



2022-23 Adair Park Playground Project

Friends of Adair Park

INVESTMENT PROSPECTUS



Introduction

ABOUT OUR PROJECT

DEAR NEIGHBOR:

The Friends of Adair Park group is pleased to share with you this prospectus, an overview of our plans to renovate the playground structures within Adair Park I. The playground in Adair Park I has long been a popular destination in the community, drawing children and families from not only Adair Park but the surrounding area as neighbors visit or pass through the neighborhood. Today, that popularity has grown even more, as families from around the city visit Adair Park to venture out onto the Westside BeltLine - the terminus of which is a block from Adair Park I.

Friends of Adair Park is seeking \$115,000 in funding to replace the dated and broken playground equipment at this popular neighborhood gathering spot. We're thrilled to share that Friends of Adair Park recently secured an \$80,000 grant towards the project from the Park Pride Legacy Grant Program along with additional donations, leaving just \$24,000 to make this playground dream a reality. With only 25% left to meet our goal, our neighborhood is asking for your consideration in supporting this exciting project.

Park Pride and members of the Adair Park community recognize that great parks increase the quality of life of residents by supporting healthy people, strong neighborhoods, vibrant business districts, a robust economy and a healthy environment. The playground equipment improvement project, which includes a swing set and two new play structures, will enhance the quality of life for not just the youngest members of the Adair Park community, but all community members as this important greenspace is elevated and enhanced.

We invite you to continue reading, learn more about our project, and consider an investment to supporting this important initiative!

- Friends of Adair Park

Contact: parcs@adairpark.com

Project Overview

ADAIR PARK I PLAYGROUND RENOVATION

CURRENT STATE OF THE PARK

Adair Park I features a playground, gazebo, a large field for recreating, a 1-mile walking path loop, and a pavilion. It is a popular destination for recreating families and children, small parties and barbecues. The park is also the home to Adair Park's annual festival, Porches and Pies, which brings in hundreds of Georgians into the park each fall. Although the park's infrastructure was updated in 2008, the playground has seen minimal updates over at least the last four decades. Swing sets have chipping paint and damaged swings. Several play structures are broken. Root systems from nearby trees are trip hazards for kids and adults alike. While the playground is still well used, the equipment does little to enhance or inspire imaginative, active play.



BUT DON'T TAKE OUR WORD FOR IT...

In 2021, important representatives of our park (our kids!) created [this compelling video](#) to demonstrate the current need for renovating this playground structure.



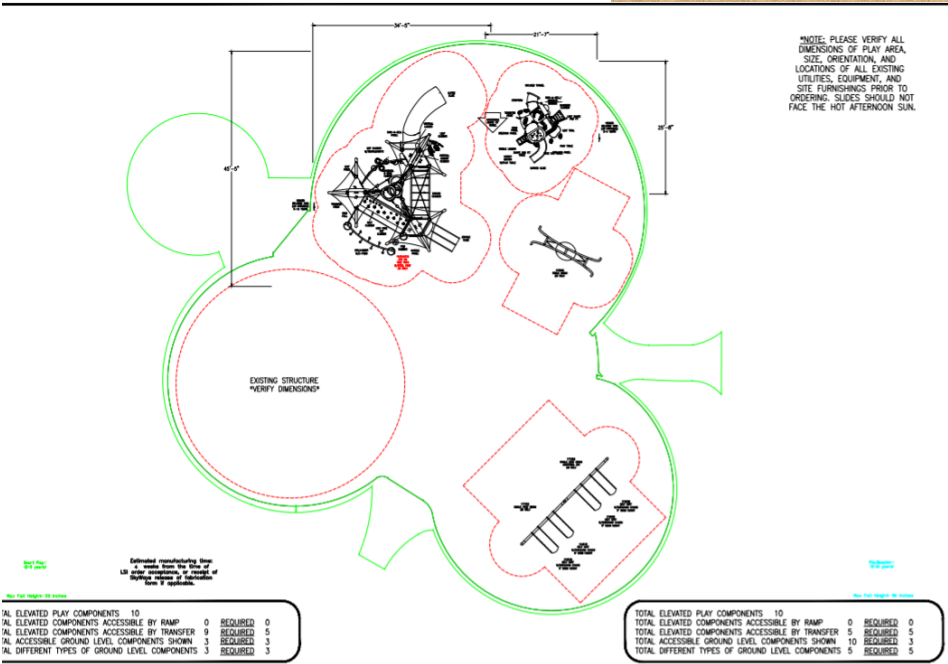
PLAYGROUND DESIGN

Friends of Adair Park issued an RFP in 2021 to receive design ideas for our new park structure. Playground Creations was selected by neighbors as the favorite design, which includes a new swingset and two separate play structures. The final design will also include updated seating around the park and root mitigation.



