



ANNUAL REPORT 2017



What's **IT** all about?

Last year, the Clayton County Parks & Recreation Department introduced its new slogan, ***"It Starts in the PARKS!"*** This simple statement captures the values and benefits derived from parks and recreation experiences. For example, participation in athletics fosters **teamwork, leadership, and sportsmanship**. The recreation centers promote **fitness, wellness, and creativity**. Reynolds Nature Preserve offers **tranquility**, encourages **exploration**, and helps to develop life **balance**. And, of course, the Beach at International Park is all about **fun**. We believe that these ideals – and so many more – are reflected in the proclamation, ***"It Starts in the PARKS!"***

So, the next time you're enjoying the Clayton County Parks & Recreation experience - maybe at youth baseball game, or taking a Zumba class, or hiking the trails with friends - take a minute to let us know about it. Snap a selfie and share it on social media with the hashtag, ***"It Starts in the PARKS!"*** If we get it trending, you may win a limited-edition t-shirt from the Department. It's our way of showing how much we appreciate our Clayton County family.

Community - *"It Starts in the PARKS!"*

A photograph of a winding concrete path through a forest. The path is light gray and curves from the bottom left towards the center. The forest floor is covered in brown pine needles and fallen leaves. Tall, thin trees with sparse autumn foliage line the path. The background is a dense forest of similar trees.

"It Starts in the Parks"

Troy Hodges, CPRP, Director



In 2017, I completed my first year as Director of Parks and Recreation. Being an employee with Clayton County Parks and Recreation is more than just a career. The parks and activities in Clayton County helped to shape me into the person that I am today. When I was just a young boy, I was out in the parks every chance I had helping line the fields for games, cutting grass or playing with friends. The past 24 years, I have served in various positions in Clayton County Parks and Recreation; so it was with great honor and privilege when I was appointed Director in December 2016. My task is to guide this department in such way that will positively benefit the lives of our youth and the entire Clayton County community. Mattie Stepanek once said, "Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved." We have a wonderful unified team in Parks and Recreation and together much was accomplished

in 2017. In 2017, we implemented a monthly Director's Round Table Discussion platform. This gives me the opportunity to meet with all staff in small groups to discuss programming needs and ideas; as well as strengthen team comradery. This has proven to be a valuable tool to ensure we continue to make progress and improve.

The department motto changed to "It Starts in the Parks." We believe programs and activities can instill values such as sportsmanship, leadership, and discipline in our youth. We also believe the beauty of nature in our parks and along the trails can offer solitude and peace which is food for the soul. We want to share that message with everyone.

At the beginning of 2017, our team underwent a significant reorganization which brought fresh energy and excitement to new locations within the department. No employee lost their job as a result; rather, some employees were repositioned and some were promoted within.

Other accomplishments in 2017 included the reconstruction of the Dam at the International Park. The repairs were necessary due to corrosion; however, the upgrades to the pipes will allow filtered water to fill the beach. This will result in an annual savings of approximately \$30,000. Enhancements were made to Jesters Creek trail system to include 9-1-1 callboxes, upgraded signage, and the construction of a pavilion. Completion of Phase 1 to our Clayton Connects Trail System at the International Park was accomplished. The long-term goal of our Clayton Connects Trail System is to interconnect with other metro county trail systems for enhanced transportation and recreation. The design of our District 4 recreation center was completed with the goal to complete construction in 2018. The International Park hosted several successful individual concerts along with our Sip N Sound Series.

Parks and Recreation hosted several successful events in collaboration with District Commissioners such as community Egg Hunt, Back to School Bash, Diabetes Walk and Breast Cancer Walk; just to name a few. Our team puts forth great effort in the success of these community events and we are rewarded when we see the children and parents enjoying these free activities.

As strong as our team may be at Clayton County Parks and Recreation, we could not have been as successful without the partnership of other county departments. In 2017, together with Transportation and Development we began construction on the trails at the newly acquired Rivers Edge Greenway that is set to open in early 2018. Together with our Police Department, our parks have increased patrols on Clayton County trails. Our Parks and Recreation Department would not function at the high standard we set without the help of our Refuse Control and Corrections Department. Other departments along with these mentioned have been vital in assisting our team, and for that we are truly grateful.



Clayton County Board of Commissioners

Parks & Recreation Advisory Board

Jarvis Jackson (District 1) Term Ends 12/31/18

(District 2) VACANT

Carlos Benifield (District 3) Term Ends 12/31/20

Jim Buckman (District 4) Term Ends 12/31/18

Ianta Burks (Chairman Appointed) Term Ends 12/31/20

Carlos Frazier (At Large) Term Ends 6/30/21

Dr. Elliott McGlory (At Large) Term Ends 6/30/21

Created by the Clayton County Board of Commissioners on May 15, 2007, by Resolution 2007-80, the function of the Parks and Recreation Advisory Board is to:

- Provide an ongoing process allowing public access to the planning, development, management, and programming of the County parks and recreation system.
- Serve in an advisory capacity to the Board of County Commissioners on matters relating to the Parks and Recreation Division.

Each Commissioner is represented on the Parks and Recreation Advisory Board by one appointee and one member from a special interest area and one member from athletics are recommended to the Board of Commissioners by the Parks and Recreation Director.



Mission Statement

The mission of the Clayton County Parks and Recreation Department 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.

Vision

Clayton County Department of Parks and Recreation strives to engage and connect communities through people, parks and programs by providing a diverse offering of events and activities within our parks and facilities while enhancing the quality of life for the residents of Clayton County.

Functions

To provide recreational programs and manage parks, facilities and Greenspace.

Departmental Goals, Objectives, & Issues

Goal I: Administration and Organization: To systematically and efficiently provide for park and recreational needs of all Clayton County residents by use of public and private resources

Objective I: Provide well-maintained and conditioned fields and facilities for youth and adults through a comprehensive maintenance and turf management plan.

Objective II: Improve and develop County recreational facilities and parks.

Goal II: Recreational Program: Sponsor and support a comprehensive program of recreation and park activities with the opportunity for a variety of experiences adjusted to meet the physical and psychological needs of Clayton County residents

Objective I: To identify the demand for and types of programs needed ensuring a wide variety of opportunities ages, abilities, and interests.

Long-term departmental Issues for FY 2018 and Beyond

1. The hiring and retention of qualified staff.
2. Development of new partnerships and sponsorships to assist in decreasing dependency of the general fund.
3. Implementation, management, and completion of 2004 ,2009 and 2015 SPLOST projects.
4. Continue marketing and branding program to increase visibility in the community.

Performance Measurements

Percentage of Citizens satisfaction with appearance of parks: 92%

Number of park acres per 1,000 population: 8%

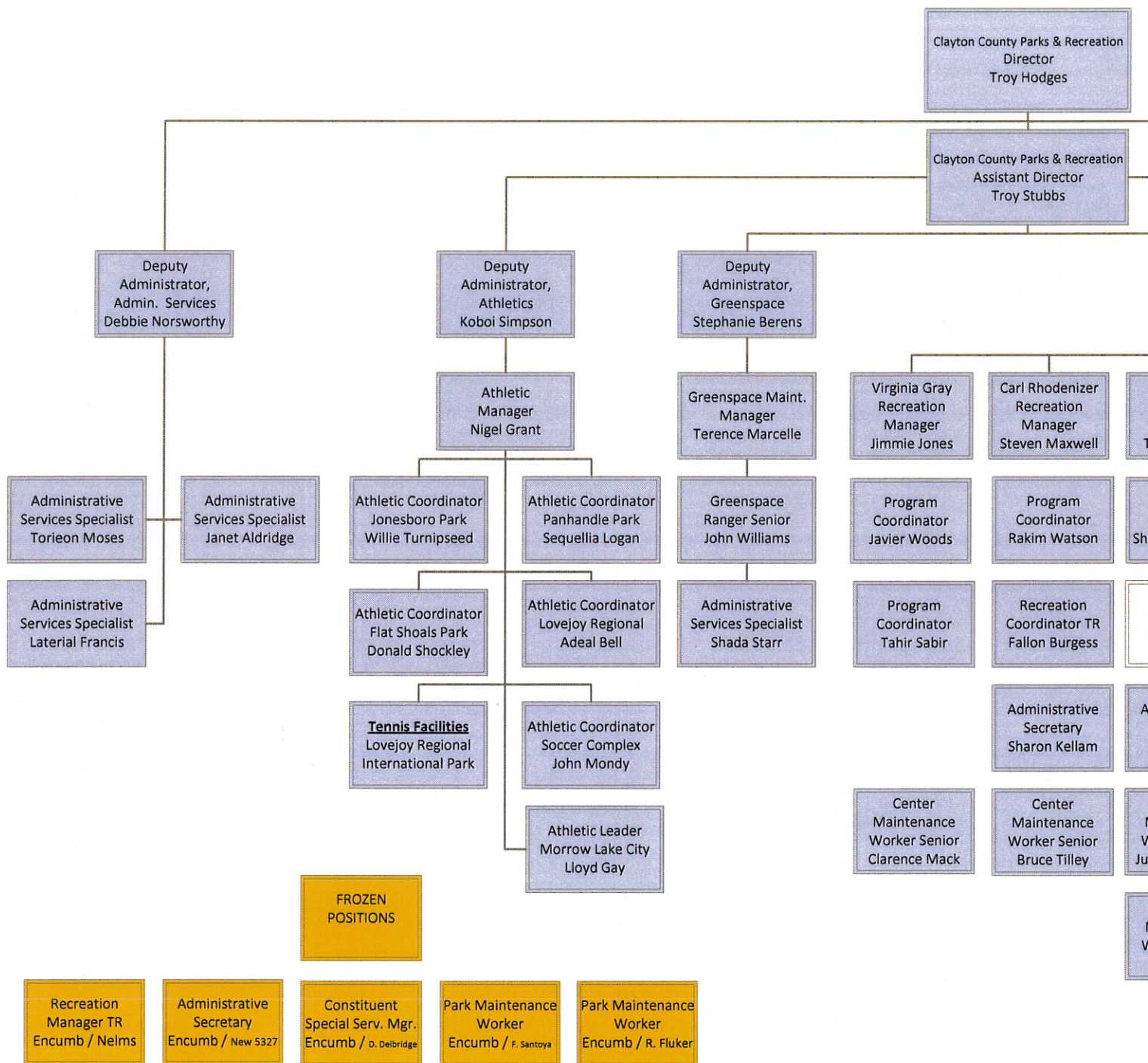
Percentage of SPLOST spending plan achieved: 90%

