

Agenda
Huron-Clinton Metropolitan Authority
Board of Commission Meeting
January 9, 2025 – 1:00 p.m.
Administrative Office and via Zoom (for the public)

<https://metroparks.zoom.us/j/83386941799>

Meeting ID: 830 8694 1799 / Passcode: 973637
Dial by your location: +1 305-224-1968 (US) / +1 301-715-8592 (Washington, D.C)

1. Call to Order
2. Chairman's Statement
3. Public Participation
4. Approval – December 12, 2024 Regular Meeting and Public Hearing Minutes
5. Approval – January 9, 2025 Full Agenda

Consent Agenda

6. Approval – January 9, 2025 Consent Agenda

A. Purchases

1. Report - Total spend and vendor locations **pg. #11**
2. Report - Purchases over \$10k/under \$25k **pg. #13**
3. Approval – Cooperative Purchase of Toro Equipment **pg. #14**

B. Department Updates

1. Report – Interpretive Services Update **pg. #16**
2. Report – DEI Update **pg. #30**
3. Report – Natural Resources Update **pg. #40**
4. Report – Planning and Development Update **pg. #48**

Regular Agenda

7. Reports

A. Administrative Department

1. Report – Engineering Year-End Report
2. Report – Southern District Year-End Report **pg. #67**
3. Report – Eastern District Year-End Report **pg. #99**
4. Report – Western District Year-End Report **pg. #139**
5. Report – Golf Year-End Report
6. Report – Marketing 2024 Report **pg. #176**
7. Approval – 2025 Marketing Plan **pg. #198**

B. Engineering

1. Approval – Lake St. Clair Electrical Building Distribution Design **pg. #272**

8. Public Participation
9. Other Business
10. Leadership Update
11. Commissioner Comments
12. Motion to Adjourn

The next regular Metroparks Board meeting will take place
Thursday, February 13, 2025 – 1:00 p.m.
[Huron-Clinton Metroparks Administrative Office](#)

**Huron-Clinton Metropolitan Authority
Board of Commission Meeting Minutes
December 12, 2024
Administrative Office**

A regular meeting of the Huron-Clinton Metropolitan Authority's Board of Commissioners was held on Thursday, December 12, 2024 at Huron-Clinton Metroparks Administrative Office.

Commissioners Present:

Bernard Parker
William Bolin
John Paul Rea
Robert W. Marans
Tiffany Taylor
Jaye Quadrozzi

Staff Officers Present:

Director
Deputy Director
Chief of Finance

Amy McMillan
Mike Lyons
Shedreka Miller

Commissioners Absent:

Stephen Pontoni

Others:

Miller, Canfield, Paddock & Stone

Steve Mann

1. Call to Order

Commissioner Parker called the meeting to order at 1:12pm.

2. Chairman's Statement

Commissioner Parker thanked staff for the budget presentation.

3. Public Participation

None.

4. Approval – November 14, 2024 Regular Meeting Minutes

Motion by Commissioner Marans, support from Commissioner Rea that the Board of Commissioners approve the regular meeting minutes as submitted.

Motion carried unanimously.

5. Approval – December 12, 2024 Full Agenda

Motion by Commissioner Rea, support from Commissioner Quadrozzi that the Board of Commissioners approve the full agenda as submitted.

Motion carried unanimously.

Consent Agenda

6. Approval – December 12, 2024 Consent Agenda

Motion by Commissioner Marans, support from Commissioner Taylor that the Board of Commissioners approve the consent agenda as submitted.

Motion carried unanimously.

Regular Agenda

7. Reports

A. Administrative Department

1. Approval/Resolution - 2025 Budget

Discussion: Director McMillan and Chief of Finance, Shedreka Miller presented the 2025 Budget.

Commissioner Parker asked what the major changes since the November meeting has been. Director McMillan stated a new full-time position in the Engineering Department, changes in wages including seasonal bonus for employees, golf ranger wages and park maintenance staff are major changes from the November presentation. Chief of Finance, Shedreka Miller added that we have also added funds for the seasonal bonus and added a couple capital projects that makes up the change.

Commissioner Parker stated that this budget will put the fund balance lower than past budgets.

Commissioner Quadrozzi stated the upcoming year will be questionable and we need to remain smart about the budget.

Motion by Commissioner Rea, support from Commissioner Marans that the Board of Commissioners approve the 2025 Budget as submitted.

Motion carried unanimously.

2. Approval – SEI Investment Recommendation

Discussion: Chief of Finance, Shedreka Miller presented the SEI Investment Recommendation.

Motion by Commissioner Rea, support from Commissioner Taylor that the Board of Commissioners approve the SEI Investment Recommendation as submitted.

Motion carried unanimously.

3. Report – Climate Action Plan Annual Report and Q4 Update

Discussion: Chief of Interpretive Services Jennifer Jaworski presented the Climate Action Plan Annual Report and Q4 Update.

Motion by Commissioner Marans, support from Commissioner Rea that the Board of Commissioners receive and file the Climate Action Plan Annual Report and Q4 Update as submitted.

Motion carried unanimously.

4. Approval – Swim Partners

Discussion: Chief of Marketing and Communications, Danielle Mauter presented the Swim Partners.

Motion by Commissioner Marans, support from Commissioner Taylor that the Board of Commissioners approve the Swim Partners as submitted.

Motion carried unanimously.

5. Approval – Pension Cost of Living Adjustment

Motion by Commissioner Rea, support from Commissioner Bolin to reconsider the Pension Cost of Living Adjustment as discussed at the November Board of Commissioners meeting.

Motion carried unanimously.

Motion by Commissioner Rea, support from Commissioner Bolin to rescind the previous motion as discussed at the November Board of Commissioners meeting.

Motion carried unanimously.

Discussion: Director McMillan presented the Pension Cost of Living Adjustment as discussed at the Pension/RHCT Committee meeting.

Motion by Commissioner Bolin, support from Commissioner Marans to approve the Pension Cost of Living Adjustment as recommended.

Yes – Parker, Bolin, Marans, Quadrozzi, Taylor
No – Rea
Absent – Pontoni

Motion carried.

B. Financial Department

1. Report – Monthly Financial Report

Discussion: Chief of Finance, Shedreka Miller presented the Monthly Financial Report.

Motion by Commissioner Rea, support from Commissioner Taylor receive and file the Monthly Financial Report as submitted.

Motion carried unanimously.

Engineering and Planning & Development agenda items were moved ahead of Department Updates due to time constraints.

C. Engineering

1. Approval – Bids-Lower Huron Bike Trail Reconstruction

Discussion: Chief of Engineering Services, Mike Henkel presented the Bids-Lower Huron Bike Trail Reconstruction.

Motion by Commissioner Marans, support from Commissioner Rea approve the Bids-Lower Huron Bike Trail Reconstruction as submitted.

Motion carried unanimously.

2. Approval - Design Services- Administration Heating, Ventilation, and Cooling System Assessment

Discussion: Chief of Engineering Services, Mike Henkel presented the Design Services- Administration Heating, Ventilation, and Cooling System Assessment.

Motion by Commissioner Bolin, support from Commissioner Rea approve the Design Services- Administration Heating, Ventilation, and Cooling System Assessment as submitted.

Motion carried unanimously.

3. Approval - Change order- Indian Springs UST Removal Report and Testing

Discussion: Chief of Engineering Services, Mike Henkel presented the Change order- Indian Springs UST Removal Report and Testing.

Motion by Commissioner Marans, support from Commissioner Taylor approve the Change order- Indian Springs UST Removal Report and Testing as submitted.

Motion carried unanimously.

D. Planning & Development

1. Approval – Resolution- Wayne County Municipal Annual Permit

Discussion: Chief of Engineering Services, Mike Henkel presented the Resolution- Wayne County Municipal Annual Permit.

Motion by Commissioner Rea, support from Commissioner Taylor approve the Resolution- Wayne County Municipal Annual Permit submitted.

Motion carried unanimously.

E. Department Updates

1. Report – Interpretive Services Update

Discussion: Chief of Interpretive Services, Jennifer Jaworski presented the Interpretive Services Update.

Motion by Commissioner Quadrozzi, support from Commissioner Taylor receive and file the Interpretive Services Update as submitted.

Motion carried unanimously.

2. Report – DEI Update

Discussion: Chief of DEI, Artina Carter presented the DEI Update.

Motion by Commissioner Rea, support from Commissioner Taylor receive and file the DEI Update as submitted.

Motion carried unanimously.

3. Report – Natural Resources Update

Discussion: Chief of Natural Resources, Katie Carlisle presented the Natural Resources Update.

Motion by Commissioner Taylor, support from Commissioner Marans receive and file the Natural Resources Update as submitted.

Motion carried unanimously.

4. Report – Planning and Development Update

Motion by Commissioner Rea, support from Commissioner Taylor receive and file the Planning and Development Update as submitted.

Motion carried unanimously.

5. Report – Marketing Update

Discussion: Chief of Marketing and Communications, Danielle Mauter presented the Marketing Update.

Motion by Commissioner Rea, support from Commissioner Taylor receive and file the Marketing Update as submitted.

Motion carried unanimously.

8. Public Participation

Retiree Representative Dave Wahl expressed his appreciation to the Board of Commissioners for approving the Pension Cost of Living Adjustment.

9. Other Business

None.

10. Leadership Update

Director McMillan thanked the Board of Commissioners for approving the 2025 Budget. McMillan thanked the Chief of Finance for her work on the budget and stated we are grateful for the great continuing news but understands the new year will be uncertain how it will impact us. McMillan also recognized Chief of Interpretive Services Jennifer Jaworski for her work in leading the Climate Action Plan.

11. Commissioner Comments

Commissioner Taylor – Happy Holidays

Commissioner Marans – Appreciates the new approach to the budget this year.

Commissioner Parker – Stated the new administration will bring changes, we hope everyone will be able to move forward and grow at the Metroparks.

12. Motion to Adjourn

Motion by Commissioner Rea, support from Commissioner Taylor that the Board of Commissioners adjourn the regular meeting.

The meeting adjourned at 2:25pm.

Respectfully submitted,



Micaela Vasquez
Recording Secretary

**PUBLIC HEARING – 2025 Budget
Huron-Clinton Metropolitan Authority
Board of Commission Meeting Minutes
December 12, 2024**

The Budget Hearing of the Huron-Clinton Metropolitan Authority’s Board of Commissioners was held on Thursday, Dec. 12, 2024. The meeting was held at the Administrative Office and via remote attendance. The hearing convened in pursuance to a legal notice placed in the Detroit Free Press and Detroit News.

Commissioners Present:

Bernard Parker
William Bolin
John Paul Rea
Robert W. Marans
Tiffany Taylor
Jaye Quadrozzi

Staff Officers Present:

Director
Deputy Director
Chief of Finance

Amy McMillan
Mike Lyons
Shedreka Miller

Commissioners Absent:

Stephen Pontoni

Others:

Miller, Canfield, Paddock & Stone

Steve Mann

1. Motion to Open Public Hearing

Commissioner Parker called the meeting to order at 1:00pm.

2. Chairperson Statement

None.

3. 2025 Budget Review

Director McMillan and Chief of Finance, Shedreka Miller presented the 2025 budget.

4. Public Participation

None.

5. Motion to Close the Public Hearing

Motion by Commissioner Rea, support from Commissioner Taylor that the Board of Commissioners close the public hearing for the 2025 budget.

The public hearing adjourned at 1:12pm.

Respectfully submitted,

Micaela Vasquez

Micaela Vasquez
Recording Secretary



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: Amy McMillan, Director
Project Title: Purchases – Total Spent and Vendor Locations
Date: January 2, 2025

Action Requested: Receive and File

That the Board of Commissioners receive and file the update for total spent and vendor locations as submitted by Director Amy McMillan and staff.

Background: Each month the Purchasing Department summarizes the total amount spent on capital equipment purchases, major maintenance, and park projects and includes the location of vendors, either within or outside the Metroparks five-county region as well as the effect of DEI, living wage, and the Metroparks local preference policy.

Attachment: Award Requests

Award Requests for January 2025

Vendor	Vendor Location	Description	Park Location	Total Request	Five-County	Greater Michigan	Outside Michigan	Effect of DEI, Living Wage, and Local Preference Policies
Spartan Distributors	Auburn Hills, MI	Toro Mowers and Equipment	Kensington, Huron Meadows, Indian Springs, Hudson Mills, Stony Creek, Wolcott, Lake Erie, and Lower Huron	\$1,180,895.30	\$1,180,895.30			None
Hubell Roth & Clark	Bloomfield Hills, MI	LSC Electrical Buliding Distribution Design	Lake St. Clair Metropark	\$121,000.00	\$121,000.00			None
Totals:				\$1,301,895.30	\$1,301,895.30	\$0.00	\$0.00	
Percent of Total Award Request:					100.00%	0.00%	0.00%	



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: Amy McMillan, Director
Project Title: Update - Purchases over \$10,000
Date: January 2, 2025

Action Requested: Receive and File

That the Board of Commissioners receive and file the update for purchases over \$10,000, up to, and including \$25,000 as submitted by Director Amy McMillan and staff.

Background: On May 9, 2013, the Board approved the updated financial policy requiring the Director to notify the Board of purchases exceeding \$10,000, up to, and including \$25,000.

The following list contains purchases exceeding the \$10,000 threshold:

<u>Vendor</u>	<u>Description</u>	<u>Price</u>
Egis BLN USA Inc	Supplemental Environment Sampling Wolcott	\$24,242.80
AquaLyfe Swim School	Fall Swim Lessons	\$15,000
City of Detroit	Fall Swim Lessons	\$20,000
YMCA Metro. Detroit	Fall Adult Swim Lessons	\$15,000
YMCA Metro. Detroit	Swim Lessons at DPSCD	\$12,513



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
 From: Neil Eby, Purchasing Supervisor
 Project No: Sourcewell Contract# 031121-TTC
 Project Title: Toro Equipment – Cooperative Purchase
 Location: Kensington, Huron Meadows, Indian Springs, Hudson Mills, Stony Creek,
 Wolcott, Lake Erie, and Lower Huron Metroparks
 Date: January 2nd, 2025

Action Requested: Motion to Approve

That the Board of Commissioners approve the purchase of Toro brand mowers and utility vehicles for \$1,180,895.30 from Spartan Distributors, of Auburn Hills, MI, for use by maintenance staff at Kensington, Huron Meadows, Indian Springs, Hudson Mills, Stony Creek, Wolcott, Lake Erie, and Lower Huron Metroparks, as recommended by Neil Eby, Purchasing Supervisor, and staff.

Fiscal Impact: Funds will come from the board approved 2025 Capital Equipment Budget, which allows \$1,219,047 for this purchase. The purchase is \$38,151.70 in favor of this budget.

Scope of Work: Spartan Distributors will be responsible for the furnishing and delivery of the following mowers, and utility vehicles to the Metroparks as shown:

Park	Replacement Equipment Description
Kensington	Toro Reelmaster 7000D
Huron Meadows	Toro Workman HDX - (4wd) Kubota Gas
Indian Springs	Toro Greensmaster eTriFlex 3370
Hudson Mills	Toro Groundsmaster 5900
Hudson Mills	Toro Groundsmaster 4700D
Huron Meadows	Toro Greensmaster eTriFlex 3370
Huron Meadows	Toro Groundsmaster 4700D
Stony Creek	Toro Groundsmaster 4000D
Stony Creek	Toro Groundsmaster 5900
Stony Creek	Toro Groundsmaster 4000D
Stony Creek	Toro Workman UTX Gas
Wolcott	Toro Workman UTX Gas
Stony Creek	Toro Workman UTX Gas
Lake Erie	Toro Workman GTX Lifted Lithium
Lower Huron	Toro Workman UTX Gas

Background: Quotes were provided from Spartan Distributors using Sourcewell contract# 031121-TTC, a cooperative purchasing program utilized by HCMA. 2024 pricing was given at the time of quote, however an anticipated price increase of approximately 3% was budgeted for in 2025, as recommended by Spartan Distributors sales staff.

HCMA staff maintained early and consistent communication with Spartan Distributors on anticipated needs for 2025, and this collaboration led to the vendor honoring 2024 pricing due to the early planning, resulting in cost savings of \$38,151.70.

The Purchasing Department requests approval to proceed with the purchase.



**HURON-CLINTON METROPOLITAN
AUTHORITY**

To: Board of Commissioners
From: Jennifer Jaworski, Chief of Interpretive Services
Subject: Interpretive Services Monthly Report
Date: January 2, 2025

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file January 2025 Interpretive Services Report as recommended by Chief of Interpretive Services, Jennifer Jaworski and staff.



HURON-CLINTON METROPARKS

INTERPRETIVE SERVICES MONTHLY REPORT

January 2025

Administrative Office
13000 High Ridge Drive
Brighton, MI 48114



[METROPARKS.COM](https://www.metroparks.com)



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LISTEN & CONNECT

- Create listening opportunities that help the Metroparks understand resident needs
- Increase access to Metroparks services for Wayne County and City of Detroit with a physical presence and customized programming
- Increase transparency and accountability for progress against goals and objectives through master and departmental plans that benchmark and measure progress
- Increase engagement with Metroparks services
- Increase access to Metroparks services for underserved communities with customized programming

MAINTAIN & INVEST

- Develop a formal partnership strategy using collective impact to amplify our resources and investments in Southeast Michigan and beyond
- Research opportunities for investment in capital projects
- Increase revenue from philanthropic and public sector sources
- Study revenue opportunities across current and new programs
- Build a portfolio of new services for hard to reach and underserved residents
- Create a talent strategy to attract and retain the intellectual and human capital needed to achieve the vision

CONSERVE & STEWARD

- Create a resiliency plan for built and natural environment by December of 2023
- Increase outdoor education opportunities with a focus of skill building for more effective and durable environmental stewardship

DESCRIPTION

Listen and Connect

Increase access to Metroparks services for Wayne County and City of Detroit with a physical presence and customized programming.

- Supplemental Science: Training Teachers to Use Experiential Outdoor Investigations to Generate Student Learning and Enthusiasm for Science
- Get Out and Play

Increase engagement with Metroparks services.

- Community Outreach Events

Increase access to Metroparks services for underserved communities with customized programming.

- Supplemental Science: Training Teachers to Use Experiential Outdoor Investigations to Generate Student Learning and Enthusiasm for Science
- GOAL Scholarship funding
- After school science clubs
- Science and Stewardship in the Heart of the Great Lakes

Maintain and Invest

Increase revenue from philanthropic and public sector sources.

- PNC
- Young Foundation
- Anonymous
- Russell Family Foundation
- NOAA BWET

Build a portfolio of new services for hard to reach and underserved residents.

- Michigan Activity Pass
- Library Partnerships

Create a talent strategy to attract and retain the intellectual and human capital needed to achieve the vision.

Conserve and Steward

Increase outdoor education opportunities with a focus of skill building for more effective and durable environmental stewardship.

- Programming Connections to Strategic Plan & Climate Action Plan

COMMUNITY ENGAGEMENT

Library Network

Michigan Activity Pass

- The Michigan Activity Pass (MAP) program gives library card holders free and discounted access to museums and cultural amenities throughout the state. You can check out a daily Metroparks pass like you would a library book and redeem one MAP pass per week with your library card and have 7 days to use it after it's been checked out.
 - 147 passes were checked out in December 2024
 - 82 redeemed in December 2024.
 - To compare to 2023 data
 - 115 were checked out in December.
 - 50 redeemed in December.



Lake Erie Marshlands Museum staff hosting Snacks with Santa.

COMMUNITY ENGAGEMENT

Community Outreach Event Programming Below is a summary of the Community Outreach Event programming for the month of December.

Date	Event Name	Location	Organization	City	County	Zip Code	Participants	Brief Description of Event
12/7/2024	Pontiac Holiday Extravaganza	City of Pontiac	Greater Pontiac Host Committee	Pontiac	OAKLAND	48343	151	Mobile Learning Center Tabling at Holiday Program
12/15/2024	Cold-Blooded Creatures	Grosse Ile Nature & Land Conservancy	GINC	Grosse Ile	WAYNE	48188	18	Hands-on program about reptiles and amphibians.

Awards and Presentations

- The Wolcott Mill Farm Center staff attended the annual Michigan Milk Producers banquet where they accepted awards for milk quality and receiving a perfect score on their State Milk Inspection in 2024.
- Staff were notified of they are selected to present in March at the 72nd annual Michigan Science Teachers Association on Science and Stewardship in the Heart of the Great Lakes.



Wolcott Mill Metropark Farm Center staff accepting awards at the annual Michigan Milk Producers banquet.

PROGRAMMING

Below highlights the programming hours held at each of the Interpretive Centers as well as programming conducted by the Community Outreach Interpretive staff.

School Programming at Interpretive Center

Number of school programs hours: 22

Number of students: 568 students

Public Programming

Number of programs hours: 115

Number of participants: 4,365 participants

Out of Park Programming

Number of programs hours: 1

Number of participants: 59 participants

Senior Programs:

Number of program hours: 13

Number of participants: 174 participants

Scout Programs:

Number of programs hours: 3

Number of participants: 182 participants

Outreach Programming

School Programs

Number of school programs hours: 56

Number of students per hour: 1,390

Events

Number of event hours: 2

Number of participants: 169

TOTAL Programs Hours: 212

TOTAL Participants: 6,907



5th grade student participating in Oreo moon phases activity.

Programming

- Wolcott Mill Farm Center continues to offer 4-H programming. This month Rabbit genetics and showmanship were highlighted.
- Nature Center programming like the Nature Discovery Hike and Pop-Up Animal feeding, increases participant knowledge of the natural world and gets participants active outdoors. These programs build a foundation of knowledge for life-long love of the outdoors, wildlife, and nurture future stewardship. The nature center becomes a resource for the community.

Holiday Programming



Wolcott Mill Farm Center Holiday Lights

Wolcott Mill Farm Center held Holiday Lights 2380 tickets were sold out of 3625 a 65% capacity. The also hosted 100 girl scouts and their parents for a private Holiday Lights event at the Farm Center prior to our last weekend. In January, before the lights will be taken down, the farm will host the Michigan Farm Bureau District 3 Promotion and Education teams for a farm tour and social event.

- Kensington Farm Center: 360 tickets sold, and the program was sold out. There was a family who bought 30 tickets last year and this year they bought 60 tickets, it's like a family reunion and annual tradition for them.
- Lake Erie Marshlands Museum presented Snacks with Santa with 171 participants.
- Environmental Discovery Center hosted a Santa program for kids and dogs with 32 participants.
- Hudson Mills Metroparks held Santa's Candy Cane Trail at Hudson Mills had 241 participants, max capacity was 240. One visitor's feedback: "Reaching out post my family and I attending the Candy Cane walk at Hudson Mills today. For \$6 a person, I did not have high expectations. My expectations were far surpassed with the event. Everyone we encountered on staff was exceptionally nice, helpful, and so great with our 2-year-old daughter. We enjoyed all parts of the event from the walk, to the smores, to Santa to the hayride. We can't wait to make this our net yearly tradition. Thank you for putting on such a well done, affordable event for the Dexter community!"



Hudson Mills Metropark Santa's Candy Cane Trail

Wolcott Mill Farm Center: Year in review after adding additional full-time staff member.

Goals:

- Develop a “Farm to You” offsite program where we can take the educational components from the farm, directly to the customer.
 - Increased staffing allowed Wolcott Mill Metropark the opportunity to take animals to offsite educational events such as the Richmond Heritage Days, Ray Day at the Ray Community Park, and Goat Storytime at the Warren Public Library.
- Develop one partnership program with an outside Agriculture Organization, where we can offer services to meet the needs of an untapped user group. (4-H, FFA, MSU)
 - Work with local 4-H club to partner on events at the Camp Rotary Horse Riding Arena.
 - Working with Macomb County 4-H, Wolcott Mill Metropark launched an 8-part educational series “4-H Meets Wolcott”. This 8-part series introduces kids ages 8-19 to 4-H and what it takes to care for animals as a part of the program. This is the first step in building towards becoming a home to 4-H, and a way to serve children who might not be able to financially afford animals to still be involved with 4-H. This free program had 58 children registered, and averages 25 children and 15 adults each session.
 - We were able to purchase 2 rabbits from the 4-H auction to use in development of new farm education programs as well as to act as breeding stock for 4-H children interested in raising rabbits.
- Creation of five or more new programs, with at least one program for each subtheme, that will showcase Agriculture's impact on families and communities.
 - In 2025, we will be launching 5 new public programs, including a Homeschool Science Series, Homesteading Classes, a new Storytime series, Birding programming, and Composting programs. In addition, we are continuing to partner with the Ray Library for their Toddler Time Series, as well as will continue the 4-H series.
- Create new “School Tour Program Guide”, showcasing our school tour programming options.
- Creation of four new STEM based classroom programs that focus on grades 5-12.
- Creation of two or more programs designed for adults.
 - In 2025, we have added 4 new educational programs for older grades. Programs on Rabbit Genetics and Farm Science including cattle genetics, forage diversity, and veterinary science will be offered to grades 6-12. In addition, we already have 4 Rabbit Genetics programs booked as off-site programs at local schools.
 - In 2025, we are launching a Homesteading Series, based in the 2024 Ray Library partnership Homesteading series, to showcase hobby farming to adults 18+.
- Develop catalogue of Scout Programming that can be shared with scouts utilizing the group camp to create a unique learning opportunity from rental facilities.
 - In 2024, we launched a five-month series for Scouts partnering with the Girl Scouts of Southeast Michigan (GSSEM). Over that time, our custom scout programming serviced over 350 scouts and their parents.
 - In 2025, we have six programs already scheduled with GSSEM ranging from Farm Science to climate and stewardship practices in partnership with the Clinton River Watershed Council.

Animal Care Impact:

The health and welfare of the animals at the Wolcott Mill Farm Center is priority. The additional Full Time Staff member made it possible for the Animal Care team at the Farm Center to prioritize animal health by working together to increase the level of care of all animals on the farm. Farm center staff were able to discover an error in our previous Veterinary diagnostic services that was underreporting the levels or parasite burden in the sheep and goat heard, which could have been a contributing factor in previous animal health issues. Staff worked to gain the education needed as well as acquired the necessary equipment, to perform diagnostic testing in-house, thus increasing the level of detail that could be provided when animals showed signs of illness. It also was applied across species, with the development of protocols for fecal testing of parasites in horses, pigs, and chickens, in addition to the sheep and goats. 2024 also saw never before seen (at Wolcott Mill Farm Center) medical mysteries that were researched and diagnosed, including pregnancy toxemia in an ewe, and phantom pregnancy in not 1, but 2 goat females (the 2nd at Kensington Farm Center). Staff trainings in the area of animal care increased as well, due in part to the fact that there was time available to attend. Increases were made in nutritional evaluation of feeding practices and balancing rations based on body, not on cost. New feeds were ordered to better align with the dietary needs of the animals. In addition, thematic approaches were taken to animal care including a nearly complete turnover of the chicken and duck flock to be more appropriate to the site, as well as to model more of a production style. This allowed for the Wolcott Farm Center to once again sell Farm Fresh Eggs directly to our patrons in the General Store.

Summary

The additional full time staff member added to the Wolcott Farm Center, not only allowed for better, more thorough care of the animals, but also allowed staff to once again focus on growing programming. Increases in healthy animals and programming options means increased visitor ship to the Farm Center. Connections with community partners continues to expand with 4-H, Scouts, and the Ray Community, and staffing levels have stabilized so more work is able to get done with less people. Staff that are supported, well trained, and engaged with the work that they are doing, are paramount to the success of any organization.



Calf born December 27, 2024, at
Wolcott Mill Farm Center

GRANTS

Grants Ongoing

1. Russell Family Foundation: \$46,100, Supplemental Science: Training Teachers to Use Experiential Outdoor Investigations to Generate Student Learning and Enthusiasm for Science

The Supplemental Science project is an outflow of the Supplemental Science Lessons project and is created to help teachers integrate experiential learning techniques that follow the NGSS into the classroom while sparking curiosity and excitement in their students. It meets the demand for Supplemental Science Lessons by providing teachers with no-cost training, outdoor experiences, and the tools necessary to integrate lessons into their science curriculum through a series of five workshops. Part of the project also involves the creation of “Investigation Boxes” that will include lessons and the materials needed to conduct the lessons in their classrooms or schoolyard.

2. NOAA – BWET: \$77,610 Science and Stewardship in the Heart of the Great Lakes

The primary goal of the project is to develop environmentally minded middle school students that have the knowledge and inclination to be stewards of their local watershed and recognize its place in the Great Lakes watershed. Under this goal, emerges two subgoals of the project:

- To develop in MCCSD middle school students, a lifelong connection to the Great Lakes, an understanding of the many roles and responsibilities each person has in stewardship of local and global environments, and how the practices of science can empower an understanding of and solve complex environmental challenges such as climate change.
- To develop in middle school teachers at MCCSD and across southeast Michigan, the knowledge and confidence about Great Lakes watersheds, climate change science, and incorporating MWEEs to support authentic student engagement.

3. PNC \$10,000, 2024 Science Discovery Programs for Students and Teachers

The project will offer early childhood teachers engaging science-based education programs at schools where at least half of the children are eligible for the National School Lunch Program. Programs will leave children with positive science experiences and give teachers programs that integrate into their curriculum needs. This grant will also provide teacher training.

4. Young Foundation: \$2,500, Growing Excitement for Science in Early Learners

The project provides early childhood teachers with engaging science-based education programs at schools where at least half of the children are eligible for the National School Lunch Program, with a focus on Oakland County. Programs will leave children with positive science experiences and give teachers programs that integrate into their curriculum needs.





To: Board of Commissioners
From: Artina Carter, Chief of Diversity, Equity and Inclusion
Subject: Report – DEI Monthly Update
Date: December 30, 2024

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file the January 2025 DEI report as recommended by Chief of Diversity, Equity and Inclusion Artina Carter and staff.

Attachment: DEI Report



HURON-CLINTON METROPARKS

DEI MONTHLY REPORT

January 2025

Administrative Office
13000 High Ridge Drive
Brighton, MI 48114

[METROPARKS.COM](https://www.metroparks.com)



LISTEN & CONNECT

- Create listening opportunities that help the Metroparks understand resident needs
- Increase access to Metroparks services for Wayne County and City of Detroit with a physical presence and customized programming
- Increase transparency and accountability for progress against goals and objectives through master and departmental plans that benchmark and measure progress
- Increase engagement with Metroparks services
- Increase access to Metroparks services for underserved communities with customized programming

MAINTAIN & INVEST

- Develop a formal partnership strategy using collective impact to amplify our resources and investments in Southeast Michigan and beyond
- Research opportunities for investment in capital projects
- Increase revenue from philanthropic and public sector sources
- Study revenue opportunities across current and new programs
- Build a portfolio of new services for hard to reach and underserved residents
- Create a talent strategy to attract and retain the intellectual and human capital needed to achieve the vision

CONSERVE & STEWARD

- Create a resiliency plan for built and natural environment by December of 2023
- Increase outdoor education opportunities with a focus of skill building for more effective and durable environmental stewardship

STRATEGIC PLAN

WHAT GOAL & OBJECTIVE DOES THIS MEET?

Listen & Connect

- Increase transparency and accountability for progress against goals and objectives through master and department plans that benchmark and measure progress.
 - Convening staff from across districts and departments to develop an ADA compliance team which will meet quarterly to review ADA standards and recommend compliant Metropark standards for the park system.
 - The purpose of the ADA Compliance Team is to
 - Build the capacity of staff to become ADA Subject Matter Experts (SME) in the parks.
 - Help develop ADA recommended standards of common practice for approval by the Deputy Director
 - Implement the approved standards in the parks
 - Track accessibility updates in the parks

Maintain & Invest

- Create a talent strategy to attract and retain the intellectual and human capital needed to achieve the vision.
 - Working with HR and Eastern District staff to develop sustainable seasonal employment recruitment strategies
- Climate Action Plan (CAP); subcommittees meetings (subcommittees include)
 - Finance (Artina)
 - Education (Maria and Shelby)
 - Developing 2025 CAP lunch and learn schedule including in-person training day
 - Preservation and Conservation of Natural Resources (Maria)

DEI DEPARTMENT

MISCELLANEOUS

- Department planning for 2025
- Hosted DEI Advisory Team meeting
- Participated in Special Park District Forum meetings
- Continued integrating and testing ADA training in the Learning Management System (LMS).
- Scheduled a cooking demonstration and discussion on Black culture with Rock Harper which will take place in February for Black History month.
- Updating community profiles of the five-county region. This data will be used in future planning and development efforts.

CROSS-DEPARTMENT COLLABORATIONS

- Convening staff across districts and departments to develop ADA compliance team which will meet quarterly.
 - The purpose of the ADA Compliance Team is to
 - Build the capacity of staff to become ADA Subject Matter Experts (SME) in the parks.
 - Help develop ADA recommended standards of common practice for approval by the Deputy Director
 - Implement the approved standards in the parks
 - Track accessibility updates in the parks
- Discussed ADA parking lot standards for HCMA with Planning and Engineering.
- Partnering with Human Resources to develop and refine Seasonal Recruitment strategies and data collection for the Eastern District
- Active membership on the Recreation Programming committee
- Active membership on Climate Action Committees
 - Steering committee
 - Finance
 - Education and Engagement
 - Preservation and Conservation of Natural Resources

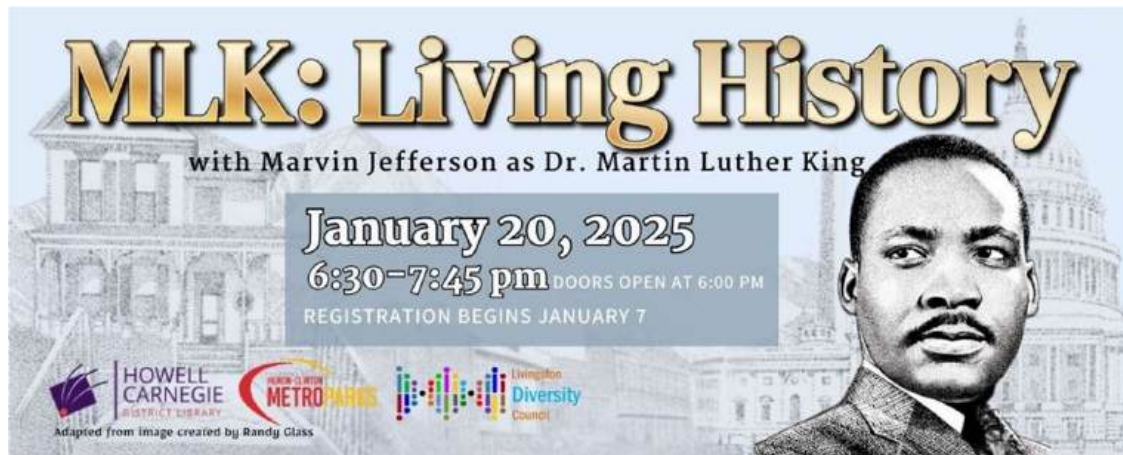
COMMUNITY COLLABORATIONS

- Supporting the Howell Carnegie District Library's upcoming MLK: Living History event taking place on Monday, January 20, 2025 at 6:30 pm.
- Meeting with ecological artist to discuss possible 2025 Climate Action Plan lunch and learn presentation.

COMING EVENTS



MLK: LIVING HISTORY



Date: Monday, January 20th, 2025

Ages: Children ages 14 and up

Time: 6:30pm-7:45pm

Cost: Free!

Location: Howell Carnegie District Library, 314 W Grand River Ave, Howell

MLK: Living History is an opportunity to step back in time to see and hear one of the most pivotal figures in American history, Dr. Martin Luther King, in his own words as performed by Living Historian Marvin Jefferson. This dynamic portrayal will focus on experiences that shaped the character of a young Martin and include a sermon given by Reverend King at Ebenezer Baptist Church, Atlanta, Georgia, in 1967, regarding his controversial position on the war in Vietnam.

During the Q&A session, participants may engage directly with Dr. King, asking questions and exploring his life experiences. As an MLK scholar, Mr. Jefferson will step out of character to answer questions about Dr. King and his legacy. Light refreshments will be served.

Marvin Jefferson has an extensive background as a professional actor/director, educator, and living history scholar. He has devoted many years as a living historian (Chautauqua) studying the life of Martin Luther King, Jr., among others. Since 1997, he has engaged audiences nationwide with his popular Chautauqua portrayal of important historical figures.

A TASTE OF SOUL: COOKING SOUL FOOD WITH CHEF ROCK HARPER

Date/Time: Sunday, February 23rd, 2025

Ages: Children ages 16 and up

Time: 2:00pm-3:30pm

Cost: Free! Registration is required

Location: Zoom

Join nationally recognized Chef Rahman “Rock” Harper as he performs a virtual cooking demonstration making a traditional soul food recipe with common ingredients and tools. While cooking with Chef Rock, participants will learn about food and culture relating to the African American experience. A list of required ingredients and the recipe will be provided prior to the event.



Rahman “Rock” Harper is a nationally recognized chef, community activist, educator, healthy food advocate, podcast host, restaurateur, and writer. Chef Rock has extensive restaurant experience, most notably serving at the Executive Chef for B. Smith’s in Washington DC from 1999 until 2007. Chef Rock gained national recognition when he won Season 3 (2007) of the Fox Reality television cooking show *Hell’s Kitchen*, hosted by the legendary Chef Gordon Ramsay.

In October 2010, Chef Rock released the well-received *44 Things Parents Should Know about Healthy Cooking for Kids*. This book is an insight-filled guide for parents who wish to provide healthy but tasty meals for their children.

In 2020, Chef Rock opened Queen Mother’s fried chicken restaurant where the mission is to serve smiles, honor culture and build community.





**HURON-CLINTON METROPOLITAN
AUTHORITY**

To: Board of Commissioners
From: Katie Carlisle, Chief of Natural Resources and Regulatory Compliance
Subject: Natural Resources Monthly Report
Date: January 2, 2025

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file January 2025 Natural Resources Report as recommended by Chief of Natural Resources and Regulatory Compliance, Katie Carlisle, and staff.



NATURAL RESOURCES MONTHLY REPORT

JANUARY 2025

Administrative Office
13000 High Ridge Drive
Brighton, MI 48814



[METROPARKS.COM](https://www.metroparks.com)

LISTEN & CONNECT

- Create listening opportunities that help the Metroparks understand resident needs
- Increase access to Metroparks services for Wayne County and City of Detroit with a physical presence and customized programming
- Increase transparency and accountability for progress against goals and objectives through master and departmental plans that benchmark and measure progress
- Increase engagement with Metroparks services
- Increase access to Metroparks services for underserved communities with customized programming

MAINTAIN & INVEST

- Develop a formal partnership strategy using collective impact to amplify our resources and investments in Southeast Michigan and beyond
- Research opportunities for investment in capital projects
- Increase revenue from philanthropic and public sector sources
- Study revenue opportunities across current and new programs
- Build a portfolio of new services for hard to reach and underserved residents
- Create a talent strategy to attract and retain the intellectual and human capital needed to achieve the vision

CONSERVE & STEWARD

- Create a resiliency plan for built and natural environment by December of 2023
- Increase outdoor education opportunities with a focus of skill building for more effective and durable environmental stewardship

DESCRIPTION

Listen & Connect

Increase access to Metroparks services for Wayne County and City of Detroit with a physical presence and customized programming

- Natural Resources staff has been working with City of Detroit General Services Department and Friends of Rouge Park to assist with natural resources work throughout the park system. 2024 work included hiring contractors to treat invasive shrubs, vines, and phragmites, and to complete prescribed burns. Natural Resources staff also contributed by helping with volunteer workdays, shrub mowing, and treating invasive trees, shrubs, and vines.

Increase transparency and accountability for progress against goals and objectives through master and departmental plans that benchmark and measure progress

- We are drafting a Tree Standards and Site Restoration Plan, which will be used collaboratively between operations and other departments on projects throughout the park system. This document also helps achieve several Climate Action Goals.

Conserve & Steward

Increase outdoor education opportunities with a focus of skill building for more effective and durable environmental stewardship

- Natural Areas Crew hosts monthly volunteer workdays that are open to the public. At these workdays, volunteers learn about invasive species, the importance of managing them, and some best practices for taking care of their landscape.

SYSTEM-WIDE

ADMINISTRATIVE & COMPLIANCE

- Natural Areas Crew completed Stewardship work in 162 acres in December, for a total of 1714 acres total in 2024. November work included seed distribution, shrub and vine control, and surveying for future work areas.
- Hearing Conservation Plan Draft was completed and reviewed by human resources and district operations staff.
- Universal Waste Pick-ups were conducted for each district.

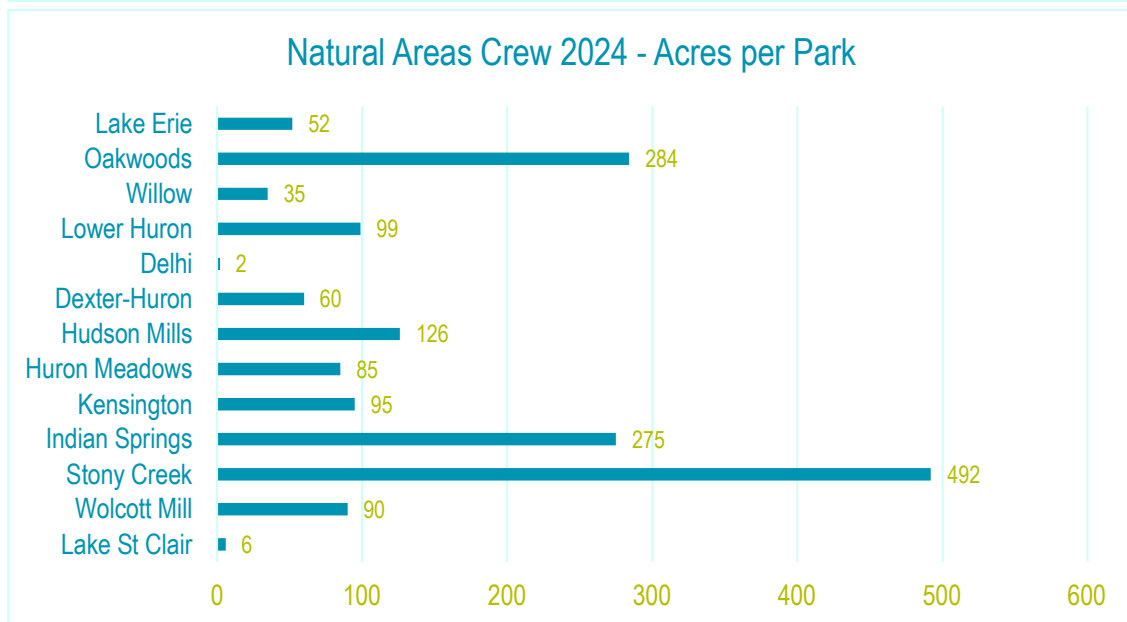
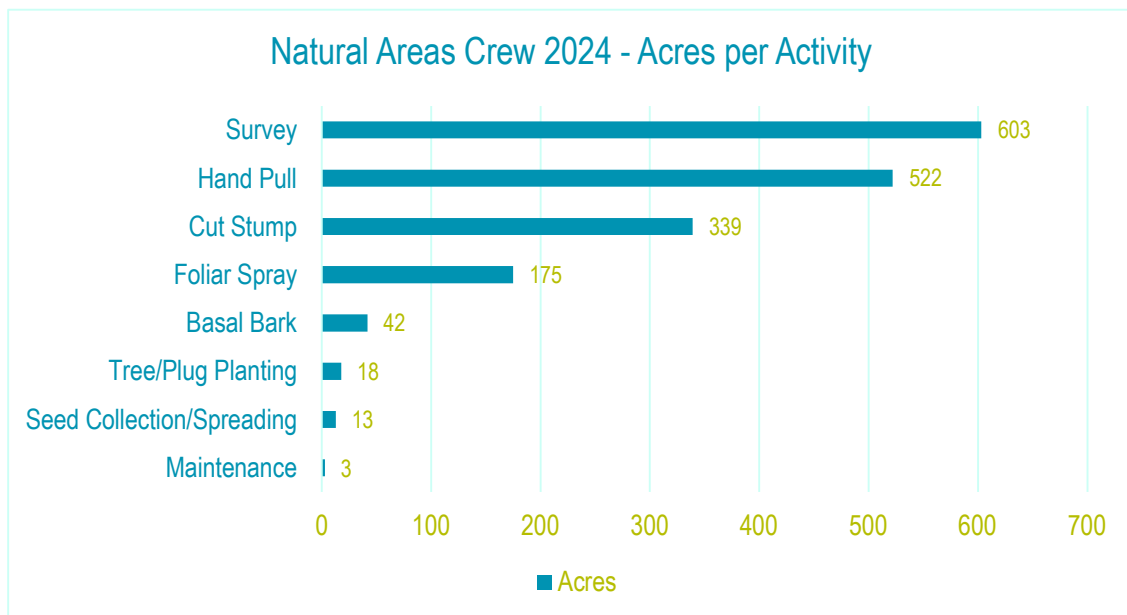


Figure 1: The graphs are summaries of the work completed by Natural Areas Crew in 2024, divided by activity and by park.

WESTERN DISTRICT

INDIAN SPRINGS METROPARK

- Invasive plant management included treatment of autumn olive, buckthorn, and Asiatic bittersweet by Natural Areas Crew.

KENSINGTON METROPARK

- Natural Resources Crew completed hazardous tree removal throughout Kensington Golf Course and high traffic areas throughout the park.

HUDSON MILLS METROPARK

- Natural Resources Staff visited wet prairie to plan for improvements to this high-quality habitat, such as canopy thinning and invasive shrub removal. Staff are writing a management plan to outline goals and future work.



Figure 2: Natural Areas Crew have been surveying the wet-mesic prairie at Hudson Mills Metropark in order to create a management plan, which will lead future stewardship efforts.

EASTERN DISTRICT

STONY CREEK METROPARK

- Staff assessed grasslands and oak savannas for shrub mowing and for potentially moving from annual mow to restored natural areas.
- Natural Areas Crew managed invasive shrubs and vines throughout the Tollbooth Prairie.



Figure 4: Natural Areas Crew prepares for invasive shrub removal. This work will continue until the sap in the shrub starts flowing again, typically in early March.

WHAT'S NEXT?

SYSTEM-WIDE

- Drafting Tree Standards and Site Restoration Plan, with assistance from Climate Action subcommittee.
- Planning for spring 2025 prescribed burning.
- Working with park operations staff to draft updates to the Mow Plan.
- Finalizing Hearing Conservation Program.
- Continuing annual mow of shrubs throughout grasslands and old fields.

EASTERN DISTRICT

- Removal of dead cottonwood trees around Lake St. Clair nature center that pose safety risk to park users, which will be completed by Natural Resources Crew.
- A prescribed burn will be completed at Stony Creek around Inwood Trails with the goal of removing the biomass of phragmites that was treated over the summer.

WESTERN DISTRICT

- Natural Resources Crew will continue hazardous tree removals throughout Hudson Mills Metropark, including the golf course and kayak launch.
- Planning for canopy thinning in remnant habitats, such as prairies and fens.
- Volunteer Workday planned for Saturday, January 11 at Dexter-Huron Metropark to remove invasive shrubs.

SOUTHERN DISTRICT

- Invasive shrub and vine management at Lake Erie Metropark by Natural Areas Crew.

HURON-CLINTON METROPOLITAN AUTHORITY



To: Board of Commissioners
From: Jay Bibby, Interim Chief of Planning and Development
Project Title: Planning and Development Department Monthly Update
Date: January 9, 2025

Action Requested: Receive and file

That the Board of Commissioners receive and file the Planning & Development Department Monthly Update as recommended by Interim Chief of Planning and Development Jay Bibby and staff.

Executive Summary

The following are highlights of the activities of the Planning & Development Dept for January 2025:

Project/Initiative Implementation

- Carbon Emissions Study led by CIS consultants requested GIS datasets and utility accounts for gas/electrical services system-wide provided by P&D Department. *Supports Strategic Plan Goal: Maintain & Invest.*
- NOAA Dam Removal Feasibility Study begins preparation for Public Meeting #2 scheduled for March 26, 2025 *Supports Strategic Plan Goal: Maintain & Invest.*
- Planning and Development staff preparing RFP for Regional Community Survey scheduled for competitive bid in February 2026.

Grant Applications

- Wildflower Association of Michigan to provide seed plantings for Lake St. Clair Pollinator Garden.
Supports Strategic Plan Goal: Maintain & Invest
- Play Is Essential to provide Communication Boards for Playgrounds at Kensington and Lower Huron Metroparks
Supports Strategic Plan Goal: Maintain & Invest

Attachment: Planning & Development Department Monthly Update which includes Monthly Grant Updates



PLANNING AND DEVELOPMENT MONTHLY REPORT

January 2025






Administrative Office
13000 High Ridge Drive
Brighton, MI 48114



[METROPARKS.COM](https://www.metroparks.com)

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OTHER DEPARTMENT INPUT KEY	
	Natural Resources and Regulatory Compliance
	Planning and Development
	Diversity, Equity and Inclusion
	Interpretive Services and Community Outreach
	Engineering

SYSTEM-WIDE

Restoration – Linear feet or acreage of project impact for shoreline protected or restored, wetlands protected or restored, floodplain protected or mitigated

Invasive Species Management – Linear feet or acreage of project impact treating invasive species

Habitat and Wildlife Protected – Linear feet or acreage of project impact for fish habitat, fish barriers removed or bypassed, species moved or avoided

Partnerships – Outside agency funding sources (total cost/sharing percentage)

Volunteers – Total number of volunteers/workdays

Grant/Foundation Funding – Total funding/match

Visitor Counts – Total number of visitors weekend/weekday








Best practices education – Project emphasizes educational and interpretational opportunities

Estimated cost – Total estimated or actual cost of project

Accessibility – Determine if facility or programs designed for accessibility (A) or if barriers (B) exist based on ADA checklist


Staff time – Total number of staff hours estimated

Administrative


	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
SYSTEM-WIDE	Planning and Development monthly reports	Report		Monthly	Report assembly, grant monthly updates
	Tollbooth scanning reports	Report		Seasonally	Collaborated with several departments to put together Annual Visitation Report and Presentation
	Foundation administrative tasks	Various		Ongoing	Administrative tasks
	Sign request processing/signage transition plans	Infrastructure/ Small Facilities		Ongoing	Administrative tasks – Updating Sign Manual, will be updating signage at Indian Springs and Bob White Trail at Lower Huron. Also updating Lower Huron Road Wayfinding signage. Funding for 2025 entry and facility signage.
	CAPRA Planning Ch. 3	Report		Ongoing	With new CAPRA standards the planning chapter is now #3
	Commemorative trees and benches	Various		Ongoing	Administrative tasks
	Grant Applications and Administration	Various		Ongoing	Lead multi-department effort to track and maintain grant associated tasks. Staff are drafting resources a grant plan for 2025-2030
	Assisting finance with single audit for FY2023	Various	Finance	August	Complete

SYSTEM-WIDE

HCMA Studies/Initiatives






Description	Dept. Input	Timing	Jan 2025 Actions
Mulch contract		Annually	Bid documents being assembled for system-wide playground mulch contract for 2025 season.
ADA Transition Plan		October 2024	Budget transfer from Planning & Development and DEI of 70k for ADA door improvements awarded.
Stormwater Management Plan	Various	Ongoing	Incorporated actions into Land Acquisition and Divesture Plan
Visitor count program	Various	Ongoing	Updating eco-counters to 4G. Equipment mailed to AO and awaiting contractor to bid with quote for work to be performed.
Transit Access in Parks	Various	Ongoing	Marketing materials completed for Metroparks Express partnership with SMART & Harrison Twp
Climate Action Plan	Various	Ongoing	Janet is lead on waste/recycling, Jay is lead on Water Quality. Assisting with Transportation
ESRI ArcGIS Administration	Various	Ongoing	Working with IT on piloting asset management software
Carbon Emissions Study (CIS)	Various	Ongoing	Working with CIS to provide utility ownership, GIS datasets

Grants/Fundraising

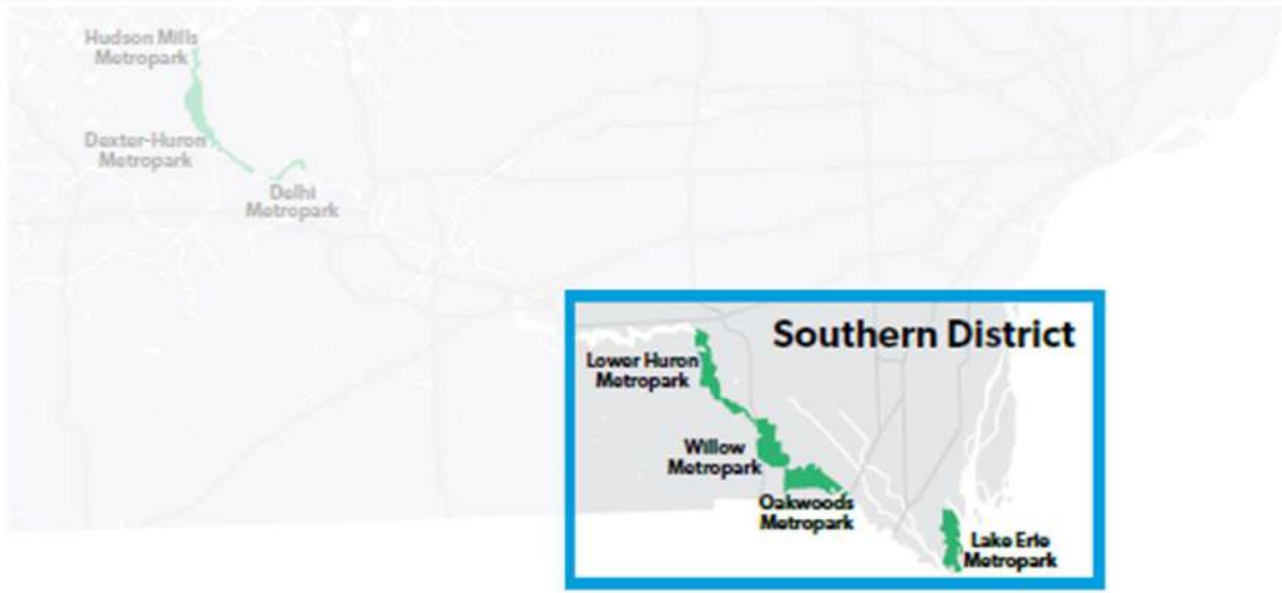
Description	Dept. Input	Timing	Jan 2025 Actions
DTE E-Fleet Program		Ongoing	Working on 2 rebates for Willow for \$8000

SYSTEM-WIDE

Project Implementation/Oversight

Description	Dept. Input	Timing	Jan 2025 Actions
Recycling Bins	Various	2024	New stickers for blue recycling bins are in and distributed. Bins will be cleaned and re-stickered during the fall and winter. Additional lid stickers are required to be ordered.
Metroparks Trail Connectors	Various	Ongoing	Developed funding and implementation plan and shared with HWPI
MISGP Spotted Lanternfly Survey at IS, Ken, SC, & Wol		Ongoing	Project underway
Livingston Co. Trail Connectors – Engineering Design	Various	Through 2026	Hired PEA in 2024 to start TAP application for implementation. We have until August 2026 to secure construction funding, in order to use the funding we have secured for engineering. Meeting with MDOT TAP Grant Administrator
Early Learner Education Programming		Ongoing	Received 2 grants for '24-'25 school year—Young Foundation for Oakland County schools and PNC Foundation for schools across the region; PNC grant also includes a new teacher training program
Teacher Training Workshops		Ongoing	Training teachers in outdoor science explorations, mainly in Wayne County and establishing curriculum/materials loaner boxes through funding by the Russell Family Foundation
GOAL Education Programming		Ongoing	Received one grant from an anonymous source towards GOAL programming for '24-'25 school year; programming is ongoing
Next Cycle Composting		Ongoing	\$5000 grant award accepted by Metroparks to pilot composting efforts system wide with current funds allocated to Kensington Farm Center and Wolcott Farm Center.
Swim Program		Ongoing	CFSEM funded project for youth and adults in Wayne County; includes expanded lifeguard training programs

SOUTHERN DISTRICT







SOUTHERN DISTRICT

Grants/Fundraising


	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
Wil	Willow Big Bend Fishing Area Renovation	Large Facilities		Ongoing	Grant agreement executed with DNR

Project Implementation/Oversight



	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
Wil	Acorn Knoll Disc Golf	Large Facility		2025	Project will be put together for a bid package in 2025.
LHu	2020 LWCF - Walnut Grove Campground	Documentation	Various	To be completed by 6/30/25	Design phase underway – administrative site plan approval through Van Buren Twp.
LHu	2020 LWCF - Off-Leash Dog Area	Documentation	Various	To be completed by 6/30/25	Design phase underway soon – signs being designed and ordered. This also kicked off an effort to order and install new road wayfinding signs throughout the park.
Oak	NOAA Dam Removal Feasibility Study	Large Facilities		2024	Feasibility study is in first draft phase with economic impact analysis completed. Property boundary survey near completion, next community meeting will be March 6 th .
	2021 TF- Cherry Island Trail Improvements	Large Facilities		Extended project deadline 2025	DNR approved scope change to the large box culvert option. The project will be re-designed, re-permitted, and re-bid.
	2021 GLRI-EPA Nonpoint Source Grant	Large Facilities		Through 2025	Green infrastructure work complete, and partnership ongoing with Wyandot of Anderdon Nations. NR will present 2025-2030 Grant opportunities aligned with Six Points restoration work cont'd.

SOUTHERN DISTRICT

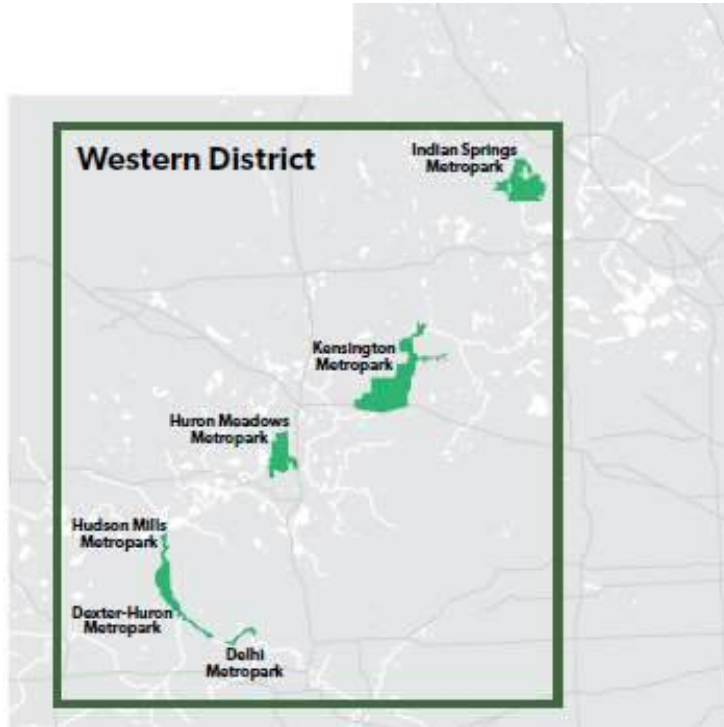
Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
LEP	Hike-Bike Trail / Great Lakes Way Trail	Plan	Various	2026	Will likely be submitting under LWCF in 2026
LH	Adaptive Ballfield Concept Plan	Plan		2025+	Conceptual planning process phase on hold

HCMA Studies/Initiatives





	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
LEP	Marina building study	Large Facilities		2026	Included as a potential long-term waterways grant project in 5-Year Rec Plan
	Wayne County GIS property assessment for stormwater management	Large Facilities		2024	The land acquisition and divesture plan was approved, project report sent in. Parcels prioritized in Wayne County for further restoration study.

