  
Kenny Leon's True Colors Theatre Company

**MS. BENTINA C. TERRY**

Senior Vice President, Metro Atlanta Region  
Georgia Power Company

**MR. GREGOR TURK**

Artist

**MS. VALARIE WILSON**

*Empower Committee Chair*  
Executive Director  
Georgia School Boards Association

**MR. PAUL ZURAWSKI**

Senior Vice President  
Equifax

**\*THANK YOU**

to the board  
members who  
completed their  
service in 2017



“After ten years of being a casual fan of the Atlanta BeltLine, I was excited when a friend of mine asked me to get involved with the project in a more official capacity by joining the AB67. Being a member of the group has given me the opportunity to meet and work with some of the most talented and passionate emerging leaders in Atlanta.”

- Jonathan Robinson, AB67 President





# Our Strategy

*The dream of the Atlanta BeltLine began in 1999. Now, almost 20 years later, a multitude of partners have created more than 12 miles of trails, seven parks and \$4.1 billion in new private development – representing more than 11,000 permanent jobs and more than 2,500 affordable housing units within walking distance of the corridor.*



Early on, the Atlanta BeltLine Partnership had to work to convince others to buy into the vision. Now, the value has been proven and project implementation continues under Atlanta BeltLine, Inc.'s leadership. Still, the Partnership's efforts to cultivate philanthropic and community support are as critical as ever to ensuring this 22-mile loop of trees, trails and transit truly becomes a ribbon of civic improvement that connects the 45 nearby neighborhoods—increasing economic opportunity and improving the quality of life for all.

With continued focus on partnership and cross-sector collaboration to build support, the Atlanta BeltLine Partnership's strategic plan is organized around three areas: **Enable the Project, Engage the Public, and Empower the Residents.**



Photos: Top - Girls on the Run Atlanta is one of the Westside Trail Health Grant recipients. Photo credit: Girls on the Run Atlanta. Middle - Future Atlanta Mayor Keisha Lance Bottoms speaks at a Mayoral forum co-sponsored by ABP. Bottom - Then-Mayor Kasim Reed addresses the crowd at the Westside Trail grand opening.



## ENABLE THE PROJECT

*by raising money from the private sector and philanthropic community. Work to resolve challenges that threaten the implementation of the project and act to take advantage of opportunities to advance it.*

# ENABLE

## ENGAGE THE PUBLIC

*through programming, events and activities with the aim of sustaining broad public support for the Atlanta BeltLine.*

# ENGAGE

## EMPOWER THE RESIDENTS

*of Atlanta BeltLine neighborhoods via partnerships that bring about positive outcomes in the areas of health, housing and economic opportunity.*

# EMPOWER

*Photos: Top - Grand opening of the Eastside Trail extension (Phase I). Middle - Washington Park Jamboree. Bottom - Yoga at Ponce City Market on the Eastside Trail.*



# ENABLE the Project

*The Atlanta BeltLine Partnership's most fundamental role is that of fundraiser. We enable the project by attracting capital that makes it possible for Atlanta BeltLine, Inc. to implement the Atlanta BeltLine. To date, the Partnership has raised more than \$59 million.*

