

AGENDA
Work Session
Huron-Clinton Metropolitan Authority
Board of Commissioners Meeting
March 10, 2022 – 10:00 a.m.

Administrative Office and Via Zoom

<https://us02web.zoom.us/j/88072622453?pwd=enl5WHFrV3Q1Yk5VTTdzT2s2VEhhUT09>

Meeting ID: 880 7262 2453 / **Passcode:** 681049

Dial by your location: +1-929-205-6099 U.S. (New York) / +1-312-626-6799 U.S. (Chicago)

1. Call to Order
2. Chairman's Statement
3. Introduction of Speaker – Artina Carter, Chief of Diversity, Equity and Inclusion
4. Keynote Address – Johann Hari
 - a. Questions and Answers – Board of Commissioners, Mr. Hari
5. Public Participation
6. Commissioner Comments
7. Motion to Adjourn

PUBLIC HEARING

**Michigan Natural Resources Trust Fund Grant Applications
Huron-Clinton Metropolitan Authority
Board of Commissioners Meeting
March 10, 2022 – 1:00 p.m.**

Administrative Office and via Zoom (for the public)

<https://us02web.zoom.us/j/88520055982?pwd=cnUzK0FpM3Q1NmhOMHYrb0tKUFdLQT09>

Meeting ID: 885 2005 5982 / **Passcode:** HCMA2022

Dial by your location: +1 929 205 6099 (New York) / +1 301 715 8592 (Washington, D.C)

1. Call to Order
2. Chairman's Statement
3. Motion to Open Public Hearing
4. Grant Applications Overview – Jay Bibby, Interim Chief of Planning and Development
 - a. **Delhi Metropark**, located at 3902 E. Delhi, Ann Arbor, MI 48103.
 1. The proposed project would make improvements for accessibility along the Huron River by renovating the site to add a new floating dock system and launch/take-out area using universal design principals.
 - b. **Lake St. Clair Metropark**, located at 31300 Metro Parkway, Harrison Township, MI 48045.
 1. The proposed project for Lake St. Clair Metropark would improve the West Boardwalk and associated amenities for accessibility using universal design principles
 - c. **Stony Creek Metropark**, located at 4300 Main Park Road, Shelby Township, MI 48316.
 1. The proposed project at Stony Creek Metropark would improve accessibility of the Reflection Nature Trail and associated amenities using universal design principles
5. Public Participation
6. Motion to Close Public Hearing

Note: *Action on grant applications will be taken during the regular meeting of the Board of Commissioners following the public hearing.*

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Huron-Clinton Metropolitan Authority
Board of Commissioners Meeting
March 10, 2022 – 1:00 p.m.

Administrative Office and via Zoom (for the public)

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Meeting ID: 885 2005 5982 / **Passcode:** HCMA2022

Dial by your location: +1 929 205 6099 (New York) / +1 301 715 8592 (Washington, D.C)

1. Call to Order
2. Chairperson's Statement
3. Public Participation
4. Approval – February 10, 2022 regular meeting minutes
5. Approval – March 10, 2022 Full Agenda

Consent Agenda

6. Approval – March 10, 2022

- a. Approval – Director's Employment Agreement Extension **pg. 1**
- b. Approval – January / February 2022 Financial Statements
- c. Approval – February 2022 Appropriation Adjustments **pg. 15**
- d. Report –Capital Project Fund Update **pg. 17**
- e. Report –Major Maintenance Update **pg. 23**
- f. Approval/Resolutions – Grant Applications
 1. Delhi Metropark – Launch and Take-Out Improvements (MNTF grant) **pg. 26**
 2. Lake St. Clair Metropark – West Boardwalk Improvements (LWCF grant) **pg. 28**
 3. Stony Creek Metropark – Reflection Trail Improvements (LWCF grant) **pg. 30**
 4. Stony Creek Metropark – Reflection Trail Improvements (MNTF grant) **pg. 32**
- g. Purchases
 1. Report – Purchases over \$10,000 **pg. 34**
 2. Total Spend and Vendor Location **pg. 35**
 3. Beach Sifter, Lake St. Clair **pg. 37**
 4. Compact Wheel Loader, Lake Erie **pg. 38**

Regular Agenda

7. Reports

A. Administrative Department

1. Presentation – Detroit Riverfront Conservancy **pg. 39**
2. Approval – 2022 Major Media Buys **pg. 40**

B. Departmental Updates

1. Report – 2022 Deer Herd and Ecosystem Management Plan Update **pg. 155**
2. Report – Marketing Update **pg. 156**
3. Report – Planning and Development Update **pg. 161**
4. Report – Interpretive Services Update **pg. 180**
5. Report – DEI Update **pg. 187**

C. Financial Department

1. Report – Monthly Financial Review **pg. 190**

D. Engineering Department

1. Bids – West Branch Accessibility Walkway, Stony Creek **pg. 198**
2. Bids – Oakgrove Dog Off-Leash Fence Installation, Stony Creek **pg. 200**
3. Bids – Fishing Pier Reconstruction, Lake St. Clair **pg. 202**

8. Leadership Update
 - a. Swim Program **pg. 204**
 - b. Juneteenth Event **pg. 248**
9. Other Business
10. Public Participation
11. Commissioner Comments
12. Motion to Adjourn

A work session will take place prior to the regular meeting
Thursday, March 10, 2022 – 10:00 a.m.
Administrative Office and via Zoom

The next regular Metroparks Board meeting will take place
Thursday, April 14, 2022 – 1:00 p.m.
Indian Springs Metropark – Environmental Discovery Center



To: Board of Commissioners
From: Randy Rossman, Chief of Human Resources and Labor Relations
Project Title: Approval – Director’s Employment Agreement Extension
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve the Director’s Employment Agreement Extension as presented.

Attachment: Employment Agreement Extension

EMPLOYMENT AGREEMENT

THIS AGREEMENT is entered into on this 10th day of March, 2022 by and between Huron-Clinton Metropolitan Authority, a public body corporate of the State of Michigan having offices at 13000 High Ridge Drive, Brighton, Michigan, 48114, hereinafter referred to as “Authority,” and Amy McMillan, whose legal address is 3483 E Mt Morris Rd., Mount Morris, Michigan, 48458, hereinafter referred to as “Employee” or “Director.”

WHEREAS, the Authority desires to employ Employee and Employee desires to become employed by the Authority as Director, upon the terms and subject to the conditions hereinafter set forth.

NOW, THEREFORE, in consideration of the promises and the mutual covenants and agreements hereinafter set forth, the parties hereby mutually agree as follows:

1. Employment and Duties.

1.1 The Authority agrees to employ Employee as Director. Employee is employed with those working duties and responsibilities set forth in the Position Description that is attached hereto and made a part of this Agreement as Exhibit A and as described in applicable sections of the Huron-Clinton Metropolitan Authority By-laws and such other duties as may be determined and assigned to Employee by the Board of Commissioners of the Authority from time to time. In performing her duties under this Agreement, the Director position serves as the Chief Executive Officer of the Authority and performs a variety of administrative and managerial duties related to the operations of the Authority. The position reports directly to the Board of Commissioners to promote the purpose and vision of the 13 Metroparks and to provide leadership, development, and direction in the development and implementation of short, and long-range plans, ensuring that the mission and core values of the Authority are achieved; and to develop policies, procedures, and processes as needed to implement the decisions and policy directives of the Board of Commissioners. The Director’s duties and responsibilities include, but are not limited to, the following:

- Director shall be responsible for the approval of all purchase orders and commitments for equipment and material and the employment of all services for the activities of the Authority, authorized or directed by the Board of Commissioners.
- Director may make purchases or commitments for an amount not exceeding the purchasing limit set forth in the Authority’s Bylaws or purchasing policies (currently, Twenty Five Thousand Dollars and No Cents (\$25,000.00), but subject to change by the Board of Commissioners) (the “Purchasing Limit”), without prior approval of the Board of Commissioners, provided that written confirmation has been received from the Controller that money has been appropriated and is available for such purposes. Purchases shall be made only after having received as many quotations as practicable from qualified bidders, in accordance with the Board of Commissioner’s approved purchasing policy.
- For any expenditure in an amount in excess of the Purchasing Limit, Director shall obtain bids and present tabulations to the Board of Commissioners for approval. Bids will not be required for the purchase of land, for payrolls, or the employment of professional or specialized services. This paragraph shall be effective except in case of written contracts

which have previously been approved by the Board of Commissioners. In such cases, the terms of the Contract shall govern.

- Director shall certify all invoices for property or services, stating that such property or services were duly ordered, have been received and are satisfactory.
 - Director shall certify the payrolls of all employees.
 - Director shall perform any and all other duties and responsibilities assigned to her by the Board of Commissioners, from time to time.
- 1.2 Employee agrees to accept employment with the Authority on the terms and conditions set forth in this Agreement and agrees to devote Employee's full and exclusive business time, best efforts, energy and skill to fulfilling the duties of the Director position. Employee must comply with the policies and procedures of the Authority regarding personal conduct, conflicts of interests, anti-harassment, and other policy statements applicable to employees.
- 1.3 Employee shall perform services in a diligent and professional manner in accordance with the terms of this Agreement and Authority policies. Employee represents that professional services performed under this Agreement shall be performed in a manner consistent with the level of care and skill ordinarily exercised by professionals in her field of expertise. Employee shall comply with all Authority policies with respect to safety and conduct, in accordance with Authority policy documentation.

2. Duration of Contract and Termination.

- 2.1 This Agreement shall be effective at the start of the business day on March 10, 2022 (the "Commencement Date"), and shall continue to and including April 30, 2027 ("Expiration Date"), unless earlier terminated by either the Authority or the Employee pursuant to this section 2. Subject to the terms of this Agreement, it is understood that Employee's employment relationship with the authority may be terminated at any time by either party with or without cause, and shall be regarded as an "employment at will." Either party may terminate this Agreement at any time, with or without cause, and with at least 30 days written notice. This Agreement may be extended only by approval of the Board of Commissioners and mutual written agreement signed by the Employee and the Chair and Secretary of the Board of Commissioners, and Employee shall have no expectancy that this Agreement or Employee's employment will be automatically or otherwise be renewed or extended without such approval and mutual written extension.
- 2.2 In the event the Authority terminates this Agreement prior to the Expiration Date for reasons other than those constituting "Good Cause" as defined in this Section, the Authority will pay Employee a severance payment equal to six (6) months of salary provided Employee executes the Confidential Separation Agreement and Release attached as Exhibit B. In the event the Authority terminates this Agreement prior to the Termination Date for reasons constituting "Good Cause" as defined this Section, the Employee will not be entitled to any severance payment or further salary payments, benefits or credits beyond the date on which Employee is terminated.

As used in this Agreement, "Good Cause" shall mean any of the following, individually or collectively:

- (a) Deliberate, material and serious refusal or unwillingness to perform the duties set forth in this Agreement;
- (b) Gross negligence, fraud or dishonesty;
- (c) Conviction of a felony or of any offense or violation involving dishonesty, fraud, misappropriation, or theft;
- (d) A deliberate or serious violation of any written rule, policy, regulation, bylaw or directive of the Authority; or
- (e) Conduct which has a material adverse impact on the fiscal integrity of the Authority.

3. Termination Due to Incapacity or Inability to Perform Duties.

In the event that Employee is unable to perform the essential functions of the Director position, with or without reasonable accommodation, by reason of illness, accident, disability, or incapacity for a period of more than three (3) months, the Board shall have the right upon 30 days written notice to the Employee, to terminate Employee's appointment as Director and this Employment Agreement, and all obligations of the Authority shall thereupon cease, except as otherwise required by any disability insurance policy provided by the Authority to non-bargaining administrative employees and in effect at the date the incapacity occurs. During the three-month period during which the Employee is unable to perform the functions of the Director's position, as described herein, the Employee shall receive such paid leave benefits as are available to non-bargaining administrative employees.

If the Board of Commissioners deems Employee disabled, totally incapacitated, or incapable of carrying out the duties as Director, with or without reasonable accommodation, the Board of Commissioners reserves the right to require Employee to submit to a medical examination, either physical or mental. Such examination shall be performed by a physician licensed to practice medicine in the State of Michigan, paid for and selected by the Authority.

4. Compensation.

The Authority shall compensate Employee at the rate of One Hundred Sixty-Five Thousand Dollars and Zero Cents (\$165,000.00) per annum, payable biweekly subject to withholdings required by law and in accordance with the Authority's normal payroll practices. Changes in the annual salary may be made in the sole discretion of the Board of Commissioners. Upon the commencement date of this agreement, Employee will be paid a \$5,000.00 signing bonus.

5. Benefits.

Employee shall be eligible to receive such hospitalization, dental, vision, life, and disability insurance coverages as apply to other non-bargaining administrative employees of the Authority, which are subject to change by the Authority. Employee's coverage under and participation in such insurance programs shall be governed by the same eligibility restrictions, premium co-pays, and deductibles, and other conditions that the Authority imposes from time to time. Employee and the Authority hereby agree that the Authority reserves the right to amend, modify, or terminate any employee benefit or other welfare benefit program in its sole discretion. The

Authority shall pay one time each year of this Agreement all medical expenses incurred by Employee not covered by insurance for Employee to receive a comprehensive health physical by her physician of choice. Nothing in this Agreement shall vest in Employee any right to any particular health care benefit, level of benefit, or program.

Employee shall be eligible to participate in the Authority's applicable retirement plans that apply to non-bargaining unit administrative personnel, which are subject to change by the Authority. Except as otherwise provided in this Agreement, the conditions of participation and accrual of service in such plan shall be governed by the plan documents. Employee agrees that the Authority reserves and retains the right to terminate, modify, or amend the applicable pension plan at any time and in its sole discretion.

6. Vacations, Personal Leave, Paid Sick Leave, and Holidays; Business Vehicle.

Employee shall be eligible to receive and use paid vacation and holiday leave, paid personal/comp leave and paid sick leave on the same terms and conditions as apply to other non-bargaining unit administrative employees of the Authority, provided however that the Employee shall accrue vacation leave at a rate of four (4) hours per week (26 days annually).

Subject to Authority policy, the Authority will provide Employee with a vehicle for business use.

7. Expenses.

The Authority shall reimburse Employee for cellular phone charges and travel expenses Employee incurs in connection with Authority-related business activities. Reimbursement shall be made in accordance with the Authority's approved budget and Mobile Phone Policy and Travel Reimbursement Policy applicable generally to other Authority employees, which is subject to change by the Authority.

8. Confidential Information.

To the extent permitted by law, Employee agrees to treat the following types of information as confidential trade secret property of the Authority: development and design specifications, advertising and promotional materials, forecasts, marketing plans and strategies, pricing of services, events and products; computer programs and instructions relating to the Authority's publications; employee benefits and personnel information and any other documents or information which the Authority designates from time-to-time as confidential; or information which relates to the activities of the Authority and which is not generally available to third persons, including without limitation all specifications, designs, and plans relating to efforts to market the Authority's parks, events, services and facilities.

9. Authority Property

Authority shall retain ownership of all property provided by Authority to Employee or otherwise in the possession of Employee during the course of her employment, including material, supplies, equipment, and computer software. The Authority shall have ownership of all documents, reports, and files, in printed or electronic format, created by Employee pursuant to this Agreement and her employment. Upon completion or termination of this Agreement, all such property shall be returned to Authority by Employee.

10. Confidentiality.

During and after the term of Employee's services, Employee agrees to keep and maintain the confidentiality of all trade secret and confidential information described in Paragraphs 8 and 11 of this Agreement, and other documents and property of Authority, and shall make no use of any trade secret information, confidential information, documents, or property of Authority except in the performance of the Employee's services rendered on behalf of Authority.

11. Intellectual Property.

All rights, title, and interest in and to any copyrights, patents, trade secrets, trademarks, service marks, discoveries, inventions (whether patented or not), developments or other intellectual property rights recognized by the laws of any country or state (the "Intellectual Property") in any works created individually or jointly by Employee (the "Works") are hereby assigned irrevocably to, and shall vest exclusively in, the Authority. To the extent that, by operation of law, Employee owns any Intellectual Property rights in the Works, Employee hereby irrevocably assigns and transfers to the Authority all rights, title, and interest in and to such Works. Employee agrees to execute all documents and perform all acts that the Authority may reasonably request in order to assist the Authority in perfecting its rights to the Works.

12. Conflict of Interest

During the term of this agreement, Employee shall not engage in any activity or assist any other person engage in any activity that would, in the sole opinion and discretion of the Authority, constitute a conflict of interest in carrying out Employee's activities, duties and responsibilities pursuant to this Agreement or her position as Director.

13. Indemnification

Employee shall indemnify and hold harmless Authority, Authority's officers, Commissioners, representatives, and employees from and against any and all costs, losses, and damages caused solely by the negligent acts or omissions of Employee in the providing of services under this Agreement.

14. Entire Agreement.

This Agreement constitutes the entire agreement of the parties regarding the terms and conditions of Employee's employment with the Authority, and supersedes any and all prior written or oral communications, representations, promises, commitments, or understandings regarding Employee's employment. This Agreement may be changed or amended only by an agreement in writing signed by the Employee and by the Chair and Secretary of the Board of Commissioner.

15. Severability.

If any provision of this Agreement shall, for any reason, be held invalid or unenforceable, such invalidity or unenforceability shall not affect any other provision of this Agreement, but this Agreement shall then be construed as if such invalid and/or unenforceable provision had never been contained herein.

16. Choice of Law and Severability.

The terms of this Agreement are contractual and not a mere recital. The terms and conditions of this Agreement shall be governed by and construed in accordance with the laws of the State of Michigan.

17. Waiver

Non-enforcement of any provision herein by either party shall not constitute a waiver of that provision, nor shall it affect the enforceability of that provision or of the remainder of this Agreement.

IN WITNESS WHEREOF, the parties hereto have signed this Agreement the date and year written above in the first paragraph of this Agreement.

EMPLOYEE

HURON-CLINTON METROPOLITAN AUTHORITY

Amy McMillan

By: _____
Name: Jaye Quadrozzi
Its: Chair

Dated: _____

By: _____
Name: John Paul Rea
Its: Secretary

Dated: _____

EXHIBIT A

POSITION DESCRIPTION

Director

GENERAL STATEMENT OF DUTIES: Under the direction of the Board of Commissioners, the Director serves as chief executive officer of the Metroparks and provides strategic and operational leadership for the organization.

SUPERVISION RECEIVED: This is an at-will position that works under the policy direction of the Board of Commissioners.

SUPERVISION EXERCISED: The Director provides direction to and works collaboratively with the Metroparks senior management team.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Provides leadership and direction in the development and implementation of short and long-range plans, ensures that the mission and core values of the Metroparks are achieved.
- Develops policies, procedures and processes as needed to implement the decisions and policy directives of the Board of Commissioners.
- Works in conjunction with the Board of Commissioners to develop a vision for the future of HCMA.
- Provides professional advice to the Board of Commissioners and department heads.
- Engages the Board on policy matters and communicates information, analysis and recommendations and options for Board consideration.
- Evaluates potential projects, programs and services to determine feasibility and makes recommendations and reports to the Board of Commissioners.
- Communicates with the Board of Commissioners on a regular basis. Ensures that Board is notified of issues and emergencies as they arise.
- Represents the Metroparks and collaborates with local and regional institutions and groups in support of the Metroparks mission and goals.
- Identifies, measures and reports Key Performance Indicators (KPIs). Uses data to drive operational improvements.
- Promotes the adoption of new technology to support operational efficiency and customer service.
- Serves as final hiring and terminating authority for all personnel except those whose appointment is made by the Board of Commissioners. Actively supports the development of a diverse workforce and an inclusive organizational culture.
- Collaborates with all members of senior leadership to direct and administer operations to achieve full and effective use of personnel, facilities and equipment and to establish a strong productive organizational culture.
- Provides clear direction and feedback to HCMA department heads and holds them accountable for results.
- Assures that Metroparks parks, amenities and services are responsive to the diverse population of the region including urban residents and underserved communities.
- Monitors HCMA operations to ensure compliance with all applicable laws (including the Americans with Disabilities Act), regulations, rules, policies, ordinances and HCMA bylaws.

MINIMUM QUALIFICATIONS:

Required:

- Bachelor's degree in a related field from an accredited college or university and/or demonstrated experience and success in a relevant executive leadership role.
- Ability to perform the essential duties as listed.

Preferred:

- Master's Degree in a related field from an accredited college or university.
- Ten years of increasingly responsible management level experience sufficient to demonstrate ability to perform the required duties.
- Three years of experience in an executive leadership role.
- Working knowledge of parks & recreation operations.

TOOLS & EQUIPMENT USED: Computer including financial, accounting, payroll, data base, scheduling, publishing, spreadsheet, and word processing software; calculator, copy & fax machines; phone, radios, automobile.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to walk, sit, talk and hear. The employee is frequently required to use hands to handle, feel or operate objects, tools, or controls; and reach with hands and arms. Specific vision abilities required by this job include close vision, color vision and the ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee generally performs work within an office environment. The noise level is usually quiet. Occasionally, the employee will be required to work in outdoor environments and will be subject to weather conditions to include heat, rain, and snow.

The Huron-Clinton Metropolitan Authority is an Equal Opportunity Employer (EOE).

EXHIBIT B

CONFIDENTIAL SEPARATION AGREEMENT AND RELEASE

This Confidential Separation Agreement and Release (“Agreement”) is made and entered into by and between Amy McMillan (“Employee”) and Huron-Clinton Metropolitan Authority (“HCMA”). For value received and in consideration of the mutual covenants contained in this Agreement, and intending to be legally bound, Employee and HCMA agree as follows:

1. Termination of Employment. Employee agrees that her employment with HCMA is irrevocably ended effective _____ (“Termination Date”), and that her employment will not be resumed again at any time in the future. Employee further acknowledges that her agreement to not apply for employment with HCMA is a material inducement for HCMA to enter into this Agreement.

2. Severance Benefits. In consideration of the release and promises made by the Employee and HCMA in this Agreement and in full accord, satisfaction and discharge of any and all obligations, agreements, contracts, commitments, understandings, or otherwise, HCMA agrees as follows:

(a) to pay Employee a lump sum severance payment representing 6 (six) months of salary in the gross sum of _____ Dollars (\$_____), less any applicable withholdings or deductions required by federal, state and local law (the “Severance Payment”). The Severance Payment will be made within 10 days of the Effective Date of the Agreement as defined in Paragraph 12. Employee stipulates that she is not entitled to any additional unemployment compensation benefits for the period of time represented by the Severance Payment. Employee agrees that for purposes of calculating qualifying wages, the Severance Payment is hereby allocated in equal amounts to all weeks for which Employee receives any unemployment compensation award.

It is understood and agreed that the foregoing Severance Payment is good and valuable consideration for this Agreement and does not constitute monies or benefits to which Employee is otherwise entitled as part of her employment or separation from employment with HCMA.

3. Release of Claims. Employee, and her respective agents, assigns, attorneys, employees, executors, heirs, offspring, relations, and spouse (current or former), release and forever discharge HCMA and/or its respective successors, predecessors, assigns, affiliates, and their respective past and present commissioners, officers, agents, representatives, attorneys, and employees, (hereafter collectively referred to as “HCMA”), from any and all actions, causes of action, claims, demands, liabilities, damages, including without limitation compensatory, exemplary, statutory, and punitive damages, costs and attorney fees, in law or in equity, known or unknown, against HCMA, which Employee had, now has and/or may or shall have by reason of any matter, fact, cause or thing of any conceivable kind or character whatsoever, from the beginning of time to the effective date of this Agreement, arising out of or relating to my employment with HCMA and the end of that employment. This Agreement includes specifically, but not by way of limitation, any claims against HCMA arising out of, or related to, any federal, state, or local laws, employment laws, or civil rights laws, including,

without limitation, the Michigan Elliott-Larsen Civil Rights Act, the Michigan Persons with Disabilities Civil Rights Act, the Michigan Wage and Fringe Benefits Act, the Michigan Whistleblowers' Protection Act, the Federal Civil Rights Acts of 1866, 1871, 1964, and 1991, Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967 ("ADEA"), the Older Workers Benefit Protection Act of 1990, the Family and Medical Leave Act of 1993, the Pregnancy Discrimination Act, the Employee Retirement Income Security Act of 1974, the Consolidated Omnibus Budget Reconciliation Act of 1985, the Americans With Disabilities Act of 1990, the Whistleblowers' Protection Act, the Genetic Information Nondiscrimination Act of 2008, as each may have been amended from time to time, and any claims arising out of, or related to, any contract, any other federal, state, or local constitutions, statutes, rules, or regulations, or under any common law right of any kind whatsoever, or under the laws of any county or political subdivision, including, without limitation, any claims for any kind of tortious conduct (including, but not limited to, any claim of tortious interference with a contract or an advantageous business relationship or expectancy, negligent and/or intentional infliction of emotional distress, assault and/or battery, defamation, or invasion of privacy), promissory or equitable estoppel, breach of HCMA's policies, procedures, rules, regulations, handbooks or manuals, breach of express or implied contracts, wrongful discharge or dismissal, and failure to pay, in whole or in part, any compensation, bonus, incentive, overtime compensation, vacation or leave pay, severance pay or benefits, other than that set forth in paragraph 2 above, or payments of any kind whatsoever, including disability and medical benefits, back pay, front pay, or any compensatory, special, consequential, punitive or liquidated damages, attorneys' fees, costs, disbursements, or expenses, or for any other reason or thing related in any way to Employee's employment with HCMA, and/or the end of that employment, up to the Effective Date of this Agreement. However, Employee agrees and understands that this Agreement does not waive or release any rights or claims that she may have to enforce this Agreement.

4. Agreement Not to Sue. Employee has not filed or caused to be filed any lawsuit, complaint, or charge with respect to any claims she is releasing in this Agreement. Employee agrees never to commence or prosecute any action or proceeding, whether in law or in equity, whether in a court of law, by arbitration, by local, state or federal agency, or other legal proceeding, which, directly or indirectly, is based on, results from, relates to or arises out of her employment with HCMA, and/or the end of that employment; provided nothing in this Agreement prohibits Employee from filing a charge of discrimination with the EEOC or equivalent state agency or participating in an EEOC or equivalent state agency investigation; provided further however, that by signing this Agreement, Employee waives any right to seek or accept any monetary or other relief of any nature whatsoever in connection with any such charge, investigation, or proceeding. Employee acknowledges and agrees that this Agreement provides her with full and adequate relief for all such claims and fully resolves any claims, lawsuits, or agency charges that may or could have been brought on her behalf as of the Effective Date of this Agreement.

5. Agreement As a Defense. Employee further agrees that this Agreement may be pled as a full and complete defense to and be used as a basis for an injunction against any action, suit or other proceeding based on the claims released by this Agreement which may be instituted, prosecuted or

attempted by Employee or her respective agents, assigns, attorneys, employees, executors, heirs, offspring, relations, spouse(s) (current or former), and successors.

6. Non-Admissions. Employee agrees and understands that this Agreement does not constitute an admission of liability or wrongdoing on the part of HCMA, by whom liability is expressly denied, and that this Agreement results from her and HCMA's desire to resolve expeditiously any and all potential disputed issues of law and fact.

7. Injuries or Disabilities. Employee declares and represents that no injuries, disabilities or damage, physical or mental, have induced her to enter into this Agreement and she of sound mind and body to do so.

8. Confidentiality.

A. Employee certifies that she has not disclosed the fact of this Agreement, nor its terms or amounts, including the contents of this Agreement, to anyone other than her spouse (if any), accountants, financial advisors, attorneys, or tax advisors, who have been advised of the confidentiality requirement set forth in paragraph 8B.

B. Employee agrees that the existence, terms, and conditions of this Agreement shall remain confidential. Therefore, Employee agrees that this information shall not be discussed or published in any manner, be it orally, in writing, or otherwise, by Employee with or to any third party, person or entity, except that Employee may discuss the separation allowance amount with her immediate family members, accountants, financial advisors, attorneys, and tax advisors, who must be advised in advance of the confidentiality requirement and agree to abide by its terms. Nothing in this Agreement should be construed as prohibiting the disclosure of this Agreement or its terms to the IRS, in response to a valid court order or subpoena, or in response to a request for public records pursuant to Michigan's Freedom of Information Act. Without limiting the generality of the foregoing, Employee specifically agrees that she has not and shall not disclose information regarding the existence and/or terms of this Agreement to any current or former employee of HCMA. Employee agrees that this promise will never expire.

9. Name and Reputation, Cooperation and Return of Property. Employee agrees that she will not make any unfavorable, disparaging, damaging, or defamatory statements or comments (written or verbal) about HCMA; however, she may supply truthful information in response to a subpoena or government investigation. Employee further agrees that she will assist, cooperate with and make herself available to HCMA in connection with the transition of her duties and responsibilities and with any litigation or insurance claim settlements involving HCMA stemming from events which arose during her employment with HCMA and return any HCMA property in her possession to HCMA immediately.

10. Complete Agreement. This Agreement contains the entire agreement between HCMA and Employee with respect to the subject matter hereof, and the terms of this Agreement are contractual and not a mere recital. Employee agrees that this Agreement supersedes all prior agreements, understandings or writings about the subject matter hereof, whether oral or written.

11. Governing Law. This Agreement, and each and every term and provision hereof, shall be construed in accordance with the laws of the State of Michigan. If any provision of this Agreement shall for any reason be held invalid or unenforceable, such invalidity or unenforceability shall not affect any other provision hereof.

12. Period of Review, Revocation and Voluntary Assent. Employee expressly acknowledges that she has been advised and instructed that she has the right to consult an attorney and that she should review the terms of this Agreement with counsel of her own selection before deciding whether to sign this Agreement. Employee further confirms that she has been given twenty-one (21) days to consider the terms of this Agreement, that she has been given the opportunity to review this Agreement with an attorney, that she has had ample time to study this Agreement, that she has carefully read the terms of this Agreement and is fully aware of the Agreement's contents and legal effects, and that she has executed this Agreement voluntarily and of her own free will. Employee understands that she may revoke this Agreement within seven (7) days following its execution by delivering a written notice of revocation to the Chairperson of the Board of Commissioners, 13000 High Ridge Drive, Brighton, MI 48114. This Agreement automatically becomes effective and enforceable on the eighth (8th) calendar day after the date this Agreement is signed by Employee (the "Effective Date"). Employee expressly acknowledges that this Agreement constitutes a knowing and voluntary waiver under the Older Workers Benefit Protection Act and that this Agreement complies with the provisions of the Older Workers Benefit Protection Act.

13. Medicare Acknowledgement. Employee affirms that she is not, and has never been, a recipient of Medicare benefits. Employee further affirms that she has not sought medical treatment or incurred medical costs through Medicare as a result of the claims alleged. Employee affirms that she is under age 65 and is not otherwise eligible for Medicare, and that Medicare has not notified her of, nor is she aware of, any Medicare liens applicable to her. Employee shall hold HCMA harmless from any action by Medicare seeking payment of any past, current or future medical expenses for Employee.

14. Accumulated Leave Balances. Employee acknowledges that the annual leave and sick leave balances reflected on the Exhibit A attached hereto and made a part hereof are accurate. Employee acknowledges that she is not entitled to any additional annual leave or sick leave balances beyond those indicated on Exhibit A.

15. Severable Provisions. The provisions of this Agreement are severable. If any provision is held to be invalid or unenforceable, it shall not affect the validity or enforceability of any other provision.

THIS IS A RELEASE. READ BEFORE SIGNING.

Huron-Clinton Metropolitan Authority

Employee

Chairperson

(Signature)

Secretary

Date: _____

Date: _____



To: Board of Commissioners
From: Shedreka Miller, Chief of Finance
Subject: Approval – February Appropriation Adjustments
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve the February 2022 Appropriation Adjustments as recommended by Chief of Finance Shedreka Miller and staff.

Background: The Metroparks ERP system provides a work-flow process to facilitate departmental budget management. Requested transfers are initiated by department staff and routed to the appropriate department head/district superintendent for review and approval. Finance provides a final review of the approved requests to verify that they do not negatively impact Fund Balance.

For the month of February, \$44,501 was transferred between general fund operation accounts and \$191 was transferred between general fund accounts and capital project accounts. Transfers were also processed within the capital project fund totaling \$39,390. Fund Balance was used to fund a consulting project and was approved by the director. This resulted in a \$72,500 decrease to fund balance. Tax adjustments resulted in a \$8,271 net decrease in fund balance.

The result of these changes can be seen by Accounting Function and Location in the attached chart.

Attachment: Appropriation Adjustments

Huron-Clinton Metropolitan Authority
February 2022 Appropriation Transfer Summary

<u>Location</u>	<u>Expense Increase/ Revenue Decrease</u>	<u>Expense Decrease/ Revenue Increase</u>	<u>Difference</u>
Funding for Capital Project Fund			
Funding To/From General Fund	\$ 191	\$ -	\$ 191
Total	\$ 191	\$ -	\$ 191
Major Maintenance			
Administrative	\$ -	\$ 8,327	\$ (8,327)
Lake St. Clair	2,641	-	2,641
Kensington	1,414	-	1,414
Lake Erie	1,867	-	1,867
Wolcott Mill	1,978	-	1,978
Indian Springs	427	-	427
Total	\$ 8,327	\$ 8,327	\$ (0)
Operations			
Administrative	\$ 72,691	\$ 3,060	\$ 69,631
Lake St. Clair	-	24,699	(24,699)
Kensington	205	205	-
Lower Huron/Willow/Oakwoods	3,060	-	3,060
Hudson Mills	-	-	-
Stony Creek	19,823	2,500	17,323
Lake Erie	-	-	-
Wolcott Mill	7,376	-	7,376
Indian Springs	5,710	5,710	-
Total	\$ 108,865	\$ 36,174	\$ 72,691
Total General Fund Transfers	\$ 117,383	\$ 44,501	\$ 72,882
Capital Project Fund			
Funding To/From General Fund	\$ 191	\$ -	\$ 191
Administrative	-	39,199	(39,199)
Lake St. Clair	4,249	-	4,249
Kensington	1,205	-	1,205
Lower Huron/Willow/Oakwoods	13,653	191	13,462
Hudson Mills	1,605	-	1,605
Stony Creek	16,226	-	16,226
Lake Erie	2,261	-	2,261
Total	\$ 39,390	\$ 39,390	\$ 0
Tax Adjustment			
	<u>Revenue/ Decrease</u>	<u>Revenue/ Increase</u>	<u>Net</u>
Current	-	11,266	(11,266)
Prior	2,995	-	2,995
Total	\$ 2,995	\$ 11,266	\$ (8,271)



To: Board of Commissioners
From: Shedreka Miller, Chief of Finance
Subject: Report – Monthly Capital Project Fund Update
Date: March 4, 2022

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file the Capital Project Fund report as submitted by Chief of Finance Shedreka Miller and staff.

Background: In 2018, the Board of Commissioners approved the creation of a capital project fund. To improve the information provided on specific capital improvement projects Finance is working on developing a monthly performance report.

The following columns of data are provided by project:

- Life-To-Date Total Project Budget
- Year-To-Date Total Project Expenditures
- Life-To-Date Total Project Expenditures
- Current Project Encumbrances (Funds committed through the purchase order process)
- Balance (Life-To-Date Budget less Life-To-Date Expenditures and Current Encumbrances)

This information has now been augmented to include the original budget. In addition, a new page has been added which provides a more detailed description of the project as well as the current status of the project and the current estimate of what year the project will be completed. It is anticipated that this additional information will allow the Board as well as the general public to stay up-to-date on the capital project work underway throughout the Metroparks.

Expenditures during February 2022 were primarily related to staff time and a few payments to for contracted work were made. The following projects had significant expenses during the month:

- Stony Creek – Shelden Trail Redevelopment
- Willow – Park Office Replacement
- Stony Creek – Boat Launch Building Redevelopment

Attachment: February 2022 Capital Project Fund Update

February Capital Project Fund Report - Project Summary

Location	Original Project Title	Project Description	Amended Budget	Available Grant Funding	Project Status	Estimated Completion Year
Lake St Clair	Black Creek Marsh Wetland Filtration Enhancement	A natural shoreline project which will remove rip-rap, regrade slope and install native vegetation which will improved filtration of water entering the marsh and improve habitat as well as reducing erosion.	\$ 299,922	\$ 160,000	In Design	2022
Lake St Clair	Accessible Kayak Launch & Power Installation		53,889		Awaiting Grant Award	2022
Lake St Clair	Backup Internet Fiber Installation	Comcast installation of underground fiber network	40,000		Complete	2022
Lake St Clair	Electrical Grid Replacement	Assessments, cost estimates, and project development for future projects to address electrical power infrastructure upgrades and repairs.	807,064		Currently finalizing alignment for phase I	2026
Lake St Clair	Beach Restoration	Multi-year EGLE grant project through 2023. Plantings and bird deterrents installation to improve water quality funding includes follow up water quality monitoring.	477,812	292,167	First phase complete	2023
Lake St Clair	Michigan Coastal Management Program-Accessible Launch	Accessible Kayak Launch - grant application has been made to Michigan Coastal Management Program.	392,850	196,425	Awaiting grant award	2023
Lake St Clair	Entrance/Office Road Reconstruction	Reconstruction of deteriorating Entrance Road, Office road	1,101,396		Budgeted	2023
Lake St Clair	Wood Bridge near Interpretive Center Replacement	Replace 70'-long wood structure damaged over past 3 years due to high water. Requires permits.	62,000		Budgeted	2022
Lake St Clair	Upgrade 4th Tollbooth	Purchase new portable booth. Directional bore power to unit for RecTrac system.	27,500		Budgeted	2022
Kensington	West Boat Launch - Accessible Kayak Launch	Michigan Natural Resources Trust Fund grant funded project to develop an accessible kayak launch and associated site amenities at West Boat Launch.	412,210	154,000	In Design	2022
Kensington	Accessible Path from N Hickory Shelter to Restroom	Pave 580 lf path from shelter to restrooms per the ADA Transition Plan.	65,495		Budgeted	2022
Kensington	Accessible Path from S Martindale Shelter to Vault & Beach	Pave 950 lf path from shelter to restrooms and beach area per the ADA Transition Plan. Include concrete work needed for access mat across beach sand.	85,177		Budgeted	2022
Kensington	Accessible Path from N Martindale Shelter to Beach	Pave 250 lf path section along parking lot to connect shelter with beach area, food bar, and bathhouse.	30,212		Budgeted	2022
Dexter	Delhi Launch & Take Out Renovations	Renovation of launch area at Delhi.	306,000	153,000	Budgeted	2022
Lower Huron	North Fishing Site Redevelopment	Land and Water Conservation Fund grant funded project to improve accessibility and site amenities at the Walnut Grove Campground.	297,399	144,400	Construction Completed-Awaiting Grant money	2022
Lower Huron	Backup Internet Fiber Installation	Comcast installation of underground fiber network	185,362		In Construction	2022
Lower Huron	Toll Booth Replacement and Paving	Toll Booth replacement on existing pedestal at Oakwoods and Lower Huron - Beemis Road entrance.	30,000		In Construction	2022
Lower Huron	Turtle Cove Crosswalk Path	Construction of a path and crosswalk from the Foxwoods parking lot to Turtle Cove	97,773		In Design	2022
Lower Huron	Iron Bell Trail Project	Michigan Natural Resources Trust Fund grant funded project to extend the Iron Bell trail from its current terminus to the north park entrance (Huron River Drive)	844,071	488,742	Awaiting Grant Agreement	2022
Lower Huron	Walnut Grove Campground Improvements	Land and Water Conservation Fund grant funded project to improve accessibility and site amenities at the Walnut Grove Campground.	784,600	450,000	Awaiting Grant Agreement	2022
Lower Huron	Off Leash Dog Area Development	Land and Water Conservation Fund grant funded project to develop a new fenced in area for off leash dog activities	330,800	165,400	Awaiting Grant Agreement	2022
Lower Huron	New Slide Structure at Turtle Cove	Install new slide at Turtle Cover water park.	1,600,000		Budgeted	2023
Lower Huron	Accessible Path from Hawthorne Glade N Shelter to Turtle Cove	Pave 1,285 lf path from shelter to restrooms and Turtle Cove area per the ADA Transition Plan.	110,000		Budgeted	2022
Lower Huron	Accessible Path from Tulip Tree Shelter to Restrooms	Pave 330 lf path from shelter to restrooms per the ADA Transition Plan; this area is not included in the Walnut Grove campground LWCF grant project.	30,000		Budgeted	2022
Hudson Mills	Backup Internet Fiber Installation	Comcast installation of underground fiber network	7,994		Completed	2022

February Capital Project Fund Report - Project Summary

Location	Original Project Title	Project Description	Amended Budget	Available Grant Funding	Project Status	Estimated Completion Year
Hudson Mills	Rapids View area Development	Michigan Natural Resources Trust Fund grant funded project to develop an accessible kayak launch and associated site amenities at Rapids View	637,999	226,900	In Design	2022
Hudson Mills	Picnic Area Development at Canoe Launch	Michigan Natural Resources Trust Fund grant funded project to develop an accessible kayak launch and associated site amenities at Dexter-Huron	397,401	192,700	Awaiting Grant Agreement	2022
Hudson Mills	UST Removal	Removal of underground storage tank at Golf Course	30,224		In Construction	2022
Hudson Mills	Replace Vault Toilet with CXT	Replace curren vault toilet with CXT.	110,708		Budgeted	2022
Hudson Mills	Accessible Access to Activity Center Shelter	Pave 320 lf path from bike trail to AC shelter to make it ADA compliant. Include accessible tables/grill & concrete pad as part of project.	40,071		Budgeted	2022
Hudson Mills	Convert Gas Storage Tanks for Above Ground	Conversion of gas storage tanks	127,273		In Design	2022
Stony Creek	Shelden Trails Redevelopment	Redevelopment of the multi-use natural surface Shelden Trails system	863,845	50,000	In Construction	2022
Stony Creek	Boat Launch Building Redevelopment	Construction of a new restroom and shade structure at the boat lauch facility	1,948,049	50,000	In Construction	2022
Stony Creek	Development of Off Leash Dog Area	Michigan Natural Resources Trust Fund grant funded project to develop a new fenced in area for off leash dog activities	231,900		In Construction	2022
Stony Creek	Backup Internet Fiber Installation	Comcast installation of underground fiber network	80,000		Substantially Completed	2022
Stony Creek	26 Mile Rd. Connector - Bike Path	Transportation Alternatives Program grant (obtained by Macomb County) funded project to connect into the park from 26 Mile Road	21,935		Design Complete - State is reviewing	2022
Stony Creek	Golf Course Pumphouse & Irrigation System Replacement	Replacement of intakes, pumps, controls, piping and heads. One year of design before construction.	1,000,000		In Design	2023
Stony Creek	Accessible Path from Winter Cove N to Winter Cove S Shelters	Pave 625 lf in asphalt paths connecting both Wintercove shelters to lot, restroom and playground areas per the ADA Transition Plan.	55,698		Budgeted	2022
Stony Creek	Accessible Path from W Branch North Shelter to Restroom	Pave 310 lf asphalt paths from shelter to restroom per the ADA Transition Plan.	39,501		Budgeted	2022
Stony Creek	Develop Shelter in former Banquet Tent Area	Replace Banquet Tent with shelter.	500,000		Budgeted	2022
Stony Creek	Seawall Repair & Washington Twp Fire Dept Boat Pier	Repair the seawall at the Boat Launch / update parking lot lighting. Incorporate pier for Washington Twp. FD & Metroparks police boat.	570,000		Budgeted	2022
Stony Creek	Reflection Nature Trail Improvements	Removal and realignment of 1/2 mile of 6' wide asphalt path, 284 lf of 8' wide boardwalk, replacement of three existing footbridges, a 400sf overlook structure and pond dipping platform.	931,200	465,600	Budgeted	2022
Stony Creek	Hike Bike Path & Bridge Replacement btwn Winter Cove & Mt Vernon	Replace with precast bridge between Wintercove and Mt. Vernon, original structure (15' x 40) is failing, uneven decking and enrty, exit points. Leading to injuries from cyclists and rollerbladers. It is no longer safe to plow during the winter. Requires permits.	80,000		Budgeted	2022
Willow	Park Office Replacement	Construction of a new park office building at the north end of Willow Metropark to replace the sub-standard legacy facility at Lower Huron Metroparks.	2,642,209		In Construction	2022
Willow	Backup Internet Fiber Installation	Comcast installation of underground fiber network	-		In Review	2022
Willow	Big Bend Shoreline Protection	National Fish and Wildlife Foundation SE MI Resilience Fund grant project to mitigate Huron River streambank erosion and improve habitat	512,262	250,000	Design Started	2023
Willow	Washago Pond Restoration	Removal of that dam structure, sheet pile walls and docks and subsequent site restoration.	904,171		Budgeted	2022
Willow	Accessible Path from Fox Meadows N & S Shelters to Pool	Pave 650 lf asphalt paths connecting both Fox Meadows shelters to the restroom and to the pool activity area/playground per the ADA Transition Plan.	65,000		Budgeted	2022

February Capital Project Fund Report - Project Summary

Location	Original Project Title	Project Description	Amended Budget	Available Grant Funding	Project Status	Estimated Completion Year
Oakwoods	Backup Internet Fiber Installation	Comcast installation of underground fiber network	-		In Review	2022
Oakwoods	Accessible Nature Trail Development	Land and Water Conservation Fund grant funded project to develop an accessible nature trail and make associated site improvements	250,294	124,000	Awaiting Grant Agreement	2022
Lake Erie	Shoreline and Fish Habitat Restoration	This shoreline project will regrade the existing shoreline, install native vegetation as well as creating near-shore shoals. Channels and pools will also be created in the nearby marsh. This work will improve fish spawning habitat.	1,628,889	1,404,353	In Construction	2022
Lake Erie	Boat Launch Fish Cleaning Station	Installation of an onsite fish cleaning station at the boat launch facility	45,000	122,500	Budgeted	2023
Lake Erie	Accessible Kayak Launch with Area Development	Land and Water Conservation Fund grant funded project to develop an accessible kayak launch and associated site amenities at the Boat Launch	245,406		Awaiting Grant Agreement	2023
Lake Erie	Cherry Island Nature Trail Improvements	Trail Improvements including aggregate trail from parking lot to new trail head and accessible amenities.	871,800	600,000	Awaiting Grant Agreement	2022
Lake Erie	Cove Point Vault Toilet Replacements	Cove Point vaults -removal/replacement of 2 vaults with CXTs.	100,000		Budgeted	2022
Lake Erie	Sewer Line Replacement at Boat Launch Building	Install new sewer line to service Boat Launch building, including pump upgrades and controls.	150,813		Budgeted	2022
Wolcott	Farm to Mill Trail Connector	Development of a connector trail from the Farm to the Mill. Multi year project design and construction	1,000,958		Budgeted	2024
Indian Springs	Backup Internet Fiber Installation	Comcast installation of underground fiber network	7,758		Completed	2022
Huron Meadows	Backup Internet Fiber Installation	Comcast installation of underground fiber network	-		In Review	2022
			<u>\$ 24,569,888</u>	<u>\$ 5,690,187</u>		