WESTERN DISTRICT





WESTERN DISTRICT

Administrative




	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
Del	Border-to-Border trail design and construction	Large Facilities		Ongoing	Kiosks installed for B2B kiosks at HMI and Dexter-Huron
	Livingston County Parks and Open Space Advisory Committee	Partnership		Ongoing	Attendance at regular POSAC meetings
	Friends of the Lakelands Trail Steering Committee	Partnership		Ongoing	Represent HCMA as a participating steering committee member that meet monthly
IS	Revamping trail signage at Indian Springs	Planning		Ongoing	Planning is underway, met with staff in October

Grants/Fundraising

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	Jan 2025 Actions
Del	Launch/Take-out Renovation	Large Facilities		2025	Staff time	PSB documents need to be approved by the DNR
	TAP Application for State Park to Metropark Connector	Planning		2025	Consultants	Confirmation that LCRC TAP application can utilize Congressional Appropriations funds

WESTERN DISTRICT

Project Implementation/Oversight

	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
DHu	2020 TF – Dex-Huron Accessible Launch	Large Facilities		2025	Construction will begin when weather allows
Ken	Impact 100 – Seeding a Green Future	Plan		Ongoing	Helping teachers to prepare science lab to house hydroponic equipment
HMI	Donor-initiated Pickleball courts	Large Facilities		Summer 2025	Planning submitting zoning application permit coinciding with Engineering working on construction plans for bidding in 2025.

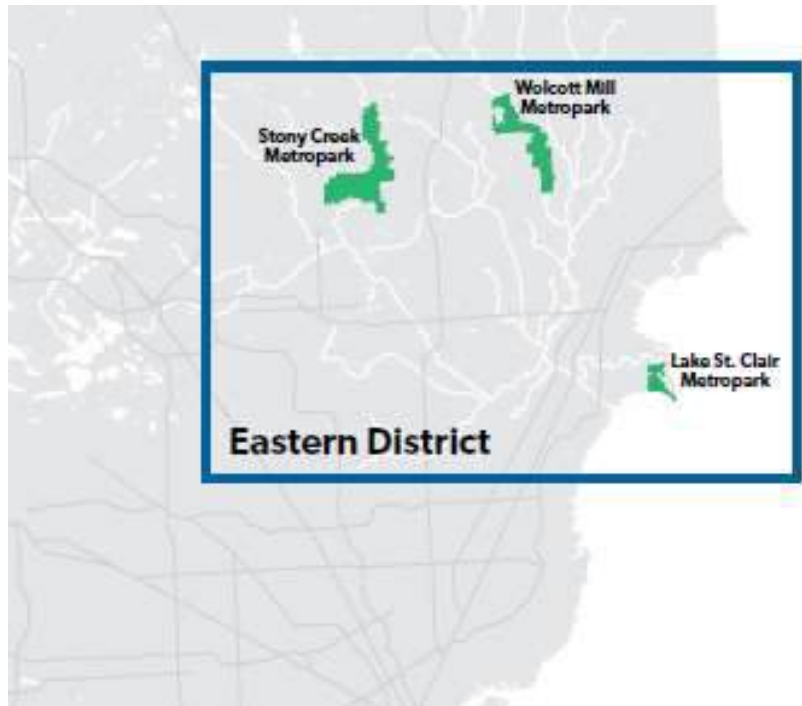
Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	Jan 2025 Actions
IS	New playground for 5-12 year olds	Small Facility	Various	June 2024	Staff time	Final inspections of site repairs satisfactorily completed. Project ready for close out.

HCMA Studies/Initiatives

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	Jan 2025 Actions
HMI	Northwest Passage Feasibility Study Review	Plan	Various	Ongoing	Staff time	Discussed at kick-off meeting with non-motorized trail gap feasibility study to be considered as a connector trail
Ken	Equestrian Staging and Group Camp Improvements	Large Facilities	Various	2025	Staff time	Reviewed Equestrian Group comments and will proceed with park-wide evaluation of equestrian facilities. Staff meeting this month to discuss conceptual plans for group camp improvements in 2025.

EASTERN DISTRICT





EASTERN DISTRICT



Administrative

	Description	Dept. Input	Timing	Jan 2025 Actions
	LSCNC Feasibility Study	Various	Ongoing	RFP is being advertised for LSCNC Feasibility Study

Grants/Fundraising



	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
LSC	EGLE High Water Grant: Greening the Parking Lot	Large Facilities		June 2025	In design, Planning dept. checking with EGLE for project extension to align with other upcoming LSC construction projects.
	DNR Waterways Grant: Engineering for LSC North Marina	Large Facilities	Various	2024	Design Underway, quarterly report submitted
	NOAA B-Wet	Interpretive programming		Feb 29, 2024	Held 3 teacher workshops; planning activities with Mt. Clemens middle school
	LWCF grant for Bathhouse Renovation	Large Facilities	Various	2024	DNR recommended project for funding to NPS; should receive project agreement in about 6 months
SC	Phragmites grant from Great Lakes Commission	NR	NR	2024/2025	Six management units of phragmites at Inwood Trails receiving treatment in this funded study

Project Implementation/Oversight

	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
LSC	Transit Planning for Access to LSC	Large Facilities		Ongoing	Met with SMART and they can no longer commit to opening it up year round, and have instead proposed partnership with Harrison Twp to increase ridership
LSC	'23 TF Daysail Area Trail	Small Facilities		March, 1 2027	Project agreement executed. Design underway.

EASTERN DISTRICT


Project Implementation/Oversight, Cont.

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	Jan 2025 Actions
SC	2022 LWCF Stony Creek Reflection Trail Accessible Trail Development	Small Facilities		Through 2026	Staff time	Design and permitting underway. Comments sent on prelim design
LSC	2022 LWCF- West Boardwalk Accessibility Improvements	Large Facilities		6/30/2026	Staff time	Project agreement finalized

HCMA Studies/Initiatives

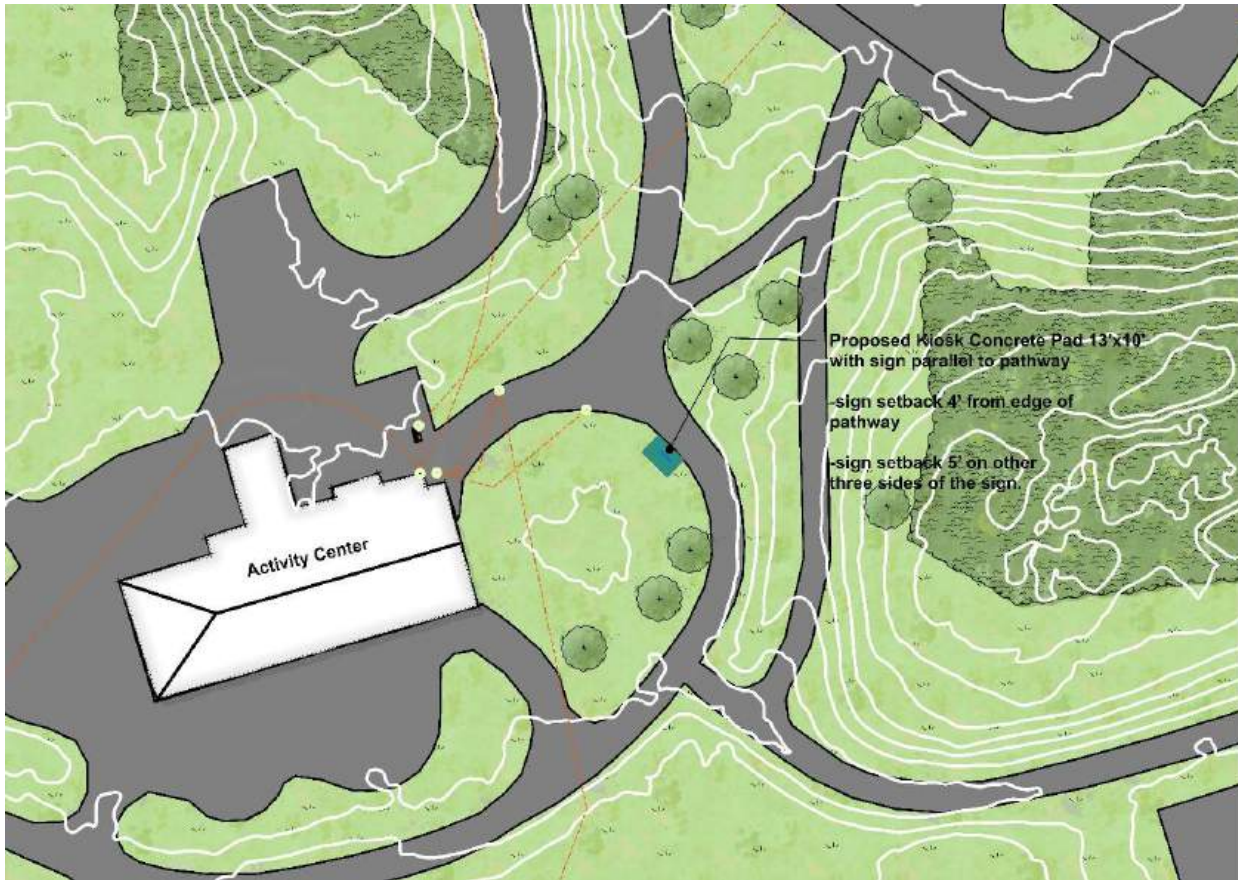
	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
	Art in the Park	Small Facilities		2025	Discussed 2025 plan for exploring unique, artistic attractions.

Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Jan 2025 Actions
SC	Eastwood Beach and Landing Trail Connection	Plan		2024+	Study link between the Landing and Eastwood beach along lakeshore
	Small playground renovations	Small Facilities	Ops, Maint	2025	Playground styles have been refined, discussed surfacing. Tim is putting together plans to put out to bid in early 2025.

WHAT'S NEXT?

	Description	Action Type
SYSTEM WIDE	Community Survey RFP for 5-Year Recreation Plan	Staff/consultants
	Metroparks Connectors – planning for funding	Staff/consultants
	Electronic Kiosk Signs (KEN & HMills)	Staff/contractor
	Transit Access Evaluation	Staff
	Climate Action Plan Implementation	Staff
	ADA Transition Plan Annual Report	Staff
EASTERN DISTRICT	Compost Pilot Project	Staff
	DZS and HCMA Strategic Partnership Plan	Staff
WESTERN DISTRICT	Pickleball courts at Hudson Mills put out to bid in early 2025	Staff/Contractor
SOUTHERN DISTRICT	NOAA Dam Feasibility Study Open House #2	Staff time
	Acorn Knoll Disc Golf Course Bid Package	



Interactive Signage Kiosk
 Hudson Mills Metropark
 3902 E Delhi Ann Arbor, MI 48103

Drawn by: JPS
 Design by: JS
 Date: 1/23/2008
 Rev Date:

SKETCH PLAN



Grant Updates - January 2025

In Progress

Grant program		LB/MN	Project/Park	Amount	Match	Due Date	Applicant	Notes
RCWJ Foundation/Metroparks Connectors		LB	Trail Connectors/SEMSTAT	TBD	TBD	TBD	MF	Preliminary engineering complete for Gaps 1 & 5

Grant Applications Awaiting Response

Grant program	Project #	LB/MN	Project/Park	Request	Match	Submitted	Applicant	Notes
MDNR LWCF		MN	LSC N. Marina Bathhouse Renov.	\$500,000	\$500,000	3/26/2024	HCMA	Recommended to NPS for funding
USDOT ATIIP		MN	LH Connection to I-275 Metro Trail	\$168,000	\$42,000	7/17/2024	HCMA	Project will support engineering design of the connector; award notice late '25/early '26
NFWF- SE Michigan Resilience Fund		LB	Washago	\$400,000	-	10/1/2024	HCMA	For weir installation, habitat restoration, and trail realignment
Wildflower Association of Michigan		LB	LSC Pollinator Garden	\$800	-	12/1/2024	MF	Bird & Butterfly garden at LSC
Play Is Essential		LB	Ken & LH playgrounds	\$5,000	-	12/20/2-24	HCMA	Communication Boards for Playgrounds at KEN and LH

Grant Administration

Grant program	Project #	Mgmt	Park/Project	Award Amt	Match	Deadline	Applicant	Updates
Impact 100 - Oakland Co. '18		MN/PB	KFC Seeding Green Future	\$90,000	-	-	MF	Working with school to spend down remaining funds for their benefit
LWCF '20	50621.500	MN/JK	LH Walnut Grove Campground	\$300,000	\$150,000	6/30/2025	HCMA	Entire design has been outsourced and estimated to be completed by end of 2024
MNRTF '20	50821.221	MN/JK	DxH Accessible Launch	\$192,700	\$192,800	5/30/2025	HMCA	Anticipate construction beginning as soon as weather permits
DNR TF '21	51222.244	MN/AC	LE Cherry Island Trail	\$300,000	\$192,500	1/31/2025	HCMA	Will redesign with pre-cast box culvert; engineering to begin redesign in summer '25
GLRI-EPA Nonpoint Source	51222.247	MN	LE Green Infrastructure & Six Points	\$483,500	-	4/30/2025	HCMA	Construction complete; invasives & seeding work extended through 2025
NOAA GLs Fish Habitat Restoration	51123.117	MN/MH	Flat Rock Dam Removal Feasibility	\$745,000	\$25,000	9/30/2025	GLFC	Preparing for March public meeting; revised economic analysis report completed
DNR TF '22	50522.130	MN/RW	DEL Take-out Renovation	\$300,000	\$302,600	8/31/2025	HCMA	Engineering design ready for internal review, prior to DNR submission
Fed. Community Project via DOT		MN/JB	Liv. Co. Connector Trails Design	\$900,000	-	9/30/2026	HCMA	Working with PEA Group on TAP grant for construction; eng. design to begin thereafter
Mi Invasive Species Grant Program	90023.1172	MN/TM	IS-KEN-SC-WOL - spotted lanternfly	\$30,000	-	4/30/2026	HCMA	No evidence of SLF; surveying found new tree-of heaven stands which are being treated
mParks/PlayCore		MN	KEN Outdoor Fitness Stations	\$5,104	\$8,336	12/31/2024	HCMA	Installation complete with minor tweaks needed; marketing to promote in spring
MDNR Trust Fund		MN	Wil - Fishing Platform	\$300,000	\$462,000	10/31/2026	HCMA	Project agreement executed by DNR. Engineering design pending
Russell Family Foundation	80624.1177	MN	Teacher Training Workshops	\$46,100	-	12/31/2025	MF	Science Learning Boxes being deployed; dates for 5 teacher workshops set for 2025
Great Lakes Commission	80924.1180	MN	SC - Phragmites Management Proj.	\$50,250	-	4/30/2026	HCMA	All management units at rest; 4 units to receive 2nd glyphosate treatment in spring
NOAA B-WET	90024.1184	MN	Watershed/Climate Education	\$77,610	-	9/30/2026	HCMA	Held 3 teacher workshops; planning activities with Mt. Clemens middle school
MCWCF		MN/CP	Police - Wearable Lights	\$5,000	-	12/31/2024	HCMA	Lights received & distributed to officers; reimbursement paperwork submitted
Anonymous Foundation		MN	GOAL	\$10,000	-	7/30/2025	MF	Held 5 GOAL programs in fall/winter '24; more registered for '25
CFSEM - General Grant Program		MN	Swim Program	\$77,320	-	9/30/2025	HCMA	Swim programming in Dearborn Hts and expanded lifeguard certification courses
Young Foundation		MN/JM	WDMLC - Preschool Programs	\$2,500	-	8/1/2025	MF	Beginning program registration for low-income schools in Oakland County
PNC Foundation		MN/JM	WDMLC - Preschool Programs	\$10,000	-	9/15/2025	MF	Taking program registrations; teacher training curriculum development begun
TAP Grant		JB	SC 26-Mile Connector Trail	\$214,455	\$43,000	12/31/2021	Macomb Co	Liquidated damages letter sent to contractor
Ralph C. Wilson Jr. Foundation		JB	Southern District	\$2,682,755	-	6/15/2023	MF	Island Lake's grant will be extended through 2025
LWCF '20	506-21-501	LB	LH Off-Leash Dog Area	\$165,400	\$165,400	6/30/2025	HCMA	Ready for design; quarterly report submitted 8/27/24
NOAA/Great Lakes Commission		JB/TM	Lake Erie Shoreline Restoration	\$1,449,609	\$135,194	extended	HCMA	Signs have been paid for
Renew MI - DRFC		JB	DRFC	\$1,000,000	N/A	4/30/2022	HCMA	Fourth quarterly report submitted
LWCF 2022		LB	LSC West Boardwalk	\$500,000	\$500,000	6/30/2026	HCMA	Bidding design and construction, proposal will be out in January
LWCF 2022		LB	Stony Creek Reflection Trail	\$500,000	\$500,000	6/30/2026	HCMA	Design is almost finished, plans are with consultants and will be shared with EGLE in Jan.
DNR Waterways		LB/JK	North Marina - Engineering	\$294,000	\$306,000		HCMA	Design underway, fourth quarter report submitted
State Appropriation		LB/JK	North Marina - Construction	\$5,000,000	\$1,000,000	12/31/2025	HCMA	Design underway, fourth quarter report submitted
EGLE High Water Infrastructure	50223.703	LB/JK	LSC Parking lot	\$1,500,000	\$375,000	6/30/2025	HCMA	Design underway, fourth quarter report submitted
LWCF'23		LB/JK	LSC Daysail Area Trail	\$500,000	\$500,000	3/1/2027	HCMA	Bidding design and construction, proposal will be out in January
FEMA grant		LB/AK	LSC Electrical Grid	\$1,420,000	??	3 years	HCMA	On environmental review hold; through all other hurdles
DTE Rebates for Willow		JB	EV Chargers at Golf Course and Park	\$8,000	-		HCMA	\$4000 approved at Golf Course, more documentation needed for Park Office
CDC Foundation		LB	Everyone in the Pool	\$50,000	\$0	4/12/2024	HCMA	CDC chose certain sites to support
EGLE Recycling Infrastructure	25*0684	LB	Kensington- Big Belly Recycling Bins	\$7,680	\$1,920	5/17/2024	HCMA	Project agreement approved and executed.
Harvest Grant		LB	Composting Pilot	\$5,000	-	11/1/2024	HCMA	\$5,000 awarded to kick off pilot compost initiatives at WMill and KEN
DTE/DNR Tree Planting Grant		LB	LE	\$4,000	\$4,500	10/25/2024	HCMA	25 balled and burlapped trees to support LE



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: Mike Lyons, Deputy Director
Project Title: Reports – 2024 Overview
Date: January 9th, 2025

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file the 2024 Year End Overviews for each District Superintendent, Engineering and Golf as recommended by staff.

Background:

Western District Superintendent Jim O'Brien, Eastern District Superintendent Gary Hopp and Southern District Superintendent Jeff Linn will give an overview on 2023-24 park operations. Furthermore, Chief of Engineering Mike Henkel will provide a 2024 overview of engineering projects and Mike Lyons will provide a 2024 golf overview.

Attachments: Reports

HURON-CLINTON METROPARKS SOUTHERN DISTRICT ANNUAL REPORT

2024 Reporting Period



METROPARKS.COM

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EXECUTIVE SUMMARY

2024 has been a successful and rewarding year for the Southern District. We have experienced revenue increases, especially in golf and aquatics. We were able to open golf approximately one month early which helped our overall revenue for the season. For the first time since Covid, once open, we were able to have Turtle Cove open every day. This was also the case for our food service at the facility. Just as important, we have set the foundation for our lifeguarding staff moving forward. The success of recruitment and hiring is a direct result of the hard work of our entire team. We once again held free lifeguard training classes for interested applicants from throughout the region. In year two of our Recreation Program Committee events, we saw growth in all programs with all five that required registration being sold out. ***(supports strategic plan goal Listen & Connect)***.

Our maintenance department was busy keeping our parks clean and safe for our park patrons. The crews worked throughout the district in moving forward with our ADA accessibility projects that included the replacement of door handles and pulls, ADA grills and an upcoming project to address doors and entrances to some of the buildings. We are also thrilled to report that a 1.5-mile section of the hike/bike trail at Lake Erie was reconstructed and resurfaced. This project was part of the supplemental budget item project that was a result of the Board of Commissioners action in March. ***(supports strategic plan goal Maintain and Invest)***.

We deployed a new electric golf cart fleet at Willow Golf Course in August. To prepare for the implementation, the Willow Golf Course cart barn was equipped with the necessary infrastructure to charge the new fleet. The GLRI bioswale grant project at Lake Erie was completed as part of the Protecting Lake Erie Marsh and Waters with Green Infrastructure practices. ***(supports strategic plan goal Conserve and Steward)***.

In 2024 we continued to support the strategic plan goals of Listen and Connect, Maintain and Invest, and Conserve and Steward. We look forward to continuing this vision and practice in 2025.

REPORTING PERIOD

This report uses a calendar year reporting period of January 1 through December 31. For 2024 data points, data is January 1 – November 30. Comparison years use January 1 – December 31.

This report note will also appear in the key findings where it is felt that December data might substantially impact results seen, and as an asterisk note on visitation data charts.

METROPARKS OVERALL ANNUAL VISITATION REPORT REMINDER

The Metroparks Annual Visitation Data Reports was presented to the Board of Commissioners in October 2024. This report included full data sets for organizational car counts, visitation scanning data and programs and events along with associated key findings and appendices. That report can be referenced for a full park system view and analysis of that related data. [The report can be referenced by clicking here.](#)

KEY FINDINGS FOR THE DISTRICT

Attendance and Revenue Key Findings

- Southern District vehicle scans from Equity Emphasis areas experienced growth throughout the district, with an increase of 30% at Lake Erie Metropark.
- Southern District overall vehicle scans increased at all four parks throughout the district.
- Turtle Cove saw an increase of 23% in the total number of swimmers.
- The Walnut Grove Campground at Lower Huron experienced a 2% year over year growth in revenue.

Total Swimmers at Turtle Cove Family Aquatic Center

↑ 23%

Visitation from Equity Emphasis Areas to Lake Erie Metropark

↑ 30%

Programs and Events Key Findings

- The Southern District hosted 228 registered programs with a total of 2,538 participants.
- All Recreation Programming Committee events in the district saw growth in attendance, with all 5 that require registration being sold out.
- The Kids Fishing Tournament at Lake Erie doubled in registrations, going from 100 in 2023 to 200 in 2024.
- Our partner PEAC (Programs To Educate All Cyclists) hosted 34 adaptive riding clinics at Willow.

100%

Of Recreation Committee Events that Required Registration Completely Filled

Projects and Partnerships Key Findings

- ADA accessibility projects continued with the replacement of door handles and pulls along with ADA grills.
- A 1.5-mile section of hike/bike trail at Lake Erie was reconstructed and repaved.
- The Willow Golf Course Cart Barn was equipped with the necessary equipment to charge the new electric golf cart fleet.
- The GLRI bioswale grant project was completed at Lake Erie.
- CSX Railroad Crossing ADA improvements.
- Boy Scouts of America had their Rendezvous at Willow with nearly 5,000 scouts, leaders and family members attend.

COLLABORATIVE REPORT GENERATION

MULTI-DEPARTMENTAL EFFORT

Generating this Southern District Annual Report has been a collaborative effort. Multiple departments worked together to create the visualizations and analyze the data that is presented in this report. Before the work of creating the report can take place, ALL staff have a part in entering data into the various Metroparks software systems that feed into this report – from the seasonal toll booth attendants that sell daily and annual passes and the staff creating and delivering programs, to the department heads that analyze the resulting data.

Each year since inception, the District Annual Reports have improved in presentation, detail, and accuracy. Major changes to this report include:

- Multiple departments worked on cleaning up data to make future reporting more consistent and accurate.
- Staff worked with IT on gaining access and familiarization with the dashboard to assist in creating this report.
- Operations staff researched attendance and revenue data to determine current and future trends.
- Operations staff conducted a thorough review of programs, events, projects, and partnerships in 2024 that will be further highlighted in this report.

The following table highlights departments that played a major role in the creation of this report, as well as the estimated number of hours spent:

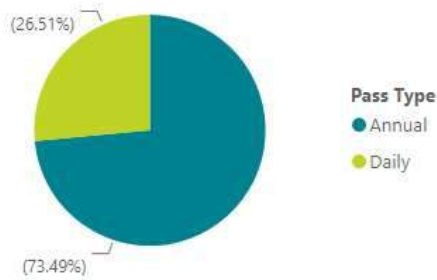
It's estimated that 102 staff hours were spent generating the version of this report in 2024.

Operations	80 hours – Compiling Data, formatting report, developing text to tell the story.
Information Technology	12 hours – Cleaning up data in multiple operating systems. Creating maps from zip code data. Training staff on dashboard utilization.
Marketing	10 hours – Guiding departments on structure and format of reports. Final proofing and clean-up of all reports.

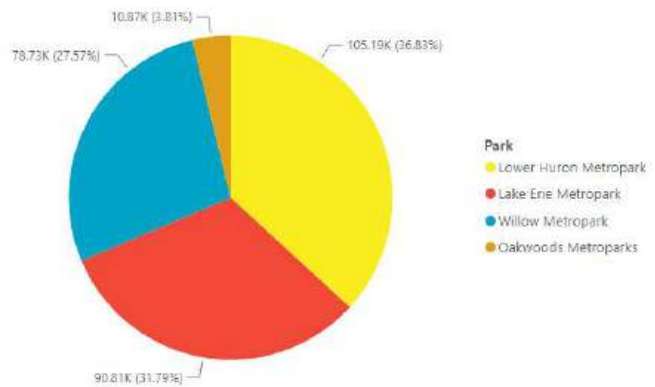
ATTENDANCE & REVENUE

Based on reviewing a combination of scan, car counts, and revenue data and taking into consideration that the 2024 data does not include December, it appears that the Southern District had increases compared to 2023. Through 11/30/24, the district has scanned a total of 285,597 permits with 73% being annuals and 27% daily passes. The Southern District saw an increase in scan data from all parks. This also includes equity emphasis areas, with the largest increase at Lake Erie. The district also saw increases in golf rounds and overall golf revenue at both Lake Erie and Willow. There were also increases at Turtle Cove and special events.

Scans By Pass Type



Count of Scans by Park



DEFINITIONS FROM METROPARKS ANNUAL VISITATION REPORT

WHAT ARE EQUITY EMPHASIS AREAS

Analyzing Equity Emphasis Areas (EEA) helps Metroparks measure efforts occurring in under-resourced communities in our region. In order to analyze the Metroparks interaction with equity populations within the 5-county area, we utilize a tool and methodology developed by SEMCOG; which focuses on locations with concentrations of people in many groups, including:

- Persons with Disability
- Disengaged Youth
- Female Headed Households
- Foreign Born
- Hispanic
- Households in Poverty
- Housing Cost Burden
- Limited English Proficiency
- Minority
- No Car Households
- Non-Hispanic Asian
- Non-Hispanic Black
- Older Adults
- Other Non-White Non-Hispanic Races
- Persons in Poverty
- Transit Dependent Households, and
- Youth

The SEMCOG Equity Emphasis Areas tool draws conclusions of census tract areas based on socioeconomic indicators to assign a level of concentration to that census tract. The Metroparks considers any zip code in which a SEMCOG high or very high equity population census tract resides to be an equity emphasis area for the purpose of clean data set comparison. The Metroparks did see an increase in pass scans from equity emphasis areas in 2024.

WHAT ARE CAR COUNTS

The Metroparks uses the term “car counts” to refer to the data that comes directly from the roadside car counters located at most park toll booth locations. The number has been collected in the same way since 2013 and records total vehicles driving over the counters. That means this number includes visitation even when the toll booth isn’t staffed, or we’ve suspended scanning in RecTrac. This total number is a high-level measure we can use to historically look at total visitation and changes over time, but this number will be different than the scan numbers in the following pages.

WHAT IS PASS SCANNING DATA

The Metroparks utilizes the point-of-sale software, RecTrac, to scan barcodes on every annual pass, each visit, and to scan each daily pass and associate it with the visitors zip code. This allows the Metroparks to map and see where visitors are coming from and areas of the region where visitation is light from.

This data set is separate from vehicle counts. Scanning data can only be collected when the toll booths in parks are staffed. Not all parks have toll booth attendants daily, weekly or year-round. Scanning is only completed during work hours of toll booths. Pass scanning data should be reviewed separately from total car counts and will reflect different total numbers.

Additionally, suspensions in scanning occasionally occur during staffed hours for various reasons such as high traffic entries during fireworks and large events, power outages, software malfunctions, etc. These suspensions are always initiated by a supervisor. When this occurs, toll booth attendants do not scan or collect zip code data from visitors. In 2021 and 2022, pass scanning was suspended for an average of 18 days for each park that regularly staffs toll booths. In 2023, pass scanning was suspended for average of 4 days for each park. Most suspensions were very short. In 2024, pass scanning was suspended an average of 5 days for each park largely due to RecTrac outages, weather, and staffing shortages.

This year staff are able to draw better conclusions and analysis of this data thanks to the work put in by the IT department to develop a test version of key business dashboards. Utilizing this new dashboard, staff were able to compile the following charts and graphs that visually show the scan data in different useful ways. This is the first year staff have been able to easily see the data in this way.

RECTRAC DATA CUT OVER DATES

RecTrac was rolled out in 2021, but not all parks “went live” at the same time. It was a rolling process to get every park in the system that took a little over a year. For the scanning data on the following pages, keep in mind that we are missing data from before RecTrac was launched in each park. That means that prior to a RecTrac cut over in a park, scanning data would be limited or incomplete, and should not be compared year to year as a direct comparison of a full year. Here are the official “live dates” for each park during the RecTrac roll out. You will notice “NA” in tables where either no scanning data was available because it was “pre-RecTrac” or is a park that does not regularly scan because of hardware or staffing constraints.

Eastern District

1-2-2020 –Lake St. Clair

1-25-2021 –Stony Creek, Wolcott

Western District

3-1-2021 –Hudson Mills, Delhi, Dexter, and Huron Meadows

3-8-2021 –Kensington

3-11-2021 –Indian Springs

Southern District

4-12-2021 –Lower Huron, Willow, and Oakwoods

4-19-2021 –Lake Erie

*some of the interpretive data and registrations lagged by a week or so during roll out, but these were the official “live dates for each park”

VISITATION DATA

Lower Huron, Willow and Oakwoods

	2019	2020	2021	2022	2023	2024*	Change
Car Counts	526,903	710,776	614,025	566,247	557,340	541,487	-3%
Daily Scans	N/A	1,498	46,178	53,764	54,699	56,461	+3%
Annual Scans	N/A	14,386	161,558	141,105	123,812	138,331	+12%
Revenue	\$1,016,225	\$945,893	\$1,054,941	\$1,095,817	\$1,122,008	\$1,079,130	-4%

*2024 data, 1/1/24 – 11/30/24

1/1/24 – 11/30/24 compared to all of 2023

Visitation from Equity Emphasis Areas

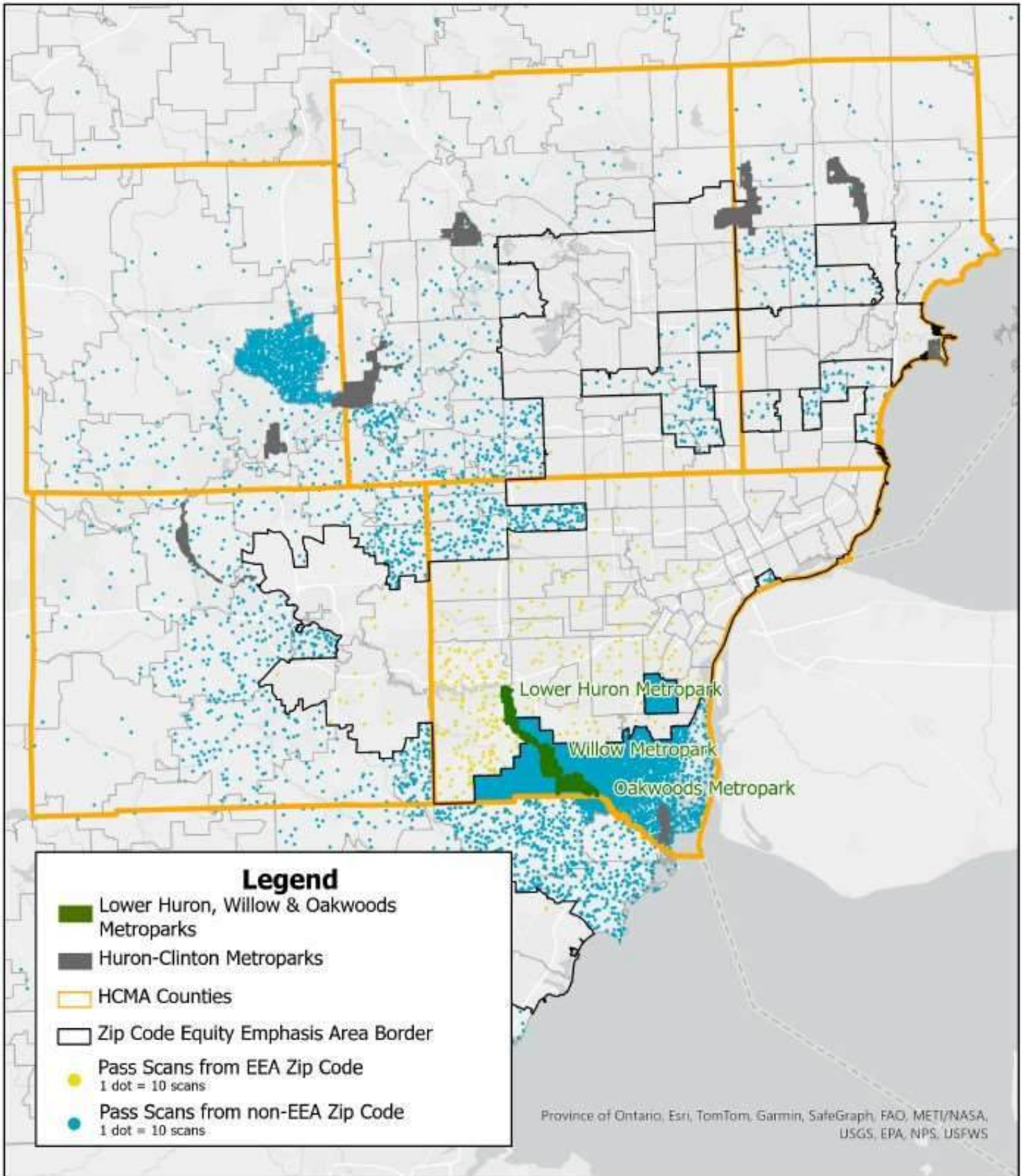
	2019	2020	2021	2022	2023	2024*	Change
Daily Scans	N/A	N/A	28,183	34,433	30,525	34,991	+15%
Annual scans	N/A	N/A	87,096	71,144	68,233	69,384	+2%

*2024 data, 1/1/24 – 11/30/24

1/1/24 – 11/30/24 compared to all of 2023

Count of Vehicle Scans By Month, Quarter, Year





Lake Erie

	2019	2020	2021	2022	2023	2024*	Change
Car Counts	188,961	237,214	208,986	195,515	184,889	203,519	+10%
Daily Scans	N/A	1,200	18,653	16,990	18,402	19,264	+5%
Annual Scans	N/A	3,681	75,856	65,503	65,804	71,541	+9%
Revenue	\$616,229	\$671,808	\$647,988	\$589,755	\$585,042	\$573,811	-2%

*2024 data, 1/1/24 – 11/30/24

1/1/24 – 11/30/24 compared to all of 2023

Visitation from Equity Emphasis Areas

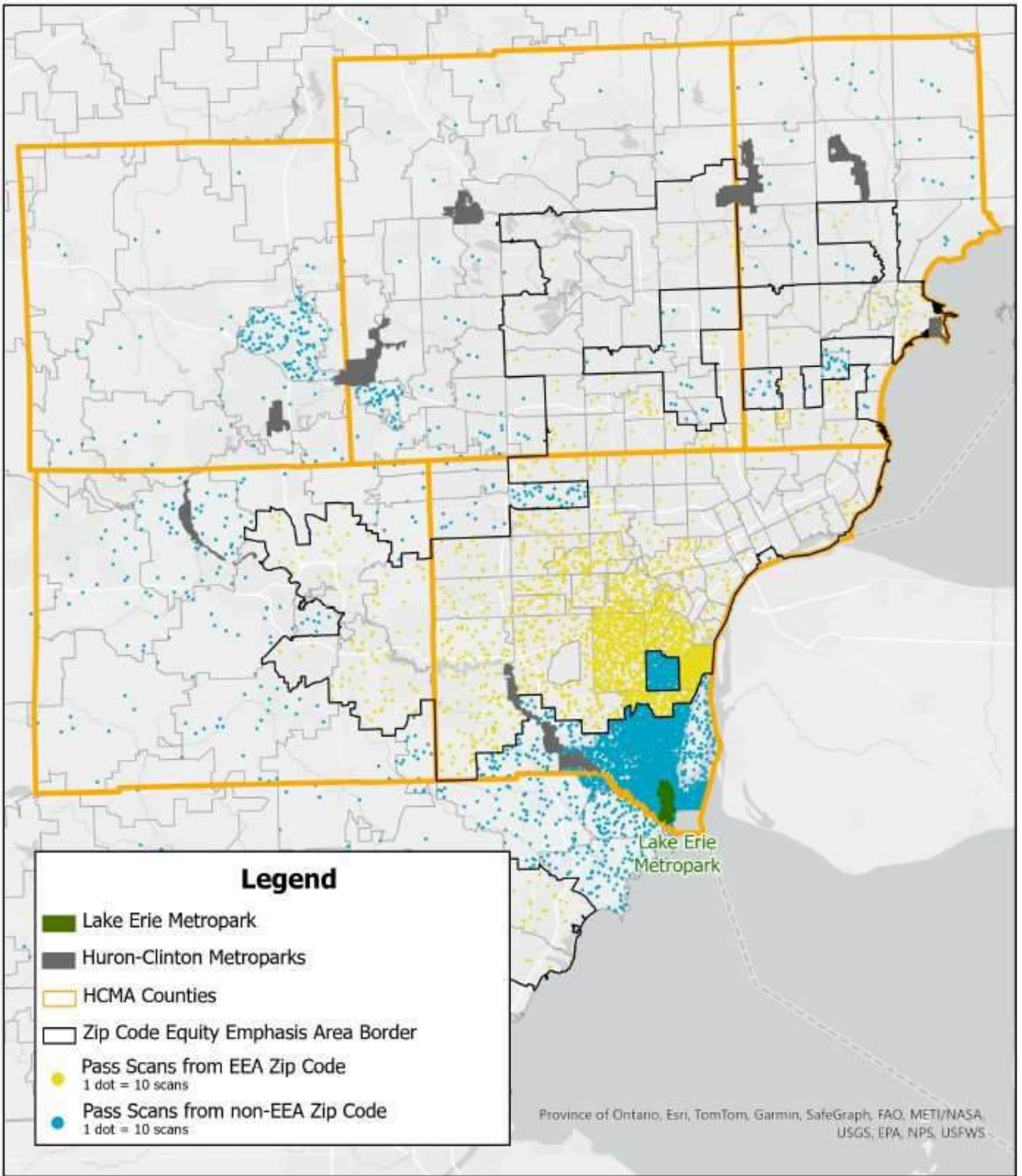
	2019	2020	2021	2022	2023	2024*	Change
Daily Scans	N/A	N/A	2,349	3,040	3,221	4,162	+30%
Annual scans	N/A	N/A	17,768	15,987	15,887	21,169	+33%

*2024 data, 1/1/24 – 11/30/24

1/1/24 – 11/30/24 compared to all of 2023

Count of Vehicle Scans By Month, Quarter, Year





FEE BASE AQUATIC FACILITIES

WHAT IS FEE BASED AQUATICS

Fee based aquatic facilities are those water recreation facilities that the public has to pay to use. In the Southern District this includes Turtle Cove and Willow Pool. It would also include Lake Erie Wave Pool, if it were open.

Turtle Cove was closed in 2020 during the pandemic. In 2021, the facility opened on July 1st, Thursdays – Sundays with limited swimmer capacities and no food service. During 2022 – 2023, the facility was open with limited swimmer capacities and limited food service availability. In 2024, the facility was opened on June 15, seven days a week without capacity limitations. Food service was also available every day.

Willow Pool was open daily throughout the pandemic beginning Memorial Day weekend. There was limited swimmer capacity during 2020 and early 2021. Food service was available with a limited menu nearly every day. Beginning in July of 2021, the facility returned to normal swimmer capacity for daily operation. As students return to college near the end of the season, Willow Pool closes on the weekdays, but remain open on weekends through Labor Day.

Recruiting for lifeguards continues to be an annual endeavor. We have been successful with visiting local school job fairs and offering free lifeguard certification classes.

Lifeguard Classes (FREE)

- Sessions – 3
- Registered – 42
- Hired – 24

Job Fairs

- High School Fairs and Site Visits – 5
- Information packets sent to local high schools and colleges - 74

Get Out and Play - Willow Pool

- 142 swimmers, 4 groups

Turtle Cove	2023	2024	Change
Swimmers	59,592	73,255	+23%
Revenue	\$690,078	\$843,733	+22%

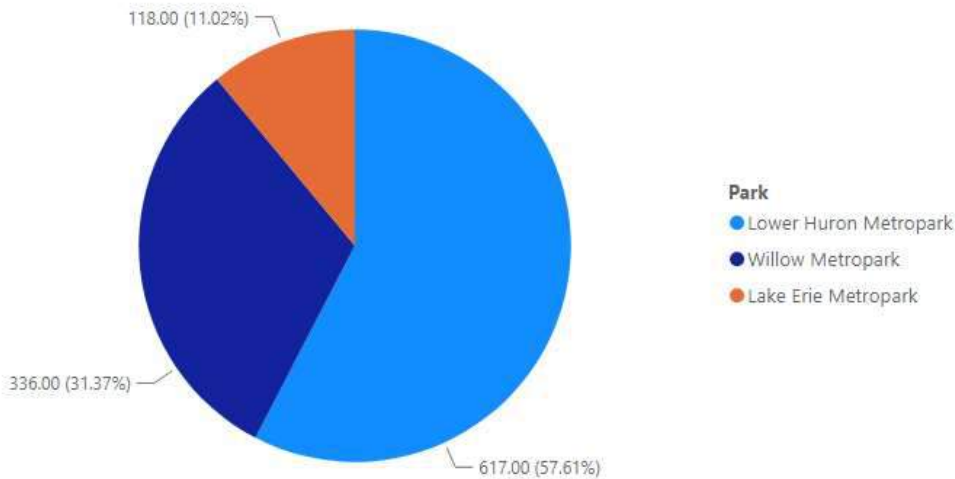
Willow Pool	2023	2024	Change
Swimmers	20,672	20,448	-1%
Revenue	\$101,404	\$96,149	-5%

Wave Pool	2023	2024	Change
Swimmers	Closed	Closed	0%
Revenue	Closed	Closed	0%

PICNIC SHELTERS

Shelter revenue was mixed throughout the district in 2024. Lake Erie experienced an increase in rentals and revenue while Lower Huron, Willow and Oakwoods had a slight decrease. Lower Huron led the way in the number of total rentals followed by Willow and Lake Erie. The number of shelters to rent is larger in both Lower Huron and Willow.

Facility Reservations by Park



Lower Huron, Willow and Oakwoods

	2023	2024	Change
Rentals	486	466	-4%
Revenue	\$91,750	\$88,225	-4%

Lake Erie

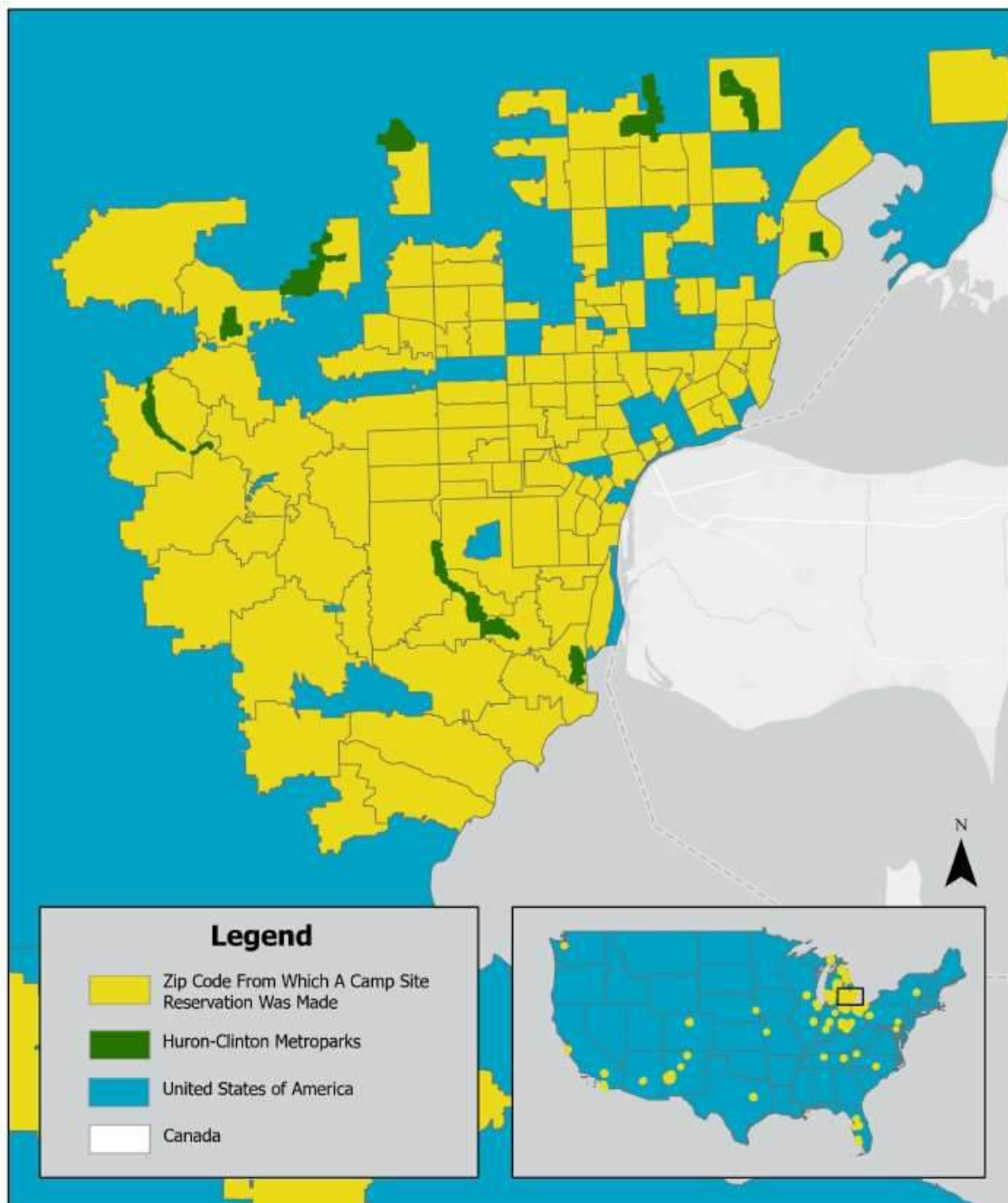
	2023	2024	Change
Rentals	53	65	+22%
Revenue	\$11,350	\$13,500	+19%

CAMPING

The Walnut Grove Campground at Lower Huron experienced a slight increase in sites rented as well as revenue in 2024. The revenue totals also include wood sales for campfires.

	2023	2024	Change
Sites Rented	1,491	1,592	+7%
Revenue	\$40,175	\$40,776	+6%

Zip Code Data from Lower Huron Campground Reservations

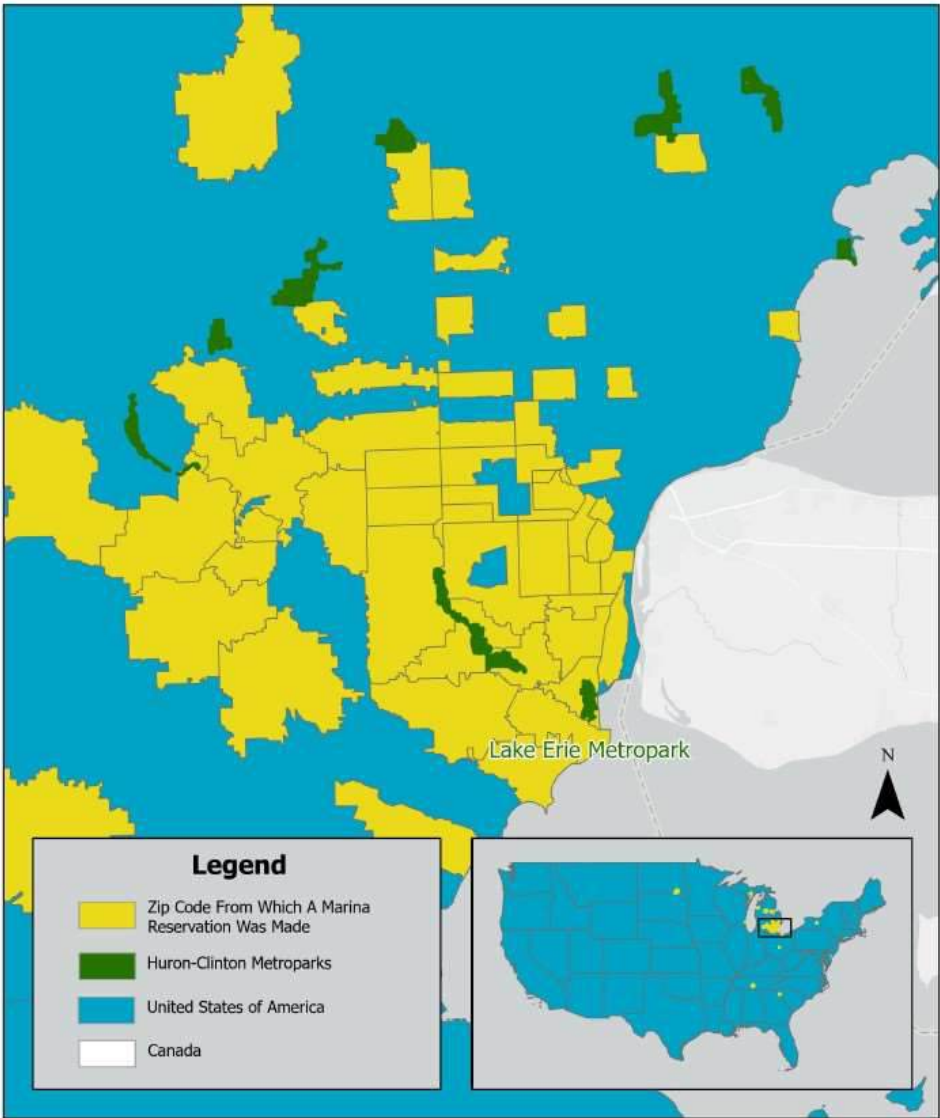


MARINAS

The Lake Erie Marina has two different types or rental slips and different rental periods respectively. The water wet slips are rented by the week and the dry storage slips are rented by the half season or the full season. The rental season for the wet slips are from May 1st to October 31st. The rental season for the dry storage slips are from April 1st to October 31st. The rental revenue has increased since Covid with the exception of 2024. This small decline was a due to a delay in opening the facility for the first four weeks of the season due to the channel dredging project.

	2023	2024	Change
Weekly Wet Slips Rented	2,440	2,080	-15%
Dry Storage Slips	86	94	+9%
Revenue	\$217,732	\$194,434	-11%

Zip Code Data from Lake Erie Marina Rentals



OTHER REVENUES

Outside of our main facilities, the Southern District generates revenues from other locations. Some of these include our Canoe/Kayak Concessionaire, Disc Golf and Bike Rental. Our Canoe/Kayak Concessionaire had multiple days that they were not able to operate this season due to weather and high water conditions on the river. Disc Golf at Willow is in the process of a redesign that will relocate some of the holes to higher ground which will allow for more play during wet conditions. The Bike Rental at Willow saw a modest increase in rentals and revenue in 2024.

Lower Huron, Willow and Oakwoods

CANOE/KAYAK CONCESSIONAIRE (MOTOR CITY CANOE)

	2023	2024	Change
Revenue	\$8,667	\$8,159	-6%

DISC GOLF

	2023	2024	Change
Wristbands	964	476	-50%
Revenue	\$3,745	\$1,730	-54%

BIKE RENTAL

	2023	2024	Change
Revenue	\$1,452	\$1,963	+35%

KEY FINDINGS

- Southern District Vehicle Scans from Equity Emphasis areas experienced growth throughout the district, with an increase of 30% at Lake Erie.
- Southern District overall vehicle scans increased at all four parks throughout the district.
- Turtle Cove saw an increase of 23% in the total number of swimmers.
- The Walnut Grove Campground at Lower Huron experienced a 2% year over year growth in revenue.

PROGRAMS AND EVENTS

Programs and Events within Metroparks drive visitation and meet the needs of the communities we serve. Public programs and events hosted by the Southern District see high demand such as our annual Firework shows, Santa programming and other Interpretive programs. Events established through the Recreation Program and Events Committee experienced a successful second year. Lastly, the Southern District continued to be a destination for outside organizations seeking locations to host their annual events such as cross country, fishing tournaments, and other partnership events.

METROPARKS PROGRAMMING DEFINITIONS

There are many types of programming and events the Metroparks facilitate or host. It is important to understand these distinctions in order to understand the data reported in this report.

These programs and event types are defined as follows:

Facility Module Interpretive Reservations

Broadly, these are any programs that the interpretive services department delivers on scheduled request. These programs are recorded in RecTrac in what is called “Facility Module”. Hence the name of this category of programs and the titles on some of the visualizations on following pages. They are more specifically defined as:

- **School Programming** - All school programming conducted at interpretive centers and off-site at schools.
- **Get Out and Learn** - Program led through the interpretive department aimed at delivering school programs and field trips to under resourced schools. This program awards Metroparks scholarships to qualifying classrooms for free field trips or in-school programs.
- **Community Groups that Request the Metroparks** - All community groups and organizations that requested programming conducted at interpretive centers and off-site or at community events.
- **Get Out and Play** – Program led through the interpretive department aimed at bringing organizations from under resourced areas to the Metroparks for a summer day of fun. They are recorded in RecTrac facility module.

Public Programs & Events

Broadly, these are programs and events that Metroparks staff organize and host that are open to the general public to attend. They are more specifically defined in the following categories.

- **Recreational:** Activity or event that supports leisure, rest, relaxation, entertainment, mental and/or physical health through athletics, sports, outdoor pursuits, and/or the arts primarily in an outdoor or natural setting. (compiled from National Recreation and Parks Association, Outdoor Industry Association)
- **Interpretive:** Applying the principles of interpretation to activities, presentations, publications, audio-visual media, signs, and exhibits. (Adapted from National Association of Interpretation)
- **Recreational Interpretive:** A program that applies the principles of interpretation to offer opportunities for people to deepen their understanding of outdoor experiences (i.e., how to correctly pack a backpack; snowshoeing, Leave No Trace, Tread Lightly). (Adapted from National Association of Interpretation)
- **Partnership:** This is a program where an individual, group, organization or business shares the investment and responsibility with the Metroparks Execution Team of the event and the promotion of it. Typically require a signed MOU that outlines specific work, roles, and responsibilities of each partner.

For the purposes of data and reporting, staff utilize RecTrac Activity Module to house registration for any programs requiring it. There are also a fair number of programs and events that do not require registration, and they tend to be larger events (like fireworks shows, night of the dragon, concerts, etc.).

Outside events hosted at the Metroparks

In addition to programs and events that the Metroparks organize and host, organizations and individuals choose to utilize the Metroparks as a location for their events as well. These events are a combination of public and private events held inside the Metroparks in which Metropark staff did not plan and/or organize. Staff also do not record attendance for events they did not organize. Therefore, participation data at these outside events hosted in the Metroparks are not seen in these charts.

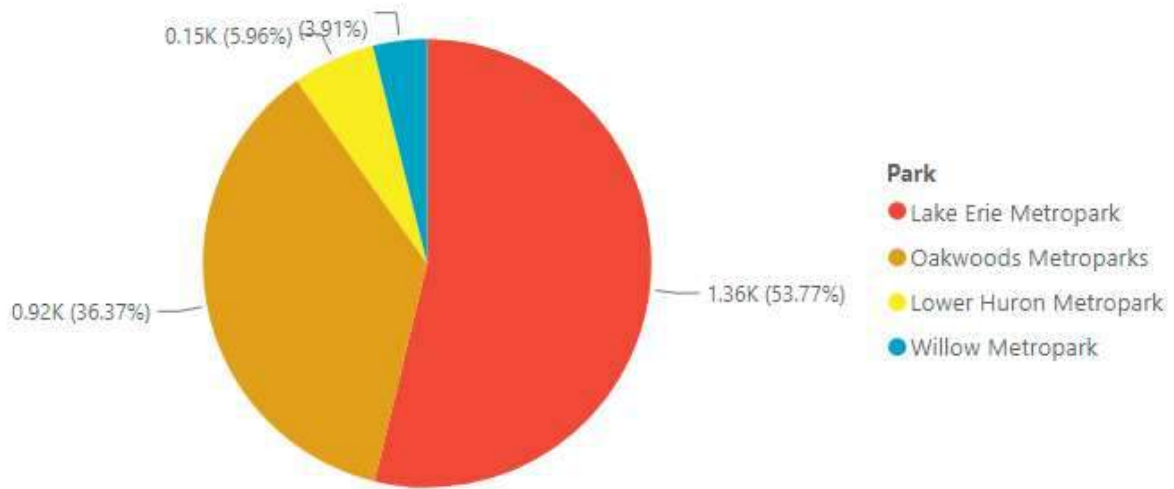
Note About Interpretive Department Programming Numbers

The numbers in this report for interpretive department programs cannot be compared to the interpretive programming numbers historically seen in the board stats summary at the end of board packets each month. In the past, programming numbers in the board stats of board packets were reported based on programming hours. This report and the new dashboards are able to use RecTrac data in new ways and are reporting total number of programs and participants regardless of length of time of program occurrence.