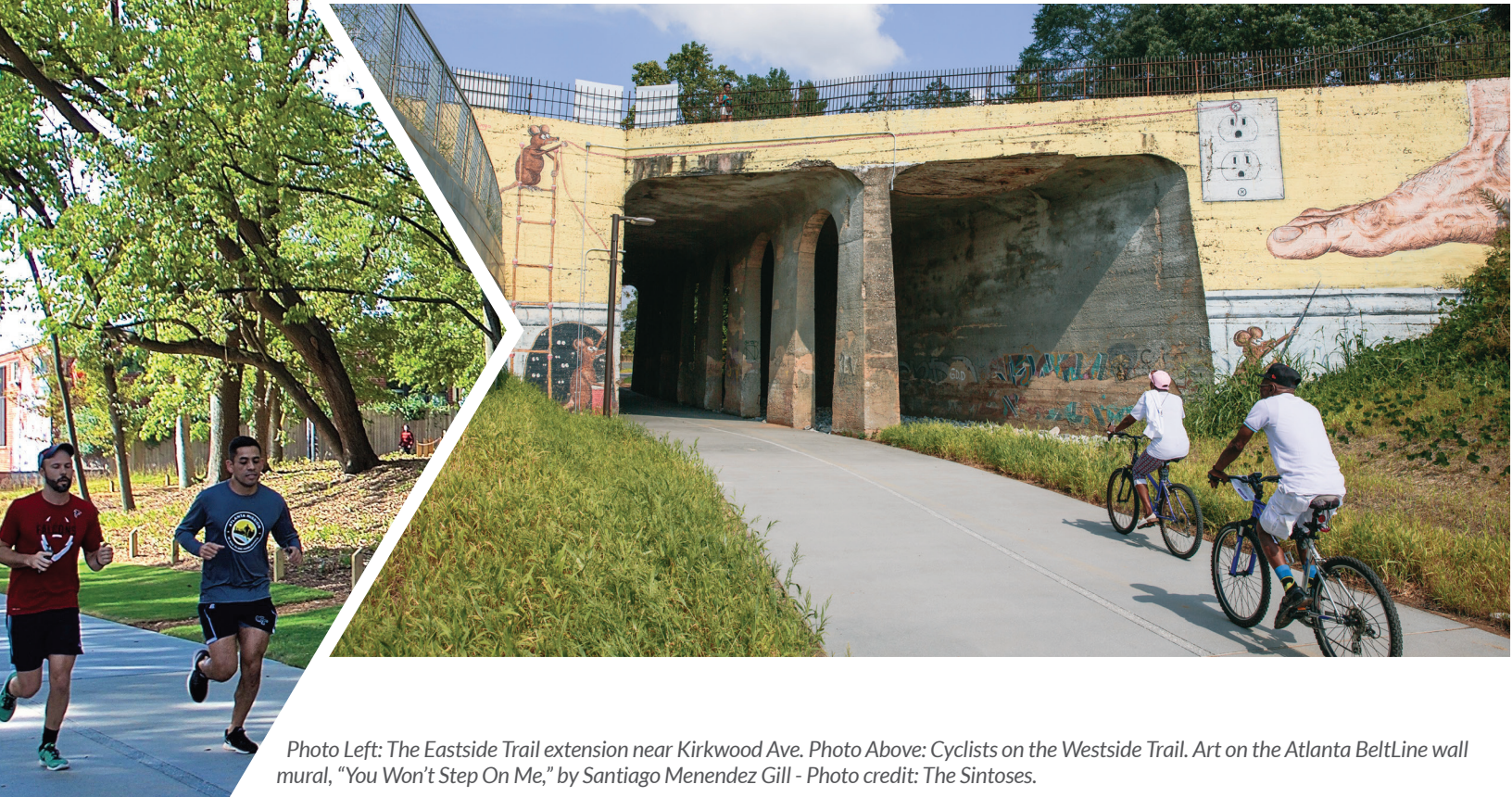


Photo Left: The Eastside Trail extension near Kirkwood Ave. Photo Above: Cyclists on the Westside Trail. Art on the Atlanta BeltLine wall mural, "You Won't Step On Me," by Santiago Menendez Gill - Photo credit: The Sintoses.

With contributions from the following donors,  
\$12+ million of philanthropic support leveraged  
\$40+ million of public funding for the Eastside  
Trail extension and Westside Trail:

## THE EXTENSION OF THE EASTSIDE TRAIL WAS SUPPORTED BY:

Robert W. Woodruff Foundation  
Waterfall Foundation  
The Kendeda Fund

## THE WESTSIDE TRAIL WAS SUPPORTED BY:

The James M. Cox Foundation / PATH Foundation  
Kaiser Permanente  
Susan and Richard Anderson  
The Pittulloch Foundation In Memory of  
Herman J. Russell  
Porsche Cars North America  
Wells Fargo  
Mr. John Portman and Mr. Charlie Loudermilk



In 2017, the Atlanta BeltLine Partnership raised and invested critical funds, supported important policies and launched initiatives designed to carry forward the incredible momentum created by our partners, donors, board members, volunteers, residents and so many others.