Capital Project Status Report
As of 2/28/2022

Location	Project Title	Original Budget	Amended Budget	Year to Date Transactions	Life to Date Transactions	Life to Date Encumbrance	Remaining Budget	Available Grant Funding
Lake St Clair	Black Creek Marsh Wetland Filtration Enhancement	\$ 253,000	\$ 299,922	\$ -	\$ 97,616	\$ -	\$ 202,306	\$ 160,000
Lake St Clair	Accessible Kayak Launch & Power Installation	50,000	53,889	3,889	3,889	-	50,000	
Lake St Clair	Backup Internet Fiber Installation	40,000	40,000	-	-	30,815	9,185	
Lake St Clair	Electrical Grid Replacement - Design in 2020	802,216	807,064	4,519	63,268	53,196	690,600	
Lake St Clair	Beach Restoration	400,000	477,812	7,975	310,838	154,427	12,548	292,167
Lake St Clair	Michigan Coastal Management Program-Accessible Launch	392,850	392,850	-	5,022	-	387,828	196,425
Lake St Clair	Entrance/Office Road Reconstruction	1,100,000	1,101,396	1,396	1,396	-	1,100,000	
Lake St Clair	Wood Bridge near Interpretive Center Replacement	62,000	62,000	-	-	-	62,000	
Lake St Clair	Upgrade 4th Tollbooth	27,500	27,500	-	-	-	27,500	
Kensington	West Boat Launch - Accessible Kayak Launch	308,000	412,210	1,099	17,555	-	394,656	154,000
Kensington	Accessible Path from N Hickory Shelter to Restroom	65,000	65,495	495	495	-	65,000	
Kensington	Accessible Path from S Martindale Shelter to Vault & Beach	85,000	85,177	177	177	-	85,000	
Kensington	Accessible Path from N Martindale Shelter to Beach	30,000	30,212	212	212	-	30,000	
Dexter	Delhi Launch & Take Out Renovations	306,000	306,000	-	-	-	306,000	153,000
Lower Huron	North Fishing Site Redevelopment	288,800	297,399	-	290,799	-	6,600	144,400
Lower Huron	Backup Internet Fiber Installation	205,000	185,362	-	150,000	33,702	1,660	
Lower Huron	Toll Booth Replacement and Paving	30,000	30,000	-	21,840	-	8,160	
Lower Huron	Turtle Cove Crosswalk Path	90,000	97,773	-	7,773	81,353	8,648	
Lower Huron	Iron Bell Trail Project	716,700	844,071	2,143	50,650	23,690	769,731	488,742
Lower Huron	Walnut Grove Campground Improvements	784,600	784,600	-	-	-	784,600	450,000
Lower Huron	Off Leash Dog Area Development	330,800	330,800	-	-	-	330,800	165,400
Lower Huron	New Slide Structure at Turtle Cove	1,600,000	1,600,000	-	-	-	1,600,000	
Lower Huron	Accessible Path from Hawthorne Glade N Shelter to Turtle Cove	110,000	110,000	-	-	-	110,000	
Lower Huron	Accessible Path from Tulip Tree Shelter to Restrooms	30,000	30,000	-	-	-	30,000	
Hudson Mills	Backup Internet Fiber Installation	40,000	7,994	-	-	-	7,994	
Hudson Mills	Rapids View area Development	453,800	637,999	1,838	39,268	-	598,731	226,900
Hudson Mills	Picnic Area Development at Canoe Launch	385,500	397,401	-	11,901	-	385,500	192,700
Hudson Mills	UST Removal	-	30,224	1,181	7,497	-	22,728	
Hudson Mills	Replace Vault Toilet with CXT	110,000	110,708	71	71	-	110,637	
Hudson Mills	Accessible Access to Activity Center Shelter	40,000	40,071	71	71	-	40,000	
Hudson Mills	Convert Gas Storage Tanks for Above Ground	150,000	127,273	-	-	-	127,273	
Stony Creek	Shelden Trails Redevelopment	182,689	863,845	286,133	812,360	29,500	21,985	50,000
Stony Creek	Boat Launch Building Redevelopment	1,750,000	1,948,049	17,540	474,652	1,451,948	21,449	50,000
Stony Creek	Development of Off Leash Dog Area	138,500	231,900	(5,040)	212,211	11,121	8,569	
Stony Creek	Backup Internet Fiber Installation	80,000	80,000	-	-	70,407	9,593	
Stony Creek	26 Mile Rd. Connector - Bike Path	-	21,935	71	21,935	-	-	
Stony Creek	Golf Course Pumphouse & Irrigation System Replacement	1,000,000	1,000,000	-	-	-	1,000,000	
Stony Creek	Accessible Path from Winter Cove N to Winter Cove S Shelters	55,000	55,698	698	698	-	55,000	
Stony Creek	Accessible Path from W Branch North Shelter to Restroom	35,000	39,501	4,501	4,501	-	35,000	
Stony Creek	Develop Shelter in former Banquet Tent Area	500,000	500,000	-	-	-	500,000	
Stony Creek	Seawall Repair & Washington Twp Fire Dept Boat Pier	570,000	570,000	-	-	-	570,000	
Stony Creek	Reflection Nature Trail Improvements	931,200	931,200	-	-	-	931,200	465,600
Stony Creek	Hike Bike Path & Bridge Replacement btwn Winter Cove & Mt Vernon	800,000	80,000	-	-	-	80,000	
Willow	Park Office Replacement	2,121,300	2,642,209	111,972	1,987,511	549,256	105,441	
Willow	Backup Internet Fiber Installation	40,000	-	-	-	-	-	
Willow	Big Bend Shoreline Protection	501,593	512,262	5,060	18,654	4,132	489,476	250,000
Willow	Washago Pond Restoration	903,697	904,171	474	4,171	-	900,000	
Willow	Accessible Path from Fox Meadows N & S Shelters to Pool	65,000	65,000	-	-	-	65,000	
Oakwoods	Backup Internet Fiber Installation	40,000	-	-	-	-	-	
Oakwoods	Accessible Nature Trail Development	248,000	250,294	-	2,294	-	248,000	124,000
Lake Erie	Shoreline and Fish Habitat Restoration	1,600,000	1,628,889	3,967	211,849	997,344	419,696	1,404,353
Lake Erie	Boat Launch Fish Cleaning Station	45,000	45,000	-	-	-	45,000	122,500
Lake Erie	Accessible Kayak Launch with Area Development	245,000	245,406	-	406	-	245,000	

**Capital Project Status Report
As of 2/28/2022**

Location	Project Title	Original Budget	Amended Budget	Year to Date Transactions	Life to Date Transactions	Life to Date Encumbrance	Remaining Budget	Available Grant Funding
Lake Erie	Cherry Island Nature Trail Improvements	870,800	871,800	-	-	-	871,800	600,000
Lake Erie	Cove Point Vault Toilet Replacements	100,000	100,000	-	-	-	100,000	
Lake Erie	Sewer Line Replacement at Boat Launch Building	150,000	150,813	813	813	-	150,000	
Wolcott	Farm to Mill Trail Connector	1,000,000	1,000,958	-	958	-	1,000,000	
Indian Springs	Backup Internet Fiber Installation	40,000	7,758	-	-	-	7,758	
Huron Meadows	Backup Internet Fiber Installation	80,000	-	-	-	-	-	
		\$ 23,379,545	\$ 24,569,888	\$ 451,253	\$ 4,833,349	\$ 3,490,891	\$ 16,245,648	\$ 5,690,187



To: Board of Commissioners
From: Shedreka Miller, Chief of Finance
Subject: Report – Monthly Major Maintenance Update
Date: March 4, 2022

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file the Major Maintenance report as submitted by Shedreka Miller and staff.

Background: The Metroparks track the costs associated with periodic or infrequent repairs or maintenance that do not meet the criteria for capitalization in a function of our chart of accounts known as major maintenance. We utilize a project accounting system to budget, record and report these costs. To provide the Board and the broader public with improved information surrounding major maintenance projects we have developed a monthly Major Maintenance status update.

The update includes the location, project title from the budget document, a brief description of the work, the original budget funding, the current amended budget, year-to-date transactions, life-to-date transactions, life-to-date encumbrance balance, the remaining budget and the project status.

Most major maintenance repairs are completed within one year. Occasionally projects require additional time to complete.

At the end of February, some work from last year has been completed. Year-to-date expenses are 3.1 percent of the total budget so far this year.

Attachment: February 2022 Major Maintenance Update

**Major Maintenance Status Report
as of February 28, 2022**

Location	Project Title	Project Description	Original Budget Funding	Amended Budget	Year to Date Transactions	Life to Date Transactions	Life to Date Encumbrance	Remaining Budget	Project Status
Administrative Office	Interior/Exterior Door Replacement	Replace Doors	\$ -	\$ 15,908	\$ -	\$ -	\$ 17,957	\$ (2,049)	In Progress
Administrative Office	Interior/Exterior Door Replacement	Replace Doors	20,000	-	-	-	-	-	Project brought over with 2021 funds
Lake St Clair	North/South Marina Dock Electrical	Replace electrical conductors that feed the power to the pedestals for boaters at the North Marina rental slips. Current electrical has been damaged due to high water levels	150,000	15,292	-	15,292	-	-	
Lake St Clair	Pool Slide Pump Conduit & Conductor Replacement	Replace pump on pool slide	-	171,122	-	171,122	-	-	Complete-2/14/22
Lake St Clair	Fishing Pier Replacements	Donation Funded project	-	8,336	2,359	8,336	-	-	Carry Over
Lake St Clair	Beach Soil/Containment Removal	In excess of 50,000 cubic yards of seaweed and other debris have accumulated from beach cleaning	-	50,000	49,250	49,250	-	750	Completed-1/24/22
Lake St Clair	Boardwalk Re-Surface of Remaining 1,100 ft	Replacement of faded pavement markings	150,000	990	990	990	-	-	
Lake St Clair	Stormwater Drainage Repairs on Culverts	Painting of steel structures and fencing	45,000	-	-	-	-	-	
Lake St Clair	Cart Path Repairs	Roadway Edge and Surface Repairs	26,191	-	-	-	-	-	
Kensington	Dam Concrete Work	Replacement of old play equipment	247,000	3,698	-	3,698	-	-	
Kensington	Restripe roadways/crosswalks parkwide, accessible parking	Replaces the existing failing asphalt surface on the bike trail	25,000	35	35	35	-	-	
Kensington	Repainting of Sprayzone towers and fence (at Martindale)	Shoreline erosion mitigation	100,000	-	-	-	-	-	
Kensington	Island Road repairs	Repairs to the steel on the existing seawall	438,000	1,379	1,379	1,379	-	-	
Kensington	Spring Hill Swing Set Replacement	Replacement of old deteriorated culverts	30,000	-	-	-	-	-	
Kensington	Trail Improvement - Martindale north to Shore Fishing	Replaces the existing failing asphalt surface on the bike trail	427,000	-	-	-	-	-	
Kensington	Shore Line Restoration (SLR-KEN-002/003)		73,000	-	-	-	-	-	
Kensington	Boat Launch Building & Seawall Repairs	Repairs to the steel on the existing seawall	30,000	-	-	-	-	-	
Kensington	Replace culverts (CUL-Ken-041,85,89)		17,000	-	-	-	-	-	
Lower Huron	Replacement of Starter Tub-Turtle Cove	Replacement of the starting tub for the Turtle Cove green tube slide. Located at the top of the slide tower, crane needed to assist in replacement.	-	26,490	-	9,098	17,392	-	
Lower Huron	Woods Creek Restroom Furnace	Install furnace in restroom closest to new Playground	-	11,265	11,265	11,265	-	-	Complete-2/3/22
Lower Huron	Turtle Cove UV Light Replacement	Replacement of ultraviolet disinfection for pool	25,000	-	-	-	14,299	(14,299)	
Lower Huron	Turtle Cove - Marcite Annual Repairs	General annual surface repairs	15,000	-	-	-	-	-	
Lower Huron	Turtle Cove Splash Pad Resurfacing	Splash area concrete surface coating	30,000	-	-	-	-	-	
Lower Huron	Lower Huron North End Parkway Resurfacing	Roadway surface repairs	650,000	-	-	-	-	-	
Lower Huron	Rebudget - Turtle Cove VFD Panels Replacement	Control panel variable speed drive controller replacements	35,000	-	-	-	-	-	
Lower Huron	Lower Huron Drainage/Culvert Replacement CUL LH 564 Camp Dr	Replacement of old deteriorated culverts	12,090	-	-	-	-	-	
Hudson Mills	Golf Starter Building Roof Replacement	Replacement of flat roof section	80,000	1,220	-	1,220	-	-	

**Major Maintenance Status Report
as of February 28, 2022**

Location	Project Title	Project Description	Original Budget Funding	Amended Budget	Year to Date Transactions	Life to Date Transactions	Life to Date Encumbrance	Remaining Budget	Project Status
Hudson Mills	Golf Course Pump Station Upgrades	Replacement pumps	-	66,000	-	65,000	1,000	-	Open
Hudson Mills	Cart Path Repairs	Asphalt cart path surface repairs	40,000	-	-	-	-	-	-
Hudson Mills	Replace Outfalls (SDC-HUD-001, 009, 016) per Storm Mgmt Plan	Replacement of stormwater discharge culvert SDC outfalls	14,000	-	-	-	-	-	-
Stony Creek	Golf Course Culvert Installs for Water Drainage	Cut cart path and install culvert to eliminate wet areas	40,000	27,250	20,250	20,250	7,000	-	Open
Stony Creek	Pavement Markings	Address worst portions of trail and roadway	-	18,950	-	15,010	3,940	-	Open
Stony Creek	Restriping of park roads, hike-bike paths & crosswalks	Restriping of pavement markings	35,000	-	-	-	-	-	-
Stony Creek	Small Well Replacement	New well and controller for supplemental water well	30,000	-	-	-	-	-	-
Stony Creek	Stormwater Drainage Repairs on Culverts	Replacement of deteriorated culverts	50,000	-	-	-	-	-	-
Willow	Hike Bike Trail Reconstruction-Oakwoods Connector to Chestnut Rd	Hike bike trail resurface and correct drainage issue between Oakwoods and Willow Metroparks.	-	157,331	16,353	151,262	-	6,069	Completed-2/1/22
Willow	Willow Woods creek Trailhead Relocation	Installation of new trailhead signage	15,000	-	-	-	-	-	-
Lake Erie	Marina Building Use Evaluation	Marina Building Use Evaluation	-	30,000	-	20,500	7,500	2,000	Carry Over
Lake Erie	Boat Launch Sanitary Updates	Replacement of nonfunctioning sewer line and pumps	-	102	-	102	-	-	Carry Over
Lake Erie	Dredge Marina Channel and Relocate Spoils pile	Dredging and moving of previous spoils piles	150,000	4,239	1,202	4,239	-	0	-
Lake Erie	Marcite Repair at Shallow End of Wave Pool	Total replacement of the Wave pool shallow end marcite; roughly 12,500 sq ft.	-	388,918	-	67,067	321,852	-	Carry Over
Lake Erie	Wave Pool Plaza Cement Work	Various sections of cement around wave pool plaza; to include a section of the hike bike path behind pool mechanical building.	-	74,513	1,350	16,585	54,058	3,870	Carry Over
Lake Erie	Museum Wall Repair	Repair of leaning pation retaining wall	100,000	384	384	384	-	-	-
Lake Erie	Golf Maintenance Bulding Repairs	Repair/replace a wall, window and exterior siding of the Lake Erie golf course maintenance building.	-	15,000	-	-	23,350	(8,350)	Carry Over
Lake Erie	Marina Boiler Vent Stack Repair	Repair of existing heating vent stack on the marina building	-	23,906	-	15,000	8,906	-	Carry Over
Lake Erie	Nature trail boardwalk repairs of Northern Trapper run	Repalcement of deteriorated wooded boardwalk	35,000	-	-	-	-	-	-
Lake Erie	Replace electric wiring at Marina boat docks	Upgrade existing wiring to marina pedestals	50,000	-	-	-	-	-	-
Lake Erie	SWMP Projects-Drainage/Culvert Replacement-LE036, 005, 006, 015	Replacement of deteriorated culverts	16,354	-	-	-	-	-	-
Wolcott	Fill in Raceway at Mill	Project to look at filling in the raceway beneath the Mill	-	80,000	-	-	-	80,000	Carry Over
Wolcott	Door Replacement for Dairy Barn	Replace deteriorated doors	37,800	1,978	1,978	1,978	-	-	-
Indian Springs	Dome Polishing & Seal Replacement. Carpet Replacement	Polishing and resealing of the interior and exterior surface of the underwater dome	-	271,873	2,347	265,728	1,158	4,988	Open
Indian Springs	Steel Beam Repair	Steel Beem at Repair at Golf Course	-	11,700	11,700	11,700	-	-	Completed-2/14/22
Indian Springs	Pumphouse Upgrades at Golf Course	Pumps house replacement of pump, valves, and controls	431,000	-	-	-	-	-	-
Indian Springs	Replace Irrigation Head control system at Golf Course	Replacement of irrigation head control system	85,000	-	-	-	-	-	-
Indian Springs	Replace Culverts (CUL-IND-22,29,34)	Repalce deteriorated culverts	16,000	-	-	-	-	-	-
Huron Meadows	Golf Starter Building Roof Replacement	Replacement of the existing shingle roof on the starter building	75,000	25,576	-	25,576	-	-	Carry over
			<u>\$ 3,845,435</u>	<u>\$ 1,503,455</u>	<u>\$ 120,982</u>	<u>\$ 952,066</u>	<u>\$ 478,411</u>	<u>\$ 72,979</u>	



To: Board of Commissioners
From: Jay Bibby, Interim Chief of Planning and Development
Subject: Approval/Resolution- Michigan Natural Resources Trust Fund Grant
Project: Launch and Take-out Renovation
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve a resolution to the Michigan Natural Resources Trust Fund (MNRTF) grant program for the Launch and Take-out Renovation project at Delhi Metropark as recommended by Interim Chief of Planning and Development Jay Bibby and staff.

Fiscal Impact: The proposed project total cost is estimated at \$621,600 with \$300,000 in grant funding, \$302,600 in cash outlay and \$19,000 in Metroparks in-kind match of workforce labor. Grant funds would be provided as an expense reimbursement. If awarded, match funding would be allocated in Capital Project Fund during the 2023 annual budget process.

Background: The proposed project will include: (1) launch with floating dock system and solar lights; (2) main 8-foot concrete walkway; (3) parking lot improvements with 10-foot connector walkway; (4) water spigot relocation and reconfiguration; (5) amenities including picnic tables, benches, bike hoops, and pet waste stations; (6) a 6-foot concrete walkway from livery buildings to amenities; (7) vault latrines; (8) livery facility improvements; and (9) landscaping features including a bio-swale along the walkway and 10 native trees.

Application Timeline:

Deadline for submission April 1, 2022
Notification of award December 2022
Project Agreement Spring 2023

Attachment: Grant Resolution

MDNR TRUST FUND SUBMISSION FOR
DELHI METROPARK – LAUNCH AND TAKE-OUT AREA RENOVATION

Resolution No. 2022-02

Motion made by: Commissioner _____

Supported by: Commissioner _____

AT A MEETING OF THE BOARD OF COMMISSIONERS OF THE HURON-CLINTON METROPOLITAN AUTHORITY HELD ON MARCH 10, 2022, THE BOARD ADOPTED THE FOLLOWING RESOLUTION:

WHEREAS, the Huron-Clinton Metropolitan Authority (“Authority”) supports the submission of an application titled, *Delhi Metropark – Launch and Take-out Area Renovation*, to the Michigan Natural Resources Trust Fund grant program; and

WHEREAS, the proposed improvements are identified in the Five-Year Recreation Plan of the Authority as a priority, adopted by the Board of Commissioners of the Authority at their regular meeting on September 14, 2017; and

WHEREAS, the Authority desires to redevelop the Delhi Metropark launch and take-out site for accessibility, to comprise: (1) launch with floating dock system and solar lights; (2) main 8-foot concrete walkway; (3) parking lot improvements with 10-foot connector walkway; (4) water spigot relocation and reconfiguration; (5) amenities including picnic tables, benches, bike hoops, and pet waste stations; (6) a 6-foot concrete walkway from livery buildings to amenities; (7) vault latrines; (8) livery facility improvements; and (9) landscaping features including a bio-swale along the walkway and 10 native trees; and

WHEREAS, the Planning and Development Department, under the direction of the Interim Chief of Planning and Development, has prepared a grant request for \$300,000 from the Michigan Natural Resources Trust Fund grant program to assist in funding the \$621,600 renovation cost; and

NOW, THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Huron-Clinton Metropolitan Authority does hereby authorize the commitment of \$302,600 in cash outlay, \$19,000 in workforce labor and other sources of in-kind contributions as necessary, toward the completion of the proposed project during the 2024 fiscal year; and

BE IT FURTHER RESOLVED that the Huron-Clinton Metropolitan Authority hereby authorizes submission of a Michigan Natural Resources Trust Fund grant application be made to the Michigan Department of Natural Resources.

AYES: Commissioners: _____

NAYS: Commissioners: _____

ABSTAIN: Commissioners: _____

ABSENT: Commissioners: _____

I hereby certify that the above is a true and correct copy of the Resolution adopted by the Huron-Clinton Metropolitan Authority, on Thursday, March 10, 2022.

Shawn M. Athayde, Recording Secretary



To: Board of Commissioners
From: Jay Bibby, Interim Chief of Planning and Development
Subject: Approval/Resolution – Land and Water Conservation Fund Grant
Project: West Boardwalk Renovation
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve a resolution for the Land and Water Conservation Fund (LWCF) grant program as administered by the Michigan Department of Natural Resources for the West Boardwalk project at Lake St. Clair Metropark as recommended by Interim Chief of Planning and Development Jay Bibby and staff

Fiscal Impact: The proposed project total cost is estimated at \$1,201,200 with \$500,000 in grant funding, \$691,200 in cash outlay and \$10,000 in Metroparks in-kind match, including workforce labor. Grant funds would be provided as an expense reimbursement. If awarded, match funding would be allocated in Capital Project Fund during the 2023 annual budget process.

Background: The proposed project will comprise of; (1) new asphalt pathway to connect new accessible picnic areas with grills; (2) renovations to the West Beach Picnic Shelter; (3) new beach access mats and ramps to create access to the water’s edge, the beach, and the sand volleyball court; (4) boardwalk renovation including railings, solar edge lighting; (5) a UA viewing scope; (6) native tree plantings; (7) landscaped planters; (8) UA interpretive signage; (9) seating comprised of; backless benches, Adirondack chairs, lounge chairs all with wheelchair seating to the side.

Application Timeline:

Deadline for submission April 1, 2022
Notification of award December 2022
Project Agreement Spring 2023

Attachment: Grant Resolution

HURON-CLINTON METROPOLITAN AUTHORITY
13000 HIGH RIDGE DRIVE, BRIGHTON, MICHIGAN 48114

LAND AND WATER CONSERVATION FUND SUBMISSIONS FOR LAKE ST. CLAIR METROPARK
WEST BOARDWALK RENOVATION

Resolution No. 2022-03

Motion made by: Commissioner _____
Supported by: Commissioner _____

AT A MEETING OF THE BOARD OF COMMISSIONERS OF THE HURON-CLINTON METROPOLITAN AUTHORITY HELD ON MARCH 10, 2022, THE BOARD ADOPTED THE FOLLOWING RESOLUTION:

WHEREAS, the Huron-Clinton Metropolitan Authority supports the submission of an application titled, Lake St. Clair Metropark West Boardwalk Renovation, to the Land and Water Conservation Fund program as administered by the Michigan Department of Natural Resources; and

WHEREAS, the proposed improvements are identified in the Five-Year Recreation Plan for the Metroparks as a priority, adopted by the Board of Commissioners of the Authority at their regular meeting on September 14, 2017; and

WHEREAS, the Authority desires to renovate the West Boardwalk at Lake St. Clair Metropark, which is between an accessible playground, tennis courts, pickleball courts, the par-3 golf course and Lake St Clair. Renovations will be entirely accessible using universal design principles which will comprise of; new asphalt pathway to connect new accessible picnic areas with grills, renovations to the West Beach Picnic Shelter, new beach access mats and ramps to create access to the water's edge, the beach, and the sand volleyball court, boardwalk renovation including railings, solar edge lighting, a UA viewing scope, native tree plantings, landscaped planters, UA interpretive signage, and seating comprised of; backless benches, Adirondack chairs, lounge chairs all with wheelchair seating to the side.

WHEREAS, the Planning and Development Department, under the direction of the Director, has prepared a grant request for \$500,000 from the Land and Water Conservation Fund grant program to assist with the \$1,201,200 development cost.

NOW, THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Huron-Clinton Metropolitan Authority does hereby authorize the commitment of \$691,200 in cash outlay, \$10,000 in workforce labor, engineering, and other sources of in-kind contributions as necessary, toward the completion of the proposed project during the 2023 and 2024 fiscal years; and

BE IT FURTHER RESOLVED that the Huron-Clinton Metropolitan Authority hereby authorizes submission of a Land and Water Conservation Fund grant application to be made to the Michigan Department of Natural Resources.

AYES: Commissioners: _____
NAYS: Commissioners: _____
ABSTAIN: Commissioners: _____
ABSENT: Commissioners: _____

I hereby certify that the above is a true and correct copy of the Resolution adopted by the Huron-Clinton Metropolitan Authority, on March 10, 2022.

Shawn Athayde, Recording Secretary



To: Board of Commissioners
From: Jay Bibby, Interim Chief of Planning and Development
Subject: Approval/Resolution – Land and Water Conservation Fund Grant
Project: Reflection Trail Renovation
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve a resolution for the Land and Water Conservation Fund (LWCF) grant program as administered by the Michigan Department of Natural Resources for the Reflection Trail project at Stony Creek Metropark as recommended by Interim Chief of Planning and Development Jay Bibby and staff

Fiscal Impact: The proposed project total cost is estimated at \$1,155,800 with \$500,000 in grant funding, \$625,800 in cash outlay and \$30,000 in Metroparks in-kind match, including workforce labor. Grant funds would be provided as an expense reimbursement. If awarded, match funding would be allocated in Capital Project Fund during the 2023 annual budget process.

Background: The proposed project will comprise of; (1) asphalt pathway realignment and removal; (2) realignment and widening of aggregate pathways; (3) boardwalk; (4) three prefabricated footbridges to replaces existing bridges; (5) an overlook structure; (6) a pond dipping platform; (7) automatic push button doors at the Nature Center entrance; (8) concrete and aggregate pads for benches with wheelchair companion space; (9) native plantings; (10) rain barrels.

Application Timeline:

Deadline for submission April 1, 2022
Notification of award December 2022
Project Agreement Spring 2023

Attachment: Grant Resolution

HURON-CLINTON METROPOLITAN AUTHORITY
13000 HIGH RIDGE DRIVE, BRIGHTON, MICHIGAN 48114

LAND AND WATER CONSERVATION FUND SUBMISSIONS FOR STONY CREEK METROPARK
REFLECTION TRAIL ACCESSIBILITY RENOVATION

Resolution No. 2022-04

Motion made by: Commissioner _____

Supported by: Commissioner _____

AT A MEETING OF THE BOARD OF COMMISSIONERS OF THE HURON-CLINTON METROPOLITAN AUTHORITY HELD ON MARCH 10, 2022, THE BOARD ADOPTED THE FOLLOWING RESOLUTION:

WHEREAS, the Huron-Clinton Metropolitan Authority supports the submission of an application titled, Stony Creek Reflection Trail Accessibility Renovation, to the Land and Water Conservation Fund program as administered by the Michigan Department of Natural Resources; and

WHEREAS, the proposed improvements are identified in the Five-Year Recreation Plan for the Metroparks as a priority, adopted by the Board of Commissioners of the Authority at their regular meeting on September 14, 2017; and

WHEREAS, the Authority desires to renovate the Reflection Trail at Stony Creek Metropark, which is a half-mile nature trail located just outside of Stony Creek Nature Center. Renovations will be entirely accessible using universal design principles which will comprise of; asphalt pathway realignment and removal, realignment and widening of aggregate pathways, boardwalk, three prefabricated footbridges to replaces existing bridges, an overlook structure, a pond dipping platform, automatic push button doors at the Nature Center entrance, concrete and aggregate pads for benches with wheelchair companion space, native plantings, and rain barrels.

WHEREAS, the Planning and Development Department, under the direction of the Director, has prepared a grant request for \$500,000 from the Land and Water Conservation Fund grant program to assist with the \$1,155,800 development cost.

NOW, THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Huron-Clinton Metropolitan Authority does hereby authorize the commitment of \$625,800 in cash outlay, \$30,000 in workforce labor, engineering, and other sources of in-kind contributions as necessary, toward the completion of the proposed project during the 2023 and 2024 fiscal years; and

BE IT FURTHER RESOLVED that the Huron-Clinton Metropolitan Authority hereby authorizes submission of a Land and Water Conservation Fund grant application to be made to the Michigan Department of Natural Resources.

AYES: Commissioners: _____

NAYS: Commissioners: _____

ABSTAIN: Commissioners: _____

ABSENT: Commissioners: _____

I hereby certify that the above is a true and correct copy of the Resolution adopted by the Huron-Clinton Metropolitan Authority, on March 10, 2022.

Shawn Athayde, Recording Secretary



To: Board of Commissioners
From: Jay Bibby, Interim Chief of Planning and Development
Subject: Approval/Resolution- Michigan Natural Resources Trust Fund Grant
Project: Reflection Trail Renovation
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve a resolution for the Michigan Natural Resources Trust Fund (MNRTF) grant program for the Reflection Trail project at Stony Creek Metropark as recommended by Interim Chief of Planning and Development Jay Bibby and staff

Fiscal Impact: The proposed project total cost is estimated at \$1,155,800 with \$300,000 in grant funding, \$825,800 in cash outlay and \$30,000 in Metroparks in-kind match, including workforce labor. Grant funds would be provided as an expense reimbursement. If awarded, match funding would be allocated in Capital Project Fund during the 2023 annual budget process.

Background: The proposed project will comprise of; (1) asphalt pathway realignment and removal; (2) realignment and widening of aggregate pathways; (3) boardwalk; (4) three prefabricated footbridges to replaces existing bridges; (5) an overlook structure; (6) a pond dipping platform; (7) automatic push button doors at the Nature Center entrance; (8) concrete and aggregate pads for benches with wheelchair companion space; (9) native plantings; (10) rain barrels.

Application Timeline:

Deadline for submission April 1, 2022
Notification of award December 2022
Project Agreement Spring 2023

Attachment: Grant Resolution

HURON-CLINTON METROPOLITAN AUTHORITY
13000 HIGH RIDGE DRIVE, BRIGHTON, MICHIGAN 48114

MICHIGAN NATURAL RESOURCES TRUST FUND SUBMISSION FOR
STONY CREEK METROPARK – REFLECTION TRAIL ACCESSIBILITY RENOVATION

Resolution No. 2022-05

Motion made by: Commissioner _____

Supported by: Commissioner _____

AT A MEETING OF THE BOARD OF COMMISSIONERS OF THE HURON-CLINTON METROPOLITAN AUTHORITY HELD ON MARCH 10, 2022, THE BOARD ADOPTED THE FOLLOWING RESOLUTION:

WHEREAS, the Huron-Clinton Metropolitan Authority supports the submission of an application titled, Stony Creek Reflection Trail Accessibility Renovation, to the Michigan Natural Resources Trust Fund program as administered by the Michigan Department of Natural Resources; and

WHEREAS, the proposed improvements are identified in the Five-Year Recreation Plan for the Metroparks as a priority, adopted by the Board of Commissioners of the Authority at their regular meeting on September 14, 2017; and

WHEREAS, the Authority desires to renovate the Reflection Trail at Stony Creek Metropark, which is a half-mile nature trail located just outside of Stony Creek Nature Center. Renovations will be entirely accessible using universal design principles which will comprise of; asphalt pathway realignment and removal, realignment and widening of aggregate pathways, boardwalk, three prefabricated footbridges to replaces existing bridges, an overlook structure, a pond dipping platform, automatic push button doors at the Nature Center entrance, concrete and aggregate pads for benches with wheelchair companion space, native plantings, and rain barrels.

WHEREAS, the Planning and Development Department, under the direction of the Director, has prepared a grant request for \$300,000 from the Michigan Natural Resources Trust Fund grant program to assist with the \$1,155,800 development cost.

NOW, THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Huron-Clinton Metropolitan Authority does hereby authorize the commitment of \$825,800 in cash outlay, \$30,000 in workforce labor, engineering, and other sources of in-kind contributions as necessary, toward the completion of the proposed project during the 2023 and 2024 fiscal years; and

BE IT FURTHER RESOLVED that the Huron-Clinton Metropolitan Authority hereby authorizes submission of a Michigan Natural Resources Trust Fund grant application to be made to the Michigan Department of Natural Resources.

AYES: Commissioners: _____

NAYS: Commissioners: _____

ABSTAIN: Commissioners: _____

ABSENT: Commissioners: _____

I hereby certify that the above is a true and correct copy of the Resolution adopted by the Huron-Clinton Metropolitan Authority, on March 10, 2022.

Shawn Athayde, Recording Secretary



To: Board of Commissioners
From: Amy McMillan, Director
Project Title: Update – Purchases over \$10,000
Date: March 4, 2022

Action Requested: Motion to Approve

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>
1. Safety Skills	Annual Membership Fee Human Resources Department	\$20,400.00
2. P.K. Contracting, LLC.	Endura Blend Surfacing Turtle Cove Lower Huron Metropark	\$19,750.00
3. Michigan Cat	Multi-Purpose Bucket Natural Resources Department	\$19,697.78
4. Maredo Commercial	Sweeper Brush Attachment Kensington Golf Course	\$19,660.00
5. Giffels Webster	Topographic Survey Engineering Department	\$18,600.00
6. Access Interactive LLC	Equipment to Support Upgrade Information Technology Department	\$17,962.00
7. Spartan Distributors	Mower Repairs Kensington Golf Course	\$15,693.99
8. National Composites	Pontoon Paddle Boats Kensington Metropark	\$15,296.00
9. Aquatic Source	Quartz Sleeve Lamp Seal Kit Lower Huron Metropark	\$14,298.00



To: Board of Commissioners
From: Amy McMillan, Director
Project Title: Purchases – Total Spent and Vendor Locations
Date: March 4, 2022

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file the update for the monthly 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 policies.

Attachment: Award Requests

Award Request for February 2022

Vendor	Vendor Location	Description	Park Location	Total Request	Five-County Area	Greater Michigan	Outside Michigan	Effect of DEI, Living Wage & Local Preference Policy
Warren Contractors & Development	Shelby Township	Fishing Pier Reconstruction	Lake St. Clair	\$ 169,150.00	\$ 169,150.00			
PIBC, LLC	Grosse Ile	Off-Leash Dog Area Fence Installation	Stony Creek	\$ 31,056.00	\$ 31,056.00			
Peak Asphalt, Inc.	Shelby Township	West Branch Accessible Paths	Stony Creek	\$ 52,950.00	\$ 52,950.00			
Totals				\$253,156.00	\$253,156.00	\$0.00	\$0.00	
Percent of Total Award Request					100.00%	0.00%	0.00%	



To: Board of Commissioners
From: AJ Frazher, Interim Senior Buyer
Project No: ITB 2022-006
Project Title: Purchase – Beach Sifter
Location: Lake St. Clair Metropark
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve the purchase of one new Beach Sifter for a total amount of \$57,883 from H. Barber & Sons, Inc. of Naugatuck, Connecticut, the low responsive, responsible bidder for ITB 2022-006 as recommended by Interim Senior Buyer AJ Frazher and staff.

Fiscal Impact: Funds will come from the Board approved 2022 Capital Equipment budget which allowed \$50,000 for the purchase of the equipment. The \$57,883 price is \$7,883 over budget. The additional \$7,883 will come from savings realized from future capital equipment purchases.

Scope of Work: Furnish and deliver one new Barber Surf Mate 600HD Beach Sifter.

Background: The proposed purchase was competitively bid and the ITB was posted on the Michigan Intergovernmental Trade Network (MITN) site, which provided notice of the solicitation to 45 vendors, of which six vendors downloaded the ITB.

The proposed equipment will replace unit 1642 a 2014 H. Barber 400HD Beach Sifter.

<u>Vendor</u>	<u>Location</u>	<u>Price</u>
H. Barber & Sons, Inc.*	Naugatuck, CT	\$57,883.00

(*) Indicates recommended award.



To: Board of Commissioners
From: AJ Frazher, Interim Senior Buyer
Project No: ITB 2022-003
Project Title: Purchase –Compact Wheel Loader
Location: Lake Erie Metropark
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve the purchase of one new Compact Wheel Loader with a Multipurpose bucket, Pallet Carriage and Fork Tines for a total amount of \$141,602.17 from Michigan CAT, the low responsive, responsible bidder for ITB 2022-003 as recommended by Interim Senior Buyer AJ Frazher and staff.

Fiscal Impact: Funds will come from the Board approved 2022 Capital Equipment budget which allowed \$134,000 for the purchase of the equipment. The \$141,602.17 price is \$7,602.17 over budget. The additional \$7,602.17 will come from savings realized from future capital equipment purchases.

The \$10,000 trade-in allowance offered by Michigan CAT will be added to the fund balance, and will allow Metroparks staff to dispose of the Wheel Loader before the annual auction, avoiding any additional maintenance and cost to transport the Wheel Loader to the auction site.

Scope of Work: Furnish and deliver one new 2020 Display unit Caterpillar Compact Wheel Loader model 910M ARQ.

Background: The proposed purchase was competitively bid and the ITB was posted on the Michigan Intergovernmental Trade Network (MITN) site, which provided notice of the solicitation to 50 vendors, of which 10 vendors downloaded the ITB.

The proposed equipment is will replace unit 40 a 1993 Caterpillar Loader 918F with 7,160 hours.

<u>Vendor</u>	<u>Location</u>	<u>Price</u>
Michigan CAT*	Brownstown, MI	\$141,602.17

(*) Indicates recommended award.



To: Board of Commissioners
From: Amy McMillan, Director
Project Title: Presentation – Detroit Riverfront Conservancy
Date: March 4, 2022

Background: Mark Wallace will give a brief presentation to the Board on the progress of the Ralph C. Wilson Jr. Centennial Park and general programming.



To: Board of Commissioners
From: Danielle Mauter, Chief of Marketing and Communications
Subject: Approval – 2022 Major Media Buys
Date: March 4, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve the following major media buys from various vendors as specified below, as recommended by Chief of Marketing and Communications Danielle Mauter and staff.

Out of Home (Total of \$56,000)

- Outfront Media Mar - Dec: \$35,000
- Adams Outdoor Apr - Dec: \$21,000

TV/Video (Total of \$137,000)

Fox 2 – WJBK Detroit: Total of \$27,000

- Campaign May – Oct with summer and fall commercials - \$20,000
- FLX OTT May - Sep to reach streamers - \$7,000

Local 4 – WDIV : Total of \$40,000

- Traditional commercial schedule for summer and Fall
- 10 month Live in the D series featuring 3-4-minute segments about parks filmed in the parks; one will be joint with Detroit Riverfront Conservancy; contest each month with social media and live stream support.

Channel 7 ABC – WXYZ: Total of \$20,000

- Campaign Jun, July and Oct with summer and fall commercials on live and OTT online placements

Effectv: Total of \$40,000

- \$30,000 for Summer – updated targets to reach moms and families as well as younger singles livings in urban locations
- \$10,000 for Fall – updated targets to reach moms and families as well as younger singles livings in urban locations

Detroit Public TV: Total of \$10,000

- Campaign May – Dec with summer and fall commercials as well as sponsor mentions

Radio (Total of \$78,807)

Beasley Media Group – Total = \$21,984

- Summer – 4 weeks on 101 WRIF, 3 weeks on 105.1 the Bounce, 7 weeks on Praise Network and 3 weeks on WCSX (+) possible on-air giveaways - \$9,985
- Summer Concert Series – May 30 – Aug 14 campaign on 94.7 WCSX, 105.9 Kiss FM, 105.1 the Bounce, 101.1 WRIF, Praise Network - \$9,999
- Golf – 4 weeks throughout season on WCSX - \$2,000

Cumulus Media Group – Total = \$8,000

- Summer – 7-week campaign on 93.1 New Country and WDVD (+) featured events, social sharing support and on-air giveaways: \$8,000

Audacy – Total = \$14,295

- Summer – 5 weeks on 98.7 WZLH, 4 weeks on WYCD Country, 2 weeks on WOMC classic hits \$9,295
- Summer - Digital streaming audio with WWJ and advanced targeting 6/1 – 8/29 - \$1,000
- Golf – 4 weeks throughout season on WWJ - \$3,500
- Golf – digital streaming audio targeting golfers - \$500

WHMI – Total = \$5,485

- Summer – 6/8 – 9/30 campaign (+) Live broadcast from a Kensington Event, weather sponsorships and on-air giveaways - \$4,485
- Fall – 9/20 – 10/13 campaign - \$1,000

iheart Radio – Total = \$29,043

- Summer – 10 weeks on WKQI hits, 8 weeks on WMXD R&B, 9 weeks on WNIC (+) on-air giveaways - \$16,000
- Big Fat Family Reunion – 3 weeks on WMXD R&B - \$5,033
- Fall – 2 weeks on WJLB Hip Hop and 2 weeks on WKQI hits, - \$8,010

Fiscal Impact: the media buys are budgeted in the Board approved 2022 budget.

Background: These media buys are the large provider ad buys. These fit within the already approved marketing budget and marketing plan. These are primarily major media purchases for summer and fall with a few stretching the entire remainder of the year. Additional media buys in print publications, programming guide inserts, smaller event specific campaigns and additional supporting campaigns will be added throughout the year as needed, but typically fall beneath the threshold that requires board approval to begin.

The Out-of-Home placements were chosen to be all digital board placements from March through December. There are some weeks where the Metroparks will be dark so that frequency can be increased in other weeks. Two of the larger southeast Michigan providers (Outfront Media and Adams Outdoor) were selected to achieve placements in geographic locations across all five counties. Digital placements will rotate locations for each period and will have multiple artworks per placement for a variety of message and location. Outfront media included bonus board placements in each week we are running. Throughout the summer some artwork will also be co-branded with the Detroit Riverfront Conservancy.

The TV/Video media buys were selected to place a mixture of live local broadcast placements, syndicated programming placements, local cable network placements and digital OTT and video placements. Cable networks were selected in summer to best reach mom's with families and to fit into our budget. Cable networks were also selected to best reach younger urban area audiences. Schedules were negotiated to accommodate a variety of day parts for each schedule. The breakdown of TV/Video budget was selected based on Nielson ratings, 2021 experiences and viewer tendencies. This year also includes 10 month Live in the D series featuring 3-4 minute segments about parks filmed in the parks; one will be joint with Detroit Riverfront Conservancy and the Riverfront Conservancy will have additional segments in addition to ours; contest each month with social media and live stream support.

Radio buys were selected to ensure a mixture of genres and audiences demographics across each campaign/season. Stations were also selected based on ratings for best reach and geographic range of audience.

Multimedia partnerships were selected with a handful of publications and organizations to reach specific audiences in southeast Michigan. 3Sixty Interactive was selected as our vendor to help with digital and social media display ads, paid search ads, retargeting ads and other similar ad types through an RFP process in 2020. During that process they were awarded up to four one-year extensions. DABO and Real Time Media (parent company of Michigan Chronicle) were selected to reach a predominately African American audience in metro Detroit area. Oakland County Moms, Metroparent and Little Guide Detroit are large mom blog publications that reach a large number of moms and families in the region.

These multimedia partnerships use multiple channels and strategies to reach these audiences throughout the entire year and have already been approved for 2022. They are included here for reference and background information to the additional mix of media that is scheduled to complement that approval that has been requested.

Other Year-Long Media Partnerships Already Approved

Digital and Social Media Placements – 3Sixty Interactive

- Jan – Dec campaigns to include a variety of ad types to reach potential visitors on digital and social platforms with messaging throughout the year.

DABO and On the Line with Rev. Sheffield

- Jan - Dec partnership to include radio and TV commercials as well as live interviews on radio and TV every month, email blasts, social posts and creation of partnered hiring fair at their location.

Real Time Media/ Michigan Chronicle

- Mar – Dec Campaign targeting urban audiences and African American readers using monthly database targeted e-newsletters, print inserts and ads in print publication and targeted digital ads.

Metroparent

- Yearlong campaign of digital ads, e-newsletter inclusion and sponsored content articles reaching moms and families.

Oakland County Moms

- Yearlong campaign of display ads, sponsored pages, calendar page, event postings, contests and reviews reaching moms and families.

Little Guide Detroit

- Summer Camp and Summer ads in their digital magazine along with sponsored content throughout the year reaching moms and families.

