

The City of Atlanta DPRCA 2010 / 2011 Annual Report



DEPARTMENT OF
PARKS, RECREATION
AND
CULTURAL AFFAIRS

Index

2	Mayor Kasim Reed	6	The Office of Park Design
3	Commissioner Dusenbury	7	The Office of Cultural Affairs
4	The Office of Recreation	9	The Atlanta Civic Center
5	The Office of Parks	10	The Graffiti Task Force





KASIM REED
MAYOR



CITY OF ATLANTA

55 TRINITY AVE, S.W.
ATLANTA, GEORGIA 30335-0300

TEL (404) 330-6100

Greetings:

As Mayor of the City of Atlanta, I am proud to report that 2010-2011 stood as a remarkable year for the Department of Parks, Recreation and Cultural Affairs.

We continue to make strides by improving the quality of life for all of our citizens. My top priorities for youth development initiatives are coming to fruition through the re-opening of the city's recreation centers and the transformation of some of the centers into Centers of Hope.

Our staff has done a wonderful job in keeping our parks clean and safe. With the Atlanta Beltline parks coming on board, we are significantly increasing the acreage of green space and places for play throughout our city.

When it comes to the arts, the Office of Cultural Affairs continues to keep the spirit of jazz alive with the success of the 34th Atlanta Jazz Festival. By offering art and music enrichment, three of our recreation centers now serve as cultural centers.

I am also proud to report that we are making great progress in the area of sustainability. The Department of Parks, Recreation and Cultural Affairs became the first City department to offer sustainability training and to establish an internal recognition program for employees through the "Empower to Change" initiative.

Our staff, our stakeholders and our generous corporate sponsors worked unrelentingly to bring new and exciting activities to the city of Atlanta. Together we can continue to move forward.

Sincerely,

A handwritten signature in black ink, appearing to read "Kasim Reed". The signature is fluid and cursive.

Kasim Reed



George Dusenbury
COMMISSIONER
DEPARTMENT OF PARKS, RECREATION
AND CULTURAL AFFAIRS



CITY OF ATLANTA

233 PEACHTREE STREET, NE, SUITE 1700
ATLANTA, GEORGIA 30308

Office (404) 546-6788 - Fax (404)546-9419

A Message from Commissioner -

The Department of Parks, Recreation and Cultural Affairs has three core functions: we program (Recreation, Cultural Affairs and the Civic Center), we plan (Park Design), and we maintain (Parks and Skilled Services). In each of these areas, we are setting the standard for efficiently and effectively providing vital, core services to Atlanta residents.

Under the leadership of Mayor Reed, our Office of Recreation has entered into innovative partnerships with the YMCA and Boys and Girls Club to launch two Centers of Hope pilot projects, supporting the Mayor's emphasis on youth development. We have brought in certified teachers, contracted with 19 partner organizations, and leveraged on-line tutorials to strengthen and expand our afterschool programming - helping to double enrollment.

Our Office of Cultural Affairs has transformed three recreation centers into Culture Clubs, hosted Elevate - 66 days of art above Underground, and brought another successful Jazz Festival to Piedmont Park. The Atlanta Civic Center and our Skilled Services maintenance division are at the forefront of the Mayor's sustainability initiative, investing nearly \$2 million dollars in energy efficient lighting and other capital improvements that will reduce utility costs by \$400,000 each year.

The Office of Parks shortened its maintenance cycle from servicing each park once every 11 business days to once every 10 business days - despite reduced funding. Investments in technology will improve our maintenance and asset management, as well as allow us to offer on-line reservations and registrations by Summer of 2012.

The Office of Park Design rebuilt Selena Sloan Butler Park in the Historic Fourth Ward, opened new playgrounds at Adamsville and Thomasville Recreation Centers, and worked with the Atlanta BeltLine to open Historic Fourth Ward Park, D.H. Stanton Park and Boulevard Crossing Park. 2011 has been an exciting year for DPRCA. Most important, we are making smart investments that will lay the foundation for an even better 2012.

George Dusenbury

The Office of Recreation

Mission: To provide quality professional recreational services and programs to all citizens of Atlanta through balanced, enjoyable and affordable activities.

The Office of Recreation provides quality professional recreational services and programs to all citizens of Atlanta through balanced, enjoyable and affordable activities. These programs represent a broad spectrum of leisure and educational programs and services to meet the needs of the city's residents and visitors.

