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Commissioner  
**DeMont Davis**  
Commissioner



Board of Commissioners

**Valerie L. Fuller**  
Communications Administrator

Office of Communications  
121 South McDonough St.  
Jonesboro, GA 30236  
[www.claytoncountyga.gov](http://www.claytoncountyga.gov)

**For Immediate Release**  
January 5, 2023

## NEWS RELEASE

### **Office of Communications Earns PRSA Award for Most Effective In-House Campaign Featuring Spivey Splash Water Park**

**(Clayton County, GA)**-The Clayton County Board of Commissioners Office of Communications earns a top recognition, the Public Relations Society of America (PRSA) Georgia Phoenix Award, for the *Most Effective In-House Marketing Campaign* for the communications and marketing plan for the new Spivey Splash Water Park.

The marketing campaign focused on establishing Spivey Splash Water Park as a premier destination to entice Clayton residents, metro Atlanta residents, and visitors from all over the world to experience the Spivey Splash Water Park features and amenities. Clayton County's Spivey Splash Water Park features the longest lazy river in Georgia and one of only two endless wave surf simulators of its kind in Georgia, four large waterslides, a children's pool, splash pad play area, sports pool, cabanas, umbrellas, Sky Trail ropes course, event space, and meeting rooms.

The strategic, creative, colorful, and engaging graphic designs for the grand opening by the Office of Communications and Print Services staff brought the marketing concept to reality. Media releases, videos, and articles garnered more than 4,000 views. Additionally, the plan included digital advertisements at the Hartsfield-Jackson Atlanta International Airport, flyers, internal and external email announcements, and live newscast weather reports on location from Spivey Splash Water Park.

The finishing touch was the beautiful invitation and program for the official Spivey Splash Water Park ribbon cutting ceremony, which was hosted by District 4 Commissioner DeMont Davis. More than one hundred citizens, community leaders, business owners, employees, and media representatives attended the event. They received a tour of the entire facility and waterpark swag.

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The communications and marketing campaign also featured a special designed invitation for Employee Day. Parks and Recreation administrators used the day as a soft opening to assess and preview day to day operations. 548 Clayton County employees and family members attended and enjoyed the amenities of the water park.

As a result of the media, marketing, communications, and social media in-house campaign, 1,000 season passes were sold within a few days with Parks and Recreation administrators reporting a revenue of more than \$62,000. On grand opening day, Sat. May 28, 2022, more than 2,500 patrons enjoyed the water park. On Memorial Day weekend, a total of 8,033 guests visited the water park.

The Spivey Splash Water Park was open from May 28, 2022, until Sept. 5, 2022, with park administrators reporting a total revenue of more than \$1.6 million. A total of 117,964 visited the Water Park during the 2022 season. The amenities and new construction at the water park were funded by Special Purpose Local Option Sales Tax (SPLOST).

The PRSA Georgia Chapter is the second-largest chapter in the country with approximately 850 members with members of Fortune 500 companies, government entities, public relations agencies, and non-profits who work diligently to earn the mark of excellence using best practices in effective communications.

For more information, contact the Office of Communications, 770.473.3834.

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