



The mission of Clayton County Parks and Recreation (CCPR), in partnership with our citizens, is to foster leisure activities, pursuits and experiences through the provision of a safe and well maintained park system, comprehensive and affordable recreation programs and facilities to the residents of Clayton County. This annual report provides an overview of the parks and recreation department in Clayton County for the fiscal year January 1 through December 31, 2016. This also highlights significant events and accomplishments from 2016.

In Clayton County there truly is something for everyone. With twenty-five open parks and facilities opened throughout the county, CCPR strives to provide Clayton residents with quality recreation and leisure opportunities, serving all ages, interests, and levels of physical ability. CCPR offers a wide variety of classes, camps, programs, and sports leagues to satisfy nearly every Clayton resident.

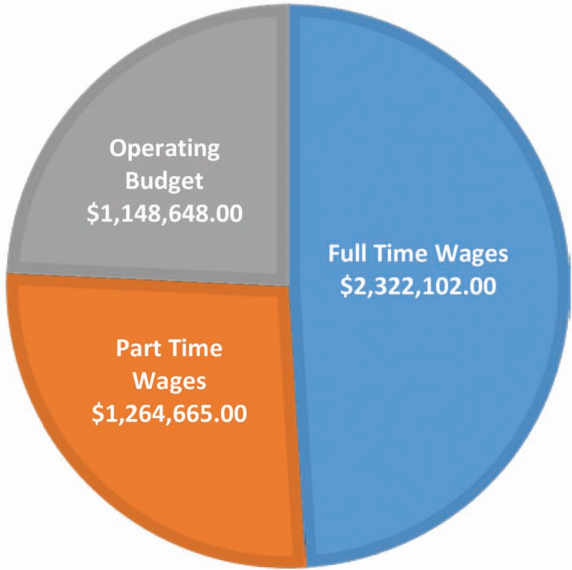
Clayton County's park system is home to sixty-one fields and forty-nine fields are utilized as sports fields, four aquatic facilities housing five bodies of water including indoor competition, instructional lap and leisure/water park pools, gymnasiums and recreation centers, playgrounds, outdoor tennis, sand volleyball and basketball courts, over fourteen miles of trails and historical and nature sites. In addition, the Board of Commissioners' successful trails system, supported by the 2009 Special Purpose Local Option Sales Tax (SPLOST) allows Clayton residents the opportunity to enjoy the county's precious natural resources.

