



## LEADERSHIP PROFILE

**President & CEO**  
**Piedmont Park Conservancy**

**Atlanta, GA**

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"We inspire life in the heart of Atlanta."

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**Piedmont Park is a green, beating heart at the center of Atlanta.** The historic, iconic 189-acre Park is a vibrant part of the midtown Atlanta community and economy, welcoming over 5 million visitors a year. Founded in the late 1800's and designed by Frederick Law Olmsted's sons in 1911, the Park is nationally-recognized and a model for other parks in Atlanta. It is a neighbor to Atlanta Botanical Garden and the Atlanta Beltline.

**Piedmont Park Conservancy keeps Piedmont Park clean, beautiful, thriving, and growing in assets and visitor appeal.** Supported by donors and earned revenue, Piedmont Park Conservancy partners with the City of Atlanta to preserve and enhance the Park as an urban public space where everyone feels welcome.

**This is a time of transformation and promise for Piedmont Park Conservancy.** Recognition of Piedmont Park as an Atlanta treasure is growing, as are visitor numbers and diversity. During the pandemic, Piedmont Park was one of the few places people could come. The Conservancy stepped up maintenance of the Park, maintained sound financial footing, retained staff and raised a record \$4.4 million in philanthropy, program fees and other income. The Conservancy is poised to undertake a transformational expansion and capital campaign that will further expand its footprint. After a successful 8-year tenure, CEO Mark Banta has announced that he will retire in 2023.

**The new President & CEO will be vital to the future of Piedmont Park Conservancy and Piedmont Park.** The CEO is charged with enhancing Piedmont Park as a vibrant, central, exciting and welcoming part of life for everyone in Atlanta. The CEO will lead the next phase of growth, development and visitor engagement, and will be a frontline leader in the Atlanta community.

Piedmont Park offers natural beauty and greenspace, areas for play, exercise and relaxation, facilities for education, and events ranging



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from outdoor festivals to private weddings. The transformational expansion campaign, slated to begin in 2023, will increase greenspace, programming and visitor experiences, accomplish deferred maintenance, and enhance integration with the Atlanta Beltline’s linear pedestrian walkway, which runs parallel to the entire length of Piedmont Park.

Plans for Piedmont Park expansion coincide with the extraordinary recent growth and success of Midtown Atlanta, including residential and technology company relocations to the area. The City of Atlanta has made a significant commitment to the expansion, investing \$21 million to purchase the Clear Creek shopping center.

**Piedmont Park Conservancy is a public/private partnership with the City of Atlanta**, operating under a Memorandum of Understanding that is updated every five years. The Conservancy builds and nurtures strong relationships with the Mayor’s Office and elected officials, including the Parks Commissioner, members of City Council, leaders of the Midtown Alliance, Atlanta Beltline, Atlanta Botanical Garden and other civic, philanthropic, elected and business leaders.

## The CEO Mandate

**The President & CEO will lead Piedmont Park and the Piedmont Park Conservancy into the next era of growth and success.** The CEO will be an inspirational leader with a vision for the potential of the Park. The CEO is charged with elevating visibility, growing relationships and resources, enhancing visitor welcome and experiences, and accomplishing the transformational expansion campaign. A successful Piedmont Park Conservancy CEO will be a visible, credible, connected Atlanta leader.

The CEO will:

- 1. Lead, galvanize and inspire.** The CEO will lead development of shared vision and strategic plans that excite and enlist the staff and Board, partners, donors and supporters. Building on existing strengths, the CEO will be a catalyst for achieving current and new goals and aspirations. The CEO will be a grower of relationships, talent and resources, a communicator, and a thought leader. The CEO will partner effectively with the Board, leveraging its capacities, and will advance relationships and engagement across Atlanta.
- 2. Achieve growth, expansion and evolution.** The CEO will have a record of growing and diversifying resources, through philanthropic support, capital campaigns, sponsorships, grants and earned revenue. Through strategic engagement with funders, donors and the broader community, the CEO will increase commitment and support for the Park, both annually and in the context of the upcoming expansion campaign.
- 3. Build relationships and profile.** The CEO will be a compelling external representative who relishes building and deepening relationships with diverse stakeholders. The CEO will have experience increasing brand awareness and relevance, and be an outstanding communicator in all kinds of settings. The CEO will cultivate effective relationships with leaders in government and throughout the civic, philanthropic and corporate communities.
- 4. Be a great manager of people and the business.** The CEO will be a leader of people and teams, organizations and change. The CEO will be an active listener and builder of shared purpose and a positive culture of collaboration, constructive dialogue, learning and innovation. The CEO will have business acumen and ensure that the Conservancy has effective systems