#### **COMPLETE: PHASE ONE OF THE EASTSIDE TRAIL EXTENSION**

This section of the Atlanta BeltLine connects growing neighborhoods, popular restaurants and thriving businesses. With purposeful accessibility features, lighting and pedestrian-focused design, it's greatly enhanced the surrounding communities.



#### **COMPLETE: WESTSIDE TRAIL**

Completing this three-mile section near the Atlanta University Center and multiple MARTA access points connected four parks and four schools. This section of the Atlanta BeltLine is quickly becoming part of the fabric of the surrounding communities.



#### **HB642 INTRODUCED IN THE GEORGIA STATE LEGISLATURE**

Following more than a year of coalition building with commercial and apartment property owners around the BeltLine, legislation was introduced — to be considered in 2018 — that creates a way for property owners to self-tax to generate approximately \$100 million for trail construction.



#### **OPENING THE CORRIDOR CAMPAIGN**

This past year, we launched a \$5.75 million capital campaign to create unpaved interim hiking trails on the remaining sections of the Atlanta BeltLine as ABI acquires them using TSPLOST funds. Every member of the Atlanta BeltLine Partnership board has supported this effort financially. With their and other private support, the BeltLine will be made safe and accessible in advance of future trail paving and corridor development.

Georgia Power Foundation, Inc.  
AGL Resources/Southern Company Gas  
Mr. A. Ray Weeks, Jr.  
Fuqua Family Foundations  
Cousins Properties, Incorporated  
Richard and Susan Dugas Family  
Foundation  
Georgia-Pacific Foundation  
Intercontinental Exchange

Morgens West Foundation  
Rebecca and John Somerhalder  
SunTrust Trusteeds Foundations:  
Harriet McDaniel Marshall Trust  
& Walter H. and Marjory M. Rich  
Memorial Fund  
The Correll Family Foundation, Inc.  
Douglas J. Hertz Family  
Foundation, Inc.

Mr. Tommy Holder  
Jamestown  
AMLI  
Mr. Philip I. Kent  
Mr. and Mrs. R. Charles Shufeldt  
Carter



# ENGAGE the Public

*A project as ambitious and comprehensive as the Atlanta BeltLine requires years to complete. The Atlanta BeltLine Partnership engages the public to sustain broad community support, favorable political will and continued philanthropic investment throughout implementation. In 2017, we led and supported programs that educated people about the Atlanta BeltLine, activated parks and trails, and mobilized volunteers and advocates.*

“

*I can't tell you how much our children enjoyed the How to Ride a Bike for Kids class! Greg and Zach were incredible instructors, working closely with each child based on their ability level. My three kids had very little biking experience but when we left they were comfortable riding and ready for more. Thanks so much to the Atlanta BeltLine Partnership and REI for offering this free class.*

- Tina, mother of Eva, Lola and Hugo, who took a How to Ride a Bike for Kids class in August 2017

”

## PHOTOS - left to right

(Top Row) Full Radius Dance performs at Gordon White Park. "Coexistence" by Miguel Dominguez on the Westside Trail under the Lee St. Bridge. Free fitness class at Historic Fourth Ward Park. Snow on the Eastside Trail.

(2<sup>nd</sup> Row) The official Atlanta BeltLine tour bus. Participants leave the starting line in the 2017 Westside 5k. Tug-of-war at Washington Park Jamboree.

(3<sup>rd</sup> Row) Eva, Lola and Hugo at How to Ride a Bike class. The Pebbletossers group during a recent clean-up of the section of Atlanta BeltLine they've adopted along the interim hiking trail near Piedmont Park. Lantern Parade celebrants on the Eastside Trail.

(Bottom Row) Arboretum Walking Tour participants on the Eastside Trail. Volunteers from IHG Foundation show Historic Fourth Ward Park some love during their annual Day of Service. Bike tour-goers on the West End Trail.