Toddler Playstructure

All-Play Playstructure



Project Site-Map

Images courtesy of Playground Creations

PLAYGROUND DESIGN



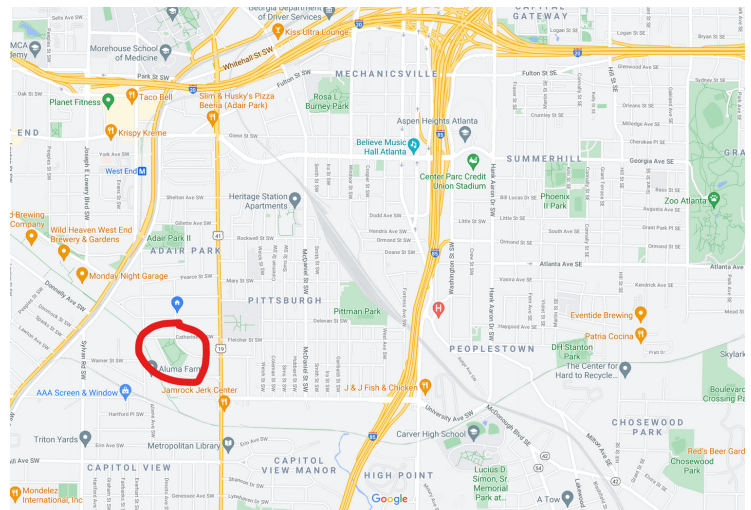
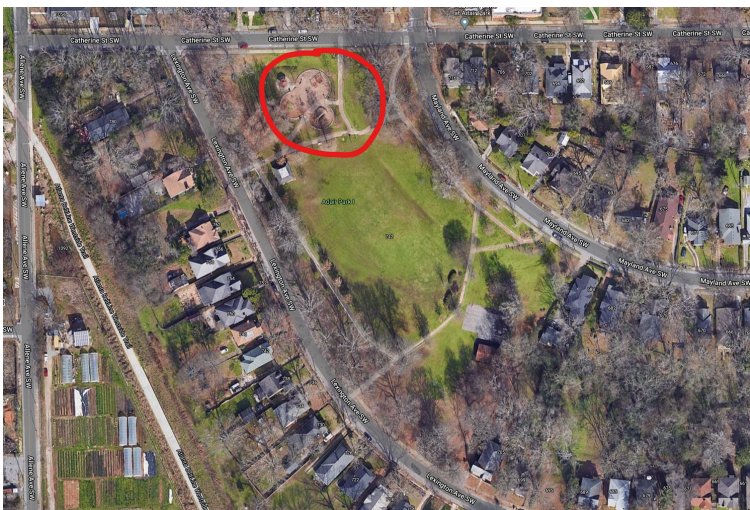
Images courtesy of Playground Creations

POTENTIAL IMPACT OF THE PROJECT

Adair Park I serves as a community hub for gatherings, recreation and exercise. The playground is utilized daily, often all day long, by playing children, families, and even non-profit organizations hosting community recreational activities. Adair Park I is located within Adair Park neighborhood, which is in southwest Atlanta. We are a historically Black neighborhood and are located within a City of Atlanta Community Development Impact Area, which means at least 51 percent of the population are at or below 80% of the Atlanta area median income. As a result, our neighborhood works actively to implement projects that improve the quality of life for all residents of our community. Examples include our Senior Assistance program and Housing Justice Fund. We have also successfully managed multiple grant-funded park projects including the renovation of Bonnie Brae Park (2018-2019), creation of the Murph Community Garden in Adair Park II (2020), and the creation of the largest park-based mural in Atlanta by artist George F. Baker III in Adair Park II (2021).

What the Research Tells Us:

"Current evidence suggests that children have much to gain from time spent outdoors and much to lose from a lack of park access. In addition to myriad health benefits offered by physical activity in general, research has shown that outdoor exercise in nature can enhance emotional well-being and amplify the benefits of physical exercise. And for kids in particular, being in or near green spaces has been found to be associated with better test scores, improved self-discipline and cognition, and reduced behavioral problems and symptoms of attention-deficit/hyperactivity disorder (ADHD). Several studies suggest that spending time outdoors can protect against myopia (nearsightedness). Still other research indicates that neighborhood green space may help mitigate income-related health disparities. Parks and green spaces also may contribute to population health by reducing exposures to air pollution and noise, capturing and filtering stormwater runoff, and mitigating heat-related illnesses. These benefits make urban parks an important tool in climate change adaptation." - Seltenrich, 2015



Opportunities

INVEST IN OUR COMMUNITY!

