Annual Report
Atlanta BeltLine Partnership 2017

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.
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.
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.
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
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.

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.

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.

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

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

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.

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.

**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.

**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.

**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.
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


(3rd 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.
152 tours
3,600 people

ART ON THE ATLANTA BELTLINE EXHIBITS
40+ WORKS in the continuing collection
100+ WORKS in the 2017 temporary exhibition

FREE FITNESS CLASSES from aerobics to Zumba
446 classes
3,400 participants

Presenting Sponsor: IHG Foundation

600+
attendees
enjoyed Art on the Atlanta BeltLine live performances
at Gordon White and Historic Fourth Ward parks

40+
WORKS
in the continuing collection
100+
WORKS
in the 2017 temporary exhibition

WASHINGTON PARK JAMBOREE, A SLICE OF SUMMER AND O4W FALL FEST

RUN.WALK.GO! SERIES
940 participants hit the Westside 5k and

1,388 people ran or walked the Eastside 10k

Presenting Sponsor: Kaiser Permanente of Georgia

13,500 attendees

SPECIAL EVENTS

WASHINGTON PARK JAMBOREE, A SLICE OF SUMMER AND O4W FALL FEST

2017 LANTERN PARADE
70,000+ participants + spectators attended

Presenting Sponsor: Mountain High Outfitters

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

ABORETUM WALKING TOURS
913 participants

Presenting Sponsor: Trees Atlanta

 IMPLEMENTED IN PARTNERSHIP WITH ATLANTA BELTLINE, INC.

1,863 service hours over
125 work days

In Partnership With Park Pride

28 tours
356 tour participants

BIKE TOURS

Presenting Sponsor: Target, WellStar Atlanta Medical Center

Implemented in partnership with Atlanta BeltLine, Inc.

70,000+ participants + spectators attended

Presenting Sponsor: Mountain High Outfitters

1,511 volunteers
4,527 service hours

In Partnership With Hands On Atlanta

1,863 service hours over
125 work days

In Partnership With Park Pride

913 participants

Presenting Sponsor: Trees Atlanta

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

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

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
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.

**FY17 Financial Summary**

*Revenues are reflected in the year that expenses are incurred.*
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
- Robert W. Woodruff Foundation
- The Arthur M. Blank Family Foundation
- Kaiser Permanente
- 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)
- The Kendeda Fund
- Mr. John C. Portman, Jr.

$10M+,

$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
- 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
Coming in 2018

**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.

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

**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.