ART ON THE  
ATLANTA BELTLINE  
LIVE PERFORMANCE

600+  
attendees

enjoyed Art on the Atlanta BeltLine  
at Gordon White and Historic Fourth

Presenting Sponsor  
Ponce City Market  
10th & Monroe,  
Northside Hospital



THANKS TO ATLANTA  
BELTLINE, INC. FOR THEIR  
ONGOING STEWARDSHIP  
OF ART ON THE  
ATLANTA BELTLINE



ART ON THE  
ATLANTA BELTLINE  
EXHIBITS

40+  
WORKS  
in the  
continuing  
collection

100+  
WORKS  
in the 2017  
temporary  
exhibition

Presenting Sponsors:  
Ponce City Market,  
10th & Monroe,  
Northside Hospital

FREE FITNESS CLASSES  
from aerobics to Zumba

446  
classes

3,400  
participants

Presenting Sponsor: Kaiser  
Permanente of Georgia

SPECIAL EVENTS

13,500  
attendees

Washington Park Jamboree, A Slice of  
Summer and O4W Fall Fest

Presenting Sponsor  
(A Slice of Summer):  
Skyline Park

RUN.WALK.GO! SERIES

940  
participants hit the Westside 5k and

1,388  
people ran or walked the  
Eastside 10k

Presenting Sponsor:  
Delta Air Lines

2017  
LANTERN PARADE

70,000+  
participants + spectators  
attended

Presenting Sponsors: Cox Enterprises,  
Target, WellStar Atlanta Medical Center

Implemented in partnership with  
Atlanta BeltLine, Inc.

Presenting  
Sponsor: Mountain  
High Outfitters

BIKE TOURS

28  
tours

356  
tour participants

ADOPT THE  
ATLANTA BELTLINE

61  
groups adopted portions of the  
Atlanta BeltLine, bringing

884 volunteers for  
1,863 service hours over  
125 work days

In Partnership With  
Park Pride

VOLUNTEERS

1,511  
volunteers

4,527  
service hours

In Partnership With Hands On Atlanta

Atlanta  
BeltLine  
BUS TOURS



3,600 people

x



152 tours

Presenting Sponsor:  
IHG Foundation

ARBORETUM  
WALKING TOURS



913  
participants

Presenting Sponsor:  
Trees Atlanta



# EMPOWER the Residents

*The Atlanta BeltLine will provide trails and parks that attract private investment and create jobs. As implementation progresses, the Atlanta BeltLine Partnership works with our partners to help ensure that neighborhood residents benefit through a number of programs designed to empower them in the areas of health, housing and economic opportunity.*

## Empowering Resident Health



*“Walk the Line” participant Dessie Hardwick enjoys a brisk walk on the Atlanta BeltLine’s Westside Trail. Photo by Grady Health System.*

This past year, the Atlanta BeltLine Partnership and Kaiser Permanente of Georgia awarded the first Westside Trail Community Health Grants, a funding initiative to improve health outcomes and quality of life in Atlanta’s Westside communities through utilization of the Atlanta BeltLine Westside Trail. From encouraging physical fitness for children to community garden education, health screenings and yoga, eight organizations received funding to support programs that get local residents engaged with the Atlanta BeltLine. For example, Grady Health System’s “Walk the Line” wellness program connected people through weekly trail walks, conversations with experts on health-related topics and healthy meals – all free of charge. At the end of 10 weeks, participants had walked off more than 40 pounds and reported increases in the frequency and duration of regular physical activity and the amount of time they spend on the Westside Trail – all of which translates to a healthier lifestyle!

## Empowering Affordable Housing



*Attendees interact at a November 2017 homeowner empowerment workshop at Southside Medical Center.*

The Atlanta BeltLine Partnership advocates for the policies, programs and funding needed to help our strategic partners increase affordable housing in Atlanta BeltLine neighborhoods. In 2017, the Atlanta BeltLine Partnership Board of Directors approved an affordable housing priorities framework that guides our work in this area. With financial support from Citizens Trust Bank, the Partnership conducted eight free Homeowner and Homebuyer Empowerment Workshops to connect existing homeowners with resources that can help them stay in their homes and to help future homeowners navigate the changing real estate market. The Partnership’s 88-page Homeowner Resource Guide documents these services and can be downloaded for free from the organization’s website.



“

*The workshop was wonderful! I learned so much more than expected, and I cannot believe you offer this for free!! Such a phenomenal resource. Thank you, thank you!”*

- Workshop Participant

”

Photo Top -  
Westside Trail  
Community Health  
Grant recipient Atlanta  
Contact Point's free Play  
Days offer kids of all ages  
the chance to join in a variety  
of sports and games.

