

Jonesboro Parks, Recreation and Cemeteries



Mission



To enhance the quality of life in Jonesboro through natural beauty and recreational opportunity



To see that all youth have an opportunity to participate in a variety of programs



To facilitate community involvement in planning facilities and programs.

What We Do

Listen to the community.

- Surveys, Focus Groups, Advisory Board

Plan for the recreation needs of our citizens.

- Long Range Plan: 48% Complete or Funded

Advocate the need for trees, open and natural space in our community.

- Conservation Study, Urban Forestry Council

Design and construct recreation and park facilities.

- \$7.9 million In Capital Improvements Since 2001

Maintenance

- 19 Parks, 4 Centers, 4 Cemeteries and Downtown Jonesboro

Program Administration

- Youth and Adult Sports, Classes, Camps

Programs



Youth Sports

- Soccer
- Basketball
- Wolf Cub Football



Events

- 5K
- Triathlon
- Movies in the Park



Contract Instructors

- Martial Arts
- Dance
- Fencing
- Exercise



Adult Sports

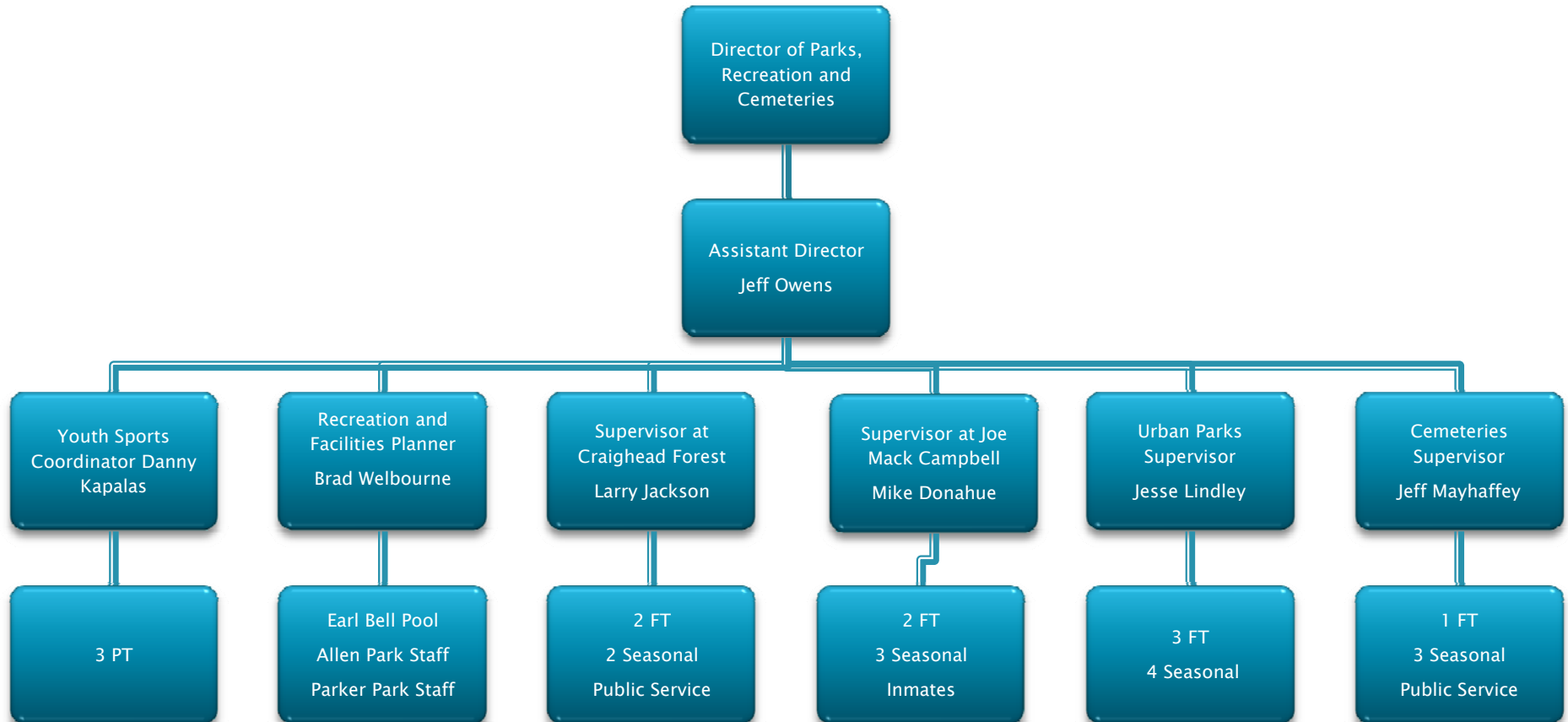
- Basketball



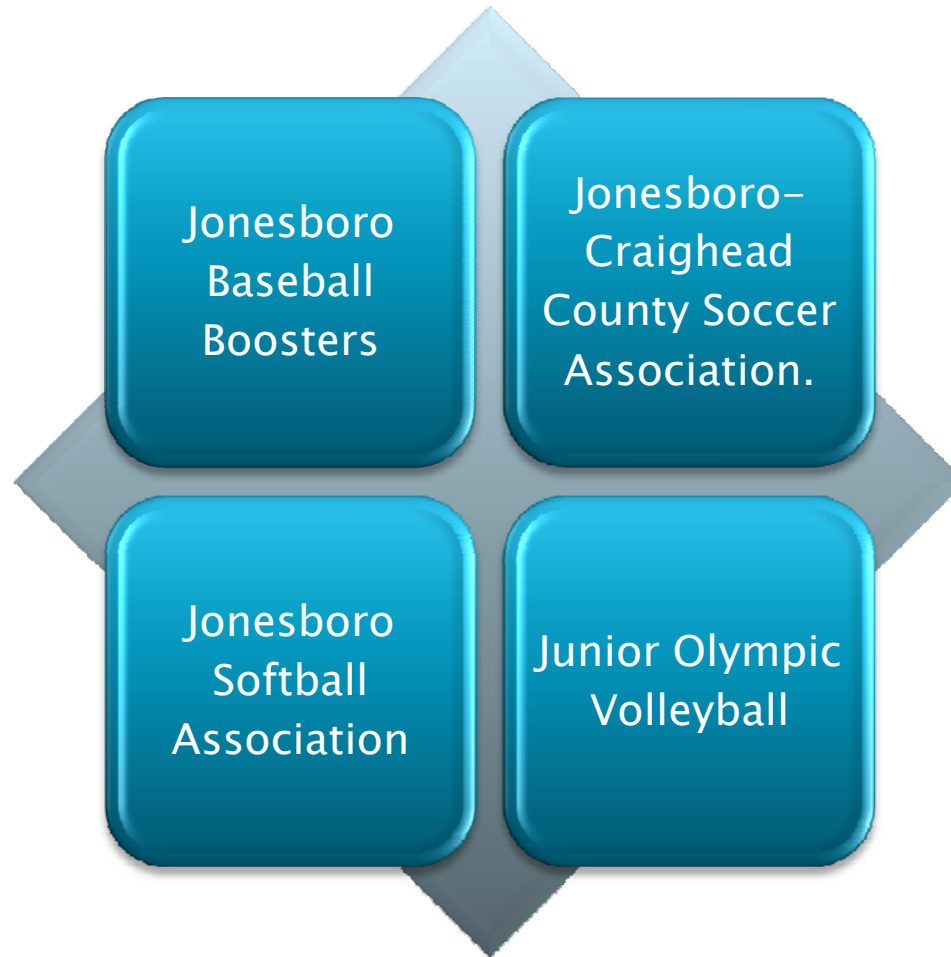
Swimming Lessons



Organizational Structure

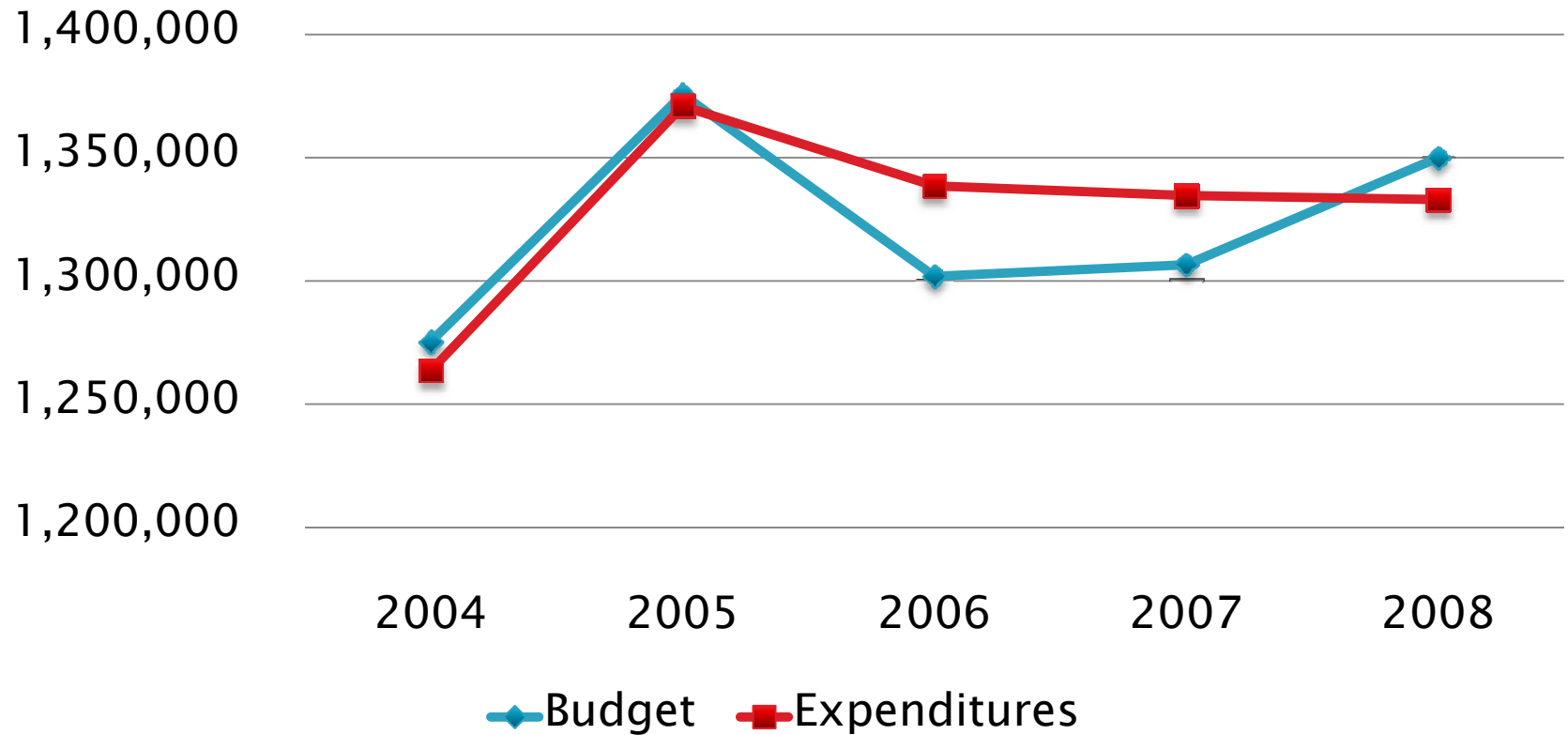


Sports Associations

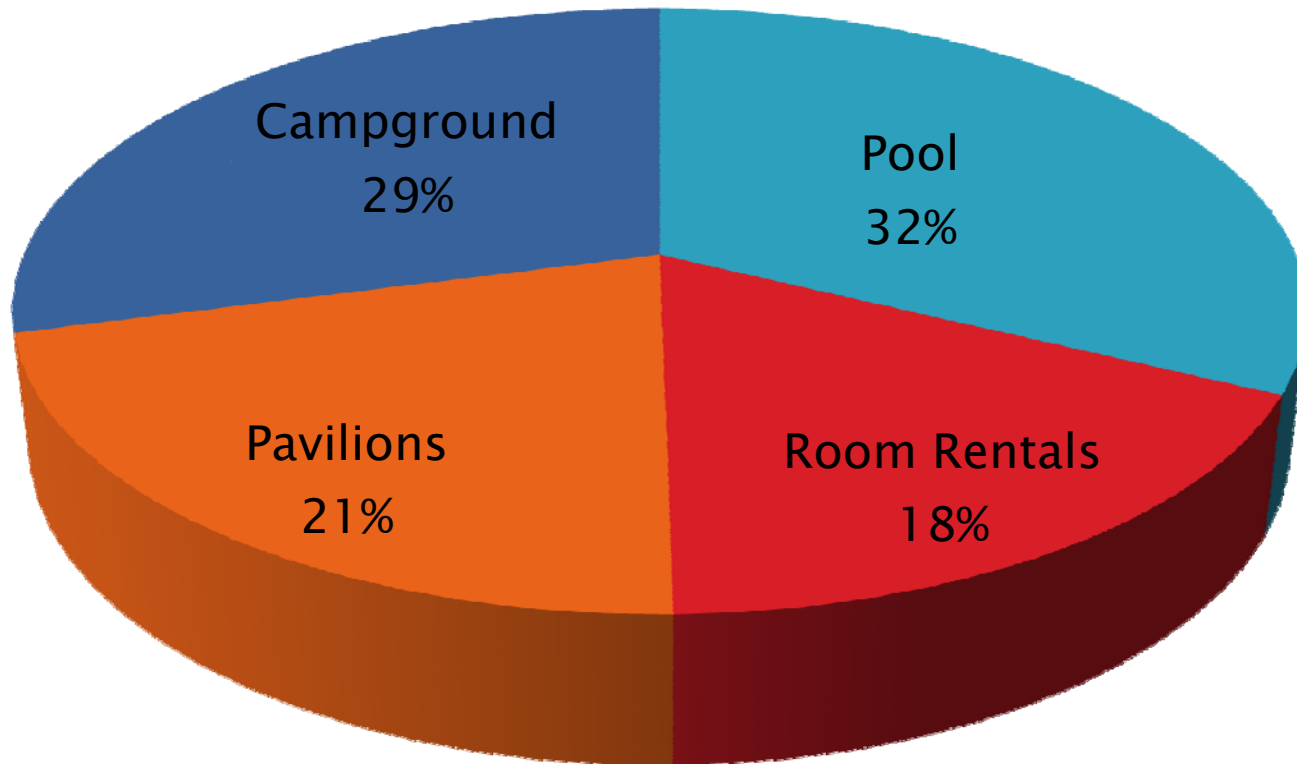


Revenues and Expenditures Graphic

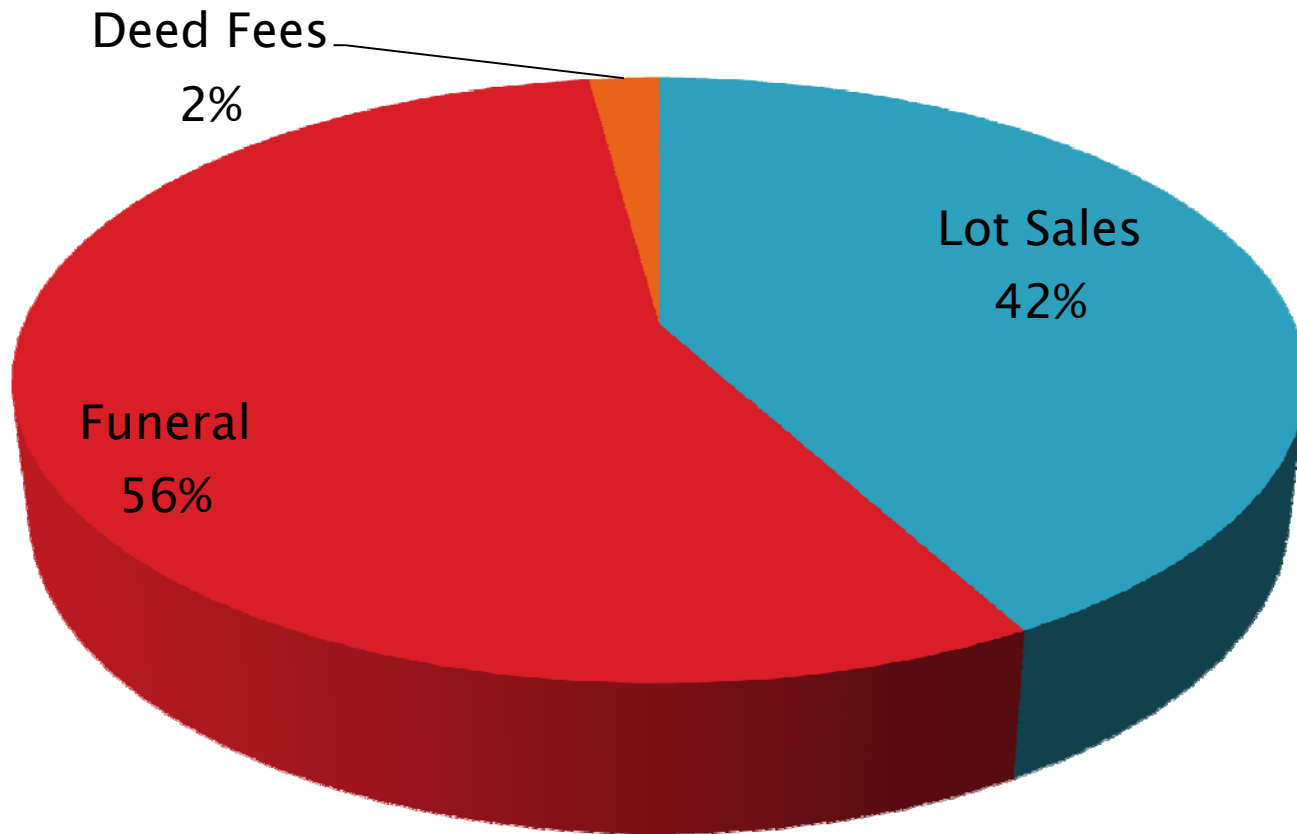
Chart Title