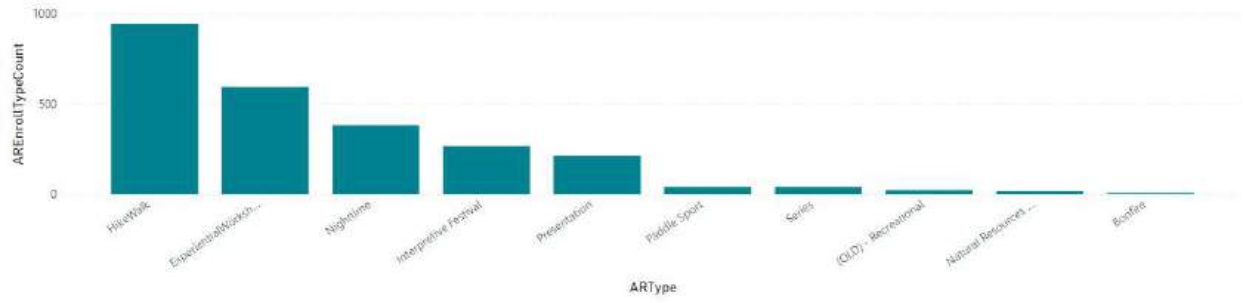
INTERNAL ACTIVITY MODULE PUBLIC PROGRAMS

	2024
Total # of Programs	228
Total # of Participants	2,532
Max Count	7,214

Registrations by Park



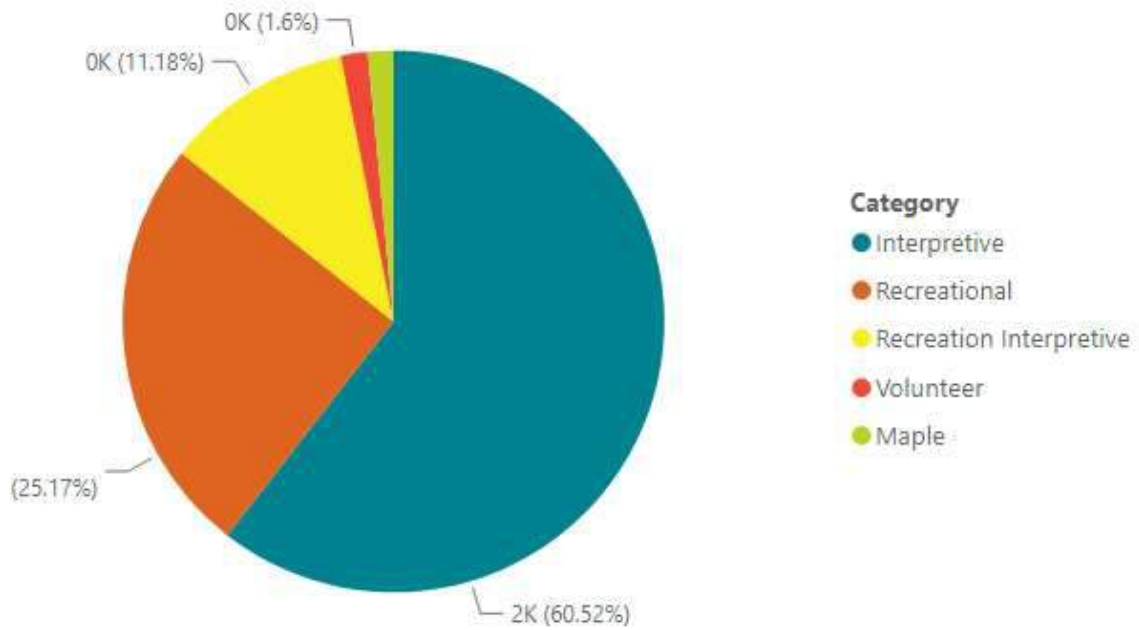
Registrations by Type



Registrations By Month, Quarter, Year



Registrations by Category



INTERNAL RECREATION PROGRAM COMMITTEE EVENTS

KIDS FISHING TOURNAMENT

The kids fishing tournament this year was a huge success. In 2024 we doubled the amount of participants from 100 to 200. There was approximately 550 people total in attendance that included family and friends. Each child was provided fishing poles, a tackle box, lures and worms. Saginaw Bay Walleye Club donated buckets again this year for the participants. Prizes were awarded to the different age groups and for the largest fish caught. There were also drawings for door prizes and each child went home with a prize. Everyone who attended was treated to lunch. Our Interpretive Staff helped with craft activities as well as personnel from the Detroit International Wildlife Refuge. Below is feedback from one of the attendees.



“Love the fishing gear and prizes. This is a great and fun accessible program for families.”



FAMILY CAMP OUT: LAKE ERIE

The Family Campout was filled with all 25 camp sites reserved. There were approximately 125 total in attendance with most campers using tents. The theme for this year was “Holiday in July” and there was a special appearance by Santa. The American Lotus picnic shelter was decorated with Christmas trees and lights. The campers were welcomed with games of candy bar bingo and were able to enjoy yard games all weekend long. After dinner hikes were led by our interpretive staff each evening. Both evenings had a bonfire where each family could use their smores kits that were provided. The campers were also able to enjoy four bounce houses that were available all weekend. A highlight of the weekend was the grilled hotdog lunch on Saturday followed by the 2nd annual Kids vs Parents kickball game.

“We were greeted by friendly and welcoming staff, check-in went smoothly, received a welcome package with lots of goodies. Plenty of games and activities offered for everyone or we could venture out to check the park out. Breakfast (coffee and donuts) were plentiful. Hot dog lunch was abundant. Staff are helpful and friendly. Recommend to friends and family. My son wants to come back next year. Thank you for making this weekend a memorable one for our family.”



FAMILY CAMP OUT: LOWER HURON

The Walnut Grove campground was full during the weekend of our first annual Family Camp Out event. Campers enjoyed Olympic themed games and crafts, archery, guided hikes, inflatables, an evening movie, a community bonfire and morning pancakes served by Chris Cakes.



RACE THE RAPIDS RIVER WALK 5K

The event was again a huge success. We expanded the participant number in 2024 from 100 to 150 and again were full well ahead of the event. Multiple prizes were raffled during the event. Participants also received participant medals, t-shirts and other Metroparks logo gifts. Snacks and refreshments were also provided.

“Love this this event. The staff is so friendly and organized. Great raffle prizes and fun atmosphere. Perfect amount of people, not too overcrowded.”



METROBARKS: PAWS AT THE POOL

This was another successful year for the Paws at the Pool event at Willow Pool. Both sessions had full registrations in advance of the event. We also had a great turnout for vendors this year. Again, this year, there were two sessions with nearly 150 happy pups total. On deck pet medical needs were assisted by Cahill Veterinary Hospital.



OTHER “NON-REGISTRATION” EVENTS HOSTED IN THE DISTRICT

We host several large events on an annual basis within the Southern District that don't require advanced registration that are open to the public. Some examples of the larger ones:

MOVIES IN THE PARK

Movie night at Lower Huron was well attended again this year. There were over 250 in attendance to watch *Migration* near the Woods Creek Playground. Van Buren Township were also onsite to host themed crafts before the movie.



FOOD & TUNES

We had record attendance for this concert event, nearly 1,000 people. This year, we hosted one concert with a locally well-known band, *50 Amp Fuse*. For the first time, we also included a beer tent that was a success for this event.

“Loved the bands, more concerts, great atmosphere, I loved it!!”



FIREWORKS

Annual fireworks shows at Lake Erie and Willow continue to be the largest events of the year for the district. Attendance this year at both shows ranged between 12,000-15,000 patrons.

OUTSIDE EVENTS TAKING PLACE IN PARKS

In addition to Metroparks planned events, we act as a host site for a variety of events put on by non-profits, youth organizations, and for-profit organizations that need a beautiful space for their events. These events add significant value to our parks and increased attendance. Most of these activities are reoccurring that helps guarantee our visitation and associated revenue remain stable into the future.

OUTSIDE EVENTS

- Cycling Time Trials
- Disc Golf Tournaments
- Fishing Tournaments – 5
- Gaze Hounds – 4
- Get Out and Play – 4
- Marauder 5K
- Motorcycle Charity Ride
- PEAC Clinics – 34
- Scouting Rendezvous
- Soccer Practices and Games – 58
- Turkey Trot
- Walks – 3

CROSS COUNTRY IN SOUTHERN DISTRICT

WILLOW

Athletes – 11,450
Spectators – 19,900
Races – 24
Revenue: \$75,097

RACES CAME FROM:

Carlson Jamboree – 7 schools
Marauder Invitational – 52 schools
Divine Child Schools
MHSAA Regional Meet – 15 schools
Downriver League Jamboree – 25 schools
National Heritage Academy – 6 schools
Edsel Ford Downriver Schools
Plymouth Salem Schools
Gabriel Richard Catholic High School
Saline Schools
University of Michigan – 10 schools

LAKE ERIE

Athletes – 2,610
Spectators – 14,100
Races – 7
Revenue: \$27,433

Hartland Schools
Van Buren Public Schools (Belleville)
Huron Schools (New Boston)
Wayne County Championships – 23 schools
Huron League Invitational - 76 schools
Wayne State University Warrior Challenge –
13 schools
Lawrence Technical University
Woodhaven Warrior Classic – 17 schools
Lincoln High School – 2 schools

KEY FINDINGS

- The Southern District hosted 228 public programs that required registration with a total of 2,538 participants.
- All Recreation Programming Committee events in the district saw growth in attendance, with all 5 that require registration being sold out attendance, with all 5 that require registration being sold out.
- The Kids Fishing Tournament at Lake Erie doubled in registrations, going from 100 in 2023 to 200 in 2024.
- Our partner PEAC (Programs To Educate All Cyclists) hosted 34 adaptive riding clinics at Willow.

PROJECTS & PARTNERSHIPS

PROJECTS



Throughout 2024, our staff continued their work with ADA accessibility projects with the replacement of door handles and pulls in restroom buildings as well as with ADA grills at picnic shelters. Another ADA project was the installation of new chicanes at the CSX railroad crossing along our hike/bike trail. With the installation of the chicanes, this will allow patrons who have adaptive riding cycles to safely move through the crossing without having to change course. This was very well received and welcomed from our cyclists!

Hikers and bikers throughout our district were also thrilled to see the section of hike/bike trail at Lake Erie reconstructed and repaved. This 1.5 mile section of trail runs from the park office to the end of the Cove Point picnic area.

The Willow Golf Course cart barn was equipped with the necessary equipment to charge the new electric cart fleet. This project continues our momentum with not only bringing new equipment but also furthers our mission to conserve and steward.

The bioswale project at Lake Erie to help mitigate stormwater runoff was completed.



PARTNERSHIPS

In September, we hosted the Boy Scouts of America for their Rendezvous at Willow. This partnership brought nearly 5,000 scouts, leaders and family members to the district. The scouts enjoyed programs throughout the weekend that included a visit from the Michigan State Police Aviation Unit as well as our HCMA K-9, Police Command Center and drone teams. It was a very successful event!





KEY FINDINGS

- ADA accessibility projects continued with the replacement of door handles and pulls along with ADA grills.
- A 1.5 mile section of hike/bike trail at Lake Erie was reconstructed and repaved.
- The Willow Golf Course Cart Barn was equipped with the necessary equipment to charge the new electric golf cart fleet.
- The GLRI bioswale grant project was completed at Lake Erie.
- CSX Railroad Crossing ADA improvements.
- Boy Scouts of America had their Rendezvous at Willow with nearly 5,000 scouts, leaders and family members attend.



HURON-CLINTON METROPARKS EASTERN DISTRICT ANNUAL REPORT

2024 Reporting Period



METROPARKS.COM

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EXECUTIVE SUMMARY

2024 was once again a very busy year in the Eastern District. District visitation remained strong throughout the season and the Stony Creek golf course welcomed 45,315 rounds of golf, becoming one of its busiest years to date. Recreation Programs and Events Committee events were once again a big hit with our visitors. A weekend Family Camping event was added to Wolcott Mill this summer; 80 campers attended the event which was staged at Camp Rotary with programming being offered both days at the Farm Center. Four large canvas tents with sleeping cots for up to four campers were added to the Lake St. Clair family camping event. The tents were a huge success, and plans are underway to offer tents for rent at each family camping event in 2025. MetroBarks: Paws, Pose and Play Day grew with vendor participation doubling from last year. Registration for the Lake St. Clair Kids Fishing Tournament filled with 300 kids signing up. The Night of the Dragon event was expanded to two nights and included multiple live entertainment acts and a beer tent welcoming 2,250 guests over two days. Treats at the Beach registration grew to 1,000 children in 2024 with additional grow potential in 2025. Each event was well attended with many favorable comments made by those participating. **(supports strategic plan goal Listen & Connect)**

Several projects were completed within the district this year. Roofing projects were completed on the Par Three Maintenance building at Lake St. Clair and the salt storage building at Stony Creek. Trail signage improvements are underway on the Mother Earth, Settlers and Mill Race trails at Wolcott Mill and the Trolley Trails at Stony Creek. The surface of the Lake St. Clair pool was repainted, a transformer was repaired, and a major electrical line was replaced at Lake St. Clair. The electrical podiums were replaced at the South Marina along with the seawall and site improvements at the Stony Creek Landing. **(supports strategic plan goal Maintain & Invest)**

All district employees were involved in Climate Action Plan training. Annual mowing throughout the district of invasive species is underway including, for the first time, the North Branch Trails on what had been the Wolcott Mill Golf Course that closed in 2017. **(supports strategic plan goal Conserve & Steward).**

REPORTING PERIOD

This report uses a calendar year reporting period of January 1 through December 31. For 2024 data points, data is January 1 – November 30. Comparison years use January 1 – December 31.

This report note will also appear in the key findings where it is felt that December data might substantially impact results seen, and as an asterisk note on visitation data charts.

METROPARKS OVERALL ANNUAL VISITATION REPORT REMINDER

The Metroparks Annual Visitation Data Reports was presented to the Board of Commissioners in October 2024. This report included full data sets for organizational car counts, visitation scanning data and programs and events along with associated key findings and appendices. That report can be referenced for a full park system view and analysis of that related data. [The report can be reference by clicking here.](#)

KEY FINDINGS FOR THE DISTRICT

Visitation and revenue remained very strong. Participation in the second year of Recreation Programs and Events Committee events experienced increased attendance and vendor participation. Several Engineering and Maintenance projects were completed demonstrating our commitment to invest and maintain the services we provide for our visitors.

KEY FINDINGS

- Visitation remained strong across the district with over 1.16 million individual cars entering the parks
- Revenue increased by 1.4% across the district to almost \$4.6 million
- 48% of scanned passes into the district were from equity emphasis areas

48% of scanned passes into the district were from Equity Emphasis Areas

Golf Revenue



11.4%

- Golf revenues across the district increased by 11.4% to almost \$1.8 million
- Revenues from overnight stays (camping/marina) increased by 4.24%
- District hosted many 5ks, cross country meets and other outside events
- Internal recreation programs all increased attendance in their second year
- Seawall and site improvements completed at Stony Creek Landing
- Lake St. Clair pool, Adventure Golf, and point power service failed during a storm. Over 2000 feet of underground line was replaced.

Overall Revenue



1.4%

COLLABORATIVE REPORT GENERATION

MULTI-DEPARTMENTAL EFFORT

Generating this Eastern District Annual Report has been a collaborative effort. Multiple departments work together to create the visualizations and analyze the data that is presented in this report. Before the work of creating the report can take place, ALL staff have a part in entering data into the various Metroparks software systems that feed into this report – from the seasonal toll booth attendants that sell daily and annual passes and the staff creating and delivering programs, to the department heads that analyze the resulting data.

Each year since inception, the District Annual Reports have improved in presentation, detail, and accuracy. Major changes to this report include:

- Multiple departments worked on cleaning up data to make future reporting more consistent and accurate.
- Staff worked with IT on gaining access and familiarization with the dashboard to assist in creating this report.
- Operations staff researched attendance and revenue data to determine current and future trends.
- Operations staff conducted a thorough review of programs, events, projects, and partnerships in 2024 that will be further highlighted in this report.

The following table highlights departments that played a major role in the creation of this report, as well as the estimated number of hours spent:

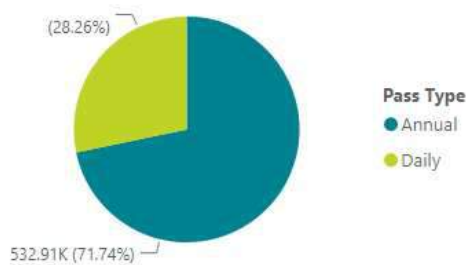
It's estimated that 102 staff hours were spent generating the version of this report in 2024.

Operations	80 hours – Compiling Data, formatting report, developing text to tell the story.
Information Technology	12 hours – Cleaning up data in multiple operating systems. Creating maps from zip code data. Training staff on dashboard utilization.
Marketing	10 hours – Guiding departments on structure and format of reports. Final proofing and clean-up of all reports.

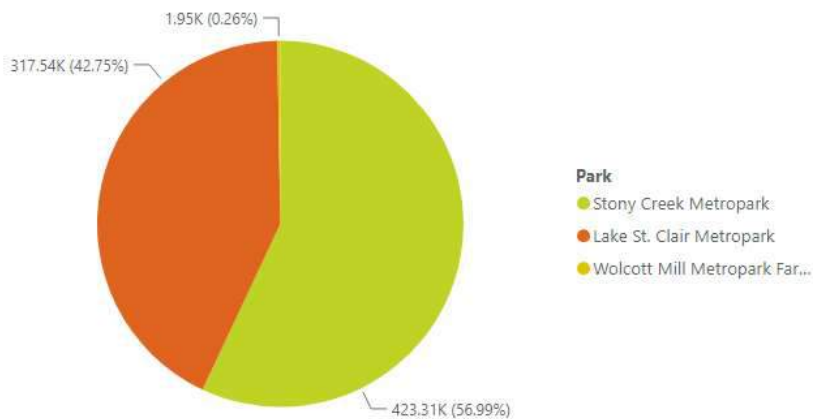
ATTENDANCE & REVENUE

Overall District visitation increased to 1.16 million cars in 2024, an increase from 1.09 million vehicles in 2023. Largely due to the early arrival of spring and warmer than usual fall. Vehicle scans for the Eastern District as of 11/30/24 are up by 38,532 or 6.2% greater than 704,261 vehicles scanned during the same period in 2023. The Eastern District scanned a total of 742,793 passes, 72% annual passes and 28% day passes. While 355,966 or 48% of total passes originate in equity emphasis areas, the Eastern District experienced a decline in scans from these areas by 4.4% compared to the 372,118 scans during the same period in 2023.

Scans By Pass Type



Count of Scans by Park



DEFINITIONS FROM METROPARKS ANNUAL VISITATION REPORT

WHAT ARE EQUITY EMPHASIS AREAS

Analyzing Equity Emphasis Areas (EEA) helps Metroparks measure efforts occurring in under-resourced communities in our region. In order to analyze the Metroparks interaction with equity populations within the 5-county area, we utilize a tool and methodology developed by SEMCOG; which focuses on locations with concentrations of people in many groups, including:

- Persons with Disability
- Disengaged Youth
- Female Headed Households
- Foreign Born
- Hispanic
- Households in Poverty
- Housing Cost Burden
- Limited English Proficiency
- Minority
- No Car Households
- Non-Hispanic Asian
- Non-Hispanic Black
- Older Adults
- Other Non-White Non-Hispanic Races
- Persons in Poverty
- Transit Dependent Households, and
- Youth

The SEMCOG Equity Emphasis Areas tool draws conclusions of census tract areas based on socioeconomic indicators to assign a level of concentration to that census tract. The Metroparks considers any zip code in which a SEMCOG high or very high equity population census tract resides to be an equity emphasis area for the purpose of clean data set comparison. The Metroparks did see an increase in pass scans from equity emphasis areas in 2024.

WHAT ARE CAR COUNTS

The Metroparks uses the term “car counts” to refer to the data that comes directly from the roadside car counters located at most park toll booth locations. The number has been collected in the same way since 2013 and records total vehicles driving over the counters. That means this number includes visitation even when the toll booth isn’t staffed, or we’ve suspended scanning in RecTrac. This total number is a high-level measure we can use to historically look at total visitation and changes over time, but this number will be different than the scan numbers in the following pages.

WHAT IS PASS SCANNING DATA

The Metroparks utilizes the point-of-sale software, RecTrac, to scan barcodes on every annual pass, each visit, and to scan each daily pass and associate it with the visitors zip code. This allows the Metroparks to map and see where visitors are coming from and areas of the region where visitation is light from.

This data set is separate from vehicle counts. Scanning data can only be collected when the toll booths in parks are staffed. Not all parks have toll booth attendants daily, weekly or year-round. Scanning is only completed during work hours of toll booths. Pass scanning data should be reviewed separately from total car counts and will reflect different total numbers.

Additionally, suspensions in scanning occasionally occur during staffed hours for various reasons such as high traffic entries during fireworks and large events, power outages, software malfunctions, etc. These suspensions are always initiated by a supervisor. When this occurs, toll booth attendants do not scan or collect zip code data from visitors. In 2021 and 2022, pass scanning was suspended for an average of 18 days for each park that regularly staffs toll booths. In 2023, pass scanning was suspended for average of 4 days for each park. Most suspensions were very short. In 2024, pass scanning was suspended an average of 5 days for each park largely due to RecTrac outages, weather, and staffing shortages.

This year staff are able to draw better conclusions and analysis of this data thanks to the work put in by the IT department to develop a test version of key business dashboards. Utilizing this new dashboard, staff were able to compile the following charts and graphs that visually show the scan data in different useful ways. This is the first year staff have been able to easily see the data in this way.

RECTRAC DATA CUT OVER DATES

RecTrac was rolled out in 2021, but not all parks “went live” at the same time. It was a rolling process to get every park in the system that took a little over a year. For the scanning data on the following pages, keep in mind that we are missing data from before RecTrac was launched in each park. That means that prior to a RecTrac cut over in a park, scanning data would be limited or incomplete, and should not be compared year to year as a direct comparison of a full year. Here are the official “live dates” for each park during the RecTrac roll out. You will notice “NA” in tables where either no scanning data was available because it was “pre-RecTrac” or is a park that does not regularly scan because of hardware or staffing constraints.

Eastern District

1-2-2020 –Lake St. Clair

1-25-2021 –Stony Creek, Wolcott

Western District

3-1-2021 –Hudson Mills, Delhi, Dexter, and Huron Meadows

3-8-2021 –Kensington

3-11-2021 –Indian Springs

Southern District

4-12-2021 –Lower Huron, Willow, and Oakwoods

4-19-2021 –Lake Erie

*some of the interpretive data and registrations lagged by a week or so during roll out, but these were the official “live dates for each park”

VISITATION DATA

Stony Creek Metropark

	2019	2020	2021	2022	2023	2024*	Change
Car Counts	534,985	798,349	693,364	597,938	581,619	649,882	11%
Daily Scans	N/A	7,239	108,202	95,649	102,395	102,150	-.01%
Annual Scans	N/A	57,429	317,102	304,703	319,294	321,156	.0005%
Revenue	\$2,236,108	\$3,236,187	\$2,797,456	\$2,587,975	\$2,446,925	\$2,437,898	.003%

* 2024 data does not include December. All other years include full calendar year.

Stony Creek Visitation from Equity Emphasis Areas

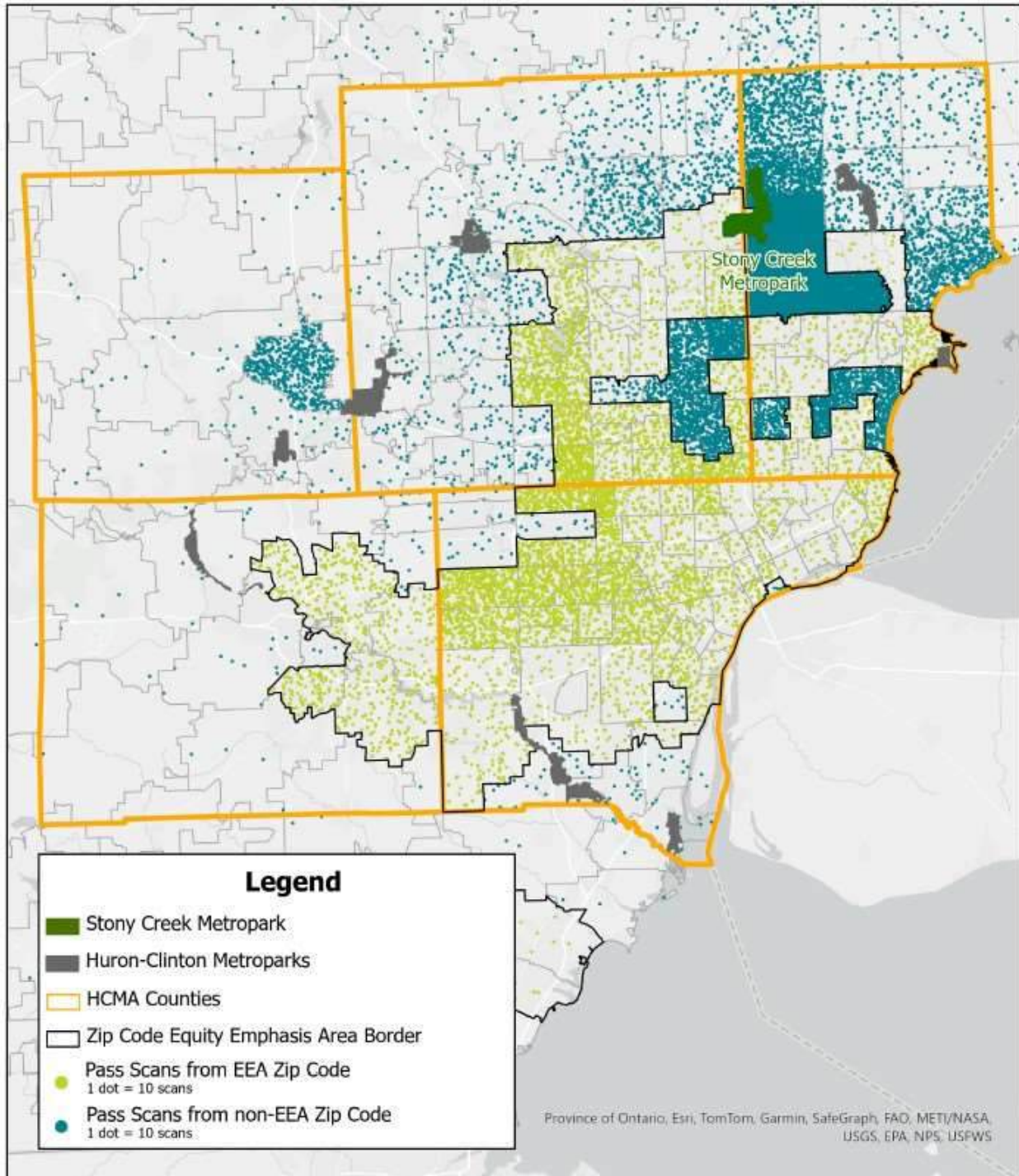
	2019	2020	2021	2022	2023	2024*	Change
Daily Scans	N/A	N/A	53,030	43,787	43,731	39,909	-.09%
Annual scans	N/A	N/A	119,207	106,397	113,766	102,477	-.1%

* 2024 data does not include December. All other years include full calendar year.

Count of Vehicle Scans By Month, Quarter, Year



Pass Scanning Data from Stony Creek Metropark



Wolcott Mill Metropark

	2019	2020	2021	2022	2023	2024*	Change
Car Counts	320,077	32,979	43,597	50,146	40,416	39,820	-.02%
Daily Scans	N/A	118	1201	1663	1,692	1,948	.15%
Annual Scans	N/A	66	666	1122	1,096	1,502	37%
Revenue	\$87,489	\$23,291	\$33,406	\$42,586	\$46,066	\$43,197	-.07%

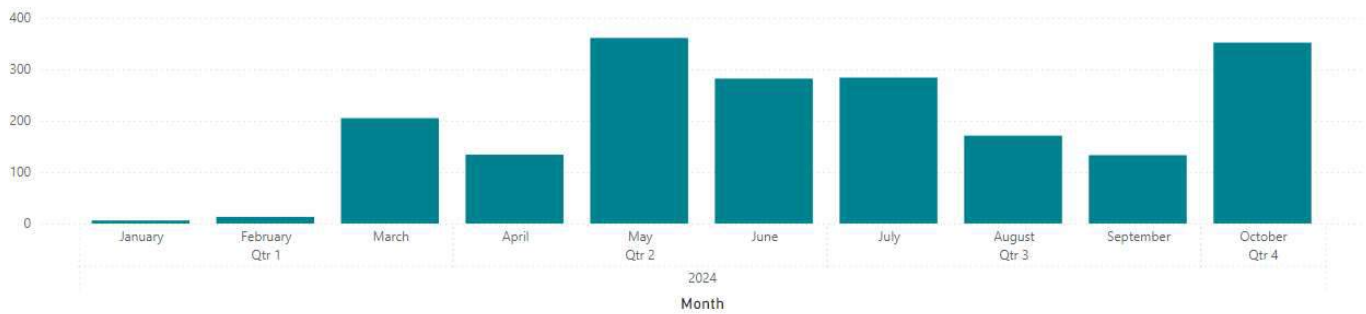
- Wolcott Mill only tolls at the Farm Center on weekends.
- * 2024 data does not include December. All other years include full calendar year.

Wolcott Visitation from Equity Emphasis Areas

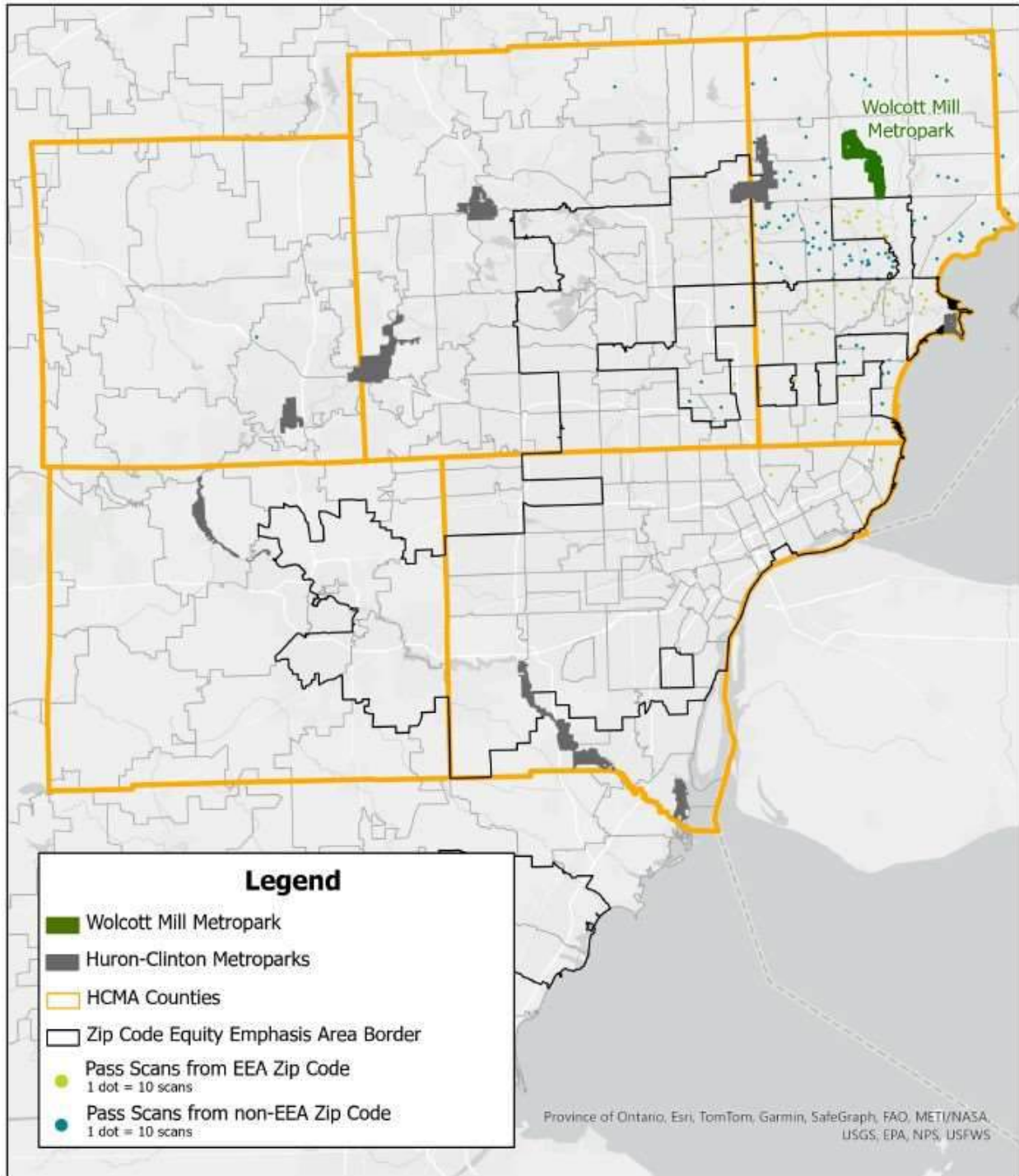
	2019	2020	2021	2022	2023	2024*	Change*
Daily Scans	N/A	48	403	526	534	440	-18%
Annual scans	N/A	23	252	449	457	178	-61%

* 2024 data does not include December. All other years include full calendar year.

Count of Vehicle Scans By Month, Quarter, Year



Pass Scanning Data from Wolcott Mill Metropark



Lake St. Clair Metropark

	2019	2020	2021	2022	2023	2024*	Change*
Car Counts	395,279	547,322	531,513	558,920	542,329	471,888	-.13%
Daily Scans	N/A	12,588	99,182	93,999	95,504	106,228	11%
Annual Scans	N/A	55,302	237,193	183,556	204,041	211,311	.03%
Revenue	\$1,587,525	\$2,061,355	\$2,051,335	\$2,108,567	\$2,034,602	\$2,110,540	.03%

* 2024 data does not include December. All other years include full calendar year.

Lake St. Clair Visitation from Equity Emphasis Areas

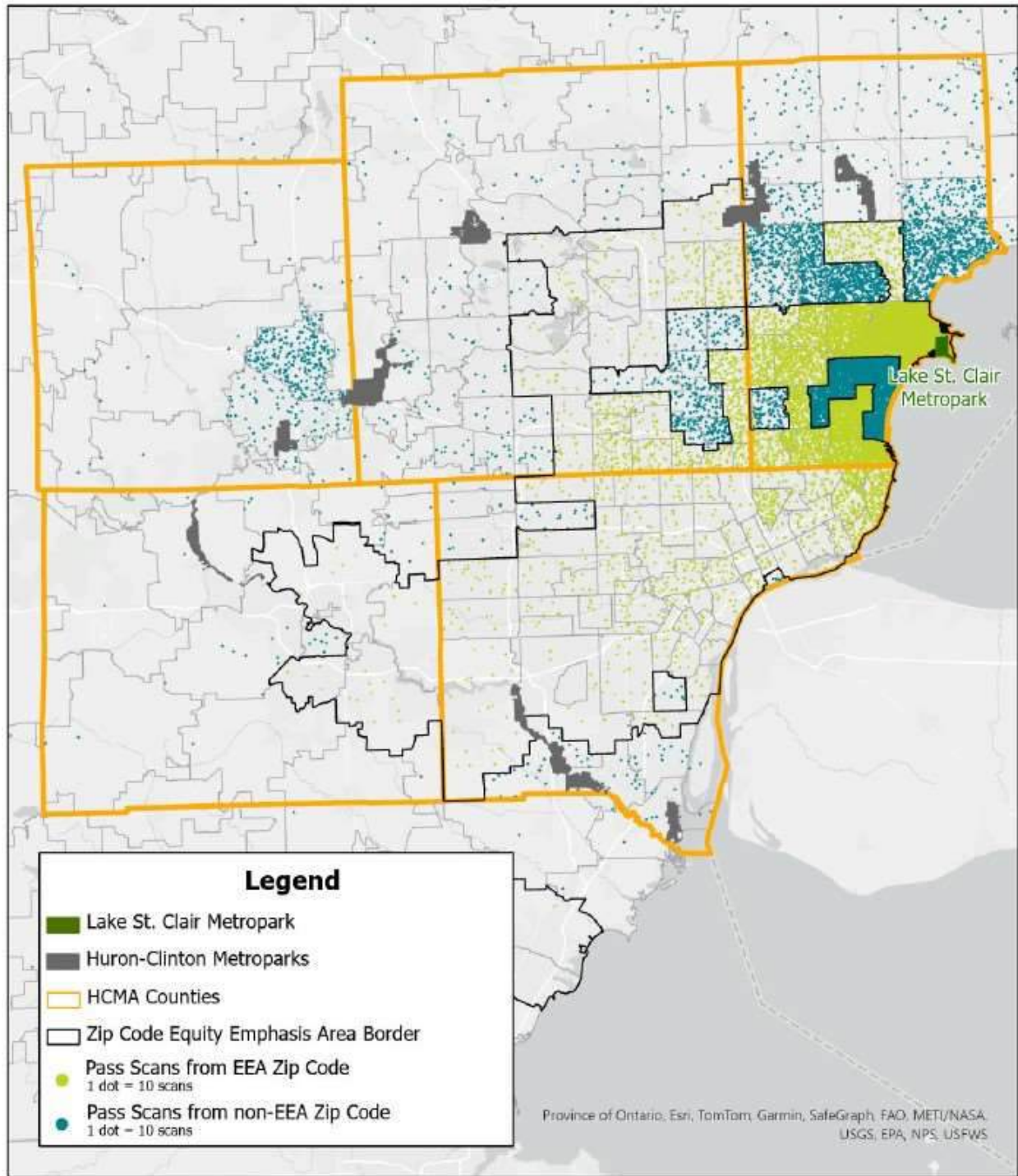
	2019	2020	2021	2022	2023	2024*	Change*
Daily Scans	N/A	6,255	39,463	37,887	76,477	66,984	-.13%
Annual scans	N/A	17,274	150,402	122,084	146,343	145,978	-.01%

* 2024 data does not include December. All other years include full calendar year.

Count of Vehicle Scans By Month, Quarter, Year



Pass Scanning Data from Lake St. Clair Metropark



ATTENDANCE KEY FINDINGS

- Visitation remained strong across the district with over 1.16 million cars entering the parks.
- 48% of scanned passes into the district were from equity emphasis areas.
- 67% of scanned passes at Lake St. Clair were from equity emphasis areas.

CROSS COUNTRY SKIING

Stony Creek Metropark offers 13 miles of marked and groomed traditional cross-country ski trails, covering level to hilly terrain on the golf course and in the Shelden Trails. Weather permitting, guests can rent skis on the weekends at our Golf Course Clubhouse. Recent mild winters have made it difficult to establish and sustain trail grooming and operation of the ski rental.

Stony Creek	2023	2024	Change
Rentals	168	45	-273%
Revenue	\$2371.00	\$733.00	-309%

PICNIC SHELTERS

Picnic shelters continue to attract visitors for many types of events. Thousands of guests enter the park to attend birthdays, weddings, graduation parties, reunions and more. Shelter reservations can be made online up to one year in advance, a policy many of our returning users are appreciative of.

Stony Creek	2023	2024	Change
Rentals	553	574	21%
Revenue	\$105,802.00	\$112,262.00	6 %

Wolcott Mill	2023	2024	Change
Rentals	50	57	12%
Revenue	\$5,775.00	\$8062.50	38%

Lake St. Clair Shelters	2023	2024	Change
Rentals	448	434	-3.125%
Revenue	\$88,825.00	\$87,875.00	-1.07%

Lake St. TWAC	2023	2024	Change
Rentals	60	64	6.67%
Revenue	\$72,650.00	\$76,200.00	4.89%

Lake St. Clair Ceremony Sites	2023	2024	Change
Rentals	21	20	-4.76%
Revenue	\$3,275.00	\$2,775.00	-15.27%

FEE BASED AQUATIC FACILITIES

Fee based aquatic facilities are those water recreation facilities that the public has to pay to use. In the Eastern District this includes the pool at Lake St. Clair, but does not include the splash pad because it is free to use and therefore does not track attendance.

Lake St. Clair Metropark swimming pool is a highly visited attraction in the park, with each year attracting over 50,000 swimmers and \$250,000 in revenue. 2024 was a tough season operationally for the pool, as we were closed for nearly a week due to power outage, then operated for almost a month on a backup generator while repairs were made to the electrical grid. Despite these issues, we still had a virtually identical season to 2023 in terms of revenue and attendance.

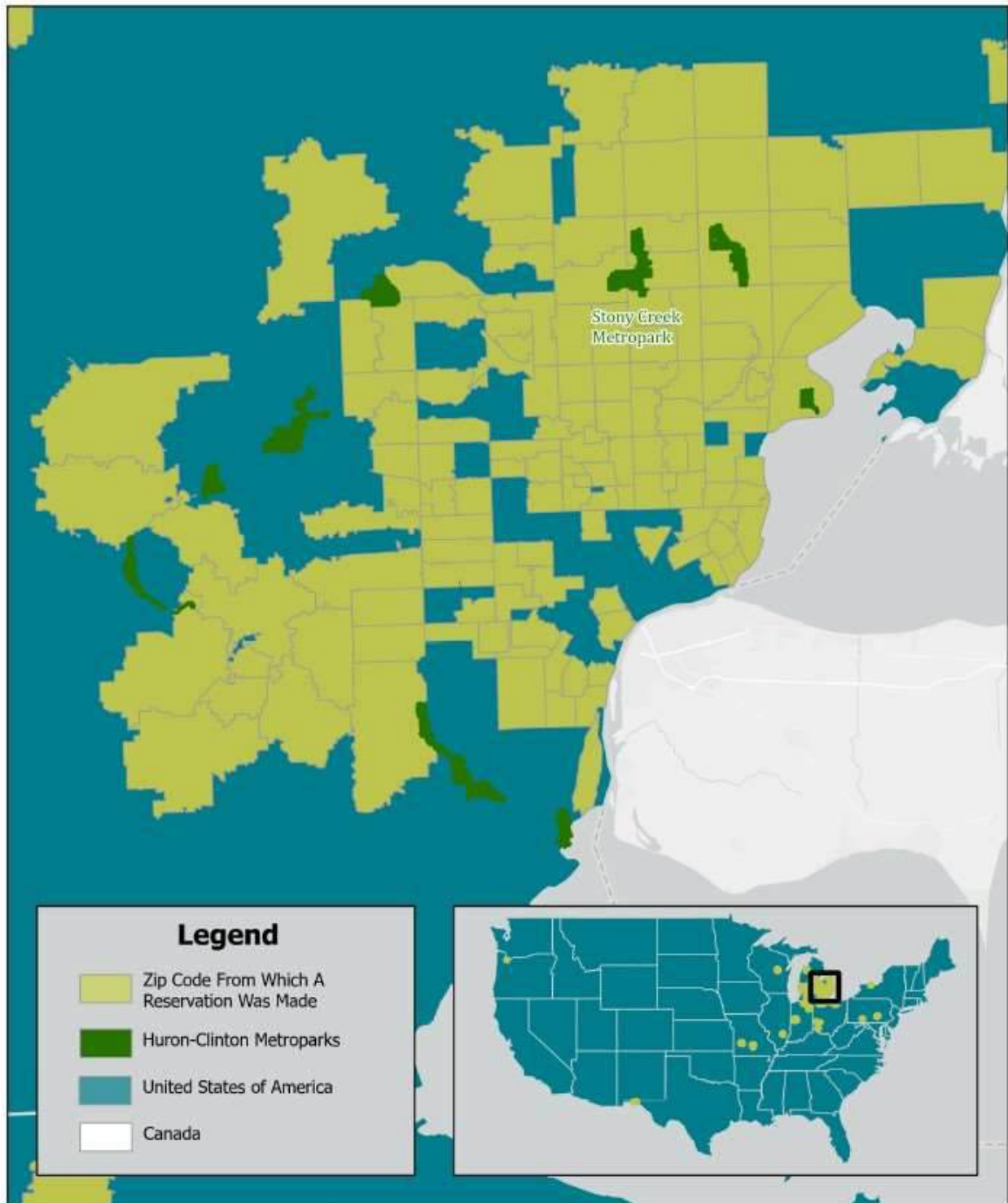
Lake St. Clair	2023	2024	Change
Swimmers	52,803	52,935	.25%
Revenue	\$275,542.00	\$269,410	-2.23%

STONY CREEK CAMPGROUND

The Ridgewood Campground at Stony Creek is a popular spot for camping due to its proximity to so many great activities within the park. Camping season runs from Memorial weekend through late-September on Friday and Saturday nights with a Sunday night option on holiday weekends. 45 sites in total accommodate tents and campers of a variety of sizes. Guests can purchase firewood, ice, snacks, and other camping items at our camp store.

	2023	2024	Change
Reservation Fees	\$40,761.00	\$44,320.00	8%
Sundry	\$11,286.19	\$13,271.14	15%
Food and Beverage	\$971.50	\$1,489.00	34%

Zip Code Data from Stony Creek Camping Reservations



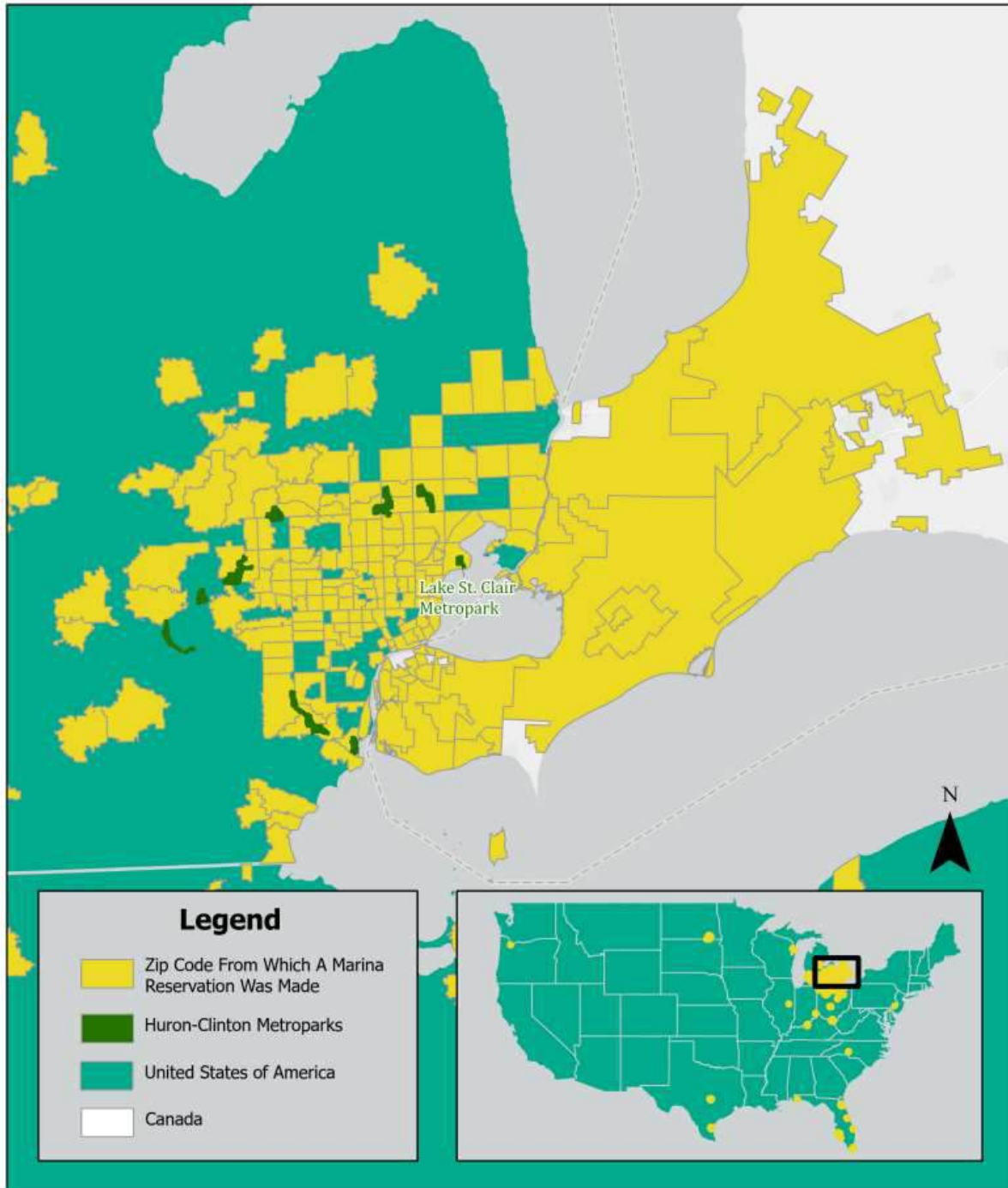
MARINAS

2024 saw a slight decrease compared to 2023 with many stormy weekends making boating difficult on some of the prime weekends, especially in July and September. In addition, we continue to operate only South Marina while we await the reconstruction of North Marina at Lake St. Clair. Lake St Clair Metropark continues to partner with U.S. Customs and Border Patrol to be one of only 3 CBP Reporting Offsite Arrival-Mobile (ROAM) locations in Southeast Michigan for pleasure boaters arriving from other countries to check in with Customs upon arrival into the United States. As you can see in the attached zip code map, we receive many visitors from Canada as well as from around the US.

Lake St. Clair	2023	2024	Change
Rentals Nights	2,604	2,140	-17.82%
Reservation Fees	\$122,309.00	\$120,998.00	-1.07%
Sewage pump out fees	\$2,880.00	\$1,995.00	-30.73%
Ice Sales	\$4,494.50	\$4,834.00	7.55%
Day Dock Utility Well	\$4,860.00	\$4,560.00	-6.17%
Day Dock Seawall	\$10,670.00	\$9,780.00	-8.34%
Fire Wood Sales	\$824.00	\$816.00	-.97%



LAKE ST. CLAIR METROPARK MARINA RESERVATIONS



STONY CREEK EASTWOOD BEACH

Eastwood Beach at Stony Creek is the epicenter of visitation during the summer months. Guests are welcome to play in the sand, take a swim in the lake or partake in any of the amenities offered. The playground is utilized daily and is the main attraction throughout the year. The Paddleshack continues to be a unique lakeside rental experience for patrons to rent one of our 25 kayaks or 20 paddleboards. Bike rentals are another option for our guests and can be rented in the main plaza area. Our bike fleet features 15 single gear adult bikes, two fat tire adult tricycles and one adult hand-cycle. The Quadzilla waterslide stands 50 feet tall with a 200-foot run out. It serves guests over 42 inches tall with an estimated 10,000 riders annually. This specific slide was retired after this summer, serving us for 4 years of service. Eastwood Grill and Chill is the area we have seen the most growth. We have learned to maximize our hand-dipped ice cream sales and have streamlined processes for hot food to minimize wait times and get more people served.

	2023	2024	CHANGE
Eastwood food bar	\$145,945.00	\$174,049.00	16%
Eastwood rentals	\$98,461.00	\$92,654.00	-6%
Eastwood sundries	\$13,290.00	\$12,361.00	-7%
Quadzilla slide	\$116,988.00	\$111,363.00	-5%
Totals	\$374,684.00	\$390,427.00	4%

STONY CREEK MT. VERNON BOAT RENTAL

The Boat Rental offers 25 paddleboats, 4 character boats, 6 row boats, 25 double kayaks and 40 single kayaks. The facility operates from early May through late September. New in 2024 were 10 regular paddleboats which had canopies to help shade guests from the sun.

	2023	2024	CHANGE
Boat rentals	\$145,799.00	\$146,393.00	0%
Boat rental sundry	\$896.00	\$865.00	-3.5%
Boat rental food	\$5,926.00	\$9,312.00	36%
Totals	\$152,621.00	\$156,570.00	2.5%

STONY CREEK DISC GOLF

All year round the Buckhorn Disc Golf course welcomes disc golfers to play its 36 holes. Estimated play is around 10,000 rounds annually and includes 4-8 tournaments a year.

	2023	2024	CHANGE
Disc golf fees	\$31,379.00	\$29,784.00	-5.3%
Disc golf sundry	\$427.00	\$740.00	42%
Disc golf food	\$2,424.00	\$2,878.00	16%
Totals	\$34,230.00	\$33,402.00	-2.4%

OTHER REVENUES

Stony Creek

Stony Creek receives revenues from a variety of other sources. Foremost, charitable, and for-profit walks and runs invite thousands of guests annually. While it is difficult to tabulate the actual tolling revenue from said events, we can account for site fees and per participant fees received. Other events like school hosted cross-country events also bring in thousands of guests annually. Commercial photographers enjoying using our park as well, as do persons having wedding ceremonies at the Shelden Pines. We also contract food truck vendors and collect commissions from their sales.

	2023	2024	Change
Event Site and Participation Fees	\$20,418.00	\$22,012.00	7.2%
Commercial Photography Fees	\$28,895.00	\$30,167.00	4.2%
Shelden Pines Wedding Site Fees	\$7200.00	\$4000.00	-80%
Food Truck Commission	\$2,041.00	\$725.00	-181%
Dry Boat Storage	\$58,300.00	\$56,800.00	-2.6%
Mobile Stage	\$1,800.00	\$1,100.00	-64%
Totals	\$118,654.00	\$114,804.00	-3.3%

Lake St. Clair

Lake St Clair generates revenues from a variety of other sources, including event fees, concessions commissions, donations, and joint government maintenance contracts. Event fees dropped significantly in 2024 in part to a \$10,000 concession to the boat show for lack of power in North marina, and the loss of a large run, The Hot Cider Hustle. For profit event fees include Soccer in the Sand, Metro Boat Show, and Water Lantern Festival. Concession commission come from the contract with Simple Adventures, who share 20% of revenue with the park for concession rights to the Beach Shop, Beach Side Grill, and Kayak rentals. Donations come from the public at large for memorial tree and benches. Macomb county, Clinton and Harrison Townships have maintenance agreements with the park.

Lake St. Clair	2023	2024	Change
Event Site and Participation Fees	\$70,615.69	\$57,053.35	-19.21%
Concessions Commission	\$41,666.00	\$37,894.00	-9.05%
Donations	\$15,026.65	\$10,315.00	-31.36%
Joint Maintenance	\$179,134.85	\$179,135.00	0%
Totals	\$306,443.19	\$284,397.35	-7.19%

Wolcott Mill

	2023	2024	CHANGE
Activity building	\$19,275.00	\$23,475.00	17%
Group camping	\$5,550.00	\$8,460.00	34%

REVENUE KEY FINDINGS

- Rentals of day use facilities (shelters, TWAC) increased by 1.41% across district
- Revenues from overnight stays (camping/marina) increased by 4.24%
- Revenue increased by 1.4% across the district to almost \$4.6 million

PROGRAMS AND EVENTS

Park led programming has always been an important element of the Metropark experience and 2024 was no exception. Park programs such as Fireworks, concerts and Interpretive programming not only create memories but have become traditions for the citizens of Southeast Michigan. 2024 also included seven district events established through the Recreation Program and Events Committee, each event experienced an increase in attendance not only in visitation but vendor participation helping to create a successful second year. As in past years, the Eastern District continued to be a popular destination for outside organization seeking locations to host their annual events

METROPARKS PROGRAMMING DEFINITIONS

There are many types of programming and events the Metroparks facilitate or host. It is important to understand these distinctions in order to understand the data reported in this report. For all program and event types, staff used the same reporting period of September 9, 2023 through September 8, 2024. Previous year comparisons use the date range of September 9, 2022 through September 8, 2023.

These programs and event types are defined as follows:

Facility Module Interpretive Reservations

Broadly, these are any programs that the interpretive services department delivers on scheduled request. These programs are recorded in RecTrac in what is called “Facility Module”. Hence the name of this category of programs and the titles on some of the visualizations on following pages. They are more specifically defined as:

- **School Programming** - All school programming conducted at interpretive centers and off-site at schools.
- **Get Out and Learn** - Program led through the interpretive department aimed at delivering school programs and field trips to under resourced schools. This program awards Metroparks scholarships to qualifying classrooms for free field trips or in-school programs.
- **Community Groups that Request the Metroparks** - All community groups and organizations that requested programming conducted at interpretive centers and off-site or at community events.
- **Get Out and Play** – Program led through the interpretive department aimed at bringing organizations from under resourced areas to the Metroparks for a summer day of fun. They are recorded in RecTrac facility module.

Public Programs & Events

Broadly, these are programs and events that Metroparks staff organize and host that are open to the general public to attend. They are more specifically defined in the following categories.

- **Recreational:** Activity or event that supports leisure, rest, relaxation, entertainment, mental and/or physical health through athletics, sports, outdoor pursuits, and/or the arts primarily in an outdoor or natural setting. (compiled from National Recreation and Parks Association, Outdoor Industry Association)
- **Interpretive:** Applying the principles of interpretation to activities, presentations, publications, audio-visual media, signs, and exhibits. (Adapted from National Association of Interpretation)
- **Recreational Interpretive:** A program that applies the principles of interpretation to offer opportunities for people to deepen their understanding of outdoor experiences (i.e., how to correctly pack a backpack; snowshoeing, Leave No Trace, Tread Lightly). (Adapted from National Association of Interpretation)
- **Partnership:** This is a program where an individual, group, organization or business shares the investment and responsibility with the Metroparks Execution Team of the event and the promotion of it. Typically require a signed MOU that outlines specific work, roles, and responsibilities of each partner.

For the purposes of data and reporting, staff utilize RecTrac Activity Module to house registration for any programs requiring it. There are also a fair number of programs and events that do not require registration, and they tend to be larger events (like fireworks shows, night of the dragon, concerts, etc.).

In the data visualizations on the following pages, the data is showing details of programs THAT REQUIRE registration. These are the only events and programs for which we can confidently report attendance and registration details. That means the program participation numbers, enrollment rates, zip codes, etc. are based only on programs that require registration. We currently have no way of accurately and consistently reporting attendance year over year for programs and events that do not require registration.

Outside events hosted at the Metroparks

In addition to programs and events that the Metroparks organize and host, organizations and individuals choose to utilize the Metroparks as a location for their events as well. These events are a combination of public and private events held inside the Metroparks in which Metropark staff did not plan and/or organize. Staff also do not record attendance for events they did not organize. Therefore, participation data at these outside events hosted in the Metroparks are not seen in these charts and maps. Instead, these events are captured based on the facility reservations themselves.