Photo Bottom -  
Mayoral Candidate Forum co-  
sponsored by ABP.

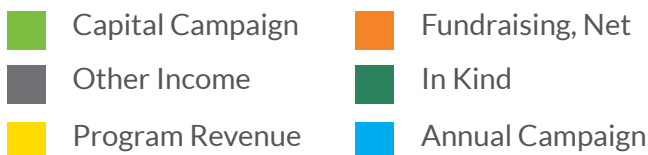
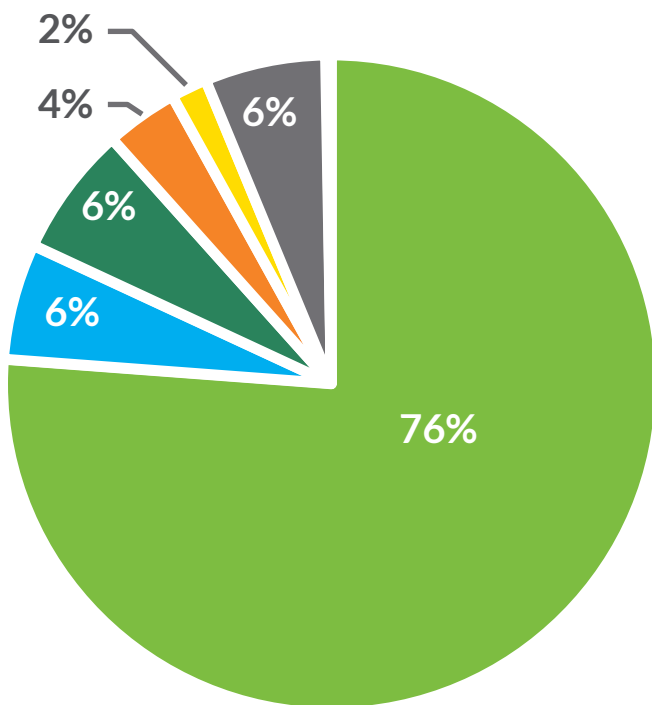




# FY17 Financial Summary

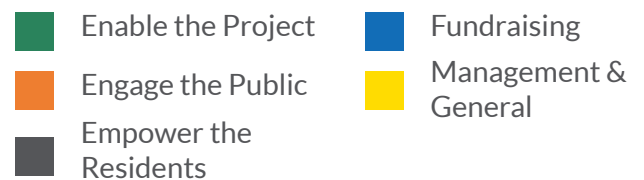
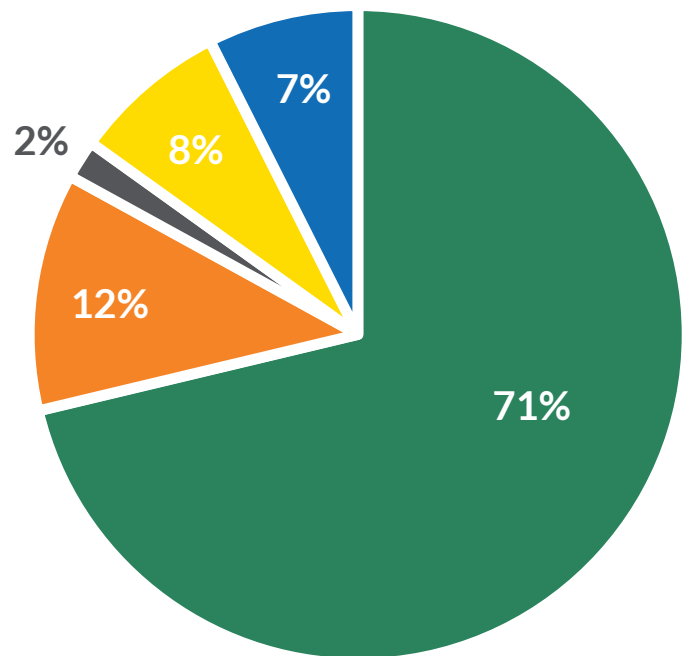
*During fiscal year 2017, the Atlanta BeltLine Partnership leveraged private and public funding to enable the project, engage the public and empower the residents who live in Atlanta BeltLine neighborhoods.*

TOTAL FY17 REVENUES \$8,442,640\*



\*Revenues are reflected in the year that expenses are incurred.