Percentage of users satisfied with recreation services: 90%

Ratio of developed and underdeveloped park acres per grounds maintenance FTE: 1:24

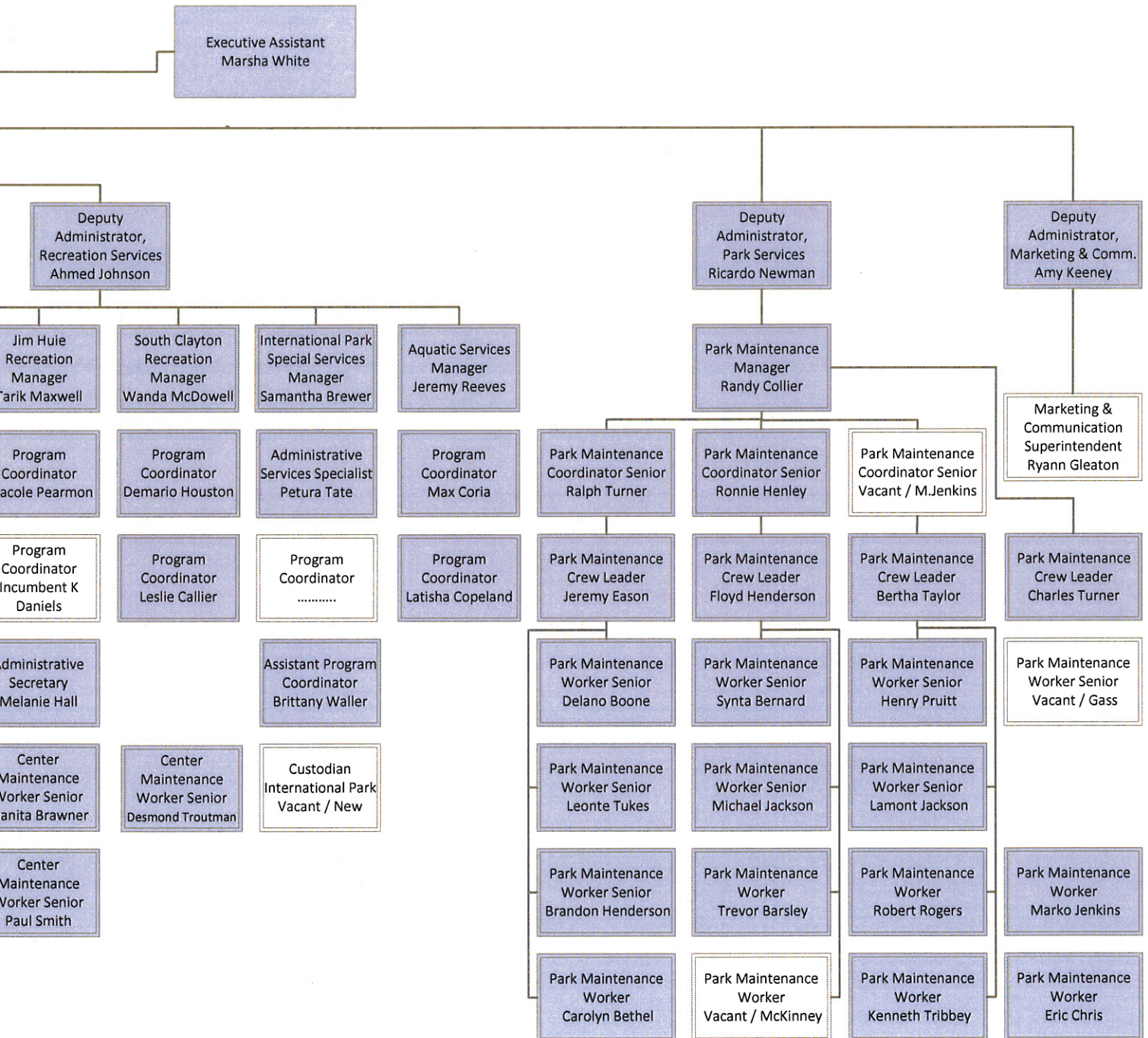
General Fund

Expenditures/Appropriations	2017 Budget
Personal Services	5,504,658
Operations	1,237,215



Clayton County
Parks and Recreation

FULL TIME EMPLOYEES



Recreation

EMPLOYEES



Concessions	Picnic Areas	Restrooms	Baseball/Softball	Playground	Tennis	Soccer Fields	Football Fields	Basketball	Weightroom	Multi-Purpose Room	Bike Trails	Volleyball	Gymnasium	Catering Kitchen	Walking Trails	Pool
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Community & Regional Parks

Flat Shoals Park
1915 Flat Shoals Road
Riverdale - 770-472-7623

Gerald Matthews Complex
1935 McDonough Road
Hampton - 770-473-3800

Independence Park
8970 Thomas Road
Jonesboro

J. Charley Griswell Park
1303 Government Circle
Jonesboro - 770-473-5733

Morrow Lake City Park
5555 North Lake Drive
Lake City - 770-603-5294

Panhandle Park
10930 Panhandle Road
Jonesboro - 770-473-5730

Rex Park
3499 Rex Road
Rex - 770-473-5731

Neighborhood Parks

Bonanza Park
10574 Panhandle Road
Jonesboro

Grant Road Park
4255 Grant Road
Ellenwood

J.W. Arnold Park
140 Irvin Street
Jonesboro

Maddox Road Park
6650 Maddox Road
Morrow

Paradise Park
5455 Attucks Boulevard
Morrow

Pine Circle Park
5761 Pine Circle
Ellenwood

Reid Stephens Park
2624 Walt Stephens Road
Jonesboro

Sigma Chi Memorial Park
11095 Tara Boulevard
Jonesboro

Recreation Centers

Carl Rhodenizer Rec Center
3499 Rex Road
Rex - 770-472-8042

Jim Huie/Steve Lundquist Aquatic
Rec Center - 9045 Tara Boulevard
Jonesboro - 678-479-5136

South Clayton Recreation Center
1935 McDonough Road
Hampton - 770-247-0200

Virginia Burton Gray Rec Center
1475 East Fayetteville Road
Riverdale - 770-603-4001

Additional Facilities

International Park
2300 Highway 138 SE
Jonesboro - 770-477-3766

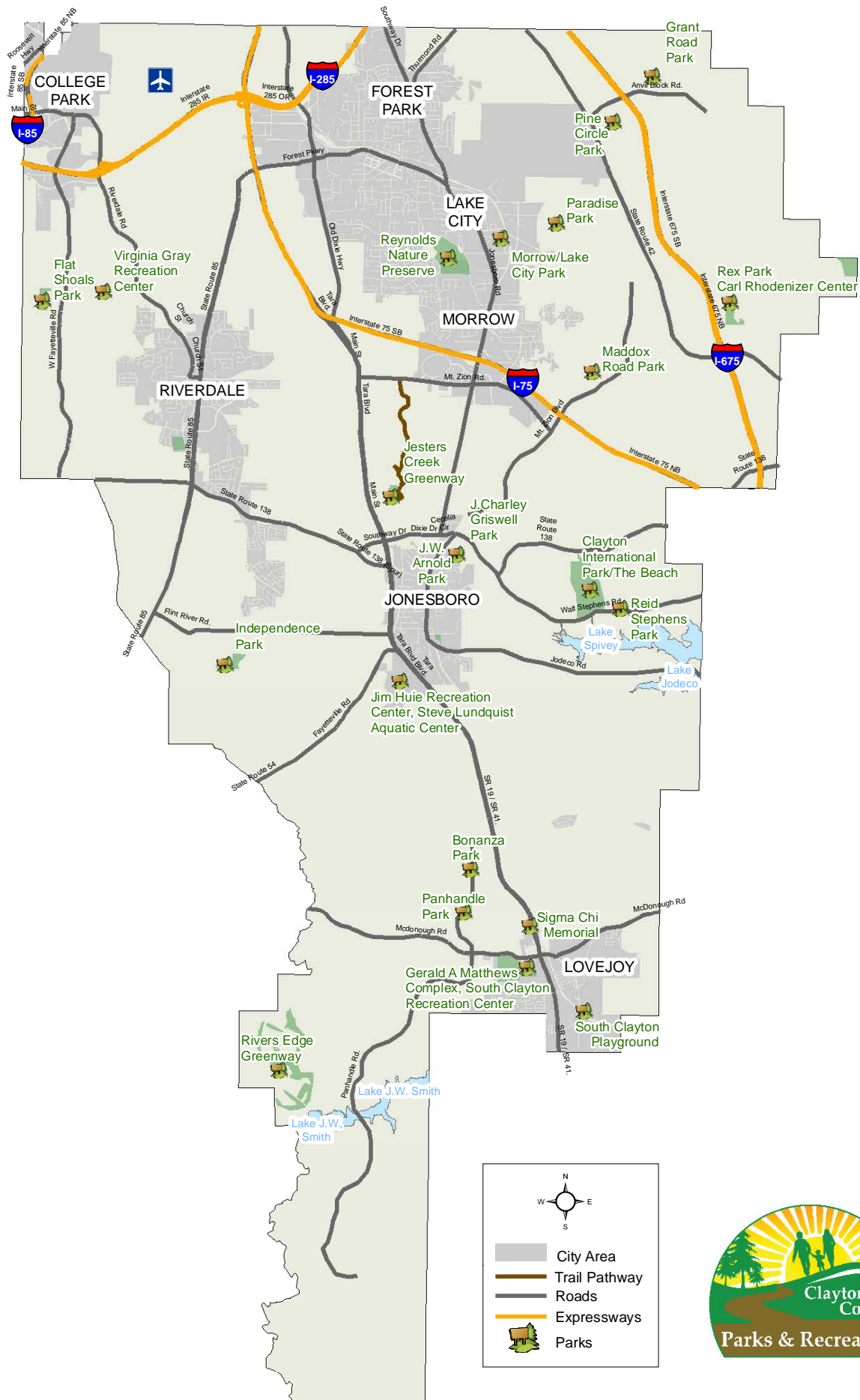
Jesters Creek/Greenway
844 Jester Lake Drive
Jonesboro

Reynolds Nature Preserve
5665 Reynolds Road
Morrow - 770-603-4188

Rivers Edge Greenway
40 Southern Court
Fayetteville

South Clayton Playground
11678 Hastings Bridge Road
Lovejoy, Georgia





FY2017

Accomplishments at a Glance



2017 Accomplishments

Resurface 25 Tennis Courts
Clayton County International Park

Dam Reconstruction
Clayton County International Park

Trails, Phase I
Clayton County International Park

Trail Enhancements
Jesters Creek Trail



4th District Recreation Center

2018 PROJECTS

4th District Recreation Center
Clayton County International Park

Intergenerational Facility
Flint River Road

Trails, Phase II, III, & IV
Clayton County International Park

Flat Shoals Multipurpose Center
Flat Shoals Park

Keep Clayton Beautiful Initiative

Administrative Services

Administrative Services is comprised of budgetary functions, procurement, payroll, human resources, and guest services. Collectively, the Administrative staff is charged with supporting the efforts of the operational Division. The Director's Office is also responsible for executing the components of the Master Plan and Strategic Plan, which play important roles in connecting the day-to-day operations with the long-range plans for the Department of Parks and Recreation.

