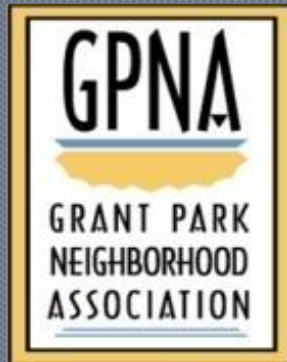


Grant Park Ambassadors



Phred Huber

GPNA Parks & Recreation Chair

Ambassador Mission Statement

- Grant Park Ambassadors help make Grant Park safer and cleaner for all. The Ambassadors integrate the Park experience into the overall community experience and act as resources for information about the Park, local businesses and attractions.

Ambassador Program

- ◉ Paid Security Patrol
- ◉ Volunteer Ambassadors
- ◉ Education & Enforcement

We need Park Ambassadors

- ◉ Food scraps left on ground
- ◉ Hot coals tossed at base of trees
- ◉ Drug paraphernalia
- ◉ Sexual activity in Park, day & night
- ◉ Amplified music without permits and exceeding permitted levels and hours
- ◉ Cars driving through Park and on grass

Ambassador Goals

- ◉ Educate visitors about Park and community amenities, businesses & attractions
- ◉ Educate visitors about Park ordinances
- ◉ Establish friendly yet firm neighborhood presence in regional Park
- ◉ Establish security presence
- ◉ Enforce ordinances & laws

Ambassador Pilot Program

- ◉ April - October (peak season)
- ◉ Target specific hours, weekends only
- ◉ Paid security patrol for enforcement & presence
- ◉ Volunteers especially during busy weekends

Ambassador Start-Up Budget

- \$15,000 total for pilot program
- \$13,000 for paid security
- \$2,000 for volunteer training, educational materials and logoed apparel

Comparable Programs

- ◉ Popular program throughout US
- ◉ Comparable program at Piedmont Park run by Piedmont Park Conservancy (paid security and volunteer ambassadors)
- ◉ Comparable paid security patrol at Chastain Park

Ambassador Staffing

- ◉ Off-duty police (paid)
- ◉ Community volunteers
 - Parents & kids
 - GP Dogs
 - Other community-based organizations & groups
 - Atlanta business groups
- ◉ Supervised by GPNA Parks Security Committee

Ambassador Security Patrol

- ◉ Deterrence
- ◉ Enforcement
- ◉ Off-duty uniformed police officers
- ◉ Coordinate with APD
- ◉ Coordinate with Volunteer Ambassadors

Volunteer Ambassadors

- ◉ Uniformed
- ◉ Education only – no enforcement
- ◉ Communicate with security patrol & APD
- ◉ Supervised by on-site volunteer

Ambassador Program Structure



- Monthly meetings
- Financial oversight
- Operational oversight
- Report to parent organizations

Fundraising Campaign

- ◉ Share expenses equally among major stakeholders
- ◉ Individual Households
- ◉ Local Businesses
- ◉ Community Organizations
- ◉ Grants

Ambassador Program Support

- ◉ Unanimous support from GPNA Parks & Rec committee, steering committee and general membership (nearly 100 Grant Park neighbors)
- ◉ Unanimous support from NPU-W
- ◉ Unanimous support from GP Conservancy
- ◉ Support from Major Finley, Zone 3
- ◉ Support from City Council member Carla Smith
- ◉ Support from DPRCA
- ◉ Support from Zoo Atlanta

Next Steps – Funding Process

- ◉ Set up separate program accounting through GPNA
- ◉ Raise funds from strategic partners
- ◉ Raise funds from Grant Park neighbors
- ◉ Solicit funds from Grant Park businesses
- ◉ Apply for grants
- ◉ No spending without funding

Next Steps – Implementation

- ◉ Finalize program tactics & establish control and tracking mechanisms
- ◉ Hire & train security officers
- ◉ Establish schedule for officers
- ◉ Develop educational handouts for Ambassadors (English & Spanish)
- ◉ Recruit & Train volunteer ambassadors
- ◉ Schedule ambassadors

GPNA Request for Support

● Fundraisers

- Grant and donor research
- Grant writing
- Strategy & tactics

● Marketing Communications

- Logo design
- Ambassador uniform design
- Graphic design for print, Web & uniforms
- Copywriting
- Media & community relations
- Web development (including social networking)

GPNA Request for Support

● Human Resource Management

- Volunteer recruitment
- Volunteer training & development
- Volunteer coordination
- On-site weekend supervision of Ambassadors
- Volunteer & security patrol performance appraisal

GPNA Request for Support

- GPNA needs You & Your Money!
- Sign up to be a volunteer ambassador
- Sign up your church group, parent group, dog group, drinking buddies, whoever for one Saturday or Sunday
- Donate funds towards our \$15,000 goal
- \$5 or \$500 – whatever you can afford and are willing to invest in making Grant Park cleaner & safer.

GPNA Contact

For more information or to volunteer,
please contact:

Phred Huber, GPNA Parks & Rec chair

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