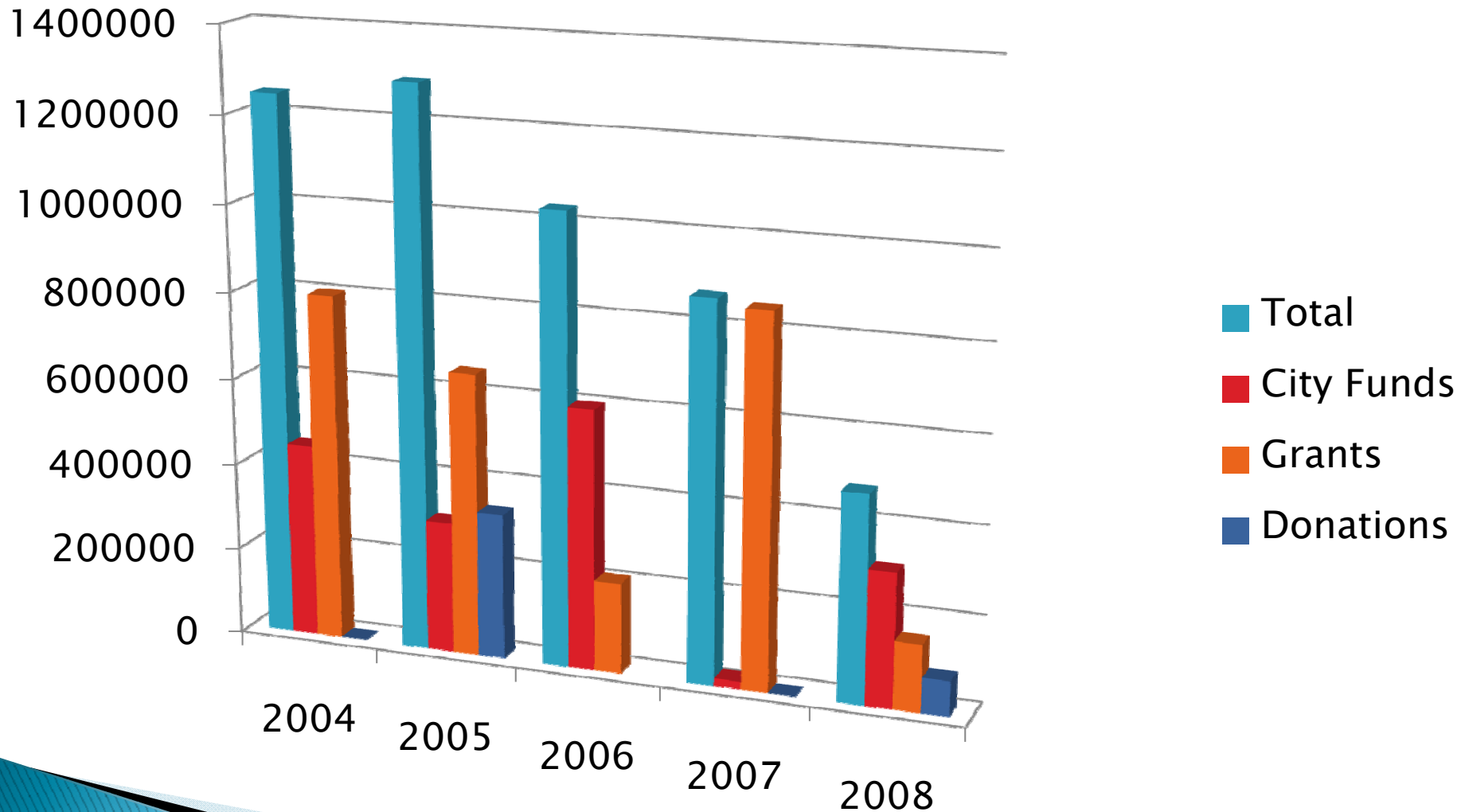
Recreation Revenue



Cemetery Revenue



Capital Improvement Expenditures



Fund Raising

- ▶ Sponsorships
 - ▶ City Stars Booster Club
 - ▶ Craighead County Community Foundation
 - Get Out And Play Fund
 - Rotary Centennial Park Maintenance Fund
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Earl Bell Community Center