2017 Employees

Total Average Employees	137
Average Full Time Employees	66
Average Part Time Employees	71
Seasonal Employees	180
Instructors (Approximately)	40
Total Part Time Hours Worked	51,385

Total Personnel Actions, Leave Actions, and Changes	532
Hires	224
Terminations	239
Changes	52
Leave Actions	9
Instructors (7Hires, 1 Term)	8

GRPA DISTRICT AWARDS



Administrative Support Staff
Laterrial Frances



Distinguished Professional
Torieon Moses

Terminations	
Total Full Time	11
Total Part Time	48
Seasonal	180
Total Terminations	239

Hiring	
Total Full Time	8
Total Part Time	36
Seasonal	180
Total Hires	224

Turnover Rate	
Average Full Time	17%
Average Part Time	68%
Total Average	43%

Procurement	
Total Purchase Requisitions	643
Total Check Request (457 were for CINTAS)	1,166
Total Warehouse Orders	86
Total Constituent Assistance Request	26



College Fair - September 16, 2017

Athletics

The Clayton County Athletics Division facilitates team sports activities for youth and adult participants. The division is responsible for the planning, implementation, and management of ten athletics programs administered at six park locations and four recreation centers, in coordination with the Park Services and Recreation Services Divisions.



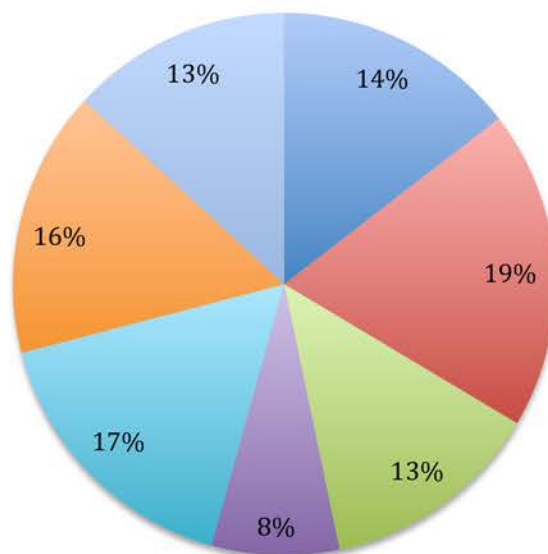
Athletics Revenue

Activities	\$236,795.00
Rentals	\$23,056.10
Concessions	\$1,100
Leagues	\$930
Grand Total	\$263,945.10

Lovejoy Soccer Tournament

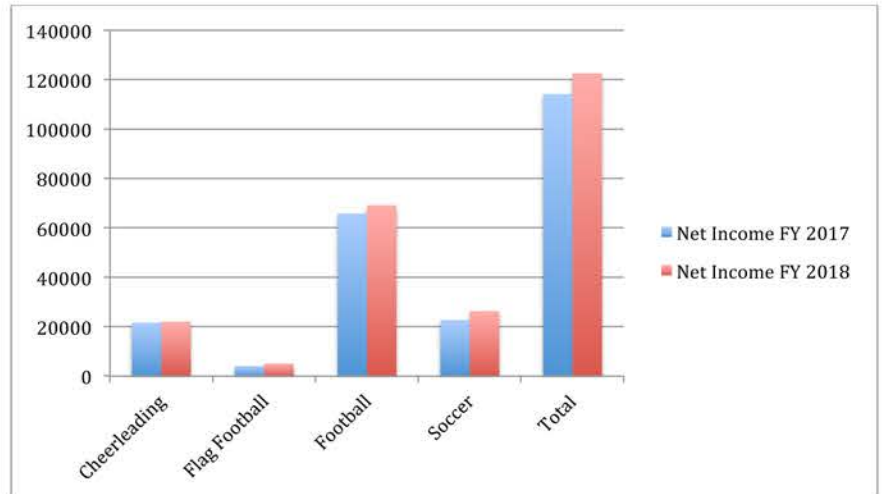


Lovejoy Soccer Tournaments Economic Impact 2017 - Total Impact \$2,774,400

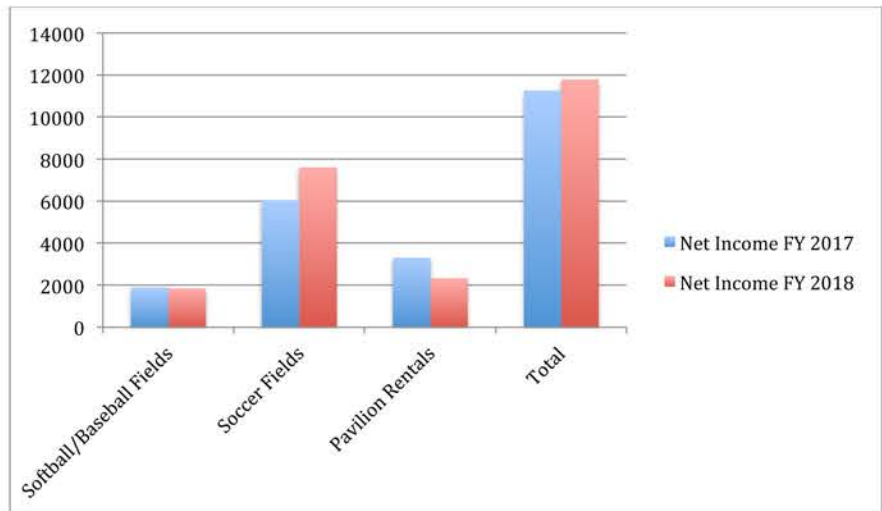


- Concord Challenge Cup
- GA Soccer Academy Cup
- Nike Select Cup
- Lightning Challenge
- Publix Atlanta Cup
- GA Soccer Rec Cup
- GA Soccer D2/D3 Championships





Athletics Registration



Athletics Rentals





Sponsors

Chick-Fil-A

Publix

Terry Cullen Chevrolet

Arthur Blank Family Youth Foundation

Publix.



Terry Cullen
Southlake



THE ARTHUR M. BLANK
FAMILY FOUNDATION

Programs Offered

Youth Tackle Football

Youth Cheerleading

Youth Flag Football

Youth Soccer

Youth Baseball

Youth Softball

Youth Track and Field

Adult Flag Football



Greenspace

The Greenspace office handles the day-to-day activities of administering the Clayton County Greenspace Program. Our community program is aimed at protecting the County's flood plains, wetlands, and areas near streams, as well as promoting alternative transportation corridors (e.g. bike and walking trails) that link various greenspace areas throughout Clayton County.



Wild Azalea Festival


Reynolds Nature Preserve hosted its eighth Wild Azalea Festival in April. Festival goers enjoyed live animal presentations, guided hikes, environmental education seminars, native plant showcases, hands on activities, face painting and much more! Local environmental organizations were on site with informational booths showcasing natural and cultural history opportunities they offered in our communities.

Kids Outdoor Initiative

For the eighth consecutive year, Clayton County Parks and Recreation staff chaperoned Clayton County middle school students on a 3-day trip to a Georgia 4H Camp. Students visited Fortson 4H Camp in Hampton June 9-11, 2017 to experience and study Georgia's natural environment. This trip is coordinated by green space.

In 2009, the Board of Commissioners adopted a Resolution supporting the Kids Outdoors Initiative and the Children's Outdoor Bill of Rights. This Bill of Rights recommends that every child, by the age of 14, should have an opportunity to experience a list of ten distinct outdoor activities.

The 7th and 8th grade students participate in the trip, courtesy of a scholarship provided from proceeds of the Lake Spivey Road Race and Lake Spivey Golf Tournament and were chosen by submitting a 250-word essay describing the outdoor activity they wish to participate in out of the 10 activities named in the Outdoor Bill of Rights.

- 
- A person wearing a white t-shirt, dark pants, and a yellow helmet is climbing a wooden rock wall. The wall is made of horizontal wooden planks with several dark, rounded climbing holds. A green rope is attached to the top of the wall and runs down the side. The background shows green foliage and trees.
- Discover Georgia's past
 - Splash in the water
 - Play on a team
 - Play in a safe place
 - Camp under the stars
 - Follow a trail
 - Explore nature
 - Learn to swim
 - Catch a fish
 - Celebrate their heritage