Attachment: Media Buys Pricing



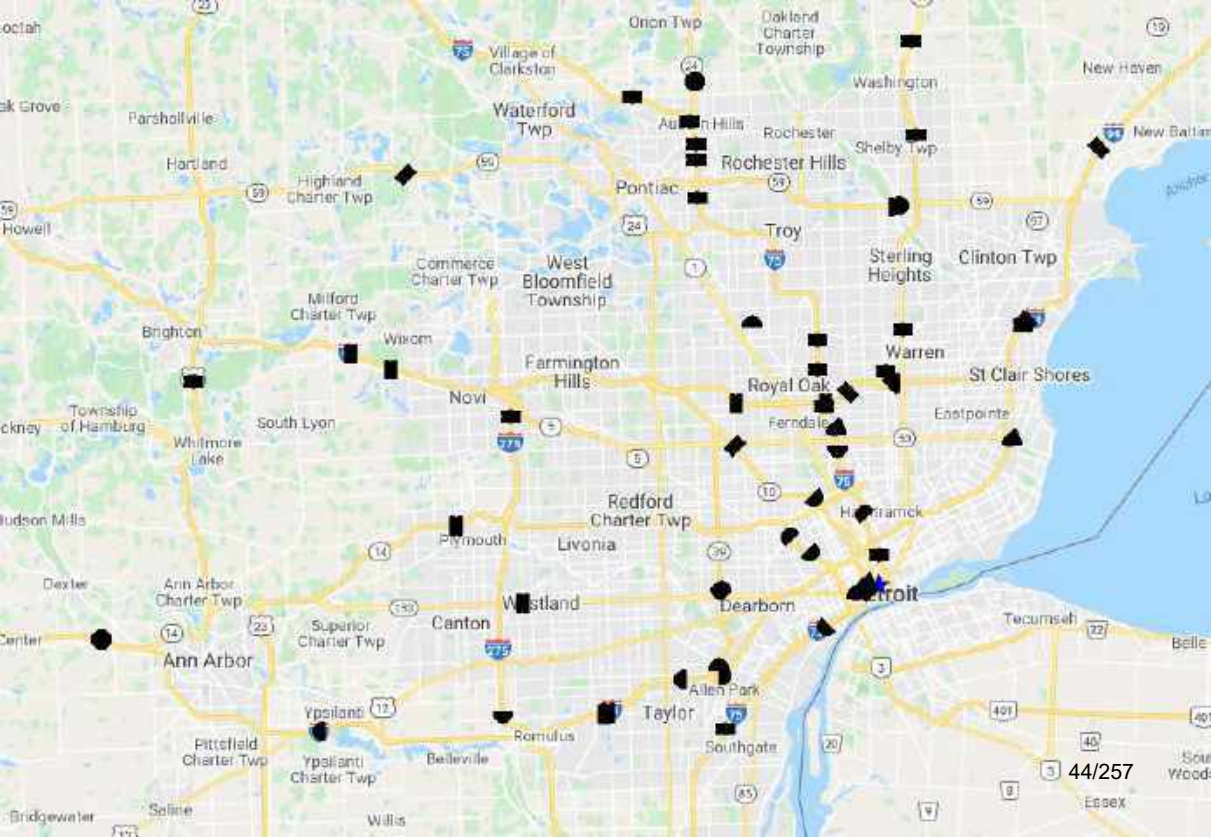
Huron-Clinton MetroParks

Prepared By: Hapuarachchi, Ranil

Space Available Boards						
Media	Qty	Bonus	Total Boards	Available	4 Week Net Cost	Total Per Week
March						
Digital Billboard	2	1	3	03/21-03/27	\$400	\$800
April						
Digital Billboard	2	1	3	4/4-4/17	\$450	\$1,800
Memorial Day Weekend						
Digital Billboard	4	1	5	05/16-5/29	\$450	\$3,600
June						
Digital Billboard	3	1	4	5/30-6/19	\$450	\$4,050
July 4th Weekend						
Digital Billboard	4	1	5	06/20-7/3	\$450	\$3,600
July - Aug						
Digital Billboard	3	1	4	07/04-08/21	\$450	\$9,450
Labor Day Weekend						
Digital Billboard	4	1	5	08/22-9/4	\$450	\$3,600
September-October						
Digital Billboard	2	1	3	9/19-10/16	\$450	\$2,700
November-December						
Digital Billboard	2	1	3	11/7-12/11	\$450	\$4,500

Digital Package: \$35K

All digitals are chosen and moved based on Outfront's discretion





ADAMS OUTDOOR ADVERTISING OF ANN ARBOR, MI
MEDIA CONTRACT



880 James L. Hart Parkway
 Ypsilanti, MI 48197
 Tel: 734.327.8999 Fax: 734.327.9104

CONTRACT # _____
 ACCOUNT EXECUTIVE Julie Wiechman-Jarrett

DATE 2/17/2022

ADVERTISER Huron-Clinton Metropolitan Authority PRODUCT/CATEGORY Amusements&Events

BILL TO Huron-Clinton Metropolitan Authority
13000 High Ridge Drive
Brighton, MI 48114

CONTACT NAME Danielle Mauter TEL 810-494-6009 E-MAIL Danielle.Mauter@metroparks.com

Advertiser hereby authorizes Adams Outdoor Advertising ("Adams") to display/locate advertising for Advertiser on the following terms and conditions:

CAMPAIGN TERM: START DATE 4/4/2022 END DATE: 11/20/2022

MEDIA TYPE / TACTICS / DESCRIPTION OF SERVICES	START DATE	END DATE	PERIOD TYPE	# OF PERIODS	CAMPAIGN TOTAL
see addendum	4/4/2022	11/20/2022	WEEK	35	21,000

Addendum/Proposal attached and incorporated herein by reference

TOTAL PER PERIOD: \$ 600
 TOTAL ADVERTISING RENT: \$ 21,000
 TOTAL PRODUCTION COST: \$ 0
 TOTAL ILLUMINATION AMOUNT: \$ 0
 OTHER: \$ 0
 TOTAL CONTRACT AMOUNT: \$ 21,000

SPECIAL PROVISIONS:

TERMS: Should credit be approved, Advertiser agrees to pay the full invoiced amount not later than thirty (30) days following the billing date. Any amounts on such a credit agreement that are not timely paid are subject to a late fee of 1.5% per month, which late fee is in addition to any and all other interest, fees, and charges under our Payment Terms. TOTAL CONTRACT AMOUNT QUOTED IS FOR PAYMENT IN CASH OR ITS EQUIVALENT. PAYMENT MADE, IN WHOLE OR IN PART, BY CREDIT CARD SHALL BE SUBJECT TO A 3% SURCHARGE, WHICH AMOUNT IS NOT GREATER THAN OUR COST OF ACCEPTANCE.

ONCE EXECUTED BY ADVERTISER OR ITS REPRESENTATIVE, THIS CONTRACT IS NON-CANCELABLE BY THE ADVERTISER.

ADVERTISER ACKNOWLEDGES AND AGREES THAT ADAMS' STANDARD TERMS AND CONDITIONS (WHICH ARE ATTACHED HERETO) ARE EXPRESSLY INCORPORATED INTO THIS CONTRACT BY REFERENCE.

REPRESENTATIONS: Any person executing this Contract on behalf of the Advertiser warrants that he/she has full authority to do so. Said person accepts full personal liability for all Advertiser's contractual obligations if he/she is not authorized to execute this Contract on behalf of the Advertiser. Adams shall not be bound by this Contract until the same is executed by Adams as evidenced by a signature below.

ADAMS OUTDOOR ADVERTISING LIMITED PARTNERSHIP
 By: Adams Outdoor GP, LLC
 Its: General Partner

ADVERTISER/CLIENT AUTHORIZED BY: _____
 SIGNATURE OF AUTHORIZED SIGNER

Adams Outdoor Advertising General Manager _____ DATE _____ PRINTED NAME OF AUTHORIZED SIGNER _____ DATE _____



Contract Addendum

Advertiser/Client: Huron-Clinton Metropolitan Authority

Account Executive: Julie Wiechman-Jarrett

Date: 2/17/2022

Contract # (internal use only):

Multiple Start Dates

Multiple Boards/Media Types

Moveable Campaign

Special Instructions

Start Date Week of	Duration	Unit #	Location	Facing	Area	Size	Media type	Imp.	Rate Per Panel Per Period	Total Value Per Panel
4/4/2022	one week	2 units	HIRING from pool below				digital		\$600	\$600x2=\$1200
4/18/2022	one week	2 units	HIRING from pool below				digital		\$600	\$600x2=\$1200
5/23/2022	one week	2 units	SUMMER from pool below				digital		\$600	\$600x2=\$1200
5/30/2022	one week	4 units	SUMMER from pool below				digital		\$600	\$600x4=\$2400
6/13/2022	one week	3 units	SUMMER & CONCERT SERIES from pool below				digital		\$600	\$600x3=\$1800
6/27/2022	one week	2 units	FIREWKS & BIG FAT FAMILY REUNION from pool below				digital		\$600	\$600x2=\$1200
7/18/2022	one week	2 units	SUMMER from pool below				digital		\$600	\$600x2=\$1200
7/25/2022	one week	4 units	SUMMER from pool below				digital		\$600	\$600x4=\$2400
8/22/2022	one week	3 units	SUMMER & MOVIES IN THE PARKS from pool below				digital		\$600	\$600x3=\$1800
10/3/2022	one week	3 units	FALL from pool below				digital		\$600	\$600x3=\$1800
10/17/2022	one week	3 units	FALL from pool below				digital		\$600	\$600x3=\$1800
11/7/2022	one week	3 units	ANNUAL PASS from pool below				digital		\$600	\$600x3=\$1800
11/14/2022	one week	2 units	ANNUAL PASS from pool below				digital		\$600	\$600x2=\$1200

Special Instructions:
 pool of digital units: 41113/41114 I-94/Outer Drive, 39142 US 23/Pontiac Trail, 9824/9825 I-75/Joslyn, 9826/9827 I-75/Auburn Rd, 805 M-5/Maple, 22105 Telegraph/Annapolis, 9821 Madison Ave/75, 9822/9823 I-75/M-39, 760/761 I-96/Beck, 803 I-96/Novi Rd, 41116 275/Huron River Drive, 9812/9815 US-23/Barker, 39153/39152 I-94/Huron Street

Advertiser/Client Authorize by: _____ (Signature)

Printed Name and Date: _____

THEY'RE YOUR METROPARKS.
FLY ON OVER FOR A VISIT.



WJBK-FOX2 SUGGESTED ON-AIR SCHEUDLE

Station	Time	Days	Program Name	Length	Rate	MY 23	MY 30	JN 6	JN 13	JN 20						#	Total	F25-49 (000)	F25-49 CPM			
WJBK	9:00a-10:00a	W-F	FOX 2 NEWS AT 9AM	:30	\$400.00	2		2		2						6	\$2,400.00	11.5	\$34.78			
WJBK	10:00a-11:00a	W-F	FOX 2 NEWS AT 10AM	:30	\$250.00	2		2		2						6	\$1,500.00	10.8	\$23.15			
WJBK	4:00p-5:00p	W-F	JUDGE JUDY	:30	\$300.00	1		1		1						3	\$900.00	14.1	\$21.28			
WJBK	4:00a-5:00a	W-F	FOX 2 NEWS 4-5AM	:30	\$150.00	1		1		1						3	\$450.00	4.4	\$34.09			
WJBK	6:30a-10:00a	Sa-Su	WEEKEND MORNING	:30	\$400.00	1		1		1						3	\$1,200.00	6.8	\$58.82			
2Q22 FLIGHT TOTALS						7		7		7						21	\$6,450.00	209.7	\$30.76			
HIATUS																						
Station	Time	Days	Program Name	Length	Rate	JN 27	JL 4	JL 11	JL 18	JL 25	AU 1	AU 8	AU 15	AU 22	AU 29	SE 5	SE 12	SE 19	#	Total	F25-49 (000)	F25-49 CPM
WJBK	9:00a-10:00a	W-F	FOX 2 NEWS AT 9AM	:30	\$400.00		2		2		2		2		2	0	0	0	10	\$4,000.00	11.5	\$34.78
WJBK	10:00a-11:00a	W-F	FOX 2 NEWS AT 10AM	:30	\$250.00		2		2		2		2		2	0	0	0	10	\$2,500.00	10.8	\$23.15
WJBK	4:00p-5:00p	W-F	JUDGE JUDY	:30	\$300.00		1		1		1		1		1	0	0	0	5	\$1,500.00	14.1	\$21.28
WJBK	4:00a-5:00a	W-F	FOX 2 NEWS 4-5AM	:30	\$150.00		2		2		2		2		2	0	0	0	10	\$1,500.00	4.4	\$34.09
WJBK	6:30a-10:00a	Sa-Su	WEEKEND MORNING	:30	\$400.00		1		1		1		1		1	0	0	0	5	\$2,000.00	6.8	\$58.82
3Q22 FLIGHT TOTALS							8		8		8		8		8	0	0	0	40	\$11,500.00	371.5	\$30.96
Station	Time	Days	Program Name	Length	Rate	SE 26	OC 3												#	Total	F25-49 (000)	F25-49 CPM
WJBK	9:00a-10:00a	W-F	FOX 2 NEWS AT 9AM	:30	\$400.00		2												2	\$800.00	11.5	\$34.78
WJBK	10:00a-11:00a	W-F	FOX 2 NEWS AT 10AM	:30	\$250.00		1												1	\$250.00	10.8	\$23.15
WJBK	4:00p-5:00p	W-F	JUDGE JUDY	:30	\$300.00		1												1	\$300.00	14.1	\$21.28
WJBK	4:00a-5:00a	W-F	FOX 2 NEWS 4-5AM	:30	\$150.00		2												2	\$300.00	4.4	\$34.09
WJBK	6:30a-10:00a	Sa-Su	WEEKEND MORNING	:30	\$400.00		1												1	\$400.00	6.8	\$58.82
4Q22 FLIGHT TOTALS							7												7	\$2,050.00	63.5	\$32.28

2022 TOTALS	
DOLLARS	\$20,000.00
IMPS	644.7
CPM	\$31.02



THEY'RE YOUR METROPARKS.
FLY ON OVER FOR A VISIT.

METROPARKS



FLX / OTT PROPOSAL

- Flight dates: Memorial Day through Labor Day 5/23-9/5
 - *We can lock in a more specific flight, based on your goals*
- Utilizing FLX Entertainment Any Screen **see slide 3 for full Publisher list*
- Targeting includes: Women 25-49 or Women with Children AND outdoor enthusiasts, within the Detroit DMA
- Web Based Attribution included at no additional cost
 - Opportunity to track consumers who visit metroparks.com after seeing your ad on FOX's FLX platform.
- 241,379 total guaranteed impressions
- \$29 Net CPM
- \$7,000 Net Total





Entertainment Partners | Big Screen or Any Screen

A&E
A&E History Vault
ABC
Action Classics Channel
Adult Swim
African American Short Films
AMC
American Classics
Animal Planet
AXS TV
BBC
BBC America
BET
BET Her
Bravo
BroadwayHD
Cartoon Classics
Cartoon Club
Cartoon Keepsakes
Cartoon Lane
Cartoon Network
CBS
Cheddar
CMT
Comedy Central
Cooking Channel
Court TV

Cracked TV
Crackle
DIRECTV
Discovery
Discovery AHC
Discovery Destination America
Discovery ID
Discovery Life
Discovery TLC
Discovery Velocity
Disney Channel
Disney Family
DIY Network
Docu TV
E!
Family Feud
Film Detective TV
Flix Fling
Food Channel
Food Network
Foodmatters TV
Foody TV
Foreign Film Favorites
FOX
Freeform - ABC Family
Funny or Die
Fuse

FX
FX Networks
FXM
FXX
FYI
FYI
Game Show Network
Hallmark Channel
Hallmark Drama
Hallmark Movies & Mysteries
Haystack TV
HGTV
History AHC
History Channel
History Hit TV
HLN
IFC
Law & Crime
Lifetime
Lifetime Movie Club
Lifetime Movie Network
LOGO
MTV
MTV Classic
MTV Live
MTV2

Music Choice
Mystery Channel
Mystery Classics Channel
Mystery Movie Theatre
Nat Geo Kids
Nat Geo TV
Nat Geo Wild
NBC
Nickelodeon
Ovation - JOURNY
Ovation TV
OWN tv
Oxygen
Paramount Network
PBS
People TV
Pluto
Roku Premiere
Samsung TV Plus
Science Channel
Scifi Classic Channel
Scifi Classic TV
Scripps Networks
Sling
Smithsonian Channel
Sony Movie Channel
Spike

Starz
Sundance TV
Syfy
TBS
The Animal Channel
The Bollywood Channel
The Broadway Channel
The CW
The CW Seed
The Movie Channel
The Travel Channel
Thriller Classic Channel
TLC
TMZ
TNT
Travel Channel
truTV
Tubi
TV Land
Univision Galavisión
USA Network
VH1
VICE
VICELAND
Wild World - Animal TV
Xumo
Xumo Movies

Web-Based OTT Attribution

When a client would like to **track site visits** attributed to their FLX campaign, they can use web-based OTT attribution.

Depending on client goals, one or multiple pixels are provided to place on their site.

This **pixel** is a snippet of code that captures a user's IP address when they visit the site. This way we are able to cross-reference the users that were served a FLX ad and then visited the clients site.



Tracking Pixel HTML Example:

```

```



Consumers are continuing to change their viewing habits



53% of Americans have some sort of pay TV cord (cable, satellite or fiber optic service), while just about half (46%) are Cordless, meaning they've cut their TV cord or never had it to begin with.

The shift from Cord Loyalist to Cutters is driving this change
In the past 5 years Cord Cutters are up +208%, while Cord Loyalists are down -35%

Share of time spent has reached a tipping point –an equal percent of time is spent watching via a corded TV connection as it is spent streaming. Americans now spend more time watching through streaming services when it is convenient for them

Time spent watching live through traditional TV cord dropped -36% in the last 5 years, while time-shifted streaming increased by +81%.

➤ People in DETROIT who have a smart TV or an internet connected device:

- \$25k+ index is 108
- \$35k+ index is 112
- \$50k+ index is 119
- \$75k+index is 125
- \$100k index is 136
- \$250k index is 148 (People who live in a CTV home are 44% more likely to earn a \$250K+ HH income)



That's where FLX can help!

THEY'RE YOUR METROPARKS.
FLY ON OVER FOR A VISIT.



IT'S YOUR CITY
EXPERIENCE IT!

WEEKDAYS
10 AM



LIVE & LOCAL

ABOUT THE SHOW

- **Live in the D** is WDIV/Local 4's live local entertainment lifestyle show airing **weekdays** starting at **10am**.
- This hour long show covers what's happening in and around Detroit in an informative, fun and energetic way.
- Hosted by local television favorites **Jason Carr**, and **Tati Amare**.
- Various Detroit-based businesses are featured each week including local restaurants/cooking, home improvement, fashion, skin-care, pets, entertainment, healthcare, and gardening and much more!



PROMOTIONAL APPEARANCE



With our producers' help, we'll create a dynamic, creative element to showcase Metro Parks. Here's what you'll get:

- (1) :10 second billboard airing before your segment with logo and tagline
- 2-4 minute integrated segment with Michelle on location (all subject matter must be pre-approved)
- Full screen graphic at the end of the segment
- Link on the Live in the D page on ClickOndetroit.com
- Social Media posts the day of the appearance
- Your segment will be made available for repost on your social media sites
- Contest opportunities to extend your message and grow your data base
- The best part...You'll have WDIV/Local 4 personalities talking about Metro Parks!



TV Package

Metro Parks Summer 22



Dates: 5/2/2022 - 8/28/2022

Author: Teri Spencer

SalesPerson: Teri Spencer
 Station: WDIV
 Phone #: 313-222-0636
 Email: terik@wdiv.com

Demo: DMA P18+ D,RTG, DMA P18+ D.000

Station	Time	Days	Program Name	Length	Rate	JN 6	JN 13	JN 20	JN 27	JL 4	JL 11	JL 18	JL 25	AU 1	#	Total	P18+ RTG	P18+ CPP	P18+ (000)		
WDIV	6:00a-9:00a	Mo-Fr	6-9am	:30	\$550.00	1	-	2	-	2	-	2	-	2	9	\$4,950.00	2.0	18	\$275.00	69.9	629.1
WDIV	3:00p-4:00p	Mo-Fr	ELLEN 3PM WHEEL OF	:30	\$350.00	2	-	1	-	1	-	2	-	1	7	\$2,450.00	1.6	11.2	\$218.75	55.5	388.5
WDIV	7:00p-8:00p	Mo-Fr	FORTUNE/JEOPARDY	:30	\$1,000.00	1	-	1	-	1	-	-	-	1	4	\$4,000.00	6.1	24.4	\$163.93	207.9	831.6
FLIGHT TOTALS						4	0	4	0	4	0	4	0	4	20	\$11,400.00	53.6	53.6	\$212.69	1849.2	1849.2

Metro Parks Fall WDIV 22



Dates: 8/29/2022 - 10/30/2022
 Phone #: 24011

Author: Teri Spencer

SalesPerson: Teri Spencer
 Station: WDIV
 Phone #: 313-222-0636
 Email: terik@wdiv.com

Demo: DMA P18+ D,RTG, DMA P18+ D.000

Station	Time	Days	Program Name	Length	Rate	SE 19	SE 26	OC 3	OC 10	OC 17	OC 24	#	Total	P18+ RTG	P18+ CPP	P18+ CPM		
WDIV	6:00a-9:00a	Mo-Fr	NEWS 4 AT 6AM/TODAY	:30	\$600.00	1	-	-	1	-	1	3	\$1,800.00	2.1	6.3	\$285.71	202.5	\$8.89
WDIV	4:00p-5:00p	Mo-Fr	4P News/INSIDE EDITION	:30	\$600.00	1	-	-	1	-	1	3	\$1,800.00	3.6	10.8	\$166.67	355.2	\$5.07
FLIGHT TOTALS						2	0	0	2	0	2	6	\$3,600.00	17.1	17.1	\$210.53	557.7	\$6.46

PARTNERSHIP SUMMARY

Live In The D Segment

- 3-4 minute on location segment live or recorded beforehand with Michelle
- Social Media Push and Post on ClickOnDetroit.com
- All Segments are part of WDIV Live Stream of Live In The D
- One segment per month March-December a total of 10 segments

WDIV Schedule:

- Summer and Fall TV

Contest

- You will get a list of all entrants that opted to get more information from you

\$40,000 net investment



Based on the Live in the D Cume:



Gender

Women
61%

Men
39%

Occupation

White Collar
23%

Blue Collar
13%

Homemaker
8%

Retired
71%

Own
38%

Rent
24%

Homeowner

Income

\$50,000+
47%

\$75,000+
36%

\$100k+
23%

Total Amount Spent on Home Improvements

Under \$500
14%

\$500 - \$5,000
16%

\$5,000+
18%



Age

18-34
5%

35-44
11%

45-54
19%

55+
65%

County of Residence

Wayne
33%

Oakland
25%

Macomb
23%

Number of Children in HH (Under age 17)

None
77%

1-2
16%

3 or more
7%

Restaurant (Visits Monthly)

Any Restaurant
85%

Fast Food
81%

Sit down
59%

Lifestyle

Gardening
53%

Lawn
60%

Attends Sport Event
18%

Belongs to Health Club or Gym
19%

Owns a Pet
43%



Source: Scarborough July 2020 – June 2021 Based on Adults 18+ 10am Live in the D viewers



SCRIPPS



Prepared by: Nick Craig | Nicholas.Craig@wxyz.com | 248-752-8979

wxyz.com



Google



Our number one goal with the launch of our 24/7 Streaming News channel is delivering on our company vision and mission of creating a better informed world, and doing well by doing good.

Content will be delivered in two ways on WXYZ's Roku, Amazon Fire TV, Apple TV, and Android TV Apps:

1. A live 24/7 streaming channel – consisting of:
 - Simulcast of the local newscast and replay in adjacent timeslot
 - Scripps Syndicated shows: The List & Right This Minute
 - A local/national hybrid nightly broadcast
 - Scripps partner content: Newsy documentaries & Court TV's Closing Arguments
2. Video-on-demand (VOD) – consists primarily of short newscast clips and digital originals



WXYZ 24/7 OTT



DIGITAL STRATEGY

Programming Lineup



WXYZ Weekday Schedule			
START OF DAY	Program name		Program name
4:00am	Right This Minute		
4:30am	7 Action News This Morning	4:00pm	7 Action News @ 4
5:00am		4:30pm	
5:30am		5:00pm	7 Action News @ 5
6:00am		5:30pm	
6:30am	7 Action News on TV20	6:00pm	7 Action News @ 6
7:00am		6:30pm	Replay: 7 Action News @ 6
7:30am		7:00pm	7 Action News @ 7
8:00am		7:30pm	Replay: 7 Action News @ 7
8:30am	7 Action News on TV20	8:00pm	Replay: 7 Action News @ 7
9:00am		8:30pm	Right This Minute
9:30am		9:00pm	Right This Minute
10:00am		9:30pm	The List
10:30am	Right This Minute	10:00pm	7 Action News on TV20
11:00am	The List	10:30pm	
11:30am	Right This Minute	11:00pm	7 Action News @ 11
12:00pm	7 Action News at Noon	11:30pm	Replay: 7 Action News @ 11
12:30pm	Replay: 7 Action News at Noon	12:00am	Replay: 7 Action News @ 11
1:00pm	Replay: 7 Action News at Noon	12:30am	The List
1:30pm	Court TV	1:00am	Right This Minute
2:00pm	Court TV	1:30am	Right This Minute
2:30pm		2:00am	The List
3:00pm	Court TV	2:30am	Right This Minute
3:30pm		3:00am	Right This Minute
		3:30am	The List



- M-F 6-9A 18x 7 Action News at 6A/ Good Morning America
- M-F 4-730P 10x 7 Action Early News
- M-F 7-9A 24x 7 Action News at 7A
- M-SU 10-11P 15x 7 Action News at 10P

Total Spots 67x





WXYZ 24/7 OTT



DIGITAL STRATEGY

Digital Campaign: June – October 2022

- Audience Targeting: A25+, Families & Active Lifestyle

2022 PROPOSAL				
3-Month Campaign				
	JUNE	July	October	TOTAL
WXYZ OTT	125,000 IMPRESSIONS	125,000 IMPRESSIONS	125,000 IMPRESSIONS	375,000 Impressions
	\$3,125	\$3,125	\$3,125	\$9,375





- TV Schedule
 - 18x 6-9A Morning News on WXYZ
 - 10x 4-730P Early News on WXYZ
 - 24x 7-9A Morning News on WMYD
 - 15x 10-11P Late News on WMYD
- OTT
 - 125,000 monthly Impressions on WXYZ OTT
 - Will run the Months of June, July, & October

Flight Weeks

5/30-6/12
 7/11-7/24
 9/26-10/9

Total Spots: 67
Total OTT Impressions: 375,000
Total overall Impressions: 2,924,200
Total Investment: \$20,000

Signature: _____ Date: _____

Printed Name: _____ Title: _____



HURON-CLINTON METROPARKS SUMMER 2022 MULTI-SCREEN CAMPAIGN

TIERNEY SCENGA, COMCAST EFFECTV AE
TIERNEY_SCENGA@COMCAST.COM



HIGH LEVEL 2022 RECOMMENDATION BASED ON SUMMER 2021 RESULTS

Summer Campaign Overview:

Campaign Dates: 5/16/22 – 8/28/22

Targeted Zones: Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

Summer Campaign 1 : **Families in Motion**

- TV Budget: \$10,000
- Effectv Streaming – Premium Video Audience: \$2,500
- Effectv Streaming – Full Episode Player (FEP) Audience: \$2,500

Summer Campaign 2: **Aspirational Fusion**

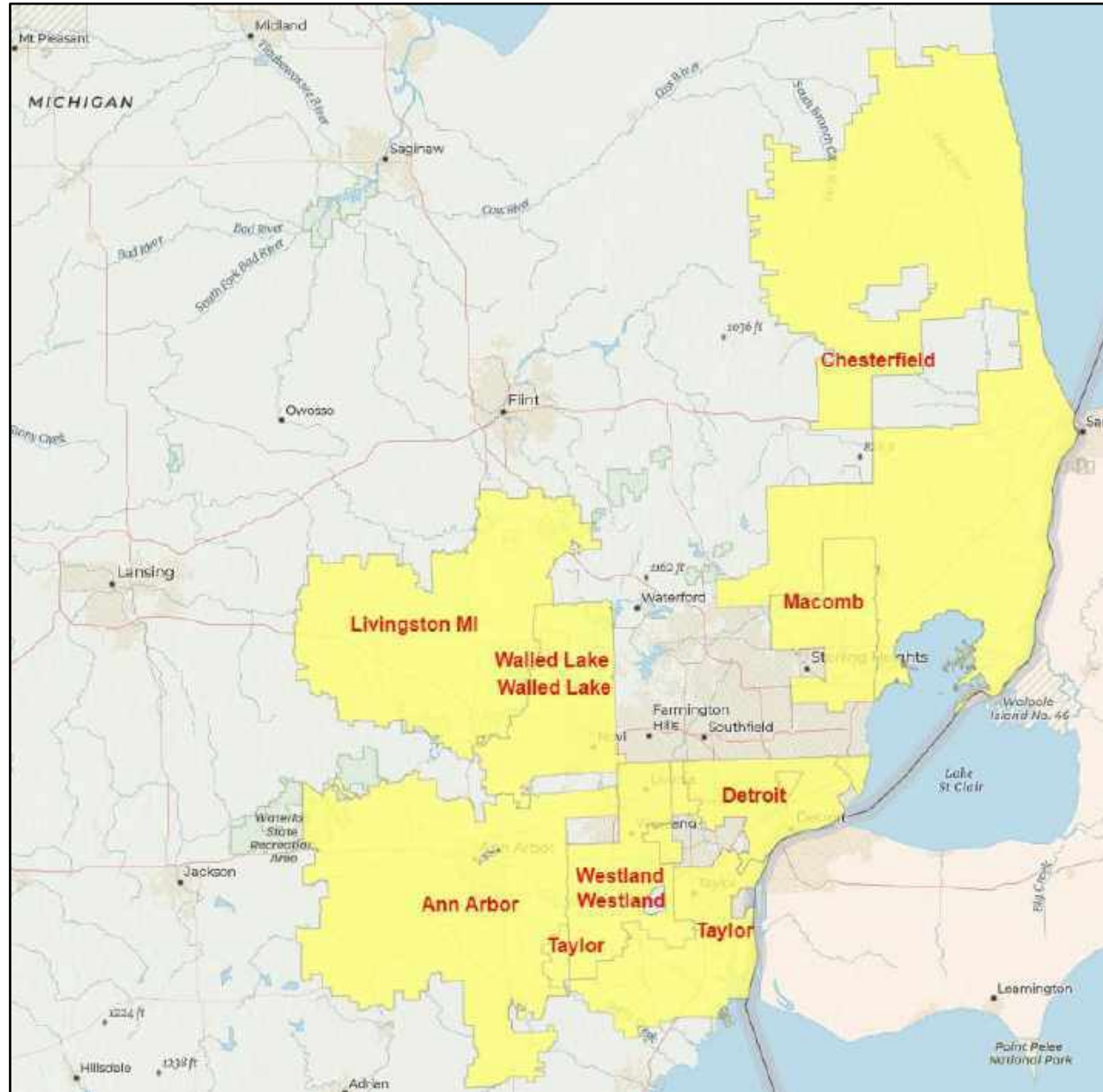
- TV Budget: \$10,000
- Effectv Streaming – Premium Video Audience: \$2,500
- Effectv Streaming – Full Episode Player (FEP) Audience: \$2,500

Summer Campaign Total: Families in Motion & Aspirational Fusion TV Budget: \$10,000

- Total TV Budget: \$20,000
- Effectv Streaming – Premium Video Audience: \$5,000
- Effectv Streaming – Full Episode Player (FEP) Audience: \$5,000

- Total TV & Streaming Summer Campaign: \$30,000

TARGETED ZONES: ANN ARBOR MI, CHESTERFIELD MI, DETROIT MI, MACOMB MI, LIVINGSTON MI, TAYLOR MI, WALLED LAKE MI, WESTLAND MI



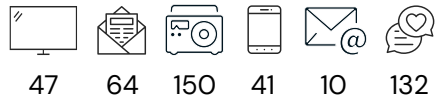
FAMILIES IN MOTION – SUMMER CAMPAIGN 1

Younger, working-class families earning moderate incomes in smaller residential communities.

Key Features

- Young children
- Hectic households
- Rural lifestyles
- Non-environmental
- Conservative investors
- Outdoor leisure

Channel Preference



Head of Household Age
36 – 45



Type of Property
Single family



Estimated Household Income
\$35,000 – \$49,999



Household Size
5+ Persons



Home Ownership
Homeowner

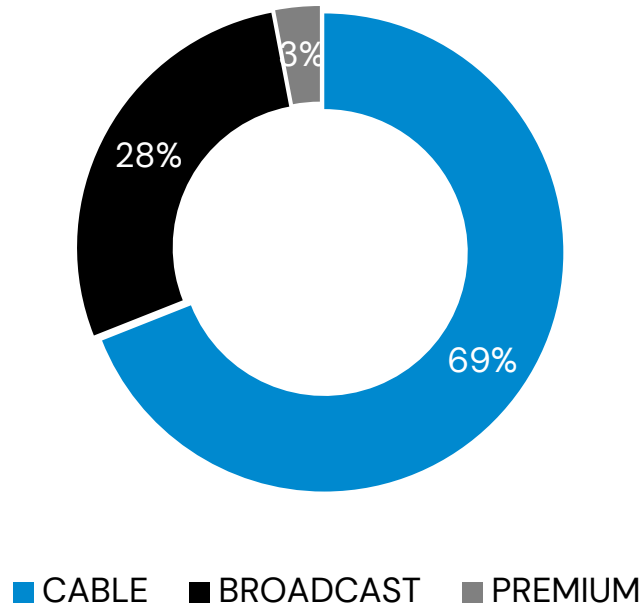


Age of Children
4 – 6



WE KNOW HOW AUDIENCES ARE SPENDING THEIR TIME

Insights from Comcast Viewership Data for **Detroit : M Family in Motion – Summer Campaign 1**



12 | Households watch an average of 12 cable networks

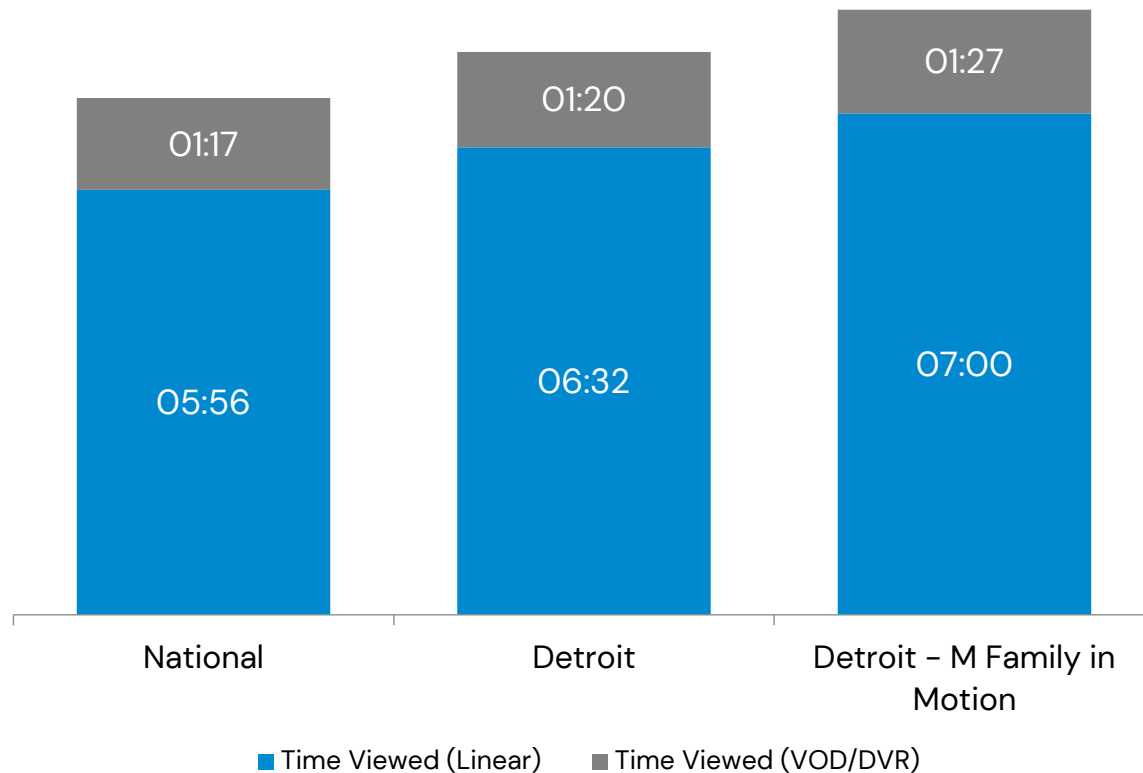
21% | The top 5 networks make up 21% of TV viewing

73% | 73% of viewing is outside Prime

Source: Audiences are created based on Comcast viewership data;(April 2021–October 2021). Aggregated Viewing Time by network, Cable defined as Ad-Insertable Networks; Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime; April 2021–October 2021.

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VIEWERSHIP DATA INFORMS US ABOUT ACTUAL VIEWING – SUMMER CAMPAIGN 1



Source: Audiences are created based on Comcast viewership data,(April 2021–October 2021). Aggregated Viewing Time by network, Cable defined as Ad-Insertable Networks; Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime; April 2021–October 2021.

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BETTER RECOMMENDATIONS BASED ON INSIGHTS FROM VIEWERSHIP DATA

SUMMER CAMPAING 1 – FAMILY IN MOTION

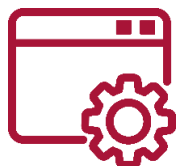
WE BUILD YOUR PLAN BASED ON DATA INSIGHTS



BEST NETWORK
Combinations



GEO-TARGETED
To Your Market



VIEWERSHIP
Data

M Family in Motion audience in Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI are 77% more likely to view TRAV

DMA: Detroit

Target: M Family in Motion

Zones(s): Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

Reach Ranker			Efficiency Ranker		
Rank	Network	Target Index	Rank	Network	Target Index
1	VOD	110	1	TRAV	177
2	AMC	143	2	ESNU	168
3	TNT	121	3	TOON	157
4	HIST	126	4	MTV	155
5	AEN	139	5	NICK	153
6	TBSC	119	6	ID	149
7	FRFM	138	7	CMT	147
8	USA	128	7	TRU	147
9	FX	126	9	DISC	145
10	NICK	153	9	SYFY	145
11	DISC	145	11	AMC	143
12	SYFY	145	12	TVL	141
13	ESPN	86	13	GSN	140
14	HGTV	79	14	AEN	139
15	FOOD	102	15	FRFM	138
16	FDTA	92	16	APL	137
17	MTV	155	17	LIF	132
18	ENT	120	18	PAR	131
19	CNN	74	19	VH1	129
20	FXNC	73	20	HLN	128

How to read: The Efficiency ranker compares a segment's share of viewing for a specific network compared to total households' share of viewing for the same network. A higher index indicates that a segment has a higher proportion of viewing for a specific network. Source: Comcast Viewership Data, Aggregated Viewing by target audience, for example, "Chevy New Car Intenders"

HURON-CLINTON METROPARKS

AUDIENCE TARGETED TV SUMMARY – SUMMER CAMPAIGN 1

Optimized TV campaign targeting your audience efficiently and effectively

Audience: M Family in Motion

Nielsen: Adults 18+

Campaign Dates 05/16/2022-8/28/2022

Market Detroit

Zones Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

TV Reach / Frequency	32.1%/1.8
Total Networks	35
Total Spots	5,268
Total TV Impressions	590,012
Total CPM	16.95
Avg. Monthly Networks	28
Avg. Monthly Spots per Network	47
Avg. Monthly Impressions per Network	5,258
Total TV Investment	\$9,999.25



REQUESTING READ-ONLY GA ACCESS FOR REPORTING / PROVING PERFORMANCE

All schedules are subject to the [Effectv Advertising Terms and Conditions](#). The TV impression values are based on the average Nielsen impression forecasts for each network and are summed across all networks in the schedule. It does not represent total impression achievement for this schedule, as actual impression clearances will be based on the time and network in which each individual spot airs. Effectv's spot and clearance information provided during a broadcast month is preliminary and may vary from final verifications and/or invoices. Other impressions, cpm, reach, frequency, or spot estimates provided by Effectv are based on data provided by Effectv or a third party and are for informational purposes only and may not be used for billing purposes. Proposal is representative of inventory/rates as of 02/17/2022 but is not guaranteed and may vary from your final schedule as inventory availability may change.

EFFECTV STREAMING SUMMARY FOR HURON-CLINTON METROPARKS

Audience Targeting: M Family in Motion – Summer Campaign 1

A digital solution to complement your multiplatform TV strategy

1. Effectv Streaming- TV-Premium Video Audience Targeting

Campaign Dates: 05/16/2022 - 08/28/2022
Zones: 8 Zones
Impression: 73,529
Audience: Mosaic > M Family in Motion
Investment: \$2,500
CPM: \$34

2. Effectv Streaming- FEP Audience Targeting

Campaign Dates: 05/16/2022 - 08/28/2022
Markets: Detroit
Impression: 54,347
Audience: Mosaic > M Families In Motion
Investment: \$2,500
CPM: \$46



Total Impressions 127,876
Total Digital Investment \$5,000

REQUESTING READ-ONLY GA ACCESS FOR REPORTING / PROVING PERFORMANCE

Zones* Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI


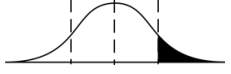






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ASPIRATIONAL FUSION – SUMMER CAMPAIGN 2

Lower-income singles and single parents living in urban locations and striving to make a better life.

Key Features

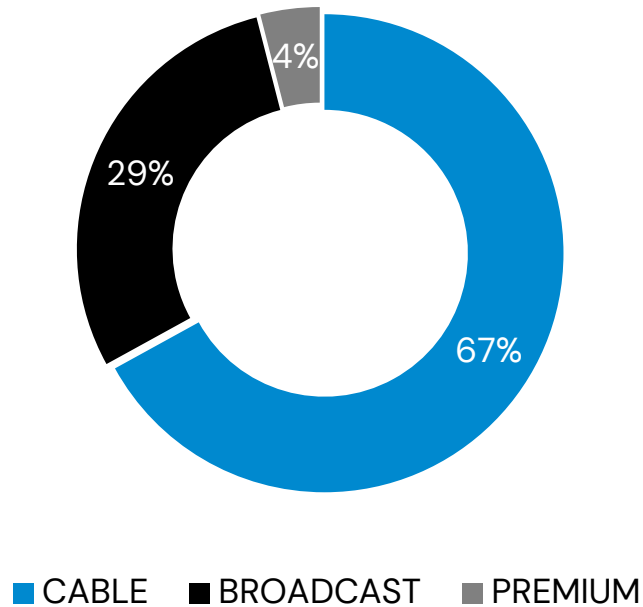
- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Active athletes
- Tech wizards

<p>Channel Preference</p>  <p>220 44 426 82 6 28</p>	<p>Technology Adoption</p>  <p>Wizards</p>
<p>Head of Household Age</p>  <p>19 – 24</p>	<p>Type of Property</p>  <p>Multi-family: 3 units</p>
<p>Estimated Household Income</p>  <p>Less than \$15,000</p>	<p>Household Size</p>  <p>1 Person</p>
<p>Home Ownership</p>  <p>Renter</p>	<p>Age of Children</p>  <p>7 – 9</p>



WE KNOW HOW AUDIENCES ARE SPENDING THEIR TIME

Insights from Comcast Viewership Data for [Detroit : R Aspirational Fusion – Summer Campaign 2](#)



12 | Households watch an average of 12 cable networks

27% | The top 5 networks make up 27% of TV viewing

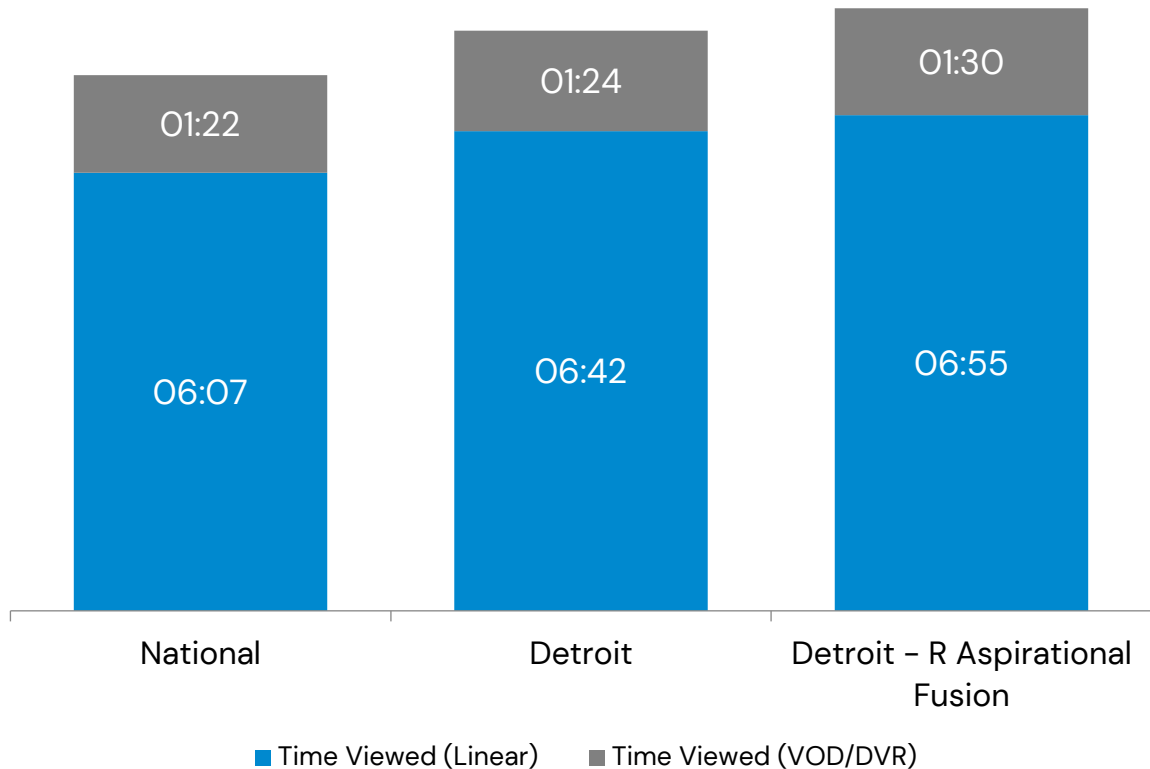
71% | 71% of viewing is outside Prime

Source: Audiences are created based on Comcast viewership data;(May 2021-August 2021). Aggregated Viewing Time by network, Cable defined as Ad-Insertable Networks; Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime; May 2021-August 2021.

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VIEWERSHIP DATA INFORMS US ABOUT ACTUAL VIEWING

Summer Campaign 2



Source: Audiences are created based on Comcast viewership data,(May 2021-August 2021). Aggregated Viewing Time by network, Cable defined as Ad-Insertable Networks; Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime; May 2021-August 2021.

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BETTER RECOMMENDATIONS BASED ON INSIGHTS FROM VIEWERSHIP DATA

Summer Campaign 2

WE BUILD YOUR PLAN BASED ON DATA INSIGHTS



BEST NETWORK
Combinations



GEO-TARGETED
To Your Market



VIEWERSHIP
Data

R Aspirational Fusion audience in Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI are 152% more likely to view TV1

DMA: Detroit

Target: R Aspirational Fusion

Zones(s): Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

Reach Ranker			Efficiency Ranker		
Rank	Network	Target Index	Rank	Network	Target Index
1	VOD	104	1	TV1	252
2	BET	251	2	BET	251
3	VH1	219	3	VH1	219
4	TNT	119	4	TOON	180
5	AMC	98	5	LMN	164
6	FX	109	6	OWN	157
7	USA	114	7	WETV	151
8	AEN	109	8	NICK	141
9	ESPN	89	9	MTV	139
10	NICK	141	10	LIF	131
11	FRFM	108	11	ID	125
12	TV1	252	12	NFLN	121
13	TBSC	85	13	TNT	119
14	SYFY	114	14	SYFY	114
15	MTV	139	14	USA	114
16	CNN	73	16	AEN	109
17	LMN	164	16	FX	109
18	ENT	97	18	FRFM	108
19	LIF	131	19	TRU	105
20	HIST	64	20	ESNU	104

How to read: The Efficiency ranker compares a segment's share of viewing for a specific network compared to total households' share of viewing for the same network. A higher index indicates that a segment has a higher proportion of viewing for a specific network. Source: Comcast Viewership Data, Aggregated Viewing by target audience, for example, "Chevy New Car Intenders"

HURON-CLINTON METROPARKS

AUDIENCE TARGETED TV SUMMARY – SUMMER CAMPAIGN 2

Optimized TV campaign targeting your audience efficiently and effectively

Audience: R Aspirational Fusion

Nielsen: Adults 18+

Campaign Dates 05/16/2022-8/28/2022

Market Detroit

Zones Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

TV Reach / Frequency	24.8%/3.1
Total Networks	20
Total Spots	6,819
Total TV Impressions	814,320
Total CPM	12.28
Avg. Monthly Networks	16
Avg. Monthly Spots per Network	108
Avg. Monthly Impressions per Network	12,901
Total TV Investment	\$9,999.75



REQUESTING READ-ONLY GA ACCESS FOR REPORTING / PROVING PERFORMANCE

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EFFECTV STREAMING SUMMARY FOR HURON-CLINTON METROPARKS

Audience Targeting: R Aspirational Fusion – Summer Campaign 2

A digital solution to complement your multiplatform TV strategy

1. Effectv Streaming- TV-Premium Video Audience Targeting

Campaign Dates: 05/16/2022 - 08/28/2022
Markets: Detroit
Impression: 73,529
Audience: Mosaic > R Aspirational Fusion
Investment: \$2,500
CPM: \$34

2. Effectv Streaming- FEP Audience Targeting

Campaign Dates: 05/16/2022 - 08/28/2022
Markets: Detroit
Impression: 54,347
Audience: Mosaic > R Aspiration Fusion
Investment: \$2,500
CPM: \$46



Total Impressions 127,876
Total Digital Investment \$5,000

Zones* Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

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THE VALUE OF GOOGLE ANALYTICS

WHAT IS IT?