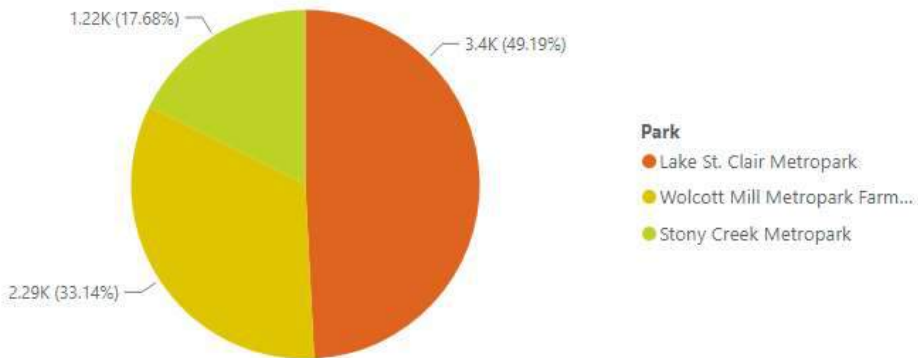
Note About Interpretive Department Programming Numbers

The numbers in this report for interpretive department programs cannot be compared to the interpretive programming numbers historically seen in the board stats summary at the end of board packets each month. In the past, programming numbers in the board stats of board packets were reported based on programming hours. This report and the new dashboards are able to use RecTrac data in new ways and are reporting total number of programs and participants regardless of length of time of program occurrence.

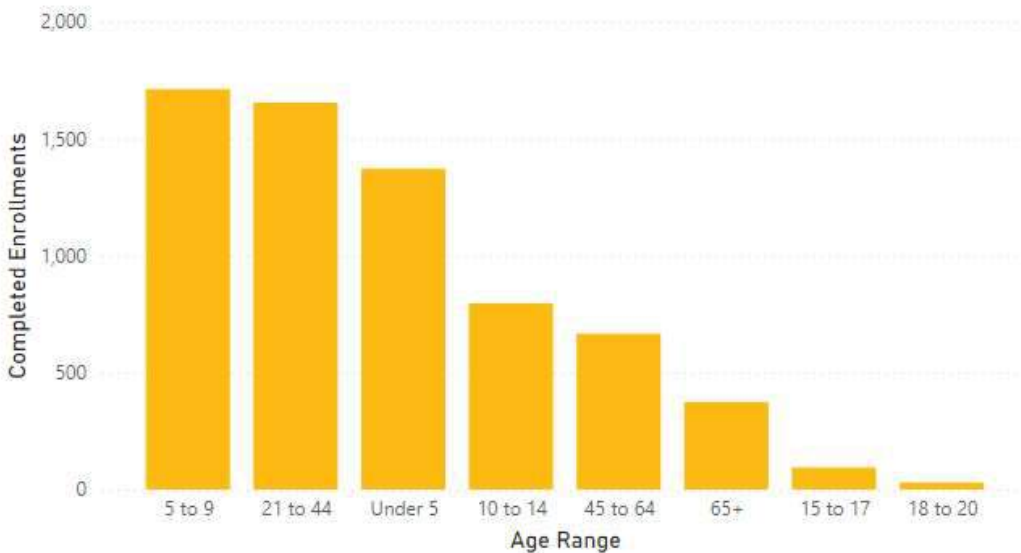
INTERNAL ACTIVITY MODULE PUBLIC PROGRAMS

Park led programming has always been an important element of the Metropark experience. Over the years the Interpretive programs at our nature and farm centers have led the way serving generations of park patrons and the 2024 season was no exception. A total of 296 programs were offered between the Lake St. Clair Nature Center, the Wolcott Mill Farm Center, and the Stony Creek Nature Center. In total, 6,884 individuals attended these programs that required registration in the Eastern District.

Registrations by Park



Registrations by Age Range



INTERNAL RECREATION PROGRAM COMMITTEE EVENTS

For a second season the district hosted several Recreation Program and Events Committee events that met the needs of the community identified in the community needs assessment survey. These events were a big hit with our visitors. Programming events covered a wide range of activities.

MetroBarks: Paws, Pose and Play Day

Stony Creek hosted MetroBarks: Paws, Pose and Play Day which took place on Sunday April 28 from 11 a.m. – 4 p.m. 16 vendors helped fill the tented venue at the Oakgrove Off-Leash Dog Area. Vendors offered retail sales and services for dogs of all shapes and sizes. Attendees could also get their pet photographed for free by a professional photographer or drawn by a caricature artist. A pet fashion show with over 30 entries helped highlight the fun day. Music and a food truck helped fill out the free event which was attended by 500 people and 300 dogs. Event goals of offering a fun and well attended event were met.



Night of the Dragon

Stony Creek hosted the mParks 2024-2025 Innovative Recreation Programming Award-winning “Night of the Dragon”. This medieval-themed event at Stony Creek Metropark was held on Friday, October 11, 2024 from 5 p.m. - 9:30 p.m. (750 guests) and Saturday, October 12, 2024 from 3 p.m. - 9:30 p.m. (1500 guests).

This was the second year for this free entry event. Our patrons were invited through promotional material posted within the park and through social media and other press releases and printed coverage.



Visitors attending the event came to the Ridgewood Campground at Stony Creek Metropark. They are first greeted by park staff directing them to a parking area to fit their accessibility needs, either in the nearby soccer field or to the all-accessible parking on the paved lot. The event area itself spans through the campground’s compacted gravel trail and generally flat turf area. All parking areas are safely lit as this is primarily a night-time event.



As guests approach the event site, they become enveloped in the majesty of a wooded canopy filled with fall colors. They witness the transformation of the Ridgewood Campground into the medieval themed world of “The Woods of the Ridge”.

The trail of torches first attracts our guests, leading them through the heavy wood entry gate and throughout all the festival attractions. At first glance our guests witness the thundering and angelic sounds of our live Celtic band called Black Murray. Guests gaze across the event horizon and view stilt walkers and fire bearers performing incredible acts of entertainment. Live sword fighting shows help fill the entertainment schedule as well.



As guests walk deeper into the event realm, they stop at our medieval tavern beneath the 40’ X 100’ tent and select a drink, perhaps our locally brewed “B. Nektar” brand mead or any other fine drink option that quenches their thirst. Good food is just around the corner as well, offering many barbeque options. Worth noting is that our Tavern Bar and the 36 benches throughout the event site were all produced

by the repurposing of lumber from old picnic tables. These types of woodworked elements helped make the site both comfortable because of adequate seating, and interesting as the place to buy your drink.

As guests proceed deeper into the event, they come across many family-friendly activities including axe throwing, archery, Defend the Fort, henna tattoo, fortune telling and Thor's hammer (electromagnetically charged). Great photo opportunities abound as our 9-foot dragon, or our Iron Throne grab most of the attention. As darkness falls the ambiance grows as the effect of our electric string lights and the trail of torches makes for a most memorable scene in such a mystical forest.



As our guests begin to leave, all are left satisfied with this free entry, family orientated event. Vendors and guests alike appreciated the incredible ambiance, and how this was a fantastic alternative to other similar themed events in the region.

Family Campouts

Stony Creek and Wolcott Mill each hosted Family camp out events. Each event featured special interpretive program options for our guests to attend. At Stony Creek all 45 camp sites were filled with over 225 guests, many of whom took advantage of the twilight interpretive hike. Meanwhile at the Wolcott Mill camp out, 80 campers participated in Wolcott Farm programs.

Water Aerobics

Lake St. Clair hosted three internal recreation programs each were in the second of a three-year commitment and each program saw significant gains in registration. The first program was our Water Aerobics program. Stacie Jalbert-Frazer, who is normally a dispatcher at our front desk, but is also an aerobics instructor, led two six-week sessions of water aerobics in the pool. Session one had 21 participants and session two filled at 25 participants, doubling the previous year. Some comments from participants:



“I was very happy to have the opportunity to try water aerobics for the first time! Loved it! The instructor was absolutely spectacular and accommodations were perfect. It was close to home.”

“Love the program and look forward to next year.”

“Love this class. Instructor Stacy is great. Hope to participate next summer also.”

Kid's Fishing Tournament

Our second program was our kid's fishing tournament, held in conjunction with the Lake St. Clair Walleye association. 300 kids got a brand-new fishing setup including a pole, tackle, and a goodie bag. Everyone was given a free lunch, including parents and care givers. WCSX



94.7 was on site providing a live broadcast, and nature center staff provided arts and craft activities for kids who were not catching any fish. LSC Walleye association volunteers helped manage the catch, measured, and recorded every fish caught. The largest fish of the day was turned into a mount and given to the lucky fisher youth to be presented at the LSC Walleye Association Christmas gathering. Some comments from the participants.

"My son loved the event and "goodies" given to the kids. Well organized and was overall a great time! I wish adults would have been more mindful and made room for kids instead of overtaking large areas for themselves."

"Kids had a blast. Were outdoors and learned some new skills about fishing and the outdoors. Thank you!!!!"

"Thanks for the hospitality. Our kids had fun and excited to fish with their new baits and fishing rods. It was a great family outing."



Family Campout at Lake St. Clair Metropark

Our final recreation program was our tent only camping area. Nestled between the lake and the par 3 golf course, 25 campsites were set up for a two-week period in early August. New this year, the park provided 4 sites that were pre-set up with tents and cots for families that did not have any camping gear. In 2023 we had 97 reservations for 161 nights with a revenue of \$3930. In 2024, that increased to 112 reservations for 213 camp nights with a revenue of \$6240. Despite a very stormy weekend for one of the two available weekends, a large increase in camping numbers showed the high demand for camping here at Lake St. Clair Metropark.



OTHER “NON-REGISTRATION” EVENTS HOSTED IN THE DISTRICT

We host several large events on an annual basis within the Western District that don't require advanced registration that are open to the public. Many of these events have been hosted for years such as the Stony Creek Fireworks while newly added events such as the Lake St. Clair “Treats at the Beach” event are quickly becoming annual family traditions.



Stony Creek Summer Concert Series: Six Friday nights were filled with live music at Eastwood Beach this summer. A range of 300-700 guests would watch our shows which included the bands, Persuasion, The Ashley Lynn Experience, Led Detroit, Itchycoo Park, Motown Eagles and Theo Gridiron and Friends. The weather was great for all dates and our guests enjoyed the offerings of food and Ice Cream from our Eastwood Grill.

Stony Creek Fireworks: Friday June 29th Stony Creek welcomed approximately 6000 guests to watch our annual fireworks show. The weather cooperated and the show was enjoyed by all.

Stony Creek Drive-in Movie Nights: Two movies were shown this year at our drive-in movie location at Baypoint Beach. Saturday, August 24 was a beautiful day, on which we showed our most well attended movie ever, “Barbie”. 150 cars parked to enjoy this hit movie. Guests loved our life-size Barbie Car photo-op. They also spent around \$600 for popcorn and ice-cream. Saturday, September 7 we showed “Ghostbusters Frozen Empire”. The weather was a bit frozen, 46 degrees at 9 p.m. however 75 vehicles showed up for the event.



Shelden Mt. Bike Festival: This third annual event held on Saturday, September 28 was hampered by cloudy skies and a slight drizzle, while the rest of the state to the south of us was getting heavy rains. In total about 700 mountain bikers came out to share the trails, visit vendor booths and partake in the food truck and beer tent offerings. Guests were once again photographed by a professional photographer at the pines jump-line. They were able to view their images on the Metroparks website later.



Lake St Clair Summer Concert Series: 15 Summer Sunday evenings were enjoyed by visitors to the park. A variety of acts performed for crowds from 150-800 depending on weather and performer.

Lake St. Clair also hosted the **Macomb Symphony Orchestra Ensembles**. These took place on Tuesday evenings from late June to late July. An average of 150 people attended these shows.



Treats at the Beach: Lake St Clair Metropark hosted over 800 happy kids on October 20. About 20 trunks were available passing out candy to the kids and the top 3 decorated displays received a free 2025 Metroparks annual pass. When the kids were not doing the trunks, there were bounce houses to play in, pumpkins to take home from Wolcott farm, hayrides to go on, games, arts and crafts and other activities. The lion's game was shown on the big screen at the activity center, and Simple Adventures provided concessions. A great time was had by all.



OUTSIDE EVENTS TAKING PLACE IN PARKS

The Eastern District continues to be a popular location for outside organizations in need of space to host their events. What sounds like a simple task of scheduling a run or walk in a section of a park can be quite time-consuming. A typical event requires the efforts of Operations, Maintenance, and the Police Department to make sure the event is successful. Revenue of these efforts was reported earlier in the visitation and revenue section of the report. Greater use of Rec Trac to collect the data needed to represent outside events on the dashboard will be a focus for the 2025 season.

Stony Creek welcomed back several charitable 5k type events. Such causes represented were Conquer Chiari, ALS of Michigan, Suicide Prevention, PACE Southeast Michigan, Pulmonary Hypertension Association, Macomb Autism Connect, Everyday Heroes, and the Purple Polka Dot Run. Lake St. Clair Hosted Coast Guard Families, Girls on the Run and Stride/YMCA, Tunnel to Towers, Rejoiceful Animal Rescue, and Save The Manatee. There was also a large boating poker run for Wertz Warriors raising funds for Special Olympics.



For-Profit events included a pair of Triathlon runs hosted by Kona Running. The Turkey Trot hosted races on Thanksgiving and the day after. The Santa Hustle partnered with the Metroparks by naming the Metroparks & Me initiative as their charitable beneficiary for the event. Mammoth March came back for a second year as well, with over 1200 participants walking the 20 miles of hiking trails. At Lake St. Clair there was the annual Metro Boat Show, Halloween Hustle and Hootie Hoo 5k's, Water Lantern Festival, and 2 Soccer in the Sand beach soccer tournaments.



Stony Creek also plays host to many youth-orientated events such as the very large MiSCA mountain bike race which welcomes about 3000 riders and watchers over the 2-day span. Several youth golf tournaments take place at our golf course as well. 10 cross-country events were based out of either Baypoint or Eastwood Beach as well as 5 meets held at Lake St. Clair. Lake St. Clair partners with the Harrison Township library for a Book Break program on Monday's at the playground shelter during the summer months. This 9-week program

read to over 400 people this summer at the park. We also host Harrison Township's parks

and rec annual fishing outing with brings out about 150 families on the spring free fishing weekend.

Stony Creek Fleet Sailing Club also calls our park home, meeting every Thursday from May through October. The Creek Fleet is an opportunity for dozens of sail boaters to use our lake. At Lake St. Clair, Harrison Township volleyball plays leagues games on Tuesday evenings from May to August. Every fall the Marina fills up with area boat club outings.

The Historic Mill trails have now become the home to the very popular middle school cross-country race named the Old Skool Classic, taking place the second Saturday of September. This was the second year it took place at the Historic Mill. 26 middle schools with almost 1000 total runners enjoyed the wonderful trails and 2 river crossings that make this race so special. Park staff works very hard at getting all the cars parked and collecting the daily entry fee. This race generates approximately \$5000 in tolling revenue and is for certain the biggest attended event at Wolcott Mill Metropark.



EVENTS & PROGRAMS KEY FINDINGS

- Concerts continue to be a popular draw across the district
- District hosts many 5ks, cross country meets and other outside events
- Internal recreation programs all increased attendance in their second year
- Stony Creek will be receiving an award from MParks for their innovative Night of the Dragon event

PROJECTS & PARTNERSHIPS

PROJECTS

Three large Engineering lead projects were completed in the district including the finalization of the seawall and site improvements at the Stony Creek Landing. This project included the total replacement of the seawall which was originally constructed during the summer of 1968. The original sewage line was upgraded to The Landing building which required the removal and re-construction of a portion of the hike/bike path.



A major electrical line failed during an electrical storm at Lake St. Clair causing a power outage at the pool, Squirt Zone, Adventure Golf Course and the Point restroom facility. Due to the age of the existing electrical line, repairs were not feasible. Total replacement of 2000 feet of below ground electric lines was required to make the repairs. A large generator was required to run the pool and the Adventure Golf Course facility during construction of the new line.



The original electrical podiums were replaced at Lake St. Clair's South Marina. This project upgraded the podiums to ensure the safety of patrons using the marina. By eliminating the possibility of electrical currents originating from the marina and making its way into the surrounding water.

PARTNERSHIPS

Major partnerships within the district include an ongoing partnership with CRAMBA, a local mountain biking club that organized monthly workdays on the trails at Stony Creek during the riding season. Work would include trail surface repair, minor trail improvements, and the cutting back of vegetation growing along the side of the trails. Each workday would typically be attended by a dozen or more of the clubs' volunteers.

The Lake St. Clair Walleye Association played an integral role in hosting the second annual Kids Fishing Tournament at Lake St. Clair. The event resulted in 300 children signing up for the event who each received a free fishing pole and starter tackle box filled with hooks, bobbers, and sinkers. Everyone enjoyed a morning of shore fishing followed by a lunch of hot dogs and ice cream.

PROJECTS & PARTNERSHIPS KEY FINDINGS

- Seawall and site improvements completed at Stony Creek landing.
- Lake St. Clair pool, adventure golf and point power service failed during a storm. Over 2000 feet of underground line was replaced.
- Lake St. Clair south marina upgraded all electrical pedestals to meet all current national electrical code standards.



HURON-CLINTON METROPARKS WESTERN DISTRICT ANNUAL REPORT

2024 REPORTING PERIOD



METROPARKS.COM

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EXECUTIVE SUMMARY

2024 was an excellent year for Metroparks within the Western District! We experienced considerable revenue increases, especially in golf and tolling. The early Spring allowed our courses to open weeks early resulting in an increase in tee times and record revenues. Additionally, we had a significant increase in outside events booked in the parks from 2023 to 2024. We did have a few setbacks associated with severe weather events and power outages that impacted usage, but not to the extent that has been experienced in the past. We continued to move in a positive direction with the recruitment and retention of part-time staff which helped meet public and operational needs. In year two of the Recreation Program Committee Initiative, the Western District and supporting Administrative Departments successfully hosted and grew the eight programs in our district. **(supports strategic plan goal Listen & Connect).**

With the steady stream of visitation, our primary focus was on maintaining high standards across locations and departments. We were able to complete several improvement projects: extensive Border-To-Border (B2B) board replacements, Black Locust disc golf course renovation project (new restroom, walkway, and parking improvements), Kensington Metropark fit trail with ten stations, and a wedding reception storage garage at Indian Springs. We also provided support on several projects spearheaded by Engineering and partnering agencies: the Title IX Plaza at Dexter-Huron Metropark, B2B bridge installation, cart barn electrification at Indian Springs and the new play structure at Indian Springs Metropark. Additionally, we focused on incorporating numerous ADA restroom enhancements (28 ADA signs, 60 pipe covers, 110 door handles), installed seven ADA benches, and added an ADA walkway at Maple Beach. **(supports strategic plan goal Maintain & Invest).**

Indian Springs became the second course in the Western District to electrify its golf cart fleet. Many district staff members played a significant role on Climate Action Plan (CAP) Committees and assisted with established CAP action items. This included working with Planning on the introduction of mixed recycling in the parks. Maintenance worked with leadership to further refine no mow areas in the district. **(supports strategic plan goal Conserve & Steward).**

REPORTING PERIOD

This report uses a calendar year reporting period of January 1 through December 31. For 2024 data points, data is January 1 – November 30. Comparison years use January 1 – December 31.

This report note will also appear in the key findings where it is felt that December data might substantially impact results seen, and as an asterisk note on visitation data charts.

METROPARKS OVERALL ANNUAL VISITATION REPORT REMINDER

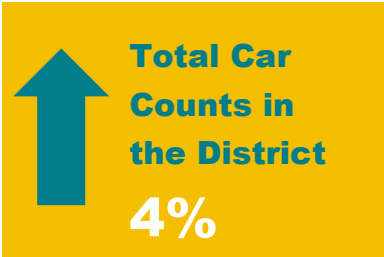
The Metroparks Annual Visitation Data Reports was presented to the Board of Commissioners in October 2024. This report included full data sets for organizational car counts, visitation scanning data and programs and events along with associated key findings and appendices. That report can be referenced for a full park system view and analysis of that related data. [The report can be reference by clicking here.](#)

KEY FINDINGS FOR THE WESTERN DISTRICT

As the following report will outline, the district experienced significant year over year increases in both tolling and golf revenue. Combined visitation in the district also shows growth from defined Equity Emphasis areas. Internal and external events continue to meet the needs of the public as established in the Community Needs Assessment Survey, while also increasing visitation and revenue. Local and regional partnerships remain a driving force in offering premier events and accomplishing tangible projects.

Attendance and Revenue Key Findings

- Western District scanning from Equity Emphasis areas experienced over 10% growth. We anticipate this will increase slightly more once 2024 December data is included.
- Western District total car counts currently show a nearly 4% increase across the district. This will increase slightly once 2024 December data is included.



- Island Queen saw 20% year over year revenue growth. Consistency in staff and extended operation in the Fall contributed to this increase.
- Group camps in both districts saw year over year growth in revenue.

Programs and Events Key Findings

- The Western District hosted 274 programs that required registration with a total of 4,453 participants.
- All Western District programs implemented from the Recreation Program Committee Initiative continued to experience growth in 2024.
- When weather cooperates, the annual Firework show drives the largest event attendance for the district.

- Western District parks continue to serve as a leader in the region in providing spaces and amenities for outside organizations to host events.

**Participants from Programs
that Required
Registration: 4,453**

Projects and Partnerships
Key Findings

- Staff accomplished a variety of projects throughout the 2024 season

in addition to daily operations. The Black Locust Disc Golf Course Development was completed in-house and meets ADA requirements.

- New playground design and installation was completed at Indian Springs with the design including public input sessions including students, children, and adults.
- Metroparks partnered with multiple entities to continue the B2B trail to Delhi Metropark and Dexter This includes B2B trail and Title IX Plaza.
- Ending on a positive note, we received a private donation of \$500,000 to fund the construction of eight pickleball courts at Hudson Mills.

COLLABORATIVE REPORT GENERATION

MULTI-DEPARTMENTAL EFFORT

Generating this Western District Annual Report has been a collaborative effort beginning in November. Multiple departments worked together to create the visualizations and analyze the data that is presented in this report. Before the work of creating the report could take place, ALL staff were a part in entering data into the various Metroparks software systems that feed into this report – from the seasonal toll booth attendants that sell daily and annual passes and the staff creating this report.

Each year since inception, the District Annual Reports have improved in presentation, detail, and accuracy. Major changes to this report include:

- Multiple departments worked on cleaning up data to make future reporting more consistent and accurate.
- Staff worked with IT on gaining access and familiarization with the dashboard to assist in creating this report.
- Operations staff researched attendance and revenue data to determine current and future trends.
- Operations staff conducted a thorough review of programs, events, projects, and partnerships in 2024 that will be further highlighted in this report.

The following table highlights departments that played a major role in the creation of this report, as well as the estimated number of hours spent:

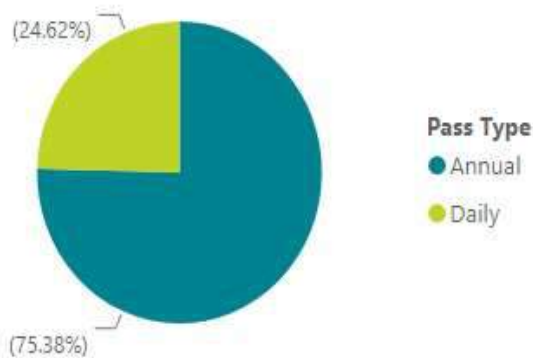
It's estimated that 102 staff hours were spent generating the version of this report in 2024.

Operations	80 hours – Compiling Data, formatting report, developing text to tell the story.
Information Technology	12 – Cleaning up data in multiple operating systems. Creating maps from zip code data. Training staff on dashboard utilization.
Marketing	10 hours – Guiding departments on structure and format of reports. Final proofing and clean-up of all reports.

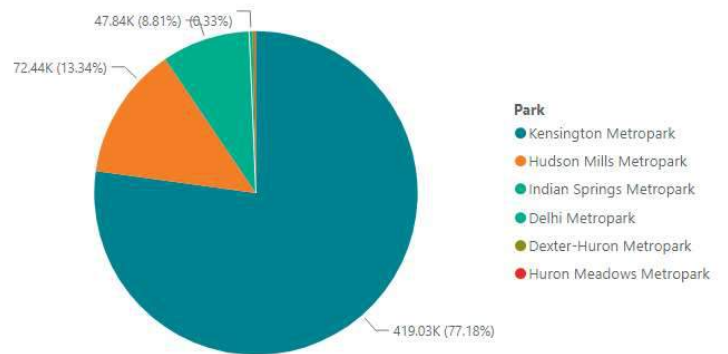
ATTENDANCE & REVENUE

After reviewing a combination of scan, car count, and revenue data, it appears the Western District is in close alignment with 2023. Remember these 2024 figures do not include December data. This district scanned a total of 542,950 passes, with 75% being annuals and 25% daily passes. Kensington and Indian Springs will finish the year slightly higher in visitation, while Hudson Mills (includes Delhi & Dexter-Huron) and Huron Meadows will be slightly lower. The increase at Kensington and Indian Springs was likely due to an increase in golf and events. The increase in visitation associated with golf would not be reflected in the Hudson Mills and Huron Meadows figures because both courses are outside of tolling areas. Overall, in 2024 the Western District saw an increase in scan data from defined equity emphasis areas.

Scans By Pass Type



Count of Scans by Park



DEFINITIONS FROM METROPARKS ANNUAL VISITATION REPORT

WHAT ARE EQUITY EMPHASIS AREAS

Analyzing Equity Emphasis Areas (EEA) helps Metroparks measure efforts occurring in under-resourced communities in our region. In order to analyze the Metroparks interaction with equity populations within the 5-county area, we utilize a tool and methodology developed by SEMCOG; which focuses on locations with concentrations of people in many groups, including:

- Persons with Disability
- Disengaged Youth
- Female Headed Households
- Foreign Born
- Hispanic
- Households in Poverty
- Housing Cost Burden
- Limited English Proficiency
- Minority
- No Car Households
- Non-Hispanic Asian
- Non-Hispanic Black
- Older Adults
- Other Non-White Non-Hispanic Races
- Persons in Poverty
- Transit Dependent Households, and
- Youth

The SEMCOG Equity Emphasis Areas tool draws conclusions of census tract areas based on socioeconomic indicators to assign a level of concentration to that census tract. The Metroparks considers any zip code in which a SEMCOG high or very high equity population census tract resides to be an equity emphasis area for the purpose of clean data set comparison. The Metroparks did see an increase in pass scans from equity emphasis areas in 2024.

WHAT ARE CAR COUNTS

The Metroparks uses the term “car counts” to refer to the data that comes directly from the roadside car counters located at most park toll booth locations. The number has been collected in the same way since 2013 and records total vehicles driving over the counters. That means this number includes visitation even when the toll booth isn’t staffed, or we’ve suspended scanning in RecTrac. This total number is a high-level measure we can use to historically look at total visitation and changes over time, but this number will be different than the scan numbers in the following pages.

WHAT IS PASS SCANNING DATA

The Metroparks utilizes the point-of-sale software, RecTrac, to scan barcodes on every annual pass, each visit, and to scan each daily pass and associate it with the visitors zip code. This allows the Metroparks to map and see where visitors are coming from and areas of the region where visitation is light from.

This data set is separate from vehicle counts. Scanning data can only be collected when the toll booths in parks are staffed. Not all parks have toll booth attendants daily, weekly or year-round. Scanning is only completed during work hours of toll booths. Pass scanning data should be reviewed separately from total car counts and will reflect different total numbers.

Additionally, suspensions in scanning occasionally occur during staffed hours for various reasons such as high traffic entries during fireworks and large events, power outages, software malfunctions, etc. These suspensions are always initiated by a supervisor. When this occurs, toll booth attendants do not scan or collect zip code data from visitors. In 2021 and 2022, pass scanning was suspended for an average of 18 days for each park that regularly staffs toll booths. In 2023, pass scanning was suspended for average of 4 days for each park. Most suspensions were very short. In 2024, pass scanning was suspended an average of 5 days for each park largely due to RecTrac outages, weather, and staffing shortages.

This year staff are able to draw better conclusions and analysis of this data thanks to the work put in by the IT department to develop a test version of key business dashboards. Utilizing this new dashboard, staff were able to compile the following charts and graphs that visually show the scan data in different useful ways. This is the first year staff have been able to easily see the data in this way.

RECTRAC DATA CUT OVER DATES

RecTrac was rolled out in 2021, but not all parks “went live” at the same time. It was a rolling process to get every park in the system that took a little over a year. For the scanning data on the following pages, keep in mind that we are missing data from before RecTrac was launched in each park. That means that prior to a RecTrac cut over in a park, scanning data would be limited or incomplete, and should not be compared year to year as a direct comparison of a full year. Here are the official “live dates” for each park during the RecTrac roll out. You will notice “NA” in tables where either no scanning data was available because it was “pre-RecTrac” or is a park that does not regularly scan because of hardware or staffing constraints.

Eastern District

1-2-2020 –Lake St. Clair

1-25-2021 –Stony Creek, Wolcott

Western District

3-1-2021 –Hudson Mills, Delhi, Dexter, and Huron Meadows

3-8-2021 –Kensington

3-11-2021 –Indian Springs

Southern District

4-12-2021 –Lower Huron, Willow, and Oakwoods

4-19-2021 –Lake Erie

*some of the interpretive data and registrations lagged by a week or so during roll out, but these were the official “live dates for each park”

VISITATION DATA

Kensington

	2019	2020	2021	2022	2023	2024	Change
Car Counts	760,129	953,800	903,943	809,028	806,016	854,999*	+6%
Daily Scans	N/A	7,524	111,104	93,592	93,847	101,957*	+8%
Annual Scans	N/A	52,127	375,560	311,534	288,089	317,076*	+9%
Revenue	\$2,518,683	\$3,377,286	\$3,339,968	\$3,005,224	\$2,939,682	\$2,929,833*	-1%

*2024 data does not include December.

Kensington Visitation from Equity Emphasis Areas

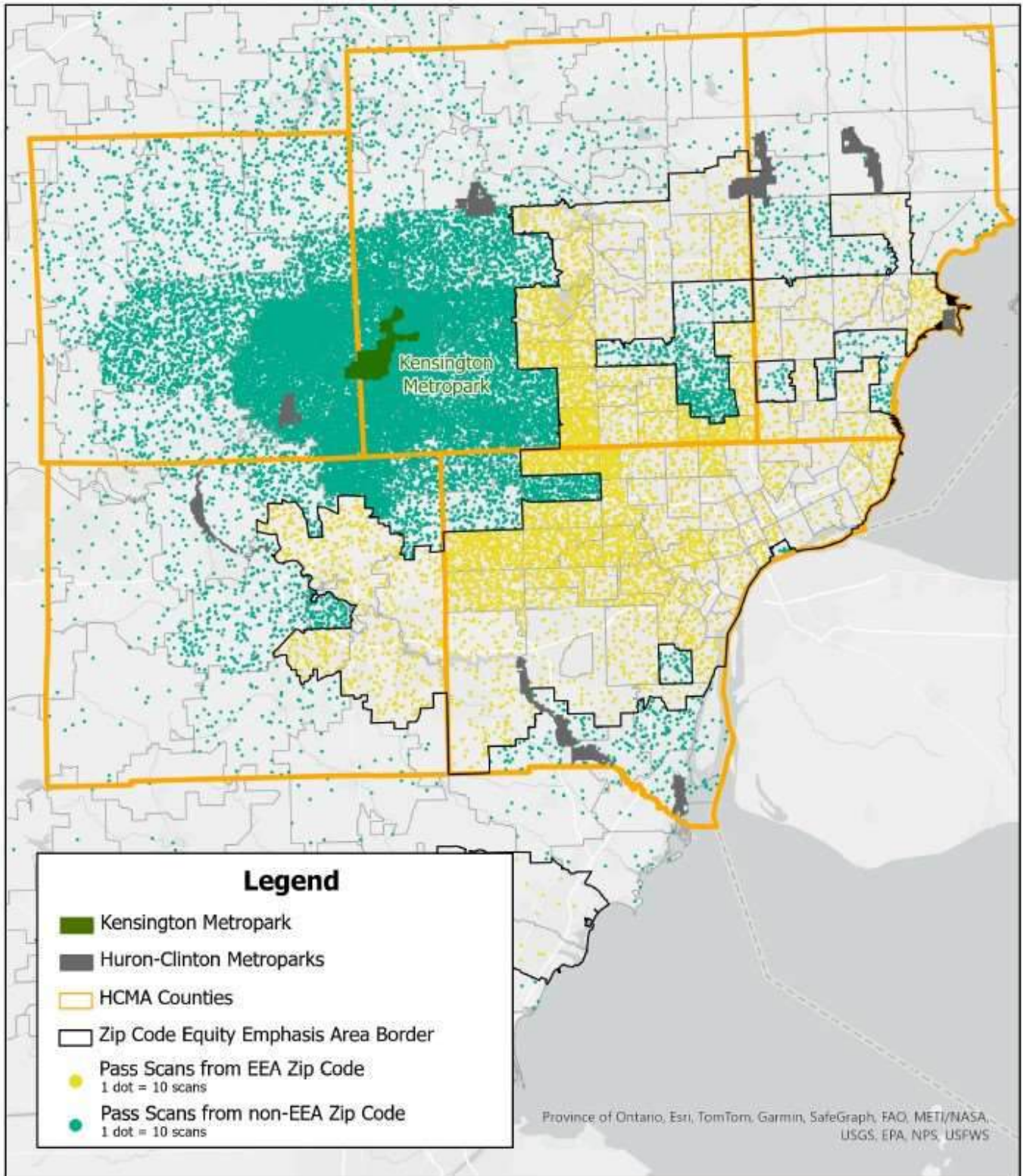
	2019	2020	2021	2022	2023	2024	Change
Daily Scans	N/A	1624	36381	28537	28513	31704	+11%
Annual scans	N/A	5123	50591	36784	31260	34305	+9%

*2024 data does not include December.

Count of Vehicle Scans By Month, Quarter, Year



Pass Scanning Data from Kensington Metropark



Hudson Mills, Huron Meadows, Delhi & Dexter Huron

	2019	2020	2021	2022	2023	2024	Change
Car Counts	292,415	418812	403463	345270	338974	333619*	-1%
Daily Scans	N/A	1108	22063	20763	18628	19509*	+5%
Annual Scans	N/A	2507	65986	63235	61237	56567*	-8%
Revenue	\$582,188	\$700,576	\$772,280	\$704,112	\$646,988	\$557,957*	-14%

*2024 data does not include December. Limited scanning at Huron Meadows, Delhi & Dexter Huron

Visitation from Equity Emphasis Areas

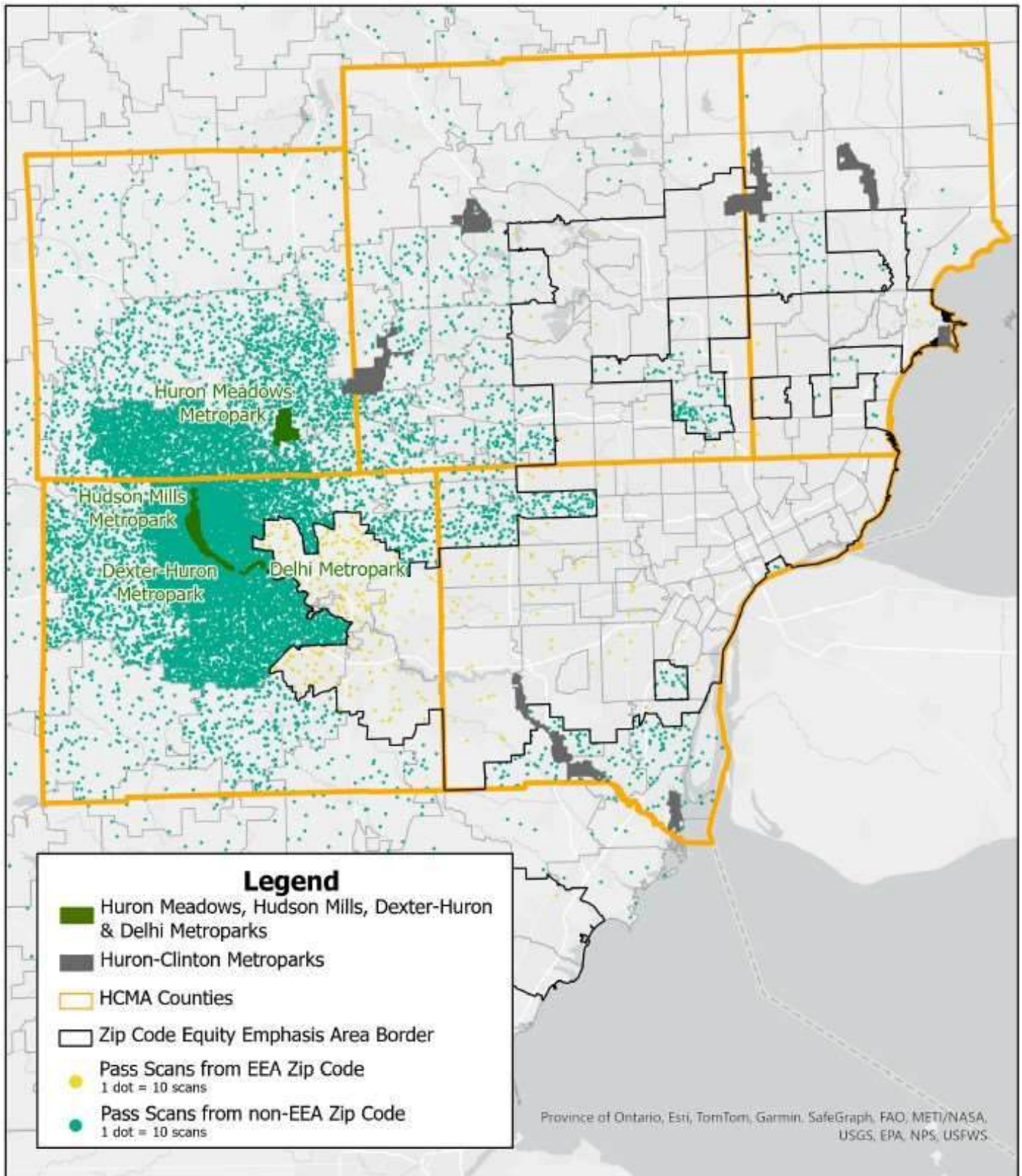
	2019	2020	2021	2022	2023	2024	Change
Daily Scans	N/A	171	5544	2160	1124	3393	+67%
Annual scans	N/A	277	8263	9201	8048	8936	+11%

*2024 data does not include December. Limited scanning at Huron Meadows, Delhi & Dexter Huron

Count of Vehicle Scans By Month, Quarter, Year



Pass Scanning Data from Hudson Mills, Huron Meadows, Delhi & Dexter Huron



Indian Springs

	2019	2020	2021	2022	2023	2024	Change
Car Counts	85,591	113,218	104,813	97,473	95,523	97,917	+2%
Daily Scans	N/A	945	12,507	12,108	11,504	12,229	+6%
Annual Scans	N/A	5,362	42,748	39,059	34,047	35,612	+4%
Revenue	\$252,457	\$360,689	\$379,287	\$364,766	\$337,917	\$338,630	+1%

*2024 data does not include December

Visitation from Equity Emphasis Areas

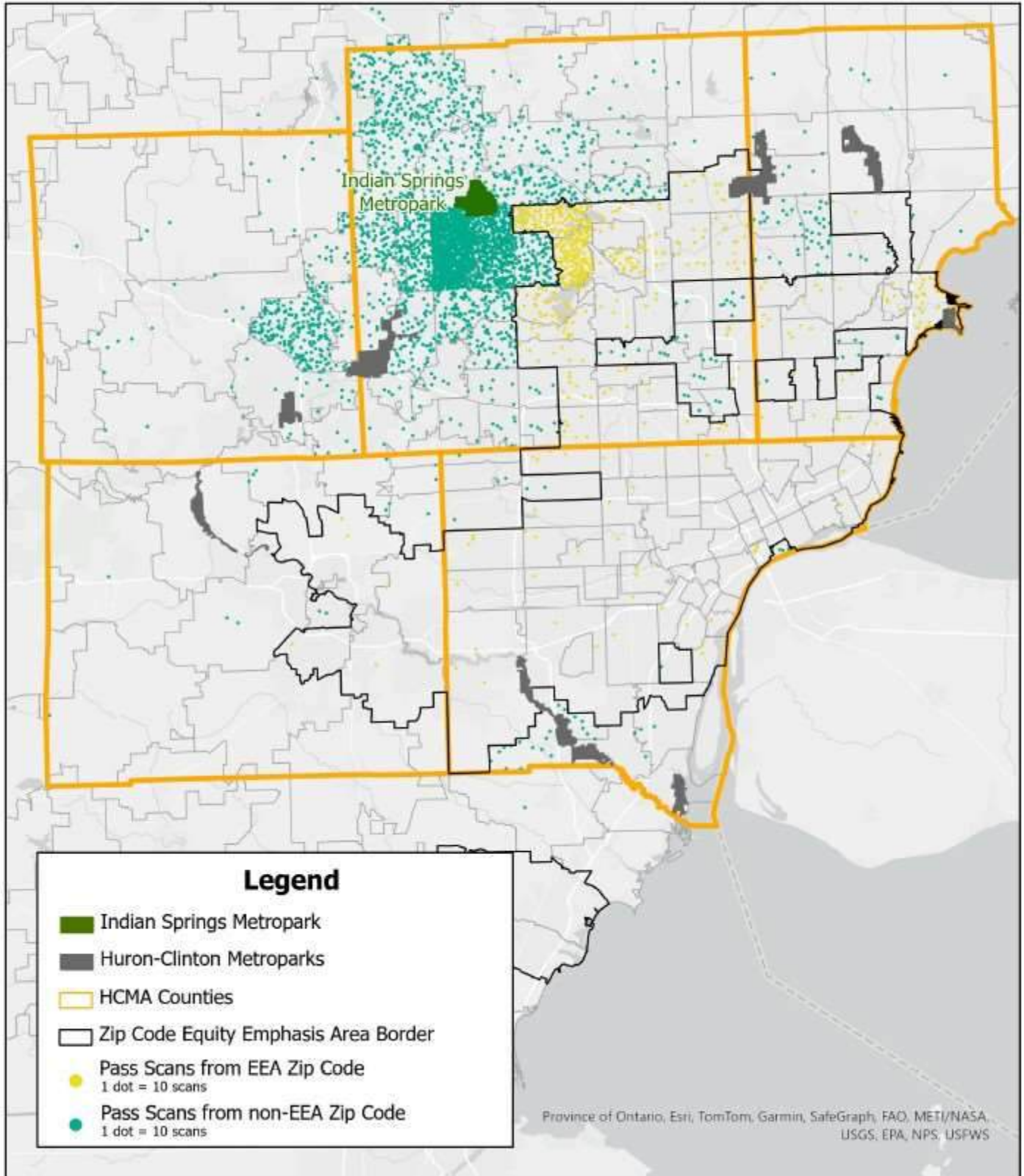
	2019	2020	2021	2022	2023	2024	Change
Daily Scans	N/A	169	1,612	1,781	1,968	1,654	-16%
Annual scans	N/A	762	5,953	5,765	5,515	4,593	-17%

*2024 data does not include December

Count of Vehicle Scans By Month, Quarter, Year



Pass Scanning Data from Indian Springs



CROSS COUNTRY SKIING

Over the past two years, cross country skiing has been impacted by the mild winter's we've been facing. With a high level of interest in this amenity, we remain committed to providing it to SE Michigan and will continue to pivot with the weather patterns in our region.

Revenue	2022	2023	2024	Change
Kensington	\$18,070	\$7,605	\$4,916	-35%
Huron Meadows	\$67,990	\$32,398	\$15,374	-52%

# Of Skiers	2022	2023	2024	Change
Kensington	769	563	364	-35%
Huron Meadows	7,971	3,749	1,875	-50%

FEE BASED AQUATIC FACILITIES

Fee based aquatic facilities are those water recreation facilities that the public has to pay to use. In the Western District this includes the Kensington Splash 'N' Blast, but does not include the splash pad at Indian Springs because it is free to use and therefore does not track attendance.

We had an 10% decline in the number of Splash N Blast wrist bands sold. This can be contributed to how dependent a successful Splash N Blast season is on the weather, especially over the three main holidays. The weather was not as favorable over the holidays compared to 2023, which contributed to the reduction in wrist band sales. On a positive note, we were able to maintain staffing levels through the season and had positive public feedback regarding facility cleanliness and customer service provided.

Kensington	2023	2024	Change
Wristbands	39,057	34,903	-10%
Revenue	\$269,673	\$237,064	-12%

PICNIC SHELTERS

Revenue numbers went up slightly between 2023 and 2024. This is due to the increase in number of events held throughout the district. Consistent rentals across the district further display the high level of satisfaction the public has with our amenities.

Picnic Shelter Revenue	2023	2024	Change
Kensington	\$112,550	\$114,792*	+2%
Hudson Mills	\$21,700	\$20,900*	-1%
Huron Meadows	\$7,700	\$7,900*	+2%
Indian Springs	\$10,775	\$11,325*	+5%

Picnic Shelter Rentals	2023	2024	Change
Kensington	534	555*	+4%
Hudson Mills	169	163*	-3%
Huron Meadows	53	54*	+1%
Indian Springs	85	89*	+5%

*2024 data does not include December revenue or deferred activity.

GROUP CAMP

Youth groups utilized group camp areas at Kensington and Hudson Mills for organized camping activities. 2024 saw slight increases at both locations.

Revenue	2023	2024	Change
Kensington	\$6,355	\$8,395	32%
Hudson Mills	\$2,480	\$2,750	11%

MARINAS/BOAT SLIPS

Kensington offers 91 boat slips dispersed between three locations (Boat Rental, East Boat Launch, Mitten Bay) on Kent Lake. The slips are ideal for small motorboats, sail boats and pontoons. All 91 slips were rented in 2024. Additionally, we collect revenue from space provided to the American Sailing Association.

Kensington	2023	2024	Change
# Of slips	90	91	+1%
Revenue	\$71,698	\$72,317	+1%

OTHER REVENUES

Outside of our core services, the Western District observes revenue from multiple other locations. Some of these include Disc Golf, Island Queen, Boat Rental, Livery Services, and Event Room Rentals. As shown below, 2024 saw slight increases in some of these areas and slight decreases in others. The most significant increases are associated with the Island Queen and Boat Rental operations. This is primarily due to extending the operation later into September with favorable weather. Disc golf at Kensington saw the largest decrease.

Disc Golf Revenue	2023	2024	Change
Kensington	\$104,221	\$93,864	-10%
Hudson Mills	\$31,261	\$31,113	~

Island Queen Revenue	2023	2024	Change
Kensington	\$35,400	\$42,490	+20%

Boat Rental Revenue	2023	2024	Change
Kensington	\$199,660	\$202,256	+1%

Skips Livery	2023	2024	Change
Hudson Mills	\$64,004	\$64,702	+1%

Event Room Revenue	2023	2024	Change
Indian Springs	\$87,300	\$85,300	-2%

KEY FINDINGS

- Western District scanning from Equity Emphasis areas experienced over 10% growth.
 - *This will increase once 2024 December data is included.*
- Western District total car counts currently show a 4% increase across the district.
 - *This will increase once 2024 December data is included.*
- Island Queen saw 20% year over year revenue growth. Staffing levels allowed us to extend operation in the Fall contributed to this increase.
- Group camps in both districts saw year over year growth in revenue.

PROGRAMS AND EVENTS

Programs and Events within Metroparks drive visitation and meet the needs of the communities we serve. Public programs and events hosted by the Western District see high demand such as our annual Firework show, Thrills at the Mills and Santa programming throughout the district. Eight district events established through the Recreation Program and Events Committee experienced a successful second year. Lastly, the Western District continued to be a destination for outside organization seeking locations to host their annual events.

METROPARKS PROGRAMMING DEFINITIONS

There are many types of programming and events the Metroparks facilitate or host. It is important to understand these distinctions in order to understand the data reported in this report.

These programs and event types are defined as follows:

Facility Module Interpretive Reservations

Broadly, these are any programs that the interpretive services department delivers on scheduled request. These programs are recorded in RecTrac in what is called “Facility Module”. Hence the name of this category of programs and the titles on some of the visualizations on following pages. They are more specifically defined as:

- **School Programming** - All school programming conducted at interpretive centers and off-site at schools.
- **Get Out and Learn** - Program led through the interpretive department aimed at delivering school programs and field trips to under resourced schools. This program awards Metroparks scholarships to qualifying classrooms for free field trips or in-school programs.
- **Community Groups that Request the Metroparks** - All community groups and organizations that requested programming conducted at interpretive centers and off-site or at community events.
- **Get Out and Play** – Program led through the interpretive department aimed at bringing organizations from under resourced areas to the Metroparks for a summer day of fun. They are recorded in RecTrac facility module.

Public Programs & Events

Broadly, these are programs and events that Metroparks staff organize and host that are open to the general public to attend. They are more specifically defined in the following categories.

- **Recreational:** Activity or event that supports leisure, rest, relaxation, entertainment, mental and/or physical health through athletics, sports, outdoor pursuits, and/or the arts primarily in an outdoor or natural setting. (compiled from National Recreation and Parks Association, Outdoor Industry Association)
- **Interpretive:** Applying the principles of interpretation to activities, presentations, publications, audio-visual media, signs, and exhibits. (Adapted from National Association of Interpretation)
- **Recreational Interpretive:** A program that applies the principles of interpretation to offer opportunities for people to deepen their understanding of outdoor experiences (i.e., how to correctly pack a backpack; snowshoeing, Leave No Trace, Tread Lightly). (Adapted from National Association of Interpretation)
- **Partnership:** This is a program where an individual, group, organization or business shares the investment and responsibility with the Metroparks Execution Team of the event and the promotion of it. Typically require a signed MOU that outlines specific work, roles, and responsibilities of each partner.

For the purposes of data and reporting, staff utilize RecTrac Activity Module to house registration for any programs requiring it. There are also a fair number of programs and events that do not require registration, and they tend to be larger events (like fireworks shows, night of the dragon, concerts, etc.).

Outside events hosted at the Metroparks

In addition to programs and events that the Metroparks organize and host, organizations and individuals choose to utilize the Metroparks as a location for their events as well. These events are a combination of public and private events held inside the Metroparks in which Metropark staff did not plan and/or organize. Staff also do not record attendance for events they did not organize. Therefore, participation data at these outside events hosted in the Metroparks are not seen in these charts.

Note About Interpretive Department Programming Numbers

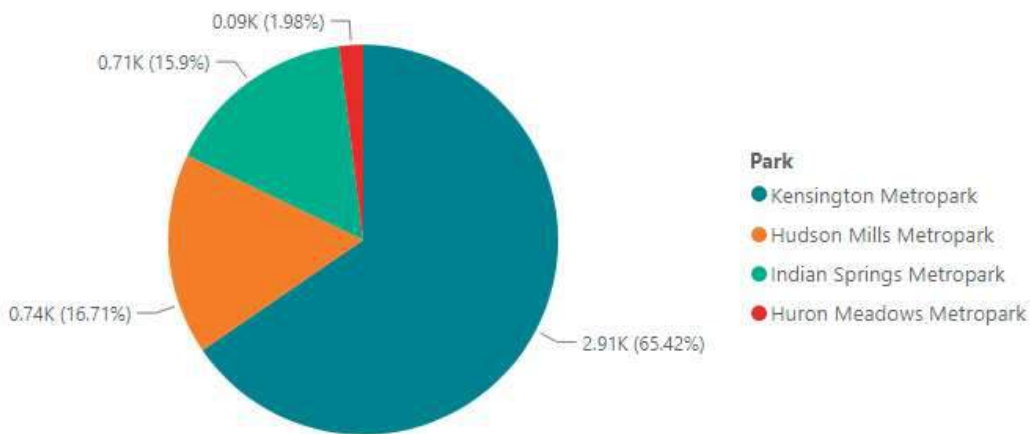
The numbers in this report for interpretive department programs cannot be compared to the interpretive programming numbers historically seen in the board stats summary at the end of board packets each month. In the past, programming numbers in the board stats of board packets were reported based on programming hours. This report and the new dashboards are able to use RecTrac data in new ways and are reporting total number of programs and participants regardless of length of time of program occurrence.

INTERNAL ACTIVITY MODULE PUBLIC PROGRAMS

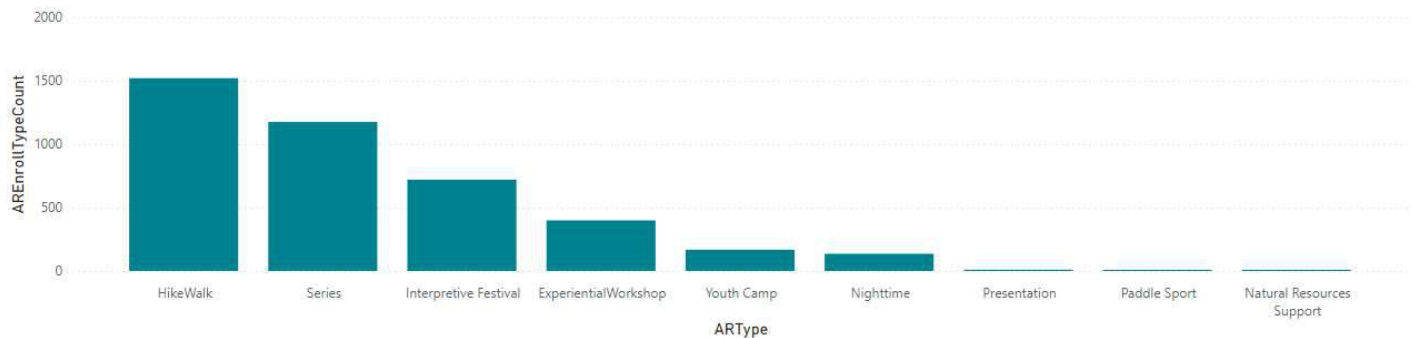
Staff utilize the RecTrac Activity Module to complete bookings for programs that require participants to pre-register. Data from these programs for 2024 is shown below. Aside from a few operations activities that require pre-registration, this category is driven predominantly through Interpretive Programming.

	2024
Total # of Programs	274
Total # of Participants	4,453
Max Count	6,573

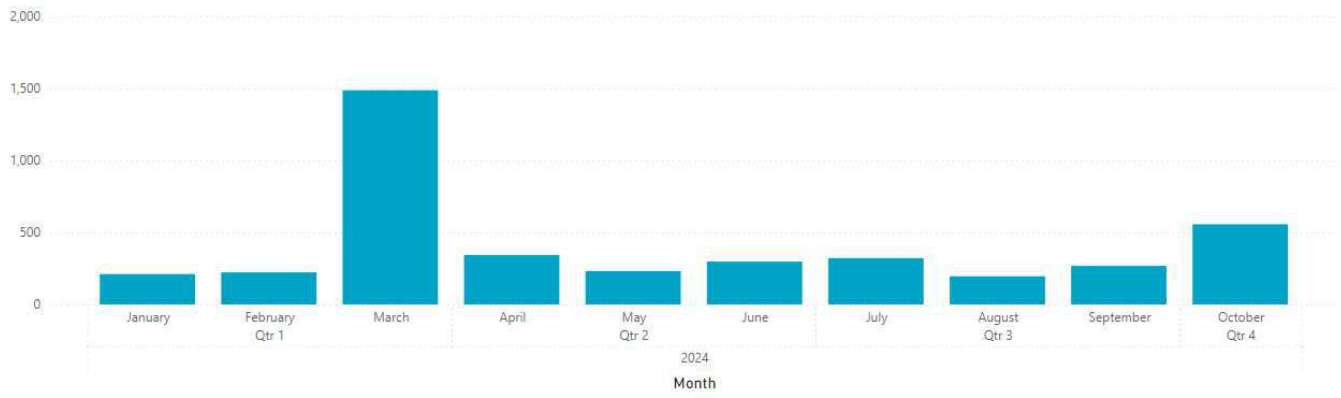
Registrations by Park



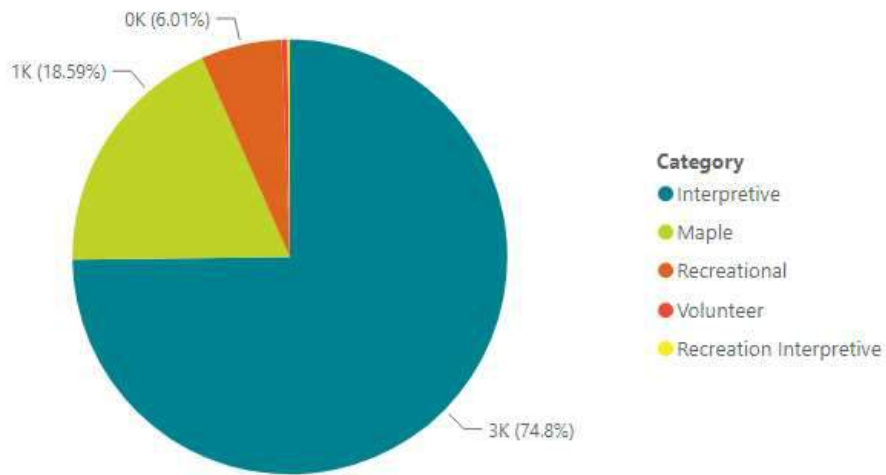
Registrations by Type



Registrations By Month, Quarter, Year



Registrations by Category



INTERNAL RECREATION PROGRAM COMMITTEE EVENTS

The Western District hosts eight programs and events stemming from the Recreation Program and Events Committee. They meet the following community needs from the Metroparks Assessment Survey: Concerts, Astronomy, Art, Pet-Friendly, Movies and Camping. The following sections will provide more detail on each of these successful events that will continue in 2025.

Blue Moon at the Beach:

This event is an 80s themed concert on Maple Beach at Kensington Metropark with the overarching theme being the celebration of the “Blue Moon.” The event was a combination of live entertainment, dancing, 80s era clothing, and moon/constellation viewing. The event is fully coordinated by Metroparks staff with the assistance of Major Productions, who secures the band each year. This year the band was Cosmic Groove (<https://cosmicgrooveband.com/>), which was well suited! We did have rain showers leading up to the start of the event which may have had a slight impact on attendance. However, the skies cleared, and we had approximately 400+ in attendance. The event which included a “best dressed contest,” prizes, and food vendors received exceptional reviews. Below are a few reviews from our surveys:



- “Great experience, great organization, thanks!”
- “I loved everything 😊”
- “You are doing great”
- “Nothing to improve great job!!”
- “Loved the canopy available for early arrivers@ great for the rain”
- “Awesome!” “Its wonderful” “perfect!” “So fun!! 😊”
- And some constructive feedback for next time: “more vendors” “know about it sooner”



Family Campouts:

The Western District holds two annual Family Campouts, one at Hudson Mills (June 8-9) and the other at Kensington (June 21-23). The goal of these events is to bring camping opportunities to Metroparks visitors with an added focus towards first time campers. Both campouts offered a variety of activities: rock climbing, nature hikes, fire making, seed ball throwing, Safe archery, canoe/kayak trips, inflatables, fishing, bird feeder & house making, outdoor Movie, Dark Sky viewing, and more! Combined, there were 67 campsites reserved and over 277 visitors served. A snapshot of the data from the Kensington campout revealed 80% of the attendees were very satisfied and the other 20% were satisfied. Of the 25 surveys collected, no one stated they were dissatisfied or neutral about their experience. Below are a few reviews from our surveys:



- “Everything was great”
- “Very nice weekend”
- “We had a blast, thank you!”
- “I loved it”
- “This weekend has been a blast! We can’t wait to come back next year!”
- “Everything was great! Excellent! Stellar!”
- “This is one of the good camping experiences I had. The facilities are clean and event includes everyone.”
- And some constructive feedback for next time: “It would be better if we could pick our spot.”