Allen Park Community Center



Parker Park Community Center



E. Boone Watson Center



African American Cultural Center



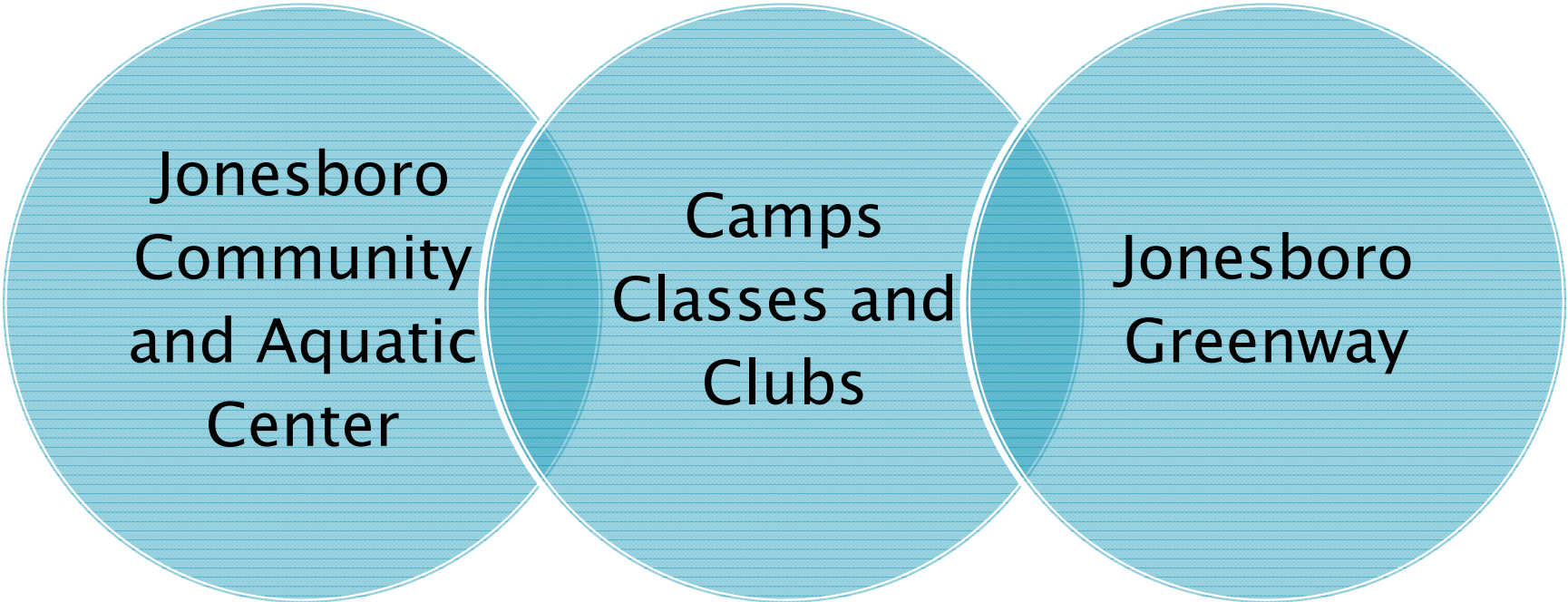
Craighead Forest Park



Joe Mack Campbell Sports Complex



Current Recreation Projects



Jonesboro
Community
and Aquatic
Center

Camps
Classes and
Clubs

Jonesboro
Greenway

Park Venues



Park Venues



Park Venues



Fort Rotary						
Jonesboro, AR	12622707-1-1-1	1/3/2008 2				

Economic Prosperity

Attracting Tourists

- Rock Hill, South Carolina for the one week 2003 NSA Girls World Series for 400 teams realized 20,000 + hotel room nights and an economic impact of \$16 million

Attracting Businesses

- A 1992 decision by the City of Fort Collins, CO to preserve open space and protect quality of life as a means to attract and maintain a healthy economy has resulted in the City's ability to attract new jobs at a rate higher than the national average without using tax breaks as an incentive (Wall Street Journal).

Attracting Retirees

- A study of more than 1,000 people of ages 65 and older found that those who volunteered up to 40 hours a year were less likely to die during the next seven and one-half years than people who didn't volunteer at all (University of Michigan).

Enhancing Real Estate Values

- A Spring 2005 analysis in San Carlos, California documented a property value increase for homes within 500 feet of a park of \$1,103,457 resulting in an additional \$121,374 in property tax revenue. (San Carlos, California)

Reducing Taxes

- "In 1988, the United States spent \$7.7 billion on incarcerating convicted youths– a national average of \$29,000 per juvenile delinquent. Delinquency is additionally connected to the high rate of school drop-outs. Each of these drop-outs costs over the course of their life times from \$60,000 to \$78,000 in lost taxes. A full year's worth of drop-outs will collectively cost the nation an estimated \$260 million in lost earnings and taxes." John Crompton, Professor, Department of Recreation, Parks, and Tourism Sciences at Texas A&M University.

Environmental Sustainability

Cleaning Water

- Trees produce oxygen that we breathe. In addition, trees remove air pollution by lowering air temperature, by releasing water into the atmosphere, and by retaining particulates. By reducing the need for heating and cooling systems, trees also reduce emissions that contribute to atmospheric carbon dioxide and the greenhouse effect.

Controlling Flooding

- The leaves of trees break the force of rain, reducing flooding by helping water percolate into the soil instead of quickly running off. Tree roots also help hold the soil in place on steeper hillsides, preventing erosion and improving water quality.