Google Analytics is the industry standard in website analytics measurement

It is a free web analytics service offered by Google that tracks and reports website traffic

Effectv applies our cable geographies to your Google Analytics data so we can measure traffic by zone – filtering down to zips and zones that matter most to you

IMPACT CAMPAIGN INSIGHTS

By harnessing Google Analytics, we establish baseline performance for your website and then show visitor lift over time



WHY IT MATTERS

It allows agencies and partners, like Effectv, to have read-only access to use the data to garner insights to create campaign effectiveness

- Analyze brand awareness and website traffic change in relation to a campaign change
- Evaluate traffic attributed to new/returning users vs direct/organic
- Assess targeted geographies, ensuring the campaign is deployed in areas that make the most sense for your business



HURON-CLINTON METROPARKS FALL 2022 MULTI-SCREEN CAMPAIGN

TIERNEY SCENGA, COMCAST EFFECTV AE
TIERNEY_SCENGA@COMCAST.COM



HIGH LEVEL 2022 RECOMMENDATION BASED ON FALL 2021 RESULTS

Fall Campaign Overview:

Campaign Dates: 9/19/22 – 11/06/22

Targeted Zones: Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

Fall Campaign 1 : Families in Motion

- TV Budget: \$3,000
- Effectv Streaming – Premium Video Audience: \$1,000
- Effectv Streaming – Full Episode Player (FEP) Audience: \$1,000

Fall Campaign 2: Aspirational Fusion

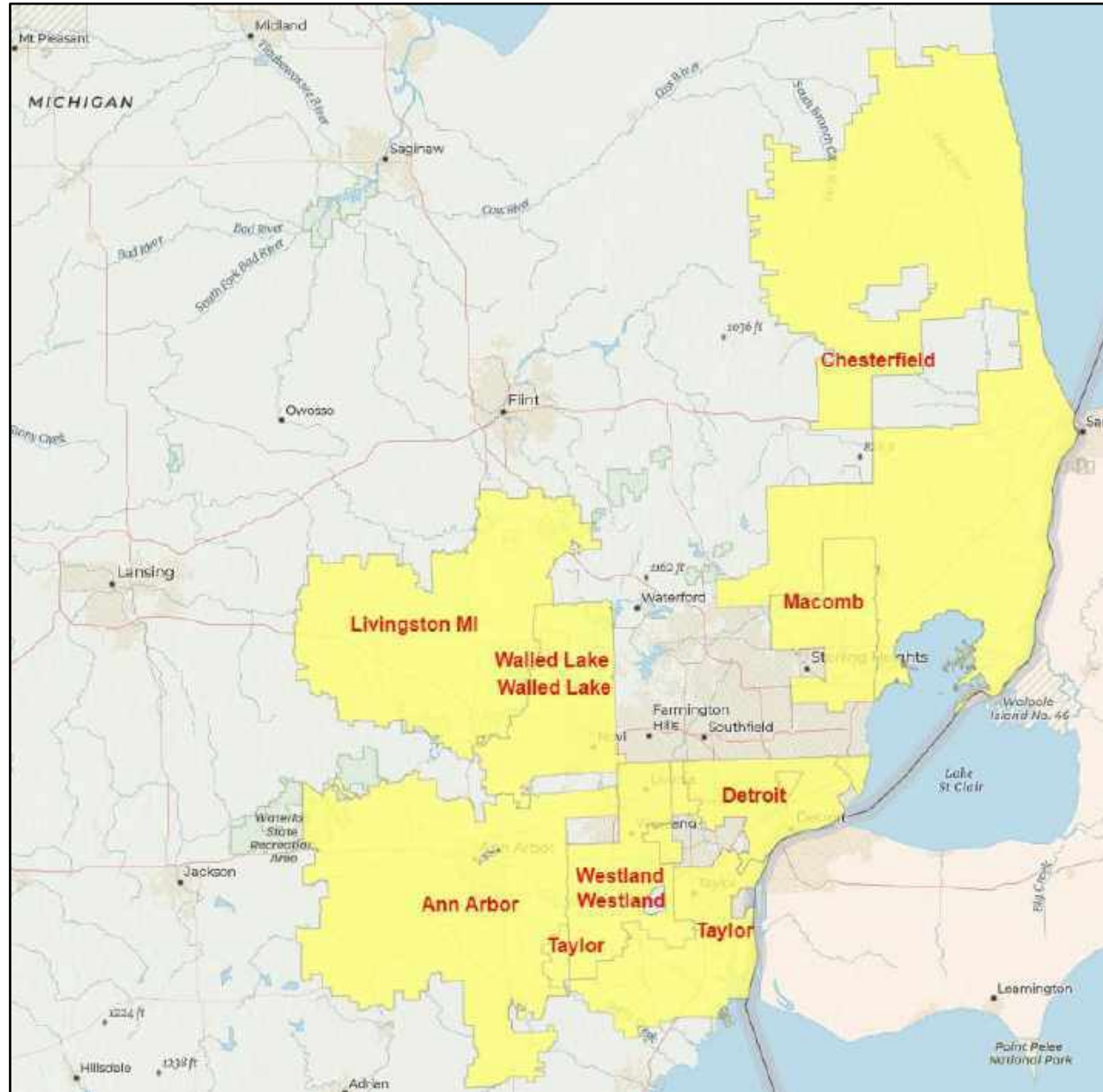
- TV Budget: \$3,000
- Effectv Streaming – Premium Video Audience: \$1,000
- Effectv Streaming – Full Episode Player (FEP) Audience: \$1,000

Fall Campaign Total: Families in Motion & Aspirational Fusion TV Budget:

- Effectv Streaming – Premium Video Audience: \$5,000
- Effectv Streaming – Full Episode Player (FEP) Audience: \$5,000

- Total TV & Streaming Summer Campaign: \$10,000

TARGETED ZONES: ANN ARBOR MI, CHESTERFIELD MI, DETROIT MI, MACOMB MI, LIVINGSTON MI, TAYLOR MI, WALLED LAKE MI, WESTLAND MI



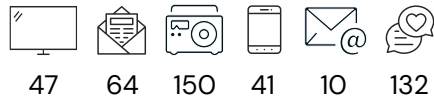
FAMILIES IN MOTION – FALL CAMPAIGN 1

Younger, working-class families earning moderate incomes in smaller residential communities.

Key Features

- Young children
- Hectic households
- Rural lifestyles
- Non-environmental
- Conservative investors
- Outdoor leisure

Channel Preference



Head of Household Age
36 – 45



Type of Property
Single family



Estimated Household Income
\$35,000 – \$49,999



Household Size
5+ Persons



Home Ownership
Homeowner

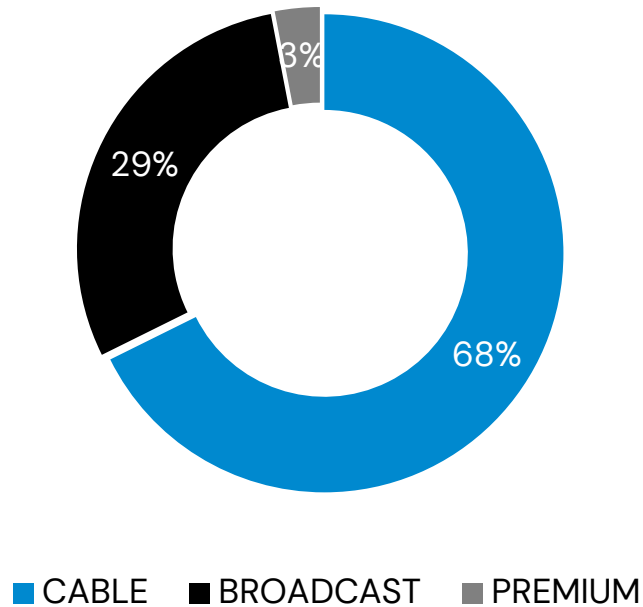


Age of Children
4 – 6



WE KNOW HOW AUDIENCES ARE SPENDING THEIR TIME – FALL CAMPAIGN 1

Insights from Comcast Viewership Data for [Detroit : M Family in Motion](#)



13

Households watch an average of 13 cable networks

25%

The top 5 networks make up 25% of TV viewing

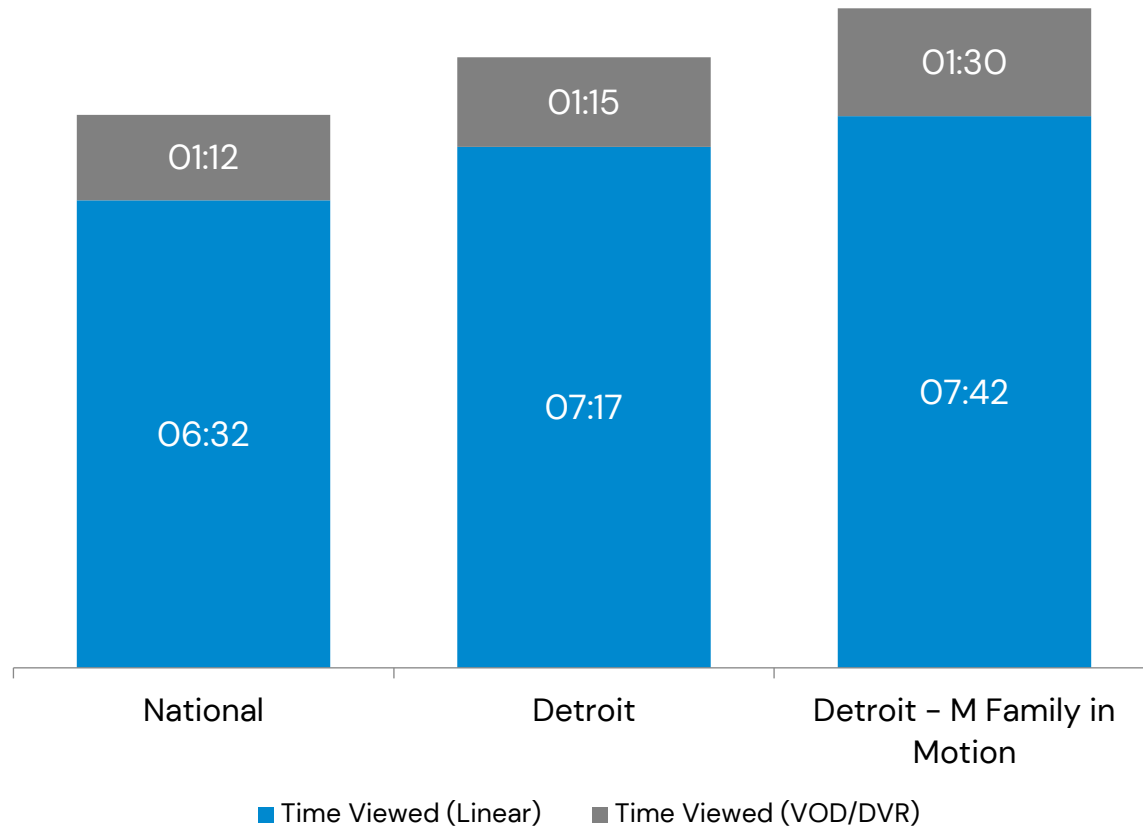
73%

73% of viewing is outside Prime

Source: Audiences are created based on Comcast viewership data,(September 2021–November 2021). Aggregated Viewing Time by network, Cable defined as Ad-Insertable Networks; Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime; September 2021–November 2021.

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VIEWERSHIP DATA INFORMS US ABOUT ACTUAL VIEWING – FALL CAMPAIGN 1



Source: Audiences are created based on Comcast viewership data,(September 2021–November 2021). Aggregated Viewing Time by network, Cable defined as Ad-Insertable Networks; Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime; September 2021–November 2021.

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BETTER RECOMMENDATIONS BASED ON INSIGHTS FROM VIEWERSHIP DATA FALL CAMPAIGN 1

WE BUILD YOUR PLAN BASED ON DATA INSIGHTS



BEST NETWORK
Combinations



GEO-TARGETED
To Your Market



VIEWERSHIP
Data

M Family in Motion audience in Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI are 77% more likely to view TRAV

DMA: Detroit

Target: M Family in Motion

Zones(s): Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

Reach Ranker			Efficiency Ranker		
Rank	Network	Target Index	Rank	Network	Target Index
1	VOD	110	1	TRAV	177
2	AMC	143	2	MTV	155
3	HIST	121	3	TOON	154
4	FRFM	136	4	NICK	153
5	TNT	121	5	ID	149
6	CNN	80	6	TRU	147
7	FX	126	7	DISC	145
8	ESPN	78	7	SYFY	145
9	AEN	137	9	AMC	143
10	TBSC	119	10	GSN	140
11	FXNC	75	11	AEN	137
12	USA	128	11	APL	137
13	NICK	153	11	TVL	137
14	SYFY	145	14	FRFM	136
15	DISC	145	15	LIF	132
16	FOOD	102	16	PAR	131
17	HGTV	80	17	HLN	128
18	ENT	110	17	TLC	128
19	MTV	155	17	USA	128
20	VHI	123	20	FX	126

How to read: The Efficiency ranker compares a segment's share of viewing for a specific network compared to total households' share of viewing for the same network. A higher index indicates that a segment has a higher proportion of viewing for a specific network. Source: Comcast Viewership Data, Aggregated Viewing by target audience, for example, "Chevy New Car Intenders"

HURON-CLINTON METROPARKS

AUDIENCE TARGETED TV SUMMARY – FALL CAMPAIGN 1

Optimized TV campaign targeting your audience efficiently and effectively

Audience: M Family in Motion

Nielsen: Adults 18+

Campaign Dates 09/19/2022-11/06/2022

Market Detroit

Zones Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

TV Reach / Frequency	13.3%/1.3
Total Networks	32
Total Spots	1,739
Total TV Impressions	171,834
Total CPM	17.46
Avg. Monthly Networks	24
Avg. Monthly Spots per Network	22
Avg. Monthly Impressions per Network	2,222
Total TV Investment	\$2,999.75



REQUESTING READ-ONLY GA ACCESS FOR REPORTING / PROVING PERFORMANCE

All schedules are subject to the [Effectv Advertising Terms and Conditions](#). The TV impression values are based on the average Nielsen impression forecasts for each network and are summed across all networks in the schedule. It does not represent total impression achievement for this schedule, as actual impression clearances will be based on the time and network in which each individual spot airs. Effectv's spot and clearance information provided during a broadcast month is preliminary and may vary from final verifications and/or invoices. Other impressions, cpm, reach, frequency, or spot estimates provided by Effectv are based on data provided by Effectv or a third party and are for informational purposes only and may not be used for billing purposes. Proposal is representative of inventory/rates as of 02/17/2022 but is not guaranteed and may vary from your final schedule as inventory availability may change.

EFFECTV STREAMING SUMMARY FOR HURON-CLINTON METROPARKS

Audience Targeting: M Family in Motion – Fall Campaign 1

A digital solution to complement your multiplatform TV strategy

1. Effectv Streaming– TV–Premium Video Audience Targeting

Campaign Dates: 09/19/2022 – 11/06/2022
Zones: 8 Zones
Impression: 29,411
Audience: Mosaic > M Family in Motion
Investment: \$1,000
CPM: \$34

2. Effectv Streaming– FEP Audience Targeting

Campaign Dates: 09/19/2022 – 11/06/2022
Markets: Detroit
Impression: 21,739
Audience: Mosaic > M Families In Motion
Investment: \$1,000
CPM: \$46



Total Impressions 51,150
Total Digital Investment \$2,000

REQUESTING READ-ONLY GA ACCESS FOR REPORTING / PROVING PERFORMANCE

Zones* Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI


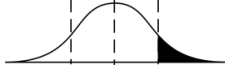






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ASPIRATIONAL FUSION – FALL CAMPAIGN 2

Lower-income singles and single parents living in urban locations and striving to make a better life.

Key Features

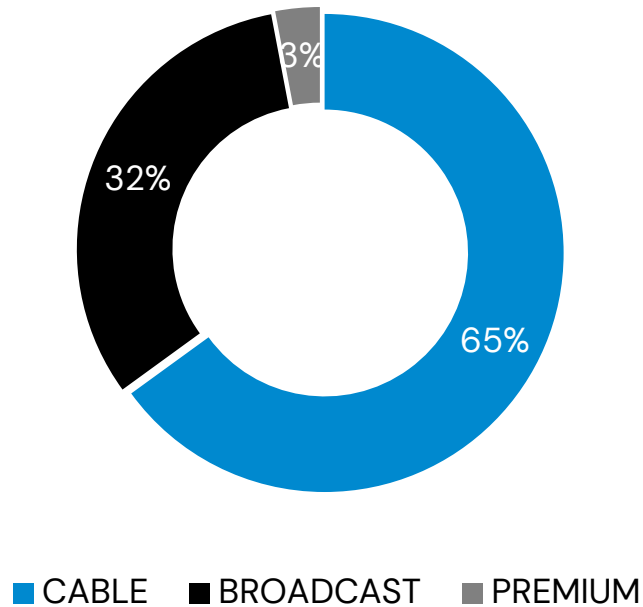
- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Active athletes
- Tech wizards

<p>Channel Preference</p>  <p>220 44 426 82 6 28</p>	<p>Technology Adoption</p>  <p>Wizards</p>
<p>Head of Household Age</p>  <p>19 – 24</p>	<p>Type of Property</p>  <p>Multi-family: 3 units</p>
<p>Estimated Household Income</p>  <p>Less than \$15,000</p>	<p>Household Size</p>  <p>1 Person</p>
<p>Home Ownership</p>  <p>Renter</p>	<p>Age of Children</p>  <p>7 – 9</p>



WE KNOW HOW AUDIENCES ARE SPENDING THEIR TIME – FALL CAMPAIGN 2

Insights from Comcast Viewership Data for [Detroit : R Aspirational Fusion](#)



12 | Households watch an average of 12 cable networks

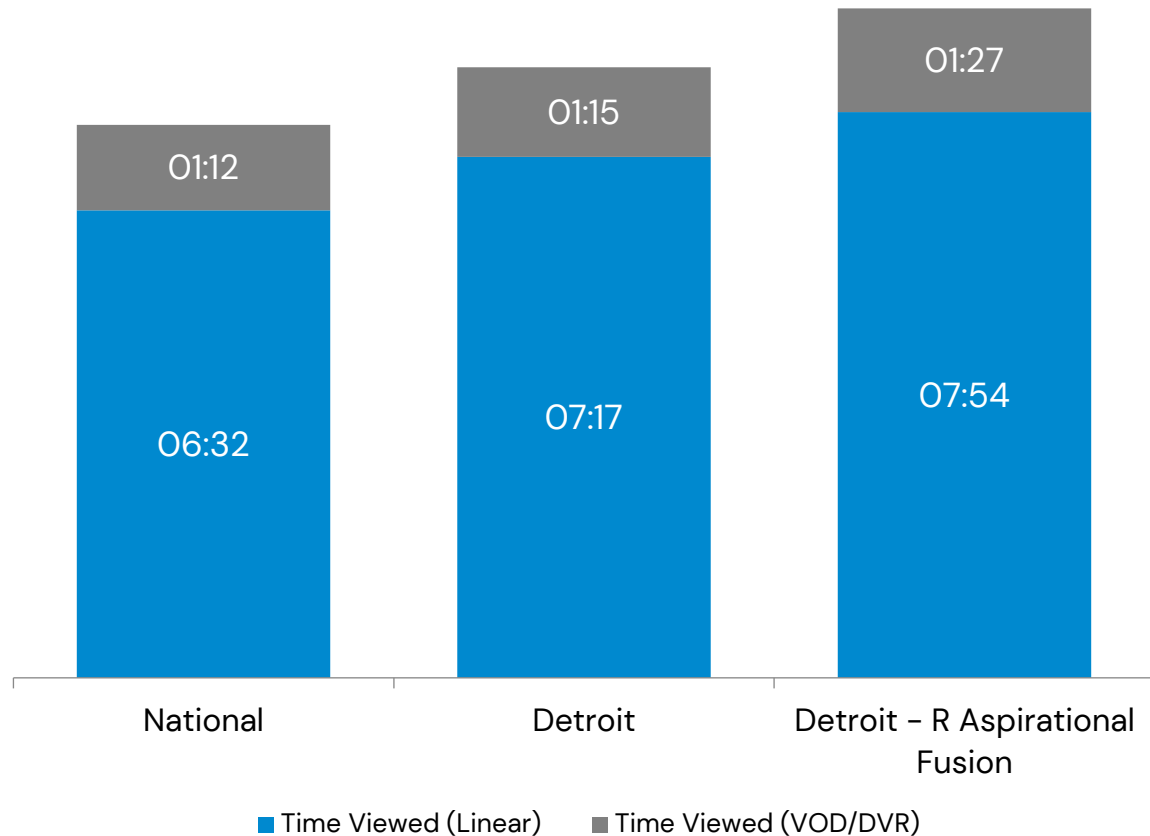
38% | The top 5 networks make up 38% of TV viewing

71% | 71% of viewing is outside Prime

Source: Audiences are created based on Comcast viewership data,(September 2021–November 2021). Aggregated Viewing Time by network, Cable defined as Ad-Insertable Networks; Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime; September 2021–November 2021.

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VIEWERSHIP DATA INFORMS US ABOUT ACTUAL VIEWING – FALL CAMPAIGN 2



Source: Audiences are created based on Comcast viewership data,(September 2021–November 2021). Aggregated Viewing Time by network, Cable defined as Ad-Insertable Networks; Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime; September 2021–November 2021.

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BETTER RECOMMENDATIONS BASED ON INSIGHTS FROM VIEWERSHIP DATA FALL CAMPAIGN 2

WE BUILD YOUR PLAN BASED ON DATA INSIGHTS



BEST NETWORK
Combinations



GEO-TARGETED
To Your Market



VIEWERSHIP
Data

R Aspirational Fusion audience in Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI are 154% more likely to view TV1

DMA: Detroit

Target: R Aspirational Fusion

Zones(s): Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

Reach Ranker			Efficiency Ranker		
Rank	Network	Target Index	Rank	Network	Target Index
1	VOD	105	1	TV1	254
2	BET	252	2	BET	252
3	VH1	226	3	VH1	226
4	ESPN	82	4	TOON	184
5	TNT	113	5	LMN	180
6	CNN	81	6	OWN	166
7	AMC	131	7	NICK	144
8	FX	118	8	WETV	143
9	FRFM	112	9	MTV	136
10	AEN	113	10	AMC	131
11	USA	121	11	ID	127
12	NICK	144	12	LIF	126
13	TV1	254	13	ESNU	125
14	TBSC	90	14	SYFY	124
15	SYFY	124	15	USA	121
16	MTV	136	16	FX	118
17	TOON	184	17	AEN	113
18	LMN	180	17	TNT	113
19	ENT	95	19	FRFM	112
20	FXNC	53	20	TRU	110

How to read: The Efficiency ranker compares a segment's share of viewing for a specific network compared to total households' share of viewing for the same network. A higher index indicates that a segment has a higher proportion of viewing for a specific network. Source: Comcast Viewership Data, Aggregated Viewing by target audience, for example, "Chevy New Car Intenders"

HURON-CLINTON METROPARKS

AUDIENCE TARGETED TV SUMMARY – FALL CAMPAIGN 2

Optimized TV campaign targeting your audience efficiently and effectively

Audience: R Aspirational Fusion

Nielsen: Adults 18+

Campaign Dates 09/19/2022-11/06/2022

Market Detroit

Zones Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

TV Reach / Frequency	11.4%/1.6
Total Networks	21
Total Spots	1,969
Total TV Impressions	185,559
Total CPM	16.17
Avg. Monthly Networks	15
Avg. Monthly Spots per Network	39
Avg. Monthly Impressions per Network	3,829
Total TV Investment	\$2,999.75



REQUESTING READ-ONLY GA ACCESS FOR REPORTING / PROVING PERFORMANCE

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EFFECTV STREAMING SUMMARY FOR HURON-CLINTON METROPARKS

Audience Targeting: R Aspirational Fusion – Fall Campaign 2

A digital solution to complement your multiplatform TV strategy

1. Effectv Streaming- TV-Premium Video Audience Targeting

Campaign Dates: 09/19/2022 - 11/06/2022
Markets: Detroit
Impression: 29,411
Audience: Mosaic > R Aspirational Fusion
Investment: \$1,000
CPM: \$34

2. Effectv Streaming- FEP Audience Targeting

Campaign Dates: 09/19/2022 - 11/06/2022
Markets: Detroit
Impression: 21,739
Audience: Mosaic > R Aspiration Fusion
Investment: \$1,000
CPM: \$46



Total Impressions 51,150
Total Digital Investment \$5,000

Zones* Ann Arbor MI, Chesterfield MI, Detroit MI, Macomb MI, Livingston MI, Taylor MI, Walled Lake MI, Westland MI

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THE VALUE OF GOOGLE ANALYTICS

WHAT IS IT?

Google Analytics is the industry standard in website analytics measurement

It is a free web analytics service offered by Google that tracks and reports website traffic

Effectv applies our cable geographies to your Google Analytics data so we can measure traffic by zone – filtering down to zips and zones that matter most to you

IMPACT CAMPAIGN INSIGHTS

By harnessing Google Analytics, we establish baseline performance for your website and then show visitor lift over time



WHY IT MATTERS

It allows agencies and partners, like Effectv, to have read-only access to use the data to garner insights to create campaign effectiveness

- Analyze brand awareness and website traffic change in relation to a campaign change
- Evaluate traffic attributed to new/returning users vs direct/organic
- Assess targeted geographies, ensuring the campaign is deployed in areas that make the most sense for your business



Proposed Metropark's Saturday Showcase Sponsorship

:30 On -Air Delivery

			<u>Schedule Credits/Week</u>	<u>Schedule Weeks</u>	<u>Schedule Credit Totals</u>	<u>Household Audience Totals Episode</u>	<u>Audience Totals Schedule</u>	<u>Viewer Audience Totals Episode</u>	<u>Audience Totals Schedule</u>	<u>Costs per Credit</u>	<u>Schedule Cost Totals</u>												
Saturday Family Showcase Billboard 5/14- 11/5	Sa	6:30-9am	1	26	26	1,853	48,178	2,210	57,460														
Saturday Kids Spot 5/14-11/5	Sa	6:30-9am	1	26	26	1,853	48,178	2,210	57,460														
Child&Fam-Weekend: Michigan Out of Doors, Under the Radar Michigan, PBS: "Nature"; 5/14 - 11/5 :30's	Sa	9a-5p	2	26	52	7,260	377,520	9,016	468,832														
Saturday Prime	Sa	7p-11p	1	26	26	14,472	376,272	18,784	488,384														
Kids Club Interview (:90) June	Mo-Fr	7a-11a	4	2	8	1,600	12,800	2,900	23,200														
Saturday Family Showcase Promos (logo)	Mo - Su	9a-8p	2	25	50	2,395	119,750	3,198	159,900														
PBS Programs: "Nature" (or similar type program)	Mo - Fri	2:30-6p	1	26	26	3,323	86,398	4,325	112,450														
Totals: Spots			214			Totals: Households			1,069,096			Viewers			1,367,686			Grand Total: Costs			\$10,000		



BEASLEY 2022 Added Value Opportunities For Huron-Clinton Metroparks:

Morning show giveaways on 94.7 WCSX, 105.1 WMGC and 105.9 WDMK. Opportunity for one week each month on each station May-August. We can rotate the message to cover all products!

- HC Metroparks provides 5x annual passes for each weekly sponsorship for daily giveaway
- Minimum of 20x :15 mentions weekly in AM Drive as sponsor and

Web contest on any/all station websites (Any/all months May-August):

- HC Metroparks provides 5x annual passes for each month for each station.
- Minimum of 5x :15 pre-recorded promo mentions weekly to drive consumers to website. (20 monthly each station)

Contact: Nancy.Wade@bbgi.com (248) 787-5725



BEASLEY 2022 Summer Concert Series Campaign May 30-August 14

Total Net Investment: 258 commercials \$9,999

	Daypart	Spots	Length
94.7 WCSX-FM			
Flight- 3 wks (06/13, 07/11, 08/01)		57x	
One Week Total		19x	
	M-F 6A-9P	6x	:30
	Sa-Su 9A-9P	3x	:30
	M-Su 5A-12M	10x	:30
105.9 WDMK-FM			
Flight- 3 wks (06/20, 07/18, 08/15)		54x	
One Week Total		18x	
	M-F 6A-9P	6x	:30
	Sa-Su 10A-8P	2x	:30
	M-Su 6A-12M	10x	:30

	Daypart	Spots	Length
105.1 WMGC-FM			
Flight - 3 wks (06/06, 07/04, 08/08)		51x	
One Week Total		17x	
	M-F 6A-9P	5x	:30
	Sa-Su 10A-8P	2x	:30
	M-Su 6A-12M	10x	:30
101.1 WRIF-FM			
Flight - 3 wks (05/30, 06/27, 07/25)		36x	
One Week Total		12x	
	M-F 6A-10:30A	3x	:10 Live
	M-Su 5A-12M	9x	:30
PRAISE WDMK-FM HD2 98.3/99.9/105.9 HD2			
Flight B - 6 wks (05/30, 06/13, 06/27, 07/11, 07/25, 08/08)		60x	
One Week Total		10x	
	M-F 6A-7P	10x	:30

Authorized by:

Danielle Mauter

Date



BEASLEY 2022 Summer Program May 30-September 4

Total Net Investment: 283 commercials \$9,985

	Daypart	Spots	Length
94.7 WCSX-FM			
Flight - 3 wks (06/13, 07/11, 08/29)		57x	
One Week Total		19x	
	M-F 6A-10P	6x	:30
	Sa-Su 9A-9P	3x	:30
	M-Su 5A-12M	10x	:30
105.1 WMGC-FM			
Flight - 3 wks (06/06, 07/04, 08/01)		63x	
One Week Total		21x	
	M-F 6A-10P	6x	:30
	Sa-Su 10A-10P	5x	:30
	M-Su 6A-12M	10x	:30

	Daypart	Spots	Length
101.1 WRIF-FM			
Flight - 4 wks (05/30, 06/27, 07/25, 08/22)		72x	
One Week Total		18x	
	M-F 6A-9P	3x	:30
	M-F 6A-10:30A	2x	:10 Live
	Sa-Su 10A-10P	3x	:30
	M-Su 5A-12M	10x	:30
PRAISE WDMK-FM HD2		91x	
98.3/99.9/105.9 HD2			
Flight - 7 wks 5/30, 6/13, 6/27, 7/11, 7/25, 8/8, 8/22			
One Week Total		13x	
	M-F 6A-7P	10x	:30
	Sa-Su 10A-4P	3x	:30

Authorized by:

Danielle Mauter

Date



BEASLEY 2022 GOLF Campaign

Total Net Investment: 76x :30 commercials \$2,000
 (Specific weeks may be changed at your direction)

	Daypart	Spots	Length
94.7 WCSX-FM			
Flight- 4 wks 4/25, 5/23, 6/27, 7/25)		76x	
One Week Total		19x	
	Thur-Fri 6A-9P	1x	:30
	Sa 6A-10A	2x	:30
	Sa 10A-5P	2x	:30
	Su 6A-10A	2x	:30
	Su 10A-5P	2x	:30
	M-Su 6A-6A	10x	:30

Authorized by:

 Danielle Mauter

 Date



WRIF
27,200 Watts @ 880 Ft.
Super Power Class .B. FM

- ❖ Complete coverage of the tri-county area (Oakland, Macomb and Wayne Counties)
- ❖ Additional coverage in Washtenaw, Livingston, Genesee, Lapeer, St. Clair and Monroe counties



WCSX
13,500 watts at 941 feet
Super Power Class B

- ❖ Complete coverage of the tri-county area (Oakland, Macomb and Wayne Counties)
- ❖ Additional coverage in Washtenaw, Livingston, Genesee, Lapeer, St. Clair and Monroe counties



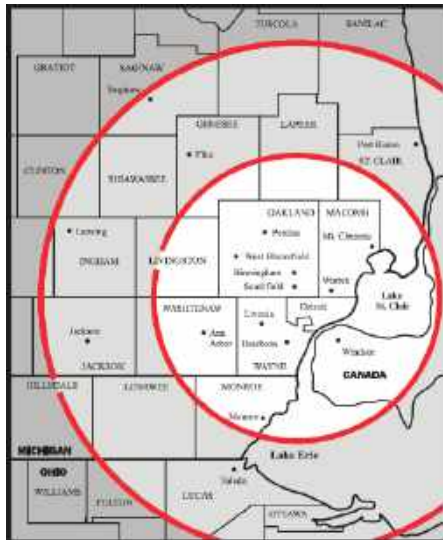
WMGC-FM
50,000 Watts @ 500 Ft.
Class .B. FM

- ❖ Complete coverage of the tri-county area (Oakland, Macomb and Wayne Counties)
- ❖ Additional coverage in Washtenaw, Livingston, Genesee, Monroe counties.

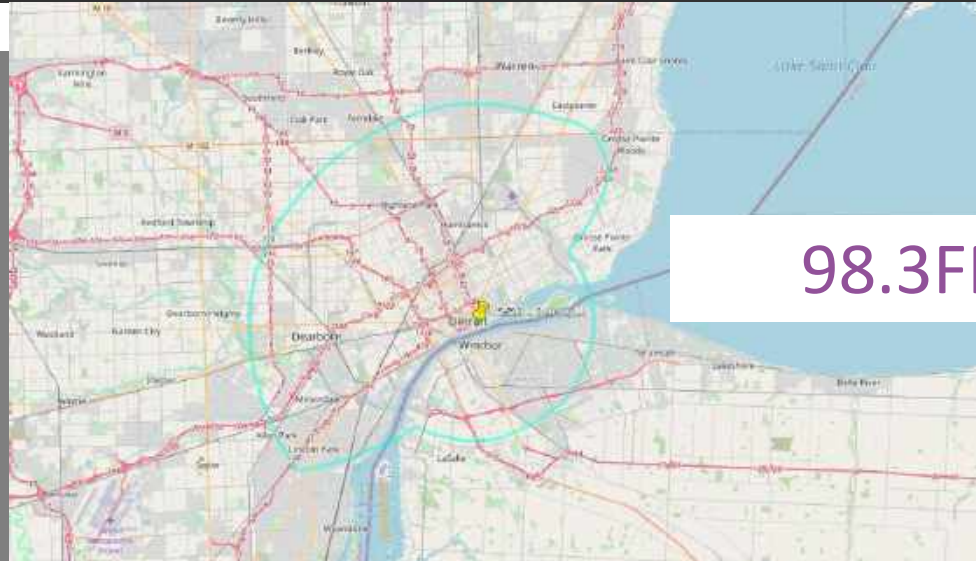


WDMK-FM
20,000 Watts @ 725 Ft.
Class .B. FM

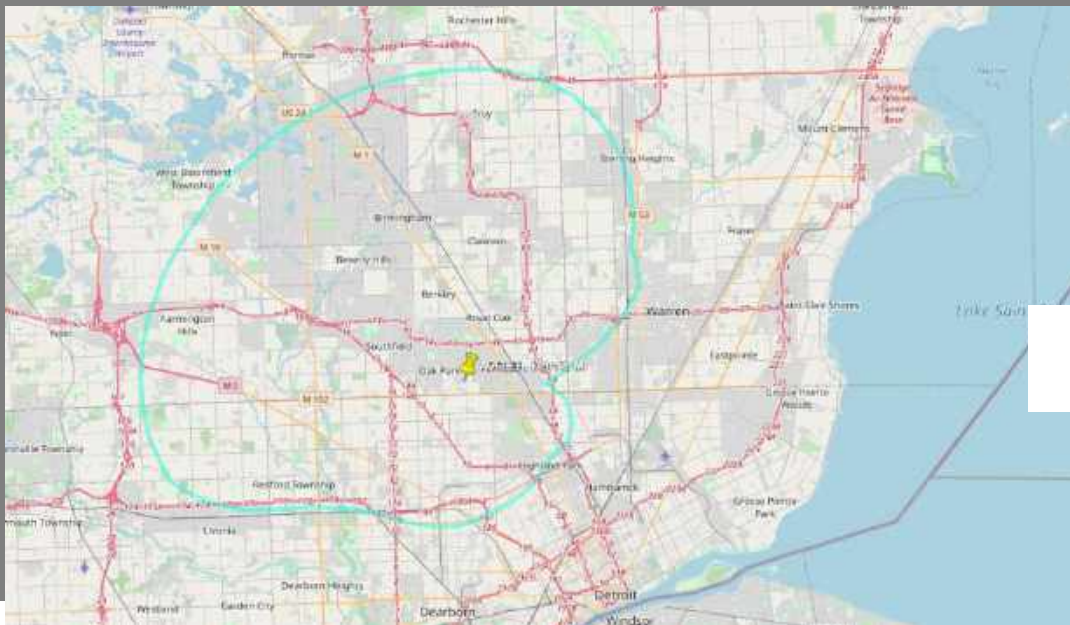
- ❖ Complete coverage of the tri-county area (Oakland, Macomb and Wayne Counties)
- ❖ Additional coverage in Washtenaw, Livingston, and Genesee counties.



PRAISE NETWORK COVERAGE MAPS



98.3FM



99.9FM

Presentation for:



Presented by: Cheryl McCracken
Cumulus Media Detroit
To: Danielle Mauter and Quinn Tapp
Date: February 18, 2022



Cumulus Detroit Listeners With Kids



DETROIT (Metro Survey Area)
SCARBOROUGH R1 2021: JAN20-JAN21
ADULTS 18+

WHAT I Want to Know About Them	WHO I am Looking At			WHO I am Looking At		
	Radio Stations: WDRQ-FM			Radio Stations: WDVD-FM		
	<i>Target Persons*</i>	% of Target	Index	Target Persons	% of Target	Index
Demographic summaries						
No. of children in HHLD (age 17 or under) summaries (HHLD)						
None	179,776	60.9%	87	266,001	59.8%	85
One or more	115,245	39.1%	132	178,705	40.2%	135
Two or more	65,031	22.0%	134	107,473	24.2%	146
Three or more	29,276	9.9%	156	36,562	8.2%	130
Four or more	11,410	3.9%	143	9,920	2.2%	82
Five or more	8,010	2.7%	260	6,514	1.5%	140
No. of teenagers 12-17 yrs in household summaries (HHLD)						
None	227,347	77.1%	91	356,319	80.1%	94
One or more	67,674	22.9%	151	88,387	19.9%	131
Two or more	15,554	5.3%	107	25,106	5.6%	114
Three or more	4,879	1.7%	95	12,611	2.8%	163
Four or more	491	0.2%	57	6,514	1.5%	497
Five or more	0	0.0%	0	0	0.0%	0



Cumulus FM Listeners Most Enjoyed Outdoor Activities

DETROIT (Metro Survey Area)
 SCARBOROUGH R1 2021: JAN20-JAN21
 ADULTS 18+

WHAT I Want to Know About Them	WHO I am Looking At			WHO I am Looking At		
	Radio Stations: WDRQ-FM			Radio Stations: WDVD-FM		
	<i>Target Persons*</i>	% of Target	Index	Target Persons	% of Target	Index
Activities/travel past 12 months						
Activities past 12 months						
Grilling - outdoor cooking	230,004	78.0%	118	312,860	70.4%	107
Bicycling	120,141	40.7%	109	228,378	51.4%	137
Swimming	118,154	40.0%	129	197,077	44.3%	142
Boating	112,382	38.1%	151	123,564	27.8%	110
Fishing	97,292	33.0%	183	77,061	17.3%	96
Golf	71,369	24.2%	134	102,128	23.0%	128
Other jogging - running	68,270	23.1%	120	89,012	20.0%	104
Hiking - backpacking	57,320	19.4%	124	107,630	24.2%	154
Tennis	23,003	7.8%	178	42,182	9.5%	217
Snow skiing - snowboarding	12,652	4.3%	96	37,519	8.4%	189



Summer 2022



Cumulus Media is pleased to partner with Huron-Clinton MetroParks to share some of the many great and unique opportunities available only at Huron-Clinton Metroparks. We are proposing the following to be showcased at different times throughout the summer between May 23rd and September 5th:

- A seven-week on-air schedule to run throughout the summer with a focus on Thursdays and Fridays to air on 96.3 WDVD and New Country 93.1
- A seven-week streaming schedule to run throughout the summer focusing on Mondays thru Saturdays to air on 96.3 WDVD and New Country 93.1
- Two strategically scheduled one-week giveaways to award annual passes on 96.3 WDVD and New Country 93.1 (10 passes per station) including a short call to action message (ex. “Buy your annual pass now to enjoy fishing, swimming and golfing all summer within 30 minutes of your house”)
- Creation of three :30 videos each highlighting HCMP services or special events
- Distribution of HCMP :30 videos via stations’ social media pages (Facebook, Instagram, Twitter)
- Ten :15 promotional announcements in support of three HCMP special events (concerts, fireworks, kayaking events, etc.)
- Select HCMP special events to be featured on stations’ website events pages: 963WDVD.com/events, NewCountry931.com/events

<u>Days</u>	<u>Dayparts</u>	<u>#of Commercials</u>
Monday-Friday	6a-7p	6x
Mon-Sat(Streaming)	6a-8p	12x

TOTAL WEEKLY COMMERCIALS: 36*
TOTAL CAMPAIGN INVESTMENT: \$8,000
(includes \$1200 on-air credit)

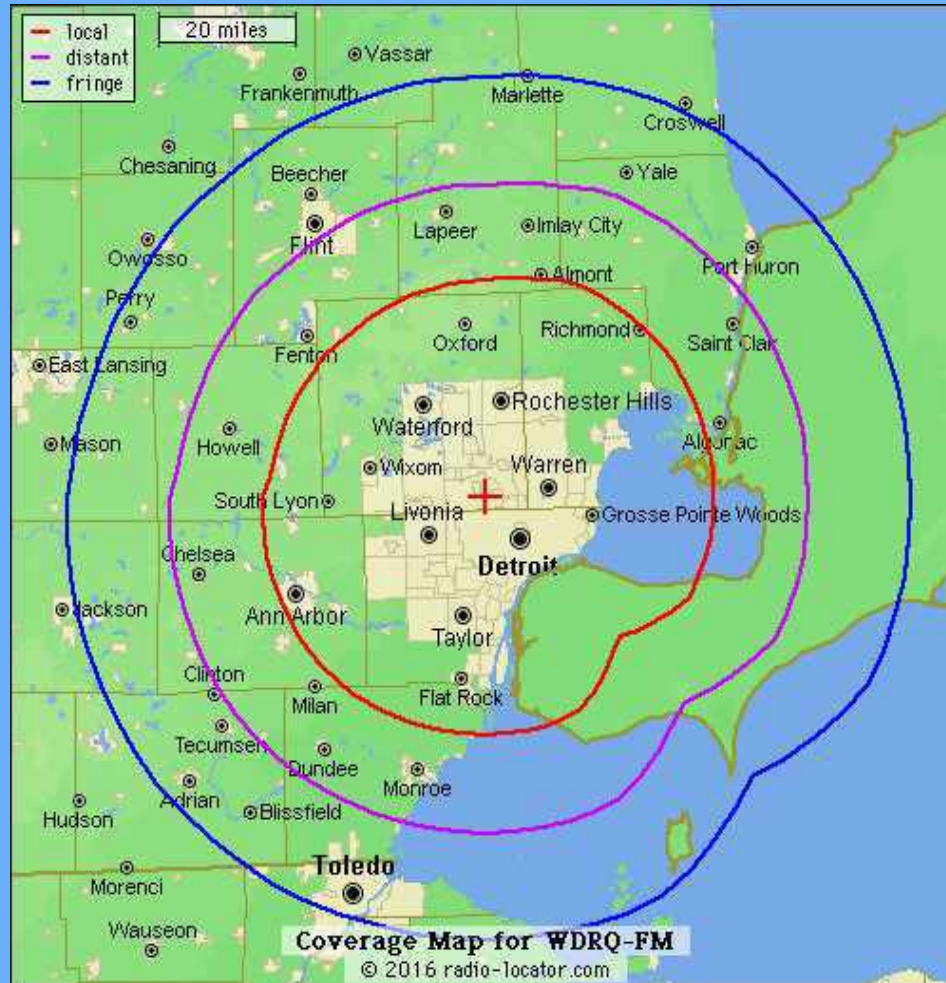
* schedule to run 7 wks btwn 5/23/22 and 9/4/22

Accepted By:

Huron-Clinton MetroParks Representative

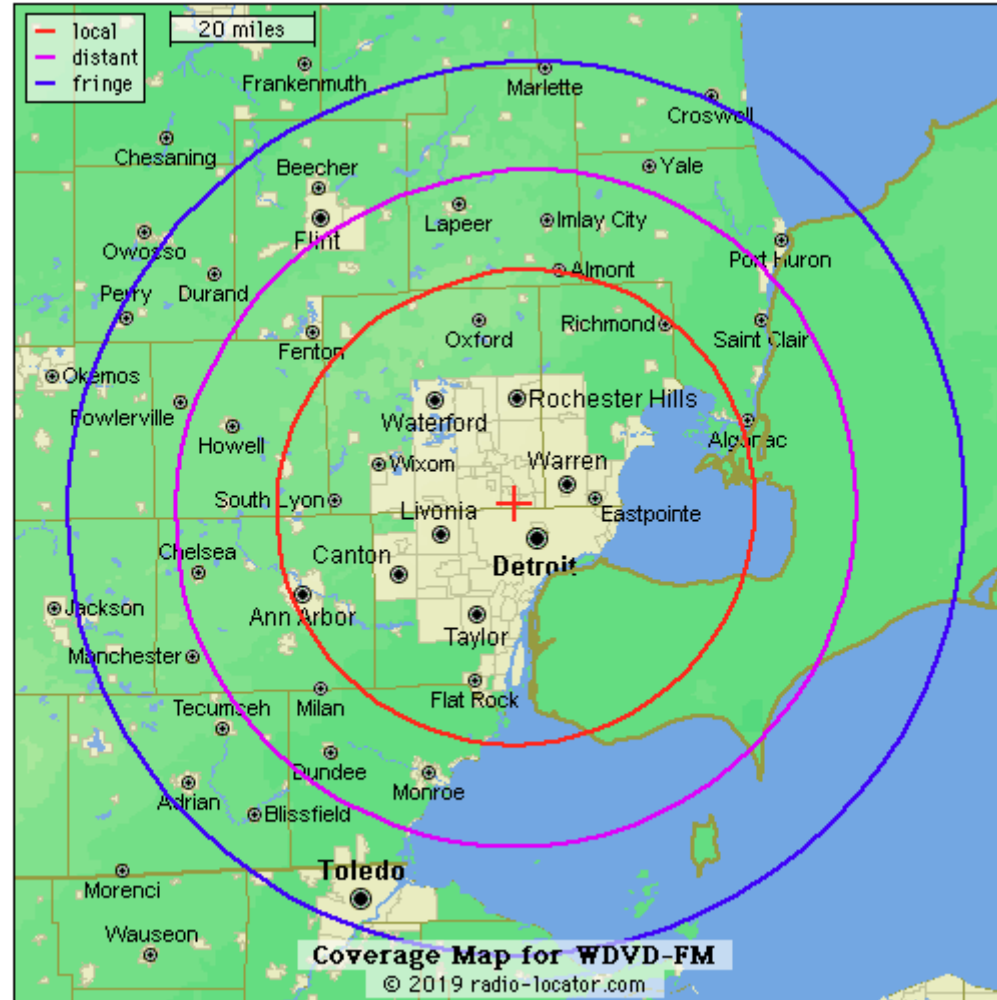
Date







96.3 WDVD-FM Coverage Map





February 22nd, 2022



**PRESENTED TO
DANIELLE MAUTER, CHIEF OF MARKETING AND COMMUNICATIONS**

**PRESENTED BY
TAARA O'SHEE, SENIOR ACCOUNT MANAGER, AUDACY
TAARA.OSHEE@AUDACY.COM; 248-248-0885**

HURON-CLINTON METROPARKS MARKETING INITIATIVES

- Brand awareness of the 13 parks, their activities and amenities throughout the summer months, targeting a mix of Moms with Children, urban audiences and the younger demographic
- Reach avid golfers, as well as people looking to pick up the game of golf by enjoying one of Huron-Clinton's courses
- Increase annual park pass sales and Email-Sign Ups





HOW WILL AUDACY ASSIST IN ACHIEVING HURON-CLINTON METROPARKS INITIATIVES?