The 2010-2011 Season brought an array of welcomed changes, milestones and additions to the Office of Recreation. Several recreation centers that were closed due to budgetary constraints were re-opened, which led to the creation of jobs and increased access to programs in our communities. Participation in

our best-in-class youth athletic programs increased, which has resulted in more athletic programs year-round. Camp Best Friends celebrated its 30th Anniversary for providing thousands of Atlanta's youth with a quality summer camp and serviced more than 2,400 children and 20 recreation sites.

Our corporate partners have been instrumental in providing monetary and in-kind resources that have led to improvements or increased programming at

our facilities. Volunteers from the AT&T Pioneers remodeled a room at Rosel Fann Recreation Center with the goal of creating a comfortable, safe space for participants in our Teen Program. The result was our "Den Away From Home" which was donated as part of the company's effort to recognize and commemorate the Pioneer organization's 100 years of service to the community.

The Office of Recreation currently manages an array of facilities which include 33 recreation centers, indoor and outdoor pools, spray grounds, tennis courts, basketball courts, ball fields, playgrounds, and tennis centers. Special recreational facilities include five golf courses, the Southside Sports Complex, Lake Allatoona Resident Camp, the Outdoor Activity Center and the John A. White Junior Training Golf Course.



J. Nicholas Williams, Interim Director



The Office of Parks

Mission: To improve, preserve, protect and maintain the City's parks and public green spaces as a safe and enjoyable enhancement to the quality of life for all residents and visitors to the City of Atlanta.



Doug Voss, Director

Since the first park acquisition, the Office of Parks has contributed enormously to the economic, environmental and social well being of the the City of Atlanta. The Office of Parks maintains and manages approximately 3,800 acres (4% of the City's land) and 209 acres at Lake Allatoona. The Office of Parks acquired several new parks and amenities in fiscal year 2011 through partnerships with Atlanta Beltline, Inc., park conservancies and park friends groups who enabled the department to maximize resources. During the spring of 2001, the Office of Parks and its partners opened several new and renovated parks such as the Historic Fourth Ward Park, D.H. Stanton Park, Boulevard Crossing, and a North Woods expansion in Piedmont Park. The Office of Parks and its partners also opened two new spray pads and the city's first skateboard park. Through a partnership with Park Pride, a local non-profit foundation supporting parks, over 9,500 volunteer hours were recorded representing over 2,744 volunteers and 97 volunteer projects. In addition, the Office of Parks and Park Pride worked with over 70 friend of the parks groups to support volunteer and improvement efforts in City of Atlanta parks.

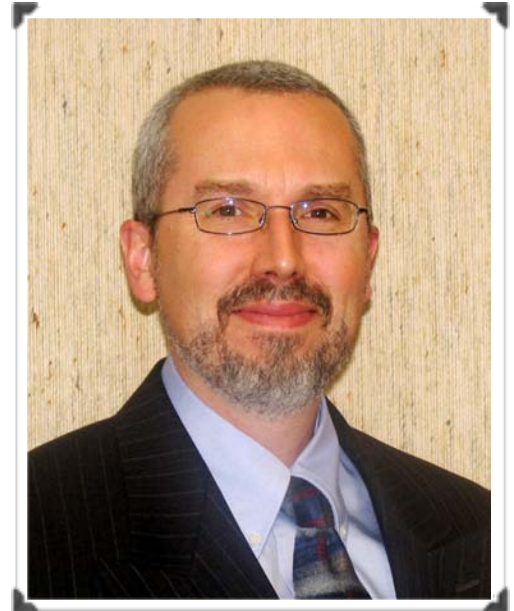
The Office of Parks also manages the city's public-land arborist and forestry divisions. This year, the arborist division completed over 2,500 tree inspections. The forestry division took down over 620 trees, completed 405 trimming work orders and cleared over 901 obstructions on city streets and right-of-ways. The arborist and forestry divisions are emergency responders and was responsible for managing the clearing of obstructions from 225 trees from single storm in April and 120 trees from large storm in June of 2011. The Office of Parks greenhouse maintains, propagates and plants all of the plant material in the city's parks including city hall and provides plant material to the many friends of the parks groups and conservancies. The Office of Parks special events and reservation division permits all events in parks including over 600 large gatherings, 411 pavilion rentals, 90 ball-field rentals, weddings, and fitness boot-camps.