Cleaning Air

- Trees produce oxygen that we breathe. In addition, trees remove air pollution by lowering air temperature, by releasing water into the atmosphere, and by retaining particulates. By reducing the need for heating and cooling systems, trees also reduce emissions that contribute to atmospheric carbon dioxide and the greenhouse effect.

Reducing Traffic Congestion

- When walking trails were expanded in 12 southeastern Missouri counties, a study found that 40% of people with access used them and that 50% of the trail walkers increased their walking since they started using the trails. Lower income groups who are at greater risk for non-activity were more likely to have increased walking as a result of the trail use (St. Louis University School of Public Health).

Reducing Energy Costs

- Studies have shown that parts of cities without cooling shade from trees can literally be “heat islands,” with temperatures as much as 12 degrees Fahrenheit higher than surrounding areas.

Preserving Biological Diversity

- As habitat becomes fragmented into smaller patches, more of the habitat will end up adjacent to a different type of habitat. Land that is deep in the middle of a forest is different than land that is at the edge of a forest- more light penetrates, and there is a different collection of species that prefer the edge of a forest to the core of a forest.

Alleviating Social Problems

Community Regeneration

• “What suburbia cries for are the means for people to gather easily, inexpensively, regularly and pleasurably – a place on the corner, real life alternatives to television, easy escapes from the cabin fever of marriage and family life that do not necessitate getting into an automobile.” Ray Oldenberg, “The Great Good Place.”

Preventing Deviant Behavior Among Youth

• Students who spend one to four hours per week in extracurricular activities are 49% less likely to use drugs and 37% less likely to become teen parents than students who do not participate in extracurricular activities (U.S. Department of Health and Human Services).

Raising Levels of Educational Achievement

• For most of human history, children played by roaming near or far in packs large and small. Younger children were supervised by older children and engaged in freewheeling imaginative play. They were pirates and princesses, aristocrats and heroes. It actually helped build a critical cognitive skill called executive function. Executive function has a number of elements, such as working memory and cognitive flexibility. But perhaps the most important is self-regulation the ability for kids to control their emotions and behavior, resist impulses, and exert self-control and discipline. Poor executive function is associated with high dropout rates, drug use and crime.

Facilitating Healthy Lifestyles

• Physically active individuals have lower annual direct medical costs than inactive people. The cost difference was \$330 per person based on 1987 dollars. If all American adults became active, the potential savings could be \$76.6 billion in 2000 dollars (The Physician and Sportsmedicine).

Reducing Environmental Stress

• Six out of 10 workers said their time management skills, mental performance and ability to meet deadlines improved on days when they exercised. The amount of the overall performance boost was about 15 percent, according to the findings, which were presented this month at a meeting of the American College of [Sports](#) Medicine in Nashville, Tenn.

The Importance of Place

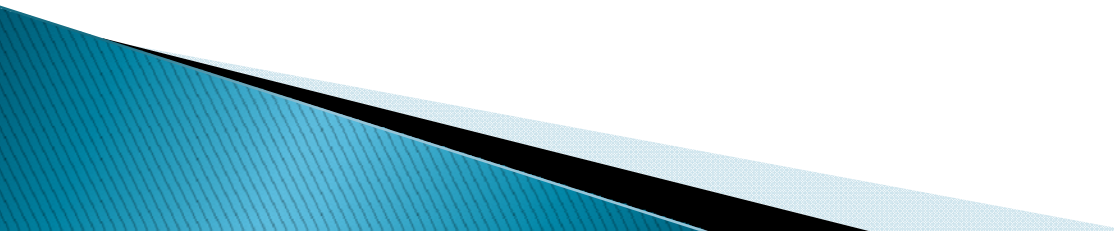
- ▶ “Despite all the hype over globalization and the ‘flat world,’ place is actually more important to the global economy than ever before.”¹
- ▶ “The more things are mobile, the more decisive location becomes.”²

1. “Who’s Your City”; by Richard Florida, New York, Basic Books, 2008 page 12 2 Michael Porter of the Harvard Business School; Business week “Q and A with Michael Porter.” August 21, 2006

Economic Growth: Attracting Businesses

- ▶ “Today, for lots of reasons, economic growth will only take place on a sustainable basis where there is a high quality of life; and securing quality of life is at the heart of what preservation and community design is all about.”

Economic Growth: Attracting Professionals

- ▶ When recruiting physicians Jonesboro hospitals take candidates by Craighead Forest Park and Joe Mack Campbell Park.
 - ▶ Dr. Matthew Thatcher an ASU Professor sought out the greenway plan and purchased a house along one of the future routes.
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Economic Growth: Greenways

- ▶ "Numerous studies demonstrate that linear parks can increase property values, which can in turn increase local tax revenues. Spending by residents on greenway-related activities helps support recreation-oriented businesses and employment, as well as other businesses that are patronized by greenway users. Greenways often provide new business opportunities and locations for commercial activities like bed and breakfast establishments, and bike and canoe rental shops. Greenways are often major tourist attractions which generate expenditures on lodging, food, and recreation-oriented services. Finally, greenways can reduce public expenditures by lowering the costs associated with flooding and other natural hazards.