It starts in the PARKS,

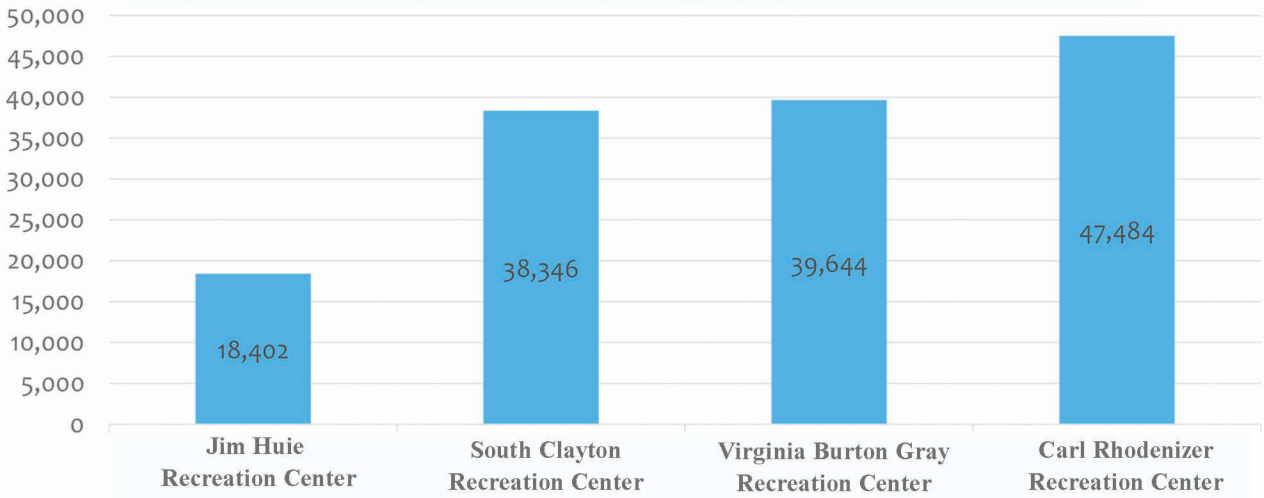
Troy Hodges  
Director



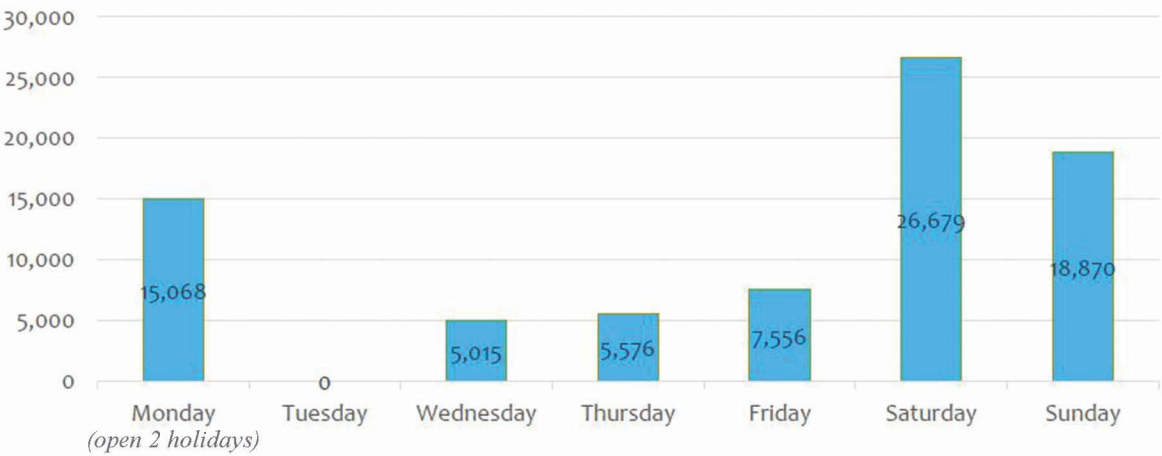
FINANCIAL SUMMARY FISCAL YEAR 2016



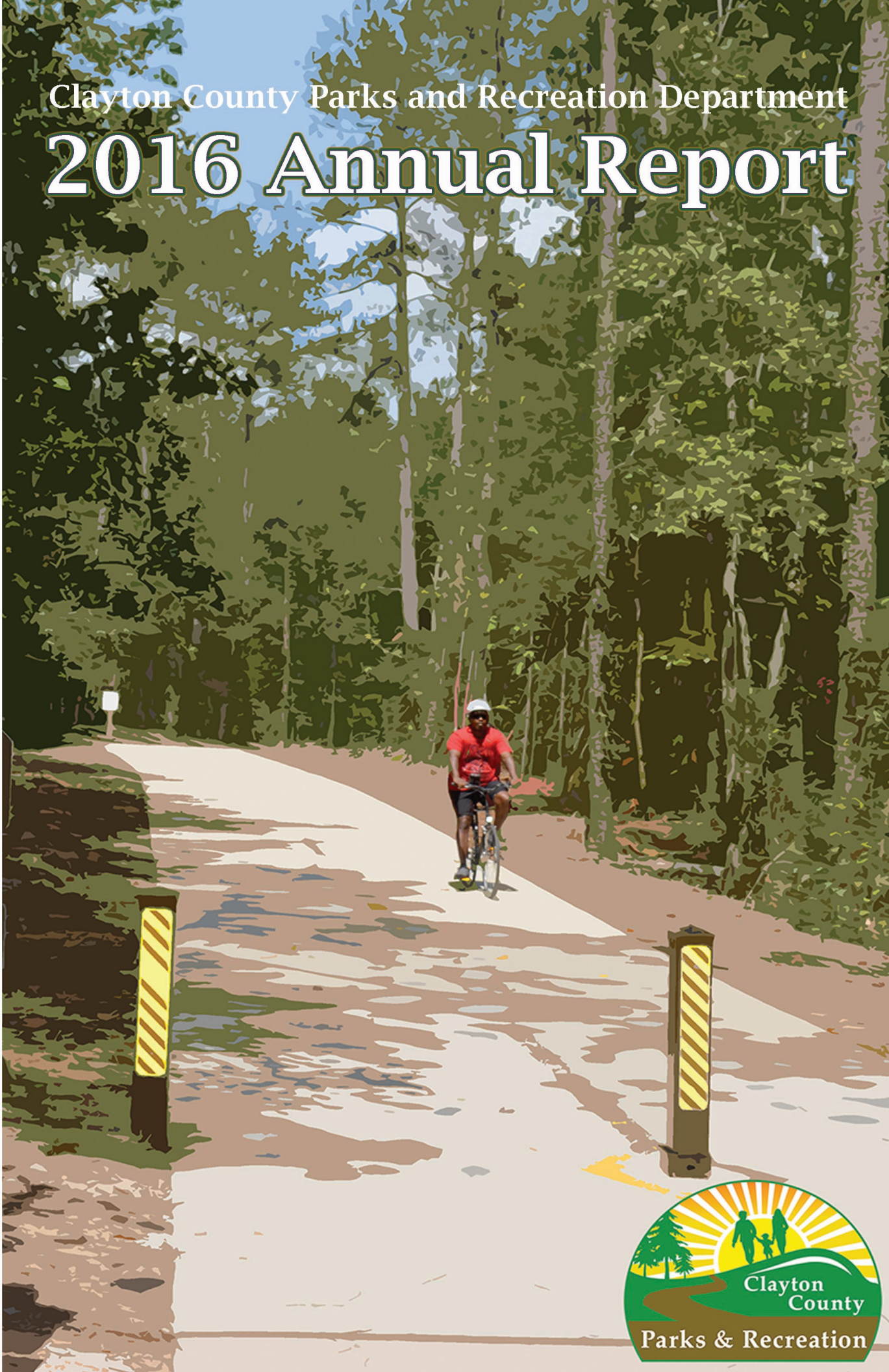
2016 Daily Usage/Membership Passes Sold



2016 Daily Usage – Clayton County International Park “The Beach”



\* Total does not include season pass holders  
\* Monday and Tuesday the Beach is Closed



Clayton County Parks and Recreation Department  
2016 Annual Report





# CLAYTON COUNTY PARKS AND RECREATION

## 2016 Annual Report



2016 Pageviews  
1,064,810



claytonparks.com

### Certifications & Recognitions

- Agency CAPRA Certification
- Certified Pool Operator (CPO)
- Certified Lifeguard Certification
- Certified Youth Sports Administrator
- HRCI Senior Professional in Human Resources
- SHRM Senior Certified in Human Resources
- Georgia Sports Turf Spring Field Day



Clayton County Parks & Recreation  
Nationally Accredited Agency - 5 Years



The soccer fields at the Gerald Matthews Sports Complex were upgraded in 2016 with regrading, new surfacing, and a irrigation system. As a result of the upgrades, the tournaments listed below are scheduled in Clayton County and will provide positive economic impact.

| 2016   | 2017                               |
|--|------------------------------------|
| Publix-Georgia Soccer Atlanta Cup September 3-4      | Concord Nike Cup February          |
| Southern Regional Premier September/October          | Georgia Soccer President's Cup May |
| McDonald's Recreation Cub November 11-12             |                                    |
| Georgia Soccer D2/D3 Championships December 10,11,17 |                                    |

### Economic Impact (per tournament)

| US Youth Soccer formula to Calculate the Estimated Economic Impact of an Event   |  |
|--|--|
| 36   | Number of teams at venue                                       |
| 20   | Average number of players per team                             |
| 720  | Number of players  |