The Office of Park Design

Mission: To provide timely responses and appropriate resolution to the needs of the City of Atlanta communities, recreation programs, and existing facilities through innovative planning, design, development, and construction management.

The Office of Park Design had an incredibly busy and successful year in constructing, renovating, reopening, and repairing a handful of the City of Atlanta's infrastructure to be enjoyed by the general public. Towards the beginning of this fiscal year, construction of the new Chastain Park Tennis Center came to a close with its grand opening and a ribbon cutting ceremony held on August 18th, 2010. In partnership with the Atlanta BeltLine, the Office of Park Design completed and opened the D.H. Stanton Park, as well as the first three phases of the Historic Fourth Ward Park. This groundbreaking included the opening of the City of Atlanta's first official public skate park. The Office of Park Design also worked in conjunction with the PATH Foundation to open a new trail along the Powers Ferry Road from West Wieuca to Stella Drive.



Paul Taylor, Director

Renovations were made at several of the City of Atlanta's recreation centers including the Selena Butler, Zaban, Coan, and Grant Recreation Centers. The Old Adamsville Recreation Center was also completely renovated and converted into the City of Atlanta's only dedicated Emergency Shelter. The Office of Park Design continued to work with the Annie E. Casey Foundation moving on to phase two of the Rosa Burney

Park renovations adding utilities including a new playground. Timely and complete repairs were also made to address significant losses primarily due to copper and AC unit thieves at several parks and recreation centers including the Anthony Flanagan, Washington, English, Perkerson, South Bend, Adams, and Mosley Park Recreation Centers. Finally, the Office of Park Design worked this year to acquire land that expanded the Jennie Drake Park, D.H. Stanton Park, and Old Adamsville Park.



The Office of Cultural Affairs

Mission: To promote rich and diverse cultural experiences in the City of Atlanta while preserving and protecting the city's cultural heritage.



Camille Russell Love, Director

During the 2010—2011 fiscal year, Atlanta's arts and cultural community enjoyed the high quality programs and experiences offered by the City of Atlanta Office of Cultural Affairs (OCA). Our support of the artists and artist community, presentations of educational workshops and arts classes, and the promotion of cultural events remain at the core of our mission: To promote rich and diverse cultural experiences in the City of Atlanta while preserving and protecting the City's cultural heritage. The Office of Cultural Affairs is able to consistently reach members of the community through the following core programs & experiences:

Cultural Experience Project (CEP)

CEP provides under-served students access and exposure to arts and cultural amenities that may be otherwise inaccessible to them due to economics. OCA provided cultural experiences to about 88% of Atlanta Public School students at 14 cultural and artistic sites through the Cultural Experience Project. Sites included the Atlanta Cyclorama, Atlanta Botanical Gardens, The High Museum, Center for Puppetry Arts, and The Children's Museum, to name a few. The OCA secured over \$500,000 in funding to cover student expenses.

Atlanta Cyclorama & Civil War Museum

The Atlanta Cyclorama continued its legacy of educating and entertaining students & visitors on Civil War history in FY 10-11 by hosting 52, 841 visitors generating \$503,324 in overall admission, special event rental and merchandise revenue. The Cyclorama continues to partner with local historical organizations, authors, storytellers and elected officials to provide an all inclusive and enlightening Civil War experience to guests.

In addition to building alliances, increasing awareness and maintaining market position; the Atlanta Cyclorama hosted several special events and secured various facility rentals, adding to the facility's revenue stream. The Atlanta Cyclorama has maintained a working relationship with local colleges/universities and the AWDA to provide educational work experiences to Atlanta's citizens.



The Culture Club: An After School Experience

Culture Club: An After School Experience was launched in October 2010 in an effort to follow the Mayor's leadership initiatives which focus on education, youth leadership and educational experiences that positively impact our quality of life. This mission of this program is to provide an opportunity for youth to participate in educational and cultural activities that contribute to the growth and achievement of each individual. The Culture Club has succeeded in providing Atlanta youth with a valuable after school system of learning through the classical music instruction at The Gilbert House (through partnership with Atlanta Music Project), dance and theater instruction at our JD Sims facility (through partnership with Dance Canvas and True Colors Theatre Co.) and visual arts and theater at South Bend Center for Art & Culture (through partnerships with Theatrical Director Freddie Hendricks and visual artists Mary Pratt and Kojo Griffin). This program began with less than ten (10) students and now has over sixty (60) students in total.