**Forston 4-H Center
Hampton, Georgia**

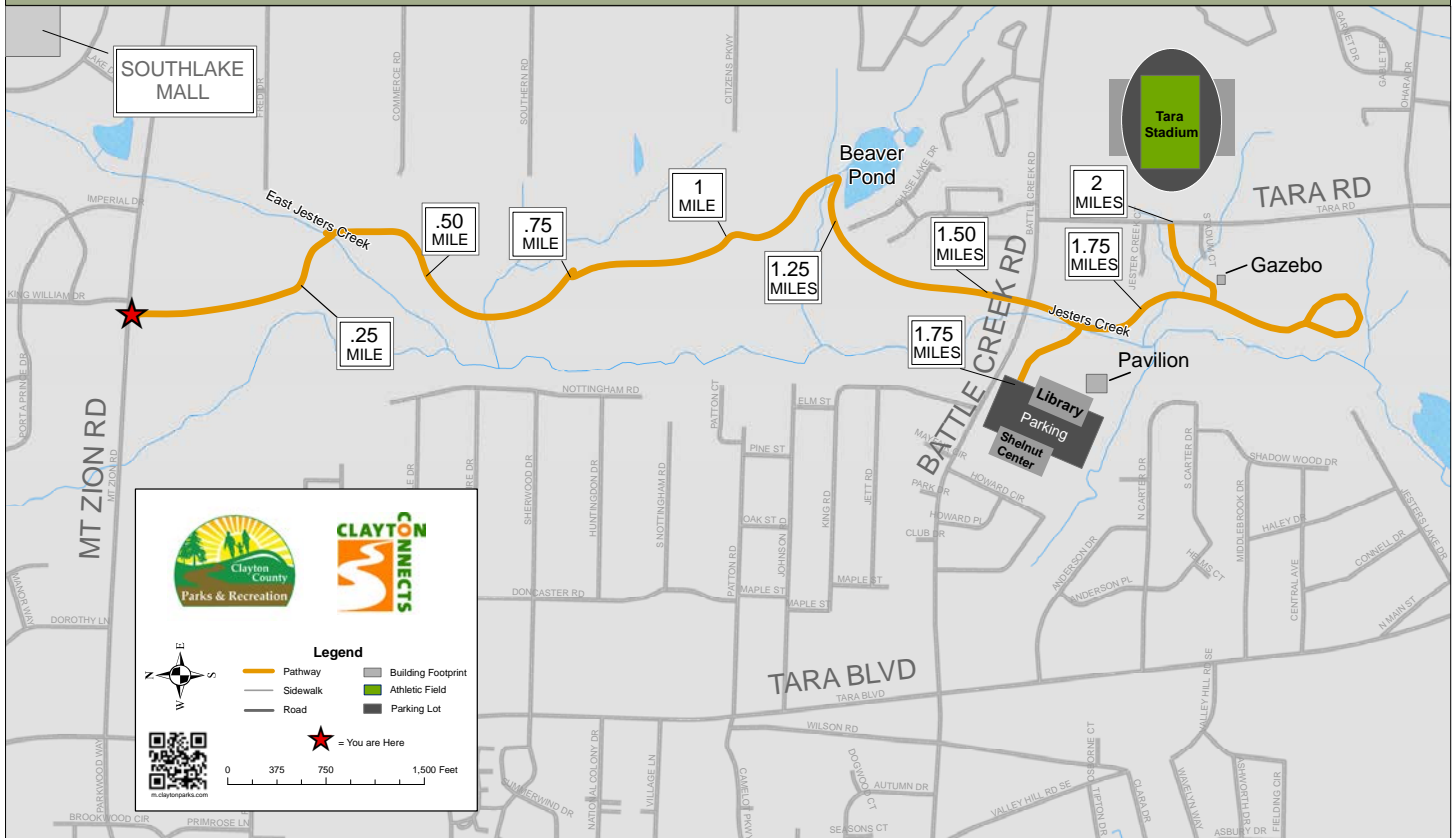


Jesters Creek Pathway

844 Jester Lake Drive, Jonesboro, Georgia



Get Fit Clayton



Through a matching grant from Georgia Department of Transportation, the enhancement of Jesters Creek Trail began in 2017. Beginning at Headquarters Library on Battle Creek Rd, the side and cross walks were raised and sloped to ease accessibility. Concrete was poured for the installation of a pavilion in which citizens can enjoy picnic tables and benches and the library can host community programs. Three safety call boxes were installed along the 2.2 miles of a paved path and new signage, including directional and informational, as well as new benches and trash cans, will be installed throughout the trail. In addition, new maps will be installed at each of the three entrances to the trail system.

WILDLIFE NATIVE TO THE AREA



Jesters Creek Trail is located in Georgia's Piedmont Region.

BARRED OWL



These birds of prey roost quietly in forest trees during the day, though they can occasionally be heard calling in daylight hours. At night they hunt small animals, especially rodents, and give an instantly recognizable "Who cooks for you?" call.

BROWN THRASHER



This fairly large and slender state bird of Georgia resides mostly in tangled underbrush and shrubbery. Here they forage on the ground below and are provided a dense cover into which they can quickly retreat.

EASTERN BOX TURTLE



One of the most commonly seen turtles in the wild, this land dwelling reptile is omnivorous and will eat anything from berries, insects, roots, flowers, eggs and amphibians. Its name refers to its ability to close its shell into a tight box, thus preventing predators access. Coloring varies from dull browns to vivid yellows and oranges. Males typically have bright red eyes, while females display a more subtle amber.

BANDED WATER SNAKE



While often mistaken for the venomous water moccasin, this non-venomous constrictor is common in Georgia's aquatic habitats. They may be seen basking on logs or branches overhanging the water or foraging in shallow water for fish and amphibians, their principal prey.

TRAIL ETIQUETTE

- Jesters Creek Trail is intended for a peaceful, non-motorized experience.
- Stay on trail for your safety and environmental protection.
- Keep right and pass on left.
- Yield to pedestrians.
- Keep dogs on leash at all times and always pick up after your pet.
- Leave No Trace. Pack out any items that you bring in.
- Be respectful of others.

WILDLIFE HABITAT

- Do not harm native animals or plants.
- You are a guest in their home.
- Observe wildlife from afar.
- All wildlife is protected by law.
- Violators will be prosecuted.





GUIDED HIKES

In 2017, Reynolds Nature Preserve staff facilitated over 500 students on Guided Hike field trips. Participants walk the trails with a staff naturalist, learning about native flora and fauna of Georgia's Piedmont region. In addition, Reynolds Board members are joined by Clayton State professors and students for continuing education hikes that focus on native wildflowers, ferns and spring ephemerals.



Master birder and Reynolds Board member Anne McCallum gives a guided bird watching hike on behalf of the Atlanta Audubon Society at Reynolds Nature Preserve the second Monday of every month. During this free program, participants are guided through the trails of the preserve in search of residential, migrating and indigenous birds.



Rivers Edge

Ground was broken and 1.5 miles of trail has been cut thus far for the newly acquired Rivers Edge property. Previously a golf course, the old golf cart path will be utilized for the new trail, which will connect to that of the County's Master Plan.



claytonparks.com

Lake Spivey Project - Trails



The Lake Spivey Project will create a trail that runs through Lake Spivey Golf Club and Clayton County International Park. The trail is funded through the 2009/2015 GREENSPACE SPLOST. Construction of the trail has been divided into four phases.

Phase I: May 2017 Completed

Phase II: January 2018 Completed

Phase III: 1st Quarter 2018 (project out for bid)

Phase IV: January 2019

Phase 2

.90 Miles



Phase 3

.48 Miles



Phase 4

.58 Miles



Marketing & Communications

Marketing & Communications primary goal is to increase public awareness, support and participation by enhancing the image of Clayton County Parks and Recreation Department. Working with internal and external partners, we market our resources to gain public trust and support, increase volunteerism, economic development opportunities, and generate the greatest possible return. Oversee the accreditation process (CAPRA) Commission of Accreditation of Park and Recreation Agencies through the National Recreation and Park Association for the Clayton County Parks & Recreation Department.



The Commission for Accreditation of Park and Recreation Agencies (CAPRA) accredits park and recreation agencies for excellence in operation and service. Charged with providing high quality services and experiences, park and recreation agencies across the United States turn to CAPRA Accreditation as a credible and efficient means of achieving these goals, while providing assurance to the public that the agency meets national standards of best practice. Agency accreditation is available to all entities administering park and recreation systems. Our division oversees the accreditation process for Clayton County. We also serve as the host for CAPRA visitors.