- Build brand awareness of the 13 parks, their activities and amenities throughout the summer by running a :30 second over the air radio campaign that targets a mix of Moms with Children and the younger demographic through utilizing several Audacy radio stations with unique formats, coupled with a targeted Digital Audio campaign with advanced targeting
- Target Golfers by airing an over the air campaign on WWJ-AM NewsRadio 950, during the busiest golf season timeframe + an overlay of a Digital Audio campaign targeting Men 18+ who golf
- Utilize a variety of commercials to promote 13 Parks. Endless Fun, increase overall annual park pass sales and to increase Email-Sign Up's.
- Complimentary access to Audacy Analytics which is an attribution tool that will allow us to A/B copy test, look at better performing times of the day and will show us how many people (current and new users) are going to your website within an 8 minute window of hearing your commercial air. This will allow us to optimize your marketing spend throughout the campaign.

Detroit

Connecting brands with audiences in meaningful, engaging ways.

Six diverse station formats reach 56% of the Detroit market, representing millions of engaged listeners that reflect the city's various age groups, ethnicities and lifestyle interests

Featuring the metro's only all-news station, staying on the pulse of the Detroit community, **and the only local sports talk station**, with a hyperlocal focus and home to the city's major teams

Known for the biggest and best events in the area, engaging in over 8 million consumer interactions through thousands of live events and experiences

Leader in digital with premier services included in fully integrated programs; delivering 2.5 million monthly uniques and a social reach of over 500k

Committed to the Detroit community- Musictown venue featuring performance, broadcast and recording studios that features the greatest stars and up and coming artists, plus music education as part of the city's revitalization plan

Partnering, promoting and raising millions for some of the most impactful charities through our philanthropic alliances



Urban League of Detroit
& Southeastern
Michigan



St. Jude Children's
Research Hospital
Finding cures. Saving children.



Keeping Families Safe and Warm Since 1985



113/257⁵

Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

1.7M+
Weekly Listeners¹

532K+
Monthly Uniques²

712K+
Social Followers

147K+
Opt-in Database

Sources: ¹Nielsen Audio; M-Su 6a-12m SP21, P12+, Weekly Cume Persons; ²Quantcast, New Audience, Data from Oct 01, 2021 to Oct 30, 2021



Exclusive Home for Detroit Sports



Your New Home For Alternative In Detroit

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
ALT	ADULTS 30-54	311,100	XXX	152,865	33,220

- **CURATED CONTENT**
- Today's top hits in alternative music.
- **ENGAGED AUDIENCE**
- **All live and local talent, reaching many generations with a hyper-focus on millennials (P25-39) Alternative radio delivers three generations of listeners: Gen Z, Millennials, and Gen X.**
- Alternative Rock listeners are in the “Age of Acquisition and Upgrades.”

INFLUENTIAL VOICES



• **CANE COREY & RILEY**
WEEKDAYS 6AM–10AM



• **BRADY**
WEEKDAYS 10AM–3PM



• **THE CHURCH OF LAZLO AND JULIA**
WEEKDAYS 3PM–7PM



• **KEVAN**
WEEKDAYS 7PM–12AM



Detroit's Best Country

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
COUNTRY	ADULTS 25-54	477,700	9510	116,245	38,085

- **CURATED CONTENT**
- **Country Format Leader in Detroit**
- **Detroit's iconic country station** with 26 years in the format, named **2020 ACM Major Market Station of the Year Nominee**.
- **All live and local** on-air personalities, including, 2019 ACM "On-Air Personality in a Major Market" nominee Rachael & Grunwald in the morning and The Rob and Holly Show.
- **Host of some of Detroit's largest and best events**, such as the Hoedown and Ten Man Jam. 57% of listeners attended paid music concerts, professional sporting events, or visited a theme park in Detroit in the past year³
- **ENGAGED AUDIENCE**
- Delivers Adults 25-54 (60%)³
- **Active in the community** and proud of unique bond with loyal fans.

INFLUENTIAL VOICES



• **JOSH, RACHAEL & GRUNWALD IN THE MORNING**
WEEKDAYS 6AM-10AM



• **KATIE & COMPANY**
WEEKDAYS 10AM-3PM



• **COOP & SARAH**
WEEKDAYS 3PM-7PM



• **ROB STONE & HOLLY HUTTON**
WEEKDAYS 7PM-12AM

Detroit's Greatest Hits

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
CLASSIC HITS	ADULTS 25-54	809,900	8072	21,644	10,965

- **CURATED CONTENT**
- **Live and Local all day; Playing greatest hits from the 70s and 80s.**
- **Committed to our community**, hosting a radio thon for local Children's Miracle Network hospitals and collecting toys for local kids with The Salvation Army.
- **ENGAGED AUDIENCE**
- **Reaches over 800,000 consumers in Metro Detroit** each week; Gen X'ers—hard workers who spend money and influences multi generations – their parents and their adult children.
- **A Top 2 station for P18+ as well as P25-54¹.**
- **Reaches over 25% of the Detroit metro every week¹**

INFLUENTIAL VOICES



• **JJ & JOANNE**
• WEEKDAYS 6AM – 11AM



• **JIM JOHNSON**
• WEEKDAYS 11AM – 12PM



• **ARICKA MCCAULEY**
• WEEKDAYS 12PM – 2PM



• **BEAU DANIELS**
• WEEKDAYS 2PM – 7PM




16 MILES
9 COMMUNITIES
40,000 CLASSIC CARS
1.5 MILLION PEOPLE
26 YEARS

Align YOUR BRAND with
The Woodward Dream Cruise

104.3 WOMC The official voice and radio station
of the Woodward Dream Cruise



Detroit's Leading All-News Station

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
NEWS	ADULTS 35-64	416,400	41514	72,340	57,136

• CURATED CONTENT

- Detroit's **market leader in All-News format featuring 24/7 news coverage** with traffic, weather, sports and business reports.
- **Provide PSA's on behalf of dozens of local organizations** also supported through events such as Winter Survival Radiothon for THAW.
- **Honored with the national Crystal Award for Community Service twice.**

• ENGAGED AUDIENCE

- Unlike many news stations, our audience **delivers both men and women** with a 53%/47% ratio¹.
- We are the **preferred station for almost 46%** of our audience³ which means they are loyal.
- Our audience is **mature with disposable income** (29% have HHI of \$100K+), **few family responsibilities** (72% have no kids under 18) and 83% are home-owners³

INFLUENTIAL VOICES



• **JASON SCOTT & ROBERTA JASINA**
• WEEKDAYS 5AM-10AM



• **BROKE ALLEN**
• WEEKDAYS 10AM-2PM



• **JACKIE PAIGE & TONY ORTIZ**
• WEEKDAYS 2PM-7PM

Source: ¹Nielsen Audio; M-Su 6a-12m SU21 P12+ Cume. ²Triton, September 2021, CUME; ³Nielsen Scarborough, Market/Release: Detroit, MI 2021 Release 1 Total (Jan 2020 - Jan 2021), Base: Total Adults 18+ Projected: 3,841,535 Respondents: 2,930; Social followers and station database (Nov2020).



Detroit's ONLY Local All Sports Station

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
SPORTS	ADULTS 25-54	467,000	202,041	304,022	7,962

• CURATED CONTENT

- **Detroit's sports leader** reaching the most amount of sports radio listeners in Detroit each week¹.
- Over **737,000** residents in the Detroit metro listened to the Detroit Lions or the Detroit Tigers, or the Detroit Red Wings, or the Detroit Pistons on the radio in the past year³
- **Home to some of the top on-air sports personalities in the country**, including Mike Valenti, Karsch & Anderson and Heather & Stoney.
- **Strategic Programming Partnership With Twitch**, the world's leading live, interactive streaming service for gaming, sports, entertainment, music, and more, which will bring live video simulcasts of market-leading sports talk programs to Twitch

• ENGAGED AUDIENCE

- Detroit Lions, Detroit Tigers, Detroit Red Wings, or Detroit Pistons are **3 times more likely** to listen to WXYT FM than market average³
- Reaches consumers who represent **over \$200 per week in spending power**³

Source: ¹Nielsen Audio; M-Su 6a-12m SU21 P12+ Cume, ²Triton, September 2021, CUME; ³Nielsen Scarborough, Market/Release: Detroit, MI 2021 Release 1 Total (Jan 2020 - Jan 2021), Base: Total Adults 18+ Projected: 3,841,535 Respondents: 2,930; Social followers and station database (DEC20).

INFLUENTIAL VOICES



• **STONEY, JON & HEATHER**
• WEEKDAYS 6AM-10AM



• **KARSCH AND ANDERSON**
• WEEKDAYS 10AM-2PM



• **THE VALENTI SHOW**
• WEEKDAYS 2PM-6PM



• **WOJO & RIGER**
• WEEKDAYS 6PM-8PM





Everything About Sports Betting

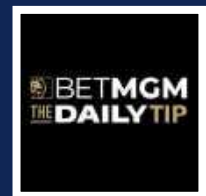
FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS	SOCIAL FOLLOWERS
SPORTS	ADULTS 25-54	27,200	XXX	45,530

CURATED CONTENT

- You Better You Bet with Nick Kostos and Ken Barkley, received an average of over 1.5M monthly downloads in October 2021.²
- BetQL Daily with Joe Ostrowski and Ross Tucker, launched in September 2020
- Programming lineup features hosts who are experts in the sports betting category.
- Daily shows provide fans with game previews, insights into sides, totals, line movements, player props, and more...all backed by BetQL's proven data and analytics.

ENGAGED AUDIENCE

- Highly target male audience; 77% of listeners are men³



6am-9am: The Daily Tip



9am-12pm: BetQL Daily



12pm-3pm: The Jim Rome Show



3pm-6pm: The Huge Show
w/ Bill Simonson



6pm-7pm: The Sharp Report



7pm-11pm: Bet MGM Tonight



11pm-2am: JR Sports Brief



2am-6am: Amy Lawrence

Source: ¹Nielsen Audio; M-Su 6a-12m SU21 P12+ Cume; ²Triton, October 2021, CUME, Podcast Explore (Downloads); ³Nielsen Scarborough, Market/Release: Detroit, MI 2021 Release 1 Total (Jan 2020 - Jan 2021), Base: Total Adults 18+ Projected: 3,841,535 Respondents: 2,930

Audacy

Delivers a **Detroit** digital listening audience

Fastest Growing Digital Audio platform in the U.S.

*comScore

Cadence13
An Audacy Company



PINEAPPLE STREET STUDIOS
An Audacy Company

1,000+

Streaming Stations

3,000+

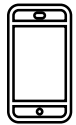
Podcasts

150MM Downloads/Month

1,885,959M

Monthly Audience

The Best Collection of **Original, Live and On-Demand Content** Across News, Sports, Entertainment, and Music



MOBILE – 52%



DESKTOP/LAPTOP – 27%



SMART SPEAKER – 19%



DIGITAL MEDIA PLAYER – 1%

Audience

P 18-24

P 25-54

P 55+

P 65+

College+

Grad School

HHI 100k+

HHI 150k+

HHI 50K+

Hispanic

AfAm

Multicultural

Composition

5%

70%

25%

8%

63%

15%

20%

7%

54%

3%

12%

18%

Entercom

Source: March 2021 Triton, Localytics, Google Analytics

AUDACY :30 2022 - GENERAL SUMMER CAMPAIGN

WDZH-FM ALTERNATIVE

Weeks of: 5/30, 6/20, 7/25, 8/8, 8/22 (5 Weeks)



STATION	FORMAT	FREQUENCY	DAYPART(S)	:30 COMMERCIALS
WDZH-FM	ALTERNATIVE	ALT 98.7	MON-FRI 6AM-7PM	5x (\$70)
			MON-FRI 7PM-12M	5x (\$15)
			SAT-SUN 7AM-8PM	4x (\$25)
			MON-SUN 5A-1A	4x (\$10)
			MON-SUN 5A-2A	5x (Bonus)
WEEKLY TOTAL:				\$565/23x



AUDACY :30 2022 - GENERAL SUMMER CAMPAIGN

WYCD-FM 99.5 COUNTRY

Weeks of: 6/13, 7/4, 7/18, 8/29 (4 Weeks)



STATION	FORMAT	FREQUENCY	DAYPART(S)	:30 COMMERCIALS
WYCD-FM	COUNTRY	99.5	MON-FRI 6AM-7PM	5x (\$150)
			MON-FRI 7PM-12M	4x (\$20)
			SAT-SUN 7AM-8PM	4x (\$50)
			MON-SUN 5A-1A	4x (\$10)
			MON-SUN 5A-2A	5x (Bonus)
WEEKLY TOTAL:				\$1,070/22x

AUDACY :30 2022 - GENERAL SUMMER CAMPAIGN

WOMC-FM CLASSIC HITS

Weeks of: 7/11, 8/15 (2 Weeks)



STATION	FORMAT	FREQUENCY	DAYPART(S)	:30 COMMERCIALS
WOMC-FM	CLASSIC HITS	104.3	MON-FRI 6AM-7PM	5x (\$155)
			MON-FRI 7PM-12M	5x (\$20)
			SAT-SUN 7AM-8PM	4x (\$45)
			MON-SUN 5A-1A	4x (\$10)
			MON-SUN 5A-2A	5x (Bonus)
WEEKLY TOTAL:				\$1,095/23x



AUDACY :30 2022 - GOLF SUMMER CAMPAIGN

WWJ-AM NEWSRADIO



Weeks of: 6/20, 6/27, 7/4, 7/11 (4 Weeks)

STATION	FORMAT	FREQUENCY	DAYPART(S)	:30 COMMERCIALS
WWJ-AM	NEWSRADIO	950AM	MON-FRI 6AM-7PM	5x (\$125)
			SAT-SUN 6AM-8PM	5x (\$40)
			MON-SUN 5A-1A	5x (\$10)
			MON-SUN 5A-2A	5x (Bonus)
WEEKLY TOTAL:				\$875/20x

Recommended 2022 Digital Media Plan



PRODUCT	MONTHLY DELIVERABLES	START DATE	END DATE	TOTAL NET COST
DIGITAL AUDIO <i>Summer Campaign</i>	Approximately 75,471 Impressions with :30 audio across all Audcay Streaming stations, targeting Moms with Children with a 50%/50% split demographic of Women 25-54 and Women 18-34. Includes 300x250 Companion Banner Ad with Click thru to URL of choice.	6/1/22	8/31/22	\$1,000
DIGITAL AUDIO <i>Golf Campaign</i>	Approximately 37,735 impressions with :30 Digital Audio on WWJ-AM; within specific zip codes of the Huron-Clinton Metroparks with Golf Courses; targeting Men 18+ who like to golf. Includes 300x250 Companion Banner Ad with Click thru to URL of choice	7/1/22	8/31/22	\$500
			TOTAL NET INVESTMENT	\$1,500



HURON-CLINTON METROPARKS AUDACY SUMMARY PAGE
MEMORIAL DAY THROUGH LABOR DAY 2022

:30 SECOND OVER THE AIR – GENERAL SUMMER CAMPAIGN **\$9,295**

WDZH-FM ALT 98.7 – 5 WEEKS (5/30, 6/20, 7/25, 8/8, 8/22)

Total of 115x Commercials; \$2,825

WYCD-FM 99.5 COUNTRY – 4 WEEKS (6/13, 7/4, 7/18, 8/29)

Total of 88x Commercials; \$4,280

WOMC-FM 104.3 CLASSIC HITS – 2 WEEKS (7/11, 8/15)

Total of 46x Commercials; \$2,190

3-Station Total # of Commercials: 249x

DIGITAL AUDIO WITH WWJ-AM WITH ADVANCED TARGETING – GENERAL SUMMER CAMPAIGN **\$1,000**

Approximately 75,471 Impressions to air 6/1/22-8/29/22 with all Audacy Streaming stations; advanced targeting

Of Moms with Children with a 50%/50% demo split of Women 25-54 & Women 18-34

Includes a 300x250 Banner companion ad with click through to URL of choice

WWJ-AM :30 SECOND OVER THE AIR –GOLF CAMPAIGN **\$3,500**

4-Week Schedule (6/20, 6/27, 7/4, 7/11)

Total of 80x Commercials

DIGITAL AUDIO WITH WWJ-AM – GOLF CAMPAIGN **\$500**

Approximately 37,735 Impressions to air 7/1/22-8/31/22 with WWJ-AM Stream targeting Men 18+; advanced targeting

of zip codes surrounding the parks with golf courses and reaching Men who like to golf; Includes a 300x250

Banner companion ad with click through to URL of choice

NET TOTAL OF \$14,295

X _____

Huron-Clinton Metroparks

Date

If the terms & conditions of this contract are acceptable, kindly indicate consent above. By signing, your signature will authorize this agreement. There is a two-week notice of cancellation.



**WE LOOK FORWARD TO PARTNERING WITH
HURON-CLINTON METROPARKS FOR
ANOTHER SUCCESSFUL CAMPAIGN!**



Targeted solutions to engage highly qualified prospects at multiple touchpoints throughout the day to achieve marketing



TARGETED AUDIO

Extend your reach and drive brand awareness among a targeted audience with the Radio.com platform. With this highly mobile, measurable, and customizable asset, make an impact among consumers and reinforce your message.



SOCIAL MEDIA / SOCIAL CONQUESTING
(*Unique to Audacy*)

Use your social media – and ours – to grow your business. We take the guesswork out of the latest social trends and updates.



TARGETED DISPLAY & VIDEO

Leverage hyper-targeted, cross-platform display ads. Utilize geofencing, geofarming and conversion reporting and find out how many people were delivered your ad, at which location they were tagged, AND then came to your business!



STREAMING VIDEO

Target the ideal customer utilizing YouTube Trueview technology. Deliver relevant ads and content in the form of video to users who are actively browsing YouTube. You pay when a viewer watches for at least 8 seconds or clicks on a card or other elements of your in-stream creative.



OVER-THE-TOP MEDIA

Provides premium in-stream placement with high visibility at a cost-effective rate. Our platform combines and optimizes your client's message on a variety of premium video aggregators across Video Pre-Roll, CTV, and FEP.



SEM and SEO

The right message, to the right person, at the right time delivers more leads to your business with SEM. Maximize your websites ranking on major search engines like Google, Yahoo!, and Bing with our SEO.



LIVE CHAT

Engage potential customers visiting your website with specialists available 24/7. Convert up to 40% more website visitors into warm leads and grow sales!



TARGETED EMAIL

Deliver custom emails from your business to highly targeted audiences through a fully opt-in customer acquisition program! Reach those same audiences again with our retargeting and multi-channel options!



WEBSITE DEVELOPMENT

WordPress Platform – Responsive mobile-friendly site that includes Contact Form, Photo Gallery, Google Map. Blogging Platform (for SEO), Google Analytics, Webmaster Tool. Monthly hosting and maintenance allows for easy and efficient edits.

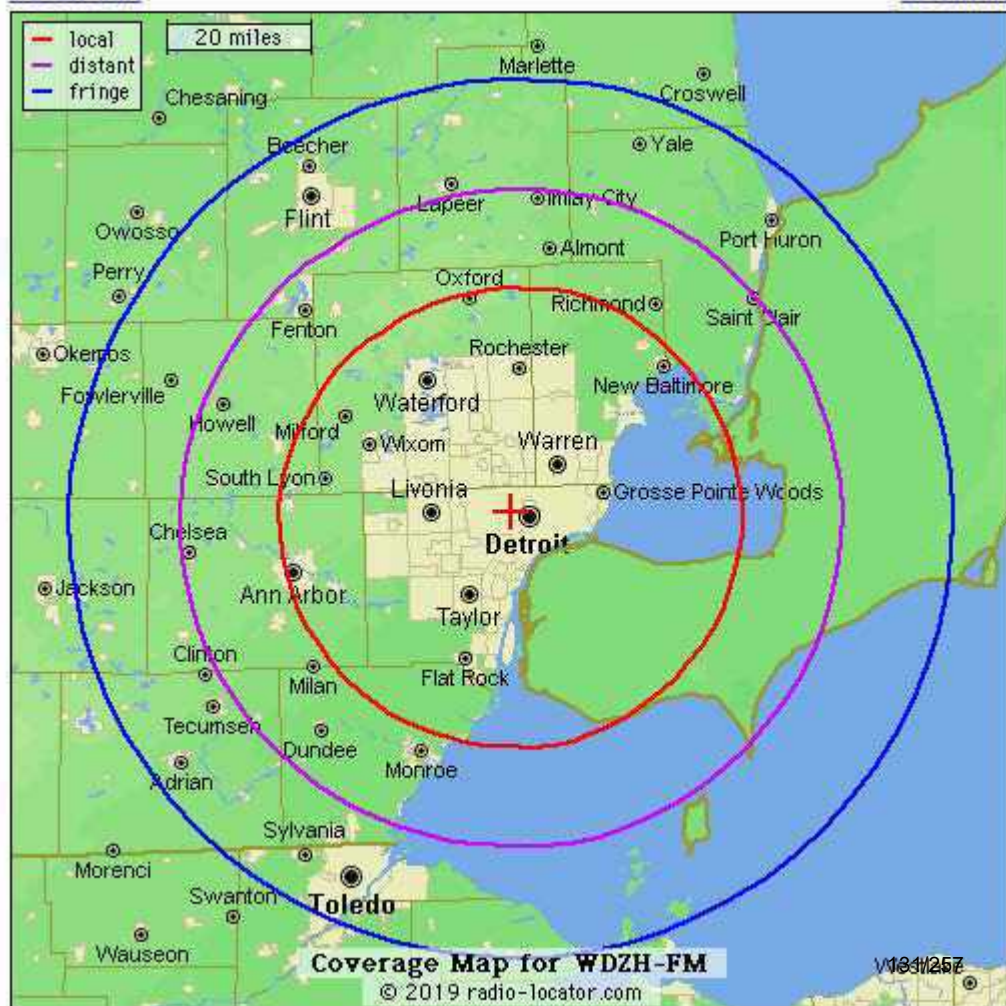


And MORE...

Coverage Area for WDZH 98.7 FM Detroit, MI

Zoom Out

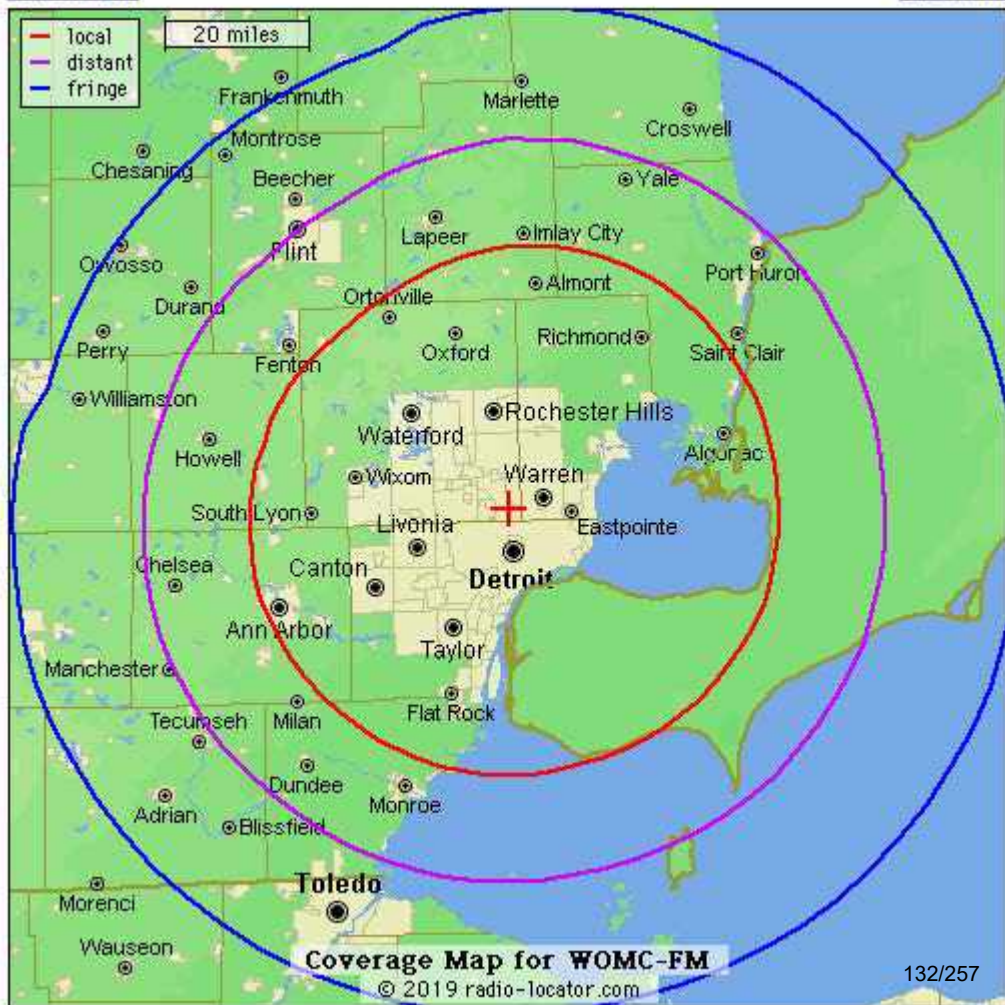
Zoom In



Coverage Area for WOMC 104.3 FM, Detroit, MI

[Zoom Out](#)

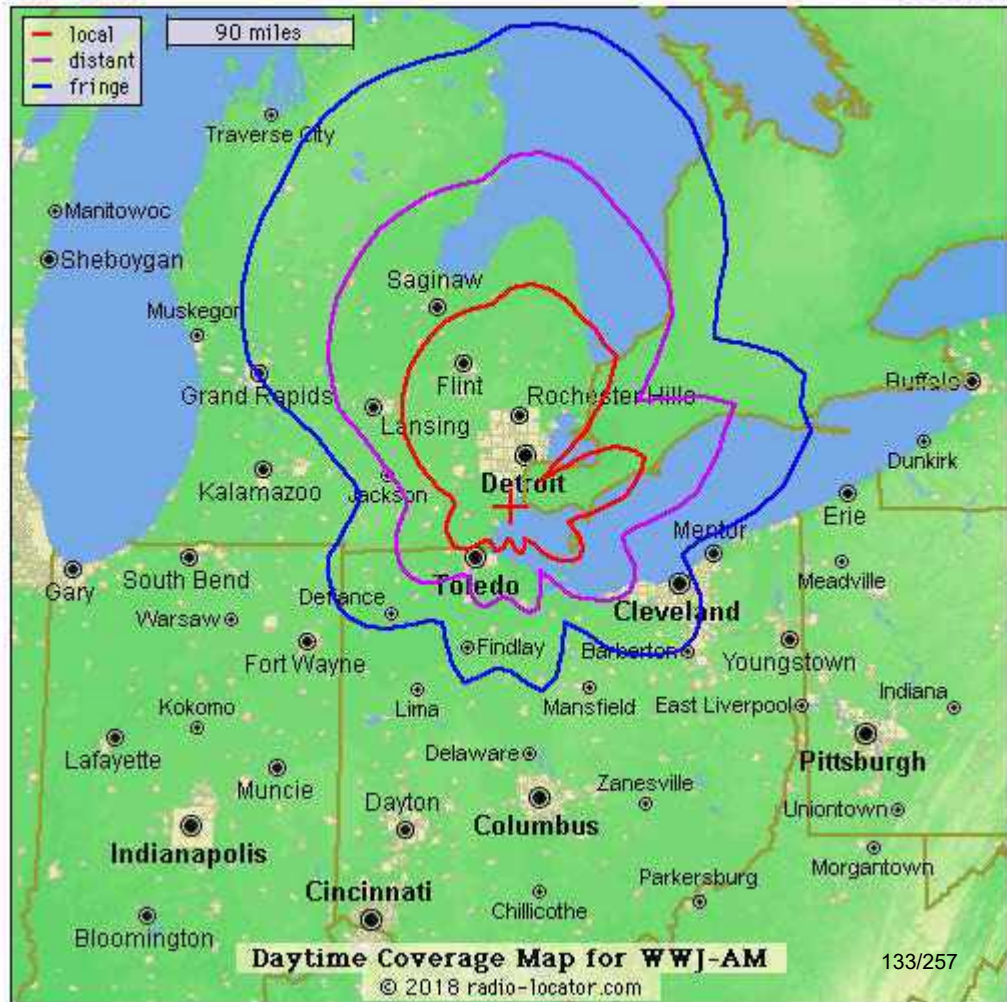
[Zoom In](#)



Daytime Coverage Area for WWJ 950 AM, Detroit, MI

[Zoom Out](#)

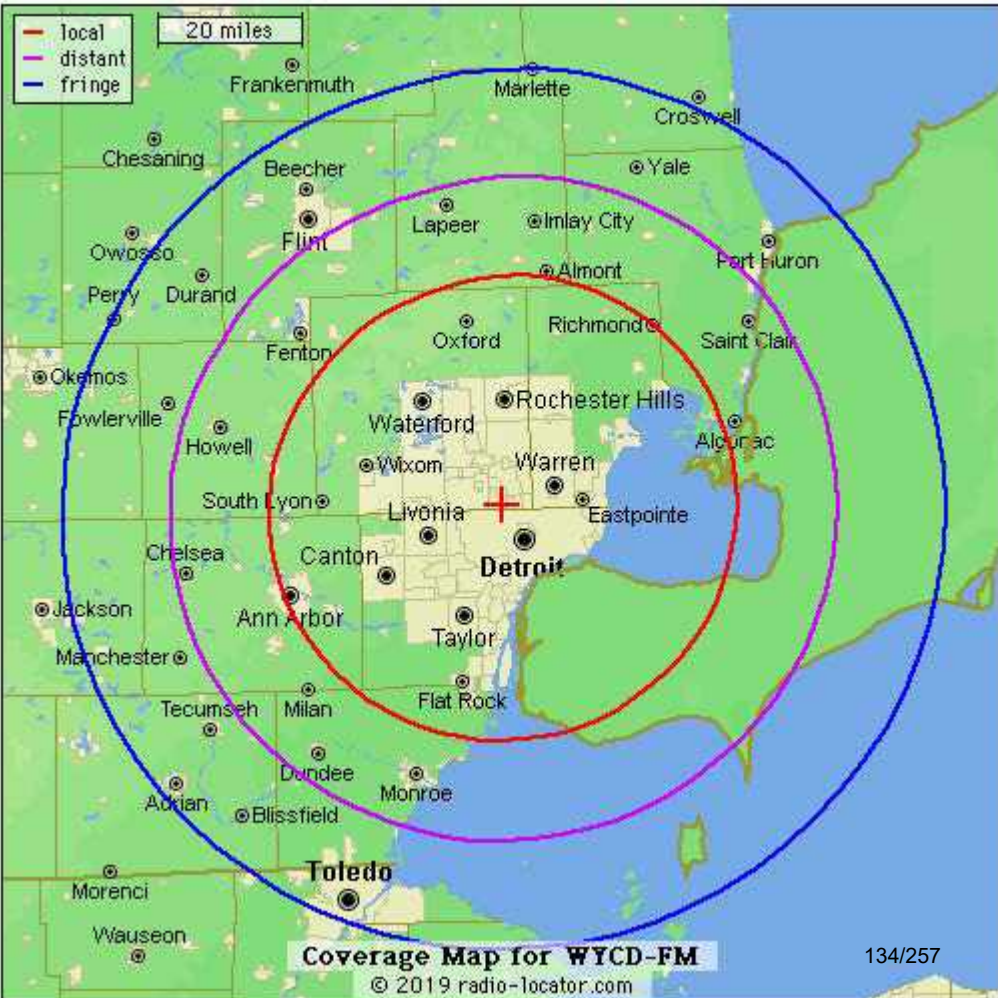
[Zoom In](#)



Coverage Area for WYCD 99.5 FM, Detroit, MI

[Zoom Out](#)

[Zoom In](#)



Coverage Map for WYCD-FM

LOCAL METROPARKS CAMPAIGN (SUMMER)

(JUNE 8TH- SEPTEMBER 3RD, 2022)

Days	Time	Weekly # of Spots	Length	Cost Per Spot	Cost Per Week
Wednesday-Friday	5a-6a	3X	:30	\$25	\$75
Wednesday-Friday	6a-8p	3X	:30	\$40	\$120
Wednesday-Friday	6a-12a	3X	:30	\$30	\$90
Saturday	6a-2p	2X	:30	\$25	\$50
Saturday	2p-8p	1X	:30	\$10	\$10
Wednesday-Saturday	12a-5a	8X	:30	\$0	\$0
Wednesday-Saturday	12a-12a	4X	:30	\$0	\$0

Twenty Four :30 Second Announcements Weekly Plus Streaming "Live".

Total On-Air Investment: \$4,485 NET

Live Remote Broadcast: Tentative Event: \$300 Talent Fee Plus: \$700 for Package. (*Contingent on Campaign)

- Minimum of Thirty Pre-Produced Promotional Mentions Leading up to Live Appearance.
- Twenty Weather Sponsorships Live Billboards and Mentions the Week of Event.
- Four Live :60-:90 Second "Updates" during the Live Appearance.
- Brand Exclusivity throughout the two hour duration of your live appearance.
- WHMI Vehicle, Banners, and Giveaways on Location during the event.
- Prominent signage on WHMI's Website.

Added Value to Enhance Radio Campaign:

- Listing of ALL Southeast Michigan Parks on our Advertiser's Directory.
- 24X :30 Second Weekly Announcements Streaming Live on WHMI.com.

Approved By: _____ Date: _____

***Three Week Cancellation Required.**



LOCAL METROPARKS CAMPAIGN (FALL)

(SEPTEMBER 20TH- OCTOBER 13TH, 2022)

Days	Time	Weekly # of Spots	Length	# of Weeks	Cost Per Spot	Cost Per Week
Tuesday/Thursday	5a-6a	2X	:30	4	\$25	\$50
Tuesday/Thursday	6a-8p	4X	:30	4	\$40	\$160
Tuesday/Thursday	12a-5a	5X	:30	4	\$1	\$5
Tuesday/Thursday	12a-12a	2X	:30	4	\$5	\$15
Saturday	6a-12a	2X	:30	4	\$10	\$20
Streaming "Live"	12a-12a	15X	:30	4	\$0	\$0

Sixty :30 Second Announcements!

Total Investment: \$1000

Added Value to Enhance Radio Campaign:

- Listing of ALL Southeast Michigan Parks on our Advertiser's Directory.
- Opportunity to Participate in a WHMI Promotional Games and On-Air Giveaways.
- Sixty Streaming "Live" Digital Announcements Monthly via our WHMI Listen Live Link.

Approved By: _____ Date: _____

***Three Week Cancellation Required.**



ON-AIR GIVEAWAYS

Throughout the weekday mornings and afternoon, WHMI's On-Air entertain Livingston County with favorite trivia games and contest. WHMI enjoys highlighting it's advertisers. Let us highlight Huron Clinton Metroparks by giving lucky listeners park passes or any other prize.

All games, contesting and giveaways are done during prime morning & afternoon drive time Monday through Friday. Once the lucky listener has won their gift certificate, they will redeem their certificate in person, thus enabling you to show off everything else you have to offer.

WHMI to Provide:

Minimum of Four Promotional Live mentions during the Prime Morning or Afternoon Drive Time per Annual Pass and MetroPark Package.

Huron Clinton MetroParks to Provide:

1. June- 5X Annual Passes. (June 6th-June 10th, 2022.)
2. July- 5X Annual Passes. (July 4th- July 8th, 2022.)
3. August 2022- Huron Clinton MetroPark Package with 1X Annual Pass.



ADVERTISER'S DIRECTORY

WHMI is able to direct & link your business with our listeners "your *potential customer*" through the WHMI's online advertiser directory:

<https://www.whmi.com/advertising/directory>

Listing of ALL Southeast Michigan Parks

Your business name, address, phone number and website address will be listed. Listeners will be able to directly link to your website from this directory listing.

The WHMI 93-5's online advertisers' directory enables your business to utilize interactive advertising and help with your *website search optimization*.

WHMI.com logs over 700,000 visits monthly!



WEATHER SPONSORSHIPS

This is an opportunity for Huron Clinton Metropark to be part of one of our most listened to programming elements. When planning to attend one of our county events, it's important for our listeners to know what's going on with the weather. With this sponsorship opportunity the 2022 Huron Clinton Metroparks Event will be top-of-mind when consumers are intently listening for information.

Your WHMI weather sponsorship includes:

Open Billboard sponsorship ID with each weather report
(:15) second adjacent weather sponsorship commercial

Live On-Air Talent: EXAMPLE

"Livingston Weather Watch including Howell and Brighton brought to you by *Huron Clinton MetroParks.. They're Your MetroParks... Visit your Local MetroPark Today.*

Live On-Air Talent: EXAMPLE

"Today, Sunny and Breezy. High around 75."

Produced: EXAMPLE

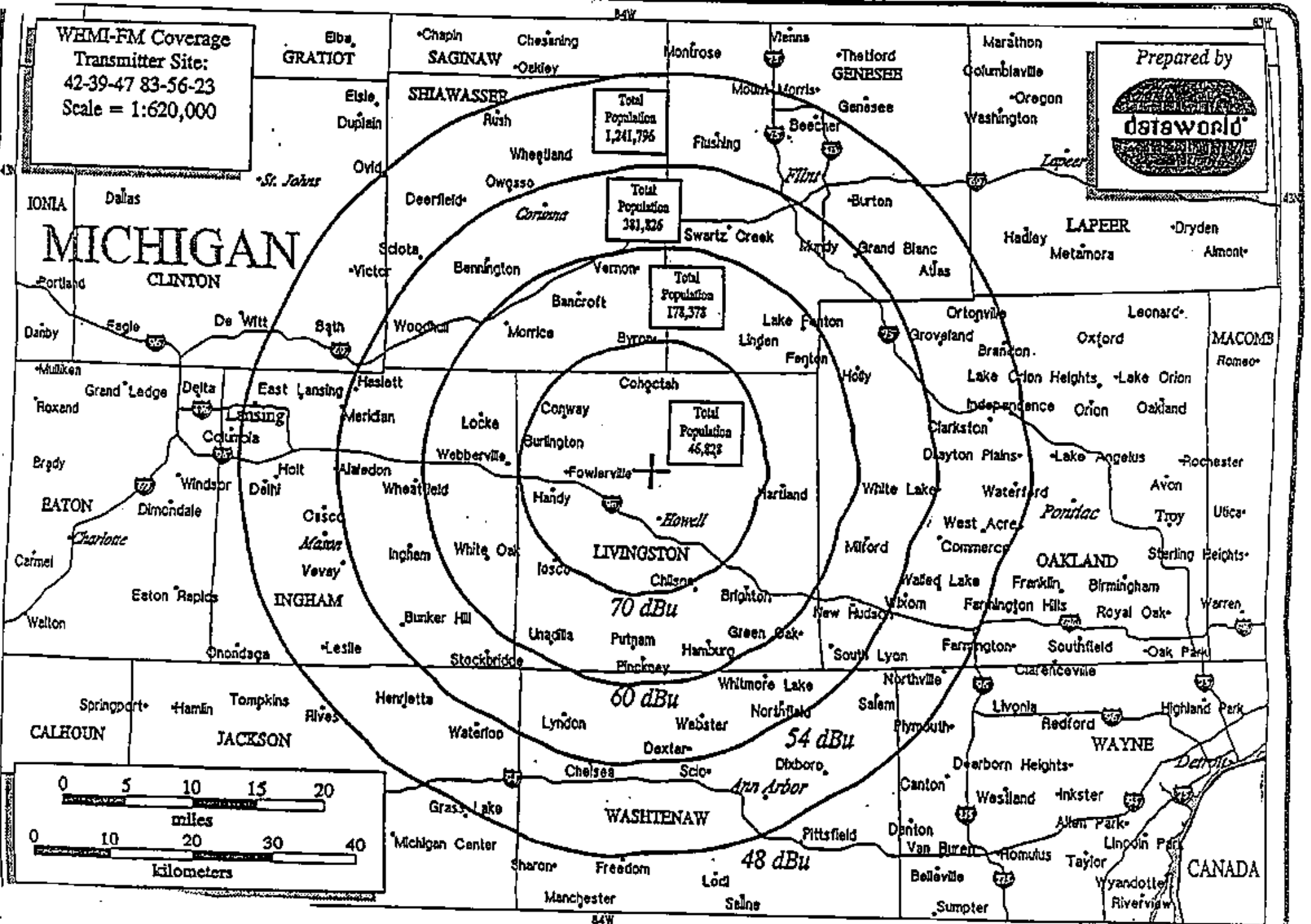
(:15) Second Weather Sponsorship Commercial- EVENT SPOTLIGHT. (Event TBD.)

Live On-Air Talent: EXAMPLE

"Right now it's Sunny and 75. Here is the Beatles on 93.5. "



WEMI-FM Coverage
Transmitter Site:
42-39-47 83-56-23
Scale = 1:620,000



Proposal Summary



Advertiser: Huron Clinton Metro Parks
Agency: Direct
Name: Huron Clinton Metro Parks
Dates: 05/27/22 - 09/05/22
AE: Marcy Allen

Est. Gls: 531,500
Est. CPM: \$30.10
Net Cost: \$16,000.00

Product Summary

	Broadcast	Run Dates	Est. Gls	Est. CPM	Net Cost
		05/27/22 - 09/05/22	531,500	\$30.10	\$16,000.00

Proposal includes doing on-air giveaways the following weeks: WKQI w/o 6/13, WMXD w/o 6/20 and WNIC w/o 6/27

5 Metroparks annual passes per station in the summer. One given away each week day for a week. Each of the three stations we're looking at for summer for a total of 15 annual passes. Annual passes have a \$40 value each so that would put the value at a total of \$600.