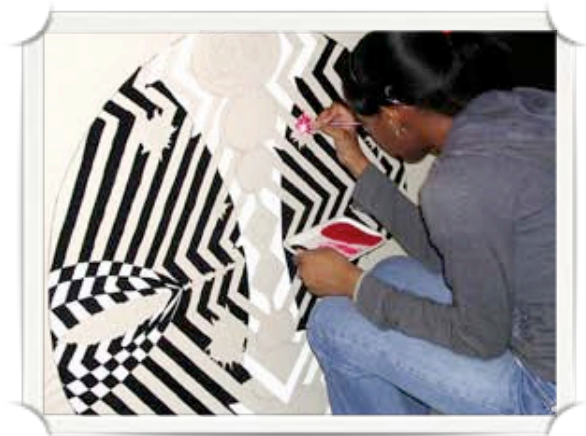


Atlanta Jazz Festival

The Atlanta Jazz Festival (AJF) celebrated its 34th year with publicly acclaimed 31 Days of Jazz events at various venues throughout the city during the month of May, culminating another exciting weekend of free jazz in Piedmont Park during the month of May. The Atlanta Jazz Festival was successful in securing \$316,700 in financial sponsorships and over \$100,000 worth of in-kind sponsorships and partnerships. This past fiscal year, the AJF introduced its first ever Ambassador, award-winning recording artist, Mike Phillips. The AJF was successful in presented another first class and family friendly event to the residents and visitors of Atlanta while making a conscious effort to remain a "green" jazz festival. In an effort to conserve resources, the AJF launched its first ever iPhone "app" to provide up-to-date festival information, traffic/ parking updates, and park rules to the public without the use of excess paper and printing; thus giving the festival added accessibility while conserving costs and the environment.

ARTSCool

ARTSCool is a summer youth program designed to provide arts-based employment training to Atlanta-area teens to enhance their personal development through the arts while providing practical employment preparation. During the past fiscal year, ARTSCool hired 55 Atlanta teens (including 10 teens through AWDA partnership) to participate in seven studios as apprentice artists. Students were able to perfect their craft in film, photography, mixed media, painting, drawing and two performing art studios. An expansion of the ARTSCool program, **ARTSCool Collegiate**, was launched in Spring 2011 to provide teens with strong artistic ability and passion for the arts the opportunity to work under the guidance of a local professional artist. ARTSCool Collegiate is an eight week program specifically designed for students between the ages of 14 and 18 and within their art studios, students receive technical art instruction in small groups (six students per group) to ensure individualized instruction. Students receive a stipend for their commitment to the program. ARTSCool Collegiate participants are identified based on the strength of their application, interview, and work samples. ARTSCool Collegiate operates out of the South Bend Center for Art & Culture from June 6, 2011 to July 29, 2011.



The Atlanta Civic Center

This fiscal year, the Atlanta Civic Center has taken several steps in aligning themselves with Mayor Kasim Reed's sustainability initiatives. Four recreation centers have been retrofitted with energy efficient lights that will reduce these recreation centers' annual electricity use by 1,086,602 kWh and save over \$86,000 a year. Additionally, over 100 programmable thermostats have been installed in our civic and recreation centers that will allow facilities to control the temperature and save energy when the facility is not in use. The Civic Center has begun the installation of the retrofit lighting all over the facility as part of the SEED contract to upgrade HVAC and lighting that will lower our carbon footprint by 40%.



The "Em-powered to Change" program was developed to educate employees within the Department of Parks, Recreation and Cultural Affairs on conserving energy. The program began



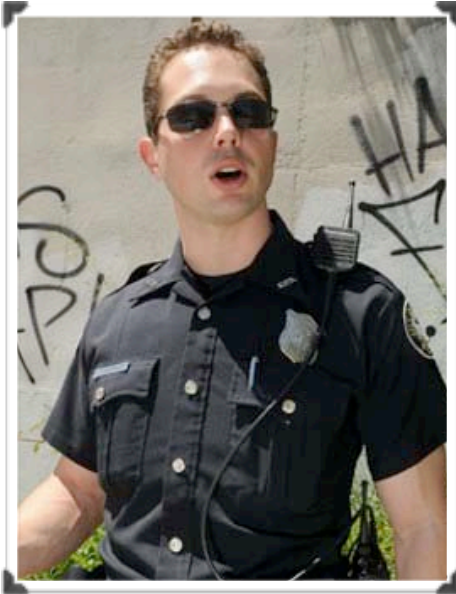
Ann Marie Moraitakis, Director

saving light bulbs, to programmable thermostats. Recycling and water conservation were also demonstrated. Additionally, a reward system has been put in place for employees at our recreation centers if they can lower energy consumption at their respective locations.