Painting Under the Night Sky:

The Western District hosted two paint programs: Paint Like Bob Ross (<https://www.naturesbrushstudio.com/>) & Painting with a Twist (<https://www.paintingwithatwist.com/studio/farmington/>) with a goal of providing a unique opportunity to visitors that ties to the public’s desire for programs associated with dark sky viewing opportunities, as noted in HCMA’s public input survey results.





In addition to the programs being held in the evening with views of the night sky, the paintings selected for the programs are of landscapes that highlight the beauty of the evening sky.



It is important to note that Hudson Mills also provides four day time Paint Like Bob Ross opportunities throughout the year, and has been for quite some time, that have been attended by many. Combined, the sessions were attended by 57 registrants and there were 70 spaces available (81% occupancy). In 2023, 44 registrants attended the two programs with 60 available spaces (77% occupancy). We were able to increase occupancy by adding availability, spacing out the two event dates, and by relocating the Bob Ross program from Kensington to Indian Springs (EDC). The program is an excellent partnership with two well-known and respected art studios. We received a handful of surveys back

which stated they were “very satisfied” with the program and one comment stating the program was “It was super fun!”

Night of the Dragon:

The Night of the Dragon event is a medieval themed festival event that is held annually at Indian Springs. The goal is to bring a large event to the park that is fun for all ages that occurs in the evening hours to provide attendees with dark sky education and viewing opportunities provided by Metroparks interpretive staff. The event includes children craft stations, palm readers, fire throwing/acrobatics, music, food, archery, inflatables, axe throwing, costume judging, beer tavern, food vendors, and more. We saw significant growth in the program from last year (2023- 325 attendees/ 2024- 460 attendees). We received 81 survey responses with 90% stating they were “satisfied or very satisfied” with their overall experience. Below are some of the survey responses that were provided:



We saw significant growth in the program from last year (2023- 325 attendees/ 2024- 460 attendees). We received 81 survey responses with 90% stating they were “satisfied or very satisfied” with their overall experience. Below are some of the survey responses that were provided:

- “Amazing! We loved it!” “Great”
- Have you attended this event in the past? “No, but we will in the future! 😊”
- “Fantastic free event. Great activities for my 7-year-old.”
- “It was great”

- And some constructive feedback for next time: “More food vendors” & “More market vendors”



Music and Moves:

Music and Moves was an event planned as an opportunity to bring concert/music to Washtenaw County. Unfortunately, the program was put on hold due to the COVID Pandemic. However, due to support through public feedback surveys the program was brought back as part of the new program’s initiative. The focus was providing a concert and dancing for kids and their families because of limited opportunities for this age group. The event developed further into an opportunity to provide multiple inflatables, crafts, face painting, caricature artists, a magician, and more to this age group. Our entertainers included World-Class Magician, Anthony Grupido (<https://themagicofhope.com/>) and twelve-year-old DJ Cisco Kid, who provided a wide range of music. Even though it was 90 degrees and humid on the day of the event (August 3rd), we had over 520 in attendance. Below are some of the survey responses from attendees:



- “It was great. We loved it.”
- “So fun and free”
- “Outstanding, thanks”
- “Loved the magic show”
- And some constructive feedback for next time: “More shade by stage” and “Bounce house for little kids”

MetroBarks: Paws, Pose and Play Day:

Another successful event that came out of the New Programs Initiative is MetroBarks: Paws, Pose and Play Day held at Huron Meadows which was held on April 27th. The event is not



only pet friendly but many of the events are centered around your pet. The event includes professional pet photography sessions, pup cups, play/obstacle course zone, pet adoption opportunities, caricatures drawing of your pet, and much more for their human companions. It also provides an opportunity for non-profit organizations centered around pets to get their message out there. 14 vendors participated in the event this year, along with multiple Metroparks staff members. The number of vendors was up nearly 50% over the year prior, which was the initial year of the event. There were approximately 200 attendees with nearly 100 pet companions, about the same as the year prior. Best of all, there were multiple pet

adoptions during the event through the Livingston County Animal Shelter (<https://milivcounty.gov/animal-shelter/>). Of the 33 survey respondents, the majority were “very satisfied or satisfied.” There were two respondents that selected “very dissatisfied” throughout the survey without providing comment, leading us to believe the survey was likely completed incorrectly (reverse order). There were two additional comments provided: “Thank you!” and “More garbage cans.”



OTHER “NON-REGISTRATION” EVENTS HOSTED IN THE DISTRICT

We host several large events on an annual basis within the Western District that don't require advanced registration that are open to the public. They consist of a Fireworks show, the Michigan Philharmonic, two Movies at the Park, and Thrills at the Mills (Trunk or Treat). When comparing 2024 attendance to 2023 we were pleased to see sizable increases across most of these events. The most notable increases are shown below. Weather impacted the Firework show and Philharmonic in 2023.

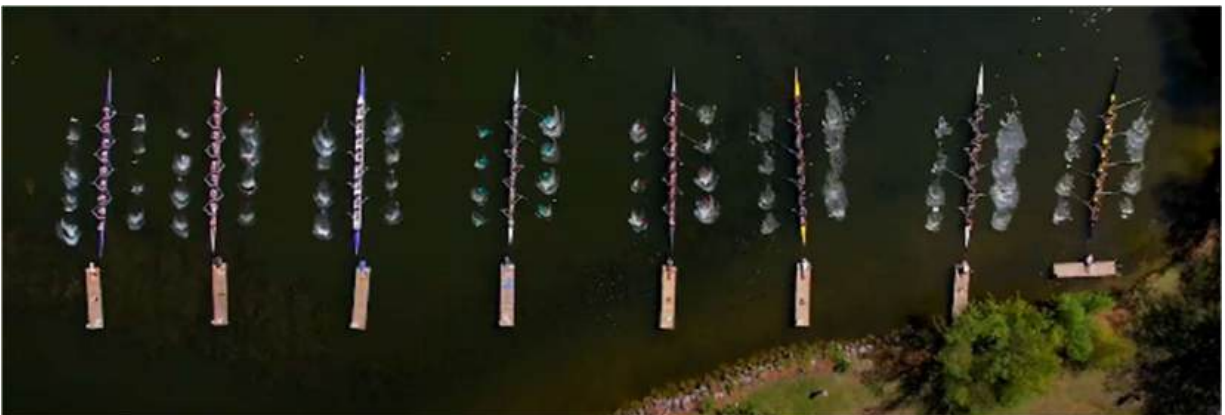
Tolling day of Events	2023	2024	Change
Fireworks	18,820	31,861	+69%
Philharmonic	13,454	35,314	+162%
Thrills at the Mills	2,710	3,350	+24%



OUTSIDE EVENTS TAKING PLACE IN PARKS

In addition to Metroparks planned events, we act as a host site for a variety of events put on by non-profits, youth organizations, and for-profit organizations that need a beautiful space for their events. These events add significant value to our parks and increased attendance. Most of these activities are reoccurring that helps guarantee our visitation and associated revenue remain stable into the future. Some of the larger events include Water Lantern Festival, Memorial Art Fair, Disc Golf Great Lakes Open, Mitten Rowing Series, Suds on the River, JDRF Walk for Children's Diabetes, and high school/ college cross country races.

- Memorial Day Art Fair
 - Hosted the annual Memorial Day Weekend Art Fair at Maple Beach at Kensington Metropark. 2024 observed high attendance with favorable weather.
- Disc Golf Great Lakes Open
 - Championship caliber disc golf courses at Kensington and Hudson Mills invited professional athletes from around the world to compete in the Disc Golf Great Lakes Open. Non-tolling revenue totaling \$33,000. Estimated 6,700 attendees over the course of the event.
- Mitten Rowing Series
 - Kent Lake provided ample space for thousands of student athletes to compete in rowing regattas in April and May. Tolling revenue in 2024 for rowing dates totaled \$206,069. Compared to the same weekend dates before rowing where tolling totaled \$115,140.



- Water Lantern Festival
 - Over 2,700 participants gathered at Martindale Beach for what has become a recurring festival at Kensington. Non-tolling revenue totaling \$10,832.



- Suds on the River
 - Fundraising event coordinated through the Huron River Watershed Council. Largest annual fundraising event for the council. 385 attendees in 2024.
- Breakthrough T1D Walk for Children's Diabetes
 - Annual fundraising 5k to raise awareness for children's diabetes. 463 registered participants in 2024.



- Cross Country Races
 - 2024 brought another successful year of cross-country races throughout the district. We hosted 22 high school and middle school events, exposing our parks to thousands of runners and spectators.

KEY FINDINGS

- The Western District hosted 274 public programs that required registration with a total of 4,453 participants.
- All Western District programs implemented from the Recreation Program Committee continued to experience growth in 2024.
- When weather cooperates, the annual Firework show drives the largest event attendance for the district.
- Western District parks remain a leader in the region in providing spaces and amenities for outside organizations to host events.

PROJECTS & PARTNERSHIPS

Park staff completed a significant number of projects in 2024. Some were handled strictly by park staff while others were made possible through partnerships. The following will showcase some of the highlights in the district for the year but is not meant to be all encompassing.

PROJECTS

Kensington Fitness Trail:

In 2023, Metroparks was awarded a National Demonstration Site Grant through Gametime and MParks to install a 10-station fitness trail at Kensington. The grant provided \$5,104 towards equipment and Metroparks put approximately \$10,000 towards the equipment, surfacing (crushed stone/mulch combination, and perimeter timbers).

Metroparks staff also handled design and construction. Many of the pieces of equipment have individualized instructions through a QR Code. There is also a sign that explains how the program is focused on collecting information through a survey that is available also through a QR Code to establish usage and drive future program initiatives.



Black Locust Development:

In 2024, we received funding to make several improvements at the entrance of the Black Locust Disc Golf Course, where two 18-hole Disc Golf Courses are available. The improvements included a new ADA compliant restroom, pathway, and parking lot. The permanent restroom replaced two rental port-a-johns. The new pathway and three ADA parking spaces helped improve access. The permanent restroom cost approximately \$9,600 to build. Construction was handled by parks staff, which helped keep the cost down. The walkway and parking lot improvements were at an additional cost of approximately \$10,000. The walkway was also handled by park staff and a contractor installed and striped the 3 ADA parking spaces.



Playground at Indian Springs:

A new playground was approved for Indian Springs in 2023 that would phase out the existing timber playset which was becoming difficult to maintain and was the last timber structure within the Authority. The project was budgeted for \$600,000 and was completed in the summer of 2024. Many of the features were selected due to public input sessions that were held with 5–12-year-old students from the area. The new structure also has an accessible walkway and features. The new playset was relocated closer to the splash pad and has been extremely popular.



PARTNERSHIPS

B2B Trail expansion and Title IX Plaza:

In collaboration with the Huron Waterloo Pathways Initiative and Washtenaw County Parks and Recreation, two exciting projects were completed in 2024 within the B2B Trail corridor. The trail section between Zeeb Road and Delhi Metroparks was completed with the addition of a steel bridge set in place over the Huron River. The bridge was the final piece of the trail needed to connect all three Metroparks (Hudson Mills, Dexter-Huron, Delhi). In addition, the Title IX Plaza was completed along the trail at Dexter-Huron in late August. The Plaza honors the transformative impact of the federal Title IX civil rights law on women's sports in Southeast Michigan. It highlights 17 women athletes, coaches, and advocates from Southeast Michigan who have overcome barriers in sports (<https://b2btrail.org/titleix/>).



KEY FINDINGS

- Staff accomplished a variety of projects throughout the 2024 season, in addition to daily operations.
- The Black Locust Development was completed in-house and meets ADA requirements.
- New playground design and installation was completed at Indian Springs with the design including public input sessions including students, children, and adults.
- Metroparks partnered with multiple entities to continue the B2B trail to Delhi Metropark and Dexter This includes B2B trail and Title IX Plaza.
- Ending on a positive note, we received a sole donation of \$500,000 to fund the construction of eight pickleball courts at Hudson Mills.





To: Board of Commissioners
From: Danielle Mauter, Chief of Marketing and Communications
Subject: December Marketing Report
Date: 1/5/2025

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file December 2024 Marketing Report as recommended by Chief of Marketing and Communications, Danielle Mauter, and staff. This report includes a year-end update on all 2024 Integrated Marketing Plan Goals ahead of the 2025 Marketing Plan Presentation.



HURON-CLINTON METROPARKS MARKETING REPORT

2024 – Annual Marketing Plan Goal Updates

Administrative Office
13000 High Ridge Drive
Brighton, MI 48814



[METROPARKS.COM](https://www.metroparks.com)

STRATEGIC PLAN

WHAT GOAL & OBJECTIVE DOES THIS MEET?

LISTEN & CONNECT

- Create listening opportunities that help the Metroparks understand resident needs
- Increase access to Metroparks services for Wayne County and City of Detroit with a physical presence and customized programming
- Increase transparency and accountability for progress against goals and objectives through master and departmental plans that benchmark and measure progress
- Increase engagement with Metroparks services
- Increase access to Metroparks services for underserved communities with customized programming

MAINTAIN & INVEST

- Develop a formal partnership strategy using collective impact to amplify our resources and investments in Southeast Michigan and beyond
- Research opportunities for investment in capital projects
- Increase revenue from philanthropic and public sector sources
- Study revenue opportunities across current and new programs
- Build a portfolio of new services for hard to reach and underserved residents
- Create a talent strategy to attract and retain the intellectual and human capital needed to achieve the vision

CONSERVE & STEWARD

- Create a resiliency plan for built and natural environment by December of 2023
- Increase outdoor education opportunities with a focus of skill building for more effective and durable environmental stewardship

DESCRIPTION

The Metroparks' overarching goals as an organization are defined in the strategic plan adopted by the Board of Commissioners in December 2022. They are the big picture answer to the question "what are the Metroparks top priorities". The answer to the question "how will the Metroparks accomplish these big goals" is found in the multiple plans created by our various departments.

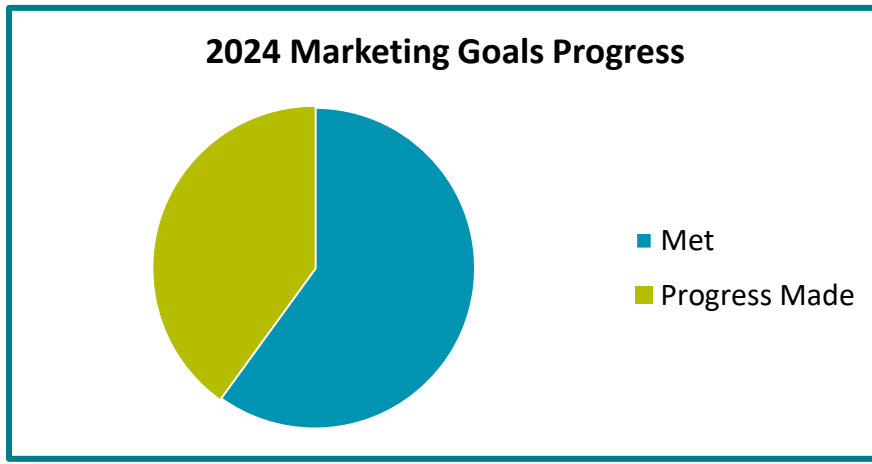
The 2024 Integrated Marketing Plan served as the framework for achieving objectives within our goals to listen and connect to the residents of Southeast Michigan served by the Metroparks. It included measurable objectives to report our progress in achieving each goal. It also took a leadership role in our goal to maintain and invest by generating additional revenue, partnerships and attendance to support the system. Success is measured by key objectives identified throughout the plan.

Although the Integrated Marketing Plan outlined strategies primarily led by the Marketing Department, it is important to recognize that many of the goals outlined in this plan are larger organizational goals that stretch beyond that department. All departments and levels of staff contributed to these successes.

Each goal within the Integrated Marketing Plan was written to support at least one of the Strategic Plan goals. After each marketing goal update, the reader will see a description of how work towards that marketing goal directly supports the strategic plan.

2024 UPDATES ON GOALS

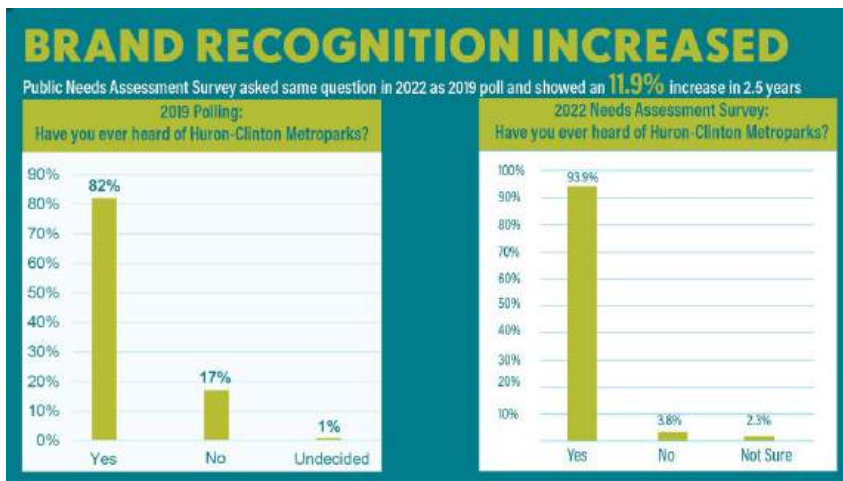
SUMMARY: 9/15 (60%) of Marketing Plan goals were fully met. 6/15 (40%) of goals had progress made against them, but were not fully met. This report provides further detail on that progress.



1. Continue increasing awareness and understanding of the Metroparks brand and identity

Met.

The Huron-Clinton Metroparks saw a measurable increase in brand awareness in 2022 as measured by public surveying.



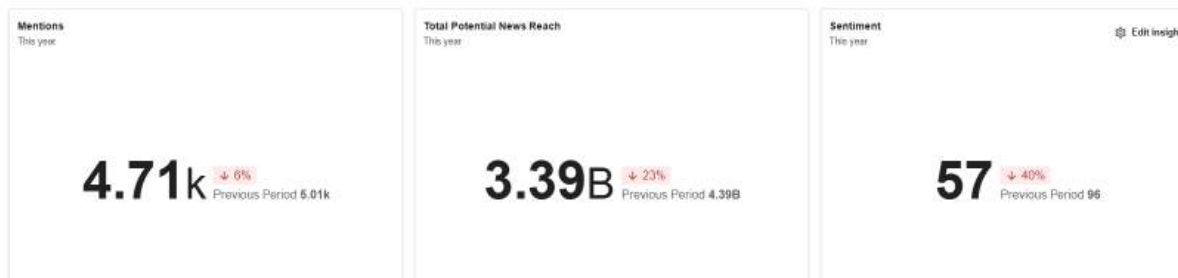
We do not conduct public polling every year to measure this, so in between, we must rely on other metrics that point to positive brand identify growth. Throughout the year, the engagement seen on social media, website pages and media attention are all indicators of continued increases in brand awareness. These daily and monthly metrics help point to the fact that the Metroparks brand is

out in front of people regularly and working to keep brand recognition top of mind, positive and increasing.

In 2024 we gained social media followers as follows and are seeing high engagement numbers on certain types of social posts that are informing our 2025 strategies and marketing plan. Instagram engagement rate increased 6.1% for the year while Facebook increased 40.7% and TikTok decreased 30.5%.

Platform	Followers Gained in 2024
Facebook	2,892
Instagram	3,354
TikTok	551

2024 Media Mentions are down slightly compared to 2023, but are still showing really strong numbers and contributing to that ongoing brand recognition.



Supports Strategic Plan Goal: Listen & Connect – We will listen to the polling and survey data and work to create opportunities to communicate the Metroparks brand and drive greater understanding.

2. Maintain the attendance increase that has been realized in the pandemic by achieving a vehicle count that is at least 10% higher than the 3-year average as measured by overall vehicle counts. This will result in a total of 3,626,943 vehicles through the gates in 2024.

Not Met, but growth over 2023 and pre-pandemic numbers.

At the end of 2024, car counts were 1.49% higher than previous 3-year average of 3,297,221, but did not meet the goal of 10% higher. 2024 vehicle counts were 6.4% higher than 2023 and 18.25% higher than 2019 pre-pandemic counts, showing continual and substantial growth over historic numbers. Staff will continue to focus on aspirational growth year-over-year.

Total Vehicle Count	
2024	3,346,208
2023	3,144,502
2022	3,228,967
2021	3,518,195
2020	3,822,470
2019 (Pre-Pandemic)	2,829,831

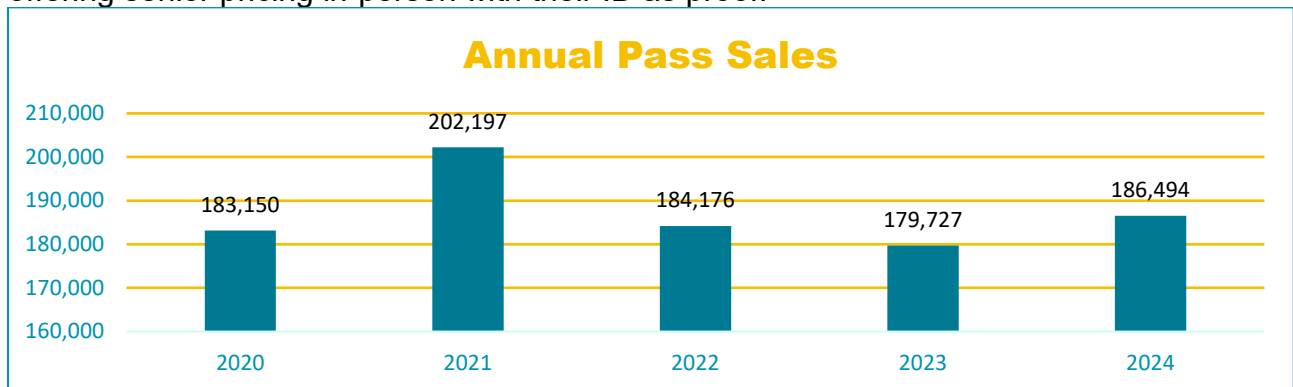
Supports Strategic Plan Goal: Maintain & Invest – Maintaining attendance growth helps support revenue generation while continue to grow brand awareness.

3. Increase annual pass sales to match 2021 sales. This would mean selling a total of at least 202,197 annual passes from November 2023 through October 2024 (2024 Annual Pass selling period).

Not Met, but growth over 2023.

What was seen with 2020 annual passes after our branding efforts began, was an initial bump in sales while the Metroparks ran a special promotional price. Sales then dipped and leveled off and resulted in overall 2020 annual passes sales being mostly flat and comparable with 2019 (pre-pandemic) annual pass sales overall. In 2021, staff set a goal to increase annual pass sales by 5%, and that goal was met and exceeded with an 8.68% increase. This can be attributed to increased marketing efforts, the use of the trade-up program and overall increases in awareness of the benefits of an annual pass during the peak of the Covid-19 pandemic. Then in 2022, there was a decrease in sales numbers as compared to 2021 that brought sales back closer to pre-pandemic levels. In 2023, staff saw another small dip in sales of 179,727 annual passes overall, at the same time, summer of 2023 had an increase in daily pass sales.

Sales of 2024 annual passes rebounded from 2023 and increased by 3.77%. 2024 sales also exceeded 2022, 2020 and pre-pandemic levels, but did not get us up to the peak level of 2021 sales. 2024 also saw an initial spike in senior annual passes that resulted in research into speculation about abuse of the senior pricing. In January of 2024, we reverted to only offering senior pricing in-person with their ID as proof.



Supports Strategic Plan Goal: Maintain & Invest – Annual Pass sales are a major revenue generating activity that supports the healthy financial position of the Metroparks.

4. Secure at least \$1 million in additional revenue through strategic relationship building, continued work with Moment Strategies, sponsorships, and strategic corporate and organizational bulk annual pass sales.

Partially Met.

Staff focused some of their 2024 efforts on continuing work with Moment Strategies on strategic communications and relationship building that leads to fundraising and revenue generation through the “Metroparks and Me” campaign launched in 2023. This work is intended primarily help support the Everyone in the Pool initiatives, field trips and school programs and allow the Metroparks to continue growing their impact in the region.

Unfortunately, those efforts did not result in the additional revenue that was hoped for. The fundraising support partner that Moment Strategies was using changed over time and did not successfully drive the results we wanted to see. This is being explored and amended for 2025. The efforts did increase the media coverage and awareness around swim lessons and supplemental science that helped us successfully support a few grant applications. Additionally, a last minute request came in from an event that Operations booked at Stony Creek Metropark. The Santa Hustle event at Stony Creek chose the Metroparks and Me campaign as their fundraising beneficiary to donate a percentage of race registrations and additional donations to. We are still waiting to hear what that final dollar amount is.

Where we did have some initial success was on the side of sponsorships and bulk annual pass sales. Staff secured sponsorships with MET for \$33,000 and MiAble for \$10,000 in 2024. Additionally, marketing staff helped find American Red Cross Centennial Campaign grant funds that could support swim lesson growth, though those efforts likely won't see resulting funding until 2025. That relationship led to a connection with CDC swim grant funds awarded in the amount of \$50,000 to be spent between 2024 and 2025. Marketing staff supported the bulk sales of 224 annual passes (equates to \$7,840 in revenue) in November and December of 2024 and laid the foundation groundwork for a bulk sales campaign effort to continue in 2025. Other bulk sales were conducted at park level as has been done in the past, so these mentioned sales are “above the usual”.

Those efforts resulted in an additional \$100,840 of revenue that would have not otherwise been seen.

Supports Strategic Plan Goal: Maintain & Invest – Annual Pass sales, and other forms of revenue, supports the healthy financial position of the Metroparks.

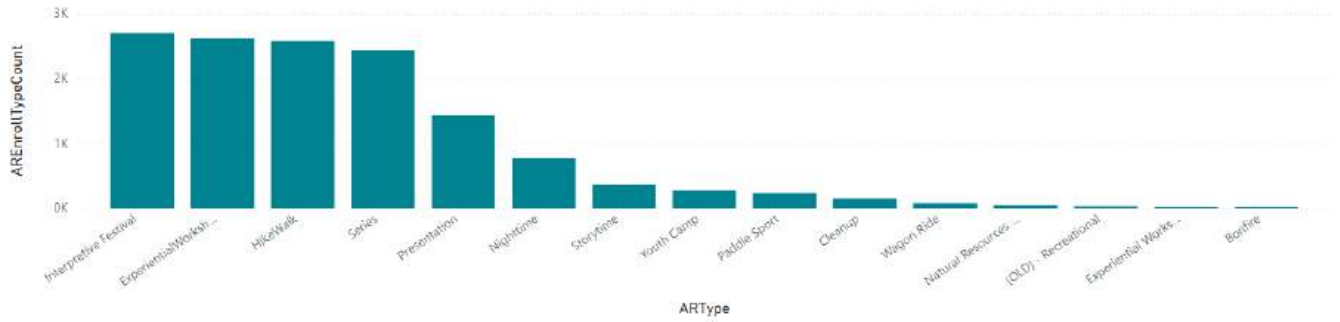
5. Increase public programming enrollment rate to 75% by end of 2024.

Not Met, but growth over 2023.

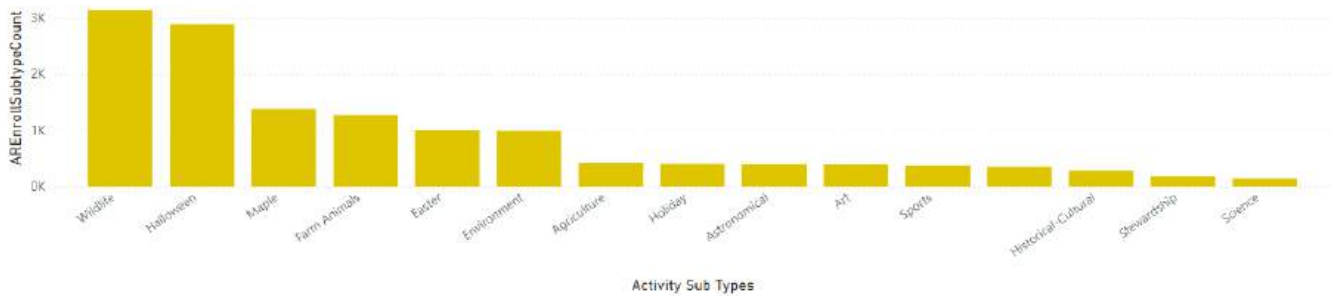
RecTrac implementation in 2021 has allowed staff to look at statistical information related to public programs that require pre-registration. The 2021 average enrollment rate across all public programs in all seasons from January 1 – November 30 was 33.77%. In 2022 this rate was increased to 46%. In 2023, through the end of December, the enrollment rate was increased to 49.95%. In 2024, we continued to make incremental increases to our public program enrollment rate. Through November 30, 2024, that enrollment rate rose to 56%.

Staff are still striving to reach that goal of 75% enrollment rate. Certain program types had higher enrollment rates than others. As an example, recreational programs had a 95% enrollment rate, Halloween programs had a 90%, Easter had a 77.3%, holiday programs had a 99% and farm animal programs had a 98.3%. However, historical/cultural programs only had 42.6%, presentation style programs only had 38.3%, etc. Marketing strategies for programs in 2025 will balance continuing needed promotion for popular programs alongside new efforts for programs that see lower enrollment rates in an effort to bring all rates up.

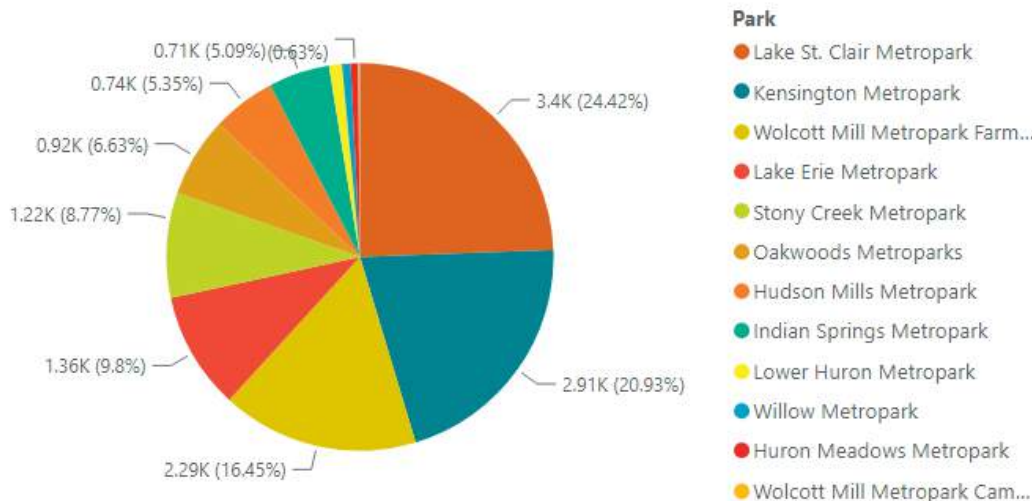
Registrations by Type



Registration by Sub Type



Registrations by Park



Enrollment rate looks at total registered participants, in public programs (that require pre-registration), compared to the maximum availability for registration. The enrollment rate can depend on marketing but also the interest level in the program, programs offered, maximum spots available, weather and many other factors. However, it is an initial indicator of Metroparks programming messaging reaching the correct target audience to drive registration for programs offered.

Supports Strategic Plan Goal: Maintain & Invest and Listen & Connect – Staff recognize that the Community Needs Assessment survey data has identified a gap in understanding. People don't know what is going on. So Metroparks will listen to that feedback and make changes to connect potential visitors to that information. It supports the objective of increasing engagement with Metroparks services. Additionally, this goal supports the Strategic Plan goal of maintain & invest. Program registrations and attendance is an area of potential revenue currently not being captured to full potential.

6. Create and execute successful communications campaigns that support the goals of each of the new recreational programming committee events and programs

Met.

In 2022 a recreational programming committee was established to propose a programming plan that would support the community desires identified in the Community Needs Assessment Survey conducted in 2022. The resulting plan was presented to leadership, staff and the board of commissioners in 2022 and was executed in 2023. These events used feedback from 2023 to tweak and offer them again in 2024.

Each event or program identified in the plan had its own attendance and target audience goals. Marketing staff participated in every event/program planning team and established a communications campaign specific to that event/program and its goals. Campaigns were executed with budgeted dollars set aside for this purpose.

The large majority of recreational programming committee events and programs met or exceeded their attendance goals and all received highly positive public feedback overall. There were many advertising campaigns for these events that had to be ended early because registration filled early.

Of the information available on all of these events, a snapshot of attendance goals compared to actual attendance is provided below. Some events



did not have information available and have been noted as so in the chart.

<u>Event Name</u>	<u>Location</u>	<u>Attendance Goal</u>	<u>Actual Attendance</u>
Family Campout (measured by people)	Historic Fort Wayne - Detroit	100	100
River Art at Eliza Howell	Detroit	150	50
MetroBarks: Paws Pose and Play Day	Stony Creek	250	500
Family Campout (measured in campsites)	Stony Creek	45	45
Family Campout (measured in campsites)	Wolcott	20	20
Family Camping (measured in camp nights)	Lake St. Clair	100	141
Learn to Camp Workshops	Stony Creek	20	0
Kids Fishing Tournament	Lake St. Clair	200	300
Water Aerobics	Lake St. Clair	50	48
Night of the Dragon	Stony Creek	250	2250
MetroBarks: Paws at the Pool	Willow	300	150
Family Campout (measured in campsites)	Lower Huron	29	29
Family Campout (measured in people)	Lake Erie	100	125
Learn to Camp Workshops	Lower Huron	20	0
Food 'n' Tunes	Willow	150	1000
Kids Fishing Tournament	Lake Erie	500	550
Lazy River fitness and 5k Race the Rapids	Lower Huron	150	150
MetroBarks: Paws, Pose and Play Day	Huron Meadows	250	200
Family Campout (measured in campsites)	Kensington	50	50
Family Campout (measured in campsites)	Hudson Mills	20	17
Music & Moves	Hudson Mills	1500	500
Blue Moon at the Beach	Kensington	200	400
Paint Under the Night Sky	Indian Springs	35	28
Paint Under the Night Sky	Kensington	35	29
Night of the Dragon	Indian Springs	250	460
Trail Challenge	All locations	500	943
Movies in the Parks (2 sites partnered)	Detroit	200-1000	NA
Park Pop-ups	Detroit	15 people per location	37 events took place
Tec-Troit Festival	Detroit	5000	not provided by partner

Supports Strategic Plan Goal: Maintain & Invest – by driving attendance to new recreational programs, new revenue opportunities can be realized. The new programs were developed by listening to the data from the Community Needs Assessment Survey that illustrated what program types the region was seeking.

7. Continue internal and external rollout of strategic plan communications and updates. Tie these updates into public storytelling and media efforts where appropriate.

Partially Met.

The Metroparks Board of Commissioners approved a new strategic plan that launched January 2023. The implementation of the strategic plan continued throughout 2024. All annual reports to the board were updated in format to better reflect what strategic plan goals those efforts were meeting. Additionally, the public facing media efforts around Metroparks and Me mentioned strategic plan goals of listening and connecting and hit on the objective outlined in the strategic plan.

Internally, more internal discussions started including references back to the strategic plan and staff having a greater understanding of their role in it.

As any long living plan, roll out and adoption take time and there are always improvements to be made, which is why this goal is labeled as only partially met.

Supports Strategic Plan Goal: Listen & Connect – To be more specific this goal supports the objective of increasing transparency and accountability for progress against goals and objectives through master and departmental plans that benchmark and measure progress.

8. Improve and streamline the marketing department's regular reporting and project management process until regular monthly reports can be pulled and analyzed in a matter of hours instead of days, and that data can be used to make more informed, strategic and timely marketing decisions. Upgrade marketing technology platforms as needed to support this goal.

Met. With room for continued improvement.

Data analysis and reporting improvements is an ongoing goal that will continue to be developed as technology improvements make it easier and more feasible to develop better reports. In 2023, marketing staff met monthly to review campaign progress, successes and failures and areas for possible improvement. New formats of campaign reporting were developed to allow marketing staff to set campaign specific goals and look closer at website traffic tied specifically to campaign efforts for each individual campaign. Although helpful and more informative than previous years, pulling and analyzing these reports still took a considerable amount of staff time and required performance data be pulled in from multiple sources and manually analyzed and compared to internal data to draw conclusions.

In 2024, marketing staff continued to make improvements. We implemented a new programmatic marketing tool, Choozle, that allowed us to place multiple ad types to one target audience AND gave us a dashboard data view and real time internal management of campaigns. We can't place ALL ad types in this platform, but we were able to consolidate more than before. Additionally, we made improvements to the way we built and used Google Analytics links in our campaigns. This allowed us to have more accurate snap shots of each individual paid campaigns' webtraffic to our specified page for that campaign. In turn we can see what types of

ads in each campaign drove the highest engagement to the website, which we compare to on-the-ground results for a full picture.

The result of these efforts was the creation of a FIRST EVER annual campaign report. Marketing staff compiled overall survey data for how participants heard about programs they attended, email marketing data, paid ad data from each social platform and Choozle data into a report with some additional data appendices. They also included a page for each paid campaign that shows the campaign name, run dates, budget, google analytics snapshot to show ad performance and the on-the-ground data of actual attendance or result.

This report will be used internally by marketing staff but has also been previewed to Interpretive Supervisors for feedback and in January will also be shared with all event leads, interpretive and operations staff.

In 2025, marketing staff will compile this report twice a year aligned with program entry timeframes so that event and program staff can reference it for any insights that might help them plan programs or make decisions around target audience or related decisions. The 6 month chunks include January – June; available for staff in July; and then July – December; available for staff in January.

Supports Strategic Plan Goal: Listen & Connect – Reviewing and analyzing data and reports is another way to listen to what visitors are doing messaging can better connect and resonate.

9. Use visitor evaluations to develop a more comprehensive understanding of the visitor experience of the Metroparks – Build on progress made in 2021 - 2023.

Met.

Five administrative departments – Marketing, Planning and Development, Interpretive Services, IT and Diversity, Equity, and Inclusion (DEI) – along with operations and park staff developed and executed digital visitor program evaluations initially in 2021. Staff also created and implemented an evaluation tool for teachers/leaders as an important way to collect information about those experiences.

These tools were integrated into RecTrac/POS, and digital evaluations began being sent to all public programming participants and teachers/leaders through automatic emails from RecTrac. These were rolled out on various dates throughout 2021. A process was also established¹ for the consistent use of this information during internal event/program evaluation:

- Marketing staff create survey monkey tools and coordinate with I.T. to set-up and send automated RecConnect emails through RecTrac to all registered program and event participants.
- Automated emails send immediately after a program ends.
- Each Monday, Marketing staff go into Survey Monkey, close the survey tool for programs that ended the week prior and add results into the folder on a shared server drive.

¹ This process is outlined in the internal document “Event/Program Planning, Submission, and Evaluation Instructions” that can be found on the shared server drive and helps meet one of the CAPRA certification standards.

- The staff person responsible for each program and event should go into the public evaluations results on the server and look at results of their program while completing their internal review of that program.
- Quarterly, supervisors and marketing staff should review all internal program evaluations as a whole for future program planning and improvements.

In 2023, physical paper survey cards were also added as an evaluation tool for new recreational program committee events that took place without registration (meaning participants wouldn't be receiving an automated digital survey). Survey cards were handed out at a Metroparks information table with the incentive to complete for a raffle prize drawing. These results helped program teams evaluate the success of event details in those new events. After physical surveys were completed, marketing staff provided park/operations/interpretive staff with a digital link to the survey where they recorded all the physical written responses so that data summary reports could still be pulled. Survey cards were developed and standardized so that all events without registration could start using them where appropriate, system-wide.

In 2024, we wanted to complete this initial set of goals by establishing and publishing a passive park use visitor evaluation available on the Metroparks website and advertising its availability through email and social media. This survey was created and finally launched in December of 2024. It was added to the Metroparks website for public access. It will be more widely used in 2025 and beyond. Link to survey: <https://www.surveymonkey.com/r/V6X8XDZ>

Supports Strategic Plan Goal: Listen & Connect – By asking for evaluations on both programming and passive park use, the Metroparks are creating listening opportunities to engage with the community and improve services going forward.

10. Increase engagement with Metroparks services in equity emphasis area zip codes (as measured by participation/attendance) by at least 5% as compared to 2023 baselines.

Met.

Analyzing Equity Emphasis Areas (EEA) helps Metroparks measure efforts occurring in under-resourced communities in our region. In order to analyze the Metroparks interaction with equity populations within the 5-county area, we utilize a tool and methodology developed by SEMCOG; which focuses on locations with concentrations of people in many groups, including:

- Persons with Disability
- Disengaged Youth
- Female Headed Households
- Foreign Born
- Hispanic
- Households in Poverty
- Housing Cost Burden
- Limited English Proficiency
- Minority
- No Car Households
- Non-Hispanic Asian
- Non-Hispanic Black

- Older Adults
- Other Non-White Non-Hispanic Races
- Persons in Poverty
- Transit Dependent Households, and
- Youth

The SEMCOG Equity Emphasis Areas tool draws conclusions of census tract areas based on socioeconomic indicators to assign a level of concentration to that census tract. The Metroparks considers any zip code in which a SEMCOG high or very high equity population census tract resides to be an equity emphasis area for the purpose of clean data set comparison.

Staff spent a considerable amount of time improving reporting and doing data clean up in order to set baselines in 2023 for measuring this progress, and for the first time in 2024, the joint visitation data report presented to the board in October 2024 was able to show year over year progress against this goal in multiple facets.

Visitation into Metroparks as measured by scans of annual and daily passes	Increased by 0.41% or 1,592 scans
Visitation into Metroparks from City of Detroit zip codes	Increased by 6.65% or 2,213 scans
Students served with school programs in equity emphasis areas	Increased by 17.99%
Number of organizations requesting Metroparks programs in equity emphasis areas (this number includes pop up and library partnered programs provided by Metroaprks staff)	Increased by 7.87%
Registration in Metroparks programs from equity emphasis areas	decreased by 15.78%, but Metroparks offered programs that did not require registration directly in locations and other parks within equity emphasis areas that these numbers do not show. Additionally swim lessons registration is often held at our partner organizations and therefore is also not reflected in these RecTrac registration numbers.

Supports Strategic Plan Goal: Listen & Connect – This goal supports the objective of increasing access to Metroparks services for underserved communities.

11. Increase shelter reservation revenue by 3% as compared to the 3-year average of 2021, 2022 and 2023. Equates to ending 2024 with \$508,335 in shelter revenue.

Met.

Revenue from shelter reservations has fluctuated over the years. Due to pandemic restrictions in 2020, revenues from events were much lower and resulted in a large amount of refunds. It is recognized that family reunions, church picnics, family events and private event reservations largely impact this number that seemed to be historically decreasing before the pandemic. There has been growth since pandemic restrictions lifted as people continue to look for outdoor venues as a post-pandemic event option.

In 2023 the Metroparks saw a dip in revenues from shelter reservations, but they rebounded in 2024. 2024 revenues are 10.84% above the three year average of \$493,530. This is well above the goal to increase by 3%. These 2024 figures are preliminary figures until year end adjusting and audit is complete, and usually do shift at that point.

	2018	2019	2020	2021	2022	2023	2024
Shelter Reservations Revenue	376,057	390,519	246,864	506,585	509,126	464,878	547,018

Supports Strategic Plan Goal: Maintain & Invest – Shelter reservations are a revenue generating activity, and increasing those reservations creates new revenue opportunities.

12. Increase golf rounds played by 1%. This would be a total of 274,761 rounds played in 2024.

Met.

Staff expected as the pandemic continued that there would be a greater competition for users' time and therefore some drop off in golf rounds played would be seen. However, staff have continued to see growth in golf each year since the pandemic began. **In 2024, 290,751 rounds of golf were played, exceeding 2023 rounds by a staggering 6.88%.** This went above and beyond the 2024 goal to increase by 1%. This was possible thanks to an early arrival of spring that led to an earlier-than-usual course opening and mild fall that allowed the golf season to extend until late November. Metroparks will eventually hit a point where growth is no longer possible, and courses will be at full capacity.

Supports Strategic Plan Goal: Maintain & Invest – golf is a revenue generating activity and increasing golf rounds played would increase that potential revenue.

13. Increase focus on strategic grassroots marketing through continued relationship building and targeted activations.

Met.

Marketing staff continued to grow their relationships with partners in 2024 that help support current and future grassroots marketing. A few highlighted examples of that include, but not limited to:

- MetroBarks event teams assisted in grassroots marketing by soliciting local pet vendors for events as well as local pet related businesses who were willing to display flyers and share event information.
- All 2024 swim lesson partners helped with promotion of lesson registration by sharing press release and registration information with their audiences as well, thereby expanding the reach of the Metroparks impact.
- Partnership with Detroit Association of Black Organizations was continued in 2024 and monthly Metroparks messaging was shared with their audiences.
- Moment Strategies, attended events with Amy to forge connections with new organizations to foster future possible partnerships.

Supports Strategic Plan Goal: Listen & Connect – This goal supports the objective of increasing access and awareness to Metroparks services for underserved communities.

14. Increase executive positioning communications so that Metroparks leadership team staff have at least one communications piece per month, collectively, and the Director has at least one per month.

Partially met.

This effort was started in 2024 with some decent momentum. The Director did have at least one post on Linked In per month that tied back to Metroparks efforts and/or the Metroparks and Me campaign. A large amount of the content was facilitated through our Public Relations firm, Moment Strategies, and coincided with media efforts and appearances.

As for the rest of the leadership team, a video was posed about the Natural Resources tree crew and the engineering department (for Engineers Week) in the early part of the year, but this goal was not met the rest of the year. This was largely because of staff maternity leaves and turnover in the content creator position requiring efforts to be reprioritized. These efforts will be resumed in 2025 with greater focus.

15. Create social-first marketing campaigns to support brand awareness and engagement.

Met.

In 2023, marketing staff observed the Metroparks social media channels were flooded with posts about individual events and programs. While it is helpful to show what the Metroparks offer, these types of posts began to see less engagement as the year went on. Switching to one post a week about all upcoming events and programs, in a more “listicle” format was decided to be clearer and more concise for viewers to stay up to date on offerings and things

to do. This strategy was piloted at the end of 2023 and saw much higher engagement than the individual posts were. It was continued throughout 2024 and staff are seeing this as a successful way to consolidate event posts in our feed while still getting awareness and engagement for said events.

To gain engagement on social media, marketing staff have been utilizing organic social posts about engaging topics, educational content and trending styles, alongside fewer event specific posts, to create more connection with the brand rather than solely advertising events and programs. There was also a turnover in the Content Creator position in 2024 that left a vacancy for a couple of months plus onboarding time. This resulted in a slight dip in the amount of social content shared and the engagement through summer as a new staff member was onboarded and trained.

Throughout all social media platforms, we have implemented a mix of static photo posts, video, and graphics. staff have increased video content due to video gaining more engagement from followers and reaching wider audiences through the Instagram explore page and TikTok for you page. Some of this video content ties into more “trending” style videos with a Metroparks spin.

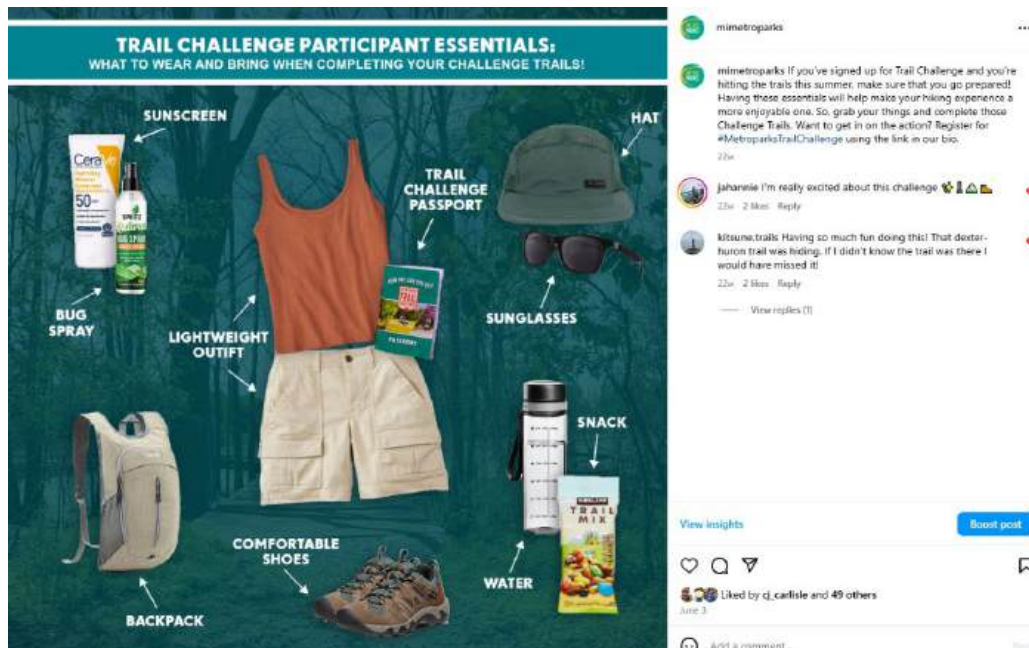
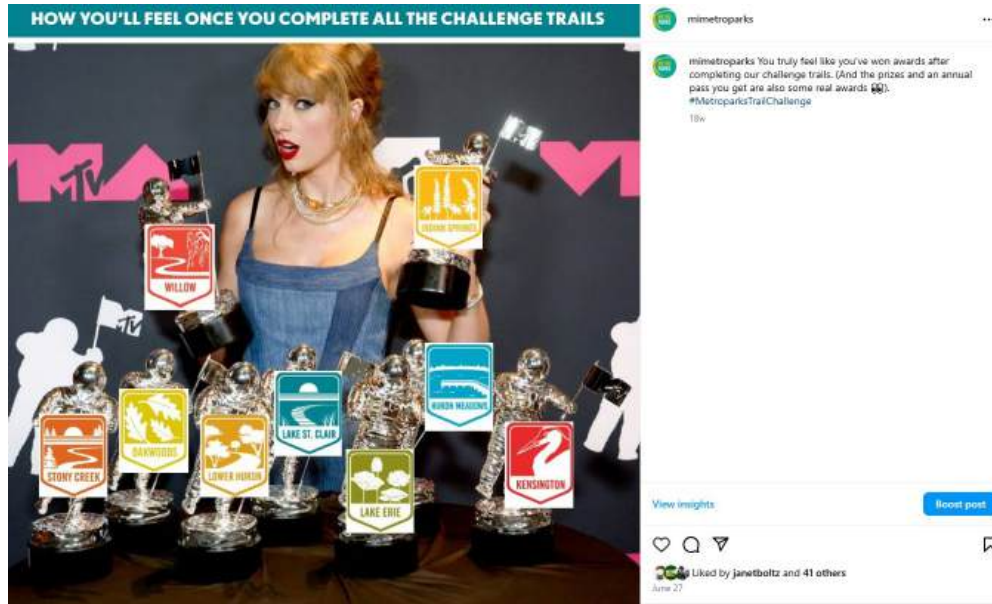
The results by the numbers looks like the below. Review with a grain of salt knowing that each platform reports slightly differently and that reach numbers can be inflated and unclear:

Platform	New Followers	Total Posts	Engagement Rate	Reach
Instagram	3,354	401 (down 36.9% from 2023 due to turnover gap in staff)	6.1% (up from 5.37% in 2023 even with fewer overall posts)	320,303 users (down 38.6% from 2023 due to decrease in number of posts)
Facebook	2,892	265 (down 43.3% from 2023 due to turnover gap in staff)	3.15%	15,342,558 users
TikTok	551	90 (up 11.1% from 2023 due to focus on increasing video content even with staff turnover)	1.87%	Not available for TikTok

Examples of new social organic content:

TRAIL CHALLENGE

Trail Challenge used trending topics like Taylor Swift and “what to pack” to put a spin on organic social content.



OTHER INSTAGRAM NEW CONTENT

- How to go Sledding: <https://www.instagram.com/reel/C2Sof3BvmW/> - was posted shortly after lots of snow + comical ending that resonates with Instagram age demos (parents)
- Science behind Maple Sugaring: <https://www.instagram.com/reel/C3u5iwgOvZd/> - short and sweet educational video – could definitely grow on this style and make them more “tiktok-y” in future but this was first attempt and performed pretty well.

- Penelope the Cow and her cute little teeth: <https://www.instagram.com/reel/C5gTppqr8iV/> - cute and funny animal video
- Interpreter Tiny Mic Interviews: <https://www.instagram.com/reel/C4ftyYVLHn6/> - these did well on Instagram too, again another style of video we could pick up again
- “We Work at the Metroparks. Of Course...” <https://www.instagram.com/reel/C5rEVJ-vXO/> - capitalized on very popular trend of the time and had members of target audience demo in the video
- Red Bud Blossoms: <https://www.instagram.com/reel/C6boolbPRuR/> - very scenic shots + calming nature + timely thing in park to go see/drive people to visit
- Summer Concert Series vlog: <https://www.instagram.com/reel/C8WzSIBPTVI/> same as above
- 4 Hiking Trails in Metro Detroit: <https://www.instagram.com/reel/C8evVvQPk1A/> same as above
- Fall Reminder (good engagement) - https://www.instagram.com/reel/DABg6G6HkOaqd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
- Halloween Event Listicle - <https://www.instagram.com/p/DAlmNSlh29x/>
- Hidden Gems (Interviews with B-Roll) - https://www.instagram.com/reel/DBKGjcfJ3y6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
- Natural Resources (unique video edit) - https://www.instagram.com/reel/DCJ55vkqvdm/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

OTHER TIKTOK NEW CONTENT

- Summer Concert Series Video in Vlog/Influencer Style Filming: <https://www.tiktok.com/@mimetroparks/video/7381834330429050158> - very popular style of filming, especially for events, that resonates with younger audience
- 4 Hiking Trails in Metro Detroit Area: <https://www.tiktok.com/@mimetroparks/video/7382946974145760555> - great “searchable” content with scenic views
- “We Work at the Metroparks. Of Course...” <https://www.tiktok.com/@mimetroparks/video/7357062343789907231> – capitalized on very popular trend and had members of target audience demo in the video
- Interpreter Tiny Mic Interviews: <https://www.tiktok.com/@mimetroparks/video/7346219480546069791> – popular style of video + interesting facts + faces/real people talking on camera
- Fall Reminder (good engagement) - https://www.tiktok.com/@mimetroparks/video/7419330220274060587?is_from_webapp=1&sender_device=pc&web_id=7418588772704716319
- Fall Events Listicle - https://www.tiktok.com/@mimetroparks/video/7424138873682316575?is_from_webapp=1&sender_device=pc&web_id=7418588772704716319

- Hidden Gems (Interviews with B-Roll) -
https://www.tiktok.com/@mimetroparks/video/7426099877131717931?is_from_webapp=1&sender_device=pc&web_id=7418588772704716319
- Natural Resources (unique video edit) -
https://www.tiktok.com/@mimetroparks/video/7435330515021860139?is_from_webapp=1&sender_device=pc&web_id=7418588772704716319
- Wildlife PSA (TikTok Trend with good engagement) -
https://www.tiktok.com/@mimetroparks/video/7430904090282020139?is_from_webapp=1&sender_device=pc&web_id=7418588772704716319





To: Board of Commissioners
From: Danielle Mauter, Chief of Marketing and Communications
Subject: 2025 Marketing Plan
Date: 1/4/2025

Action Requested: Motion to Approve

That the Board of Commissioners approve the 2025 Marketing Plan as recommended by Chief of Marketing and Communications, Danielle Mauter, and staff. 2025 Marketing Plan includes goals and strategies for the marketing efforts in 2025.



INTEGRATED MARKETING PLAN 2025 GOALS AND STRATEGIES



[METROPARKS.COM](https://www.metroparks.com)



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STRATEGIC PLAN

WHAT GOAL & OBJECTIVE DOES THIS MEET?

LISTEN & CONNECT

- Create listening opportunities that help the Metroparks understand resident needs
- Increase access to Metroparks services for Wayne County and City of Detroit with a physical presence and customized programming
- Increase transparency and accountability for progress against goals and objectives through master and departmental plans that benchmark and measure progress
- Increase engagement with Metroparks services
- Increase access to Metroparks services for underserved communities with customized programming

MAINTAIN & INVEST

- Develop a formal partnership strategy using collective impact to amplify our resources and investments in Southeast Michigan and beyond
- Research opportunities for investment in capital projects
- Increase revenue from philanthropic and public sector sources
- Study revenue opportunities across current and new programs
- Build a portfolio of new services for hard to reach and underserved residents
- Create a talent strategy to attract and retain the intellectual and human capital needed to achieve the vision

CONSERVE & STEWARD

- Create a resiliency plan for built and natural environment by December of 2023
- Increase outdoor education opportunities with a focus of skill building for more effective and durable environmental stewardship

DESCRIPTION

The Metroparks' overarching goals as an organization are defined in the strategic plan adopted by the Board of Commissioners in December 2022. They are the big picture answer to the question "what are the Metroparks top priorities". The answer to the question "how will the Metroparks accomplish these big goals" is found in the multiple plans created by our various departments.

The 2025 Integrated Marketing Plan serves as the framework for marketing and communications efforts in 2025 and how those efforts support the Strategic Plan. It includes measurable objectives to report our progress in achieving each goal. It also takes a leadership role in our goal to maintain and invest by generating additional revenue, partnerships and attendance to support the system. Success is measured by key objectives identified throughout the plan.

Although the Integrated Marketing Plan outlines strategies primarily led by the Marketing Department, it is important to recognize that many of the goals outlined in this plan are larger organizational goals that stretch beyond that department. It is imperative that all departments and levels of staff will touch and impact these goals in order to achieve success.

Each goal within the Integrated Marketing Plan is written to support at least one of the Strategic Plan goals. After each marketing goal in the goals section of the plan, the reader will see a description of how working towards that marketing goal will directly support the strategic plan.

MISSION, VISION & CORE VALUES

This marketing plan and strategy supports the mission, vision and core values of our organization. In November of 2021 the Metroparks Board of Commissioners approved new mission, vision and core values statements. Additionally, the marketing plan shall support the goals and objectives outlined in the Strategic Plan approved in December 2022.