SOCIAL MEDIA



@claytonparks
514 Followers



Clayton County Parks & Recreation Department
3,659 Likes

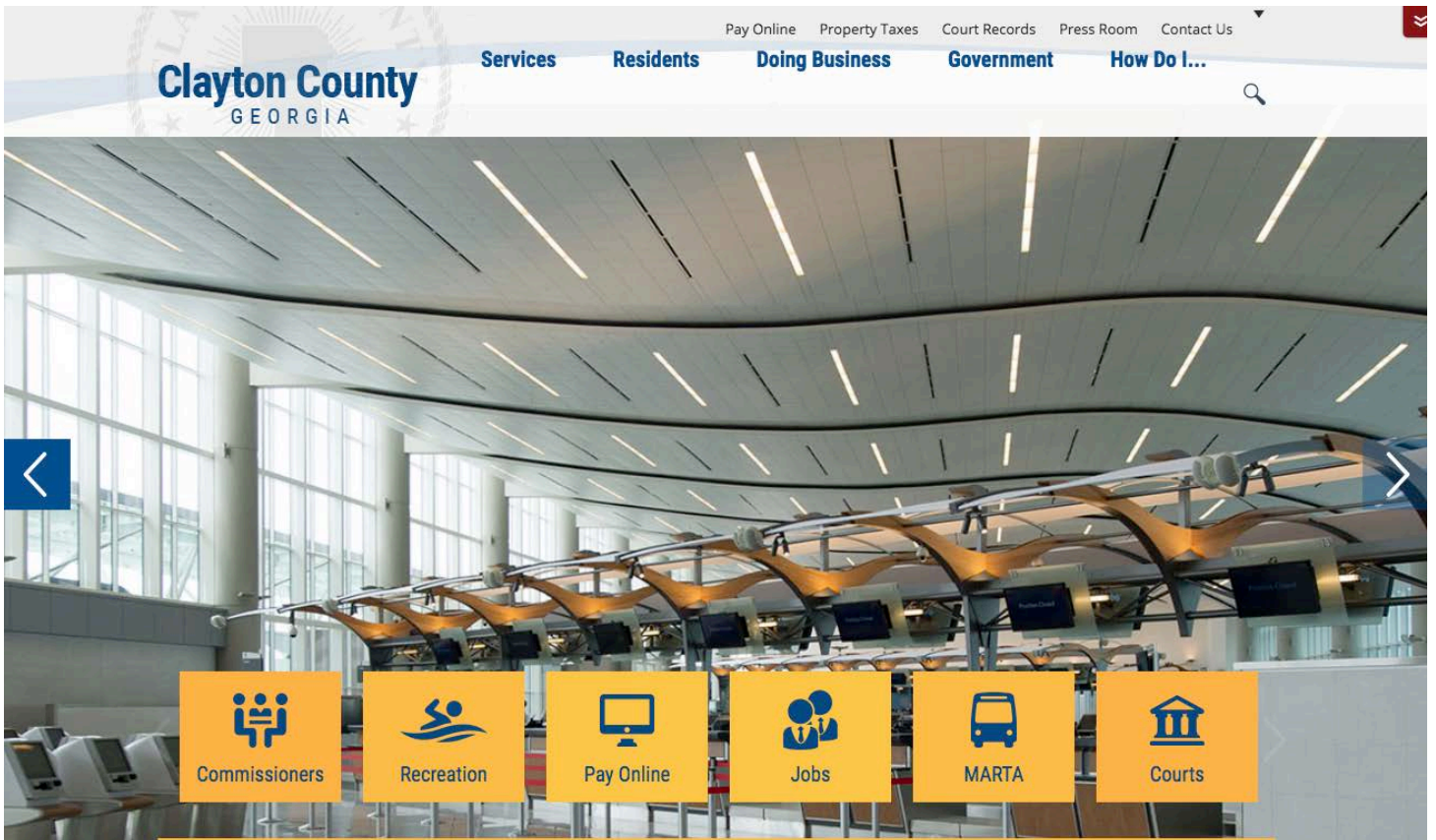


@claytoncountyparks
300 Followers



#CLAYTONSTONG





Get your prescription discount card

Team Member - Click Clayton, County Website Design, and Mobile Application

This is a promotional graphic for the "Click Clayton" mobile application. On the left, a hand holds a smartphone displaying the app's interface, which includes icons for "Report", "Issues", "Neighbors", "Messages", "My Profile", "Settings", "Website", "Meetings", and "Parks & Rec". In the center, the "Clayton County Parks & Recreation" logo is shown above the text "Report non-emergency Park Issues". Below this, it says "Stay connected and see all the special events planned throughout the year!". At the bottom, there are logos for the App Store and Google Play. On the right, a large QR code is displayed with the text "PARKS AND RECREATION HAS GONE MOBILE" and "Scan with your QR Code Reader on your Smartphone or Tablet." Below the QR code, there is a small image of a person holding a phone with the text "Let's Play, Scan Today!" and a photo of children playing in a pool.

New Promotional Partnership

Created a partnership with Clayton County Water Authority to promote Clayton County Parks & Recreation in the February 2018 water bill for Clayton County residences. Coupons were created by marketing and will be include in 75,800 water bill in February 2018. Coupons were created in English and Spanish (front and back).



Clayton County Parks & Recreation

Join in the FUN this year! Register online at claytonparks.com




Athletic Program

\$5.00 OFF Registration
(while supplies last) • Expires 12/31/18

770-477-3766



Wild Azalea Festival
5665 Reynolds Road, Morrow

April 7, 2018 • 11am-4pm
Redeem for a free gift (while supplies last)

"It Starts in the Parks"



Clayton County Tennis Center
2300 Highway 138, SE, Jonesboro

Valid for 1 Daily Court Fee
(while supplies last) • Expires 12/31/18



Recreation Center

Valid for 1 Day pass at any center
(while supplies last) • Expires 12/31/18

claytonparks.com



Clayton County Parks & Recreation

Participe en la Diversion este ano. Registro por linea en claytonparks.com




Programas de Deportes

\$5.00 Descuento del Registro
(Mientras duren ofertas) • Caduca 31/12/17

770-477-3766



Festival de Azaleas
5665 Reynolds Road, Morrow

El 7 de Abril 2018 • Entre 11AM y 4PM
Redimir el cupon por un regalo
(mientras duren ofertas)

"Todo Empieza En Los Parques"



Clayton County Tennis Center
2300 Highway 138, SE, Jonesboro

Valida para una cancha de tenis por un dia
(Mientras duren ofertas) • Caduca 31/12/18



Centros de Recreos

Valido por un dia en cualquier centro.
(Mientras duren ofertas) • Caduca 31/12/18

claytonparks.com

Creates Reports, Flyers, and News Letters



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, gymnastics 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.

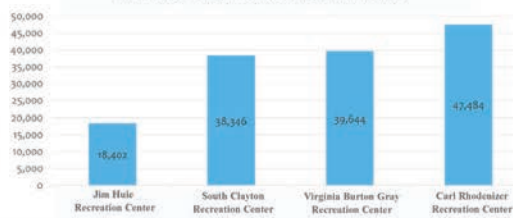
Troy Hodges
Director



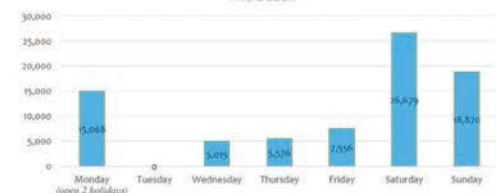
FINANCIAL SUMMARY FISCAL YEAR 2016



2016 Daily Usage/Membership Passes Sold



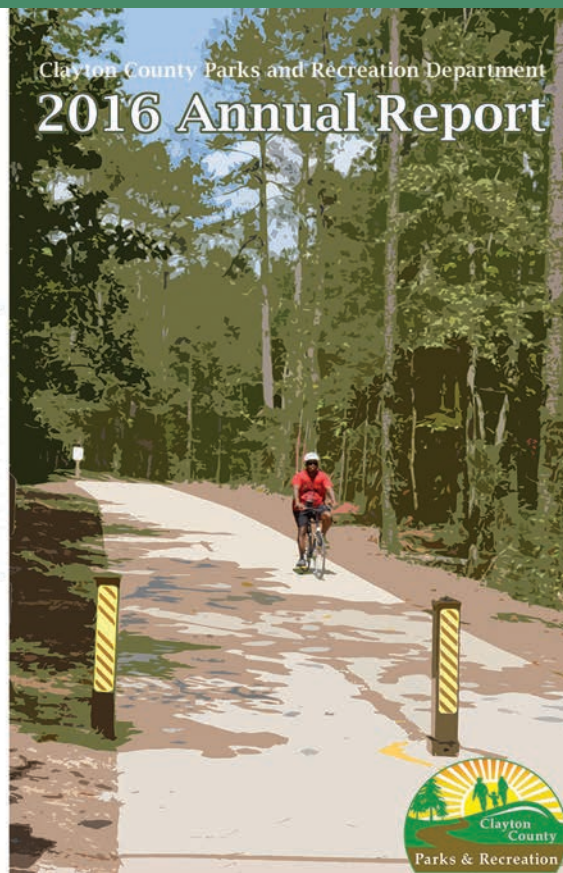
2016 Daily Usage – Clayton County International Park "The Beach"



* 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



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

2016
Publix-Georgia Soccer Atlanta Cup September 3-4
Southern Regional Premier September/October
McDonald's Recreation Cup November 11-12
Georgia Soccer D2/D3 Championships December 10,11,17

2017
Concord Nike Cup February
Georgia Soccer President's Cup May

Economic Impact (per tournament)

US Youth Soccer formula to Calculate the Economic Impact of an Event	
28	Number of teams at venue
10	Average number of players per team
220	Number of players
+ 1,440	For every player, 2 additional visitors in the traveling party
2,560	Total number of visitors
1.2	Tournament days
4,320	Total "visitor-days"
x \$80	Average daily spending / visitor
\$345,600	Economic impact from direct visitor spending

Local CVR 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
1,210

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

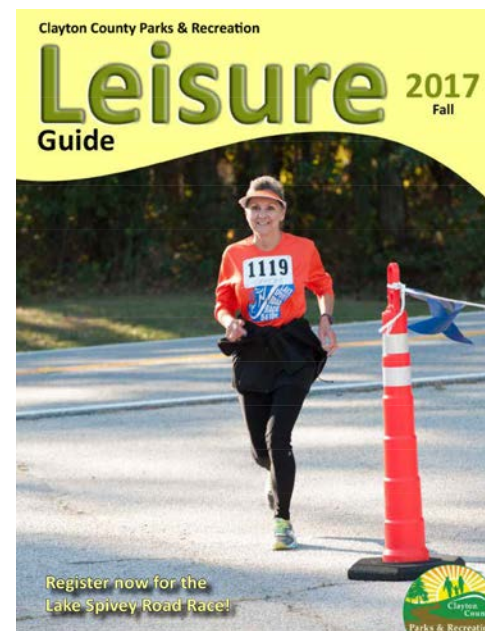
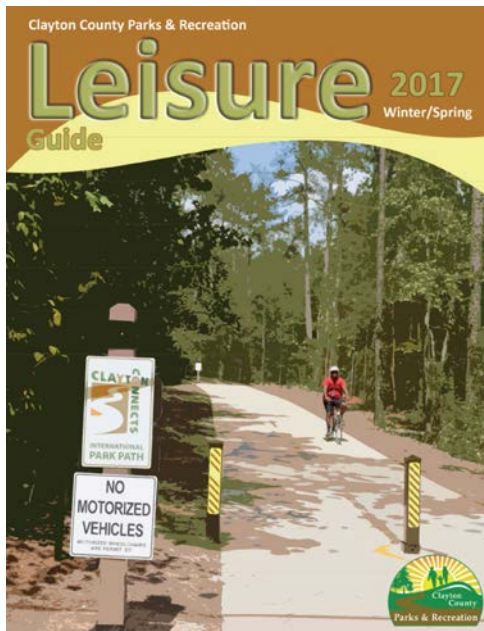
Sponsors

(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
- Miller & Mixon
- Clayton Eye Center
- Riverdale Anesthesia
- Aetna
- CVB
- Jonesboro Animal Hospital
- Herff Homes
- Air Force
- Clayton County Board of Commissioners
- Terry Cullen Chevrolet



Clayton County Parks & Recreation
Nationally Accredited Agency - 5 Years




The Inside Connection

February 2017



2016 Semiannual Meeting



EMPLOYEE OF THE YEAR
Bruce Tilly

This individual's desire to serve his community is something special. Not a soul in this facility does not know him. Over the years he has developed a relationship with constituents that is genuine. He treats the recreation center as his own, and has made it home. The integrity of our facility would be nothing without his assistance. His work performance never diminishes despite any circumstance. Nor has he complained about the lack of help or assistance. His work is impeccable and never needs validation. He has made a difference in this facility, this department, and in the lives of others.

In October of 2016 Clayton County Parks and Recreation was recognized at the National Parks & Recreation Conference as being a Nationally Accredited Agency. Great job to everyone for their hard work in making this a great place to live, work and play. Your dedication to your job makes a difference in the lives of others. Thank you for all that you do throughout the year.