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and processes. The CEO will align the Board, staff and partners around priorities and plans that incorporate proven and fresh approaches, technology, resourcing and measurement.

- 5. Create an exciting future for Piedmont Park and the Conservancy.** The CEO will envision and bring to life the next level of attractions and visitor experiences. Through strategic acumen, thoughtful innovation, partnership and implementation, the CEO will lead Piedmont Park and Piedmont Park Conservancy to embrace a vibrant, sustainable future and become a world-class asset for Atlanta.

## Personal Assets and Experience

**The ideal candidate has relevant experience in leadership, management and growth.** A hybrid background that includes experience with public/private partnerships, fundraising and capital campaigns, organizational leadership, team management and resource growth is ideal. Experience with greenspace, and Atlanta connections, are valued. Passion for the mission of Piedmont Park Conservancy is essential.

The CEO will have personal characteristics that include:

- An inspiring, engaging and welcoming persona.
- High energy, big-picture strategy and hands-on engagement.
- High emotional intelligence, listening and relationship-building skills.
- Confidence and humility as a leader.
- Ability to unite, galvanize, lead and prioritize.

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The CEO will envision and bring to life the next level of attractions and visitor experiences.

- Communication, negotiation, media and presentation skills.
- Commitment to diversity, equity and inclusion.
- Team-building, collaboration and conflict resolution skills.
- Adaptability, creativity and resourcefulness.
- Ability to build consensus, and to make the tough calls.
- Commitment to mentoring and valuing staff, and to advancing their professional development.
- A sense of humor.

The ideal candidate will bring:

- Public/private partnership experience.
- Fundraising, significant resource growth and/or expansion, and substantial capital campaign expertise.
- Experience developing greenspace, or work in similar contexts.
- Atlanta connections including government, civic, corporate and/or philanthropic; and/or proven ability to develop such relationships.

## The Organization

**Founded in 1989, Piedmont Park Conservancy is a 501-(c)-(3) nonprofit organization** that works in partnership with the City of Atlanta to enhance and preserve Piedmont Park as a vital urban green space, and as a cultural and recreational resource that enriches the quality of life for all Atlanta residents. The Conservancy seeks to provide unique, enriching Park experiences and programs that nurture health and well-being.



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The Conservancy seeks to expand greenspace, programming and visitor experiences, undertake deferred maintenance, and enhance integration with Atlanta Beltline and the greater metro area.

**Piedmont Park Conservancy is funded by members, donors and partners, and by fees from programs and events such as camps, weddings and corporate outings.** It receives limited financial support from the city. In 2021, the Conservancy raised a record \$4.4 million in philanthropy, program fees and other income to care for the Park's abundant greenspace, walking paths, play spaces, creeks, rivers and fountains, playing fields, dog parks, pool and tennis courts. Since its founding in 1989, the Conservancy has raised and invested over \$66 million in Park expansion and capital improvements.

**As it cares for, protects and preserves this historic and iconic Park,** the Conservancy aspires to offer welcome and delightful, unique experiences for each visitor. The Conservancy hosts countless events, festivals, recreational and educational activities, private weddings and other celebrations. In addition to year-round Park maintenance, beautification and enhancement, the Conservancy supports and delivers a wide range of programs including environmental camps, fitness programs, a Green Market, cultural performances, gardening and Park tours as well as Park-wide recycling.

Piedmont Park Conservancy is planning a significant expansion in the next several years, adding new greenspace that extends the northern edges of the Park. The Conservancy seeks to expand greenspace, programming and visitor experiences, undertake deferred maintenance, and enhance integration with Atlanta Beltline and the greater metro area. Accomplishing this will require relationship building and negotiations with elected officials, the owners of existing businesses, and other civic leaders. It will require leading and executing the transformational expansion campaign and the development of the new venues and greenspace.