Mission Statement

To bring the benefits of parks and recreation to the people of Southeast Michigan. All the people. All their lives.

Vision

To be a unifying force – and indispensable resource – in Southeast Michigan: One Region. One Metroparks. Endless Experiences.

Core Values

- **Access**
Make the Metroparks available to all in the region, regardless of race, age, income, gender, or ability.
- **Commitment**
Treat all employees, constituents, and stakeholders as partners in our shared mission and to enhance the health and well-being of all residents in Southeast Michigan.
- **Diversity**
Embrace and reflect the region's richness – both its natural environment and the communities within it.
- **Equity**
Create a system that more fairly serves all individual, families, and communities across the region.
- **Leadership**
Provide innovative program, valuable educational offerings, and proactive community engagement.
- **Stewardship**
Responsibly manage our natural resources and maintain financial stability to protect the public's investment.

Strategic Plan

The strategic plan dashboard can be found at [metroparks.com/strategicplan](https://www.metroparks.com/strategicplan)¹.

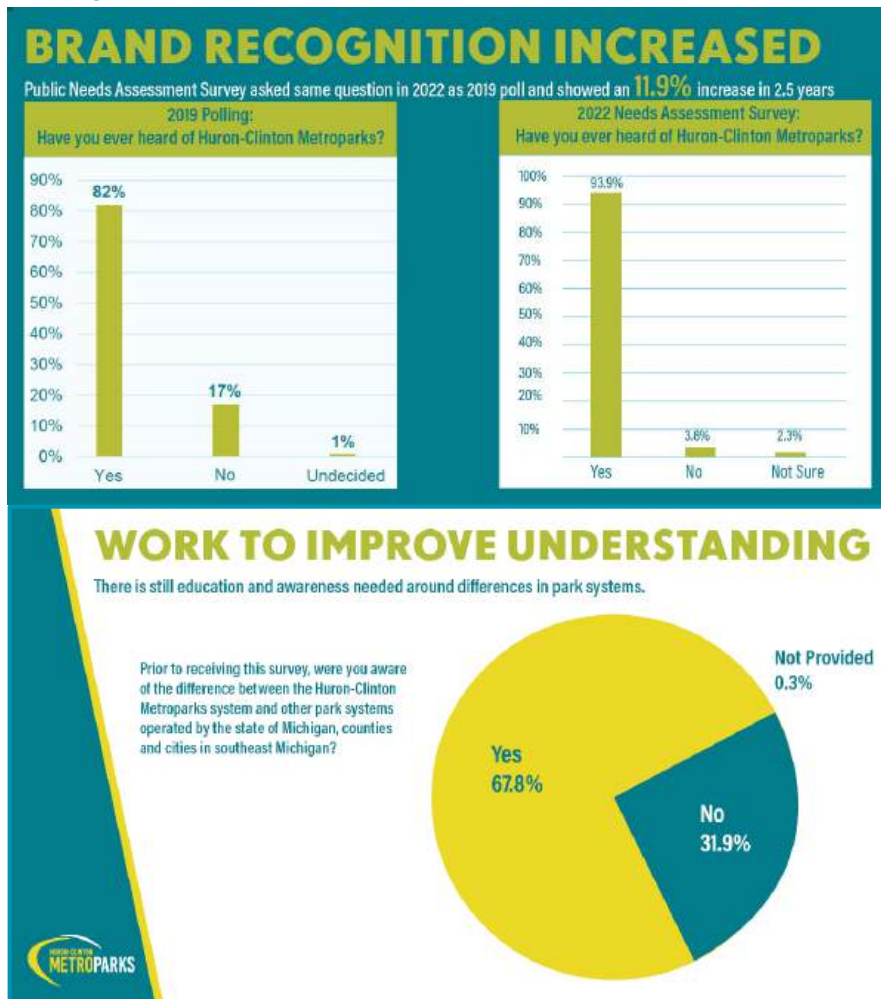
¹ <https://www.metroparks.com/strategicplan/#OVERVIEW>

MARKETING GOALS

The marketing goals for 2025 have been written to support the goals of the strategic plan, and to continue growing the brand awareness, revenue and attendance of the Metroparks.

1. Continue increasing awareness and understanding of the Metroparks brand and identity

The Huron-Clinton Metroparks saw a measurable increase in brand awareness between 2019 and 2022.



But we learned there is still a need to educate the region on the differences between the Metroparks and other types of park systems in our region (State, local, county, etc.).

So in 2025, the marketing strategy will continue to support brand identity and growth, but there will be additional efforts placed on clearly communicating the distinction between the Metroparks and other park types in southeast Michigan and the impacts the Metroparks specifically bring. 2025 is the 85th year of Metroparks, so messaging will periodically include references to that as well as the artwork of the annual pass reflecting that, but there will not be a major anniversary campaign for this particular anniversary.

Additionally, marketing staff will be adding some new messaging to general brand campaigns to give the Metroparks more of a human face. This messaging will be in addition to the existing activity focused commercials and messaging. Placing Amy as Director in the forefront sharing the message of who we are and what we do in an engaging and approachable way. We will couple this with increased efforts on social media – particularly Linked In and video content – to bring the face of multiple staff members into content as subject matter experts. This will further build up the Metroparks brand image of being an organization of experts and leaders sharing stories of “who the Metroparks are”.

In 2025, there are plans to complete a regional survey of programming questions and staff will explore adding questions to remeasure brand recognition since it has not been done since 2022.

Supports Strategic Plan Goal: Listen & Connect – We will listen to the polling and survey data and work to create opportunities to communicate the Metroparks brand and drive greater understanding.

2. Maintain the attendance increase that has been realized in the pandemic by achieving a vehicle count that is at least 10% higher than the 3-year average as measured by overall vehicle counts. This will result in a total of 3,563,882 vehicles through the gates in 2025.

At the end of 2024, car counts were 1.49% higher than previous 3-year average of 3,297,221, but did not meet the goal of 10% higher. 2024 vehicle counts were 6.4% higher than 2023 and 18.25% higher than 2019 pre-pandemic counts, showing continual and substantial growth over historic numbers. This was an improvement over 2023 when car counts were 2.61% lower than 2022 and 10.74% lower than previous 3-year average, and 2022 when car counts were 8.22% lower than 2021 and 4.75% lower than the previous 3-year average.

Total Vehicle Count	
2024	3,346,208
2023	3,144,502
2022	3,228,967
2021	3,518,195
2020	3,822,470
2019 (Pre-Pandemic)	2,829,831

For 2025, staff want to continue being bold and aspire to see an overall vehicle count that is 10% higher than the previous 3-year average – a substantial jump above 2024 attendance and pre-pandemic attendance. **The 3-year average of total vehicle counts of 2022, 2023 and 2024 is 3,239,892.** It should be noted that these numbers reflect all “post pandemic” attendance. These attendance numbers are starting to show the “new normal” attendance trend, without the inclusion of the 2020 and 2021 pandemic spikes. Achieving a car count that continues to be 10%

higher than that 3-year average means setting an aspirational goal to keep attendance growing.

Supports Strategic Plan Goal: Maintain & Invest – Maintaining attendance growth helps support revenue generation while continue to grow brand awareness.

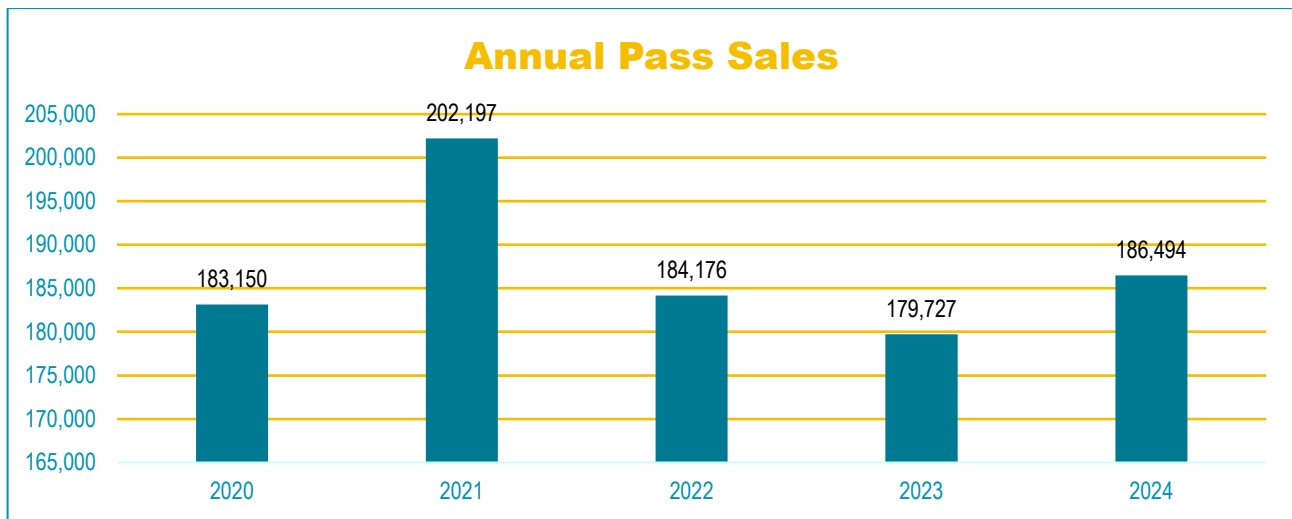
3. Increase annual pass sales to match 2021 sales. This would mean selling a total of at least 202,197 annual passes from November 2024 through October 2025 (2025 Annual Pass selling period).

What was seen with 2020 annual passes, after our branding efforts began, was an initial bump in sales while the Metroparks ran a special promotional price. Sales then dipped and leveled off and resulted in 2020 annual passes sales being mostly flat and comparable with 2019 (pre-pandemic) annual pass sales overall. In 2021, staff set a goal to increase annual pass sales by 5%, and that goal was met and exceeded with an 8.68% increase. This can be attributed to increased marketing efforts, the use of the trade-up program and overall increases in awareness of the benefits of an annual pass through the pandemic when people were desperate for outdoor activities. Then in 2022, there was a small decrease in sales numbers as compared to 2021. In 2023, staff saw another small dip in sales of 179,727 annual passes, while the joint data report shows the summer period had an increase in daily pass sales. Sales

of 2024 annual passes rebounded from 2023 and increased by 3.77%. 2024 sales also exceeded 2022, 2020 and pre-pandemic levels, but did not get us up to the peak level of 2021 sales. 2024 also saw an initial spike in senior annual passes that resulted in research into speculation about abuse of the senior pricing online with some purchasers lying about their age. In January of 2024, we reverted to only offering senior pricing in-person with their ID as proof.

Staff want to increase sales of annual passes back to the record 2021 numbers. Through new campaign efforts and an additional focus on corporate and organizational bulk annual pass sales (see goal 4 for more details).

There were a total of 202,197 Annual Passes sold in 2021. This includes all annual pass types and would be an increase of 15,703 as compared to 2024 annual pass sales.



Supports Strategic Plan Goal: Maintain & Invest – Annual Pass sales are a major revenue generating activity that supports the healthy financial position of the Metroparks.

4. Secure at least \$300,000 in additional revenue through strategic relationship building, strategic sponsorships and corporate and organizational bulk annual pass sales.

Marketing staff will focus some of their 2025 efforts on continuing to generate new sources of revenue. This work will compliment the revenue being generated by park operations and the work around grants being led out of the planning and development department. Marketing staff will continue to work on strategic communications around the “Metroparks and Me” campaign developed and shared with the board initially in 2023. This work will primarily help support the Everyone in the Pool initiatives, field trips and school programs and allow the Metroparks to continue growing their impact in the region. The *Everyone in the Pool Plan* has a goal to raise \$200,000 in additional funding in 2025 to support those programs.

Marketing staff will work to secure another \$100,000 through bulk annual pass sales and strategic sponsorships. In 2024, the marketing team started targeting health and wellness programs and employee or client gift programs at organizations and corporations as the selling point for them investing in annual passes for their employees. Other potential pitches (such as, but not limited to, car dealership new vehicle purchases, employee appreciation gifts, etc.) will

be explored and evaluated for future bulk sales attempts. These efforts will continue into 2025 as staff focus on seeing incremental growth in secured sales. Outside consultants may be used to provide support and guidance as needed.

Lastly, strategic sponsorships will be explored in 2025 as an additional revenue stream. Sponsorships will be evaluated on a cost and benefit basis that considers the overall sponsorship amount compared to actual costs and staff time to sell, execute and maintain sponsorship, potential brand implications of having a certain brand/company/corporation as a sponsor alongside the Metroparks and the potential marketing and communications benefits of both parties (i.e. does the sponsorship benefit the sponsor more than the Metroparks by aligning with our positive brand, and if so is the sponsorship amount high enough to consider it). This sponsorship exploration will include, but is not necessarily limited to:

- Event sponsorships for larger events/programs
- Strategic installation and Guerilla Marketing sponsorships (i.e., something installed in a park for a set period of time that is more “usable” by a visitor but has a sponsor’s name tied to it or a pop up experience that visitors encounter, etc.)

The goal with these combined efforts would be to secure at least \$300,000 of new revenue that would not have otherwise been seen in 2025. Efforts and explorations will be documented and evaluated for possible growth and adjustment in 2026 and beyond. The efforts of this goal must fit within the staff capacity of the marketing team and be balanced alongside the full list of goals. It does not replace or supersede all the other goals. It also does not replace any existing and ongoing revenue and development efforts such as park revenue or grant writing efforts.

Supports Strategic Plan Goal: Maintain & Invest – Revenue supports the healthy financial position of the Metroparks and allows the Metroparks to continue having greater impacts in our region.

5. Increase public programming enrollment rate to 75% by the end of 2027 (3 year goal).

RecTrac implementation in 2021 has allowed staff to look at statistical information related to public programs that require pre-registration. The average enrollment rate is seeing incremental growth year over year, and staff recognize that reaching this goal takes time and continual effort. We will continue to strive for a 75% enrollment rate over the next three years.

Year	Average Enrollment Rate for Programs that Require Registration
2021	33.77%
2022	46%
2023	49.95%
2024	56%

Certain program types had higher enrollment rates than others in 2024. For example, holiday type programs had a 99% enrollment rate where presentation style programs only had 38.3%. Marketing strategies for programs in 2025 will balance continuing needed promotion for popular programs alongside new efforts for programs that see lower enrollment rates to bring all rates up. Marketing staff will also continue sharing data and findings with program and event staff so they can adjust program offerings to better suit visitors needs and desires. See goal 7 about reporting for more details.

Enrollment rate looks at total registered participants in public programs (that require pre-registration), compared to the maximum availability for registration. The enrollment rate can depend on marketing but also the interest level in the program, programs offered, maximum spots available, weather and many other factors. However, it is an initial indicator of Metroparks programming messaging reaching the correct target audience to drive registration for programs offered. Our current enrollment rate is lower than we would like, and Community Needs Assessment Survey data in 2022 showed the largest reason people aren't visiting more frequently is that they don't know what's going on. For these reasons, Marketing staff will be focusing more campaign efforts on events and programs in 2025 to drive a continual increase in enrollment rate and awareness.

Supports Strategic Plan Goal: Maintain & Invest and Listen & Connect – Staff recognize that the Community Needs Assessment survey data has identified a gap in understanding. People don't know what is going on. So Metroparks will listen to that feedback and continue making changes to connect potential visitors to that information. It supports the objective of increasing engagement with Metroparks services. Additionally, this goal supports the Strategic Plan goal of maintain & invest. Program registrations and attendance is an area of potential revenue currently not being captured to full potential. All while creating improved brand awareness and future repeat visitors.

6. Create and execute successful communications campaigns that support the goals of each of the recreational programming committee events and programs

In 2022 a recreational programming committee was established to propose a programming plan that would support the community desires identified in the Community Needs Assessment Survey conducted in 2022. The resulting plan was presented to leadership, staff and the board of commissioners in 2022 and was executed in 2023 with great success. Those events continued in 2024 with two new additions. The majority of those events are proposed to continue in 2025. This committee was originally tasked with implementing this suite of programs for three years as a pilot. 2025 will be that third year. With the successes seen, the committee is being charged with charting what the future of these efforts looks like past the pilot, and marketing staff will continue to support these efforts through promotional campaigns tied to each event's goals.

Each event or program identified in the plan has its own attendance and target audience goals. Marketing staff will participate in every event/program planning team and establish a communications and marketing campaign specific to that event/program and its goals. Campaigns will be executed with budgeted dollars set aside for this purpose, and success for this goal would be all of these event/programs campaigns achieving their specific attendance/registration/target-audience goals. Progress and outcomes will be reported throughout the year in monthly marketing reports.

Supports Strategic Plan Goal: Maintain & Invest – by driving attendance to recreational programs, new revenue opportunities can be realized. Additionally, new visitors may become returning visitors after being introduced to our events and in-turn create an ongoing revenue stream. The new programs were developed by listening to the data from the Community Needs Assessment Survey that illustrated what program types the region was seeking.

7. Improve and streamline the marketing department's regular reporting and project management process until regular monthly reports can be pulled and analyzed in a matter of hours instead of days, and that data can be used to make more informed, strategic and timely marketing decisions. Upgrade marketing technology platforms as needed to support this goal.

Data analysis and reporting improvements is an ongoing goal that will continue to be developed as technology improvements make it easier and more feasible to develop better reports. Improvements started in 2023, and major progress was made in 2024. Marketing staff met monthly to review campaign progress, successes and failures and areas for possible improvement. New formats of campaign reporting were developed to allow marketing staff to set campaign specific goals and look closer at website traffic tied specifically to campaign efforts for each individual campaign. The IT department worked closely with other departments to create a dashboard for certain types of RecTrac data that made seeing program attendance and park scanning data more accessible monthly. Marketing staff created the FIRST EVER annual campaign report. Marketing staff compiled overall survey data for how participants heard about programs they attended, email marketing data, paid ad data from each social platform and Choozle data into a report with some additional data appendices. They also included a page for each paid campaign of the year that shows the campaign name, run dates, budget, google analytics snapshot to show ad performance and the on-the-ground data of actual attendance or result.

This report will be used internally by marketing staff but has also been previewed to Interpretive Supervisors for feedback and in January 2025 will also be shared with all event leads, interpretive and operations staff.

In 2025, marketing staff will compile this campaign report twice a year aligned with program entry timeframes so that event and program staff can reference it for any insights that might help them plan programs or make decisions around target audience or related decisions. The 6 month chunks include January – June; available for staff in July; and then July – December; available for staff in January.

Marketing staff will continue to look for ways to optimize the process and add new marketing technologies where needed to make the process more informative and useful.

Supports Strategic Plan Goal: Listen & Connect – Reviewing and analyzing data and reports is another way to listen to what visitors are doing so that messaging can better connect and resonate.

8. Use visitor evaluations to develop a more comprehensive understanding of the visitor experience of the Metroparks – Build on progress made in 2021 - 2024.

Five administrative departments – Marketing, Planning and Development, Interpretive Services, IT and Diversity, Equity, and Inclusion (DEI) – along with operations and park staff developed and executed automated digital visitor program evaluations initially in 2021. Staff also created and implemented an evaluation tool for teachers/leaders as an important way to collect information about those experiences. In 2023, physical paper survey cards were also

added as an evaluation tool for new recreational program committee events that took place without registration (meaning participants wouldn't be receiving an automated digital survey). In December 2024, a passive park visitor evaluation survey became available on the Metroparks website for feedback of general park visits – completing the suite of evaluation tools initially targeted.

In 2025, staff will continue to support these efforts by striving to increase response rates of all evaluations. The more information staff have from visitors, the more informed decisions can be made. The passive park use survey is brand new, so efforts to communicate its existence and increase response rates will be explored and executed throughout the year. These efforts are in addition to “one-off” survey efforts for specific project purposes.

Supports Strategic Plan Goal: Listen & Connect – By asking for evaluations on both programming and passive park use, the Metroparks are creating listening opportunities to engage with the community and improve services going forward.

9. Increase engagement with Metroparks services in equity population zip codes (as measured by participation/attendance) by at least 5% as compared to 2024.

Analyzing Equity Emphasis Areas (EEA) helps Metroparks measure efforts occurring in under-resourced communities in our region. In order to analyze the Metroparks interaction with equity populations within the 5-county area, we utilize a tool and methodology developed by SEMCOG; which focuses on locations with concentrations of people in many groups, including:

- Persons with Disability
- Disengaged Youth
- Female Headed Households
- Foreign Born
- Hispanic
- Households in Poverty
- Housing Cost Burden
- Limited English Proficiency
- Minority
- No Car Households
- Non-Hispanic Asian
- Non-Hispanic Black
- Older Adults
- Other Non-White Non-Hispanic Races
- Persons in Poverty
- Transit Dependent Households, and
- Youth

The SEMCOG Equity Emphasis Areas tool draws conclusions of census tract areas based on socioeconomic indicators to assign a level of concentration to that census tract. The Metroparks considers any zip code in which a SEMCOG high or very high equity population census tract resides to be an equity emphasis area for the purpose of clean data set comparison.

Staff spent a considerable amount of time improving reporting and doing data clean up in order to set baselines in 2023 for measuring this progress, and for the first time in 2024, the joint

visitation data report presented to the board in October 2024 was able to show year over year progress against this goal in multiple facets.

Visitation into Metroparks as measured by scans of annual and daily passes	Increased by 0.41% or 1,592 scans
Visitation into Metroparks from City of Detroit zip codes	Increased by 6.65% or 2,213 scans
Students served with school programs in equity emphasis areas	Increased by 17.99%
Number of organizations requesting Metroparks programs in equity emphasis areas (includes public pop up and library programs in Detroit and other areas offered by Metroparks staff)	Increased by 7.87%
Registration in Metroparks programs from equity emphasis areas	decreased by 15.78%, but Metroparks offered programs that did not require registration at partnered locations and other parks within equity emphasis areas that these numbers do not show. Additionally swim lessons registration is often held at our partner organizations and therefore is also not reflected in these RecTrac registration numbers.

These underserved zip codes tend to occur around the more urban and rural areas of the region. The Metroparks have special interest in increasing access to Metroparks services in those regions as outlined in the Strategic Plan. We understand that there are substantial barriers to encouraging Metroparks attendance from those areas that may never fully be resolved. These barriers include, but are not limited to, transportation and proximity to parks, affording entrance fees, awareness and feeling welcome and represented. However, through joint programming and partnerships like the swim lesson programs, library programs, Supplemental Science programs, establishing a physical presence at Ralph C. Wilson Jr. Centennial Park, having a presence at Detroit Riverfront events and Detroit Park Coalition events, the Metroparks can continue to reach into those underserved communities and make an impact. Metroparks can meet residents where they want to be met and fill outdoor recreation needs they have in ways other than attendance only at the 13 existing Metroparks.

Staff will continue to increase these engagement numbers in 2025. With the opening of Ralph C. Wilson Jr. Centennial Park also slated for 2025, and the Metroparks having a physical presence in that park, a campaign has been budgeted to communicate the opening and our piece in that as well as initial programming and engagement at the Metroparks Water Garden in 2025.

Supports Strategic Plan Goal: Listen & Connect – This goal supports the objective of increasing access to Metroparks services for underserved communities.

10. Increase shelter reservation revenue by 3% as compared to the 3-year average of 2022, 2023 and 2024. Equates to ending 2025 with \$522,217 in shelter revenue with promotional efforts focused during less busy shoulder seasons and weekdays.

Revenue from shelter reservations has fluctuated over the years. Due to pandemic restrictions in 2020, revenues from events were much lower and resulted in a large amount of refunds. It is recognized that family reunions, church picnics, family events and private event reservations largely impact this number, and that area of business seemed to be historically decreasing before the pandemic. There has been growth since pandemic restrictions lifted as people continue to look for outdoor venues as an event option.

In 2023 the Metroparks saw a dip in revenues from shelter reservations, but they rebounded in 2024. 2024 revenues are 10.84% above the three year average of \$493,530. These 2024 figures are preliminary figures until year end adjusting and audit is complete, and usually do shift at that point.

	2018	2019	2020	2021	2022	2023	2024
Shelter Reservations Revenue	376,057	390,519	246,864	506,585	509,126	464,878	547,018

During peak busy summer season, we do see that shelters are, unsurprisingly, booked more on weekends than weekdays. There is more capacity for growth in “off-season” and weekdays than there is for summer weekends.

To look at this, staff took each reservable facility in each park and assumed it could be reserved once per day and calculated the total possible reservations for every week day and weekend of summer compared to reserved as seen below for the summer of 2024. joint visitation reporting period of 9/9/23 – 9/8/24.

NOTE: this includes not just picnic shelters but ALL facility types such as ball fields and event venues. Additionally, larger outside events that book for public events like 5K runs are not captured here because of the way their reservations are processed.

Park	Single Day Capacity	Summer Weekend Capacity	Summer Weekday Capacity	Summer Weekend Used Capacity	Summer Weekday Used Capacity	Weekend Use Percentage	Weekday Used Percentage
Delhi Metropark	4	112	284	18	11	16.07%	3.87%
Dexter-Huron Metropark	4	112	284	22	9	19.64%	3.17%
Hudson Mills Metropark	38	1064	2698	69	270	6.48%	10.01%
Huron Meadows Metropark	10	280	710	33	52	11.79%	7.32%
Indian Springs Metropark	13	364	923	108	18	29.67%	1.95%
Kensington Metropark	99	2772	7029	397	271	14.32%	3.86%
Lake Erie Metropark	11	308	781	49	6	15.91%	0.77%
Lake St. Clair Metropark	21	588	1491	286	118	48.64%	7.91%
Lower Huron Metropark	33	924	2343	218	76	23.59%	3.24%
Oakwoods Metroparks	2	56	142	0	0	0.00%	0.00%
Stony Creek Metropark	28	784	1988	361	109	46.05%	5.48%
Willow Metropark	30	840	2130	114	50	13.57%	2.35%
Wolcott Mill Metropark Camp Rotary	19	532	1349	46	54	8.65%	4.00%
Wolcott Mill Metropark Farm Center	3	84	213	20	2	23.81%	0.94%
Wolcott Mill Metropark Historic Center	1	28	71	0	0	0.00%	0.00%
TOTALS	316	8848	22436	1741	1046	19.68%	4.66%

If we look at a full year using the joint visitation reporting period of 9/9/23 – 9/8/24 we can see the fluctuations across months and weekdays versus weekends. This is for all parks combined. *NOTE: this includes not just picnic shelters but ALL facility types such as ball fields and event venues. Additionally, larger outside events that book for public events like 5K runs are not captured here because of the way their reservations are processed.*

Month	Weekend Used Capacity	Weekday Used Capacity	Weekend Use Percentage	Weekday Used Percentage
September	339	248	11.92%	3.74%
October	120	174	4.22%	2.50%
November	19	45	0.75%	0.65%
December	9	15	0.28%	0.23%
January	9	12	0.47%	0.17%
February	2	20	0.08%	0.30%
March	9	66	0.28%	0.99%
April	26	151	1.03%	2.17%
May	208	292	8.23%	4.02%
June	578	281	18.29%	4.45%
July	525	318	20.77%	4.38%
August	583	325	20.50%	4.67%
*Daily Available Facilities System-Wide: 316				

The Metroparks will focus purposeful marketing and communication efforts around shelter and event reservations to achieve a 3% increase in shelter reservation revenue as compared to a 3-year average of 2022, 2023 and 2024 (3-year average is \$507,007). This average was calculated using shelter revenue figures provided by the Finance department as included above. These 2024 figures are preliminary figures until year end adjusting and audit is complete. Efforts will focus on shoulder seasons and half price weekdays where available capacity is greatest.

Supports Strategic Plan Goal: Maintain & Invest – Shelter reservations are a revenue generating activity, and increasing those reservations creates new revenue opportunities.



11. Increase golf rounds played by 1%. This would be a total of 293,659 rounds played in 2025.

Staff expected as the pandemic continued that there would be a greater competition for users' time and therefore some drop off in golf rounds played would be seen. However, staff have continued to see growth in golf each year since the pandemic began. In 2024, 290,751 rounds of golf were played, exceeding 2023 rounds by a staggering 6.88%. In 2023, 272,041 rounds of golf were played, exceeding 2022 rounds by 5.4%. Both of these years went beyond the goal to increase by 1%. The Metroparks will eventually hit a point where growth is no longer possible, and courses will be at full capacity. This continued growth has been possible with mild weather creating earlier course openings and later closings, coupled with staff supporting the pace of play on courses.

Marketing will again work closely with golf staff in 2025 to hold on to the growth seen through the pandemic and continue that forward momentum as much as possible. Staff will look for new ways to capture new golfers in 2025 using some non-traditional promotions, awareness events/appearances in new locations/events and working with operations on some creative new ideas to accompany traditional advertising campaigns. Staff will also look to reach deeper into youth audiences and draw in more youth golfers to cultivate that ongoing audience into the future audience. Staff at Huron Meadows and Hudson Mills Golf Courses have already planned some youth golf clinics for summer 2025 for this purpose. Metroparks courses currently have a full schedule of leagues and are intentionally not pursuing additional leagues or outings. These areas of business reduce the number of tee times available for regular golfing and have an adverse effect on revenue, and at this time is better for the Metroparks to address and accept them when asked, but not intentionally pursue growth in those areas.

Supports Strategic Plan Goal: Maintain & Invest – golf is a revenue generating activity and increasing golf rounds played would increase that potential revenue.

12. Increase focus on strategic guerrilla marketing through continued relationship building, targeted activations, in-park installations and unique campaign elements. Have at least six activations throughout the year.

The Marketing department will expand on grassroots marketing efforts by reconnecting and improving relationships with surrounding chambers, convention and visitor bureaus, neighborhood groups as well as other strategic partners. Additionally, staff will work to create some "guerrilla like" activations and/or installations in parks and beyond that will support unique engagement with the Metroparks brand and utilize those strengthened partnerships and memberships to spread awareness of these unique elements deeper.

In 2024, Metroparks had a sponsorship with MET that installed giant photo op chairs in two parks. This campaign saw success with engagement from visitors. Staff at Stony Creek also utilized a cardboard cut out barbie car for a week leading up to their Barbie movie night to draw awareness and excitement. Guerrilla marketing opportunities like this allow for a creative engagement with visitors that they aren't expecting. That uniqueness catches attention in ways that standard advertising can not. Marketing staff will look for more opportunities to add these types of elements to campaigns in 2025 in a strategic way that results in growth and

achievement of other goals. They will strive to have at least six activations throughout the year of varying scale and cost.

Supports Strategic Plan Goal: Listen & Connect – This goal supports the objective of increasing access and awareness to Metroparks services.

13. Increase executive positioning communications so that Metroparks leadership team staff have at least one communications piece per month, collectively, and the Director has at least one per month.

Executive positioning can serve as a way to bring a higher reputation to leadership staff. They start to be seen publicly as expert thought leaders in certain topics. As a result, the community sees the Metroparks as being home to thought leader experts in multiple fields, and it boosts the reputation of the organization as a whole. It helps bring the Metroparks into conversations they might not have otherwise been invited to, makes the Metroparks the “first call” when media needs some factual information on a topic and overall increases the trust that the community has in the Metroparks.

In 2024, marketing staff started these efforts in first quarter, and then a combination of staff maternity leaves and turnover resulted in this goal taking a back burner.

In 2025, we will rekindle these efforts and work with all leadership team staff to be more consistent on Linked In by individually posting and resharing related content and seeking out opportunities to speak and participate in conversations where they are experts. Metroparks will strive to be a little less shy/humble about it, while still being personable and polite. Marketing staff will also work with leadership staff to schedule and create video and visual pieces aligned with medium length caption content about work their departments are doing, why it is important and how it supports the Metroparks, the environment and the region. It will be posted to their Linked In accounts so they can be seen as the thought leader of that topic, but then reshared on the Metroparks Linked In account as well. For these efforts, the focus will be on topics that are visually exciting and can resonate with the public and business audiences. An example of this is the Natural Resources Tree Crew video that was shown at the November 2023 board meeting or the engineering week video from 2024 and content from International Day of Women and Girls in Science in 2024.

Additionally, pieces will be developed specifically for the Director for her Linked In account to build up her virtual executive position. In tandem, Moment Strategies (PR firm) will assist in forging introductions for the Director to the larger business community while working towards scheduling more speaking opportunities for her to be seen as a leader in front of target partner and community audiences.

Supports Strategic Plan Goal: Listen & Connect – Although executive positioning is not directly tied to a strategic plan objective, it supports the work of developing partnerships and attracting and retaining intellectual and human capital. When an organization, and the leaders that work there, are seen as innovative, inspiring and forward thinking thought leaders, other leaders and future leaders want to partner or be a part of that work. It increases transparency, and it helps support all the other work within the strategic plan.

14. Create social-first marketing campaigns to support brand awareness and engagement.

Social media is a powerful tool and holds great branding possibilities. Social media is ever-changing, and the audience desires are constantly shifting. The evolution of TikTok, and growing popularity of Instagram reels and other short-form videos, has quickly led to a stronger focus on video content creation. Users are continually becoming more averse to traditional advertising content, and the way brands and organizations use social media needs to remain fluent and innovative.

Marketing staff will focus on utilizing data and current trends to create innovative messaging campaigns focused on a “social first” approach that will increase followers and engagement while conveying storytelling and calls to action. This is important to reach younger audiences who are getting most of their information from social media. That means looking at social platforms and what other innovative companies are doing to break down social media barriers and reach new users. The focus needs to be on reaching younger social audiences without losing older audiences and continually growing follower base and engagement so that brand messaging continues to reach them. Examples of social-first campaigns could include, but are certainly not limited to, social driven scavenger hunts and contests, photo ops to encourage user generated content, capitalizing on current social trends with a “Metroparks twist”, utilizing social influencers, video series like 2023’s hidden gems, 2024’s Taylor Swift frenzy and Gumdrop Gary, etc.

Supports Strategic Plan Goal: Listen & Connect and Conserve & Steward – This goal supports the objective of increasing engagement with Metroparks services, and through messaging it can also support education of conservation and stewardship principles.

15. Work collaboratively with Planning, DEI, Interpretive Services and other departments to support the vendor selection, creation and distribution of a community survey tailored around programming questions. Work with, and support, consultant to achieve a survey response rate that is statistically significant in all five counties.

Staff will be working with a consultant in 2025 to conduct a community survey primarily targeted at gathering some updated data between the dates the master plan surveys would typically take place. This survey is primarily for the purposes of programming related data. 2022 was the last time any community survey data like this was gathered. Marketing staff will participate in the process of vendor selection, survey tool proofing, and distribution as needed. Staff will also consider questions that can be asked to re-measure brand recognition and assess the change in that again.

Supports Strategic Plan Goal: Listen & Connect – By asking for survey responses from the community as a whole, as opposed to just visitors who are already here, the Metroparks are creating listening opportunities to engage with the community and improve services going forward.

16. Reestablish and revitalize the volunteer program at the Metroparks. Have a clear program plan in place that has been collaborated with all departments and levels of operations staff by July 1. Program Plan will have goals for volunteer recruitment and engagement as well as defined internal processes and roles.

The Metroparks hired a new Volunteer and Recreation Services Supervisor in December 2024. A major project for this role in 2025 will be evaluating and rebuilding the volunteer program at the Metroparks. The Metroparks annually use volunteers for a variety of reasons, but in recent years, the program has seen declines in participation, along with national trends in volunteerism. To fill vital volunteer roles, we have decided the volunteer program needs revamping.

Under the new supervisor, staff and past volunteer listening sessions will be held to hear what has worked in the past, what opportunities for improvement we have and what staff at the operational level are looking for volunteers to help accomplish. Then a complete understanding on volunteer legal paperwork requirements and incentives “rules and restrictions” will be sought to help build a program that fits all the Metroparks requirements.

At a minimum, the volunteer program plan will include:

- A set of clearly defined goals and outcomes for volunteerism in the Metroparks.
- An updated, external facing, Volunteer handbook. This will be reviewed and vetted by multiple levels of staff involved in the process.
- Updated content for the volunteering section of the website.
- A defined file management system for volunteer related documents that meets record management rules.
- A defined way of tracking volunteer hours and reporting on it.
- A volunteer recruitment plan for the various types of volunteering defined in the goals.
- A written internal process document that includes all of the above along with roles and responsibilities along the volunteer process. This document will be reviewed by staff at multiple levels of the process to ensure understanding and clearness.
- A roll out plan to share this revamped plan with all staff and answer questions.

Supports Strategic Plan Goal: Listen & Connect, Maintain & Invest, Conserve & Steward – Volunteering programs can support all three of the Metroparks strategic plan goals. By listening to staff and past volunteers we can better understand current shortfalls and future goals. A more robust volunteer program will result in more volunteer hours to help compliment staff hours and accomplish more for less dollars. Volunteer efforts also help with conservation and stewardship efforts through volunteer cleanups, invasive species removal and more.



INTEGRATED MARKETING STRATEGY

Definition

“Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing and communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so they all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.”

There are many definitions of integrated marketing, but they all touch on the same principle – tell an organization’s story in a consistent way, across many channels, in a way that reflects the brand. An integrated strategy will reach potential visitors at multiple touchpoints and keep messaging top of mind while building brand identity. When there are multiple established touchpoints, a message can penetrate further and faster than it can with only one, and that improves the possibility for success and brand growth.

It Starts with Brand Identity – And Goals

A marketing strategy starts first with brand identity. That is why the work that Factory Detroit (design agency from 2019 – 2023) completed is so important. Much like people, companies and organizations have identities and personalities. It’s called a brand.

A brand is more than just a logo. It is colors, fonts, photos, graphic treatments and everything that goes into developing a consistent look and appearance across all public and internal facing pieces. It is also the personality that is associated with an organization. It reflects the organization’s mission, vision and values. It is the storytelling and how an organization refers to itself and talks about itself in communications, and it is even the tone used in communications. It is the mental picture and feeling that someone gets when they hear or see an organization’s name. It is how people recognize and understand an organization.

The work that Factory Detroit completed in 2019 - 2023 created the base for a successful brand image that will continue to be built on in 2025.

Integrated Approach = Utilizing Multiple Marketing Channels

With an integrated approach the Metroparks will use brand messaging to reach visitors and potential visitors via multiple touchpoints by utilizing multiple marketing channels. Staff will use a marketing mix to meet identified goals earlier in this plan and each campaign will be created for its specific needs with channels selected to reach the specific goals and target audience of that campaign.



In general, the Metroparks will use a mix of the following marketing channels throughout their campaigns.

- **Out-of-Home** - refers to billboards, bus wraps, banners and murals on the sides of buildings, and other ad placements that appear within the environment and society's day to day lives.
- **Television/Video** - Television is still a channel with significant reach, but TV is also growing and changing. With the evolution of streaming and subscription services, people are watching TV differently than they have in the past. Television/Video refers to live TV broadcast, cable, on-demand, streaming services and other ways people consume video entertainment content.

Trend: TV/Video Consumption

TV and video consumption saw increases over 2020 and 2021. Comcast reporting data in the Detroit DMA showed an increase of 18% in time spent watching TV with an increase of 29% in daytime viewing (more people at home during the day) and an increase of 22% more time watching live TV. Additionally, the split between live TV viewing and streaming/on-demand/online viewing is comparable at a 49% live to 51% streaming split – with streaming continually on the rise. This illustrates that although “cord cutters” are on the rise, it is still important to maintain a mix of live TV and streaming/online video commercials and that this area of content consumption is growing year over year. The growth in screen time and streaming services continues to rise and advertising opportunities are changing to keep up and strategically target ads to these growing audiences.

What is the Metroparks doing with these findings? Marketing staff are increasing spend on streaming services and digital video applications. With increased viewers in these platforms, brands can't focus only on broadcast and live TV because they will miss a significant chunk of audiences.

Additionally, a big shift in 2024 was to focus more advertising spend on connected TV and to revitalize how the Metroparks buys and targets these ads. These efforts will continue in 2025. The evolution of AI has exponentially impacted marketing technologies over the last two years. One of the results is a more strategic and targeted way of placing advertising buys like TV/video. There now exist technology platforms that allow marketers to set campaign budgets overall and then target MULTIPLE ad buy types (streaming, video, digital ads, digital audio, etc.) to a specific interest target group and hit most channels/placement platforms all from one spend location. The resulting benefit is less budget split from having to meet ad minimums with multiple ad providers and improved reach and reporting. It also allows for more “digital like” targeting on streaming and digital audio services to ensure messaging is reaching your intended target audience and allows you to follow video ads up with digital ad placements to the same viewers creating verified multiple touch points with the same consumer and ultimately tracking conversion.

In 2024, marketing staff implemented one of these software solutions - Choozle. The result was increases in engagement and performance of ads as well as reporting. Choozle programmatic marketing will continue to be used in 2024.

- **Radio** - Radio is another channel that is changing. People are streaming music and audio content more and more, which puts pressure on traditional radio broadcast to be creative. However, radio still reaches many people, particularly in our commuter driven region. People are still listening while they drive to and from work, or even while they're

working from home and shopping in stores. Many radio streaming services (digital audio like Spotify and podcasts) are now reachable utilizing the ad buying platforms mentioned above and spending here will increase while traditional radio broadcast spending decreases.

- **Print** – Refers to newspapers and publications where a physical printed ad is placed. Tends to be one of the most expensive ways to reach large audiences, and over time print advertising has decreased in effectiveness. For print, the Metroparks will be decreasing spending and focusing on more local, hyper targeted, print publications for certain diverse and difficult to reach audiences to place print buys with very specific calls to action.
- **Digital and Social**

Trend: Social and Digital Performance

Social and digital performance continues to rise and result in higher returns on investment than other channels. People are spending more time on devices than ever before and are looking for new engaging ways to interact digitally with each other and with businesses. The Metroparks Community Needs Assessment Survey results in 2022 showed website, google searches, social media and email blasts are all in the top five ways people prefer to learn about the Metroparks. Event and program evaluation surveys throughout 2024 continually showed that people were learning about programs from the website, social media and email blasts above other methods. TikTok is continuing to be the fastest growing social media network – particularly among younger audiences (although is being monitored for possible ban in 2025). People are spending more time consuming online, short-format, video content and are seeking out engaging videos. People are also expressing less interest in traditional online ads and find them “annoying” and are being drawn more to perceived curated content.

What is the Metroparks doing with these findings? Marketing staff will continue to put emphasis on growing social media followers and engagement and will spend the bulk of campaign budgets in digital and social ads in 2024. Additionally, Marketing staff will spend more time developing video content for viewers and finding new ways to reach consumers online. This will include working with influencers and partners who can help bolster the Metroparks message by sharing their own content and serving as a spreader of word-of-mouth advertising on behalf of the Metroparks.

- **Digital Display ads** - For digital display ads, the Metroparks will use a combination of Google network display, display ads on apps and websites, retargeting display ads (the ones that follow users around after they’ve visited a website or seen a previous ad), and display ads on specific news sites as accompanying pieces to our traditional channel buys.
- **Paid Search** – Web search is still an important tool to reach people who are looking for experiences. It relies on text, key words and SEO more than images. Paid search ads will be centered around individual campaigns and include keywords related to the campaign that a visitor might search for. Paid search will not be a part of every campaign. It will be determined on a per-campaign basis if there is a high likelihood of specific search keywords driving traffic.
- **Social Media (both paid and organic)** - social media continues to be an important component of any digital marketing strategy and continues to deliver high return and growth. It is also an important tool to create a personal connection between visitors and an organization and serves as a continual and constant communication touchpoint with the public.²

² A social media plan that considers both organic and paid content has been included as Appendix 3.

- **Sponsored Content** – Refers to articles, blogs, social content and other forms of content that an organization had paid for but is written and published to appear as though it was generated and shared by a voice other than the organization. It serves as a strong way for an organization to reach audiences of publications with the exact message they want, but have it appear to come from a third party voice and garner more potential trust.
- **Email Marketing** - Metroparks have seen great success on this channel since 2019. In 2023, marketing staff revamped the email marketing strategy and saw increases in all engagement numbers while interpretive staff reported higher attendance at programs that previously had low or no attendance. Similar results were seen in 2024. Comparatively, the cost for email marketing is low - making the return much higher. Email offers the ability to send more personalized messages to customers and drive traffic to announcements, articles, parks, events and programs that are most interesting to the reader.³
- **Public Relations**
 - **Owned Media** - Owned media is anything that an organization owns, maintains and publishes. It includes elements such as website, newsletters, emails, social media, brochures and flyers.
 - **Earned Media** - Earned media is the result of press releases and pitches as well as organic awareness generating stories. Earned media includes media features and stories about the Metroparks as well as unpaid radio coverage, TV coverage, print and even blog and digital coverage. The Metroparks have seen increases in positive sentiment stories throughout the pandemic with Marketing staff averaging 1-3 media calls each week. The Metroparks will continue to focus on media connections, relationship building meetings and crisis communication in 2025. Press releases and media pitches will primarily be handled internally by marketing staff with public relations contractors aiding on crisis communications response or larger complex requirements as needed.
 - **Media and Press Relations Protocol** - All media requests should be handled as outlined in the Metroparks Media Policy as approved by the Board of Commissioners on 5-13-2021. A Copy of the Media Policy has been included in Appendix 6 as reference.

Adaptation and Flexibility is Important to Success

The Covid-19 pandemic has shown us the importance of remaining nimble and flexible. In order to see continued success, campaigns and marketing plans need to be well thought out and implemented, but they also need to remain flexible and able to be changed at a minute's notice. Staff have become accustomed to this practice, and it will continue to be a foundation principle in 2025 to adapt content and advertising to the needs of the organization and audiences at any given time.

Content Creation and Maintenance

The success of any marketing campaign is heavily impacted by quality and engaging content. Marketing staff will work to ensure that content is engaging for the target audience by working with agencies, contractors and other departments and seeking out input from users, focus groups and testing groups.

³ The email marketing strategy and plan has been included as Appendix 2.

Throughout the year marketing staff will also work with staff throughout the Metroparks system to obtain and maintain owned information and make sure it is accurate and consistent moving forward. The value and quality of the website and park maps and brochures relies on an annual review of this information. This also includes collecting, proofing and coordinating the publishing of all Metroparks event and programming information. The schedule for these reviews can be found in Appendix 5.

Marketing staff will also be expanding the collaborative departmental content creation process. For the past few years, the marketing team has developed a solid content creation process with the Interpretive Department that has resulted in a steady flow of content being developed and shared on a regular basis by staff in that department. In 2025, the marketing team will begin bringing other departments into the content creation process in a similar way. Marketing staff will continue to remind staff they can submit social media content ideas for use on our channels. Collaborating with other departments will help elevate the content created by tapping into expert staff for sharing of knowledge and perspective the marketing staff does not have, and marketing staff will look for ways to spin that expertise into various content types. This will involve meeting directly with department heads to discuss what content would be feasible for each department to develop for social media. After the types of content are determined, the marketing team will send monthly updates to remind staff to share captured content

The Detroit Riverfront Conservancy Partnership

The Metroparks and The Detroit Riverfront Conservancy partnership has agreed that until the completion of the Huron-Clinton Metroparks Water Garden at Ralph C. Wilson Jr. Centennial Park, both organizations will post to their social media accounts no less than six times per year with updates about the partnership, major milestones and or/ joint programs related to the partnership. All social media posts relating to the partnership will recognize and tag both organizations' relevant social accounts.

Ralph C. Wilson Jr. Centennial Park is slated to open in 2025. Marketing staff will work with Riverfront staff to create and execute a joint promotion campaign around the grand opening and presence of the Metroparks Water Garden – Metroparks' first physical presence in Detroit.

Other Partnerships

The Metroparks has a variety of existing partnerships and a focus on growing new ones. These partnerships will be leveraged to collaborate on joint media efforts and storytelling throughout the year. Metroparks marketing staff will work with Detroit Zoo communications staff to establish a strategic joint communications plan for the partnership.

Diversity, Equity and Inclusion

The principles and practices of diversity, equity and inclusion are woven into every facet of business including the marketing and communications efforts. The Marketing team will be working closely with the Chief of Diversity, Equity and Inclusion to ensure messaging content is consistent with the work being done, that photos/videos used portray an accurate and diverse appearance, and images and voices used in TV and radio commercials are reflective of a diverse audience. It's important to make sure that the Metroparks not only says, but *shows* the Metroparks are for everyone, that all are welcome and that the Metroparks has something for everyone – all the people. All their lives.

Lastly, when possible, the Metroparks will look at publishing pieces and signage in multiple languages.

STRATEGY FOCUSES FOR 2025

The Metroparks went through a branding process, public polling and started implementing an integrated marketing plan in mid-2019 for the first time in decades. Since that time, there has been a nearly 12% increase in brand awareness, a pandemic, increases in attendance where there was previously a decade long downward trend, improvements in media relations and a shift towards more department collaborations that has led to marketing and communications becoming an integral part of many projects. In 2023, strategies shifted to put more emphasis on event specific campaigns with successes seen in many places. In 2024, those efforts were continued with even greater success alongside a focus on improving reporting and connecting Metroparks efforts across the system in a more engaging way through public “storytelling”. All this progress has happened in just five and a half short years – much faster than leadership originally anticipated. As a result, Metroparks is positioned to continue growing forward with strategy changes from 2024 – and to add a few more changes to the mix.

Goals Have All Been Written to Support the Strategic Plan

The Metroparks marketing plan goals have been written to ensure they support those organizational goals and efforts. In the goals section of this marketing plan, each goal has identified which strategic plan goal it supports. This will allow the Metroparks to track progress towards marketing goals concurrently with strategic plan goals.

Add New Artwork and Messaging to General Brand Campaigns – Give a More Personal Approach to Our Mission/Vision/Values

We have used the “They’re Your Metroparks” brand messaging and video imagery for 4.5 years, and it has worked well and laid a foundation to be continued into the future. In 2025, marketing staff will add additional messaging into that general branding work. Using the same brand guidelines and style established and recognized as *our* brand, staff will create a set of general branding materials that use the “faces” of Metroparks to more personally tell the story of who we are, what we do and why it’s important. These messages will be primarily on video ad placements to certain audiences and will be mixed in with our existing video assets that focus on general park recreational activities.

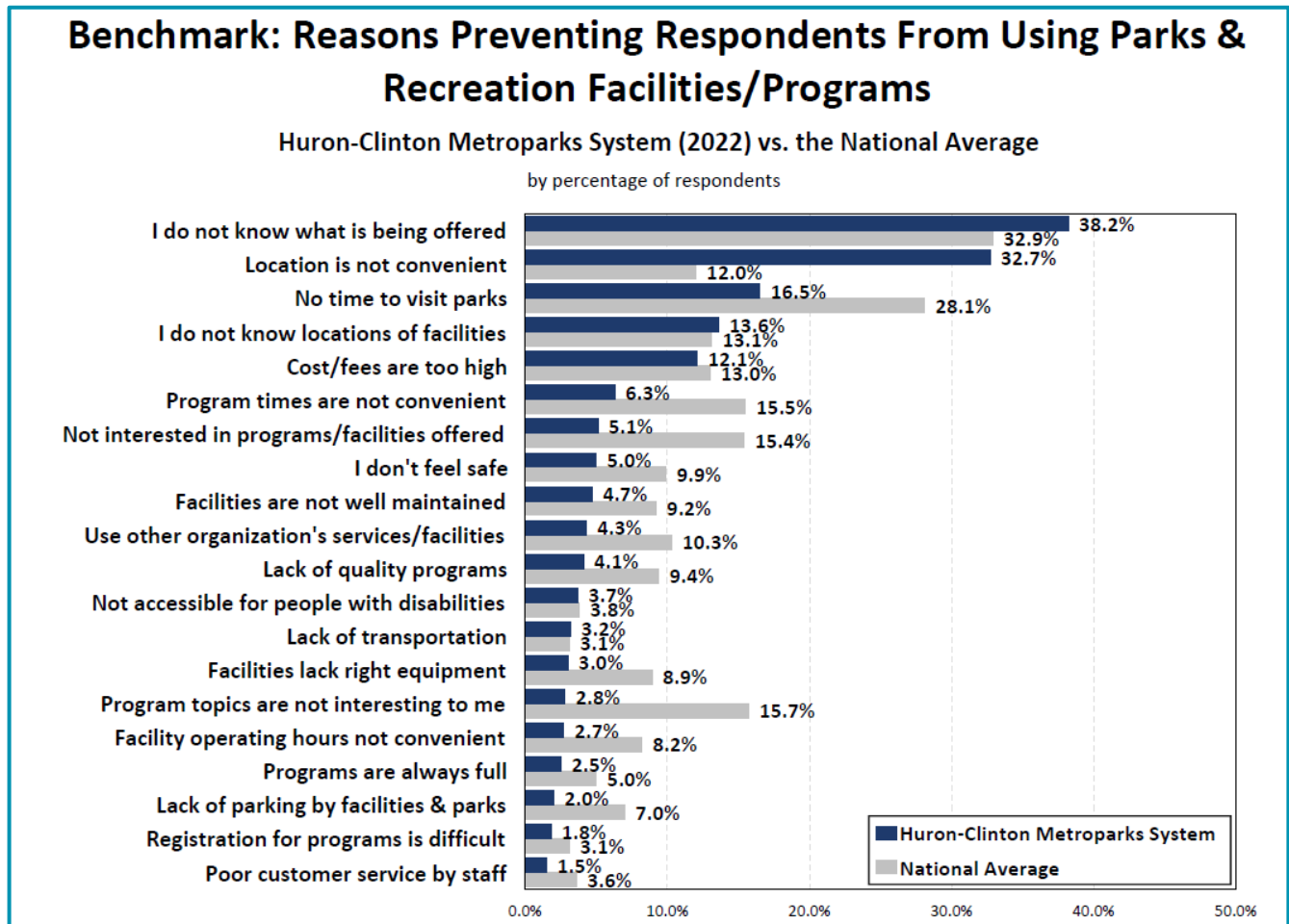
The face in the main messaging will be the Director, Amy McMillan, to draw that personal connection between leadership and what the organization is about. The videos will highlight the mission, vision and core values in an approachable and authentic way. This will also support executive positioning efforts to place Metroparks leadership in a position to be recognized as a leader in the region and give the organization a “seat at the table” in relevant conversations. These assets will be ready and launched in summer of 2025 starting on local broadcast, Crains, Linked In and targeted video ad placements. Additionally, new social media efforts around a “behind-the-scenes” video series featuring staff and leaders of the Metroparks will give our larger following a more personal connection with Metroparks efforts and projects.

Continuing to Focus on Events and Programs Promotion Strategy

Marketing and branding are cumulative practices. In 2019 the Metroparks started a branding journey to reestablish and build the Metroparks brand recognition throughout the region. A campaign was launched in 2019 and continued through 2022 that reminded residents that the Metroparks are here for them and all the outdoor recreation activities they want to do. That

strategy has been successful in building measurable brand recognition and in combination with increased attendance through the pandemic.

In 2022, 38.2% of Community Needs Assessment Survey respondents identified “I do not know what is being offered” as the reason preventing them from using parks – The highest reported reason. This number has improved since 2017 when 46% of respondents marked that as a reason, but there is still plenty of room for improvement. Additionally, in 2022 the Metroparks enrollment rate for public programs requiring registration was an average of 46% (relatively low). In 2022 marketing staff completed a summer program guide campaign aimed at increasing program registrations but did not see as high impact as desired.



To address this, in 2023, the Metroparks shifted the primary messaging focus to events and programs in order to drive higher program registration and participation numbers. They did so by focusing more budget dollars on advertising specific events and programs and creating a large campaign centered around reminding the region that parks are a space full of vibrant and exciting events and not just passive activities (More to See. More to Do. Campaign). This reduced dollars spent on general brand messaging, but brand building was still a secondary benefit of event specific advertising. Although successes were seen in 2023 and 2024, particularly with new events that do not require registration, the program enrollment rate for all programs was still below the goal of 75% filled (ending at 56% for the year in 2024).

Why is this important? The increased brand recognition will make it easier for the Metroparks to capture public eyes and trust and make events and programming messaging more successful than it could have been in the past with the same campaign spend. Program

registrations and attendance is also an area of potential revenue the Metroparks are not currently capturing to full potential.

So in 2025, staff will continue to focus and expand efforts to promote programs and events across the system in the following revamped ways:

- Continue and expand the “More to See. More to Do.” And “More to Experience. More to Discover.” campaigns. These campaigns are intended to remind visitors and potential visitors that the Metroparks are a place where there is always events and programs to enjoy, all year long, and in turn get viewers back to our website to explore the full calendar. It utilizes eye-catching in-park signage, video ads, social media ads, digital ads, digital audio ads, select print ads, sponsored content and targeted mailings to spread this message.
 - The More to Experience, More to Discover campaign focuses on smaller interpretive programs. This is the area we are still not seeing rapid growth in enrollment rates and need to focus some extra attention. Some of budget will go towards a “general” set of artworks focused on drawing attention to nature, farm and educational programs as a whole, while some of budget will go towards planned paid promotion of specific programs each month. In collaboration with Interpretive Supervisors, one program per center per month (selected quarterly) will receive paid promotion in addition to our existing organic efforts and email blast framework. Some of the budget will go towards last-minute promotion of select programs that are not filling as expected. Marketing staff will be working closer with interpretive supervisors on other ways staff can assist in promotion of their programs and help spread the word further and will be monitoring the impact of these new promotions on enrollment rates to gauge success of the campaign.
- Continue individualized campaigns for specific events and programs as highlighted in the campaign calendar in Appendix 5. For all campaigns, staff will use lessons learned through 2024 to set all campaigns up for better data tracking and reporting to measure success and adjust throughout the year.

Weaving Storytelling into Campaigns That Supports Understanding of Different Park Types

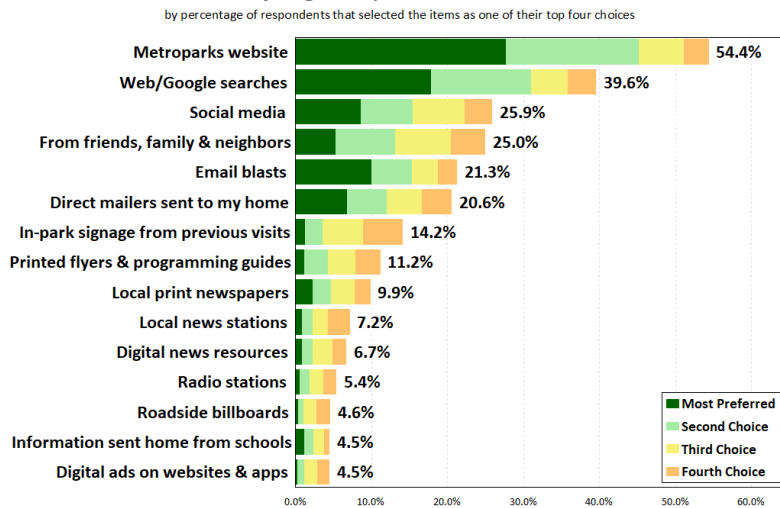
The community Needs Assessment survey highlighted that about 32% of people still do not understand the difference between the Metroparks and other types of park systems. To address this, marketing staff will begin weaving storytelling pieces into social media, press releases, email blasts and campaigns to reinforce this understanding. Some mentions will be very obvious highlights and others might be subtle reminders that cumulatively over time could help improve understanding.