Title: Huron Clinton Metro Parks
 Advertiser: Huron Clinton Metro Parks
 Agency: Direct
 Spots: 315
 Net Cost: \$16,000.00

Date/Time: 02/22/22 07:29am

Demographics:

Primary: 25 - 54 Women
 No. of Children: 1, 2, 3+
Secondary: 25 - 54 Women
 N/A

Schedule Summary

	Total Spots	Net Cost	IMPs
SCHEDULE TOTALS/AVERAGES	315	\$16,000.00	531,500
DETROIT-MI	315	\$16,000.00	531,500

DETROIT-MI

Nielsen Survey(s): Dec 2021, Nov 2021 - MSA

Counties: N/A

WKQI-FM (CHR - Mainstream Hits)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Net Cost	IMPs	IMPs 2	CPM	CPM 2
STATION TOTALS / AVERAGES	115	M T W T F S S	\$50.67		\$7,150.00	132,000	284,000	\$54.17	\$25.18

05/27/22 - 05/29/22 - 1 week

Total per week	10		\$45.00		\$450.00	4,000	16,000	\$112.50	\$28.12
Sa-Su 6a-7p	10	- - - - - 5 5	\$45.00	30	\$450.00	4,000	16,000	\$112.50	\$28.12

05/30/22 - 06/05/22 - 1 week

Total per week	15		\$30.00		\$450.00	12,000	34,000	\$37.50	\$13.24
Mon 6a-7p	5	5 - - - - -	\$0.00	30	\$0.00	8,000	18,000	\$0.00	\$0.00
Sa-Su 6a-7p	10	- - - - - 5 5	\$45.00	30	\$450.00	4,000	16,000	\$112.50	\$28.12

06/13/22 - 06/19/22 - 1 week

Total per week	10		\$0.00		\$0.00	50,000	50,000	\$0.00	\$0.00
Mo-Fr 6a-10a	10	X X X X X - -	\$0.00	5	\$0.00	50,000	50,000	\$0.00	\$0.00

07/04/22 - 07/10/22 - 1 week

Total per week	5		\$0.00		\$0.00	8,000	18,000	\$0.00	\$0.00
Mon 6a-7p	5	X - - - - -	\$0.00	30	\$0.00	8,000	18,000	\$0.00	\$0.00

08/22/22 - 08/28/22 - 1 week

Total per week	10		\$45.00		\$450.00	4,000	16,000	\$112.50	\$28.12
Sa-Su 6a-7p	10	- - - - - X X	\$45.00	30	\$450.00	4,000	16,000	\$112.50	\$28.12

06/06/22 - 06/12/22, 06/27/22 - 07/03/22, 07/11/22 - 07/17/22, 08/29/22 - 09/04/22 - 4 weeks

Total per week	15		\$96.67		\$1,450.00	11,500	33,000	\$126.09	\$43.94
We-Fr 6a-7p	5	- - X X X - -	\$200.00	30	\$1,000.00	7,500	17,000	\$133.33	\$58.82
Sa-Su 6a-7p	10	- - - - - X X	\$45.00	30	\$450.00	4,000	16,000	\$112.50	\$28.12

09/05/22 - 09/05/22 - 1 week

Total per week	5		\$0.00		\$0.00	8,000	18,000	\$0.00	\$0.00
Mon 6a-7p	5	X - - - - -	\$0.00	30	\$0.00	8,000	18,000	\$0.00	\$0.00

	May/22	Jun/22	Jul/22	Aug/22	Sep/22	Oct/22	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23
Total Spots:	10	40	35	10	20	0	0	0	0	0	0	0	0
Gross Cost:	\$450.00	\$1,900.00	\$2,900.00	\$450.00	\$1,450.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cost:	\$450.00	\$1,900.00	\$2,900.00	\$450.00	\$1,450.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

DETROIT-MI

Nielsen Survey(s): Dec 2021, Nov 2021 - MSA

Counties: N/A

WMXD-FM (R&B)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Net Cost	IMPs	IMPs 2	CPM	CPM 2
STATION TOTALS / AVERAGES	80	M T W T F S S	\$30.63		\$3,000.00	49,000	174,500	\$61.22	\$17.19

05/27/22 - 05/29/22 - 1 week

Total per week	10		\$45.00		\$450.00	3,000	20,000	\$150.00	\$22.50
Sa-Su 6a-7p	10	- - - - - 5 5	\$45.00	30	\$450.00	3,000	20,000	\$150.00	\$22.50

05/30/22 - 06/05/22 - 1 week

Total per week	15		\$30.00		\$450.00	4,500	31,000	\$100.00	\$14.52
Mon 6a-7p	5	5 - - - - -	\$0.00	30	\$0.00	1,500	11,000	\$0.00	\$0.00
Sa-Su 6a-7p	10	- - - - - 5 5	\$45.00	30	\$450.00	3,000	20,000	\$150.00	\$22.50

06/20/22 - 06/26/22 - 1 week

Total per week	10		\$0.00		\$0.00	27,000	27,000	\$0.00	\$0.00
Mo-Fr 6a-7p	10	X X X X X - -	\$0.00	5	\$0.00	27,000	27,000	\$0.00	\$0.00

07/04/22 - 07/10/22 - 1 week

Total per week	5		\$0.00		\$0.00	1,500	11,000	\$0.00	\$0.00
Mon 6a-7p	5	X - - - - -	\$0.00	30	\$0.00	1,500	11,000	\$0.00	\$0.00

06/27/22 - 07/03/22, 08/22/22 - 08/28/22 - 2 weeks

Total per week	10		\$45.00		\$450.00	3,000	20,000	\$150.00	\$22.50
Sa-Su 6a-7p	10	- - - - - X X	\$45.00	30	\$450.00	3,000	20,000	\$150.00	\$22.50

08/29/22 - 09/04/22 - 1 week

Total per week	15		\$80.00		\$1,200.00	5,500	34,500	\$218.18	\$34.78
We-Fr 6a-7p	5	- - X X X - -	\$150.00	30	\$750.00	2,500	14,500	\$300.00	\$51.72
Sa-Su 6a-7p	10	- - - - - X X	\$45.00	30	\$450.00	3,000	20,000	\$150.00	\$22.50

09/05/22 - 09/05/22 - 1 week

Total per week	5		\$0.00		\$0.00	1,500	11,000	\$0.00	\$0.00
Mon 6a-7p	5	X - - - - -	\$0.00	30	\$0.00	1,500	11,000	\$0.00	\$0.00

	May/22	Jun/22	Jul/22	Aug/22	Sep/22	Oct/22	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23
Total Spots:	10	25	15	10	20	0	0	0	0	0	0	0	0
Gross Cost:	\$450.00	\$450.00	\$450.00	\$450.00	\$1,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cost:	\$450.00	\$450.00	\$450.00	\$450.00	\$1,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

DETROIT-MI

Nielsen Survey(s): Dec 2021, Nov 2021 - MSA

Counties: N/A

WNIC-FM (AC - Mainstream)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Net Cost	IMPs	IMPs 2	CPM	CPM 2
STATION TOTALS / AVERAGES	120	M T W T F S S	\$42.75		\$5,850.00	350,500	743,500	\$16.69	\$7.87

05/27/22 - 05/29/22 - 1 week

Total per week	10		\$45.00		\$450.00	31,000	64,000	\$14.52	\$7.03
Sa-Su 6a-7p	10	- - - - - 5 5	\$45.00	30	\$450.00	31,000	64,000	\$14.52	\$7.03

05/30/22 - 06/05/22 - 1 week

Total per week	15		\$30.00		\$450.00	45,500	100,500	\$9.89	\$4.48
Mon 6a-7p	5	5 - - - - -	\$0.00	30	\$0.00	14,500	36,500	\$0.00	\$0.00
Sa-Su 6a-7p	10	- - - - - 5 5	\$45.00	30	\$450.00	31,000	64,000	\$14.52	\$7.03

06/20/22 - 06/26/22, 08/22/22 - 08/28/22 - 2 weeks

Total per week	10		\$45.00		\$450.00	31,000	64,000	\$14.52	\$7.03
Sa-Su 6a-7p	10	- - - - - X X	\$45.00	30	\$450.00	31,000	64,000	\$14.52	\$7.03

06/27/22 - 07/03/22 - 1 week

Total per week	20		\$22.50		\$450.00	42,000	75,000	\$10.71	\$6.00
Mo-Fr 6a-10a	10	X X X X X - -	\$0.00	5	\$0.00	11,000	11,000	\$0.00	\$0.00
Sa-Su 6a-7p	10	- - - - - X X	\$45.00	30	\$450.00	31,000	64,000	\$14.52	\$7.03

07/04/22 - 07/10/22 - 1 week

Total per week	5		\$0.00		\$0.00	14,500	36,500	\$0.00	\$0.00
Mon 6a-7p	5	X - - - - -	\$0.00	30	\$0.00	14,500	36,500	\$0.00	\$0.00

06/06/22 - 06/12/22, 07/11/22 - 07/17/22, 08/29/22 - 09/04/22 - 3 weeks

Total per week	15		\$80.00		\$1,200.00	47,000	101,000	\$25.53	\$11.88
We-Fr 6a-7p	5	- - X X X - -	\$150.00	30	\$750.00	16,000	37,000	\$46.88	\$20.27
Sa-Su 6a-7p	10	- - - - - X X	\$45.00	30	\$450.00	31,000	64,000	\$14.52	\$7.03

09/05/22 - 09/05/22 - 1 week

Total per week	5		\$0.00		\$0.00	14,500	36,500	\$0.00	\$0.00
Mon 6a-7p	5	X - - - - -	\$0.00	30	\$0.00	14,500	36,500	\$0.00	\$0.00

	May/22	Jun/22	Jul/22	Aug/22	Sep/22	Oct/22	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23
Total Spots:	10	40	40	10	20	0	0	0	0	0	0	0	0
Gross Cost:	\$450.00	\$2,100.00	\$1,650.00	\$450.00	\$1,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cost:	\$450.00	\$2,100.00	\$1,650.00	\$450.00	\$1,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Proposal Summary

Advertiser: Huron Clinton Metro Parks
Agency: Direct
Name: Family Re-Unions 2022 - WMXD
Dates: 06/20/22 - 07/09/22
AE: Marcy Allen

Est. Gls: 131,800
Est. CPM: \$38.19
Net Cost: \$5,033.00

Product Summary

	Broadcast	Run Dates	Est. Gls	Est. CPM	Net Cost
		06/20/22 - 07/09/22	131,800	\$38.19	\$5,033.00



Title: Family Re-Unions 2022 - WMXD

Advertiser: Huron Clinton Metro Parks

Agency: Direct

Spots: 59

Net Cost: \$5,033.00

Date/Time: 02/18/22 11:50am

Demographics:

Primary: 25 - 54 Women Black
N/A

Schedule Summary

	Total Spots	Net Cost	IMPs
SCHEDULE TOTALS/AVERAGES	59	\$5,033.00	131,800
DETROIT-MI	59	\$5,033.00	131,800

DETROIT-MI

Nielsen Survey(s): Dec 2021, Nov 2021 - MSA

Counties: N/A

WMXD-FM (R&B)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Net Cost	IMPs	CPM
STATION TOTALS / AVERAGES	59	M T W T F S S	\$85.17		\$5,033.00	131,800	\$38.19

06/20/22 - 06/26/22, 07/04/22 - 07/09/22 - 2 weeks

Total per week	19		\$83.11		\$1,579.00	42,200	\$37.42
Mo-Fr 6a-7p	8	X X X X X - -	\$148.00	30	\$1,184.00	20,800	\$56.92
Mo-Su 6a-12a	5	X X X X X X X	\$25.00	30	\$125.00	10,000	\$12.50
Sa-Su 6a-7p	6	- - - - - X X	\$45.00	30	\$270.00	11,400	\$23.68

06/27/22 - 07/03/22 - 1 week

Total per week	21		\$89.29		\$1,875.00	47,400	\$39.56
Mo-Fr 6a-7p	10	X X X X X - -	\$148.00	30	\$1,480.00	26,000	\$56.92
Mo-Su 6a-12a	5	X X X X X X X	\$25.00	30	\$125.00	10,000	\$12.50
Sa-Su 6a-7p	6	- - - - - X X	\$45.00	30	\$270.00	11,400	\$23.68

	Jun/22	Jul/22	Aug/22	Sep/22	Oct/22	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23	Jun/23
Total Spots:	19	40	0	0	0	0	0	0	0	0	0	0	0
Gross Cost:	\$1,579.00	\$3,454.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cost:	\$1,579.00	\$3,454.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Proposal Summary

Advertiser: Huron Clinton Metro Parks
Agency: Direct
Name: Huron Clinton Metroparks - Fall 2022
Dates: 10/10/22 - 10/31/22
AE: Marcy Allen

Est. Gls: 115,000
Est. CPM: \$69.65
Gross Cost: \$8,010.00

Product Summary

	Broadcast	Run Dates	Est. Gls	Est. CPM	Gross Cost
		10/10/22 - 10/31/22	115,000	\$69.65	\$8,010.00



Title: Huron Clinton
 Metroparks - Fall 2022
 Advertiser: Huron Clinton
 Metro Parks
 Agency: Direct
 Spots: 86
 Gross Cost: \$8,010.00

Date/Time: 02/18/22 11:28am

Demographics:

Primary: 25 - 54 Women
 No. of Children: 1, 2, 3+

Secondary: 25 - 54 Women
 N/A

Schedule Summary

	Total Spots	Gross Cost	IMPs
SCHEDULE TOTALS/AVERAGES	86	\$8,010.00	115,000
DETROIT-MI	86	\$8,010.00	115,000

DETROIT-MI

Nielsen Survey(s): Dec 2021, Nov 2021 - MSA

Counties: N/A

WJLB-FM (Hip Hop/R&B)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Gross Cost	IMPs	IMPs 2	CPM	CPM 2
STATION TOTALS / AVERAGES	42	M T W T F S S	\$74.52		\$3,130.00	67,400	132,000	\$46.44	\$23.71

10/10/22 - 10/16/22, 10/24/22 - 10/30/22 - 2 weeks

Total per week	21		\$74.52		\$1,565.00	33,700	66,000	\$46.44	\$23.71
Mo-Fr 6a-7p	9	X X X X X - -	\$125.00	30	\$1,125.00	17,100	33,300	\$65.79	\$33.78
Mo-Su 6a-12a	5	X X X X X X X	\$25.00	30	\$125.00	7,500	14,500	\$16.67	\$8.62
Sa-Su 6a-7p	7	- - - - - X X	\$45.00	30	\$315.00	9,100	18,200	\$34.62	\$17.31

	Oct/22	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23	Jun/23	Jul/23	Aug/23	Sep/23	Oct/23
Total Spots:	42	0	0	0	0	0	0	0	0	0	0	0	0
Gross Cost:	\$3,130.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cost:	\$3,130.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

WKQI-FM (CHR - Mainstream Hits)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Gross Cost	IMPs	IMPs 2	CPM	CPM 2
STATION TOTALS / AVERAGES	44	M T W T F S S	\$110.91		\$4,880.00	47,600	117,400	\$102.52	\$41.57

10/10/22 - 10/16/22, 10/24/22 - 10/30/22 - 2 weeks

Total per week	22		\$110.91		\$2,440.00	23,800	58,700	\$102.52	\$41.57
Mo-Fr 6a-7p	10	X X X X X - -	\$200.00	30	\$2,000.00	16,000	35,000	\$125.00	\$57.14
Mo-Su 6a-12a	5	X X X X X X X	\$25.00	30	\$125.00	5,000	12,500	\$25.00	\$10.00
Sa-Su 6a-7p	7	- - - - - X X	\$45.00	30	\$315.00	2,800	11,200	\$112.50	\$28.12

	Oct/22	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23	Jun/23	Jul/23	Aug/23	Sep/23	Oct/23
Total Spots:	44	0	0	0	0	0	0	0	0	0	0	0	0
Gross Cost:	\$4,880.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cost:	\$4,880.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Predicted coverage area for WKQI 95.5 FM, Detroit, MI



20 miles

- local
- distant
- fringe



Coverage Pattern for WMXD-FM

20 miles

- local
- distant
- fringe



Coverage Pattern for WNIC-FM



To: Board of Commissioners
From: Tyler Mitchell, Chief of Natural Resources and Regulatory Compliance
Subject: Report – Monthly Natural Resources Update
Date: March 4, 2022

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file the monthly Natural Resources Report as recommended by Chief of Natural Resources and Regulatory Compliance and staff.

Background: Chief of Natural Resources and Regulator Compliance Tyler Mitchell, Chief of Marketing and Communications Danielle Mauter and Chief of Interpretive Services Jennifer Jaworski will give a presentation to the Board regarding an update to the Deer Herd and Ecosystem Management Plan.



To: Board of Commissioners
From: Danielle Mauter, Chief of Marketing and Communications
Subject: Report – Marketing Update
Date: March 4, 2022

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file monthly Marketing update as recommended by Chief of Marketing and Communications Danielle Mauter and staff.

Attachment: Marketing Report



HURON-CLINTON METROPARKS MARKETING REPORT

February 2022

Administrative Office
13000 High Ridge Drive
Brighton, MI 48814



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

FEBRUARY 2022

Negotiating Major Media Buys

In January and February, a large amount of time was spent negotiating the major media buys of summer and fall to bring to the board for approval in March. Media buys were selected based on target audiences, reach, goals and strategies.

Creating a Stronger Marketing team

The new Marketing Support Specialist position was filled in February. Quinn Tapp has been in training since that time and assisted with finalizing major media buys. Quinn was previously in the part-time marketing assistant position; we are now in the process of filling that position as well.

Additionally, marketing staff are setting up a virtual brainstorming session that all employees will be invited to voluntarily attend. This will serve as a way to gather even stronger ideas by leveraging the ideas of staff from across multiple departments and position types.

Maple Sugaring Campaign

Maple sugaring programming runs the entire month of March at multiple interpretive centers. A press release about maple sugaring season was sent on Feb. 24, and so far, The media is starting to pick up the Maple Sugaring press release sent last week. So far media coverage has been:

- Sun times: <https://thesuntimesnews.com/g/dexter-mi/n/66933/metroparks-celebrate-maple-sugaring-month-fun-activities-and-pancake-events>
- WHMI: <https://www.whmi.com/news/article/huron-clinton-metroparks-maple-sugar>
- Detroit News: Reached out and are working on a story. Staff provided quotes and added info for the reporter.

We also have an integrated campaign associated with maple sugaring. The maple programs are all posted individually as Facebook events pages and on the website calendar. We also worked with IT to create a website landing page of metroparks.com/maple that references programs, self-guided hikes, recipes, coloring page, blog posts, etc.

Maple sugaring a-frame posters were created for display at each interpretive center through the month of March and lists upcoming programs.

A maple sugaring e-newsletter was sent March 1 and the bi-weekly event email blasts featured all maple sugar programs on Feb. 28.

Our paid advertising for maple sugaring is primarily in the digital space this year. We have digital ads with mom blogs as well as general digital ads and social media ads starting the first week of March and those are all general maple sugaring ads saying we have programs available and getting people over to our landing page of metroparks.com/maple. We have a few select print ads running including Michigan Chronicle.

Summer Camps Campaign

Marketing worked collaboratively with IT and Interpretive Services in February to finalize summer day camp set up in RecTrac and create a landing page on our site metroparks.com/camps to advertise their availability. Marketing staff also worked on the following pieces to advertise summer camps:

- Participating in Metroparent Virtual Summer Camp Week event with a virtual booth and inclusion in their e-mail blasts and listing
- Participating in the Oakland County Moms Blog summer camp campaign
- Placed an advertorial in the Little Guide Detroit Mom Blog digital magazine about summer camps
- A-frame posters printed to display at interpretive centers where summer camps are available.
- An email blast coming out in March
- Digital ads

Coordination of Jul-Dec Event and Program Information

Interpretive, operations and other staff wrote programming information for all Jul-Dec programs and submitted them to marketing by Feb 1. Marketing staff then proofs ALL program information, suggests tweaks and edits, and works with staff to get that information to final format. Once final Marketing submits that information to IT to enter into RecTrac and WebTrac calendar and then marketing will work with IT to verify a final proof of information in RecTrac. This proofing and review/coordination process was on-going all of February and will carry over into early March but it necessary this time of year in order to include all the summer programs in summer campaigns and the summer programming guide that marketing staff are creating this year and distributing in mid-May.

Other On-going Projects in February

- Updating of five-county map brochure
- Creating Sheldon Trails doubletrack wayfinding signage and major trailhead signs
- Creating legislative informational support pieces
- Meetings with SEMCOG Communicators Network and Planet Detroit Editorial Round Table
- Preparing golf season materials and golf show materials
- Working with Planning and Development on DNR grant application communications requirements.





To: Board of Commissioners
From: Jay Bibby, Interim Chief of Planning and Development
Project Title: Report – Planning and Development Department Monthly Update
Date: March 4, 2022

Action Requested: Receive and file

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

Background: The following are highlights of the activities of the Planning and Development Department for March 2022:

Project/Initiative Implementation

- ETC regional survey deployment underway for Five-Year Community Recreation Plan.
- Accessible improvements CSX railroad along Metroparks hike-bike trail in New Boston; project agreement underway
- CAPRA chapters 2, 6 and assistance with 7 in progress.
- Birding platform concept plan for Lake St. Clair birding trail under review by staff (both planning and development and interpretive services departments).

Planning & Community Engagement

- 2022 DNR grant projects will have a public hearing at the March 10th Board of Commissioners meeting. Resolutions proposed for match funding for Lake St. Clair West Boardwalk, Stony Creek Reflection Trail and Delhi Skips Livery improvements.
- Public Input summary following Board meeting for DNR grant surveys, public meetings and public hearing.
- Refinements to DNR accessibility features following stakeholder meeting with FAIR Play Coalition
- Metroparks to State Parks Feasibility Study to be presented to Livingston County Transportation Coalition.
- Swimming Program Development Plan stakeholder meetings to review goals and action plan.

Programming

- DPSCD winter field trip to Huron Meadows for cross country ski lessons scheduled for mid-March.

Land Issues

- Sidewalk easement along Mound Rd. at Stony Creek under preliminary design review by staff.

Grants

- REACH grant administered through the Department of Transportation under review for possible transportation infrastructure grant proposal (no/go process).
- Ralph C. Wilson trail projects being prioritized following system-wide gap analysis for review at MTSE steering committee.
- GLRI-EPA Non-point source grant under administrative review following recommended funding.
- NOAA Dam Removals (Flat Rock and Huroc) Feasibility Study scoping meeting with partner Great Lakes Fisheries Commission.

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

PLANNING AND DEVELOPMENT MONTHLY REPORT

March 2022

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	Implementation Indicator	March 2022 Actions
SYSTEMWIDE	Planning and Development monthly reports	Report		Monthly	Staff time	Report assembly, grant monthly updates
	Tollbooth scanning reports	Report		Monthly	Staff time	Ongoing
	Foundation administrative tasks	Various		Ongoing	Staff time	Administrative tasks, scheduling annual board meeting.
	Sign request processing/signage transition plans	Infrastructure/ Small Facilities		Ongoing	Actual cost	Administrative tasks
	CAPRA accreditation preparation	Report	Various	Ongoing	Staff time	P&D support provided for all Chapter Chairs
	FAIR Play Coalition maintenance and development	Various		Ongoing	Volunteers	Feedback received for DNR Grants 2022
	CAPRA Programming Ch. 6	Various		Ongoing	Staff time	Documentation assembly
	CAPRA Planning Ch. 2	Report		Ongoing	Staff time	Documentation assembly
	Commemorative trees and benches	Various		Ongoing	Staff time	Administrative tasks

SYSTEM-WIDE

HCMA Studies/Initiatives





Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Volunteer Management	Plan		Spring 2021	Staff time	Researching community partners for 2022 recreational events and volunteers with DEI focus.
Community Recreation Plan 5-County SE Michigan survey	Plan		Ongoing	Staff time/Consultant	ETC regional survey deployment underway.
Sustainability Plan projects coordination	Various		Ongoing	Various	CAPRA Sub-Committee working on sustainability policy standards
Trail Ambassador program	Report		August	Staff time	Working with marketing to launch officially in spring 2022
ADA Transition Plan	Plan		Ongoing	Staff time	Updates ongoing.
Visitor count program	Various		Ongoing	Staff time	Summer 2022 visitor count planning underway.
Visitation data documentation and analysis	Report		Ongoing	Staff time	Cross-department planning for 2022 data collection meeting in March
Interpretive Master Plan demographic and other data analysis	Report		Ongoing	Staff time	Support for Interpretive Services staff for interpretive plan development

Grants/Fundraising


Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
REI Grant Rouge Park	Plan		Ongoing	Staff time	City of Detroit will build gravel lot; HCMA to provide materials
GOAL- Various grant opportunities	Plan		Ongoing	Staff time	5 groups applied for GOAL in February for an additional 127 students

SYSTEM-WIDE

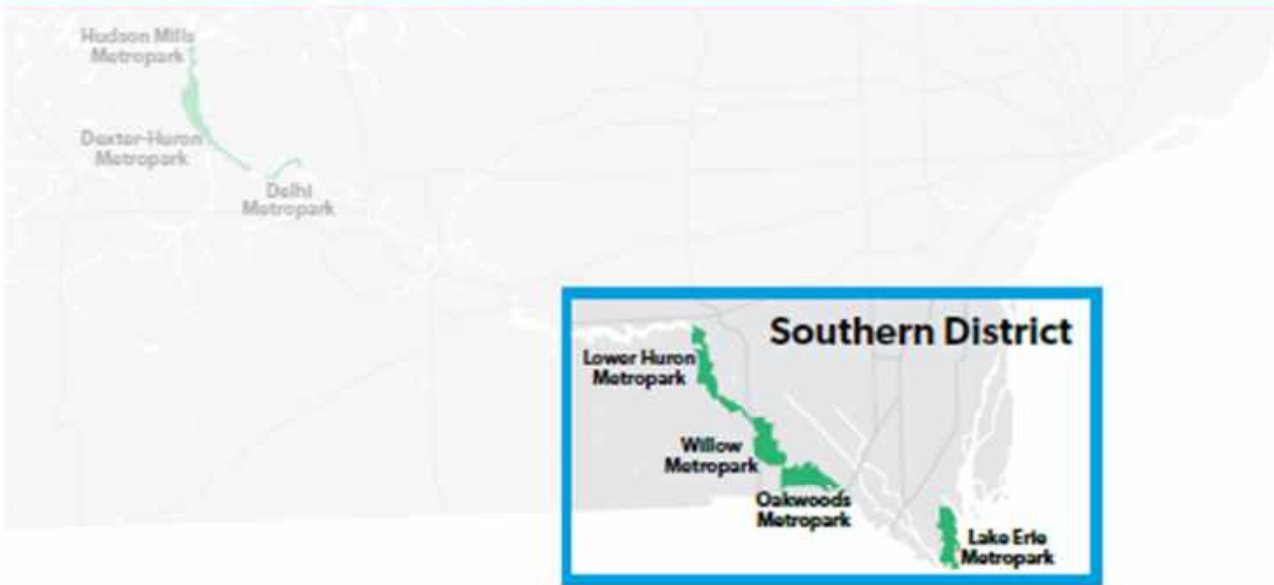
Recreation Programming

Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
2022 Recreation Programming	Various		On going	Staff time	Meeting with Marketing to discuss 2022 evaluation forms for CAPRA.
DIA's Inside/Out program	Various		On going	Staff time	Art installations are being de-installed at Ken, Stony, and Lake Erie. 2022's application was approved for Willow, Wolcott, and Indian Springs.
Programming Evaluation	Various		On going	Staff time	Ongoing
Swim program development plan (SE Michigan region)	Plan & Program		Winter 2022	Consultant Report	Stakeholder meetings in March to review goals and action plan.

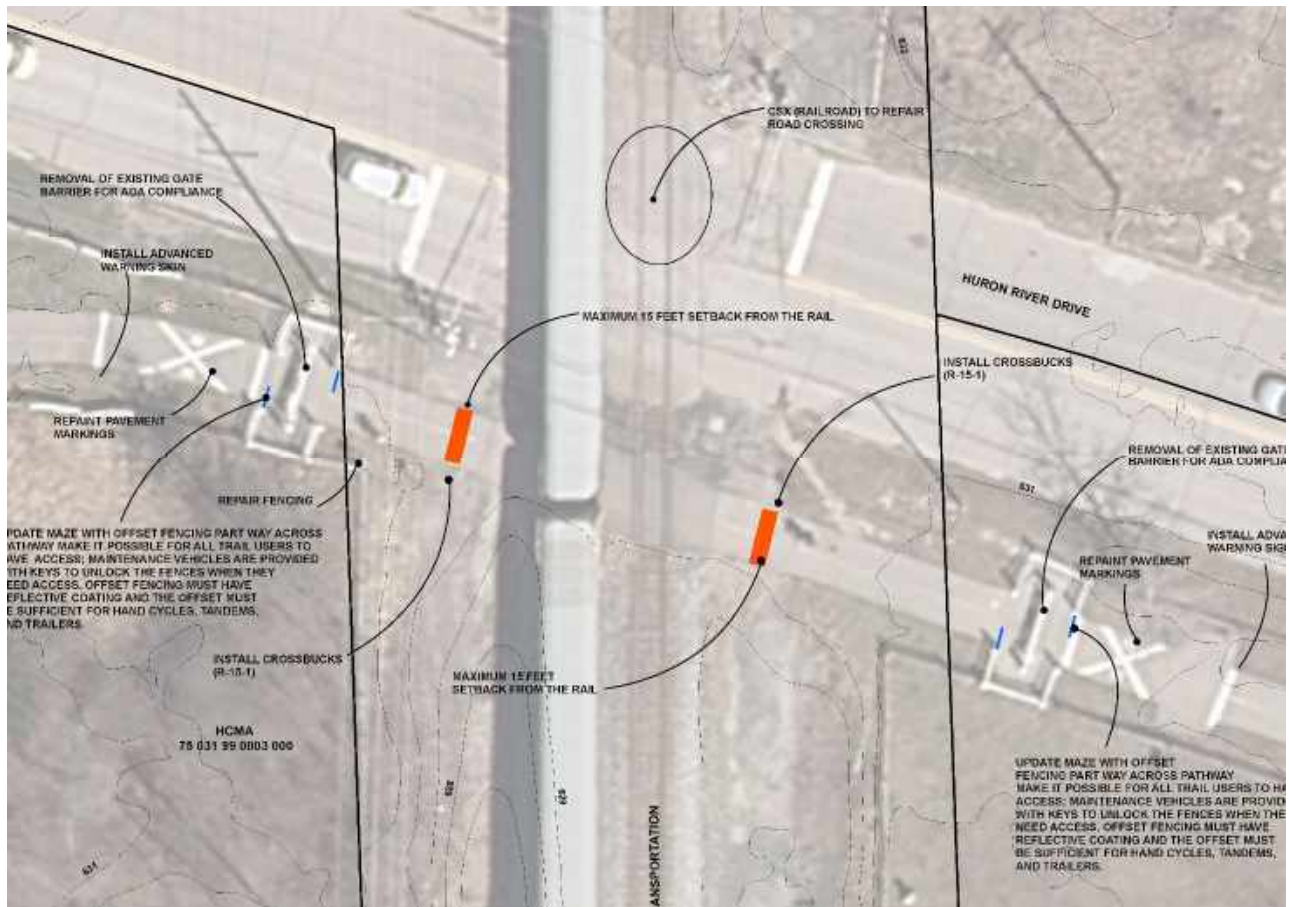
Project Implementation/Oversight

Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
PNC Grant	Documentation		Ongoing	Check received	All 60 programs awarded; equipment delivered, all programming now virtual
EGLE Recycling Bin Grant	Plan	Various	May 2021	Staff time	District meetings being coordinated with Waste Management outreach services
Healthy Catalyst Paddling Accessibility	Implementation	Various	Ongoing	Staff time	Grant reporting
Nature trail wayfinding sign development	Implementation	Various	Ongoing	Staff time	Met with new Int. Supervisor to update on project progress, data downloaded from pedestrian counter and remains in place. Draft plan in progress
ESRI ArcGIS Administration	Documentation	Various	Ongoing	Staff time	Purchase order underway for software registration and online credit usage

SOUTHERN DISTRICT





Accessibility Improvements along Iron Belle Trail at Lower Huron



SOUTHERN DISTRICT

Grants/Fundraising



	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
LER	2021 TF- Cherry Island Trail Improvements	Large Facilities		April 2021	Staff	Grant project awarded.Awaiting project agreement from DNR.
	2021 GLRI-EPA Nonpoint Source Grant	Large Facilities		Ongoing	Staff time	Partnering with Wyandot to perform ecological restoration at Six Points and SWMP green infrastructure improvements at LER.; Admin review following recommended funding.
LHu	2020 TF - LHu Iron Belle Trail Connector	Documentation	Various	2021.	Staff time	Plans nearly completed, being reviewed by engineering
	2020 LWCF - Walnut Grove Campground	Documentation	Various	2021	Staff time	Waiting on NPS Project Agreement, to be executed
	2020 LWCF - Off-Leash Dog Area	Documentation	Various	2021	Staff time	Waiting on NPS agreement

Project Implementation/Oversight

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
LHu	Accessible railroad crossing along hike-bike trail	Small Facilities	Eng	2022 Completion	Construction	Project agreement underway with CSX.
Wil	SE Michigan Resilience Fund-Big Bend Area Restoration	Large Facilities	Eng/NR	Ongoing	Staff	HRC engineering designing in-stream design work for stakeholder review at 30% design completion this month.
	Shelden Trails Ribbon Cutting Ceremony	Implementation	Various	Ongoing	Staff time	Being planned for May 2022.

SOUTHERN DISTRICT



Project Implementation/Oversight, cont.

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
LEr	2019 LWCF - Oakwoods Accessible Nature Trail	Large Facilities		Ongoing	Staff time	Project Agreement executed by DNR/NPS, design work being scheduled with engineering dept.
	2019 LWCF - Lake Erie Accessible Boat/Kayak Launch	Large Facilities		1 month	Staff time	Waiting for SHPO approval and project agreement

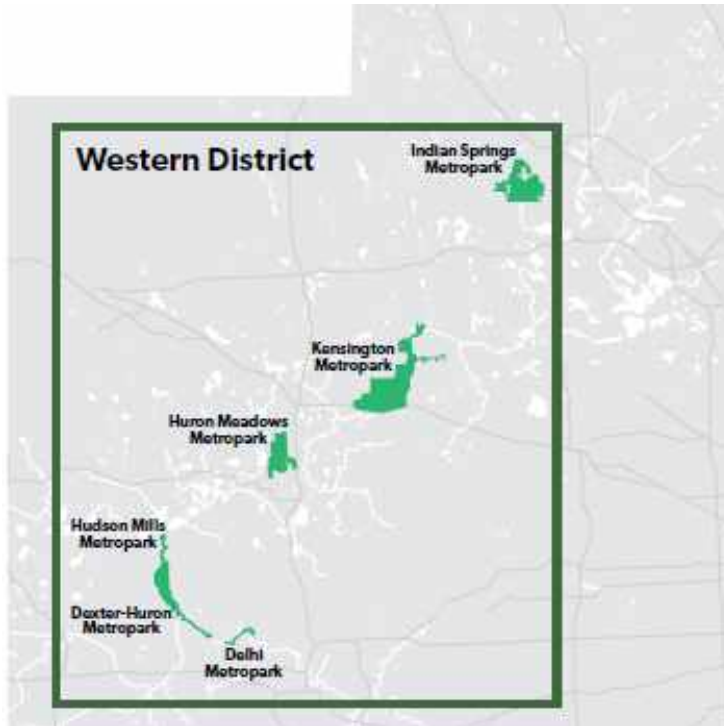
Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
LEr	Laker Erie Shoreline Restoration Project	Spoil Pile Location	Ops . NR	October	Staff time	Archaeological services approved and underway.

HCMA Studies/Initiatives




	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
LEr	Marina building study	Large Facilities		2021	Consultant	Master planning concept design 75% completed by architect.
Oak	NOAA Dam Removal Feasibility Study	Large Facilities		2023	Consultant	Meeting with Great Lakes Fisheries Commission

WESTERN DISTRICT



WESTERN DISTRICT

Administrative





	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Del	Border-to-Border trail design and construction	Large Facilities		Ongoing	Estimated Cost	Washtenaw County leading design efforts; attendance at meetings as necessary
MISC	Livingston County Parks and Open Space Advisory Committee	Partnership		Ongoing	Staff time	Attendance at regular POSAC meetings. Trail counter in place at Fillmore County Park. Data downloaded monthly
	Friends of the Lakelands Trail Steering Committee	Partnership		Ongoing	Staff time	Represent HCMA as a participating steering committee member that meet monthly

Grants/Fundraising


	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Del	Skip's Livery improvements	Large Facilities		April 1, 2022	Consultant fee	Engineering estimates based on draft concept complete; Public hearing meeting and BOC March meeting approval of resolutions.

WESTERN DISTRICT

Project Implementation/Oversight

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Ken	2019 TF West Boat Launch Accessible Launch Project	Large Facilities		Ongoing	Staff time	Bids being reviewed and will be submitted to DNR for approval.
HMe	2019 TF Rapids View Accessible Launch Project	Large Facilities		Ongoing	Staff time	Contractor awarded contract, construction begins spring 2022
DHu	2020 TF – Dex-Huron Accessible Launch	Large Facilities		Ongoing	Staff time	Engineering design adhering to Natural Rivers Permit requirement
HMe	Feasibility study for connection between Huron Meadows & Island Lake Rec Area	Plan		June 2021	Staff time	Preferred route based on scoring methodology reviewed by staff, public/stakeholder engagement ongoing.

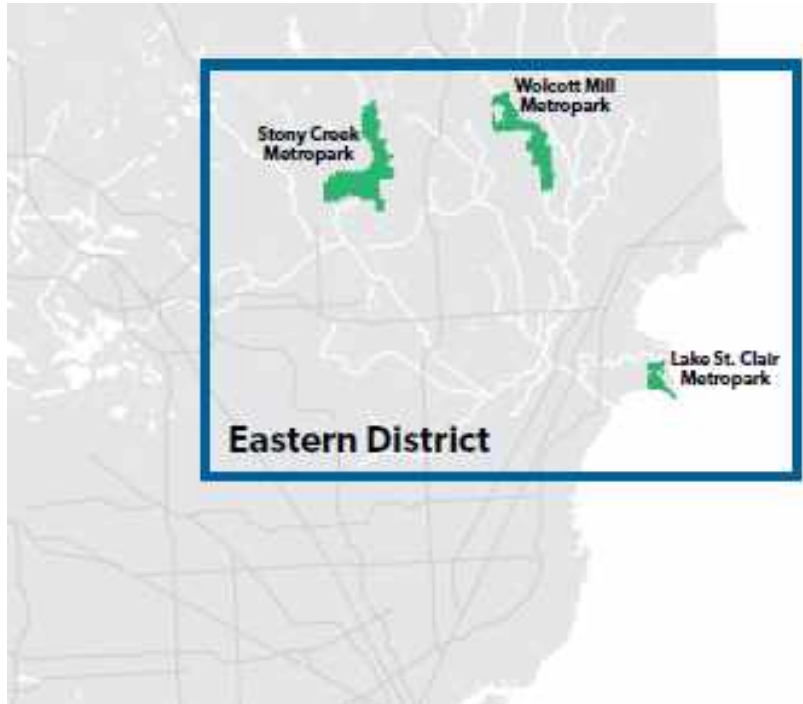
Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Ken	Kensington Nature Center Parking Lot and Accessibility Improvement Study	Large Facilities		August	Staff time	Concept plan completed

HCMA Studies/Initiatives

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Ken	Lower Huron Master Plan 5-Year Update	Plan	Various	2021	Staff time	master plan 5-year update steering committee meeting #1.

EASTERN DISTRICT



Farm Center Master Plan at Wolcott Mill






EASTERN DISTRICT






Administrative

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
WMIII	Schmidt Property Acquisition	Land Acquisition		Fall 2020	Acquisition	Working on demolition of deteriorated barns and other structures on site.

Grants/Fundraising



	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
SCR	2022 LWCF/MNRTF- Stony Creek Reflection Trail Accessible Trail Development	Small Facilities		April 2021	Staff time	Engineering estimates based on draft concept complete; Public hearing meeting and BOC March meeting approval of resolutions.
LSC	Michigan Coastal Management Program Grant – Accessible Kayak Launch	Large Facilities	Various	Ongoing	Staff time	Grant agreements signed, ready for engineering design.
	Macomb County Birding Platform	Small Facilities		March 2022	Staff time	Conceptual birding platform design under staff review.
	2022 LWCF- West Boardwalk Accessibility Improvements	Small Facilities		April 2021	Staff time	Engineering estimates based on draft concept complete; Public hearing meeting and BOC March meeting approval of resolutions.

Project Implementation/Oversight

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
LSC	Transit Planning for Access to LSC	Large Facilities		2021 Completion	Consultant/Staff	Metropark Express launched to continue through 2022. Strategy in progress with SMART for continued marketing efforts and data reporting/analysis
	LSC Beach Restoration Project- Nonpoint Source Pollution Project	Large Facilities		2023 Completion	Staff time	QAPP completed from USGS
	Nature Trail wayfinding signage plan development	Small Facilities		July	Staff time	Development of a wayfinding plan for the nature trail system as a guide to update trail signage
SCR	Shelden Trails Redevelopment	Large Facilities		Ongoing	Staff time	Ribbon cutting scheduled for May 2022. Bridge to be installed shortly on the north connector trail
	2019 TF – Off-leash Dog Area Development	Large Facilities		Ongoing	Staff time	Contractor work completed.mesh fencing and signs to be delivered for spring 2022.

EASTERN DISTRICT

Project Implementation/Oversight, Cont.

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Scr	Shelden Trails Signage Plan	Small Facilities	Mkting	3 months	Staff time	Mapping and signing of ski trails and intersection numbers underway
	26 Mile Connector Trail TAP Grant	Large Facilities		2022 Completion	Staff time	Bids received by Macomb County Dept of Roads and are within budget.
	Mound Rd. north of fire station sidewalk easement	Small Facilities		2022 Completion	Staff time	Preliminary site plan under review

Recreation Programming

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
	Planning for LSC swim lessons in 2022	Programming		2022	Staff time	Budget and job descriptions completed

HCMA Studies/Initiatives

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Scr	None					

Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	March 2022 Actions
Scr	Baypoint Beach concept plans developed	Plan	Various	2021	Staff time	Preferred concept replacement of tent facility with event shelter

Grant Updates - March 2022

In Progress								
Grant program		JV/MN	Project/Park	Amount	Match	Due Date	Applicant	Notes
Consumers Energy Foundation		MN	IS Headwater Restoration	\$112,000	-	3/17/2022	HCMA	LOI sent in Feb; waiting on invite for full proposal
DNR TF '22		MN	DEL Launch/Take-out Renovator	~\$600K	~\$300K	4/1/2022	HCMA	Concept plan complete; engineering to estimate costs
RCWJ Foundation		JV	Trail Connectors/SEMTAT	TBD	TBD	TBD	MF	Priorities given to MITSE, Draft RFP in progress, exploring RAISE grant
LWCF 2022		JV	LSC West Boardwalk	\$500,000	\$701,200	4/1/2022	HCMA	\$10,000 of match is in kind.
LWCF & MNRTF 2022		JV	Stony Creek Reflection Trail	See notes	See notes	4/1/2022	HCMA	Full cost is \$1,155,800. TF grant is for \$300,000, LWCF grant is for \$500,000. Cash match is \$825,800 and \$625,800 respectively with \$30,000 in in-kind engineering
Grant Applications Awaiting Response								
Grant program	Project #	JV/MN	Project/Park	Award Amt	Match	Submitted	Applicant	Notes
GLRI-EPA Nonpoint Source		MN	OHM Stormwater Report GI	\$483,500	\$174,300	8/20/2021	HCMA	Awaiting administrative review following recommendation for funding
NOAA GLs Fish Habitat Restor.		MN	Flat Rock Dam Feasibility	\$240,000	\$25,000	1/12/2022	GLFC	Part of larger GLFC grant; amounts reflect dam portion only; Oct. award
EDA - SEMCOG		JV	LSC North Marina	\$4,000,000	\$1,000,000	1/31/2022	HCMA	
Grant Administration								
Grant program	Project #	Mgmt	Park/Project	Award Amt	Match	Deadline	Applicant	Updates
LWCF '18	50619-419	MN/JK	LH North Fishing Site	\$144,400	\$144,400	4/30/2022	HCMA	Final reimbursement submitted; waiting on DNR review
GLRI-FS '18	50219.688	MN/TM	LSC Black Cr Shoreline	\$160,211	-	12/31/2022	HCMA	Shoreline restoration grading and seeding anticipated in early spring
Impact 100 - Oakland Co. '18		MN/PB	KFC Seeding Green Future	\$90,000	-	11/18/2022	MF	Developing hydroponic exhibit at KFC; will grow seedlings for farm use
MNRTF '19	50820-218	MN/JK	HMI Rapids View Launch	\$226,400	\$226,900	8/31/2022	HCMA	Erie Construction awarded contract; construction to begin early spring
LWCF '19	51120.114	MN/AS	Oak Access. Nature Trails	\$124,000	\$124,000	2/29/2024	HCMA	Project Agreement executed; design work added to eng. design in Oct. '22
LWCF '20	50621.500'	MN/?	LH WGr Campground	\$300,000	\$150,000	TBD	HCMA	Waiting on NPS agreement
MNRTF '20	50821-221	MN/KE	DxH Accessible Launch	\$192,700	\$192,800	5/31/2023	HMCA	Eng. working on design details to meet Natural Rivers Program concerns
Ford Volunteer Corps '20		MN/KK	Oak Prairie Plantings	\$4,000	-	11/30/2021	MF	Half of native plugs planted; remaining will be planted spring '22
NFWF-SEMRF '21	51021-319	MN/TM	Wil Big Bend Area Restoration	\$250,000	\$177,859	6/30/2023	HCMA	Waiting on FWS determination of need for archeological review
CFSEM Design and Access '20		MN/JB	Feasibility study US-23 bridge	\$47,000	-	4/22/2022	MF	PEA Group connecting w/MDOT; preparing documents
Ford Volunteer Corps '21		MN/KK	Wolcott Raised Garden Beds	\$7,500	-	11/30/2021	MF	Fence & ADA garden bed installation in spring; developing new signage
PNC '21		MN/JJ	W. MLC Early Childhood Educ.	\$5,000	-	6/25/2022	MF	Feb. programs changed to virtual; nearly all programs & follow-ups sched.
Towsley Foundation '21		MN/JJ	GOAL	\$5,000	-	12/31/2022	MF	5 groups applied for GOAL in February for an additional 127 students
Anonymous Foundation '21		MN/JJ	GOAL	\$10,000	-	7/31/2022	MF	5 groups applied for GOAL in February for an additional 127 students
NEEF-Toyota '21		MN/KK	Beach Wheelchairs	\$20,000	~\$5,000	10/31/2022	HCMA	Ready to order chairs; meeting with NEEF consultant March 9
DNR TF '21		MN	LE Cherry Island Trail	\$300,000	\$192,500	TBD	HCMA	Project funded; awaiting project agreement from DNR
DNR Iron Belle Trail	50529.126	JV/MH	LH IBT Design Engineering	\$82,075	\$23,400	9/1/2021	HCMA	Project ready to be put out to bid
MNRTF '19	50420.112'	JV/AS	Ken West Boat Launch Dev	\$154,000	\$154,000	8/31/2022	HCMA	Contractor approved at Feb BOC meeting
LWCF '19	51220.241	JV	LE Kayak Launch	\$122,500	\$122,500	6/1/2024	HCMA	Waiting for SHPO approval & project agreement - Deadline is June 2024
MNRTF '19	50920.555'	JV/JK	SC Off Leash Dog Area	\$50,000	\$88,500	8/31/2022	HCMA	Bids in for fencing, going to March BOC meeting for approval
TAP Grant		JV/JK	SC 26-Mile Connector Trail	\$214,455	\$43,000	12/31/2021	Macomb Co	MDOT selected contractor, waiting for update from Macomb County
Ralph C. Wilson Jr. Foundation		JV	Southern District	\$2,682,755	-	??	MF	Progress report submitted

REI		JV/KK	Rouge Park Prairie	\$10,500	-	12/31/2021	HCMA	Initial scope of work complete; using remaining funds towards gravel lot
EGLE Non point source	50220.696	JV/NK	LSC Beach	\$300,000	\$100,000	12/31/2023	HCMA	QAPP is complete from USGS
EGLE - Recycling		JV/JB	Western & Southern Districts	\$48,816	\$12,204	9/29/2023	HCMA	3rd report sent; remaining funds to be used towards extra recycling bins
MNRTF '20		JV	LH IBT	\$300,000	\$416,766	6/1/2023	HCMA	Project ready to be put out to bid
LWCF '20		JV	LH Off-Leash Dog Area	\$165,400	\$165,400	~ Summer 2023	HCMA	Project agreement coming soon
Healthy Catalyst		JV	Adaptive Kayak equipment	\$2,950	\$0	10/30/2020	HCMA	\$166 left to spend. Trained Kensington staff on 8/6
REI	90020.1147	JV	Rouge Park Prairie	\$8,000	TBD	5/4/2021	MF	City of Detroit will build gravel lot; HCMA to provide materials
NOAA/Great Lakes Commission		JV/TM	Lake Erie Shoreline Restoration	\$1,449,609	\$135,194	extended by	HCMA	Commonwealth hired to do arch work, waiting for NR to submit budget changes
Renew MI - DRFC		JV	DRFC	\$1,000,000	N/A	4/30/2021	HCMA	EGLE waived first quarterly report - project meeting pending
MCMP		JV	LSC Accessible Launch	\$194,863	\$194,863	12/31/2022	HCMA	In design

WHAT'S NEXT?

	Description	Action Type
SYSTEM WIDE	CAPRA documentation assembly	Staff time
	Eco Counter 2022 Summary Report	Staff time
	MS4 Permit scope of work outlined by consultant	Contractor time
	NOAA Grant Dam Removal Feasibility Study Grant	Staff time
	Consumers Energy Foundation grant for 2022 planning underway	Staff time
	Ralph C. Wilson prioritization of trail gap projects with MTSE steering committee	Staff time
WESTERN DISTRICT	Programming Evaluations	Staff time
SOUTHERN DISTRICT	Lower Huron Master Plan 5-Year Update	Staff time





To: Board of Commissioners
From: Jennifer Jaworski, Chief of Interpretive Services
Subject: Report – Interpretive Services Department Monthly Update
Date: March 4, 2022

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file Interpretive Services Department Monthly update as recommended by Chief of Interpretive Services Jennifer Jaworski and staff.