In its **Vision 2023 plan**, the Piedmont Park Conservancy prioritizes five areas as it advances its aspiration to become an iconic Park for all neighborhoods of Metro Atlanta:

1. Ensure a safe, clean, green and accessible Park for all.
2. Drive Park expansion and Beltline integration.
3. Build a wide and diverse range of activities and facilities accessible for all.
4. Grow an engaged and active community of supporters, neighbors, users and stakeholders.
5. Deliver strong Board governance and operational excellence.

**The Conservancy is poised for next-level growth, with talented staff and an engaged Board of Directors.** The Conservancy attracts thousands of volunteers who provide valuable support, including beautification, education, and conservation. Volunteers contribute financial support and hands-on service. In addition to program-based volunteering, there are volunteer organizations including The Olmsted Society for donors, informal Pull for Piedmont Park cleanup groups, gardening and other volunteer activities.

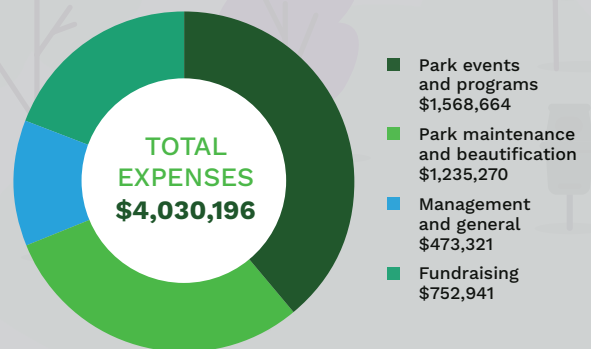
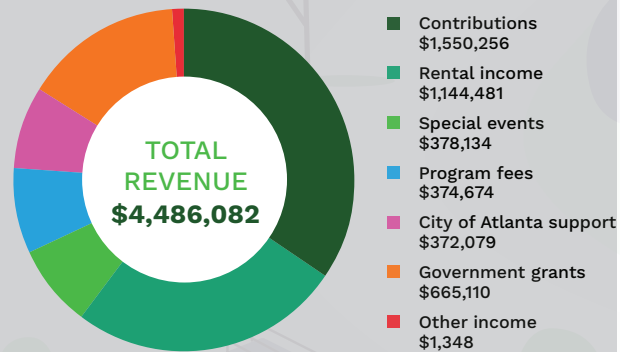
For more about Piedmont Park Conservancy, go to [www.piedmontpark.org](http://www.piedmontpark.org).

## The Relationships

The President & CEO reports to a committed Board of Directors that currently has 32 members. Direct reports include the Chief Operating Officer (to be hired), Chief Development and Marketing Officer, and Chief Financial Officer. A current total of 29 staff members are organized in five departments: Administration including Finance and HR; Programs including Education and Recreation; Operations including Grounds,

## PPC 2021 Financials

Piedmont Park Conservancy raised over \$4.4 million in 2021, a record that 2022 is projected to exceed.







Building Maintenance and Landscaping; Events & Facility Rentals, including Sales and Event Management; and Marketing & Development including Communications and Marketing.

## The Location

Piedmont Park Conservancy offices are located on the grounds of Piedmont Park, on 189 acres in midtown Atlanta. The Metro Atlanta area is home to over 5 million residents, the world's busiest airport, the CDC, major educational and nonprofit institutions, and Fortune 500 companies.

The search for President & CEO of the Piedmont Park Conservancy is being conducted by BoardWalk Consulting.

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For potential consideration  
or to suggest a prospect,  
please email appropriate materials to  
**[PPCEO@BoardWalkConsulting.com](mailto:PPCEO@BoardWalkConsulting.com)**  
or call **Kathy Bremer** or **Diane Westmore**  
at 404-262-7392.

For the status of this and  
other searches, please visit  
**[www.BoardWalkConsulting.com](http://www.BoardWalkConsulting.com)**.

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