Expanded Campaign to Increase Annual Pass Sales

With a goal towards increasing annual pass sales, the marketing team will increase spending in that campaign and look at new artworks, messaging and targeting to help those ads return a higher return on ad spend. In addition, marketing staff will continue the grassroots communications campaign to reach out to organizations, businesses and corporations and sell “bulk” annual passes as part of their employee wellness and benefits programs. Other potential pitches (such as, but not limited to, car dealership new vehicle purchases, employee appreciation gifts, etc.) will be explored and evaluated for future bulk sales attempts. Increased annual pass sales results in higher revenue generation to support the Strategic Plan goal of maintain and invest.

Less Radio, Broadcast and Billboards and More Web, Digital and Social

Q17. From the list in Question 16, what are your most preferred ways for learning about Huron-Clinton Metroparks facilities, and programs, and services?



Digital and social media ads continue to be the most efficient form of advertising as they continue to deliver lower costs per delivery and higher engagement. But additionally, residents in the region responded to the Community Needs Assessment Survey that the website, google search (paid search), social media and email blasts are their preferred ways of learning about what's offered. To accomplish this, marketing staff will be increasing marketing dollars spent in those areas and decreasing spend in radio, broadcast and out of home

advertising to offset. When Metroparks places radio ads, they will also be looking to place more commercials on music streaming services (digital audio) like Spotify to reach audiences that are foregoing traditional radio listening as well.

Programmatic Marketing – Continue Building on Ad Booking Platform Tested in 2024

A big shift in 2024 was to focus more advertising spend on connected TV and to revitalize how the Metroparks buys and targets these ads. The evolution of AI has exponentially impacted marketing technologies over the last three years. One of the results is a more strategic and targeted way of placing advertising buys like TV/video and digital options. There now exist technology platforms that allow marketers to set campaign budgets overall and then target MULTIPLE ad buy types (streaming, video, digital ads, digital audio, etc.) to a specific interest target group and hit most channels/placement platforms all from one spend location (as opposed to separate ad buys from each channel). The resulting benefit is less budget split from having to meet ad minimums with multiple ad providers and improved reach and reporting. It also allows for more “digital like” targeting on streaming and digital audio services to ensure messaging is reaching your intended target audience, AI optimization options to better place and optimize ads in real time and allows you to follow video ads up with digital ad placements to the same viewers creating verified multiple touch points with the same consumer.

In 2024 marketing staff implemented one of these software solutions - Choozle. After a year of use, we found:

- Our average action rate (CTR or VCR) for the following ad types were performing above Choozle’s average: Display, Native, CTV and Audio.
- Our average Display CTR was 55.5% larger than Choozle’s average and a **75% increase from our average display ad CTR in 2023** while booking ads with a different vendor.
- 3 of our lowest CTR for display campaigns and overall campaigns are still at our average CTR from last year i.e. they are lower on our list for 2024 but not unsuccessful numbers. **Overall, we have seen better than average results since switching over to Choozle.**
- The reporting framework gives us a dashboard view and makes seeing and pulling campaign reports far faster and easier than before.

Overall, the experience with this new programmatic ad booking platform was a success. In 2025, marketing staff will continue refining its use and increase budgets on the ad platform while decreasing spend with other vendors that didn't perform as high in 2024. This process of evaluation and adjustment is on-going and will continue to be done throughout the coming months and years to always be striving for higher engagements and success.

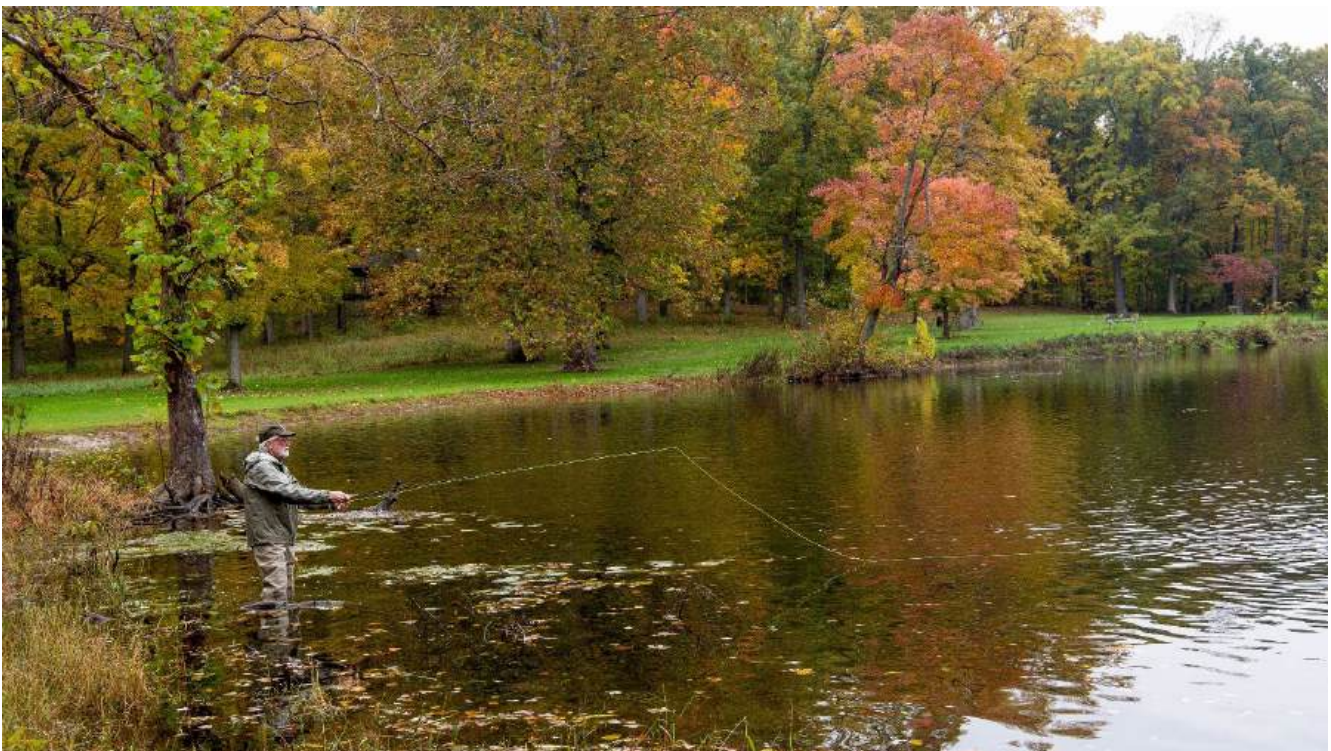
Additionally, in 2025 marketing staff will experiment with Choozle and other providers social media ad management platforms. Staff will be evaluating if other platforms and vendors of social media ad delivery are capable of "beating" the current results we are seeing with current vendors.

Using Grassroots Efforts to Establish Avenues for Deeper Messaging

The Marketing department will expand on grassroots marketing efforts by reconnecting and improving relationships with surrounding chambers, convention and visitor bureaus, neighborhood groups as well as other strategic partners.

The goal would be to start by re-establishing strong relationships with all chambers the Metroparks hold membership with. These organizations are often the gatekeepers for clients like family reunions, corporate events, sporting events, tournaments, area conferences and more. The better relationships the Metroparks have with them, the more information sharing takes place and the better potential for securing more of those reservations.

Marketing staff will also work collaboratively with partners and other departments to identify neighborhood and community groups and establish a database of communication partners within these groups that can help share future Metroparks messaging with their networks. Key influencers in these communities have a very powerful voice and large networks to share the Metroparks messaging with. Staff will work on targeted grassroots activations to build trust with these audiences and grow on-going support and attendance for Metroparks initiatives. Utilizing in-person events, email lists, radio shows and other communication paths these organizations already use will increase positive results.



Keep it Clean Campaign – Publicly Approachable Climate Action Campaign

The pandemic has brought many new users into parks everywhere. As a result, parks have seen increases in littering, animal feeding and rule breaking. Operations staff have brought this issue to the attention of the marketing department and asked for assistance on spreading the message of preventing litter to these audiences. Additionally, under the Climate Action Plan goals, staff will be educating visitors on those efforts and how visitors can play a part in our efforts.

Marketing staff will develop a campaign that is a combination of messaging for website, shelter rental receipts, signage in parks near high-litter areas and trash and recycling receptacles, social media and other select activations to deliver the message of responsible park visiting and ecofriendly actions in an engaging way that encourages visitors to participate and ties back to the goals of the Metroparks Climate Action Plan.

This campaign will be called the “Keep It Clean” campaign, using that catchy headline to catch visitors attention. The headline will be paired with a cast of illustrated animal characters and short, digestible, call to action messages that will quickly remind visitors how they can help keep the parks, and our environment, clean. Marketing staff will align messaging from this campaign with other efforts such as: Trail Challenge Trails will each have at least one sign or reference along them to these efforts; monthly e-newsletters will have an article or mention at least every other month after launch; areas in parks where highest amount of littering and animal feeding occur will have signage to attempt to educate and curb behaviors; volunteer days and clean ups will have signage or information at them from this campaign about how volunteers can help spread the word; etc.

These characters and messages will carry over to a landing page on the website as well as social media graphics to share more “publicly approachable” topics from the Climate Action Plan in an engaging way. When relevant, the signage and social postings will link back to the website, blog posts or videos to learn more about a topic such as Let it Grow zones or recycling. Using video components that highlight leadership and staff supporting these topics will tie back to our efforts around executive and leadership positioning and the growth of social video content while supporting this major Metroparks effort. Major topics to cover in 2025 include, but may not be limited to:

- Trash, littering and recycling
- Let it Grow zones and why areas of the parks are not mowed
- Don't feed the wildlife
- Sustainable picnic and party supplies/decorations
- Electric golf carts



Campaign Around Water Garden Opening

With the opening of Ralph C. Wilson Jr. Centennial Park slated for 2025, and the Metroparks having a physical presence in that park at the Water Garden, a campaign has been budgeted to collaborate with the Riverfront Conservancy on a campaign that communicates that with the broader public. Our piece of that campaign will focus on the Water Garden, initial programming there and the fact that it is the first Metroparks location within the city of Detroit and will add a 14th location to our park line up. Materials will be created in collaboration with Riverfront Conservancy communications staff to be a cohesive campaign message that supports the goals of both organizations. The campaign will have a slow ramp up over summer and gain in frequency and messaging as we get closer to the actual opening and then continue through the end of the year to support initial programming in the space.

Strategic Guerilla Marketing Activations

“Guerilla Marketing” = innovative, unconventional, and low-cost marketing techniques aimed at obtaining maximum exposure for a product.

In 2025, marketing staff will work to create some “guerrilla like” activations and/or installations in parks and beyond that will support unique engagement with the Metroparks brand and events. Some of these activations may be small and completely funded by the Metroparks – such as the 2024 example of staff at Stony Creek utilizing a cardboard cutout barbie car for a week leading up to their Barbie movie night to draw awareness and excitement OR the upcoming 2025 example of a trailside sticker hunt on National Sticker Day in January to encourage “shoulder season” park use and draw excitement around trails and our brand – and some may be larger and funded by sponsors - In 2024, Metroparks had a sponsorship with MET that installed giant photo op chairs in two parks. This campaign saw success with engagement from visitors.

Guerrilla marketing opportunities like this allow for a creative engagement with visitors that they aren’t expecting. That uniqueness catches attention in ways that standard advertising can not. Marketing staff will look for more opportunities to add these types of elements to campaigns in 2025 in a strategic way that results in growth and achievement of other goals. We have set a goal for at least six activations throughout the year of varying scale and cost. This will be achieved through a combination of cross department collaborations, sponsorships and marketing team led efforts.



Shifts in Organic Social Media Content and Influencers

Utilizing data from 2024, marketing staff will continually be updating how they handle organic social media content in 2025. Content will focus on building higher engagement and “social community” overall as opposed to directly driving registration and program attendance. Paid advertising will do the heavy lift of conversion and program registration.

SOCIAL MEDIA PLAN 2025 MAIN PILLARS

BUILD A STRONG SOCIAL COMMUNITY - SOCIAL FIRST CAMPAIGNS	AGILITY AND TECHNOLOGY OPTIMIZATION	WORK WITH ALL DEPARTMENTS	TRENDIER AND MORE TIMELY POSTS
<ul style="list-style-type: none">● Creating engaging social posts and campaigns related to everyday happenings and work at the Metroparks that grow audience connection.● Build more “guerrilla like” social activations that will support unique engagement with the Metroparks brand.● Show off Metroparks expertise with more content focused on “behind the scenes” work within the parks and the personal connection staff bring.	<ul style="list-style-type: none">● Preparing for potential changes by establishing a presence on alternative platforms, such as YouTube Shorts, to maintain visibility and connect with new audiences.● Utilizing technology and AI tools for increased efficiency and implementation.● Using social listening for content planning, crisis monitoring and influencer discovery.	<ul style="list-style-type: none">● Get new perspectives and ideas from all departments.● Create more regular content calendars with multiple departments.● Establish “behind the scenes” video series to highlight staff expertise and ways the public can assist.● This will expand our content and give visitors a deeper look into all that we do.	<ul style="list-style-type: none">● Keep up with trends from all platforms and tailor them to fit our message and brand.● Post shorter and more frequent videos that increase engagement with content.● Brainstorm unique ideas that have potential to trend within our industry and with visitors.● Partner with local influencers to capitalize on trends and new audiences.

Organic content will focus more on trends and short-form video as well as collaborating more deeply with departments and staff at all levels for content mining, publishing more content that is used for executive positioning of our leadership team and will build trust and engagement with our audience that will keep them following and checking our website leading to more frequent visits and support. Additionally, marketing staff will utilize AI and new technologies to increase social media listening and efficiency, and will search out local influencer partnerships that can drive deeper connections with new audiences. Full details of this strategy can be found in the Social Media Plan in Appendix 3.

Engaging Younger Visitors to Grow Attendance – Now and in the Future

As our population ages, it is important for us to reach and engage with younger audiences to build brand affinity with our future visitors. At the same time, these younger audiences of teenager to 20-somethings are the hardest to reach (as reported in many reports). They are less impacted by traditional advertising mediums, are more concerned with brand values than just what’s “popular” and they receive the majority of their news and media from social media that they carefully curate to be what they consider “authentic” and “personal” by engaging with influencers more than products or brands.

It is easy for marketers to make the assumption their content will reach these audiences just because they are on social media, Or to say “it’s just too hard” for an audience with limited expendable income. But by doing so, brands miss an important audience who is in the stage

of life where they are building lifelong connections with what will become THEIR favorite brands and experiences instead of what their parents and families have selected for them.

For these reasons, marketing staff have considered these audiences when setting goals and strategies for 2025. This is reflected in our shifts for organic social media content, our focus on video content, our intention to increase social listening and utilize local influencers and our new focus of guerrilla marketing activations that reach audiences and visitors on new creative levels. It is also important to note that by adding the Keep it Clean campaign and new general brand messaging around our mission, vision and values, we are better positioning ourselves to showcase our brand identity values and resonate with this action focused audience.

Listening to and understanding what resonates with this audience is important for growth. Therefore, staff will also be collaborating across departments to create a youth advisory committee that could provide input of programs, projects and communication efforts from their lens.

Using Data to Make More Informed Decisions

In 2022, marketing staff created a campaign around summer programming guides that had data collection built into its structure. Staff wanted to be able to analyze the campaign at the end in ways the Metroparks have not been able to in the past. The resulting lessons learned caused the marketing department to change how they handle data and reports.

In 2023, marketing staff met monthly to review campaign progress, successes and failures and areas for possible improvement. New formats of campaign reporting were developed to allow marketing staff to set campaign specific goals and look closer at website traffic tied specifically to campaign efforts for each individual campaign. Although helpful and more informative than previous years, pulling and analyzing these reports still took a considerable amount of staff time and required performance data be pulled in from multiple sources and manually analyzed and compared to internal data to draw conclusions.

In 2024, marketing staff continued to improve and streamline this process. Marketing staff met monthly to review campaign progress, successes and failures and areas for possible improvement. New formats of campaign reporting were developed to allow marketing staff to set campaign specific goals and look closer at website traffic tied specifically to campaign efforts for each individual campaign. The IT department worked closely with other departments to create a dashboard for certain types of RecTrac data that made seeing program attendance and park scanning data more accessible monthly. Marketing staff created the FIRST EVER annual campaign report. Marketing staff compiled overall survey data for how participants heard about programs they attended, email marketing data, paid ad data from each social platform and Choozle data into a report with some additional data appendices. They also included a page for each paid campaign of the year that shows the campaign name, run dates, budget, google analytics snapshot to show ad performance and the on-the-ground data of actual attendance or result.

This report will be used internally by marketing staff but has also been previewed to Interpretive Supervisors for feedback and in January 2025 will be shared with all event leads, interpretive and operations staff.

In 2025, marketing staff will compile this campaign report twice a year aligned with program entry timeframes so that event and program staff can reference it for any insights that might help them plan programs or make decisions around target audience or related decisions. The

6-month chunks include January – June; available for staff in July; and then July – December; available for staff in January.

Marketing staff will continue to look for ways to optimize the process and add new marketing technologies where needed to make the process more informative and useful.

An area of related department inefficiency currently lies in the project management of marketing and signage request forms that come in from other departments and parks operational staff. This is a process that has always had to be assigned and managed manually as requests came in through a digital emailed form. Through the use of Microsoft options for automation and project tracking, alongside some minor department assignment restructuring, marketing staff will streamline this process in a way that will automatically assign projects to staff and real-time reporting will allow for progress tracking and regular updates. Staff will also focus on developing the best cadence of project updates to the “requester” so that there are fewer questions about the status of a requested project.



REPORTING RESULTS

The Marketing department will provide monthly progress reports in all board packets in 2025. Throughout the year, those reports will include a mix of:

- Updates on the marketing goals
- Marketing campaign performance data
- Updates on major marketing projects
- Website and social media metrics
- Summary of media coverage
- Summary of the grassroots efforts conducted
- Various pieces of programming and attendance data as gathered and evaluated between multiple departments

As we approach the end of 2025, staff would like to see a working system for automated and consistent reporting in place with defined ways in which staff are using them to make decisions. Data is ever-changing, so this is likely to be in constant development and change to best suit our current needs.



APPENDIX 1: DEMOGRAPHICS AND DATA



	Livingston County	Wayne County	Washtenaw County	Macomb County	Oakland County	Detroit City
Total Population	190,959	1,750,618	370,511	875,292	1,255,936	643,014
Average Household size	2.6	2.49	2.37	2.5	2.43	2.49
Household Types						
With Seniors 65+	17,838	178,363	29,548	94,072	129,010	67,371
Without Seniors	51,142	488,912	108,519	242,307	364,479	188,369
Live Alone, 65+	5,525	76,094	11,970	38,684	52,269	29,949
Live Alone, <65	9,008	142,385	30,310	58,401	92,352	68,710
2+ Persons, With children	23,261	211,862	37,796	104,046	151,593	80,034
2+ Persons, Without children	31,186	236,934	57,991	135,248	197,275	77,047
Ages						
0-14	34,696	355,903	58,039	154,148	224,040	143,491
15-19	13,609	123,445	31,087	54,337	80,642	52,221
20-29	18,713	243,400	71,703	106,605	144,416	106,898
30-39	19,865	215,961	44,584	103,024	152,479	81,849
40-54	44,803	368,793	66,611	191,130	277,128	133,380
55-59	15,073	125,782	21,801	61,796	92,380	92,552
60+	37,832	345,685	60,267	183,285	258,418	125,892
Median age	42.1	37.8	33	41	41	35
% change 25-54 (2015-2045)	31.60%	5.10%	20.20%	-1.3%	0.1%	11.00%
% change 55-64 (2015-2045)	-9.10%	-7.70%	10.40%	-6.4%	-12.9%	-7%
% change 65-84 (2015-2045)	82%	43.50%	84.30%	58.9%	51.8%	55.00%
% change 85+ (2015-2045)	337.30%	73.40%	303%	160.6%	161.3%	91.5
Race						
White	94.80%	49.80%	71.00%	81.40%	73.50%	9.10%
Black	0.50%	39.20%	11.90%	10.20%	13.80%	79.80%
Asian	0.90%	2.90%	8.40%	3.50%	6.30%	1.30%
Multi-Racial	1.40%	2.00%	3.80%	2.10%	2.30%	1.70%
Other	0.30%	0.50%	0.40%	40.00%	40.00%	0.40%
Hispanic	2.20%	5.50%	4.40%	2.40%	3.70%	7.70%
Highest Level of Education						
Did Not Graduate High School	4.90%	15.30%	5.50%	11.10%	6.70%	21.70%
High School Graduate	25.60%	30.30%	15.70%	30.60%	20.16%	32.60%
Some College, No Degree	26.20%	24.50%	19.20%	24.70%	21.10%	25.70%
Associate Degree	9.70%	7.90%	6.90%	10.30%	7.70%	6.50%
Bachelor's Degree	22.20%	13.40%	25.40%	15.20%	25.40%	8.00%
Graduate / Professional Degree	11.40%	8.60%	27.30%	8.10%	19.00%	5.40%
Where Residents of County Work						
Top county and %		Wayne 74.4%	Washtenaw 78%	Macomb 68.9%	Oakland 61.1%	Detroit 38.4%
second top county and %		Oakland 14.7%	Wayne 12%	Oakland 12.3%	Wayne 15.1%	Southfield 3%
Household Income						
Median		\$ 41,210.00	\$ 61,003	\$ 54,582	\$ 67,465	\$ 25,764
Per Capita		\$ 22,897.00	\$ 34,738	\$ 27,525	\$ 37,728	\$ 15,038
Households in poverty		22.70%	14.20%	11.70%	9.90%	36.80%
Housing Types						
Single Family Detached	59,967	569,887	84,994	246,883	364,988	240,666
Duplex	823	37,138	4,089	2,714	6,010	26,303
Townhouse / Attached Condo	3,502	49,129	9,645	36,608	33,581	25,978
Multi-Unit Apartment	6,118	147,383	45,046	61,058	111,858	70,911
Mobile Home / Manufactured Housing	3,733	13,925	5,271	12,574	15,134	1,596
Other	26	131	56	65	38	74
Owner Occupied	58,358	420,277	82,525	246,518	347,701	126,350
Renter Occupied	10,622	246,998	55,542	89,861	145,788	129,390
Vacant	5,189	150,318	11,031	23,523	38,120	109,788
Median housing value	\$ 192,500.00	\$ 83,000.00	\$ 149,089.00	\$ 126,000.00	\$ 178,900.00	\$ 42,300.00
Transportation to and from Work						
Drove alone	86.30%	81%	72.60%	87.20%	85.70%	68.80%
Carpooled or vanpooled	7%	9.70%	7.70%	8%	7.50%	13.20%
Public transportation	0.30%	3.20%	5.40%	0.80%	0.50%	8.60%
Walked	0.90%	1.80%	6.20%	0.80%	1.20%	3.60%
Biked	0.20%	0.30%	1.90%	0.20%	0.20%	0.50%
Other Means	0.60%	1.20%	0.70%	0.60%	0.70%	1.90%
Worked at home	4.60%	2.80%	5.60%	2.50%	4.20%	3.40%

Environment - Land use						
Agricultural	26.40%	3.30%	35.80%	23.10%	3.60%	0
Single-family residential	51.80%	43.10%	41%	40.90%	54%	41.10%
Multiple-family residential	0.20%	1.50%	0.60%	1.30%	1.30%	1.90%
Commercial	1.50%	6.50%	2.20%	4.70%	4.60%	4.80%
Industrial	2.40%	10.70%	3.30%	6.70%	5.10%	8.30%
Governmental/Institutional	1.80%	6%	2.90%	4.50%	4.50%	6.40%
Park, recreation, and open space	8.90%	6.80%	7.60%	5.70%	11.40%	6%
Airport	0.10%	1.90%	0.10%	0.10%	0.10%	0.30%
Transportation, Communication, and Utility	3.40%	19.30%	4.10%	12.20%	10.40%	31.20%
Water	3.40%	0.80%	2.30%	0.90%	5%	0.20%
Environment - Land Cover						
Impervious - buildings, roads, driveways, parking lots	6.40%	38.10%	7.60%	21.80%	20%	54.50%
Trees - woody vegetation, trees	38.50%	24.10%	31.60%	23.60%	38.90%	16.40%
Open Space - agricultural fields, grasslands, turfgrass	50.20%	34.60%	57%	51.60%	33.90%	26.60%
Bare - soil, aggregate piles, unplanted fields	0.50%	1.80%	0.60%	1.30%	1.10%	2%
Water - rivers, lakes, drains, ponds	4.30%	1.50%	3.10%	1.70%	6%	0.50%

In addition to this demographic data, marketing staff will utilize a variety of organizational data and trend reports to make decisions. Some of this data includes demographic information about visitors, some of it provides business and content performance information and other provides visitor input. This data and analyzed reports will be stored on the server within marketing department files where all marketing department staff have access.

Examples of data and reports utilized include, but are not limited to:

- Community Needs Assessment Survey results and benchmarks
- Annual and daily pass scanning data and maps (as presented in the October joint visitation data presentation)
- Public polling results data
- SEMCOG data sets
- RecTrac programming data
- G1 golf data
- RecTrac data for specific activities and rentals like shelter reservations, water facilities, ski rentals, etc.
- Park master plans
- 5-year Community Recreation Plan
- Climate Action Plan
- Social media performance data
- Media coverage and mentions reports
- Public programming evaluation responses
- QR code performance data
- Constant Contact email marketing metrics and benchmarks
- Campaign ad performance data
- Website analytics reports
- Post-event evaluation reports
- Trend reports from various sources such as Advertising Week, Student Beans, American Marketing Association, Voxburner, Hootsuite, TikTok, Tradedesk and more.

APPENDIX 2: EMAIL MARKETING STRATEGY & PLAN



EMAIL MARKETING PLAN

Email marketing continues to be an important tool in any integrated marketing mix, and the Metroparks has seen great success since 2019 and continued to improve their email marketing strategy throughout the years since. Comparatively, the cost for email marketing is low - making the return much higher. Email offers an organization the ability to send more personalized messages to customers and drive traffic to parks, events and programs that are most interesting to the reader.

Email Strategy Background

Beginning in January 2023, the Marketing Department began rolling out a fresh new look and structure to their regular schedule of email blasts. Based on data and observations from the year previous, they found that emails that focused on specific events and/or were more specifically related to a reader's interests had higher open rates than larger, more-encompassing emails. Combining this knowledge with the findings from the Community Needs Survey and the 2023 focus on event promotion, they decided to roll out new monthly to bi-monthly email blasts that are specific to different categories of events e.g. Hiking programs, birding programs, farm programs, art programs, programs in the Metro-Detroit area, etc. Marketing also created new segmented email lists so that when new contacts signed up, they could choose their topics of interest then.

The Results

It has now been nearly two full years since the updated strategy was initiated and the Metroparks Marketing Department has continued to see strong growth in email performance metrics. Since 2022 (pre-strategy change) to December of 2024, the Metroparks have seen improvements in open rate, click rate, click-through rate and bounce rate. These improvements are highlighted in the charts below.

Open Rate	
Industry Average (2024)	36%
2022 Average	35%
2023 Average	38.90%
2024 Average	38.63%
% Change 2022-2024	10.4% Increase
Comparison to Industry	7.3% Increase

There is a slight drop from 2023 to 2024. In the early spring and summer of 2024 our department was very short staffed. Because of this, email marketing was scaled back and many of the targeted event newsletters weren't sent during this time period. Looking at the period when email marketing went back to "normal" around September until now, that average open rate is 43.4% and when email metrics were pulled for January – June our average was at 40%.

Click Rate	
Industry Average (2024)	2%
2022 Average	1.00%
2023 Average	2.00%
2024 Average	2%
% Change 2022-2024	100% Increase
Comparison to Industry	Same

Click-through Rate	
Industry Average (2024)	3.00%
2022 Average*	3%
2023 Average	4.30%
2024 Average	6.58
% Change 2022-2024	119.33% Increase
Comparison to Industry	119.33% Increase

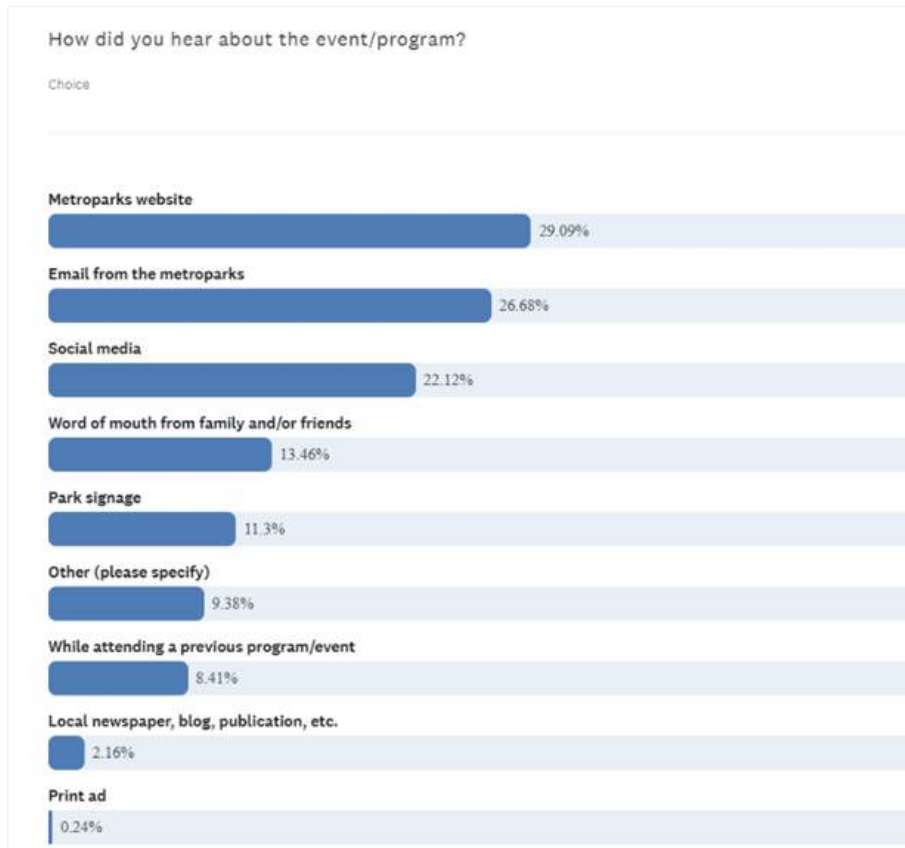
*A complete detailed report for CTR was not pulled in 2022. The data came straight from Constant Contact's reporting which isn't as detailed (rounds up or down a complete %).

Bounce Rate	
Industry Average (2024)	11%
2022 Average	16%
2023 Average	4%
2024 Average	4%
% Change 2022-2024	75% Decrease
Comparison to Industry	63.6% Decrease
Contacts Added Organically	
2022	4630
2023	3190
2024	3223
Unsubscribes	
2022	3628
2023	4941
2024	3741

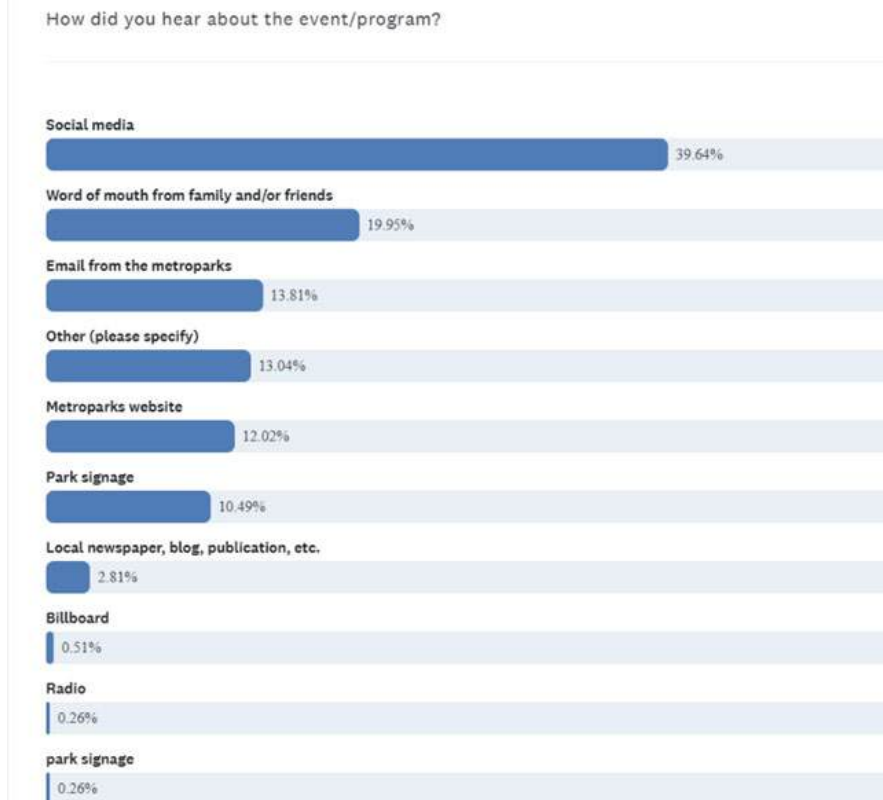
Growing Email Subscribers List

Not only have the Metroparks seen success in their email marketing on a metrics basis but it has also been evidenced in responses from those who have attended Metroparks programs and events. For visitors who attended our programs/events, either those that required registration or large recreational events, email was one of the top ways they discovered the program/event (see charts below). So, it is proven that the Metroparks' email efforts have been successful in bringing about actual results i.e. event registration and attendance.

Responses from Programs that Required Registration



Responses from Survey Cards



Knowing that email has been effective at driving results, in 2025 the Metroparks will strive to continue growing their email subscribers list. Looking at the data from Constant Contact, nearly all emails are opened from desktops which one could then assume indicates that the majority of subscribers skew older, and younger generations, particularly Gen Z, are being missed. Recent reports have shown that Gen Z does seek to learn about brands via email messaging. So when looking to grow the subscribers list, the Metroparks will seek to reach new audiences as well.

Marketing staff have started this already with having social media contests where followers are encouraged to sign up for emails and then a winner is drawn from the list of new subscribers. In addition, flyers have been developed and placed throughout park buildings that feature a QR code to a page where visitors can sign up for emails and enter to win prizes.

Below are ways in 2025 the Metroparks will continue to grow their subscribers list:

1. Email sign-up form button on website
2. A link to sign up for emails is included in the automatic email sent to all participants after they attended a program that required registration
3. Contest flyers in park buildings
4. Organic social media content – finding ways like the contest to get followers to sign up
5. Posting the flyers at large events – many of the large recreational events feature a Metroparks info tent, Marketing will encourage park operations staff to print off the flyer to have at such table during the events
6. Contest flyers at outreach events – Ask Interpretive Outreach, park operations and DEI staff to place the flyer at their tables when going to public events, particularly hiring fairs in the local high schools in the spring.
7. Website Pop-up – pop up box to appear when users enter our website that encourages them to sign up for emails and enters them to win prize box. Winners drawn bi-weekly to monthly. This effort will be further explored and evaluated before use.
8. Add link to sign up for emails to our social media link pages.
9. Add check box to Survey Cards that asks patrons if they'd like to receive email updates from the parks and/or enter in emails from survey card responses and send initial email.

Event Email Topics

Below is the list of the different event email topics that are sent on a regular basis:

- Large Events – Individual email blasts sent to the full contact list
 - These would include larger scale events that have individual marketing campaigns for example, Sheldon Mountain Bike Fest, Thrills at the Mills, Blue Moon at the Beach and Maple Sugaring.
- Guided Hikes – monthly basis sent to all district program email lists, depending on program availability
- Birding – monthly basis sent to all district program email lists, depending on program availability
- Art – monthly basis sent to all district program email lists, depending on program availability
- Astronomy – following Astronomy Campaign April-October, depending on program availability
- Pet-Friendly – Following Pet-Friendly campaign March – September, depending on program availability
- Holiday – Easter, Halloween, Winter Holiday, Fireworks, MLK 101 Series

- Farm Programs – monthly basis sent to all district program email lists, depending on program availability
- Outdoorsy (Camping/Fishing/cross-over of some of the above) – following camping campaign May - June
- Concerts – throughout the Summer

Other Email Campaigns to Be Sent in 2025:

- Monthly Metroparks Newsletter. These will allow the Metroparks to build on the goals of establishing a brand, understanding the difference between Metroparks and other park systems and staff's expert industry status.
 - Marketing staff will reach out to departments to periodically remind them if they have ideas or drafts for articles to include in the monthly public newsletter.
 - 3-5 articles about projects, initiatives, and grants
 - Metroparks Fun Facts
 - Possible other entries:
 - Metroparks Trivia Contest
 - Social media contest tie ins
 - Metroparks ads
 - Partnership updates
 - Pop-up and special pricing for activities
- Golf Bi-Weekly Emails Spring-Fall.
 - Feature a course each send and/or a special event that happens there
 - Golf tips or fun facts
 - Coupons and specials to drive traffic
- Special Announcements and Project Updates
 - "One-off" emails will still be sent for things like grant award announcements, ribbon cutting events, special large programs and events, project completion announcements or other large park announcements. Anything where it's needed to draw special attention to.
 - Most times these will be sent to the full list but could be segmented dependent on the announcement.
 - These should only be things that don't fit into the regular email schedule. We want to develop consistency, so readers know when to expect to hear from the Metroparks and are both more likely to read and less likely to mark as spam.
- Monthly Calendar Links By District
 - These are emails sent specific to each district that encourage openers to sign up for events & programs. They feature a short blurb on events happening near them that month and then have links to each park's event calendar.

Execution Details

The content within monthly newsletters should still reflect the editorial/content and campaign calendars established for the Metroparks. This will reinforce the content so that stories are being told in different ways on different channels. It will also streamline content creation because it's possible to "recycle" content across multiple channels while telling a more complete overall story as an organization.

The Marketing department will create email templates, manage list growth and segmentation and all operational details of maintaining the email strategy. However, they will request and coordinate assistance from other Metroparks staff in the following ways:

- Reach out to interpreters, department heads, park managers and park superintendents to ask for topics and content for both monthly newsletter articles and detail content for events and golf emails. Department collaborations have proven to be an effective way to develop quality and engaging content. Marketing staff will continue and grow these collaborations in 2025.
- Provide staff with themes and suggested articles for monthly newsletters.
- Once content is submitted, Marketing staff will spend the fourth week of the month proofing and editing content, adding anything that might be needed, formatting and testing all emails, and scheduling all emails for the following month.
- Most articles written for the monthly newsletters will also be posted on the website.
- The Marketing department will test email send dates and times until the optimal timeframes for each list are found.
- Marketing staff may periodically ask staff in other departments to proof emails and content.



APPENDIX 3: SOCIAL MEDIA PLAN



2024 SOCIAL MEDIA PLAN

Social media has become second nature to all of us and realized as an important marketing tool for growing awareness and brand identity. It helps create social community in the digital space and helps brands reach their audiences in a space where they are spending increasing amounts of time every day. Additionally, social media is one of the top three ways that residents prefer to learn about offerings from the Metroparks according to the recent Community Needs Assessment Survey.

Plenty of statistics exist about the use and demographics of social media users, but a fairly comprehensive report⁴ was compiled by our social media management software provider, Hootsuite, that has been referenced by staff.

The Metroparks has a Social Media Policy for Staff that was approved by the Board of Commissioners on 5-13-2021. A Copy of the Social Media Policy has been included in Appendix 6 as reference.

Goals

The goals of using social media to promote the Metroparks are as follows:

- Increase and promote brand awareness. Boost on-going brand engagement on social channels by gaining followers and increasing engagement.
- Increase and promote the public's awareness of the Metroparks as a system and all the amenities offered.
- Reach target audiences with messaging in the way they prefer to be reached.
- Reach new audiences and potential visitors with Metroparks messaging in a cost effective and efficient manner that promotes future visitation.
- Increase the perception of Metroparks staff as expert industry thought leaders.
- Collaborate with other departments to produce content that reinforces and strengthens our messaging across the Metroparks system.
- Increase attendance to events and programs by promoting them on social media in an engaging way according to the campaign calendar.
- Reinforce the editorial/theme calendar created for the Metroparks through engaged social storytelling.
- Create a "social community" to interact with park users, the public and stakeholders.
- Inform Park users and audiences of major press releases, park closures, event reminders, and other announcement worthy pieces.
- Increase web SEO by way of continued involvement on multiple networks.
- Increase number of "touch points" with visitors.
- Reinforce a loyal following of visitors by way of consistent and professional posting, involvement and responding.
- Create a sense of FUN around the Metroparks.
- Encourage and increase user-generated content.
- Build on the current momentum of content creation and continue to improve and create high-value, share-worthy content. Continue to increase the amount of short-form video content being created and shared.

⁴ <https://blog.hootsuite.com/social-media-demographics/>

- Use analytics from previous year’s campaigns to help make better content decisions for 2025.

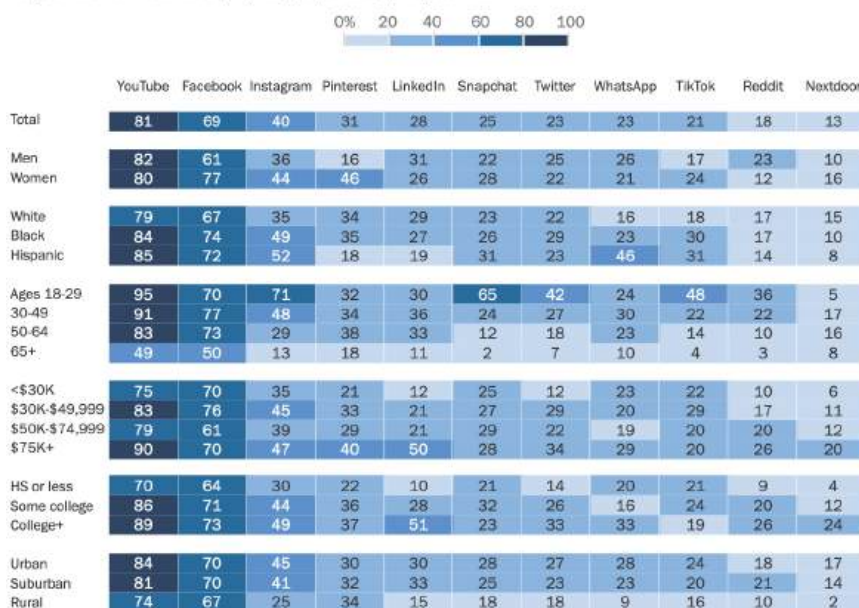
Networks / Social Media Platforms

The following social media platforms will be used. Content on all channels will be written in our brand identity and tone to reinforce brand awareness and build consistency, but will be crafted to resonate with the audience on that platform:

- Facebook - All audiences. Content more informative with a 60%-40% mix of engaging related content and promotional posts. Used heavily for paid ads.
- X (previously Twitter) – Metroparks started decreasing the use of X throughout 2024. Changes in the current landscape of X have led to the decision to quietly exit the platform in 2025.
- YouTube - Establish a more consistent posting schedule and include staff/executive positioning video series to help build a reputation as expert thought leaders. Additionally, with potential regulatory shifts impacting platforms like TikTok, we began testing and utilizing YouTube Shorts in 2024 to proactively position ourselves for a possible influx of users transitioning to alternative platforms. This strategy ensures the Metroparks remain agile and prepared to capitalize on emerging audience trends in 2025.
- Instagram - Top channel to reach millennials on social. Content needs to be high quality, interesting, selective images and video (less snapshot like). Great channel for telling brand story in pieces to younger demographics. Reels (short-form video) content will continue to be a top priority on Instagram in 2025.
- LinkedIn - Used to establish a more professional and expert reputation as an organization. Also work to build Director’s, and leadership staff’s, involvement for same purpose.
- TikTok – It remains one of the fastest growing social platforms and has proven to be successful in reaching a much younger audience than other platforms, but potential regulatory shifts threaten its existence into 2025. As long as the platform is available, we will create a mix of content that shows our parks and amenities while also creating trending posts. (Gen-Z to Millennial – teens to 20s) in mind.

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

the different audiences across all platforms. The purpose of social media is not only to drive sales and registration but also to foster an online social community in which the Metroparks can interact with, inform, and educate the public. To foster and build a loyal social community, the Metroparks will create content that is relevant and engaging to their audiences. This content will include a mix of socially relevant and trendy posts, as well as smaller, fun social campaigns that promote events and programs in a more unique and engaging way. All content created will also follow the Metroparks' brand messaging and strive to further the mission of the parks.

This year, the social media plan will continue to prioritize strategies that drive higher engagement and shares, focusing on promoting the Metroparks, programs, and events as a cohesive brand rather than emphasizing individual events or programs. To avoid audience fatigue, the frequency of posts will remain carefully managed to ensure meaningful and engaging content.

In 2024, the Metroparks shifted away from standalone posts about individual events and programs, instead adopting a more consolidated approach. This included creating weekly posts in a "listicle" format that highlighted all upcoming events and programs in a clear and concise manner. This strategy proved successful, resulting in significantly higher engagement compared to the standalone posts used in prior years.

Additionally, 2024 data showed that organic social media was not among the top ways people discovered Metroparks events, with paid social ads performing much better in driving event and program registration and attendance. While organic social remains a valuable tool for brand awareness, audience communication and engagement, the formulation of posts will continue to align with these findings, focusing on strategies that are most effective in reaching and engaging audiences.

For example, the paid social ads for the 2025 Annual Pass campaign reached an impressive 167,886 accounts, compared to just 7,628 reached through organic social efforts. This trend aligns with data from multiple campaigns conducted in 2024, reinforcing that the time spent creating organic content specifically aimed at driving program registrations was not as impactful. Instead, these resources could be better allocated toward developing engaging and informative content designed to attract followers, build brand affinity and direct them to our website, where they can explore all programs comprehensively. Furthermore, the extensive reach achieved through paid social ads, has resulted in notable growth in key engagement metrics such as likes, shares, comments, page views, and saves/bookmarks, even as overall engagement rates appear lower due to the massive view counts generated by these campaigns.

Gen Z relies heavily on social media as a primary source of news and entertainment, with 73% spending more than three hours daily on these platforms. To connect with and retain Gen Z followers, our plan is to cultivate an engaging and entertaining social media presence that authentically reflects our brand's values and personality. Research shows that 72% of Gen Z are more likely to remember a brand with a fun, relatable, and dynamic online presence, which aligns with our commitment to creating meaningful and impactful content. Additionally, we recognize the strong influence content creators have on this generation, as 58% follow creators for entertainment and 49% for educational content. By leveraging collaborations with content creators for reviews, how-to tutorials, and other engaging formats, we aim to tap into their influence and build stronger connections with this key demographic.

Social content will continue to be created and posted following the campaign calendar, but there will also be a greater mix of posts focused on gaining engagement and following current

trends. The Content Creator will continue utilizing a social media content calendar that supports the campaign calendar and considers seasonal and trending topics.

When it comes to creating content, the Content Creator will create much of it with the help of the Marketing staff and Graphic Designers. Marketing staff will continue collaborating with other park departments to create content specific to their department/expertise. Collaborating with other departments will help elevate the content posted because tapping into expert staff allows for sharing of knowledge and perspective the marketing staff does not have, and marketing staff will look for ways to weave that expertise into trending social media trends, practices, and content types.

Across most social media platforms, research has shown that short-form video content is still the highest performing type of content heading into 2025. Even on Metroparks' own organic and paid social media content, video is performing best. Which is why in 2025, priority will continue to be put on developing short-form video content. Whether through Metroparks' own Marketing team, other park departments or created in partnership with other organizations, video content posts will continue to increase on Instagram, Facebook and TikTok.

The infographic is titled "SOCIAL MEDIA PLAN 2025 MAIN PILLARS" and is set against a dark teal background. It features four vertical pillars, each with a distinct color and a list of bullet points. The pillars are: 1. "BUILD A STRONG SOCIAL COMMUNITY - SOCIAL FIRST CAMPAIGNS" (teal), 2. "AGILITY AND TECHNOLOGY OPTIMIZATION" (yellow), 3. "WORK WITH ALL DEPARTMENTS" (orange), and 4. "TRENDIER AND MORE TIMELY POSTS" (light green).

BUILD A STRONG SOCIAL COMMUNITY - SOCIAL FIRST CAMPAIGNS	AGILITY AND TECHNOLOGY OPTIMIZATION	WORK WITH ALL DEPARTMENTS	TRENDIER AND MORE TIMELY POSTS
<ul style="list-style-type: none">● Creating engaging social posts and campaigns related to everyday happenings and work at the Metroparks that grow audience connection.● Build more "guerrilla like" social activations that will support unique engagement with the Metroparks brand.● Show off Metroparks expertise with more content focused on "behind the scenes" work within the parks and the personal connection staff bring.	<ul style="list-style-type: none">● Preparing for potential changes by establishing a presence on alternative platforms, such as YouTube Shorts, to maintain visibility and connect with new audiences.● Utilizing technology and AI tools for increased efficiency and implementation.● Using social listening for content planning, crisis monitoring and influencer discovery.	<ul style="list-style-type: none">● Get new perspectives and ideas from all departments.● Create more regular content calendars with multiple departments.● Establish "behind the scenes" video series to highlight staff expertise and ways the public can assist.● This will expand our content and give visitors a deeper look into all that we do.	<ul style="list-style-type: none">● Keep up with trends from all platforms and tailor them to fit our message and brand.● Post shorter and more frequent videos that increase engagement with content.● Brainstorm unique ideas that have potential to trend within our industry and with visitors.● Partner with local influencers to capitalize on trends and new audiences.

New in 2025

- Smaller Social First Campaigns – Focused on Building a Stronger Community
 - The Metroparks are aiming to strengthen its online community by creating smaller, engaging social posts and campaigns related to everyday happenings and work at the Metroparks. This will create a stronger bond with an online audience and continue to bring people back to all social pages. By creating an authentic brand social presence, the Metroparks will create strong Metroparks fans, this will translate to more engagement, shares, and subsequently attendance, trust and support.
 - Staff will work to create some "guerrilla like" activations and/or installations in parks and beyond that will support unique engagement with the Metroparks brand, and will use social media to increase exposure to these efforts.

In 2024, Metroparks had a sponsorship with MET that installed giant photo op chairs in two parks. This campaign saw success with engagement from visitors. Staff at Stony Creek also utilized a cardboard cut out barbie car for a week leading up to their Barbie movie night to draw awareness and excitement. Guerrilla marketing opportunities like this allow for a creative engagement with visitors that they aren't expecting. That uniqueness catches attention in ways that standard advertising can not. Marketing staff will look for more opportunities to add these types of elements to campaigns and organic social media efforts in 2025 in a strategic way that results in growth and achievement of other goals.

- Continue with Trendier and More Frequent TikTok's and Instagram Reels
 - TikTok continues to be one of the fastest growing social media platforms and a favorite among the hard-to-reach Gen-Z demographic. To keep up with the high number of posts needed, the Marketing team will work with other departments to help create a larger amount and more diverse type of content and will utilize trending sounds and filters by relating them to our narrative.
 - Similar trends in video content are seen also on YouTube Shorts and Instagram Reels with a more millennial audience. Therefore, posting trendier and more frequent video content here will be important as well.
- Social Media Agility
 - The ongoing uncertainty surrounding platforms like TikTok has made agility a critical component of the Metroparks' social media strategy. In 2025, the focus will be on preparing for potential changes by establishing a presence on alternative platforms, such as YouTube Shorts, to maintain visibility and connect with new audiences. This proactive approach ensures the Metroparks can quickly adapt to emerging trends and opportunities. Additionally, the content strategy will emphasize versatility, enabling video content to be easily repurposed across platforms to stay ahead in a competitive landscape.
- More Executive Positioning Content to Drive Thought Leadership
 - In 2025, the Metroparks will place a strong emphasis on executive positioning and leveraging LinkedIn to enhance its reputation as a thought leader and valuable partner for corporate and community audiences. LinkedIn offers a unique platform to connect with corporate professionals and businesses, enabling the Metroparks to promote initiatives like annual pass bulk orders, group events, and use of park spaces for professional retreats, team-building activities, and brainstorming sessions. These efforts will highlight the benefits of Metroparks venues in fostering employee well-being, reducing stress, and boosting creativity, while also demonstrating environmental responsibility and promoting a healthier work-life balance.

Marketing staff will collaborate with leadership team members to create and share engaging, high-quality content on LinkedIn. This includes videos, visual pieces, and medium-length captions highlighting the meaningful work each department is doing, why it matters, and how it supports the Metroparks' mission and the broader community. By positioning leadership as experts in their respective fields, the Metroparks will foster trust, enhance its reputation, and be seen as the "first call" for media or partners seeking expertise. Notable examples of this strategy's success include the Natural Resources Tree Crew video presented at the November 2023 board meeting and the Supplemental Science and DPSCD educational partnership video shown in July 2023.

Additionally, special attention will be given to building the Director's virtual

executive presence on LinkedIn. Tailored content pieces will be created and posted on her account, reinforcing her role as a regional thought leader and further positioning the Metroparks at the forefront of important conversations. To amplify these efforts, the organization will partner with their public relations firm to create new opportunities for the Director to engage with the business community through speaking engagements and other leadership-focused events.

By combining a strong LinkedIn strategy with executive positioning efforts, the Metroparks will not only increase engagement with corporate audiences but also build meaningful connections that translate into increased trust, support, and partnerships.

- Showcasing Facility and Park Updates in New Ways
 - Facility and park improvement content has proven highly effective in engaging audiences and building public trust. In 2025, this content will take center stage by highlighting ongoing renovations, new amenities, and environmental restoration projects. These updates will be shared through compelling video visuals and storytelling, connecting them to community benefits such as accessibility, sustainability, and improved experiences. By providing behind-the-scenes insights and celebrating employee and community contributions, the Metroparks will reinforce its commitment to enhancing visitor experiences while fostering a sense of pride and support among its followers.
- Social Listening for Strategic Engagement
 - Social listening will be a pivotal strategy in 2025, allowing the Metroparks to better understand audience sentiment and preferences while identifying emerging trends and influencers. This data-driven approach will refine content strategies, ensuring alignment with audience needs and expectations. By monitoring brand sentiment and setting up alerts for potential crises, the Metroparks can address issues proactively, protecting its reputation. Additionally, strategic outbound engagement—such as commenting on creator content—will expand the organization’s reach and foster a stronger online community. Social listening moves beyond vanity metrics to establish a clear connection between social media efforts and broader organizational goals.
- Leveraging AI for Enhanced Efficiency and Content Creation
 - Integrating AI tools into the social media strategy will allow the Metroparks to increase efficiency and elevate content quality in 2025. AI will streamline tasks such as drafting captions, refining tone for specific audiences, and generating on-brand responses to inquiries. It will also assist with technical processes like resizing images, reformatting content for different platforms, and enhancing older media to meet current standards. By leveraging AI for creative tasks like photo and video editing and content ideation, the marketing team can produce more high-quality content while dedicating more time to strategy and audience engagement.

Special Topics

The Detroit Riverfront Conservancy Pilot Partnership

The Metroparks and The Detroit Riverfront Conservancy partnership has agreed that until the completion of the Huron-Clinton Metroparks Water Garden at Ralph C. Wilson Jr. Centennial Park, both organizations will post to their social media accounts no less than six times per year with updates about the partnership, major milestones and or/ joint programs related to the partnership. All social media posts relating to the partnership will recognize and tag both organizations' relevant social accounts. The Metroparks and The Detroit Riverfront Conservancy will work together to provide relevant and engaging content that focuses on both organizations' efforts relating to the partnership and providing recreational opportunities to the community of Southeastern Michigan.

With the opening of Ralph C. Wilson Jr. Centennial Park also slated for 2025, and the Metroparks having a physical presence in that park, a campaign has been budgeted to communicate the opening and our piece in that as well as initial programming and engagement at the Metroparks Water Garden in 2025. This campaign will include both paid and organic social media content to engage with audiences on multiple platforms.

Other Partnerships

The Metroparks has a variety of existing partnerships and a focus on growing new ones. These partnerships will be leveraged on social media by co-posting events and posts and collaborating on social media efforts and social take-overs to grow awareness for partnership efforts.

Legal Matters

On ANY social media channel, any time there is a post, question, message, comment, etc. that addresses an injury, theft, employee issue or legal matter in any way, staff will not respond. The Chief of Marketing and Communications will make the Director, Chief of Police, legal and appropriate staff aware and ask for instructions on how it is to be handled.

Marketing staff will also monitor social media activity and keywords/hashtags to watch for potential trending negative stories or mentions of possible issues within the parks. Marketing staff will notify Chief of Marketing and Communication and appropriate staff members as issues arise.

Controversial Topics

Occasionally, followers will attack the parks in posts, comments or reviews in their opinions of the parks or park policies. If a question or controversial topic arises, staff will not argue with followers. The Marketing team will post the official factual statement that has been decided by leadership and let followers respond back and forth among each other.

If inappropriate/vulgar language, threats, racial slurs or discriminatory statements are used by the public on our pages, those posts and comments will be hidden and/or deleted.

Photos and Video for Social Media

All staff members are encouraged to take photos and videos within the parks and share those photos with Marketing staff. Marketing will create and make available a one-page "cheat sheet" on guidelines for taking and sharing photos and videos and make release forms available in hopes of growing our bank of high-quality social images and videos. Marketing staff will continue having a schedule of photo and content gathering days where all department staff help grow video and photo libraries.

APPENDIX 4: INFLUENCER MARKETING



INFLUENCER MARKETING

In recent years, influencers have become a dominant force in the marketing industry. Which is no surprise when you consider how successful influencers are in getting social media users to buy a product and fall in love with a brand. People trust people, not businesses, and influencers are the perfect middle ground to use to solve this problem. On average, brands can earn \$5.78 for every dollar spent⁵ on influencer marketing. Social media influencers are also very effective in reaching younger audiences that are historically difficult to reach via traditional marketing avenues. Seeing the upward trend in influencer marketing in all industries and the success others have had, the Huron-Clinton Metroparks created their own internal pilot influencer marketing program in the summer of 2022 and continued it on in 2023.