TOTAL FY17 EXPENSES \$8,426,722





# Thank You

*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.*

## **Donors Who Have Given More than \$1 million to the Atlanta BeltLine Partnership Since Inception**

- The James M. Cox Foundation / Sarah and Jim Kennedy / PATH Foundation<sup>1</sup>
  - Robert W. Woodruff Foundation<sup>1</sup>
  - The Arthur M. Blank Family Foundation<sup>2</sup>
  - Kaiser Permanente<sup>2</sup>
  - The Home Depot Foundation
  - The Coca-Cola Company
  - Susan and Richard Anderson
  - Wells Fargo
  - Georgia Power Foundation, Inc.
  - Turner Broadcasting System, Inc.
  - A. Ray Weeks, Jr. (The Weeks Foundation)
  - SunTrust Foundation and SunTrust Trusteed Foundations: Florence C. and Harry L. English Memorial Fund, Harriet McDaniel Marshall Trust, Walter H. and Marjory M. Rich Memorial Fund, Thomas Guy Woolford Charitable Trust, Nell Warren Elkin and William Simpson Elkin Foundation, and Greene Sawtell Foundation
  - The Kendeda Fund
  - Mr. John C. Portman, Jr.
- <sup>1</sup>\$10M+, <sup>2</sup>\$5M+

## **Major Donors and Sponsors during the 2017 Fiscal Year (July 1, 2016 to June 30, 2017)**

- The James M. Cox Foundation
- 10th & Monroe
- The Arthur M. Blank Family Foundation
- Citizens Trust Bank
- Cox Enterprises, Inc.
- Thalia and Michael C. Carlos Foundation
- Delta Air Lines
- Fidelity Foundation
- Georgia Natural Gas
- Georgia-Pacific / Georgia-Pacific Foundation
- The Home Depot Foundation
- IHG Foundation, Inc.
- Jamestown / Ponce City Market
- Kaiser Permanente of Georgia
- The Philip I. Kent Foundation
- MailChimp
- Northwestern Mutual
- Post Hope Foundation
- Schrager Family Foundation
- Skyline Park
- Smith, Gambrell & Russell, LLP
- Turner Broadcasting System, Inc.
- WellStar Atlanta Medical Center
- Whole Foods Market
- L&C Wood Family Foundation, Inc.
- XFINITY / Comcast Cable Communications

## **Major Sponsors of 2017 Programs and Events Occurring July 1, 2017 to December 31, 2017**

- 10th & Monroe
- AM1690
- Atlanta Journal-Constitution / Living Intown
- Citizens Trust Bank
- City of Atlanta Mayor's Office of Cultural Affairs
- CLIF Bar & Company
- Cox Enterprises, Inc.
- Delta Air Lines
- Fulton County Board of Commissioners
- IHG Foundation, Inc.
- Jamestown / Ponce City Market
- Kaiser Permanente of Georgia
- MailChimp
- Mountain High Outfitters
- National Endowment for the Arts
- Northside Hospital
- Northwestern Mutual
- Park Tavern
- Skyline Park
- Sunbelt Rentals
- Target
- Turner Broadcasting System, Inc.
- WellStar Atlanta Medical Center
- Whole Foods Market



# ENABLE

Raise funds for construction of Phase 1 of Westside Park at Bellwood Quarry. When completed, the park will feature a reservoir that will increase Atlanta's emergency drinking water supply from three to more than thirty days.

ATLANTA BELTLINE PARTNERSHIP  
112 KROG STREET NE  
SUITE 14  
ATLANTA, GA 30307



Atlanta  
BeltLine  
Partnership

Coming in  
2018

# ENGAGE

Open an engaging, informative Atlanta BeltLine Center as part of the Partnership's office space on the Eastside Trail. The Center is funded exclusively through private philanthropy. Many thanks to lead donor, The James M. Cox Foundation.

# EMPOWER

Hold Homebuyer Empowerment workshops to educate residents and provide access to home-buying assistance programs.