The Inside Connection

JUNE 2017



Reynolds Nature Preserve



Interested in writing for the Inside Connection?
Submit your articles to your division editors

Shacole Pearson
Recreation Services

Stephanie Berens
Greenspace Division

Koboi Simpson
Athletics Division

Amy Keeney
Marketing Division

Petura Tate
International Park

Debbie Norsworthy
Administrative Services

Yvette Smith
Park Services

Reynolds Nature Preserve continues a thriving relationship with Clayton State University and Clayton County school teachers. At the preserve's incredibly pristine spring-fed Angel Creek, middle school science teachers received Adopt-A-Stream training by Biology Professor Dr. Christopher Kodani.


Dr. Helen D. Brown, Reynolds Board of Trustees and CSU Biology Professor emerita, leads the annual Spring ferns and wildflower walk at Reynolds. While this tour is open to the public, it is hosted specifically for CSU Biology and Ecology professors and students, encouraging them to use Reynolds as a living laboratory and classroom.

By: Stephanie Berens

claytonparks.com

The Inside Connection

November 2017



Interested in Writing for the Inside Connection?
Submit Your Articles To Your Division Editors

Recreation Services
Shacole Pearson

Greenspace
Stephanie Berens


Athletics
Koboi Simpson


International Park
Petura Tate

Administrative Services
Debbie Norsworthy

Marketing & Communications
Amy Keeney

Park Services
Yvette Smith






Tara Tarpons Dive Team

Coach Gib Downton 770-228-9956

DAYS	HOURS	TIME	MONTHLY DUES
Tuesday & Thursday	1	5:30pm - 6:30pm or 6:30pm - 7:30pm	\$50
Tuesday & Thursday	2	5:30pm - 7:30pm	\$50
Tuesday & Thursday	2	5:30pm - 7:30pm	\$90

* Schedule and payment is setup with Coach Gib Downton for a free trial Dive Class
* Individuals must be able to swim to be on the Dive Team

Concert 6:30pm

FREE EVENTS

"Sip & Sounds"

Concert Series

Thursday, August 24, 2017

Al Smith and Friends
Tony Hightower
Leonard Julien III
Alex Lattimore
Hosted By: Art Terrell of Kiss 104.1





Join us for the VIP reception at 6:00 PM

Clayton County International Park
Lakeview Amphitheater @ International Park
2300 Highway 138, SE
Jonesboro, Georgia 30236
(770) 477-3766

Bring your own lawn chairs, food & beverages and enjoy the performance!

For more information, visit www.ClaytonCountyGa.gov

#ClaytonCountyConcerts






Lifeguard Training Course

Sign Up Today!

Registration Dates:
September 25th - November 10th

Prerequisite:
All applicants must pass a swim test before registering.

Testing Dates:
Please contact Jeramie Reeves to schedule a swim test time.

Date: 11/18-11/19 2017
Time: 9am-8PM
Steve Lundquist Aquatics Center
\$150 per participant




PARTICIPANTS WILL LEARN:

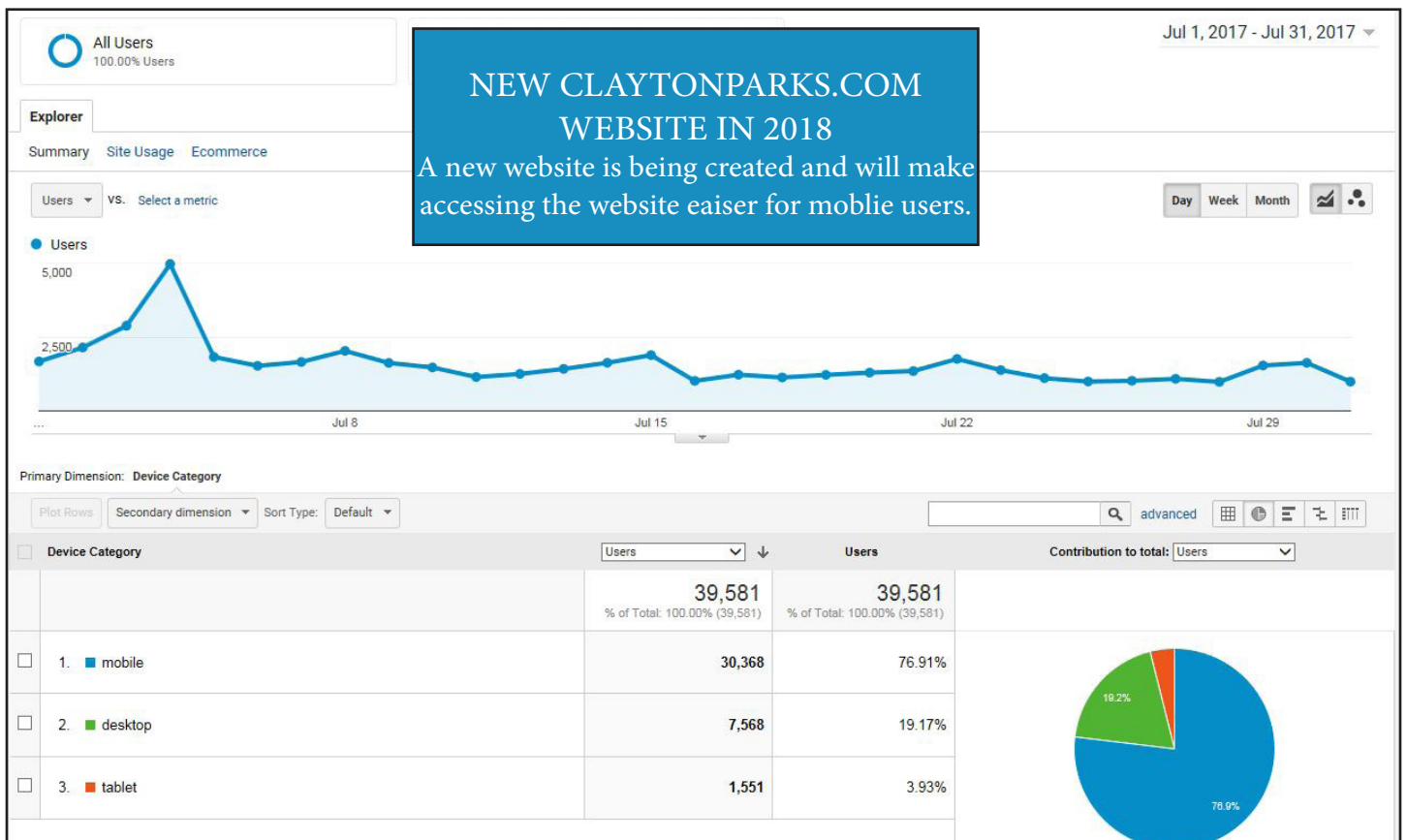
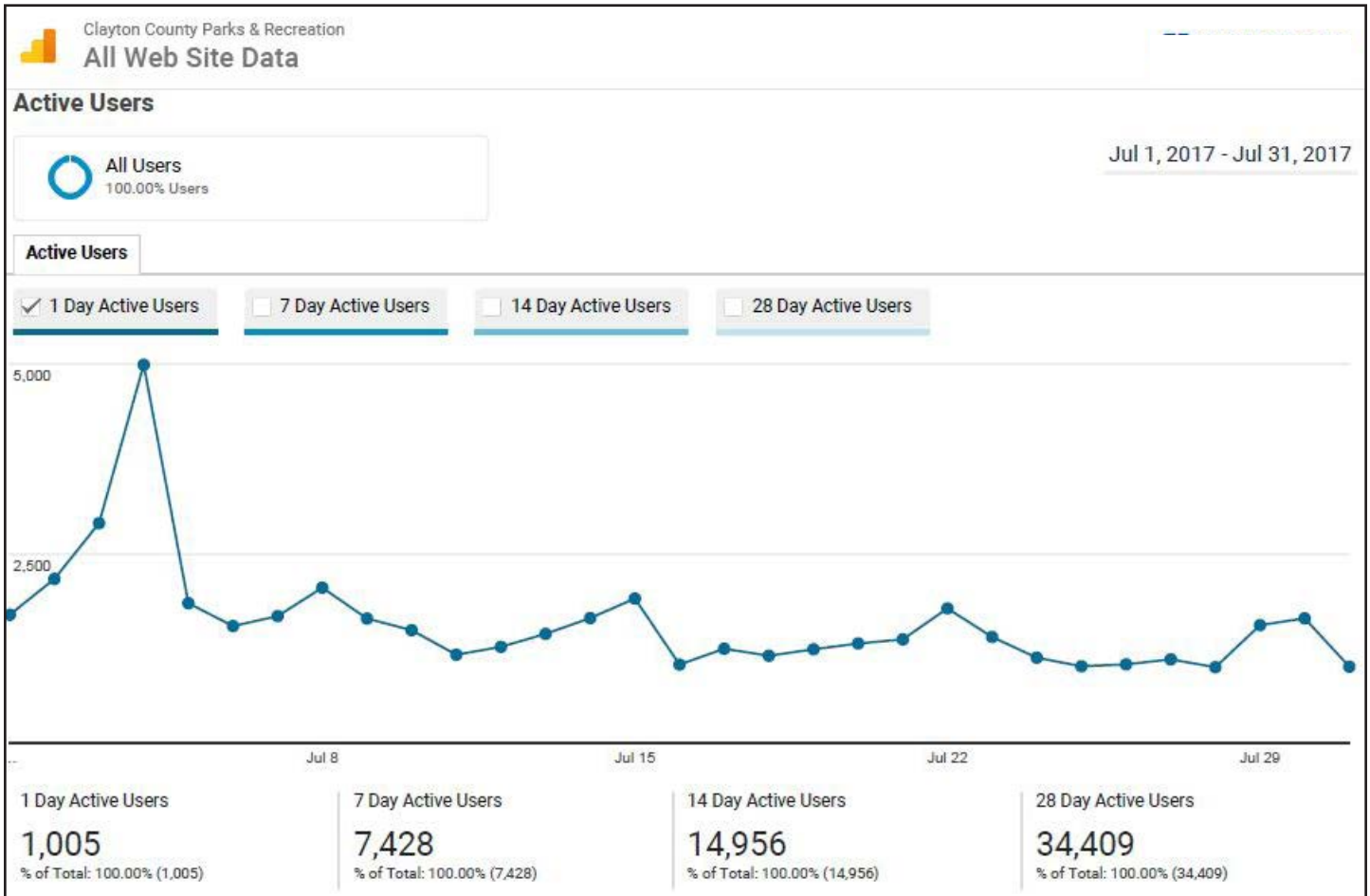
- How to respond to aquatic emergencies
- Provide care for breathing and cardiac emergencies
- Address injuries/illness