Attachment: Monthly Interpretive Services Department Update



HURON-CLINTON METROPARKS

INTERPRETIVE SERVICES MONTHLY REPORT

March 2022

Administrative Office
13000 High Ridge Drive
Brighton, MI 48114



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

PROGRAM/INITIATIVE IMPLEMENTATION

New:

- 2022 SCECH's teacher training series
 - Presentation at Michigan Science Teachers Association (MSTA)
- Staff participated in cultural competence training for maple sugaring programming

Ongoing:

- Supplemental science curriculum with DPSCD
 - Key staff positions in place
 - Work plan developed
- Evaluating teacher and public programming surveys
 - Michigan Activity Pass
- Sensory Friendly backpacks available at Interpretive centers

NEW TEACHER WORKSHOPS AVAILABLE
Metroparks Providing Workshops on Outdoor Learning

SCECHs
State Continuing Education Hours Available

REGISTRATION OPEN NOW!

Are you a teacher interested in providing more hands-on outdoor learning opportunities for your students in grades 2-12? Well the MetroParks parks are here to help.

In addition to offering a wide variety of field trips and in-school programs, we are now offering teacher workshops. These workshops are created to teach you projects you can do with your students throughout the year regardless of the size of your outdoor learning space. We'll focus on projects that relate to topics of the outdoor world around us; how they tie to the standards; and how to use student engagement with the natural world to build learning across the content areas.

The best part is you can also earn State Continuing Education Clock Hours (SCECHs) by attending our workshops.

Learn more at metroparks.com/teacherworkshops

MICHIGAN METROPARKS

COMMUNITY ENGAGEMENT

Ongoing:

- Belle Isle Conservancy discussion on growing partnership with programming: 2022 programming
- Detroit Riverfront Conservancy: 2022 programming
- Detroit Parks Coalition
 - Attended winter programming and setting schedule for 2022
- SEMI Wild
 - Youth Pathways and Outdoor Recreation committee participation



PROGRAMMING

Ongoing:

- Get Out and Learn scholarships
 - Applications continue for spring programming
- In-person, Synchronous and Asynchronous school programming continues
- In-person outdoor programming continues, including “pop-up” programs
- Virtual programming continues



GRANTS

Ongoing:

- Lake Superior State partnership and NOAA Great Lakes Bay Watershed Education and Training (B-WET) program to engage students in water quality monitoring and stewardship at Lk. Erie Marshlands Museum.
- PNC Early Childhood grant for the Western District Mobile Learning Center.
- CMU and EPA grant partnership engaging students in water quality monitoring at Lake Erie Marshlands Museum
- Green Ribbon Initiative with the Nature Conservancy, this grant covers conducting programming that highlights Oak Openings and develop interpretive signage at Oakwoods Nature Center.





To: Board of Commissioners
From: Artina Carter, Chief of Diversity, Equity and Inclusion
Project Title: Report – DEI Monthly Update
Date: March 4, 2022

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file the March DEI Update as submitted by Chief of Diversity, Equity and Inclusion Artina Carter and staff.

Attachment: DEI Update



DEI BOARD REPORT

March 2022



METROPARKS.COM

DEI DEPARTMENT

MISCELLANEOUS

- Participated in interviews
 - DEI Support Specialist
 - Interpretative Services Community Outreach Supervisor
 - Senior Buyer
 - Community Outreach Interpreter (COI)
 - Marketing Support Specialist
 - Park Maintenance Worker
 - Eastern District Maintenance Manager
 - Southern District Maintenance Manager
- Hosted Advisory Team Meeting
- Assisted in the Coordination of and Hosted the first Climate Action Plan team meeting
- Prep for March Speaker Series event
- Coordinating a DEI Conversation about Environmental Justice
 - Identified speaker (Dr. Phil Warsaw-MSU)
 - Negotiated fee
 - Working on date and time (tentatively scheduled for May)
- DEI Training prep
 - Notified staff
 - Developed schedule/communicated change process
 - Confirmed location
- Shared DEI-FYI (Black History Month and activities)
- Shared DEI article written by Matthew Stafford
 - <https://www.theplayertribune.com/>
- Continued working on the Building and Sustaining Collaborative Relationships work group
- Continued working on CAPRA

CROSS-DEPARTMENT SUPPORT

- Southern District DABO event discussion
- Juneteenth event discussion



To: Board of Commissioners
From: Shedreka Miller, Chief of Finance
Subject: Report – Monthly Financial Review
Date: March 4, 2022

Action Requested: Motion to Receive and File

That the Board of Commissioners receive and file the monthly Financial Review as submitted by Chief of Finance Shedreka Miller and staff.

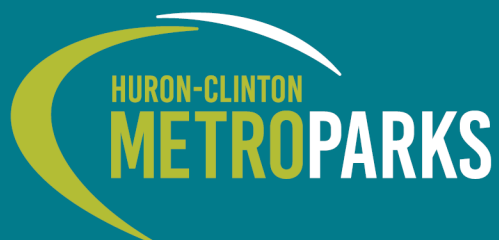
Attachment: February Financial Review



HURON-CLINTON METROPARKS FEBRUARY FINANCIAL RECAP

FEBRUARY 2022

Administrative Office
13000 High Ridge Drive
Brighton, MI 48814



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

EXECUTIVE SUMMARY

FEBRUARY 2022 FINANCIAL RESULTS

Tax revenue for 2022 is expected to increase by \$750,000. Year to date collections are higher than prior years. It is expected that all revenue will be collected.

YTD tolling decreased \$367,000 or 24 percent compared to 2021. Cross country skiing revenue decreased \$8,000 compared to 2021.

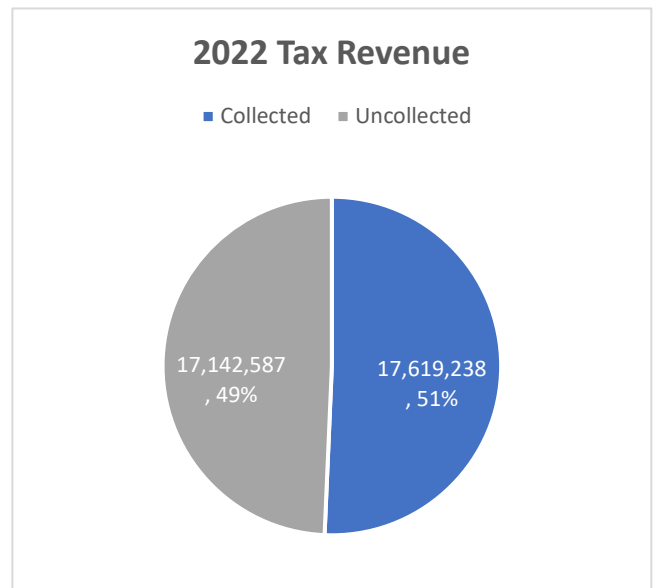
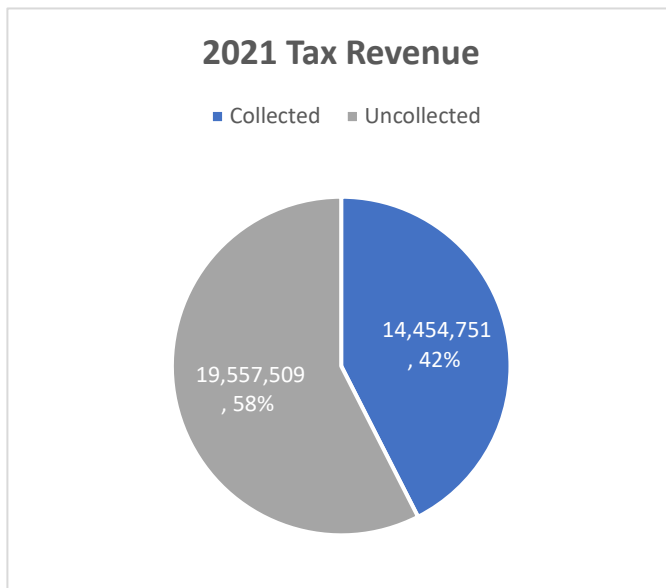
It is early in the year to see any significant trends or changes in our expenses. Currently, year-to-date expenses for both administrative and park operations are higher than the same time last year.



ADMINISTRATIVE REVENUE

Metroparks administrative revenue consists of all revenue sources that are not generated directly by park operations. Tax revenue accounts for the vast majority.

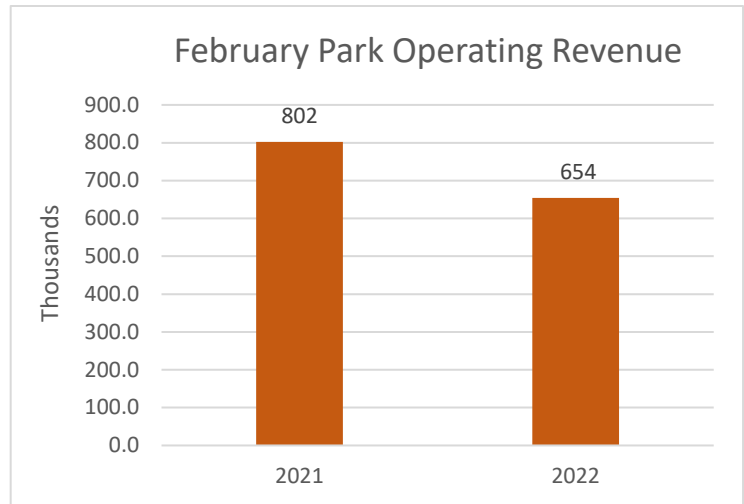
At the end of February total tax revenue recognized by the Metroparks increased from 2021 by \$750,000. Fortunately, the amount of revenue collected as of February month end has increased from the position the prior February month end. In 2021 we had collected 42 percent of taxes owed. In 2022 that amount is higher at 51 percent.



PARK OPERATING REVENUE

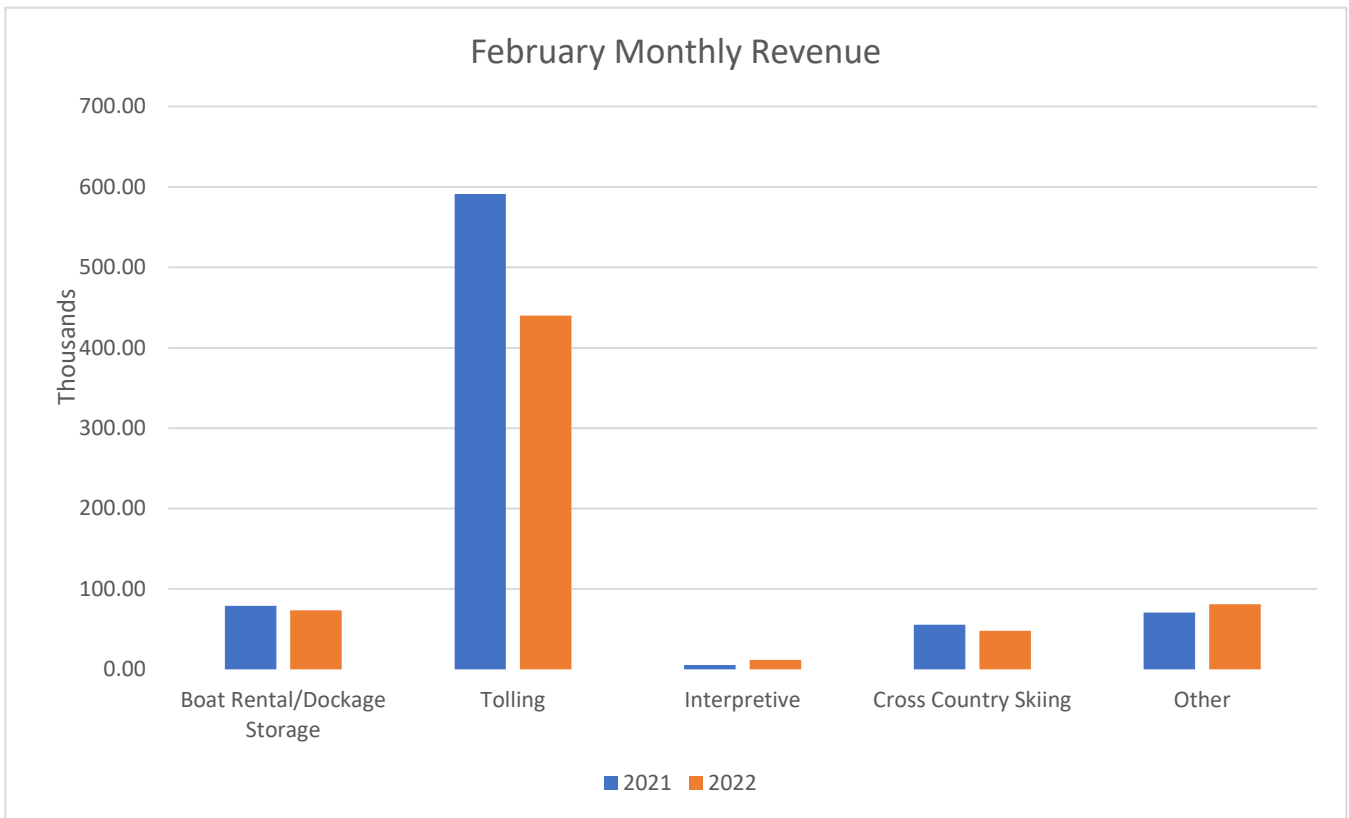
BY ACTIVITY

Parks generated \$654,332 in revenue during February 2022 compared to \$802,397 in 2021. February park operating revenue decreased \$148,000 or 18.5 percent compared to 2021.



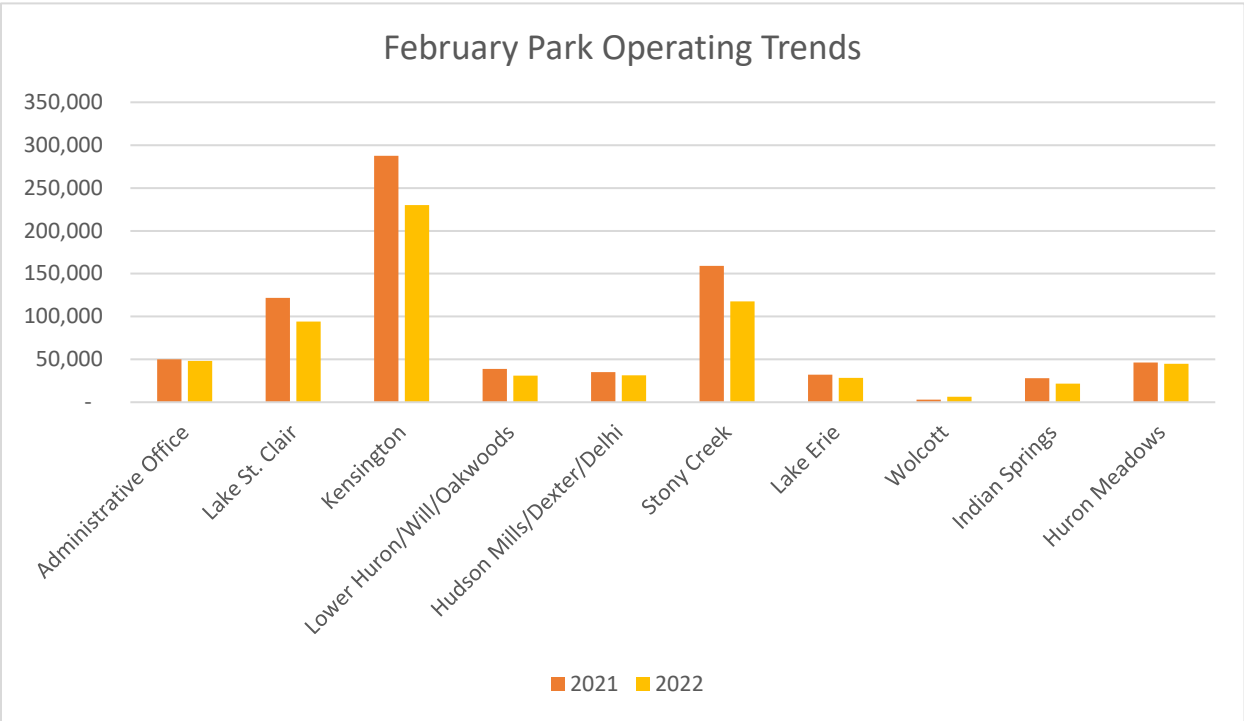
Breaking down park operating revenue by the activity, the most significant source of revenue is tolling. However, the \$440,000 generated was lower than 2021 by \$151,000 or 34 peren.

Dockage/boat storage and cross-country skiing were the second and third largest source of operating revenue for the month. Dockage/boat storage revenue was \$6,000 or 8% lower than 2021. Cross-country skiing revenue was \$8,000 or 16% lower than 2021.



BY LOCATION

As shown in the chart below, most of the decrease was primarily related to Lake St. Clair, Kensington and Stony Creek



EXPENSE

ADMINISTRATIVE OFFICE

Overall, year-to-date Administrative Office expenses are ahead of 2021 by \$ 179,659 or 16 percent. The increase is primarily in professional services, outside service, and insurances within several areas.

MAJOR MAINTENANCE AND CAPITAL

Approximately 25 percent of planned capital equipment and land acquisition purchases have been either paid for or encumbered. Payments during the month of February totaled \$125,663 or 5.0 percent of the budget.

As of the end of February, 13 percent of major maintenance projects have been either received or contracted for. February payments for major maintenance totaled over \$79,400 or 1.7 percent of the annual major maintenance budget.

PARK OPERATIONS

Overall, year-to-date park operation expense is \$340,201 or 10.4 percent higher than the 2021 year-to-date level.



To: Board of Commissioners
From: Mike Henkel, Chief of Engineering Services
Project No: 509-22-562
Project Title: Bids – West Branch Accessible Walkway
Project Type: Capital
Location: Stony Creek Metropark
Date: March 4, 2022

Bids Received: February 22, 2022

Action Requested: Motion to Approve

That the Board of Commissioners (1) award contract 509-22-562 to Peak Asphalt, Inc. in the amount of \$52,950; and (2) approve the transfer of \$17,950 from fund balance to cover the cost of the project as recommended by Chief of Engineering Services Mike Henkel and staff.

Fiscal Impact: Funding for the project is overbudget in the amount of \$17,950; the project was budgeted at \$35,000.00.

Scope of Work: The work includes the construction of approximately 400 feet of 8-foot-wide asphalt pathway, pavement markings, culvert, earth excavation, soil erosion controls, parking lot repair and site restoration.

Background: Improvements for accessibility were identified in the Stony Creek Accessibility Transition Plan for the West Branch picnic area. The project is a part of an ongoing system wide effort to improve accessibility. The project will provide a connection from the parking lot to the shelter, playground and restroom facility. The project also includes additional parking lot repair work at the location of accessible parking stalls.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
1 Peake Asphalt, Inc. DEI <input type="checkbox"/> Local <input checked="" type="checkbox"/> Wage <input type="checkbox"/>	Shelby twp	\$52,950.00
2 James P Contacting DEI <input type="checkbox"/> Local <input checked="" type="checkbox"/> Wage <input type="checkbox"/>	Washington	\$65,421.50
3 JSS Macomb, LLC DEI <input type="checkbox"/> Local <input checked="" type="checkbox"/> Wage <input type="checkbox"/>	Shelby Twp.	\$80,006.61
4 WCI Contractors, Inc. DEI <input type="checkbox"/> Local <input checked="" type="checkbox"/> Wage <input type="checkbox"/>	Detroit	\$94,806.00
5 Warren Contractors and Development DEI <input type="checkbox"/> Local <input checked="" type="checkbox"/> Wage <input type="checkbox"/>	Shelby Twp.	\$103,051.00

Budget amount for Contract Services

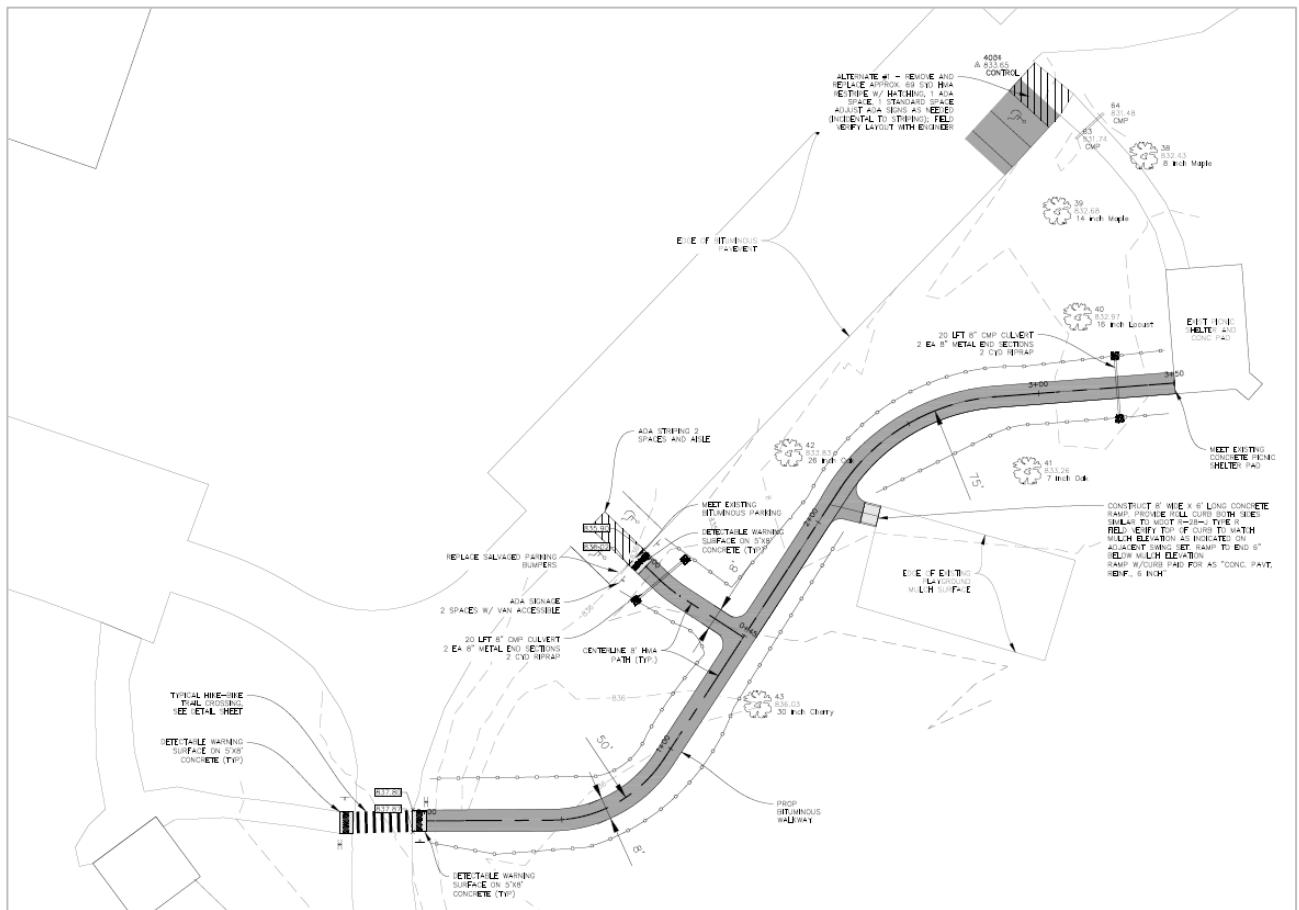
- Stony Creek Accessibility Paths	\$35,000.00
- Fund Balance	<u>\$17,950.00</u>
o Total	<u>\$52,950.00</u>

Work Order Amount

- Contract amount – D&J Contracting, Inc.	\$52,950.00
- Contract Administration	\$8,000.00
o Total proposed Work Order amount	<u>\$60,950.00</u>

This project was reported and publicly advertised in the following construction reporting outlets: MITN, Construction Association of Michigan, Construction Connect, Construction Market Data, Dodge Data & Analytics, Washtenaw Contractors Association, Construction News Corporation, Construction News Service, Construction Journal, HCMA Website.

Path site plan





To: Board of Commissioners
From: Mike Henkel, Chief of Engineering Services
Project No: 509-20-555-R
Project Title: Bids – Off-Leash Dog Area Fence Installation
Project Type: Capital Improvement
Location: Stony Creek Metropark, Oakland County
Date: March 4, 2022

Bids Received: February 22, 2022

Action Requested: Motion to Approve

That the Board of Commissioners (1) award Contract No. 509-20-555-R to the low responsive, responsible bidder, PIBC LLC, in the amount of \$31,056; and (2) authorize a transfer from fund balance to cover the cost of the project as recommended by Chief of Engineering Services Mike Henkel and staff.

Fiscal Impact: This is a Michigan Natural Trust Fund Grant funded project with \$38,500 earmarked for in kind services by Metroparks staff. Funding from fund balance in the amount of \$31,056 will be needed to complete the project.

Scope of Work: The project includes the installation of approximately 2,400 feet of fencing including gates.

Background: The grant resolution for the project was approved at the March 2019 Board meeting. The project is being constructed at the Oakgrove picnic area within Stony Creek Metropark. Currently, the concrete bullpen, water bottle/pet filling station, accessible path from the parking lot, dog waste stations, and pavement markings have been completed. The remaining fence installation was originally slated to be completed by park staff. However, a contractor is needed at this time to complete the fence installation.

The project is a part of the system-wide Five-Year Community Recreation Plan adopted in September 2017.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
1. PIBC, LLC	Grosse Ile	\$31,056.00
2. Action Traffic Maintenance	Grand Blanc	\$42,000.00
3. Motor City Fence	Rochester Hills	\$42,192.00
4. RMD Holdings, Ltd	Richmond	\$46,800.00
5. Future Fence Company	Warren	\$52,800.00
6. Michigan Fence Outlet	Macomb	\$86,400.00

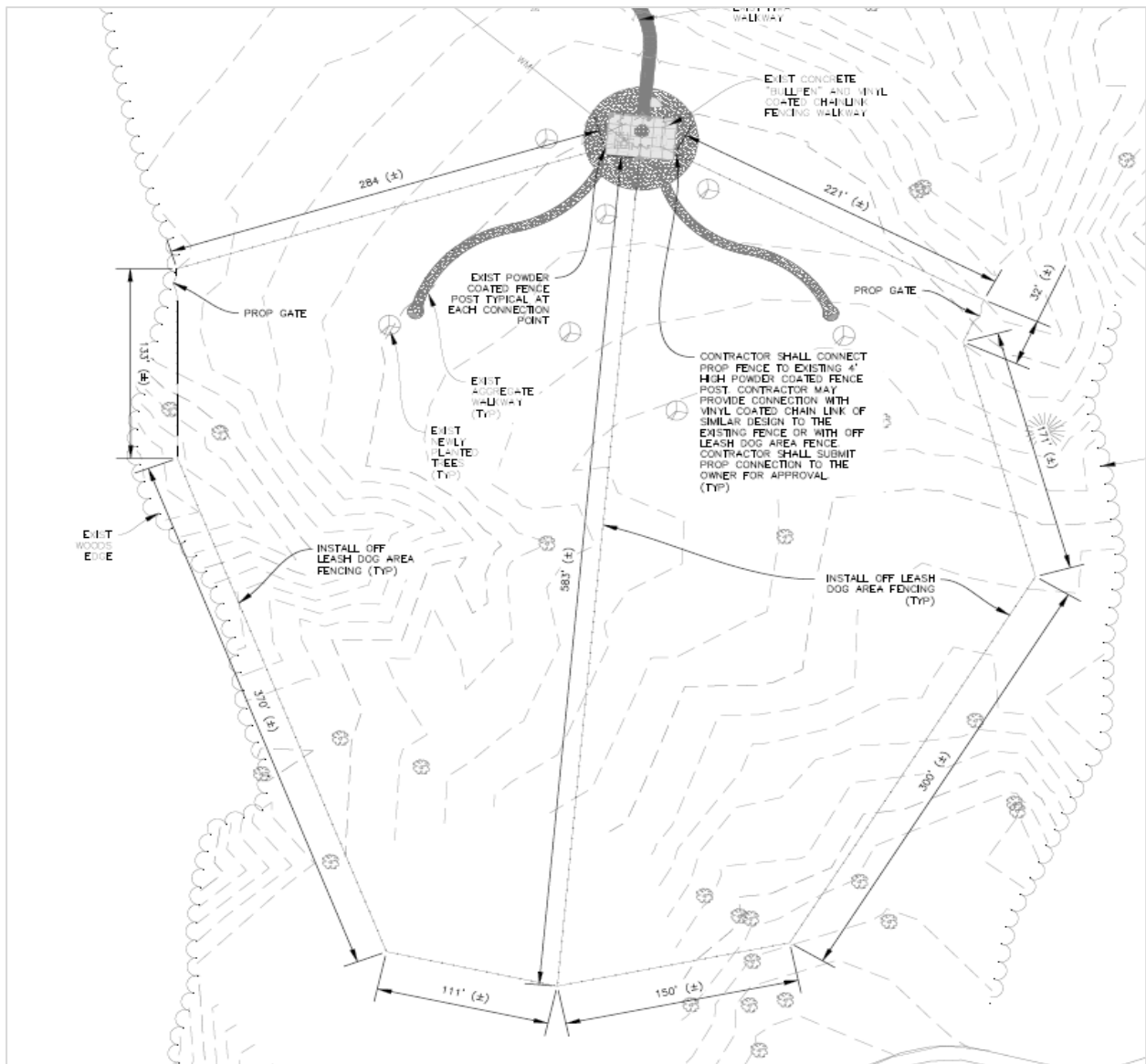
Budget for in-kind services/contract services for off-leash dog area fence installation

Work Order Amount

- PIBC LLC	\$31,056.00
- Contract Administration	<u>\$ 2,000.00</u>
o Total proposed work order amount (rounded)	\$33,056.00

This project was reported and publicly advertised in the following construction reporting outlets: MITN, Construction Association of Michigan, Construction Connect, Construction Market Data, Dodge Data & Analytics, Washtenaw Contractors Association, Construction News Corporation, Construction News Service, Construction Journal, HCMA Website.

Fencing Installation





To: Board of Commissioners
From: Mike Henkel, Chief of Engineering Services
Project No: 702-21-332
Project Title: Fishing Pier Reconstruction
Project Type: Major Maintenance
Location: Lake St. Clair Metropark
Date: March 4, 2022

Bids Received: February 22, 2022

Action Requested: Motion to Approve

That the Board of Commissioners (1) approve contract 702-21-332 to the low responsive, responsible bidder Warren Contractors & Development, Inc.; and (2) approve a \$169,150 transfer from fund balance to cover the cost of the project as recommended by Chief of Engineering Services Mike Henkel and staff.

Fiscal Impact: The project is to receive \$125,000 in donated funds; the remaining \$44,150 would be funded from fund balance.

Scope of work: The project includes shoreline protection and the removal, disposal, and installation of new wood structures and decking for two fishing piers.

Background: The existing piers were constructed in 2002 and sustained damage during previous high-water levels. Erosion has undermined the existing approaches. The decking, railings, joists, and nailers need to be replaced due to age and weathering. The existing steel beams and concrete filled piles will remain.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
1. Warren Contractors & Development DEI <input type="checkbox"/> Local <input checked="" type="checkbox"/> Wage <input type="checkbox"/>	Shelby Twp.	\$169,150.00
2. WCI Contractors, Inc DEI <input type="checkbox"/> Local <input checked="" type="checkbox"/> Wage <input type="checkbox"/>	Detroit	\$187,330.00
Budget amount for Contract Services and Administration		
- Donor Funding		\$125,000.00
- Fund Balance		\$ 44,150.00
o Total		\$169,150.00
Work Order Amount		
Contract amount – Warren Contractors & Development		\$169,150.00
- Contract administration		\$ 10,000.00
o Total proposed work order amount		\$179,150.00

This project was reported and publicly advertised in the following construction reporting outlets: MITN, Construction Association of Michigan, Construction Connect, Construction Market Data, Dodge Data & Analytics, Washtenaw Contractors Association, Construction News Corporation, Construction News Service, Construction Journal, HCMA Website.





To: Board of Commissioners
From: Amy McMillan, Director
Project Title: Approval – Swim Program Funding and Sponsorship
Date: March 7, 2022

Action Requested: Motion to Approve

That the Board of Commissioners approve (1) encumbering \$500,000 from the unassigned fund balance for the next three years for the purpose of making multi-season commitments to support Learn to Swim programs; (2) approve \$50,000 at \$25,000 each to the city of Detroit and the Wayne County Parks from the encumbered funds to support the Swim in the D 2022 program; and (3) approve up to a three-year swim program sponsorship commitment as recommended by Director Amy McMillan and staff.

Fiscal Impact: Encumber \$500,000 from unassigned fund balance to cover the cost of the program for up to three years including 2022, 2023 and 2024.

Background: It has been four months since staff presented the swimming program survey results to the Board and began considering the best way we could utilize this information to make more kids and their families safe in lakes, pools, ponds, and rivers throughout the region, particularly to make a significant dent in the statistic that 70 percent of kids living in the city of Detroit do not know how to swim. As we learned from the swimming program survey there are many, many learn to swim programs throughout the region AND there are many, many barriers to people being able to participate in those programs. Cost and transportation are chief among the barriers to access the to learn to swim programs throughout the region.

While some of the systemic issues of how to maintain and operate aging aquatic facilities require considerable time and attention to resolve, the Metroparks are well positioned to assist in reducing the cost and location barriers by partnering with agencies/organizations providing swim lessons at the neighborhood/community level in the city of Detroit and throughout the region.

We would like to renew our partnership with the Detroit Riverfront Conservancy to sponsor the program at Brennan Pool(s) in Rouge Park at the \$25,000 level (each). This program will serve approximately 500 kids in the summer. Swim lessons will be provided at no cost and children registered in the program will be provided with a swimsuit, swim cap, goggles, t-shirt and backpack. As we saw last year when enrollment for all swim lessons was filled within hours of registration opening, Brennan Pool(s) seem to be easily accessible for children living on the west side of the city of Detroit.

After being closed for two seasons due to the pandemic, Wayne County Parks will be re-opening Chandler Park aquatic facilities, including adding swim lessons back into the schedule. Although Chandler Park draws visitors from throughout Wayne County and beyond, its location is easily accessible for families living on the east side of the city of Detroit, reducing or eliminating transportation barriers. We request approval for the Metroparks to sponsor this Learn to Swim program at Chandler Park in an amount equal to the partnership with the city of Detroit. Combined, these two sponsorships would serve kids living on both the West Side and the East Side of the city of Detroit.

We are still working on staffing our swim lesson program at Lake St. Clair, which can focus on underserved populations in the general 20-minute radius of the park and connect people to the transportation available by the Metro Express program. We will continue to focus on building program

partners within the general Macomb County area to provide swim lessons this summer. In addition, we will work to bring on more partners to address inequities throughout the region this summer and beyond. Ultimately, we hope expanding the partnerships will include an indoor program during the school year that could have a broader range of ages, such as adults and seniors. Additionally, I would like to get a two-three-year sponsorship commitment in place to get a bit more traction in this relationship toward larger regional goals.

As we work to finalize our overall swimming program action plan, which will include bringing on more partners to address access to swim lessons throughout the region, including finding funders to underwrite a larger, truly regional learn to swim program that requires addressing some of those more significant systemic issues over the course of the next two-three years, I would like to encumber \$500,000 from the unassigned fund balance for up to three years for the purposes of making multi-season commitments to support Learn to Swim programs as described above. Additionally, I would like authorization to utilize a portion of the requested encumbered funds to provide program support for Swim in the D 2022 (\$25,000 city of Detroit, \$25,000 Wayne County Parks). When multi-year agreements are available for those programs, I will ask the Board to authorize additional expenditures from the encumbered funds.

This request reflects the Metroparks vision of being a unifying force – an indispensable resource in southeast Michigan, our values of access, diversity, equity, and leadership, and the Board’s priorities of maximizing our financial impact and making investments in the city of Detroit.

Attachment: 2021 Swim Survey Results

A group of children, mostly young girls, are sitting on a pool deck. They are wearing various swim caps and goggles. Some are looking towards the camera, while others are looking down or to the side. The children are dressed in swimwear, including one-piece swimsuits and swim trunks. The background shows a pool deck with a metal railing and some other people in the distance.

Huron-Clinton Metroparks

State of Swimming

- Inventory and compare amenities and features of public and nonprofit facilities
- Inventory and categorize swim instruction/water safety programs
- Identify challenges for swim instruction and water competence programming at Public/Non-Profit Pools
- ✓ Conduct representative survey on swimming abilities, identify barriers to access.





5-COUNTY SURVEY

Survey Marketing

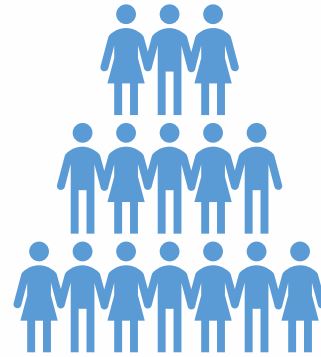
- Hosted online
- Flier distributed to libraries and community centers
- Press releases
 - Article in Detroit News
 - C&G Newspapers
- Social Media
- Yard signs
- Metroparks E-Newsletter



Survey Results



1010 Surveys
Returned



Representative
population



Covers all user
groups



Key Takeaways



Amenities needed– lockers, changing rooms, showers

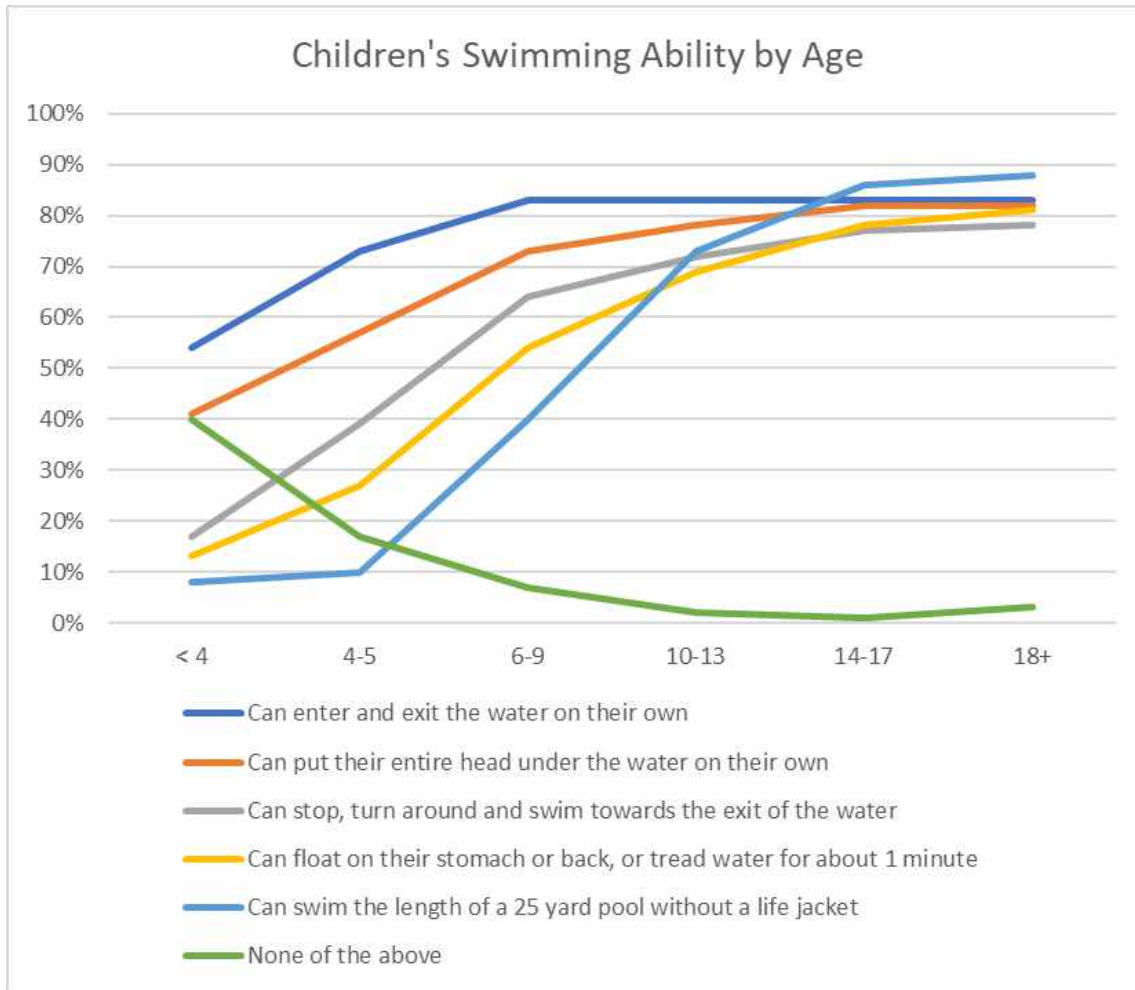
Enhance access to life vests for natural water bodies and pools

Offer a variety of programs to attract non-swimmers and underserved populations

Swimming = splashing and playing with their head above water



Key Takeaways



Detroit residents and people of color self report that they are less proficient swimmers than others

Detroit residents, people of color are more interested in learning to swim

Swimming proficiency appears to increase as children get older

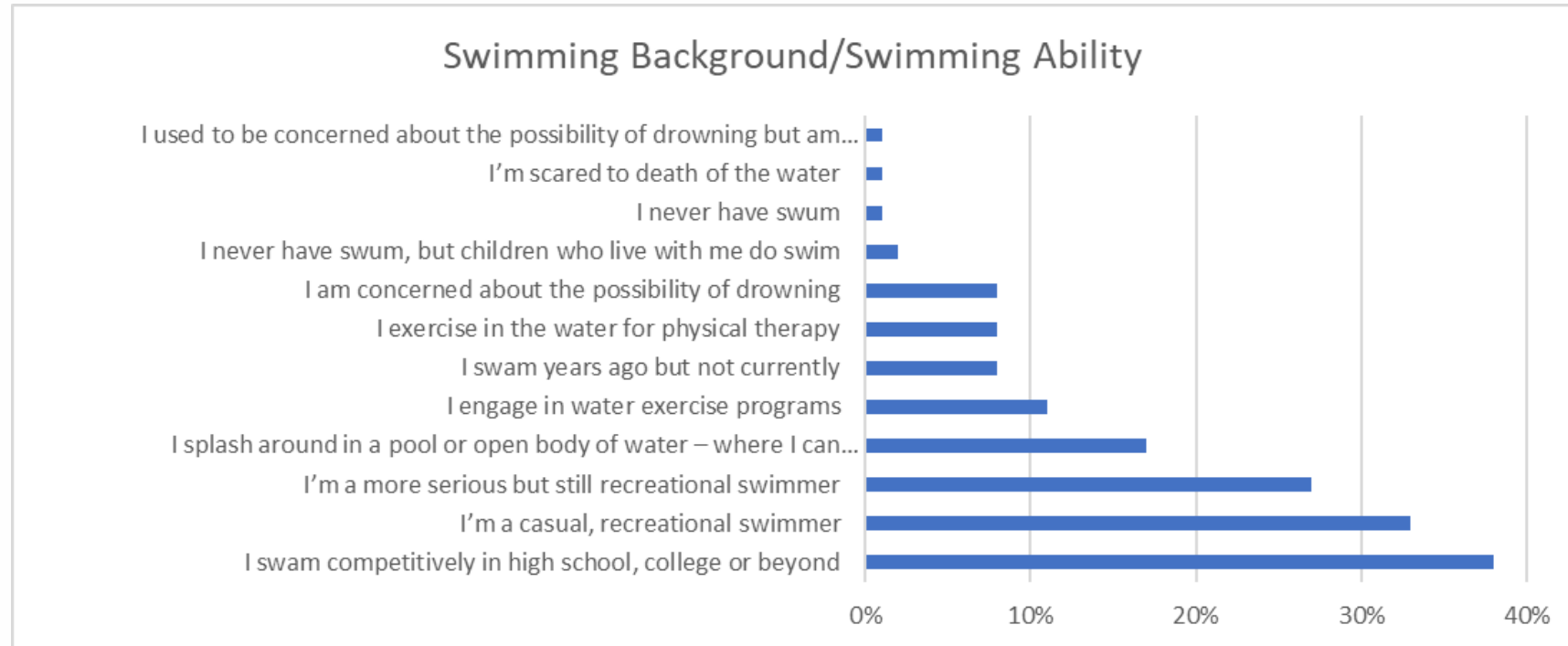
People who are afraid of the water state swimming provide a pleasant way to cool down and spend time with family



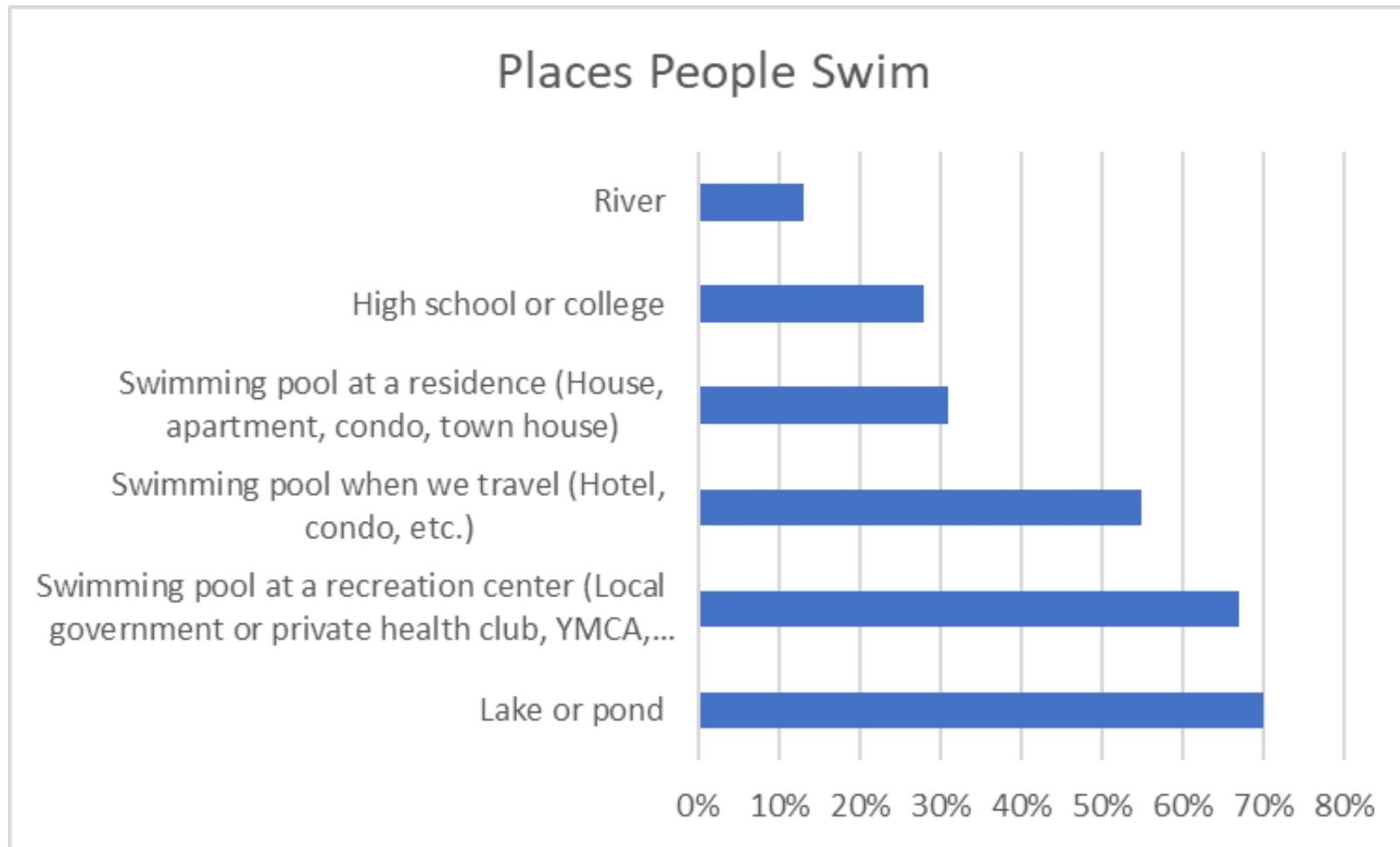
Swimming Background and Ability

More Detroit residents and people of Color

- Are concerned about drowning
- Splash in a pool or body of water where they can stand with their heads above the water