From July 2010 to April 2011, the Civic Center has secured contracts with 6 movie or television projects that have accounted for \$861,917.00. Some of the most recognizable are the major motion pictures Joyful Noise and The Three Stooges, the AMC television series Walking Dead, and, most recently, the popular TV game show, Family Feud. Hosting these projects and more at the Civic Center has booked the location for another 108 days! Other shows hosted are the final run of the Atlanta Passion Play, comedy shows, concerts, graduations, recitals, and, for the fourth year in a row, the BET Hip-Hop awards show. The Civic Center has also provided space for training classes for city departments.



The Graffiti Task Force

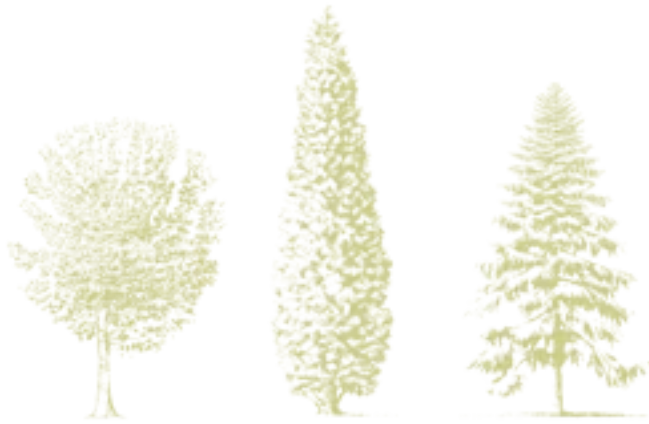


Officer Ari Bleifeld, Anti-Graffiti Enforcer

The newly assembled City of Atlanta Graffiti Task Force kicked off its first official graffiti removal community event this year, *The Extreme Paint-over - Graffiti Edition*. City officials, community partners and stakeholders picked up paint brushes and covered graffiti with fresh paint on the Hill Street Bridge. The event was a huge success in raising awareness of the new programs set in place to beautify Atlanta's neighborhoods.

The Graffiti Task Force is comprised of various City of Atlanta department and agencies, Atlanta Public Schools, GDOT, CSX and the Georgia Department of Corrections. The Atlanta Police Department's Community Liaison Unit has assigned five-year veteran Officer Ari Bleifeld to the Graffiti Task Force to exclusively pursue graffiti vandals through investigations and arrests. A comprehensive graffiti abatement program has also been launched by the Task Force in order to reach out to and educate the community on how to remove graffiti and organize graffiti removal events. As part of this program, a graffiti hotline has now been established for residents to report graffiti that needs to be cleaned in the community. The Graffiti Task Force's development falls in line with Mayor Kasim Reed's initiative to "Keep Atlanta Beautiful."





Kasim Reed

Mayor, City Council members, & Leadership

ATLANTA CITY COUNCIL

Hon. Ceasar Mitchell

President

Hon. Carla Smith	District 1
Hon. Kwanza Hall	District 2
Hon. Ivory Lee Young, Jr.	District 3
Hon. Cleta Winslow	District 4
Hon. Natalyn Mosby Archibong	District 5
Hon. Alex Wan	District 6
Hon. Howard Shook	District 7
Hon. Yolanda Adrean	District 8
Hon. Felicia Moore	District 9
Hon. C.T. Martin	District 10
Hon. Keisha Lance Bottoms	District 11
Hon. Joyce Sheperd	District 12
Hon. Michael Julian Bond	Post 1 At Large
Hon. Aaron Watson	Post 2 At Large
Hon. H. Lamar Willis	Post 3 At Large

George Dusenbury

Commissioner

- Paul Taylor, Office of Park Design Director
- J. Nicholas Williams, Office of Recreation Director (Interim)
- Camille Russell Love, Office of Cultural Affairs Director
- Doug Voss, Office of Parks Director
- Ann Marie Moraitakis, Boisfeuillet Jones Atlanta Civic Center Director