Jeramie Reeves
jeramie.reeves@claytoncountyga.gov
404-427-0219



claytonparks.com

GOOGLE ANALYTICS

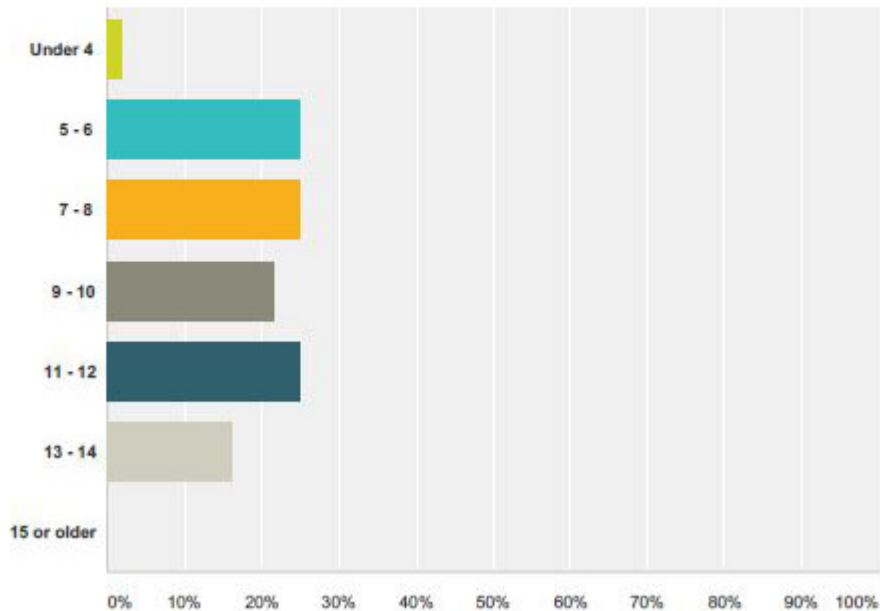


SUVERY MONKEY

Clayton County Athletics Program Satisfaction Survey

Q3 In what age division did your child participate?

Answered: 56 Skipped: 0



AWARDS / REACCREDIATON



All award submissions are processed through the marketing division and submitted on behalf of the department.
The marketing division oversees the reaccreditation process yearly.

Partnership & Sponsorship Opportunities

Opportunities have been created to provide additional funding and create partnerships with local business throughout the county. In 2017 digital media was added and it did not impact the budget and is a great resource to promote activities throughout the county. The department will continue to be creative with new ways to promote the department and provide lasting partnership with local business.

Aetna	Firehouse Subs	Publix
Air Force	First Baptist Church of Jonesboro	State Farm
All Grown Up	Georgia Soccer	Subway
Arthritis Foundation	Girls Scouts	Terry Cullen Chevrolet
Arthritis Foundation	Hooters	The Centers for Disease Control
Bright from the Start	Hungry Howie's	The Coca-Cola Company
Carrabba's Italian Grill	Jimmy Johns	The Sports Authority
Clayton County Police Department	Jonesboro Animal Hospital	The Tutor Lab
Clayton County Board of Commissioners	Kaiser Permanente	Truett's Grill
Clayton County Board of Health	Kids Outdoors Initiative	University of Georgia
Clayton County Master Gardeners	Krown Sports/Soccer Wholesale	USA Football
Clayton County Public Schools	Lake Spivey Community, Inc.	Waffle House
Clayton Eye Center	Lake Spivey Golf Club	Walker Nursery
Corbin Gas	Market Grocery	Walmart (Lovejoy)
Courtney Crooms Foundation	Millar & Mixon	YELL Academy
CVB	Morrow Library	
Dairy Queen	Outback Steakhouse	
Dauset Trail	Project Arm	



Sponsorship Program Locations



- 1 Gerald Matthews Complex**
1935 McDonough Road, Hampton
(GDOT Daily Traffic Count = 12,700)
- 2 International Park**
2300 Highway 138 S.E., Jonesboro
(GDOT Daily Traffic Count = 12,100)
- 3 Flat Shoals Park**
1915 Flat Shoals Road, Riverdale
(GDOT Daily Traffic Count = 15,900)
- 4 Carl Rhodenizer Recreation Center**
3499 Rex Road, Rex
(GDOT Daily Traffic Count = 9,100)

Felton Wright
(404) 578-4841
felton@media-displays.com

Facilitated By
MEDIA
DISPLAYS



Clayton County Parks & Recreation

SPONSORSHIP PROGRAM

*each sponsor receives a spot on the entrance digital display

Gerald Matthews Complex

1935 McDonough Road, Hampton
(GDOT Daily Traffic Count = 12,700)



International Park

2300 Highway 138 S.E., Jonesboro
(GDOT Daily Traffic Count = 12,100)

COMING SOON (PHASE II)

Flat Shoals Park
1915 Flat Shoals Road, Riverdale
(GDOT Daily Traffic Count = 15,900)

Carl Rhodenizer Recreation Center
3499 Rex Road, Rex
(GDOT Daily Traffic Count = 9,100)

	1 location	2 locations	3 locations	4 locations
LEVEL 1 every rotation	\$425	\$400 each month (\$800 total)	\$375 each month (\$1125 total)	\$350 each month (\$1400 total)
LEVEL 2 every other rotation	\$325	\$300 each month (\$600 total)	\$275 each month (\$825 total)	\$250 each month (\$1000 total)

Sponsor a scoreboard at Matthews Complex
9 scoreboard sponsorships available on baseball/softball fields, 1 & 2 year sponsorships available

Felton Wright
(404) 578-4841
felton@media-displays.com

Facilitated By
MEDIA
DISPLAYS

Clayton County Athletic Program Sites

Athletic Division
770-473-3800



**CARL RHODENIZER
RECREATION CENTER**
3499 Rex Road, Rex Georgia
770-472-8042



**CLAYTON COUNTY
INTERNATIONAL PARK**
2300 Highway 138 S.E.
Jonesboro, Georgia 30236
Main Office: 770-477-3766



FLAT SHOALS PARK
1915 Flat Shoals Road
Riverdale, Georgia
770-472-7632



**GERALD MATTHEWS
SPORTS COMPLEX**
1935 McDonough Rd.
Hampton, Georgia
770-473-3800



INDEPENDENCE PARK
9870 Thomas Road
Jonesboro, Georgia



**J. CHARLEY GRISWELL
PARK AT RUM CREEK**
1303 Government Circle
Jonesboro, Georgia
770-473-5733



**JIM HUIE
RECREATION CENTER**
9045 Tara Blvd.,
Jonesboro, Georgia
678-479-5136



LEE STREET PARK
140 Smith Street
Jonesboro, Georgia



**MORROW
LAKE CITY PARK**
5555 North Lake Drive
Lake City, Georgia
770-603-5294



PANHANDLE PARK
10930 Panhandle Road
Jonesboro, Georgia



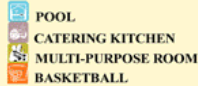
REX PARK
3499 Rex Road
Rex, Georgia



**VIRGINIA B. GRAY
RECREATION CENTER**
1475 East Fayetteville Rd.
Riverdale, Georgia



The parks and Recreation Department facilitates programs at other locations throughout the year.
For the most current information view the department website at www.claytonparks.com.



Partner with Parks and Recreation!

When you become a partner with Parks and Recreation you are giving back to the community by supporting our department. Contact Marketing to learn more about the opportunities available.

Marketing
770-603-4005

SEASONS

Basketball and Dance Season

December - February

Baseball and Softball Season

March - June

Football and Cheerleading Season

August - November

FEES

4 x 6 Banner Space

\$300 per site per season

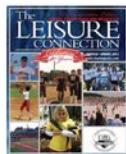
Clayton County
Parks and Recreation Department
2300 Highway 138, S.E.
Jonesboro, Georgia 30236
770-477-3766
www.claytonparks.com



Sponsor a Signature Event



International Park



Youth Fishing Derby \$250

Title Sponsor for Youth Fishing Derby
Logo on Fishing Derby Ads
Vendor Table at Fishing Derby
1/8 Page Ad in one issue of the Leisure Connection
Recognition as "Partners in Recreation" on Website
5 Free Tickets to the Beach at International Park

Movie in the Park

Title Sponsor for One Movie
Logo included in ads for One Movie
Vendor Tables at all Movies
Ad in one issue of the Leisure Connection
Recognition as "Partners in Recreation" on Website

\$500

1/8 Page Ad
10 Beach Tickets

\$750

1/4 Page Ad
15 Beach Tickets

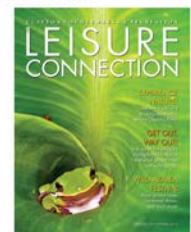
\$1,000

Full Page Ad
30 Beach Tickets

\$2,000

Full Page Ad
Beach Pavilion Rental
50 Beach Tickets

Clayton County Parks and Recreation The Leisure Connection



Ad Rates

Size	Fee
Full Page	\$ 500
1/2 Page	\$ 375
1/4 Page	\$ 250
1/8 Page	\$ 125

Ad will also be featured
on our mobile site!



Dates

Issue	Date	Due Date for Ad
Winter/Spring	January - May	October 1
Summer	May - August	February 1
Fall	August - December	May 1

We encourage local businesses to partner with the Clayton County Parks and Recreation Department to support the community by placing an ad in this informative magazine.