After roughly a year and a half of running the pilot program, the Metroparks decided to not continue it in 2024. While the idea of the program had promise, they found that in practice, the program did not bring about the results that they had hoped for. This was due to a few reasons:

- Because ambassadors didn't have much skin in the game (they weren't being paid), many would stop posting/contributing to the program after just a few months
- Many of the ambassadors weren't "influencers" perse, so they weren't all equipped with as much social media knowledge or trend awareness. With this fact, the content produced was not always as exciting, trendy or share worthy as we were hoping. For example, we hoped to see a lot of ambassadors reflect on their experiences and showcase themselves enjoying the parks but often times, their content would just be a simple photo which isn't bad but it's not the user generated content we were hoping for or that drives engagement.
- Managing the program became more time-consuming than originally anticipated. If the content being produced had been more engaging/successful and the ambassadors were more responsive, the time spent on the program would have been worth it but instead we didn't see a large increase in followers or strong evidence that the program was exposing new audiences to the Metroparks.

Looking Into Other Avenues of Influencer Marketing

While the ambassador program didn't turn out as well as hoped, influencer marketing and user-generated content is still important to the Metroparks - after all 61% of consumers trust influencer content over branded content. Because of this, we will continue looking into some other options to leverage influencer marketing for the Metroparks. There are many influencer marketing software platforms that exist that help with searching for influencers and managing campaigns. Within many of these platforms, the Metroparks would have the ability to search across platforms to find reliable and relevant influencers, communicate with them one-on-one and set up campaigns. Some platforms' options even come with an account manager who can do all this work for the Metroparks. This would save time with searching for and discovering the right influencers for the Metroparks, organizing the campaigns and monitoring content. It also would provide the benefit of working with more experienced influencers and they would be able

⁵ <https://influencermarketinghub.com/influencer-marketing-statistics/#:~:text=By%20next%20year%2C%20influencer%20marketing,compared%20to%202021's%20%243.69%20billion>

¹¹ <https://influencermarketinghub.com/influencer-marketing-statistics/#:~:text=By%20next%20year%2C%20influencer%20marketing,compared%20to%202021's%20%243.69%20billion>

to provide the influencers with more direction on what the content should look like. These platforms' abilities do vary so we will look into a few different options and see if any could work for our needs.

Another option that will be leveraged is to seek out individual influencers ourselves that can meet our purchasing and insurance requirements to pay for sponsored influencer content. These campaigns can become more partnered and controlled while leveraging the existing follower base of an individual influencer.

At the least, the Content Creator will use social listening and strategic outbound engagement—such as commenting on creator content—to expand the organization's reach with local social influencers.

Marketing staff plan to find a platform and/or other solution to invest in influencer marketing by Summer 2025.



APPENDIX 5: CAMPAIGN & CONTENT REVIEW CALENDAR



CAMPAIGN CALENDAR

****Campaign Calendar based on anticipated START/LAUNCH date.
Preliminary promotion budgets do not equate to full department budget.
This is one piece of the budgeted expenses for the department.**

Campaign performance and data from 2024 was used to adjust launch dates and campaign budgets for 2025.

Title	Tentative Launch Date	Preliminary Promotion Budget
General Branding - Winter	1/1/2025	\$ 20,000
MLK 101 Series	1/10/2025	
School Year Swim Lessons	1/15/2025	
More to See. More to Do. + More to Experience. More to Discover (includes interpretive programs monthly dedicated promotions)	1/15/2025	\$ 100,000
Maple Sugaring	1/15/2025	\$ 5,000
Volunteering	2/1/2025	
Paint Like Bob Ross - Hudson Mills	2/1/2025	\$ 1,000
MetroBarks: Paws, Pose & Play Days	2/19/2025	\$ 6,000
Seasonal Hiring	2/1/2025	\$ 8,000
Summer Camps	3/4/2025	\$ 5,000
Shelter/Event Rentals	3/15/2025	-
Easter Programs	3/27/2025	\$ 2,500
Earth Day	4/1/2025	-
Golf	4/1/2025	\$ 15,000
Astronomy	4/1/2025	-
Keep It Clean (CAP Public Facing)	4/1/2025	\$ 15,000
Teacher Workshops	4/12/2025	
Park Pop Ups	4/15/2025	-
Water Aerobics	4/15/2025	\$ 3,000
TecTroit/Jit Fest OR DEI programming	4/15/2025	\$ 5,000
Family Campouts + Camping	5/1/2025	\$ 15,000
Fishing/Kids Fishing Tournaments	5/1/2025	-
Trail Challenge	5/1/2025	\$ 15,000

Youth Golf Clinics Hudson Mills	5/1/2025	\$ 3,000
Summer Swim Lessons	5/1/2025	
River Walkers	5/1/2025	\$ 5,000
General Branding - Summer	5/22/2025	\$ 203,000
Summer Concert Series	5/12/2025	\$ 10,000
Juneteenth	5/29/2025	\$ 5,000
Race the Rapids 5k	5/30/2025	\$ 3,000
Annual Pass/Trade Up Program (Summer)	6/1/2025	\$ 10,000
Fireworks	6/1/2025	
Michigan Philharmonic	6/1/2025	\$ 1,500
Adaptive Programs - Paddling, Clinics and Diversability	6/1/2025	\$ 1,500
Music and Moves	6/1/2025	\$ 10,000
Water Garden Grand Opening in Detroit	6/1/2025	\$ 20,000
Food 'N' Tunes	6/5/2025	\$ 10,000
Blue Moon at the Beach	7/31/2025	\$ 5,000
Paint Under the Night Sky - Kensington	8/1/2025	\$ 1,500
Shelden Mountain Bike Fest	8/1/2025	\$ 7,500
MetroBarks: Pool Pawty Willow	8/1/2025	\$ 3,000
End of Summer Bash - Lake Erie	8/1/2025	\$ 1,000
Night of the Dragon	8/16/2025	\$ 10,000
Raptor Month/Hawkefest	9/1/2025	\$ 5,000
Treats at the Beach	9/1/2025	\$ 3,000
Thrills at the Mills	9/1/2025	\$ 5,000
Back to School/Field Trips	9/1/2025	
Surplus Auction	9/1/2025	
Paint Under the Night Sky - Indian Springa	9/1/2025	\$ 1,500
Eerie Trunk or Treat	9/1/2025	\$ 2,500
Farm Trick or Treat - Wolcott	9/1/2025	\$ 1,000
Fall Programs - Fall	9/11/2025	\$ 18,000
General Branding - Fall	9/11/2025	\$ 25,000
Trailside Trick or Treat - Indian Springs	9/15/2025	\$ 1,500
Annual Passes (2026) on sale and gift giving	11/1/2025	\$ 30,000
Holiday Programs	11/20/2025	\$ 4,000

WEBSITE, MAP AND PROGRAMS & EVENT ANNUAL REVIEW CALENDAR

Throughout the year Marketing staff will work with staff throughout the Metroparks system to obtain and maintain owned information and make sure it is accurate and consistent moving forward. The value and quality of the website and park maps and brochures relies on an annual review of this information. This also includes collecting, proofing and coordinating the publishing of all Metroparks event and programming information for the public.

***** This calendar is not all-inclusive. These are major annual review processes that need to happen every year, but throughout the year Marketing staff will continue to work with departments and staff on a regular basis to collect written and visual content to use in campaigns, emails, website articles, press releases, social media and other needed areas.***

Annual Review of All Printed Individual Park Maps and Brochures

- August – Marketing staff will send out current printed park map and brochure to operations and all relevant staff and ask that staff review for any changes that occurred over the year or will be complete by early spring of the following year. Specific timing and due dates will be included in the request. This review will ONLY happen once annually.
- September – Marketing staff will apply all marked changes and send back to staff for final revised review.
- October – Marketing staff will verify order quantities of park map/brochures with warehouse and park staff based on a year's worth of use and will obtain quotes for a year's worth of park brochures.
- October – Marketing staff will use the revised map files to update all park pages on the website with a new park map and a new printable/downloadable PDF park map.
- December - staff will order new park map/brochures that will be received in January of the following year.

Annual Review of Specific Activity Maps

The Metroparks have a variety of more specific maps that are primarily used on the website and within specific facilities to print-as-needed in house. These are maps such as nature trail/cent maps, sensory friendly building maps, Sheldon Trails area map, boating and fishing maps, Lake St. Clair picnic area maps, marina maps, etc. As the world becomes more dependent on digital "live" maps, the creation of any new map types would be heavily evaluated for need and benefit. Any existing specific activity maps that are currently in use, would be reviewed and updated annually using this schedule.

- October - Marketing staff will send out current maps to the respective staff most involved with that location and/or activity type. Specific timing and due dates will be included in the request. This review will ONLY happen once annually.
- November - Marketing staff will apply all marked changes and send back to staff for final revised review.
- December - Marketing staff will publish revised activity maps as needed on Metroparks website and share PDF versions with staff to replace their existing files.

Annual Review of Park Winter Activity Maps

- October - Marketing staff will send out current winter activities park map to Operations and relevant staff and ask that staff review for any changes that occurred over the year or will be complete by snowfall. Specific timing and due dates will be included in the request. This review will ONLY happen once annually.
- November - Marketing staff will apply all marked changes and send back to staff for final revised review.
- December – Marketing staff will publish revised winter activity maps as needed on Metroparks website and share PDF versions with staff to replace their existing files.

Annual Review of Printed 5-County Map/Brochure

- January - Marketing staff will send out current printed park map and brochure to Operations and all relevant staff and ask that staff review for any errors or suggested changes. Specific timing and due dates will be included in the request. This review will ONLY happen once annually.
- February – Marketing staff will apply all marked changes and send back to staff for final revised review. Marketing staff will then verify order quantities with warehouse and park staff based on a year's worth of use and will obtain quotes and place order for a year's worth of 5-County Map brochures.
- March – staff will receive new 5-County Map brochures that will go into use in April and replace the previous version.

Annual Review of Website Content

There is a substantial amount of content on the Metroparks website, and it would be nearly impossible to review every piece annually. Instead, Marketing staff will ask park managers, interpretive supervisors and departments heads to review “main content” annually. That means park managers will be responsible for reviewing information on the park pages relevant to the parks they manage (including hours of operation, activity icon details, rates, etc.); Interpretive Supervisors will be responsible for reviewing the information within the interpretive center pages related to centers they supervise; and department heads would be responsible for reviewing their department related pages.

If other errors are found during those reviews, staff are encouraged to also share those findings with Marketing so they can be addressed.

This process is NOT intended to replace staying in communication with the Marketing department about changes and updates throughout the year. Departments and parks should continue submitting marketing requests to update website details in real time as operations change and departments should continue to provide updates to Marketing about projects, grants, partners, etc. This is an additional process to look at the nitty gritty details of website content that often get overlooked to make sure that at least annually we are addressing any errors and changes.

- April – Marketing staff will reach out to the groups listed above and ask them to complete this review. Specific timing and due dates will be included in the request.
- April – May – Marketing staff will apply changes collected as needed and ensure changes are also applied in any other materials where that information lives. *NOTE: changes to hours of operations and other major pieces of information that may be printed on park brochures or signage may be more difficult to change than smaller types of information.

Metroparks Program and Events Information

- **Oct. 1 – deadline to submit Jan – Jun events and programs** first draft content. Submitted to Marketing via email to Hilary Simmet and Danielle Mauter. Marketing will proof with interpretive supervisors and event/program leads and then reach a final document used for entry into RecTrac.
 - Nov 1 – Final word documents are submitted to IT by Marketing to IMPORT data pieces that can be imported into RecTrac. IT imports possible fields in Activity Code level for brand new programs and all possible fields for ALL sections of new and reoccurring programs.
 - Nov 15 – Import step is done and staff trained on RecTrac entry begin entering their manual entry fields for sets of event/programs into RecTrac.
 - Dec 15 – All manual fields have been completed in RecTrac entry process and entry staff have notified marketing, via marketing request form once they are complete. IT performs switch from inactive to active and public-facing calendar clean up. (This can be started AS SOON AS STAFF FINISHES ENTRY. Please submit marketing request form as soon as possible for programs to get on calendar as soon as possible.
 - All programs entered, live and on calendar before Christmas holiday.
- **Dec. 1 – deadline to submit Summer Camps first draft** content to Marketing via email to Hilary Simmet and Danielle Mauter. Marketing will proof with interpretive supervisors and event/program leads and then reach a final document used for entry into RecTrac.
 - Jan 1 – Final word documents are submitted to IT by Marketing to IMPORT data pieces that can be imported into RecTrac. IT imports possible fields in Activity Code level for brand new programs and all possible fields for ALL sections of new and reoccurring programs.
 - Jan 15 – Import step is done and Staff trained on RecTrac entry begin entering their manual entry fields for sets of events/programs into RecTrac.
 - Feb 1 – All manual fields have been completed in RecTrac entry process and entry staff have notified marketing, via marketing request form once they are complete. IT performs switch from inactive to active and public-facing calendar clean up. (This can be started AS SOON AS STAFF FINISHES ENTRY. Please submit marketing request form as soon as possible for programs to get on calendar as soon as possible.
 - Feb 15 - All programs entered, live and on website.
- **Feb. 1 – deadline to submit Jul – Dec event and program first draft** content Marketing via email to Hilary Simmet and Danielle Mauter (it's important to hit this date for ALL programs and events, so that we can advertise and promote a full summer calendar of events starting in May (graphics and materials for which have to be developed in March and April). Marketing will proof with interpretive supervisors and event/program leads and then reach a final document used for entry into RecTrac.
 - Mar 1 – Final word documents are submitted to IT by Marketing to IMPORT data pieces that can be imported into RecTrac. IT imports possible fields in Activity Code level for brand new programs and all possible fields for ALL sections of new and reoccurring programs.
 - Mar 15 – Import step is done and Staff trained on RecTrac entry begin entering their manual entry fields for sets of events/programs into RecTrac.
 - Apr 15 – All manual fields have been completed in RecTrac entry process and entry staff have notified marketing, via marketing request form once they are complete. IT performs switch from inactive to active and public-facing calendar clean up. (This can be started AS SOON AS STAFF FINISHES ENTRY. Please

submit marketing request form as soon as possible for programs to get on calendar as soon as possible.

- May 1 - All programs entered, live and on calendar.
- **May 1 - ALL programs proofed and entered into RecTrac, LIVE and published on website calendar for public reference.**



APPENDIX 6: CAPRA REQUIREMENTS REFERENCE



CAPRA REQUIREMENTS

CAPRA Requirements Fulfilled with This Marketing Plan

As the Metroparks seek to hold CAPRA certification through the NRPA, certain requirements exist for the organization to meet in regard to public information, community relations, social media, marketing and relationships with community organizations.

This marketing plan fills the following current CAPRA requirements. CAPRA is updating its requirements, and once updated standards are available, this section of the marketing plan will be updated to reflect those new standards:

- Sections of this marketing plan help the organization meet requirements for 3.4.2 – Community Relations Plan. See pages 12 - 20, 25 and 29
- This marketing plan is written to help the organization meet requirements for 3.4.3 – Marketing Plan.
- The social media plan appendix of this marketing plan provides detail to the social media efforts of the organization. It supports the approved Social Media Policy provided as reference in the following pages. Together, these support the requirements of 3.4.3.2 – Social Media Policy.

The following additional related policies have been approved to fulfill the following CAPRA requirements. They have been included on the following pages as reference:

- The Metroparks Media Policy is written to fulfill CAPRA requirements for 3.4 – Public Information Policy and Procedures.
- The Metroparks Social Media Policy is written to fulfill CAPRA requirements for 3.4.3.2 – Social Media Policy and 4.1.14 – Social Media Policies Regarding Staff Use. The social media plan appendix of this marketing plan provides further detail on this work.



HURON-CLINTON METROPOLITAN AUTHORITY

Administrative / Executive Order

Effective Date: May 13, 2021

Supersedes Policy Dated: Sept. 14, 2017

MEDIA POLICY

PURPOSE

The Metroparks use a variety of public relations activities to engage and interact with the media. These activities include, but are not limited to, press releases, pitches, media features, interviews, press events, published articles on Metroparks owned channels, media meet-ups and relationship building.

The Metroparks will also respond to media requests. Media requests include any occurrence where someone intends to publish a story about the Metroparks. This could include recorded interviews, phone interviews, media photos, requests for questions and comments on related stories, attending programs and events with the intention of publishing a recap afterward, and any other instance where a staff person would be speaking on behalf of the organization for the purpose of sharing information with the public through published articles, videos, recordings, and stories.

Metroparks media and public relations efforts aim to build and maintain public trust through ongoing, engaging, consistent and accurate, storytelling in the media market. This policy is intended to outline how media interactions should be handled.

SCOPE

Earned Media Efforts

The Chief of Marketing and Communications will work with the Director, marketing and communications department staff, outside public relations firms, and other Metroparks staff, as needed, to develop and execute earned media plans. These plans will be included in the annual Marketing Plan and include:

- press releases
- media alerts
- pitches
- media features
- press events
- published articles on Metroparks owned channels
- media meet-ups
- media relationship building

The marketing and communications department shall write and release press releases and media alerts on an ongoing basis to announce Metroparks projects, events, programs, and efforts throughout the year.

The marketing and communications department shall build and maintain a media contact list and continually build and maintain media relationships. The marketing and communications department will also monitor and report media and social media coverage that mention the Metroparks.

Media Requests

All media requests should be directed to the Chief of Marketing and Communications, who will then evaluate the request and determine who should speak on behalf of the organization. The Chief of Marketing and Communications will obtain appropriate approvals from the Director for these decisions.

Once a speaker for a media request has been decided, the Chief of Marketing and Communications will coordinate details between Metroparks staff and the media. If the Chief of Marketing and Communications asks a staff person to speak to the press, it should be assumed the proper approvals have already been received and that the staff person has permission to do so. Until that point, staff should not speak to the media until approved by the Chief of Marketing and Communications or the Director.

If the Chief of Marketing and Communications is out of the office, on vacation, etc., media requests should be directed to the Director.

When staff is speaking to the media, they shall not express any personal opinions. They shall communicate professionally and represent the Metroparks in a way that is consistent with the brand. The Chief of Marketing and Communications will work with staff on a message hierarchy and talking points to ensure consistent messaging for all opportunities.

If a media request comes through for an issue related to a police incident, the Chief of Marketing and Communications will direct the media to the Metroparks Chief of Police.

Common Media Interactions and How to Handle Them

- If someone comes through a toll booth claiming to be from the media and has a station vehicle or a press ID of some kind, they should be let into the park for free during regular operating hours. The Metroparks do allow media into the parks to take photos and videos to cover editorial content.
- If someone with the media wants to come in and take pictures or video on a golf course, disc golf course, pool, or within another paid facility that requires an additional fee, the Metroparks allow media to access. They will need to have a press ID of some kind or vetted approval from the Chief of Marketing and Communications or Director. If they have a press ID, they should be let into the facility without paying during regular operating hours and asked to follow park rules and respect visitor's experience in the parks. If they do not have a press ID, they should be asked to contact the Chief of Marketing and Communications to obtain approval and be given the contact information.
- If the media, or someone staff suspect is working on writing a media-related story, is asking questions or asking for an interview, please politely tell them, "We appreciate your coverage of the Metroparks and want to help you as best we can, but the interview and media requests need to go through our marketing and communications department." Then give them the contact information for the Chief of Marketing and Communications. You can tell them that the Chief of Marketing and Communications checks for media requests on nights and weekends and will get back to them as quickly as possible.

- If someone in the parks is claiming to be media but does not have a press ID, staff may have to make the judgment call. If one individual and the publication name they give sounds legitimate, it is best to provide them with the benefit of the doubt and let them into the park/facility to cover the story they seek. This could help the Metroparks avoid a possible media issue by denying media access to the parks.

In all types of media requests and engagements, the Chief of Marketing and Communications will notify and work with staff in the parks if a request has come into that department ahead of time. If the staff hasn't been notified of a media appearance from the Chief of Marketing and Communications, they should assume it is a new request and shall respond accordingly based on the above instructions. Staff should then notify the Chief of Marketing and Communications of the name and publication/channel/etc. in the parks. The Chief of Marketing and Communications will follow up with these media contacts to reinforce connections between them and the Metroparks.

Approved by Director: Amy McMillan

Signature:  Date: 5-13-2021



HURON-CLINTON METROPOLITAN AUTHORITY

Administrative / Executive Order

Effective Date: May 13, 2021

Supersedes Policy Dated: N/A

SOCIAL MEDIA POLICY

PURPOSE

Social media continues to grow and be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities.

Additionally, social media continues to be an important component of any digital marketing strategy and continues to deliver high return and growth. It is also an important tool to create a personal connection between visitors and our organization and serve as a continual and constant communication touchpoint with the public.

The Metroparks Marketing Department will use social media in a variety of ways to support the organization's brand identity, increase engagement, provide customer service, increase attendance and increase revenue.

To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of both personal and organizational social media. This policy applies to all employees who work for the Huron-Clinton Metroparks.

SCOPE

Personal Social Media Use

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board, or a chat room, whether or not associated or affiliated with the Metroparks, as well as any other form of electronic communication.

The same principles and guidelines found in Metroparks policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance or the performance of fellow co-workers, or otherwise adversely affects members of the public, contractors, people who work on behalf of the Metroparks, or Metroparks legitimate business interests may result in disciplinary action, up to and including termination.

Know and Follow the Rules

Carefully read these guidelines and related policies, including, but not limited to, Metroparks policies concerning ethics, harassment, discrimination, computer equipment uses, information systems, etc., to ensure that your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action, up to and including termination.

Be Respectful

Always be fair and courteous to fellow coworkers, persons who serve on boards or commissions, elected and appointed officials, members of the public, contractors, or people who work on behalf of the Metroparks. Also keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open-Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating, that disparage members of the public, co-workers, or contractors, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by law or Metroparks policy.

Be Honest and Accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Metroparks, fellow co-workers, members of the public, contractors, people working on behalf of the Metroparks, competitors, or others.

Post Only Appropriate and Respectful Content

Maintain the confidentiality of the Metroparks trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how, and technology. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.

Express only your personal opinions. Never represent yourself as a spokesperson for the Metroparks. If the Metroparks is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Metroparks, fellow co-workers, citizens, contractors, or people working on behalf of the Metroparks. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Metroparks."

Be mindful that what you publish on the web will be in the public domain and likely will be out of your control. Once you hit "enter" or "send" or "post," you likely lose the opportunity to change your communication or message. From that point on, all you can do is explain, clarify, extend, or expand what was sent.

It should be clearly understood that employees or any others that represent the employer, including volunteers, must not comment on social media sites on anything related to confidential Human Resources matters, including corrective action or employee medical issues, etc.

Never comment on anything related to a legal or law enforcement matter, including litigation, any parties with which the employer is engaged in litigation, or any investigatory matter, without prior approval of the appropriate person or attorney.

The use of social media sites is meant to augment normal communications and outreach activities, not as a substitute for them.

Using Personal Social Media at Work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with Metroparks computer equipment use policy. Do not use Metroparks email addresses to register on social networks, blogs, or other online tools utilized for personal use. Any conduct pertaining to this policy that adversely affects job performance, the performance of a co-worker, or otherwise adversely affects members of the public, or those who work on behalf of or represent the Metroparks, may result in disciplinary action.

Retaliation is Prohibited

The Metroparks prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another co-worker for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Organizational Social Media Use

The Metroparks Marketing Department will use social media in a variety of ways to support the organization's brand identity, increase engagement, provide customer service, increase attendance and increase revenue.

The following social media platforms are intended to be used to represent the Metroparks as dictated annually in the board approved Marketing Plan. Content on all channels will be written to support the Metroparks brand identity and tone to reinforce that message and build consistency.

- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- Glassdoor
- Google business
- Snapchat (maybe in future)
- TikTok (maybe in future)

The Metroparks Marketing department will be responsible for managing all social media activities on behalf of the organization. This includes:

- Writing and scheduling all regular content.
- Creating and coordinating all paid advertising.
- Answering all questions, comments and messages, and contacting parks staff when unsure of an answer before answering.
- If a complaint comes through Facebook, Marketing staff will politely respond appropriately and will also pass the complaint on to the appropriate department, Director and Deputy Director.
- Creating and maintaining all Facebook event pages.
- Keeping social media profiles accurate and updated.
- Requesting assistance from other departments when creating content and posting live content.
- Working with manager and supervisors to post real time updates on closures and emergency announcements.

CONCLUSION

The Metroparks is dedicated to assuring an equitable and inclusive work environment free from discrimination, intimidation, humiliation, or insult. Each Metroparks employee is expected to support and required to uphold a work environment of courtesy, respect and dignity for each and every employee and guest of the Metroparks.

Approved by Director: Amy McMillan

Signature:  _____ Date: 5-13-2021

NOTE: This policy is not intended as a contractual obligation. The Metroparks reserves the right to amend the policy from time to time.



HURON-CLINTON
METROPARKS



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: Mike Henkel, Chief of Engineering Services
Subject: Lake St. Clair Electrical Building Distribution Design
Location: Lake St. Clair Metropark
Date: January 9, 2024

Action Requested: Motion to Approve

That the Board of Commissioners approve the proposal dated December 16, 2024, from Hubble, Roth and Clark, Inc., in the amount \$121,000.00 as recommended by Chief of Engineering Services, Mike Henkel and staff.

Fiscal Impact: Funding is available in the engineering professional services account to cover the cost of the design services.

Background: Coordination with DTE is ongoing for the new mainline underground power supply. The layout has been agreed to and is in the process of being formalized with the necessary 10' easements. DTE will supply mainline power conductors and transformers to the agreed to locations within the park. HCMA will be responsible for connecting the existing buildings to the mainline transformers. The attached proposal will provide construction oversight and bidding assistance as well as design specifications and drawings necessary to bid the work once complete. The design work will specify the needed electrical upgrades and the proper conductor sizing to supply each facility. Staff requested the proposal from Hubbell, Roth, and Clark, Inc. to provide the design service as they have been working with staff over the last couple years on upgrades to the electrical system for the park and have been a part of the conversation with DTE so they have intimate knowledge of the project. In addition, timeliness is important to complete this design work as HCMA will need to have an electrical contractor onboard to work in conjunction with DTE during the installation. The date of the installation is targeted for early 2025.

Attachment: Proposal From Hubble, Roth and Clark.

December 16, 2024

Huron-Clinton Metroparks
13000 High Ridge Drive
Brighton, MI 48114

Attn: Mr. Mike Henkel, Chief of Engineering Services

Re: Lake St. Clair Metropark
DTE Distribution Upgrades
Design Plans & Specifications

HRC Job No. 20240271

Dear Mr. Henkel:

Per our meeting with your team and DTE on 12/4/24, and subsequent conversations with Andrew Caulk, HRC is pleased to present this proposal for electrical design services to prepare bid drawings and specifications for the electrical secondary work necessary for the installation of the new DTE looped power service throughout the Lake St. Clair Metropark.

Project Background

The Lake St. Clair Metropark is fed with a 4,800 Volt service from DTE, of which the park is responsible for serving the electrical needs of their entire site. The park's electrical distribution system consists of 18 separate 4,800 Volt transformers, associated primary switches or switchgear, and a 4,800 Volt duct bank system. Previously, HRC prepared design plans and specifications to replace the main 4,800 Volt switchgear and several original 4,800 Volt duct banks running through the Metropark, as they were at the end of their useful life and the park had been experiencing failures of the original cable. Due to the anticipated cost of the project, as well as the desire for HCMA to offload the responsibility of maintaining and distributing electricity through their park, HCMA contacted DTE to discuss taking over the primary service at the Metropark. DTE and HCMA have come to a tentative agreement to move forward in this manner.

Project Approach

HCMA and DTE have agreed upon the number of transformers required for the park, approximate locations of the transformers, and the general primary route for the new service.

Each proposed transformer location will require design plans and specifications for a transformer pad, meter rack, and connection to each building's distribution system. HRC will coordinate with DTE's requirements for secondary services. HRC will perform a field visit to gather additional information necessary for removing the existing service and connecting the new service into each building or area.

The DTE standard Transformer pad details will be utilized, with our understanding that DTE's underground subcontractor is planning to install the transformer pads. HRC will specify the size and number of secondary conduits to be stubbed out of the pad.

Each building or area to be connected will require a meter & CT cabinet, equipment rack, a means of disconnect, and connection point to the building or area's main distribution panel. HCMA also wishes to install manual transfer switches with a portable generator connection in some areas; these will be sized and specified as needed. HRC will prepare typical pay items for each area.

Some areas of the park currently use 240 Volt, 3 phase power. DTE is not currently offering this secondary voltage, so HRC will evaluate the feasibility of changing the voltage and will include step-up/step-down transformers in the design to

compensate as necessary.

The project will be completed in phased approaches with separate bid packages as follows:

Phase 1

Phase 1 will include the design of the secondary service (conduit and wire) from each transformer to a new equipment rack with a CT cabinet (if applicable), utility meter enclosure, and main service disconnect switch. Design plans and technical specifications will be prepared. This will be a standalone bid package so that DTE can energize the new service to the outside of each building or area. DTE anticipates completing their work by April 25, 2025

Phase 2

Phase 2 will include the design of the service from the new main service disconnect switch (installed in the phase 1 package) to the existing main distribution equipment at the Pool Building and the Splash Pad. The existing primary equipment, transformer, and associated cable will be removed back to the nearest primary switch. Design plans and technical specifications will be prepared for use as a standalone bid package so that the Pool Building and Splash Pad can be energized on the new electrical service prior to the start of the 2025 use season.

Phase 3

Phase 3 will include the design of the service from the new main service disconnect switch (installed in the phase 1 package) to the existing main distribution equipment at the other 19 locations (buildings, pump stations, and marinas). The existing primary equipment, transformers, and associated cable will be removed back to the nearest primary switch. Design plans and technical specifications will be prepared for use as a standalone bid package to energize the rest of the park on the new electrical service after the end of the 2025 use season.

Phase 4

Phase 4 will include the decommissioning and demolition of the remaining primary switches, transformers, and removal and disposal of the primary lead-coated cable running throughout the park. Design plans and technical specifications will be prepared for use as a standalone bid package or may be included in the contractor's scope of work for phase 3. This work will commence after the entire park is energized and placed on the new DTE system.

Scope of Services

Design

- ≡ Meeting with Harrison Township
- ≡ Field Visit to each proposed service location
- ≡ Prepare Phase 1 Design plans and specifications to the 90% level
- ≡ Prepare 90% level cost estimate
- ≡ Hold 90% review meeting (virtual)
- ≡ Prepare Phase 1 100%/Issued for Bid Plans & Specifications
- ≡ Prepare Phase 2 Design plans and specifications to the 90% level
- ≡ Prepare 90% level cost estimate
- ≡ Hold 90% review meeting (virtual)
- ≡ Prepare Phase 2 100%/Issued for Bid Plans & Specifications
- ≡ Prepare Phase 3/4 Design plans and specifications to the 90% level

- ≡ Prepare 90% level cost estimate
- ≡ Hold 90% review meeting (virtual or in-person)
- ≡ Prepare Phase 3/4 100%/Issued for Bid Plans & Specifications

Bidding Assistance

- ≡ Attend and lead the pre-bid meeting with contractors (Up to 4 separate bid meetings)
- ≡ Respond to contractor questions.
- ≡ Prepare Addenda (as needed)
- ≡ Evaluate Bids
- ≡ Prepare Letter of Recommendation

Construction Engineering

- ≡ Pre-construction Meeting (Up to 4 separate construction meetings)
- ≡ Shop Drawing Review
- ≡ Respond to Contractor Requests for Information
- ≡ Field Review (6 onsite reviews budgeted)
- ≡ Progress Meetings/DTE Meetings

Budget

- ≡ HRC will provide the above scope of service on a time and materials basis, in accordance with our rate table with HCMA, not-to-exceed as follows:

Design:	\$ 67,500.00
Bidding Assistance:	\$ 19,900.00
Construction Engineering:	<u>\$ 33,700.00</u>
Total, Not-To-Exceed:	\$121,100.00

Project Plan/Schedule

- ≡ We are available to commence immediately on the work upon receiving written approval.
- ≡ We understand that HCMA and DTE need to be in full agreement on the location, number and size of transformers prior to preparing final design drawings. Our schedule is as follows:

Phase 1

- Field Work: Week of January 6, 2025
- Submit 90% Plans and Specs: February 4, 2025
- 90% Review Meeting: February 6, 2025
- 100%/IFB Plans and Specs: February 13, 2025

Phase 2

- To commence in conjunction with Phase 1 efforts
- Submit 90% Plans and Specs: Week of March 3, 2025
- 90% Review Meeting: Week of March 3, 2025
- 100%/IFB Plans and Specs: March 17, 2025

Phase 3/4

- To commence following Phase 2 efforts
- Submit 90% Plans and Specs: Week of June 2, 2025
- 90% Review Meeting: Week of June 9, 2025
- 100%/IFB Plans and Specs: Week of July 7, 2025

Clarifications

- ≡ We intend to utilize existing survey/site/aerial plans. We understand HCMA has AutoCAD backgrounds of the site available, which we will use. Additional site survey or development of a new site plan is not included.
- ≡ HCMA will provide the “front-end” contract documents; HRC will provide modifications to them as necessary to describe the technical aspects of the project.
- ≡ We are providing limited bid assistance and construction engineering services, with the understanding that HCMA will be administering the bid, the contract, and providing the day-to-day field engineering review. HRC has included time to assist with technical questions, review submittals, perform site walks, and attend meetings as requested and required by the progress of the work.

We appreciate the opportunity to continue to work with HCMA. We will await your approval and acceptance to proceed with the efforts.

If you have any questions or require any additional information, please contact the undersigned.

Very truly yours,

HUBBELL, ROTH & CLARK, INC.



Roland N. Alix, P.E.
Principal/Vice President



Michael J. Roskelley, P.E.
Electrical Department Manager

pc: HRC; File

Attachment – 2024 Rate Table

Accepted By:

Signature: _____

Written Name: _____

Title: _____

Dated: _____

HOURLY RATES/FEE STRUCTURE

2024 HOURLY RATE SCHEDULE PREPARED FOR HURON-CLINTON METROPOLITAN AUTHORITY

<i>CATEGORY</i>	<i>BILLABLE RATES</i>
Principal	150.00-197.00
Senior Associate/Managing Engineer	182.00-219.00
Associate/Managing Engineer	144.00-182.00
Manager	126.00-185.00
Supervisor	116.00-153.00
Senior Project Engineer/Architect/Surveyor	140.00-168.00
Project Engineer/Architect/Surveyor	125.00-142.00
Staff Engineer/Architect/Surveyor	111.00-123.00
Senior Project Analyst	114.00-159.00
Project Analyst	108.00-119.00
Graduate Analyst	89.00-116.00
Graduate Engineer/Architect I/II	96.00-118.00
Technical Specialist	120.00-120.00
Senior Designer	139.00-146.00
Designer	129.00-140.00
CADD Technician	66.00-129.00
Senior Survey Office Technician	120.00-120.00
Survey Party Chief	74.00-133.00
Project Representatives	111.00-155.00
Senior Construction Observer	84.00-108.00
Construction Observer I/II	72.00-106.00
Construction – Office Technician	79.00-93.00
Testing Coordinator	96.00-96.00
Testing Technician	66.00-84.00
Administrative Support*	69.00-143.00

Wage rates shown above are for 2024. Rates will be increased an average of 3% in future years.

Billable rates for HRC include unemployment and payroll taxes, contributions for social security, retirement benefits, medical and life insurance benefits, normal printing costs, telephones, fax, computer time, mileage, other overhead costs, and profit.

Allowable reimbursable expenses will be invoiced at our cost, which is defined as the direct costs plus 10%.

* This category includes computer, reproduction, and administrative staff.

HURON-CLINTON METROPARKS MONTHLY STATISTICS

December, 2024

PARK	MONTHLY VEHICLE ENTRIES			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	15,488	15,475	15,550	0%
Wolcott Mill	3,051	3,008	2,686	14%
Stony Creek	19,897	20,004	20,170	-1%
Indian Springs	2,754	2,843	2,804	-2%
Kensington	35,663	38,084	38,644	-8%
Huron Meadows	2,321	3,166	3,096	-25%
Hudson Mills	11,186	12,535	12,284	-9%
Lower Huron/Willow/Oakwoods	14,234	31,193	31,165	-54%
Lake Erie	7,285	7,418	7,439	-2%
Monthly TOTALS	111,879	133,726	133,838	-16%

MONTHLY TOLL REVENUE			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 78,266	\$ 63,422	\$ 65,688	19%
\$ 900	\$ 812	\$ 678	33%
\$ 131,030	\$ 126,787	\$ 126,695	3%
\$ 15,791	\$ 15,038	\$ 15,315	3%
\$ 146,601	\$ 140,299	\$ 143,240	2%
\$ -	\$ 2,946	\$ 3,026	-
\$ 75,025	\$ 75,777	\$ 51,417	46%
\$ 34,328	\$ 57,518	\$ 52,574	-35%
\$ 51,467	\$ 48,038	\$ 43,859	17%
\$ 533,408	\$ 530,637	\$ 502,492	6%

PARK	Y-T-D VEHICLE ENTRIES			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	506,284	481,162	523,865	-3%
Wolcott Mill	45,959	48,695	47,479	-3%
Stony Creek	695,551	645,009	645,437	8%
Indian Springs	100,671	95,523	99,270	1%
Kensington	890,662	806,016	839,662	6%
Huron Meadows	103,921	104,899	112,780	-8%
Hudson Mills	243,205	234,075	249,789	-3%
Lower Huron/Willow/Oakwoods	551,249	527,440	567,265	-3%
Lake Erie	208,706	201,683	211,674	-1%
Monthly TOTALS	3,346,208	3,144,502	3,297,221	1%

Y-T-D TOLL REVENUE			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 2,174,782	\$ 2,029,053	\$ 2,062,985	5%
\$ 43,958	\$ 46,554	\$ 40,849	8%
\$ 2,555,221	\$ 2,576,357	\$ 2,653,929	-4%
\$ 349,569	\$ 341,075	\$ 361,046	-3%
\$ 3,047,520	\$ 2,916,076	\$ 3,027,997	1%
\$ 48,087	\$ 54,265	\$ 76,579	-37%
\$ 585,182	\$ 593,262	\$ 631,541	-7%
\$ 1,098,568	\$ 1,122,008	\$ 1,063,442	3%
\$ 625,198	\$ 585,042	\$ 602,472	4%
\$ 10,528,085	\$ 10,263,692	\$ 10,520,841	0%

PARK	MONTHLY PARK REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	\$ 87,875	\$ 70,841	\$ 72,678	21%
Wolcott Mill	\$ 7,144	\$ 13,322	\$ 16,350	-56%
Stony Creek	\$ 141,705	\$ 132,552	\$ 133,879	6%
Indian Springs	\$ 29,105	\$ 23,063	\$ 21,711	34%
Kensington	\$ 154,966	\$ 150,510	\$ 153,825	1%
Huron Meadows	\$ -	\$ 7,343	\$ 8,527	-
Hudson Mills	\$ 80,630	\$ 82,524	\$ 56,103	44%
Lower Huron/Willow/Oakwoods	\$ 34,747	\$ 61,952	\$ 55,736	-38%
Lake Erie	\$ 54,916	\$ 49,382	\$ 39,858	38%
Y-T-D TOTALS	\$ 591,088	\$ 591,487	\$ 558,666	6%

Y-T-D PARK REVENUE			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 3,072,939	\$ 2,945,000	\$ 2,959,224	4%
\$ 150,446	\$ 164,981	\$ 180,199	-17%
\$ 5,251,028	\$ 5,063,971	\$ 5,075,657	3%
\$ 1,884,972	\$ 1,700,754	\$ 1,663,799	13%
\$ 5,887,888	\$ 5,580,207	\$ 5,706,540	3%
\$ 1,652,003	\$ 1,475,752	\$ 1,413,408	17%
\$ 1,837,703	\$ 1,668,252	\$ 1,633,082	13%
\$ 3,392,013	\$ 3,120,376	\$ 2,778,844	22%
\$ 2,059,293	\$ 1,891,969	\$ 1,865,691	10%
\$ 25,188,285	\$ 23,611,262	\$ 23,276,445	8%

District	Y-T-D Vehicle Entries by Management Unit			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Eastern	1,247,794	1,174,866	1,216,781	3%
Western	1,338,459	1,240,513	1,301,501	3%
Southern	759,955	729,123	778,939	-2%

Y-T-D Total Revenue by Management Unit			
Current	Previous	Prev 3 Yr Avg	Change from Average
8,474,413	8,173,952	8,215,080	3%
11,262,566	10,424,965	10,416,830	8%
5,451,305	5,012,345	4,644,535	17%

HURON-CLINTON METROPARKS MONTHLY STATISTICS

December, 2024

GOLF THIS MONTH	MONTHLY ROUNDS			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Stony Creek	0	0	0	-
Indian Springs	0	0	0	-
Kensington	0	0	0	-
Huron Meadows	0	0	0	-
Hudson Mills	0	0	0	-
Willow	0	0	0	-
Lake Erie	0	0	29	-
Total Regulation	0	0	29	-
LSC Par 3	0	0	1	-
LSC Foot Golf	0	0	0	-
Total Golf	0	0	30	-

MONTHLY REVENUE			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 500	\$ -	\$ 179	180%
\$ 1,224	\$ 575	\$ 250	389%
\$ -	\$ (40)	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ 72	-
\$ 75	\$ 100	\$ 364	-79%
\$ 2,379	\$ 669	\$ 1,186	101%
\$ 4,178	\$ 1,304	\$ 2,039	105%
\$ -	\$ -	\$ 5	-
\$ -	\$ -	\$ -	-
\$ 4,178	\$ 1,304	\$ 2,044	104%

GOLF Y-T-D	GOLF ROUNDS Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Stony Creek	45,315	42,609	40,004	13%
Indian Springs	40,149	37,316	37,059	8%
Kensington	45,463	42,274	41,698	9%
Huron Meadows	43,277	41,720	38,699	12%
Hudson Mills	36,388	34,015	31,666	15%
Willow	35,035	32,431	30,731	14%
Lake Erie	37,086	34,880	34,563	7%
Total Regulation	282,713	265,245	254,421	11%
LSC Par 3	7,732	6,448	6,080	27%
LSC Foot Golf	306	348	506	-40%
Total Golf	290,751	272,041	261,006	11%

GOLF REVENUE Y-T-D			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 1,624,790	\$ 1,451,176	\$ 1,356,763	20%
\$ 1,423,288	\$ 1,267,688	\$ 1,182,081	20%
\$ 1,604,663	\$ 1,399,607	\$ 1,355,527	18%
\$ 1,543,936	\$ 1,379,215	\$ 1,274,323	21%
\$ 1,091,693	\$ 915,209	\$ 840,499	30%
\$ 1,138,741	\$ 1,006,168	\$ 901,400	26%
\$ 1,209,996	\$ 1,067,787	\$ 1,025,408	18%
\$ 9,637,108	\$ 8,486,850	\$ 7,936,002	21%
\$ 64,045	\$ 48,612	\$ 49,207	30%
\$ 1,908	\$ 2,423	\$ 3,884	-51%
\$ 9,703,060	\$ 8,537,885	\$ 7,989,093	21%

AQUATICS THIS MONTH	PATRONS THIS MONTH			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair	0	0	0	-
Stony Creek Rip Slide	0	0	0	-
KMP Splash	0	0	0	-
Lower Huron	0	0	0	-
Willow	0	0	0	-
Lake Erie	0	0	0	-
TOTALS	0	0	0	-

MONTHLY REVENUE			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-

AQUATICS Y-T-D	PATRONS Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair	53,172	53,048	53,058	0%
Stony Creek Rip Slide	18,734	20,280	23,882	-22%
KMP Splash	34,903	39,057	44,286	-21%
Lower Huron	73,255	59,592	48,480	51%
Willow	20,448	16,879	19,884	3%
Lake Erie	0	0	0	-
TOTALS	200,512	188,856	189,590	6%

REVENUE Y-T-D			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 269,841	\$ 274,482	\$ 262,997	3%
\$ 111,184	\$ 116,988	\$ 136,073	-18%
\$ 237,162	\$ 269,732	\$ 290,573	-18%
\$ 826,155	\$ 689,988	\$ 512,035	61%
\$ 93,305	\$ 101,751	\$ 98,211	-5%
\$ -	\$ -	\$ -	-
\$ 1,537,647	\$ 1,452,941	\$ 1,299,889	18%

HURON-CLINTON METROPARKS MONTHLY STATISTICS

December, 2024

PARK	Seasonal Activities this Month			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair				
Welsh Center	2	1	1	100%
Shelters	3	2	3	-10%
Boat Launches	2	50	24	-92%
Marina	0	0	0	-
Mini-Golf	0	0	0	-
Stony Creek				
Disc Golf Daily	0	0	0	-
Disc Golf Annual	7	3	3	133%
Total Disc Golf	7	3	3	133%
Shelters	1	5	7	-85%
Boat Rental	0	0	0	-
Indian Springs				
Shelters	2	0	0	500%
Event Room	4	2	2	100%
Kensington				
Disc Golf Daily	0	0	26	-
Disc Golf Annual	14	8	10	45%
Total Disc Golf	14	8	36	-61%
Shelters	6	6	8	-25%
Boat Rental	0	0	0	-
Huron Meadows				
Shelters	0	2	1	-
Hudson Mills				
Disc Golf Daily	148	217	217	-32%
Disc Golf Annual	24	21	18	31%
Total Disc Golf	172	238	236	-27%
Shelters	2	1	2	0%
Canoe Rental	0	0	0	-
Lower Huron / Willow / Oakwoods				
Disc Golf Daily	5	20	50	-90%
Disc Golf Annual	1	1	1	0%
Total Disc Golf	6	21	51	-88%
Shelters	1	10	6	-84%
Lake Erie				
Shelters	0	0	0	-
Boat Launches	295	311	237	24%
Marina	0	0	0	-

Monthly Revenue			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 6,800	\$ 3,800	\$ 3,375	101%
\$ 1,925	\$ 400	\$ 958	101%
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ -	\$ -	\$ -	-
\$ 420	\$ 180	\$ 240	75%
\$ 420	\$ 180	\$ 240	75%
\$ 1,013	\$ 1,013	\$ 1,388	-27%
\$ -	\$ -	\$ -	-
\$ 400	\$ -	\$ 67	500%
\$ 11,100	\$ 5,800	\$ 5,433	104%
\$ -	\$ -	\$ 78	-
\$ 760	\$ 420	\$ 520	46%
\$ 760	\$ 420	\$ 598	27%
\$ 1,350	\$ 1,350	\$ 1,687	-20%
\$ -	\$ -	\$ -	-
\$ -	\$ 400	\$ 200	-
\$ 444	\$ 651	\$ 652	-32%
\$ 1,260	\$ 1,180	\$ 1,027	23%
\$ 1,704	\$ 1,831	\$ 1,679	2%
\$ 300	\$ 300	\$ 433	-31%
\$ -	\$ -	\$ -	-
\$ 15	\$ 60	\$ 150	-90%
\$ 60	\$ 60	\$ 60	0%
\$ 75	\$ 120	\$ 210	-64%
\$ 200	\$ 2,725	\$ 1,642	-88%
\$ -	\$ -	\$ 67	-
\$ -	\$ -	\$ -	-
\$ 250	\$ 250	\$ 183	36%

HURON-CLINTON METROPARKS MONTHLY STATISTICS

December, 2024

PARK	Seasonal Activities Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair				
Welsh Center	50	36	42	20%
Shelters	407	370	409	0%
Boat Launches	4,860	5,773	5,354	-9%
Marina	2,548	2,918	2,506	2%
Mini-Golf	9,982	8,695	9,405	6%
Stony Creek				
Disc Golf Daily	7,962	8,171	12,023	-34%
Disc Annual	105	112	122	-14%
Total Disc Golf	8,067	8,283	12,145	-34%
Shelters	499	525	525	-5%
Boat Rental	32,185	6,017	42,818	-25%
Boat Launches	388	472	440	-12%
Indian Springs				
Shelters	91	85	92	-1%
Event Room	26	24	34	-24%
Kensington				
Disc Golf Daily	17,685	20,055	23,830	-26%
Disc Annual	228	272	291	-22%
Total Disc Golf	17,913	20,327	24,121	-26%
Shelters	561	534	558	0%
Boat Rental	11,151	11,233	12,557	-11%
Huron Meadows				
Shelters	41	53	54	-25%
Hudson Mills				
Disc Golf Daily	7,139	7,193	7,986	-11%
Disc Annual	202	167	142	42%
Total Disc Golf	7,341	7,360	8,128	-10%
Shelters	150	169	171	-12%
Canoe Rental	0	0	8,171	-
Lower Huron / Willow / Oakwoods				
Disc Golf Daily	461	946	1,403	-67%
Disc Annual	6	18	13	-54%
Total Disc Golf	467	964	1,416	-67%
Shelters	420	448	443	-5%
Lake Erie				
Shelters	68	56	65	4%
Boat Launches	18,888	17,739	15,368	23%
Marina	0	0	0	-

Seasonal Revenue Y-T-D			
Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair			
\$ 73,500	\$ 48,800	\$ 77,417	-5%
\$ 100,242	\$ 98,885	\$ 101,015	-1%
\$ -	\$ -	\$ -	-
\$ 20,255	\$ 23,736	\$ 22,567	-10%
\$ 46,456	\$ 52,304	\$ 47,579	-2%
Stony Creek			
\$ 27,270	\$ 27,408	\$ 40,257	-32%
\$ 6,288	\$ 6,700	\$ 7,235	-13%
\$ 33,558	\$ 34,108	\$ 47,492	-29%
\$ 113,165	\$ 107,530	\$ 116,028	-2%
\$ 146,377	\$ 145,830	\$ 181,952	-20%
\$ -	\$ -	\$ -	-
Indian Springs			
\$ 11,725	\$ 10,350	\$ 12,183	-4%
\$ 69,000	\$ 67,800	\$ 92,550	-25%
Kensington			
\$ 59,555	\$ 66,319	\$ 80,727	-26%
\$ 13,240	\$ 15,780	\$ 16,967	-22%
\$ 72,795	\$ 82,099	\$ 97,693	-25%
\$ 116,142	\$ 116,038	\$ 120,488	-4%
\$ 202,250	\$ 199,662	\$ 219,884	-8%
Huron Meadows			
\$ 6,600	\$ 7,200	\$ 8,967	-26%
Hudson Mills			
\$ 21,417	\$ 21,579	\$ 23,958	-11%
\$ 11,400	\$ 9,880	\$ 8,280	38%
\$ 32,817	\$ 31,459	\$ 32,238	2%
\$ 22,800	\$ 22,500	\$ 28,133	-19%
\$ 64,702	\$ -	\$ 46,096	40%
Lower Huron / Willow / Oakwoods			
\$ 1,383	\$ 2,451	\$ 4,181	-67%
\$ 320	\$ 1,000	\$ 720	-56%
\$ 1,703	\$ 3,451	\$ 4,901	-65%
\$ 87,851	\$ 95,730	\$ 90,885	-3%
Lake Erie			
\$ 14,225	\$ 11,150	\$ 13,450	6%
\$ -	\$ -	\$ -	-
\$ 197,879	\$ 217,982	\$ 224,208	-12%

HURON-CLINTON METROPARKS MONTHLY STATISTICS

December, 2024

PARK	Cross Country Ski Rental this Month			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Stony Creek	\$ -	\$ -	\$ -	-
Kensington	\$ -	\$ -	\$ -	-
Huron Meadows	\$ -	\$ 3,997	\$ 5,299	-

Cross Country Ski Rental Y-T-D			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 1,550	\$ 3,980	\$ 10,992	-86%
\$ 4,789	\$ 7,637	\$ 13,858	-65%
\$ 15,147	\$ 34,954	\$ 53,625	-72%

PARK	Winter Sports this Month			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair				
XC Skiers	0	0	0	-
Ice Skaters	0	0	0	-
Sledders	0	0	0	-
Ice Fishermen	0	0	0	-
Stony Creek				
XC Skiers	0	0	1	-
Ice Skaters	0	0	0	-
Sledders	0	0	63	-
Ice Fishermen	0	0	11	-
Indian Springs				
XC Skiers	0	0	7	-
Sledders	0	0	8	-
Kensington				
XC Skiers	0	0	68	-
Ice Skaters	0	0	0	-
Sledders	0	0	67	-
Ice Fishermen	0	0	0	-
Huron Meadows				
XC Skiers	0	67	302	-
Ice Fishermen	0	0	0	-
Hudson Mills				
XC Skiers	0	0	17	-
Willow				
XC Skiers	0	0	0	-
Sledders	0	0	6	-
Lake Erie				
XC Skiers	0	0	0	-
Sledders	0	0	0	-
Ice Fishing	0	0	0	-

Winter Sports Y-T-D			
Current	Previous	Prev 3 Yr Avg	Change from Average
0	0	38	-
35	0	275	-87%
43	40	520	-92%
985	925	2,817	-65%
99	440	1,582	-94%
0	0	39	-
57	270	1,731	-97%
39	0	272	-86%
225	234	220	2%
334	352	689	-52%
471	800	1,505	-69%
3	0	27	-89%
1,515	3,043	5,045	-70%
0	0	167	-
1,495	3,749	6,392	-77%
0	0	0	-
150	130	658	-77%
3	5	47	-94%
41	152	1,717	-98%
0	0	9	-
31	75	121	-74%
407	136	2,177	-81%

INTERPRETIVE FACILITIES								
PARK	Monthly Patrons Served				YTD Patrons Served			
	(total program participants and non-program visitors)				(total program participants and non-program visitors)			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	4,980	3,736	3,678	35%	160,505	156,244	150,045	7%
Wolcott Mill	3,250	1,794	2,023	61%	43,044	41,457	34,063	26%
Wolcott Farm	5,873	5,626	5,299	11%	69,363	66,062	62,861	10%
Stony Creek	8,455	9,331	9,048	-7%	176,566	174,288	174,505	1%
Eastern Mobile Center	343	275	312	10%	10,084	14,369	13,428	-25%
Indian Springs	2,297	2,217	2,577	-11%	60,288	53,032	56,663	6%
Kens NC	13,235	15,563	13,910	-5%	304,547	307,855	308,696	-1%
Kens Farm	8,424	8,736	8,259	2%	234,650	222,182	233,347	1%
Western Mobile Center	441	577	479	-8%	11,198	10,455	10,179	10%
Hudson Mills	3,741	2,880	3,155	19%	32,812	42,390	38,799	-15%
Oakwoods	13,587	11,403	11,572	17%	169,322	160,502	162,069	4%
Lake Erie	15,210	12,679	13,031	17%	186,603	176,276	177,942	5%
Southern Mobile Center	382	479	460	-17%	26,743	23,848	24,276	10%
Totals	80,218	75,296	73,805	9%	1,485,725	1,448,960	1,446,872	3%

PARK	Monthly Revenue			
	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	\$ 862	\$ 2,119	\$ 937	-8%
Wolcott Mill	\$ -	\$ -	\$ -	-
Wolcott Farm	\$ 3,320	\$ 11,884	\$ 5,845	-43%
Wagon Rides	\$ -	\$ -	\$ -	-
FARM TOTAL	\$ 4,141	\$ 12,510	\$ 14,983	-72%
Stony Creek	\$ 259	\$ 975	\$ 437	-41%
Eastern Mobile Center	\$ 1,525	\$ 525	\$ 190	703%
Indian Springs	\$ 590	\$ 1,650	\$ 552	7%
Kens NC	\$ 637	\$ 1,588	\$ 772	-17%
Kens Farm	\$ 413	\$ 639	\$ 972	-57%
Wagon Rides	\$ 49	\$ 228	\$ 227	-78%
FARM TOTAL	\$ 462	\$ 867	\$ 1,424	-68%
Western Mobile Center	\$ 50	\$ 663	\$ 363	-86%
Hudson Mills	\$ 814	\$ 1,081	\$ 176	362%
Oakwoods	\$ 164	\$ 253	\$ 288	-43%
Lake Erie	\$ 820	\$ 264	\$ 260	215%
Southern Mobile Center	\$ 416	\$ 625	\$ 208	100%
Totals	\$ 10,740	\$ 23,119	\$ 20,591	-48%

YTD Revenue			
Current	Previous	Prev 3 Yr Avg	Change from Average
\$ 42,848	\$ 41,124	\$ 19,071	125%
\$ 792	\$ 1,783	\$ 2,365	-67%
\$ 46,450	\$ 37,729	\$ 21,472	116%
\$ -	\$ 3,010	\$ 1,003	-
\$ 101,408	\$ 114,109	\$ 98,879	3%
\$ 29,205	\$ 14,551	\$ 9,540	206%
\$ 20,002	\$ 15,452	\$ 7,078	183%
\$ 23,989	\$ 11,087	\$ 7,891	204%
\$ 32,803	\$ 39,671	\$ 19,858	65%
\$ 44,547	\$ 59,109	\$ 45,307	-2%
\$ 13,632	\$ 14,884	\$ 11,840	15%
\$ 62,896	\$ 80,707	\$ 63,844	-1%
\$ 10,764	\$ 12,615	\$ 7,545	43%
\$ 22,062	\$ 20,840	\$ 10,849	103%
\$ 15,237	\$ 8,879	\$ 6,820	123%
\$ 16,914	\$ 14,388	\$ 7,707	119%
\$ 12,423	\$ 11,623	\$ 6,081	104%
\$ 391,342	\$ 386,828	\$ 267,528	46%

BREAKDOWN OF ATTENDANCE	ON-SITE Programs and Attendance			
	CURRENT YEAR		PREVIOUS YEAR	
	Programs	Attendance	Programs	Attendance
Lake St Clair	17	216	13	218
Wolcott Mill	-	-	-	-
Wolcott Farm	28	2,660	32	2,413
Stony Creek	17	169	25	331
Eastern Mobile Center				
Indian Springs	6	132	3	104
Kens NC	16	341	17	420
Kens Farm	35	918	33	957
Western Mobile Center				
Hudson Mills	1	241	4	380
Oakwoods	10	187	12	240
Lake Erie	10	251	11	154
Southern Mobile Center				
Totals	140	5,115	150	5,217

OFF-SITE Programs and Attendance			
CURRENT YEAR		PREVIOUS YEAR	
Programs	Attendance	Programs	Attendance
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
2	169	1	179
-	-	-	-
-	-	4	65
-	-	1	27
17	441	32	577
-	-	-	-
-	-	1	44
1	59	-	-
12	382	13	479
32	1,051	52	1,371

BREAKDOWN OF ATTENDANCE	OTHER VISITORS (Non-programs)	
	Current	Previous
Lake St Clair	4,764	3,518
Wolcott Mill	3,250	1,794
Wolcott Farm	3,213	3,213
Stony Creek	8,286	9,000
Indian Springs	2,165	2,113
Kens NC	12,894	15,078
Kens Farm	7,506	7,752
Hudson Mills	3,500	2,500
Oakwoods	13,400	11,119
Lake Erie	14,900	12,525
Totals	73,878	68,612

"ON-SITE" - Statistics includes both programs offered to the public and programs offered to school and scout groups.

"OFF-SITE" - Statistics includes outreach programs at schools, special events such as local fairs, or outdoor related trade shows.

"OTHER VISITORS" - Represents patrons to interpretive centers who visit to view exhibits, walk trails, and generally just enjoy the outdoors.