| + 1440   | For every player, 2 additional visitors in the traveling party |
| 2,160  | Total number of visitors                                       |
| x 2  | Tournament days  |
| 4,320  | Total "visitor-days"   |
| x \$80   | Average daily spending / visitor                               |
| \$345,600  | Economic impact from direct visitor spending                   |
| Local CVB can assist with this number [hotel stay, food, etc.] US Youth Soccer number is \$135.00 per day per person. Number adjusted to \$80 since all teams do not stay overnight. Additional revenue paid directly to Venue for services. |  |

Hotels Rooms  
1,216

Venue Rental  
\$4,000

### Awards

**GRPA STATE AWARDS**  
Publication Award - Marketing Campaign  
2015 College Fair

**GRPA DISTRICT AWARDS**  
Project Award - International Park Trail Development

### Partnerships

- YELL Academy
- Courtney Crooms Foundation
- Clayton County Board of Health
- All Grown Up
- University of Georgia
- The Tutor Lab
- Arthritis Foundation
- Project Arm
- Lake Spivey Community, Inc.
- Kids Outdoors Initiative
- Lake Spivey Golf Club

### Sponsors

(Provide yearly In-Kind donations)

- Truett's Grill
- Chick-fil-A (Lovejoy Station)
- Krown Sports/Soccer Wholesale
- Hungry Howie's
- Firehouse Subs
- Dairy Queen
- Subway
- State Farm
- Publix
- The Sports Authority
- Georgia Soccer
- The Centers for Disease Control
- USA Football
- Clayton County Public Schools
- Walmart (Lovejoy)
- Hooters
- Arthritis Foundation
- Walker Nursery
- Market Grocery
- Corbin Gas
- Bright from the Start
- Waffle House
- Outback Steakhouse
- The Coca-Cola Company
- Jimmy Johns
- Kaiser Permanente
- Morrow Library
- Dauset Trail
- Clayton County Master Gardeners
- Clayton County Police Department
- Girls Scouts
- First Baptist Church of Jonesboro
- Millar & Mixon
- Clayton Eye Center
- Riverdale Anesthesia
- Aetna
- CVB
- Jonesboro Animal Hospital
- Herff Hones
- Air Force
- Clayton County Board of Commissioners
- Terry Cullen Chevrolet