



LEADERSHIP PROFILE

**President & CEO
Piedmont Park Conservancy**

Atlanta, GA

"We inspire life in the heart of Atlanta."

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. 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 promise for Piedmont Park Conservancy. Recognition of Piedmont Park as an Atlanta treasure is growing, together with the number and diversity of visitors. Revenues from philanthropy, program fees and events have grown to \$5 million a year. The Conservancy is poised to undertake master planning and an expansion campaign that will transform the Park. Alignment with the City of Atlanta, partners and supporters is extremely strong. After a successful 8 years as President & CEO, Mark Banta has announced that he will retire during 2023.

The new President & CEO will play a vital role in the future of Piedmont Park Conservancy, Piedmont Park and Atlanta. The CEO is charged with enhancing Piedmont Park as a vibrant, central, essential part of life for everyone in Atlanta. Working with the Board and an internal team that includes a COO, CFO and fundraising leadership, the CEO will lead the next phase of growth, development and visitor engagement, and will be a frontline leader in the Atlanta community.

The CEO will take the lead on the new master plan, leveraging the \$21 million City of Atlanta purchase of the Clear Creek shopping center. The CEO will



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lead acquisition of select additional parcels (under half an acre) to complete the area of expansion. With the Board and outside fundraising counsel, the CEO will develop a prominent Leadership Council and undertake a transformational expansion campaign. The campaign will enhance Park greenspace and visitor experiences, accomplish deferred maintenance, and align with the Beltline's linear pedestrian walkway, which runs parallel to the entire length of Piedmont Park.

Aspirations for Piedmont Park coincide with the extraordinary recent growth and success of Midtown Atlanta, including residential and technology company relocations to the area.

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. Working with a team of 29 that includes a COO, CFO and senior development professionals, 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 or become a visible, credible, influential 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 resources through philanthropic support, capital campaigns, sponsorships, grants and earned revenue. The CEO will increase commitment and support for the Park, both annually and in the context of the expansion campaign.
- 3. Build relationships and profile.** The CEO will be a compelling external representative who is exceptionally good at building and deepening positive relationships with diverse stakeholders. The CEO will have the ability to increase brand awareness and relevance, and will 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 and processes. The CEO will align the Board,



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The CEO will have a record of growing and diversifying resources, through philanthropic support, capital campaigns, sponsorships, grants and earned revenue.

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.



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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.
- 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.

Piedmont Park Conservancy is funded by members, donors and partners, and by fees from programs and events such as camps,



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weddings and corporate outings. It receives limited financial support from the city. In 2022, the Conservancy raised about \$5 million through philanthropy and program fees 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.

The new 2022 annual report describes recent accomplishments.

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 capital campaign and the development of the new venues and greenspace.

The Piedmont Park Conservancy’s strategic plan extends through 2024 and prioritizes five areas:

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.

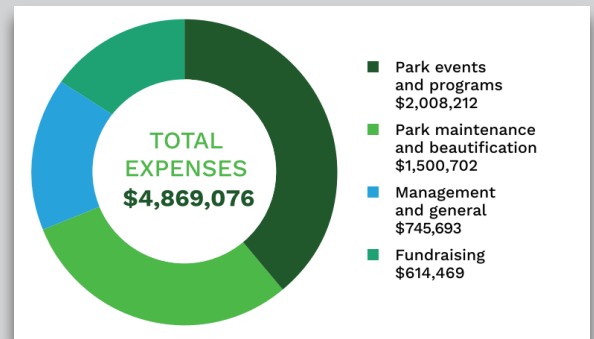
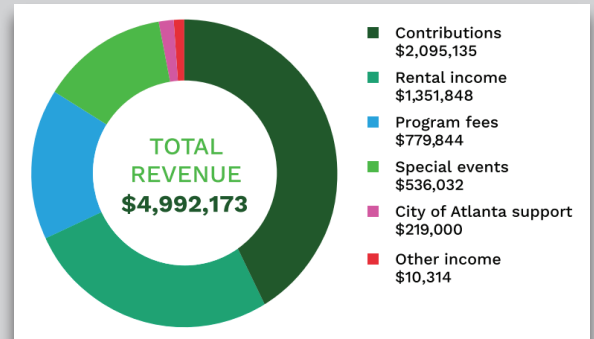
For more about Piedmont Park Conservancy, go to www.piedmontpark.org.

The Relationships

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

PPC 2022 Financials

Piedmont Park Conservancy raised almost \$5 million in 2022.





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. For potential consideration or to suggest a prospect, please email appropriate materials to 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.