ALMOST TO THE FINISH LINE

It's time to bring quality playground equipment, able to encourage creative play and physical activity, to the diverse community of Adair Park. In addition to the \$80,000 committed from Park Pride, Friends of Adair Park already has an additional \$11,000 committed to the project! As a leader in our community, we value what your support could bring to this project. We would love to talk with you about how your participation in this exciting project is important to our thriving neighborhood and some of the exciting recognition we can offer you in being part of this project.



\$115,000 Goal

\$24,000 Left to Raise

\$91,000 Raised

Our goal is to raise an additional \$24,000 by May 30, 2022 to meet our project budget needs.

*Adair Park I Playground - Funds Raised to Date
as of March 1, 2022*

SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for those wishing to make larger contributions to the project.

ADAIR PARK CHAMPION - \$15,000

A gift of \$15,000 to the project includes the following:

- Mention and opportunity for a quote in all press releases regarding the park project.
- Logo (or name if preferred) placed prominently on permanent playground welcome sign recognizing sponsorship.
- Your name or logo on a plaque placed on one of the new benches surrounding the playground structure.
- Invitation to speak at the grand opening ceremony alongside Park Pride, neighborhood, and local government representatives as our honored guest.
- Thank you and mentions on Adair Park social media and within online community groups recognizing the sponsorship.
- Placement of logo (or name if preferred) on Adair Park Today website (www.adairparktoday.com) linked to company or organizational website.
- Thank you and mention during Porches and Pies fall festival announcements - Adair Park's Fall Festival which attracts 1,000+ families to the park each year.

ADAIR PARK ADVOCATE - \$10,000

A gift of \$10,000 to the project includes the following:

- Mention in all press releases regarding the park project.
- Name placed on permanent playground welcome sign recognizing sponsorship.
- A named and honored guest at the grand opening ceremony alongside Park Pride, neighborhood, and local government representatives.
- Thank you and mentions on Adair Park social media and within online community groups recognizing the sponsorship.
- Placement of logo (or name if preferred) on Adair Park Today website (www.adairparktoday.com) linked to company or organizational website.
- Thank you and mention during Porches and Pies fall festival announcements - Adair Park's Fall Festival which attracts 1,000+ families to the park each year.

ADAIR PARK NEIGHBOR - \$5,000

A gift of \$5,000 to the project includes the following:

- Name placed on permanent playground welcome sign recognizing sponsorship.
- Thank you and mentions on Adair Park social media and within online community groups recognizing the sponsorship.
- Placement of logo (or name if preferred) on Adair Park Today website (www.adairparktoday.com) linked to company or organizational website.
- Thank you and mention during Porches and Pies fall festival announcements - Adair Park's Fall Festival which attracts 1,000+ families to the park each year.

ADDITIONAL OPPORTUNITIES

\$2,500 PLAYGROUND WARRIOR

A gift of \$2,500 to the project includes the following:

- Mention in press releases regarding the park project.
- Name placed on permanent playground welcome sign recognizing sponsorship.
- Thank you and mentions on Adair Park social media and within online community groups recognizing the sponsorship.
- Name on Adair Park Today website (www.adairparktoday.com) linked to company or organizational website.

\$1,500 - BENCH SPONSOR (3 AVAILABLE)

A gift of \$1,500 to the project includes the following:

- Your name or logo on a plaque placed on one of the new benches surrounding the playground structure.

Checks should be made payable to:

Adair Park Today, Inc.

PO Box 115555

Please put "AP1 Playground" in the memo line.

Atlanta, GA 30310

INDIVIDUAL DONATIONS

Looking to make a smaller individual donation to the project? We would love to have your support! You can make an individual donation online at our [GoFundMe Page](#). You can also donate by sending a check to the address provided above.

Community members are also invited to a series of Playground “Happy” Hours this spring to raise funds for this exciting project. On Friday evenings from March 18 through April 15 from 6-8pm, Friends of Adair Park is hosting gatherings to raise awareness of the need for the project and funds for these exciting renovations. Festivities include entertainment, food, drinks, and of course, play!

If you have questions about the project or sponsorship options, please email us at parks@adairpark.com. Adair Park Today, Inc. is a 501(c)3 non-profit. As such, all donations are tax-deductible per law.



Thank You

WE APPRECIATE YOUR CONSIDERATION!

"The Crown Jewel of Atlanta" - Mural by George F. Baker III