For additional information, please call
770-603-4014 or 770-473-5423

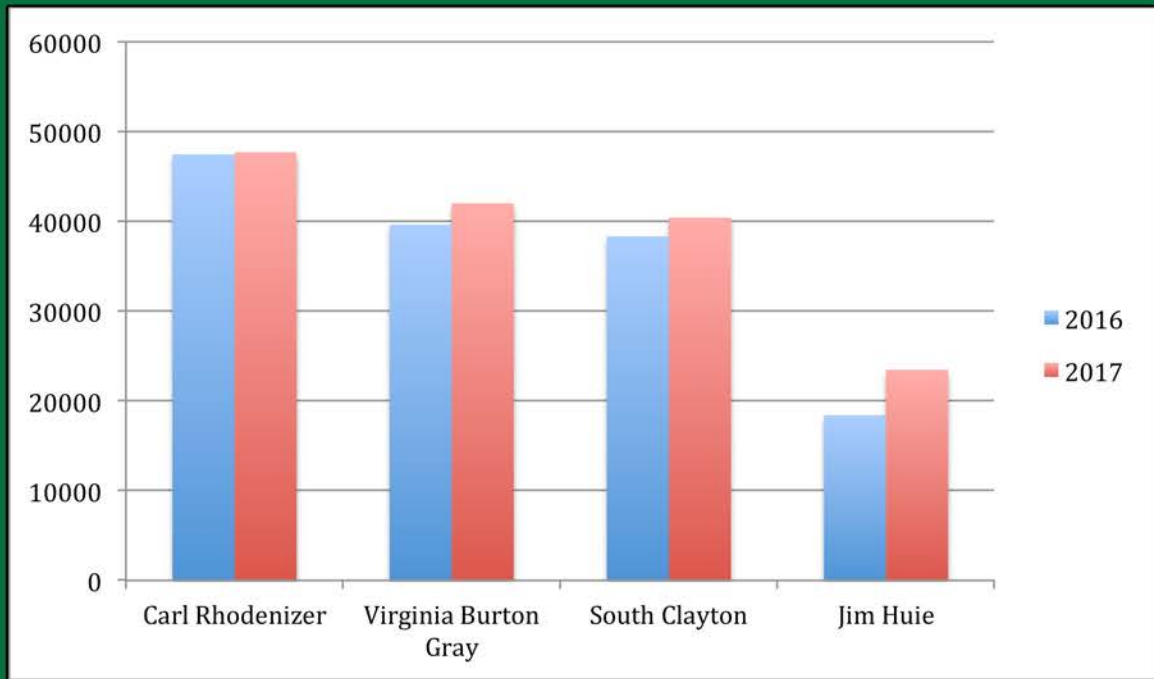
Clayton County Parks and Recreation Department
2300 Highway 138 S.E.
Jonesboro, GA 30236

Recreation Services

Clayton County currently has four recreation centers with plans to build additional centers in the near future. These centers are the Carl Rhodenizer Recreation Center, Virginia Burton Gray Recreation Center, South Clayton Recreation Center, and the Jim Huie Recreation Center. In addition to these centers, the County has the Steve Lundquist Aquatics Center, which is located within the Jim Huie Recreation Center.



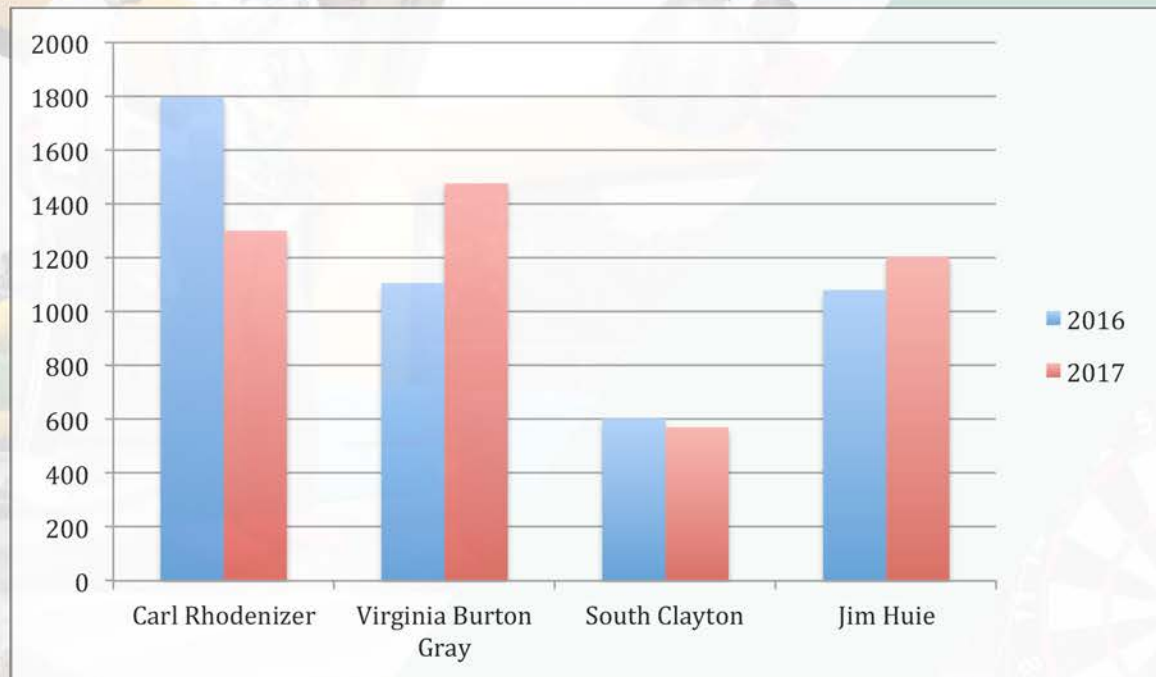
Recreation Center Daily Usage



Activities Registration Comparison



Activities Offered



Beach Ticket Sales

Family of 3 Season Pass	\$2895.00
Adult Season Pass	\$1,025.00
Child Season Pass	\$370.00
Senior Season Pass	\$365.00
Additional Family Member Season Pass	\$920.00
Adult Day Pass	\$183,271.00
Child Day Pass	\$119,250.00
Senior Day Pass	\$8,127.00
Adult Party Tickets	\$5,195.00
Holiday Beach Tickets	\$195,730.00
Beach Pavilion Tickets	\$67,264.00

Park Services

The Park Services Division oversees maintenance, public awareness, and safety of the County's park system. The Park Services staff is responsible for providing quality parks, programs, and services that meet the broad-based needs of the citizens of Clayton County. This Division is charged with the development of standards surrounding beautification programs for all park and recreation center locations.

Training

* GRPA Conference * Annual Maintenance Management School * Sports Turf Management



Playground Maintenance Program

Serviced (17) playground sites with a Bio Degradable cleaning agent.

Applied (600 cubic yds.) of Certified Playground Mulch to eliminate safety concerns.



Turf Management Program

Instituted a warm/cool season Turf Management Program (over-seeding, aeration, mowing and top dressing) at multiple park sites to prepare for the upcoming CCFL, Baseball, Softball and Soccer Programs.
Applied over (2000 pounds) of insecticide treatment (Ants) at multiple ball field sites.



Ball Field Maintenance Program

Refurbished (39) baseball / softball fields through the use of sifted infield mix.
Replaced (1000) linear feet of ballfield fencing



Capital Projects

Tennis Court re-surfacing at Clayton County International Park and Gerald Matthews Sports Complex
Re-surface basketball court and replace goals at Bonanza Park
Arnold Park backstop and dugout replacement



Beautification Projects

Enhance the parkway at CCIP with (400) bales of pine straw.

Refurbish the front entrance and tennis complex at CCIP and Gerald Matthews Sports Complex with annual plants.

Refurbish the front entrance and parking lots at Recreation Centers with (300 tons) red mulch.



Conclusion

A stewardship requirement of the division is to provide safe, aesthetically pleasing and usable parks and recreation facilities for public use. This stewardship requirement compels the division to provide high quality maintenance to all owned facilities. Daily, recurrent frequently scheduled service and monitoring of facilities is essential to meet the needs of ever-increasing user groups, to support new and existing recreation programs and to reduce liability risk throughout the system. This requirement can be administered by organizing and implementing the existing Maintenance Management Plan.

“It starts in the PARKS”

e Events

**LAKE SPIVEY
ROAD RACE**



October 21, 2017

2300 Highway 138, SE, Jonesboro, GA • 8:00 am



Eggstravaganza

Hampton Complex • 1935 McDonough Road • Hampton, Georgia • 10:00 am - 2:00 pm

Wild Azalea Festival
Saturday, April 8, 2017, 11am-4pm

Reynolds Nature Preserve
5665 Reynolds Road, Marietta, Georgia 30060
770-463-4118



Event Parking: 8911 Jonesboro Road, Lake City, Georgia (former Eagles Supermarket)
Shuttle service will be provided.

Enjoy guided hikes, live animal shows, nature center exhibits, face painting, native azalea showcase, hands on workshops, native plant sales, informational booths from local environmental organizations and much more!

www.claytonparks.com



Commissioner Sonna Singleton Gregory



STUDENTS
Bring your unofficial transcripts and ACT or SAT Scores

PRIZES
40 Inch Flat Screen TV
Cash Prizes - Scholarships
*Scholarship is only for current High School Seniors

Clayton County Commissioner Sonna Singleton Gregory, Clayton County Board of Commissioners, in collaboration with Clayton County Parks and Recreation will be hosting a College Fair to showcase Colleges and University System of Georgia Schools.

**You are invited to attend
a College Fair at
Clayton County International Park**



(A few of the colleges who attended in previous years)

**Saturday, September 16, 2017
10:00am - 2:00pm**

Location: J. Charley Griswell Senior Center
2300 Highway 138, SE
Jonesboro, Georgia 30236



www.claytonparks.com
770-477-3766



Clayton County Parks & Recreation Department Presents

GEORGIA KIDS OUTDOORS



Clayton County students will attend a three day, all expense paid trip to Fortson 4-H Center in Hampton, Georgia.

In an effort to support the Georgia Children's Outdoor Bill of Rights, Lake Spivey Community, Clayton County Parks and Recreation Department, and many other community sponsors partnered to host our 8th Annual Lake Spivey Road Race and 2nd Annual Lake Spivey Golf Tournament. Proceeds from the events will go toward scholarships for children to participate in outdoor activities during a three day trip to Fortson 4-H Center during the summer of 2017. Scholarship contestants must reside in Clayton County, Georgia and be 14 years old or younger and enrolled in the 7th or 8th grade.

Application: claytonparks.com (go to Kids Outdoors)
Questions: 770-477-3766



Trip: June 9 - June 11, 2017
www.claytonparks.com



2017

ANNUAL REPORT 2017

**Clayton County
Parks & Recreation**

2300 Highway 138, SE
Jonesboro, Georgia 30236

Main: 770-477-3766
Fax: 770-472-8198

claytonparks.com