Attracting Industry

- ▶ "The term 'quality of life' has been used to embrace many facets of life, but when it is operationally defined it almost always incorporates recreation, parks and open space opportunities."
- ▶ A Colorado study was conducted to determine what types of companies based location decisions on quality of life factors, specifically parks, recreation and open space opportunities.
- ▶ Within the quality of life category, "the predominant concern of larger companies was with the bottom-line costs of locating in an area, (while) decision-makers in smaller companies ranked recreation/park/open spaces as their highest priority."

"Characteristics of Companies that Considered Recreation, Parks, and Open Space to be important in (Re)location Decisions." submitted for publication to Journal of Park and Recreation Administration.

Love, Lisa L., Crompton, John L., and More, Thomas A. July 1994.

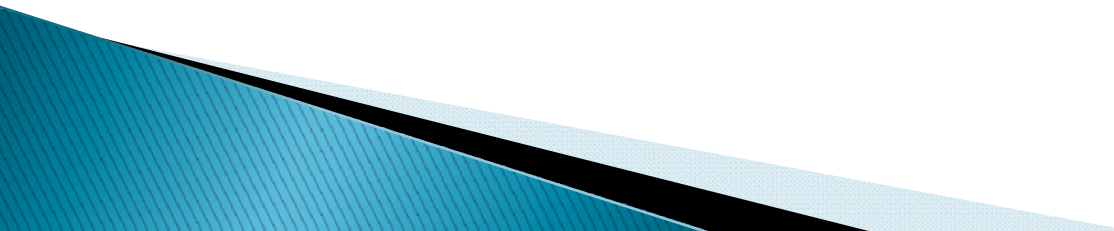
Economic Growth: Saving Taxes

“JUVENILE DETENTION IS THE MOST EXPENSIVE, BUT LEAST EFFECTIVE WAY TO ACHIEVE PUBLIC SAFETY GOALS.”

“While costs vary from region to region, the price of detaining a young person can range from \$32,000 to \$65,000 annually, or even more in some places. Over time, these costs really add up: including construction, finance, and operating costs, a single detention bed can cost \$1.5 million over a 20-year period.”

Jonesboro pays its Youth Sports Coordinator \$36,756.84 per year to give 2,400 youth an opportunity to play soccer and basketball.

Economic Benefit of Trees

- ▶ Trees add value to retail areas by making them more attractive places for shopping. Trees along streets and on private property increase property values. Studies conducted in two communities in New York and Connecticut showed that the presence of trees increased the selling price of homes by as much as 15 percent.
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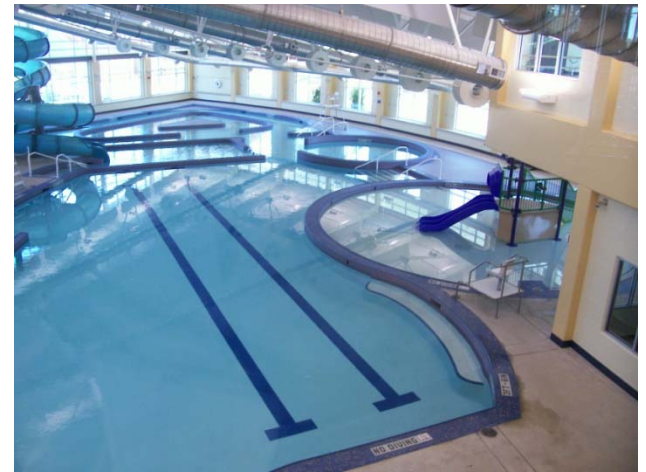
Economic Growth: Inexpensive Storm Water Management

- ▶ Based upon a 2004 City Green study of Jonesboro's urban forest the average annual stormwater savings due to forest cover are estimated at \$12,965,579.00 per year.

Economic Growth: Inexpensive Pollution Control

- ▶ Jonesboro trees perform \$2,565,602 worth of pollution control each year removing carbon monoxide, ozone, nitrogen dioxide, particulate matter and sulfur dioxide.
- ▶ Jonesboro trees sequester 3,201 tons of carbon dioxide annually.

Based upon a City Green Study conducted by the Jonesboro Urban Forestry Council and the ASU Department of Agriculture.



Jonesboro Greenway & Bike Routes



Fort Rotary



Fort Rotary					
Jonesboro, AR	12622707-1-1-1				

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