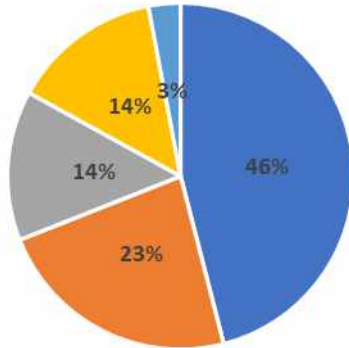


Places People Swim

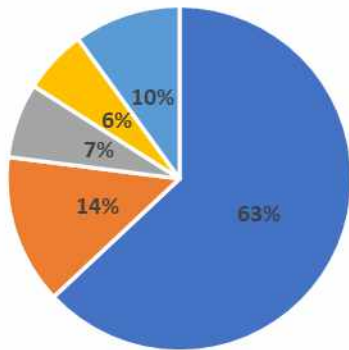


Interest in Swim Instruction

Interest in Adult Swim Instruction



Interest in Child Swim Instruction



■ Very interested ■ Somewhat interested ■ Minimal interest
■ Not at all interested ■ Not sure

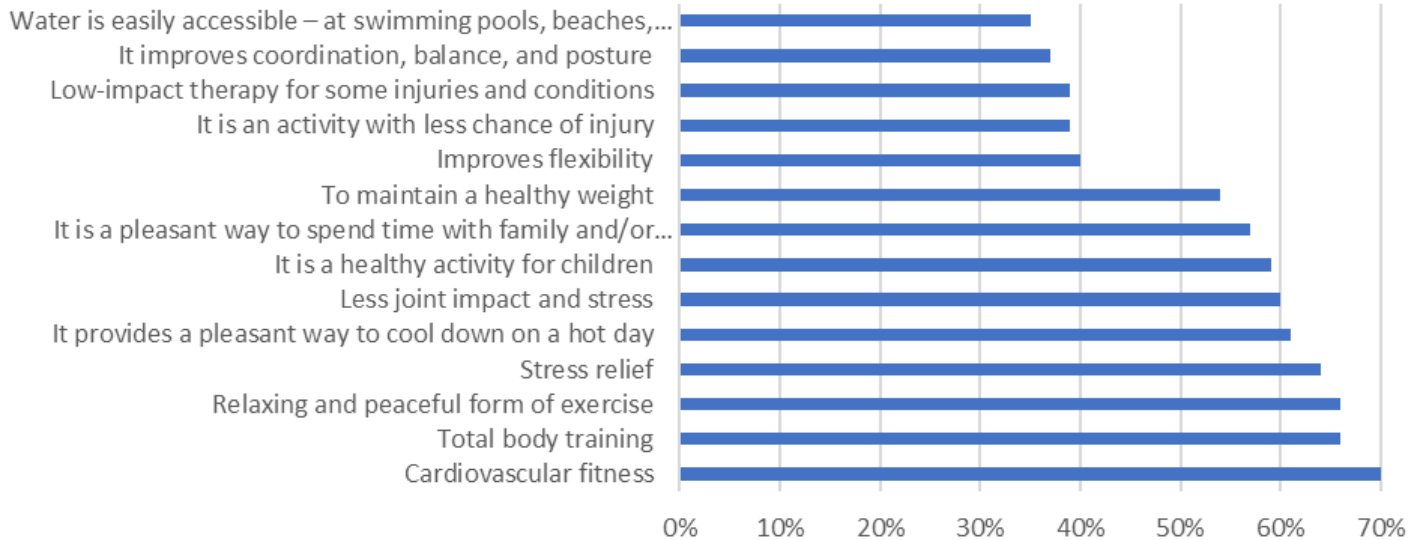
Demos very interested in swim instruction

- Detroit residents
- People of Color
- Women (interested in having children learn to swim)



What People Enjoy about Swimming

What People Enjoy about Swimming



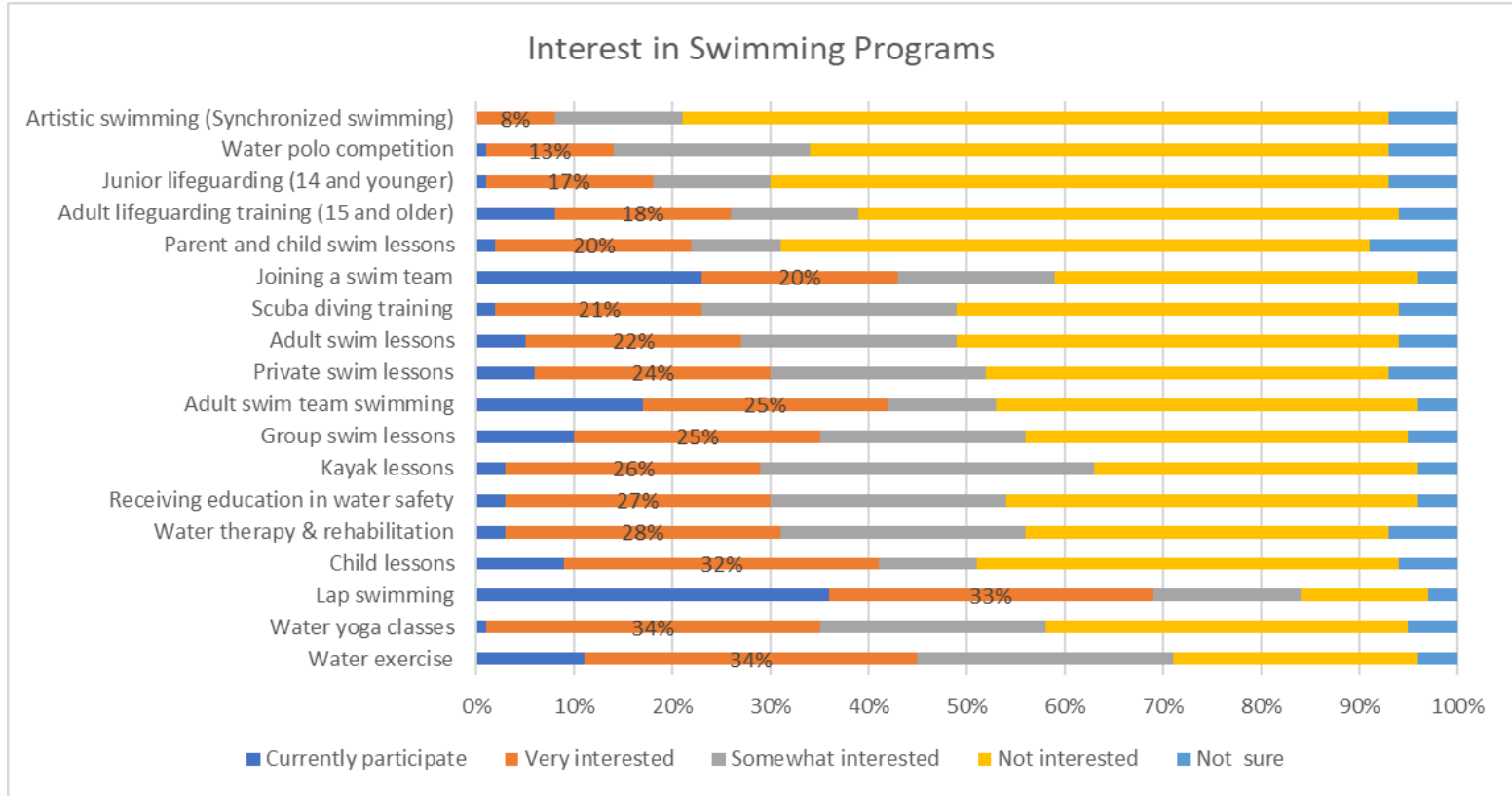
People who are afraid of the water say...

- Swimming provides a pleasant way to cool down
- Pleasant way to spend time with family and friends



Interest in Swimming Programs

Groups that are more interested in existing and potential programs:

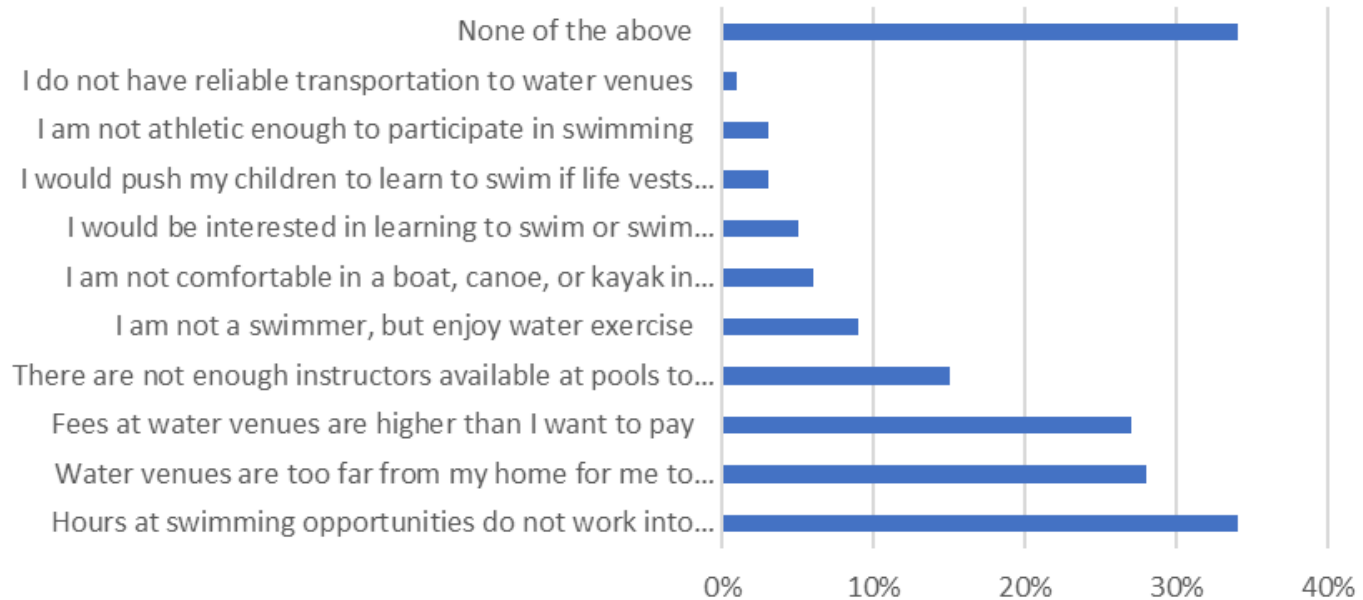


- Detroit residents
- People of Color
- Lower income households
- Those that are afraid of the water
- Do not swim/rarely swim



Reaction to Swimming Opportunities

Reaction to Swimming Opportunities



Water venues are too far

- Residents of Detroit
- Women

Fees are too high

- People of Color
- Incomes under \$50,000

Not enough instructors

- Detroit residents
- Women
- People of color
- Incomes under \$50,000
- Afraid of water

Not swimmers, but enjoy water exercise

- Detroit residents
- Women
- People of Color
- Incomes under \$50,000
- Afraid of water
- Do not swim in cold weather months



Feeling Welcome/Safe/Comfortable at Swimming Venues

Feel welcome at urban venues

- Detroit residents

Feel welcome at suburban venues

- Residents outside Detroit
- Men
- Whites

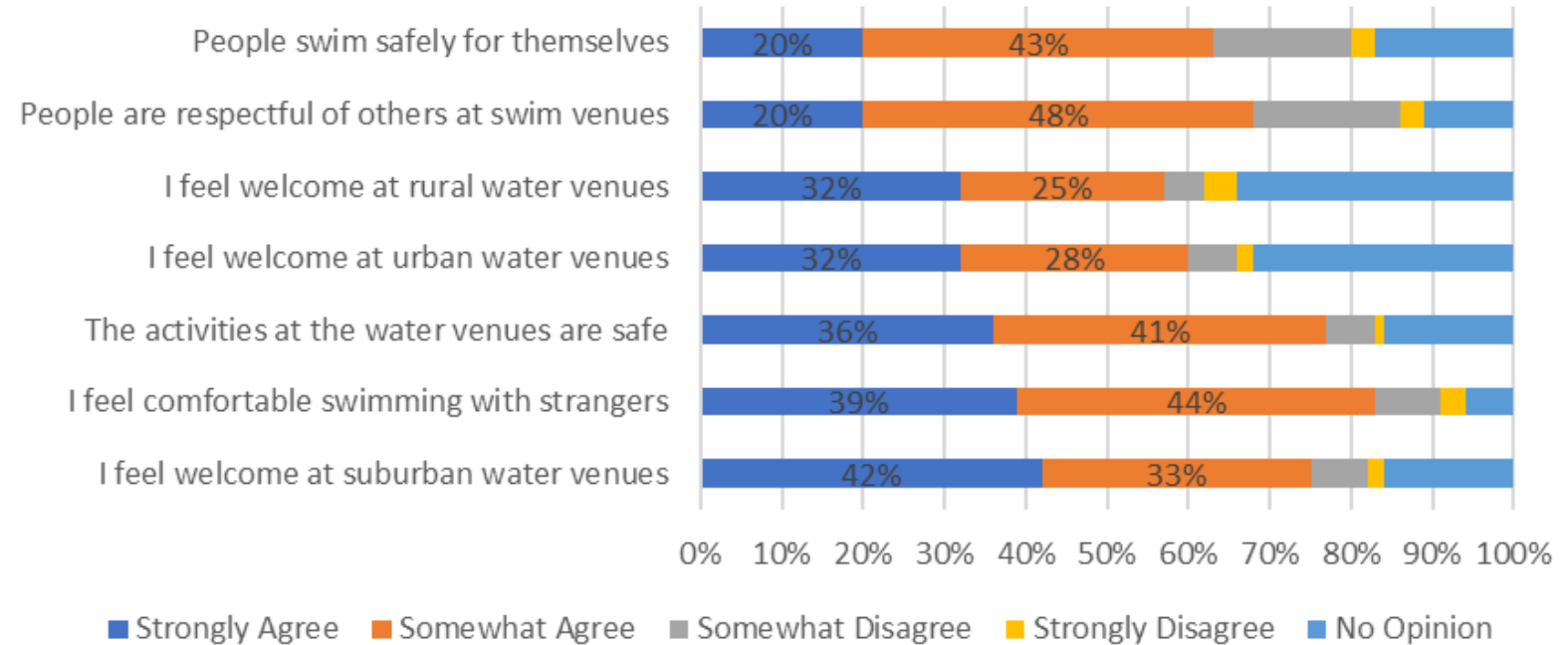
Feel welcome at rural venues

- Residents outside Detroit
- Men
- Whites

Feel comfortable swimming with strangers

- Whites

Feeling Welcome/Safe/Comfortable at Swim Venues



HURON-CLINTON METROPARKS

5-COUNTY RECREATION SURVEY

Prepared by:

Left Brain Concepts, Inc.
Lakewood, Colorado
&
Counsilman-Hunsaker
Dallas, Texas

October 2021

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Appendix A – Survey instrument	

BACKGROUND

This report presents the findings of a survey of residents of Livingston, Macomb, Oakland, Washtenaw, and Wayne counties on behalf of the Huron-Clinton Metropolitan Authority (HCMA). The survey is part of a HCMA swimming programming plan in coordination with partner recreation programs in the 5-county area with the goal of enticing non-swimmers to begin to swim and to improve the swimming ability among people who already swim. A vital concern of the plan is to address people's fear of the water and of drowning. The plan is being completed by Counsilman-Hunsaker, a consulting firm that specializes in aquatics. The survey was managed by Left Brain Concepts, Inc., a Denver-area research firm.

The survey determined 5-county area residents':

- ✓ Background in swimming
- ✓ Among adults and children who swim:
 - Their swimming ability
 - How frequently they swim
 - Where they swim
 - The importance of swimming relative to other activities
 - Their interest in improving their swimming ability
 - The benefits they receive from swimming
- ✓ Interest among non-swimmers and their children in learning to swim
- ✓ Among non-swimmers, the benefits of swimming that might appeal to them
- ✓ Swimmers' and non-swimmers' interest in potential swimming programs
- ✓ Barriers to increasing swimming activity because of:
 - Limited access to swimming facilities
 - High or unacceptable fees at water venues
 - Insufficient number of instructors at water facilities
 - Limited staffing at water venues
 - Fear of being in the water
 - Fear of being on the water in boat, canoe, or kayak
 - Feeling unwelcome at water venues
 - Unsafe conditions at water venues
- ✓ The things that would increase peoples' swimming activity
- ✓ Demographics

Survey distribution

The survey was conducted electronically from early July through September 2021. The survey was publicized extensively by HCMA throughout the 5-county area. Specifically, HCMA distributed a flyer with a QR code that linked to the survey to Metroparks and other swimming and recreation facilities and at libraries and community centers; a link to the survey was placed on Huron-Clinton Metroparks' webpage; a press release was sent to all media in the 5-county area; the survey was publicized on eight of HCMA's social media posts with a link to the survey; yard signs with QR codes were placed at all Metroparks locations and community partners; stories about the survey were written and published in local newspapers; hard copies of the survey were made available to recreation-related organizations in the 5-county area; the survey was regularly publicized to all Metroparks staff; the survey was announced in the July, August and September Metroparks e-newsletter to its 80,000 subscribers; an article was published in the Detroit News and C&G Newspapers about the initiative and survey.

Electronic-only surveys

Electronic-only surveys for local government have become very common, especially on surveys that guide recreation planning. While community surveys are still conducted by mailing to every nth (or every) household in a jurisdiction, electronic-only surveys are being used more and more. That is because that while there is no more defensible methodology than mailing surveys to a random sample of households in a community, many people who do not have an interest in recreation do not respond to Postal Service surveys. Thus, a strong argument can be made that the respondents to an electronic-only survey publicized by the local government is the same as with a mailed survey.

Survey management

The survey was managed by Left Brain Concepts, Inc., a Denver-area market research and marketing consulting firm. Results were compiled, analyzed and this report prepared by Left Brain. The survey was written by Left Brain, Councilman-Hunsaker and senior staff at the Huron-Clinton Metropolitan Authority.

Data analysis

As is common in survey research, the distribution of population from the six geographies in the survey was adjusted to mirror the actual population distribution, based on the 2020 census as shown below. This was done to assure that the results of the survey are representative of people in the 5-county area.

	2020 census	Percent
Livingston	193,866	4%
Macomb	881,217	20%
Oakland	1,274,395	28%
Washtenaw	372,258	8%
Wayne – Other	1,154,450	26%
Wayne – Detroit	639,111	14%
Total	4,515,297	100%

A total of 1,010 surveys were completed. The maximum margin of error for a sample of 1,010 is $\pm 3.1\%$ at the 95% level of confidence. Responses to the survey were analyzed by the following variables.

- ✓ Six areas of residence – 5 counties and residents of Detroit
- ✓ Households with and without children
- ✓ Gender
- ✓ Race
- ✓ Household income
- ✓ Swimming background (1) Afraid of the water and/or concerned about drowning, (2) never swam or swam years ago, (3) people who splash around in the water, (4) swimmers
- ✓ People who do not swim in either warm or cold weather months vs. all others

KEY FINDINGS

Swimming background / Swimming ability: The top three responses were that people swam competitively in high school, college or beyond (38%), that people are casual, recreational swimmers (33%) and that respondents are more serious but still recreational swimmers (27%). There were many responses from casual swimmers; 17% said they splash around in the water, 11% engage in water exercise programs, and 8% said they exercise in the water for physical therapy. The survey also attracted responses from people who swam years ago but are not currently swimming (8%), area residents who are concerned about the possibility of drowning (8%), those who have never swum (3%), people who are scared to death of the water (1%) and people who once were concerned about the possibility of drowning but are no longer concerned (1%).

As was expected at the beginning of this initiative, residents of Detroit, people of color – especially Blacks, are less proficient swimmers than people in other demographics.

Children living in the household: About half (56%) of the respondents have children living with them. The remaining 44% do not.

Children's swimming ability by age: As would be expected, swimming proficiency increases as children get older. Proficiency particularly increases from ages 4-5-to 6-9. Another big increase occurs from 6-9 to 10-13. There is considerably less improvement from ages 10-13 to 14-17 and from 14-17 to children 18 and older.

Frequency of swimming: Not surprisingly, people swim more in warm weather months than during cold weather months. For example, for those who swim 1-3 times a month, 32% swim in warm weather months but only 15% swim in cold weather months. But the differences were not as stark among people who swim one to three times a week (35% warm weather vs. 27% cold weather) and those who swim 4-7 times a week (22% warm weather vs. 15% cold weather). The percentage of people who do not swim at all is much higher in cold weather months (43%) than warm weather months (11%).

Detroit residents, people of color – especially Blacks, and people in lower income households swim less than people in other demographics.

Places people swim: The most frequented are lakes and ponds (70%), pools at recreation centers and health clubs (67%) and pools at hotels and condos when people travel (55%). Less used are pools at private residences (31%), pools at high schools or colleges (28%) and rivers (13%).

Reaction to places to change clothes: Only 36% are satisfied with places to change clothes, places to shower (31%) and places to secure valuables (30%). Amenities people would like to see added are lockers (47%), places to change clothes (41%) and showers (39%). About a third (38%) reported they go to swimming venues in their swimming attire.

Importance of swimming to household members: Swimming is the most important recreational activity for 29% of families, tied for the most important for 33%, and an occasional activity for 27% of the households. Swimming is less important to people of color, especially Blacks, than people in other demographics.

Interest in learning to swim / Improving swimming ability: About two-thirds (69%) of the adults reported that they are very or somewhat interested in learning to swim or improving their swimming abilities. The percentage of combined very and somewhat interested increases to 77% for interest in having their children learn to swim or improve their swimming ability.

Detroit residents, people of color, especially Blacks, are more interested in their learning to swim than people in other demographics.

What people enjoy about swimming / What might interest non-swimmers: The things that people enjoy about swimming that reached a 60% or higher mention were that swimming is good for cardiovascular fitness (70%), that it provides a total body training (66%), that swimming is a relaxing and peaceful form of exercise (66%), that it is good for stress relief (64%), that it provides a pleasant way to cool down on a hot day (61%), and that swimming has less joint impact and stress (60%). But only 35% noted that water is easily accessible to them at pools, beaches, lakes, and rivers.

People who are afraid of the water and/or have a fear of drowning were more likely than avid swimmers to state that swimming provides a pleasant way to cool down on a hot day, and, that swimming is a pleasant way to spend time with family and/or friends.

Interest in swimming programs in the 5-county area: People were given a list of 18 existing or potential programs and asked to rate their level of interest. The programs that received ratings of very interested of 25% or more were water exercise (34%), water yoga classes (33%), lap swimming (33%), child lessons (32%), water therapy & rehabilitation (28%), receiving education in water safety (27%), kayak lessons (26%), and adult swim team swimming (25%).

The demographic groups that are more interested in many of the existing or potential programs are residents of Detroit, people of color – especially Blacks, people in lower income households, those who are afraid of the water and/or have a fear of drowning, and those who do not swim or rarely swim.

Reaction to swimming opportunities in the area: The top three responses were that hours at swimming venues do not work into people's schedules (34%), water venues are too far from their homes for them to participate (28%) and fees at water venues are higher than people want to pay (27%). These sub-questions were deliberately posed with a negative slant. Thus, it should be interpreted that hours at swimming venues **do** work into people's schedules (66%), water venues are **not** too far from people's homes for them to participate (72%) and fees at water venues are **not** higher than people want to pay (73%).

Feeling welcome / Safety / Comfort at swimming venues: People were given seven questions and asked to respond on a scale of strongly agree, somewhat agree, somewhat disagree, and strongly disagree. When combining responses of somewhat disagree and strongly disagree, negative ratings ranged from 8% to 15% for five of the seven issues queried. Respondents disagreed the most that swimmers are respectful of others at swim venues (23%) and that people swim safely for themselves (24%).

Increasing participation in swimming: People were asked on an open-ended basis the things that would increase their participation in swimming. Twenty-six things were mentioned by at least 1% of respondents. The top six were closer water venues (20%), offering adult swim lessons (13%), more lap swim times (11%), more indoor swimming pools or the ability to use pools at high schools (10%), expanding hours at swimming facilities (9%), and lower fees (9%).

Demographics

Adults & children in the household: Half (49%) of the respondents are part of households that have two or more adults and children, 31% of the households represented have two or more adults with no children, 14% were single adults with no children and 6% were single adults with children.

Gender: Most (70%) of the respondents were women, 29% were male and 1% identify themselves as non-binary.

Race / Ethnicity: Four in five (79%) of the respondents were Caucasian, 12% were African American, 3% were of multiple races, 3% were Hispanic or Latino, and 2% were Asian or Pacific Islander.

Household income: One in ten (11%) of the respondents reported household incomes of under \$50,000, 35% noted incomes of \$50,001 to \$99,999 and 54% indicated household incomes of \$100,000 or more.

Contact information: A total of 327 people provided their contact information. Five of these gave only their email addresses. The sub-sample of 327 represents 32% of the 1,010 respondents to the survey.

CONCLUSIONS & RECOMMENDATIONS

Representative sample

The survey generated a representative sample of residents in the 5-county area, including residents of Detroit. While respondents' area of residence was adjusted to the 2020 census, this is very common in survey research. Also, while surveys more specific in nature such as recreation always attract people who have an interest in the topic as opposed to surveys that assess delivery of all government services, HCMA's survey successfully attracted avid swimmers to non-swimmers including people who have a fear of water and/or a fear of drowning.

There was also the concern that the surveying process would not generate a sufficient sample size to be representative of residents of the 5-county area. And worse, that the process would not generate large enough sub-samples for Left Brain to determine if there are differences in views of swimming in demographic groups. However, HCMA's efforts to publicize the survey generated sufficient total sample and sub-samples of people in all five counties, Detroit, people of color, low income households, people with and without children, and again, a range of experience, ability, and interest in swimming.

Including all demographics

Another concern in this survey was that even if the target demographics were brought into the survey, that they would not be interested in swimming. That did not turn out to be the case either. While some people might have expressed an interest in swimming programs because they might feel it was the right thing to say – like making New Year's resolutions – that is not the situation either because there was a wide range of percentages of people's stated interest in swimming programs.

Baseline data

Because of the two issues above and because of the number of questions posed on the survey, the survey delivered one of the objectives of the survey of generating baseline data on swimming. The survey determined adults' and children's swimming ability and finger-on-the-pulse of swimmers and non-swimmers regarding how often people swim, where they swim, the importance of swimming in people's lives, interest in learning to swim or improving swimming proficiency, interest in swimming programs, reaction to swimming venues and suggestions from people as to what would entice them to swim or swim more.

Barriers to learning to swim

For some people in the 5-county area, the barriers to learning to swim of the availability of swimming venues, hours of facilities and interest in swimming will never be overcome. While some people will never be interested in swimming, or other recreation activities for that matter, 69% of the respondents reported that they are very or somewhat interested in learning to swim or improving their swimming abilities. And again, the target audiences of Detroit residents, people of color and specifically Blacks are more interested in learning to swim than people in other demographics.

Serving swimmers better / Attracting non-swimmers

There are a number of activities that HCMA can implement that will better serve people who already swim and attract infrequent and non-swimmers.

Based on input of area residents, adding amenities of lockers, places to change clothes and showers will better serve all stakeholder groups.

To reach many people who are afraid of the water and/or have a fear of drowning, making life vests available will entice many to start swimming.

HCMA should offer programming that people stated the greatest interest of water exercise, water yoga classes, lap swimming, child lessons, water therapy & rehabilitation, receiving education in water safety, kayak lessons, and adult swim team swimming. The target demographics of residents of Detroit, people of color – especially Blacks, people in lower income households, those who are afraid of the water and/or have a fear of drowning, and those who do not swim or rarely swim are even more interested in these programs.

Messaging

The messaging that will be the most effective in increasing swimming activity are the things that avid swimmers, infrequent and non-swimmers voiced for why they swim and what they feel they would benefit from swimming; cardiovascular fitness, total body training, that swimming is a relaxing and peaceful form of exercise, stress relief and that swimming has less joint impact and stress.

Many people who are afraid of the water and/or have a fear of drowning view swimming as a pleasant way to cool down on a hot day, and that swimming is a pleasant way to spend time with family and/or friends. That is, many infrequent and non-swimmers define swimming more as splashing around in the water where they can stand with their heads above water.

Responding to the concern that some people have about the distance to swimming venues, and, to some extent, people's stated comfort at urban, suburban, and rural swimming sites, the location of swimming venues should be publicized to people in their communities.

Building on success stories

HCMA should learn about and build on success stories of other organizations that are also charged with serving swimmers and attracting infrequent and non-swimmers – especially people of color, inner city people and low income people.

SWIMMING BACKGROUND / SWIMMING ABILITY

*Question: How would you describe your **background in swimming** – either in a pool, lake, river, or pond? (Check all that apply)*

Overall findings

The top three responses were that people swam competitively in high school, college or beyond (38%), that people are casual, recreational swimmers (33%) and that respondents are more serious but still recreational swimmers (27%). However, there were many responses from casual swimmers; 17% said that they splash around in the water, 11% engage in water exercise programs and 8% said they exercise in the water for physical therapy. The survey also attracted responses from people who swam years ago but are not currently swimming (8%), area residents who are concerned about the possibility of drowning (8%), those who have never swum (3%), people who are scared to death of the water (1%) and people who formerly were concerned about the possibility of drowning but are no longer concerned (1%).

Differences by demographics

As was expected at the beginning of this initiative, residents of Detroit, people of color, especially Blacks, are less proficient swimmers than people in other demographics.

More Detroit residents

- ✓ Splash around in a pool or body of water – where they can stand with their heads above water (36% Detroit, 14% other geographies)
- ✓ Are concerned about the possibility of drowning (22% Detroit, 5% other geographies)
- ✓ Are scared to death of the water (6% Detroit, 1% other geographies)

Fewer Detroit residents

- ✓ Swam competitively in high school, college or beyond (15% Detroit, 41% other geographies)
- ✓ Are more serious but are still recreational swimmers (10% Detroit, 30% other geographies)

More African Americans

- ✓ Splash around in a pool or body of water – where they can stand with their heads above water (43% Blacks, 11% Whites)
- ✓ Are concerned about the possibility of drowning (33% Blacks, 3% Whites)

Fewer African Americans

- ✓ Swam competitively in high school, college or beyond (9% Blacks, 43% Whites)
- ✓ Are more serious but are still recreational swimmers (9% Blacks, 30% Whites)
- ✓ Swam years ago, but not currently (6% Blacks, 17% Whites)

More people of color

- ✓ Splash around in a pool or body of water – where they can stand with their heads above water (39% people of color, 11% Whites)
- ✓ Are concerned about the possibility of drowning (25% people of color, 3% Whites)

Fewer people of color

- ✓ Swam competitively in high school, college or beyond (19% people of color, 43% Whites)
- ✓ Are more serious but are still recreational swimmers (16% people of color, 30% Whites)

Fewer households with incomes under \$50,000 than \$100,000 or more

- ✓ Swam competitively in high school, college or beyond (22% lower income, 42% higher income)

Differences by gender

- ✓ More men than women swam competitively in high school, college or beyond (53%, men 31% women)
- ✓ More women than men reported they are casual, recreational swimmers (38% women, 21% men)
- ✓ More women than men reported they splash around in a pool or open water – where they can stand with their heads above water (20% women, 9% men)

SWIMMING BACKGROUND / SWIMMING ABILITY	
	% of respondents
I swam competitively in high school, college or beyond	38%
I'm a casual, recreational swimmer	33%
I'm a more serious but still recreational swimmer	27%
I splash around in a pool or open body of water – where I can stand with my head above water	17%
I engage in water exercise programs	11%
I swam years ago but not currently	8%
I exercise in the water for physical therapy	8%
I am concerned about the possibility of drowning	8%
I never have swum, but children who live with me do swim	2%
I never have swum	1%
I'm scared to death of the water	1%
I used to be concerned about the possibility of drowning but am no longer concerned	1%

* Percentages total more than 100% because of multiple responses.

CHILDREN LIVING IN THE HOUSEHOLD?

Question: Do you have children living with you?

Overall findings

About half (56%) of the respondents have children living with them. The remaining 44% do not.

Differences by demographics

- ✓ More people who swim at least once a month through the year have children (58% swimmers, 41% non-swimmers)

CHILDREN LIVING IN THE HOUSEHOLD?	
	% of respondents
Yes	56%
No	44%
Total	100%

CHILDREN'S SWIMMING ABILITY BY AGE

Question: Please enter the age for each child and note each child's swimming ability.

Overall findings

People who have children living with them were asked to note the swimming ability of their children in six age categories. As would be expected, swimming proficiency increases as children get older. Proficiency particularly increases from ages 4-5-to 6-9. Another big increase occurs from 6-9 to 10-13. There is considerably less improvement from ages 10-13 to 14-17 and from kids aged 14-17 to 18 and older.

Differences by demographics

Fewer African Americans regarding children 6-9 years old

- ✓ Can stop, turn around and swim towards the exit the water (20% Blacks, 75% Whites)

Fewer African Americans regarding children 10-13 years old

- ✓ Can float on their stomach or back, or tread water for about 1 minute (53% Blacks, 74% Whites)
- ✓ Can swim the length of a 25 yard pool without a life jacket (12% Blacks, 89% Whites)

Fewer people of color regarding children 10-13 years old

- ✓ Can swim the length of a 25 yard pool without a life jacket (26% Blacks, 89% Whites)

CHILDREN'S SWIMMING ABILITY BY AGE						
	< 4	4-5	6-9	10-13	14-17	18+
Can enter and exit the water on their own	54%	73%	83%	83%	83%	83%
Can put their entire head under the water on their own	41%	57%	73%	78%	82%	82%
Can stop, turn around and swim towards the exit of the water	17%	39%	64%	72%	77%	78%
Can float on their stomach or back, or tread water for about 1 minute	13%	27%	54%	69%	78%	81%
Can swim the length of a 25 yard pool without a life jacket	8%	10%	40%	73%	86%	88%
None of the above	40%	17%	7%	2%	1%	3%

* Percentages total more than 100% because of multiple responses to the first 5 questions in the table.

FREQUENCY OF SWIMMING

Question: If you swim, how frequently do you swim – either in a pool, lake, river, or pond – in warm weather months?

Question: If you swim, how frequently do you swim – either in a pool, lake, river, or pond – in cold weather months?

Overall findings

As would be expected, people swim more in warm weather months than during cold weather months. For example, for those who swim 1-3 times a month, 32% swim in warm weather months and 15% swim in cold weather months. However, the differences were not as stark among people who swim one to three times a week (35% warm weather vs. 27% cold weather) and those who swim 4-7 times a week (22% warm weather vs. 15% cold weather). For people who do not swim at all, percentages are much higher during cold weather months (43%) than warm weather months (11%).

Differences by demographics

More Detroit residents

- ✓ Do not swim at all in warm weather months (29% Detroit, 8% other geographies)
- ✓ Do not swim at all in cold weather months (71% Detroit, 38% other geographies)

More African Americans

- ✓ Reported that they do not swim at all in warm weather months (38% Blacks, 7% Whites)
- ✓ Reported that they do not swim at all in cold weather months (77% Blacks, 38% Whites)

More people of color

- ✓ Reported that they do not swim at all in warm weather months (30% people of color, 7% Whites)
- ✓ Reported that they do not swim at all in cold weather months (65% people of color, 38% Whites)

More households with incomes under \$50,000 than \$100,000 or more

- ✓ Do not swim at all during warm weather months (26% lower income, 7% higher income)
- ✓ Do not swim at all during cold weather months (60% lower income, 37% higher income)

Differences by gender

- ✓ More women than men reported that they do not swim at all during cold weather months (52% women, 23% men)

FREQUENCY OF SWIMMING	
	% of respondents
Warm weather months	
None	11%
1-3 times a month	32%
1-3 times a week	35%
4-7 times a week	22%
Total	100%
Cold weather months	
None	43%
1-3 times a month	15%
1-3 times a week	27%
4-7 times a week	15%
Total	100%

PLACES PEOPLE SWIM

Question: If you swim, please note the places you swim. (Check all that apply)

Overall findings

Swimmers' most used waters are lakes and ponds (70%), pools at recreation centers and health clubs (67%) and pools at hotels and condos when they travel (55%). Less popular are pools at private residences (31%), pools at high schools or colleges (28%) and rivers (13%).

PLACES PEOPLE SWIM	
	% of respondents
Lake or pond	70%
Swimming pool at a recreation center (Local government or private health club, YMCA, etc.)	67%
Swimming pool when we travel (Hotel, condo, etc.)	55%
Swimming pool at a residence (House, apartment, condo, town house)	31%
High school or college	28%
River	13%

* Percentages total more than 100% because of multiple responses.

REACTION TO PLACES TO CHANGE CLOTHES

Question: If you swim, what do you think about places to change clothes at places where you swim? (Check all that apply)

Overall findings

Only about a third of swimmers are satisfied with places to change clothes (36%), places to shower (31%) and opportunities to secure valuables (30%). Suggestions for improvements were adding lockers for clothing and valuables (47%), more places to change clothes (41%) and more showers (39%). About a third (38%) reported that they go to swimming venues in their swimming attire.

Differences by demographics

More Detroit residents

- ✓ Would like lockers to secure clothing and valuables added to swimming venues (58% Detroit, 45% other geographies)
- ✓ Would like more places to change clothes before and after swimming (55% Detroit, 39% other geographies)
- ✓ Would like showers to be added to places they swim (50% Detroit, 37% other geographies)

More African Americans

- ✓ Would like lockers to secure clothing and valuables added to swimming venues (65% Blacks, 44% Whites)

More people of color

- ✓ Would like lockers to secure clothing and valuables added to swimming venues (58% people of color, 44% Whites)

REACTION TO PLACES TO CHANGE CLOTHES	
	% of respondents
Would like additional amenities	
We would like lockers to secure clothing and valuables to be added to places where we swim	47%
We would like more places to change clothes before and after swimming	41%
We would like showers to be added to places where we swim	39%
I arrive at and leave the swimming venue in my swimming attire	38%
Needs are being met	
Places to change clothes are meeting my household members' needs	36%
Places to shower after swimming are meeting my household members' needs	31%
Places to secure clothing and valuables are meeting my household members' needs	30%

* Percentages total more than 100% because of multiple responses.

IMPORTANCE OF SWIMMING TO HOUSEHOLD MEMBERS

*Question: (For all respondents) How important would you say swimming in a pool or open body of water is to **members of your household?***

Overall findings

Swimming is the most important recreational activity for 29% of families, tied for the most important for 33%, and an occasional activity for 27% of the respondents. Other responses were that people do not participate in swimming but that it is important to their families (6%), that it is a rare activity (5%) or that their families do not participate in swimming but that it is important to them (1%).

Differences by demographics

Fewer African Americans

- ✓ Reported that swimming is the most important recreational activity to their families (16% Blacks, 31% Whites)

Fewer people of color

- ✓ Reported that swimming is the most important recreational activity to their families (20% people of color, 31% Whites)

IMPORTANCE OF SWIMMING TO HOUSEHOLD MEMBERS	
	% of respondents
It is the most important recreational activity to us	29%
It is tied for our most important recreational activity	33%
It is an occasional recreational activity to us	27%
We do not participate in swimming presently, but it is important to us	6%
It is a rare recreational activity for us	5%
We do not participate in swimming	1%

* Percentages total more than 100% because of multiple responses.

INTEREST IN LEARNING TO SWIM / IMPROVING SWIMMING ABILITY

*Question: How interested would you say **you** are in learning to swim or if you already swim, improving your swimming ability?*

*Question: If you have children, how interested are you in having **your children** learning to swim, or if they already swim, improving their swimming ability?*

Overall findings

About two-thirds (69%) of the adults reported that they are very or somewhat interested in learning to swim or improving their swimming abilities. The percentage of very and somewhat interested increases to 77% for interest in having their children learn to swim or improve their swimming ability.

Differences by demographics

More adult Detroit residents

- ✓ Are very interested in learning to swim (68% Detroit, 43% other geographies)

More adult African Americans

- ✓ Are very interested in learning to swim (79% Blacks, 40% Whites)

More adult people of color

- ✓ Are very interested in learning to swim (69% people of color, 40% Whites)

Differences by gender

- ✓ More women are very interested in having their **children** learn to swim (67% women, 53% men)

INTEREST IN LEARNING TO SWIM / IMPROVING SWIMMING ABILITY	
	% of respondents
Adults	
Very interested	46%
Somewhat interested	23%
Minimal interest	14%
Not at all interested	14%
Not sure	3%
Total	100%
Children	
Very interested	63%
Somewhat interested	14%
Minimal interest	7%
Not at all interested	6%
Not sure	10%
Total	100%

WHAT PEOPLE ENJOY ABOUT SWIMMING / WHAT MIGHT INTEREST NON-SWIMMERS

Question: If you or members of your household:

Participate in swimming, what do you enjoy about swimming?

Do not participate in swimming, what things below might interest you or your family members?

(Check all that apply)

Overall findings

The things that people enjoy about swimming that reached at least a 60% mention were that swimming is good for cardiovascular fitness (70%), that it provides a total body training (66%), that swimming is a relaxing and peaceful form of exercise (66%), that it is good for stress relief (64%), that it provides a pleasant way to cool down on a hot day (61%), and that swimming has less joint impact and stress (60%). However, only 35% noted that water is easily accessible to them at pools, beaches, lakes, and rivers.

Differences by demographics

More people who are afraid of the water and/or have a fear of drowning

- ✓ Stated that swimming provides a pleasant way to cool down on a hot day compared to avid swimmers (76% fear, 55% swimmers)
- ✓ Stated that swimming is a pleasant way to spend time with family and/or friends compared to avid swimmers (74% fear, 53% swimmers)

WHAT PEOPLE ENJOY ABOUT SWIMMING / WHAT MIGHT INTEREST NON-SWIMMERS	
	% of respondents
Cardiovascular fitness	70%
Total body training	66%
Relaxing and peaceful form of exercise	66%
Stress relief	64%
It provides a pleasant way to cool down on a hot day	61%
Less joint impact and stress	60%
It is a healthy activity for children	59%
It is a pleasant way to spend time with family and/or friends	57%
To maintain a healthy weight	54%
Improves flexibility	40%
It is an activity with less chance of injury	39%
Low-impact therapy for some injuries and conditions	39%
It improves coordination, balance, and posture	37%
Water is easily accessible – at swimming pools, beaches, lakes, and rivers	35%

* Percentages total more than 100% because of multiple responses.

INTEREST IN SWIMMING PROGRAMS IN THE 5-COUNTY AREA

Question: Below is a list of swimming programs in the 5-county area that are presently available or could become available. Please note your or your household members' interest in each program.

Overall findings

Programming that received ratings of very interested of 25% or more of the respondents were water exercise (34%), water yoga classes (33%), lap swimming (33%), child lessons (32%), water therapy & rehabilitation (28%), receiving education in water safety (27%), kayak lessons (26%), and adult swim team swimming (25%).

Differences by demographics

To summarize the data splits below, the demographic groups that are more interested in many of the swimming programs are residents of Detroit, people of color – especially Blacks, people in lower income households, those who are afraid of the water and/or are concerned about drowning, and people who do not swim or rarely swim.

People who are more interested (very interested) in private swim lessons

- ✓ Residents of Detroit (52% Detroit, 19% other geographies)
- ✓ African Americans (56% Blacks, 17% Whites)
- ✓ People of color (45% people of color, 17% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (42% vs. 19%)
- ✓ People who do not swim in warm or cold weather months (35% vs. 22% others)

People who are more interested (very interested) in group swim lessons

- ✓ Residents of Detroit (38% Detroit, 22% other geographies)
- ✓ African Americans (42% Blacks, 20% Whites)
- ✓ People of color (41% people of color, 20% Whites)

People who are more interested (very interested) in adult swim lessons

- ✓ Residents of Detroit (52% Detroit, 17% other geographies)
- ✓ African Americans (64% Blacks, 15% Whites)
- ✓ People of color (49% people of color, 15% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (34% vs. 17%)
- ✓ Afraid of the water and/or have a fear of drowning (50% fear, 16% avid swimmers)
- ✓ People who do not swim in warm or cold weather months (43% vs. 20% others)

People who are more interested (very interested) in child swim lessons

- ✓ Residents of Detroit (54% Detroit, 28% other geographies)
- ✓ Women (35% women, 23% men)
- ✓ African Americans (55% Blacks, 27% Whites)
- ✓ People of color (51% people of color, 27% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (49% vs. 26%)
- ✓ Afraid of the water and/or have a fear of drowning (51% fear, 27% avid swimmers)

People who are more interested (very interested) in parent and child swim lessons

- ✓ Residents of Detroit (44% Detroit, 16% other geographies)
- ✓ African Americans (46% Blacks, 14% Whites)
- ✓ People of color (42% people of color, 14% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (37% vs. 14%)
- ✓ Afraid of the water and/or have a fear of drowning (41% fear, 16% avid swimmers)

People who are more interested (very interested) in receiving education in water safety

- ✓ Residents of Detroit (48% Detroit, 23% other geographies)
- ✓ Women (30% women, 19% men)
- ✓ African Americans (53% Blacks, 20% Whites)
- ✓ People of color (47% people of color, 20% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (43% vs. 19%)
- ✓ Afraid of the water and/or have a fear of drowning (50% fear, 21% avid swimmers)

People who are more interested (very interested) in lap swimming

- ✓ Residents of Detroit (49% Detroit, 30% other geographies)
- ✓ African Americans (52% Blacks, 29% Whites)
- ✓ People of color (46% people of color, 29% Whites)

People who are more interested (very interested) in water exercise

- ✓ Residents of Detroit (56% Detroit, 31% other geographies)
- ✓ Women (41% women, 17% men)
- ✓ African Americans (68% Blacks, 29% Whites)
- ✓ People of color (53% people of color, 29% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (49% vs. 26%)
- ✓ Afraid of the water and/or have a fear of drowning (52% fear, 25% avid swimmers)
- ✓ People who do not swim in warm or cold weather months (49% vs. 33% others)

People who are more interested (very interested) in water therapy & rehabilitation

- ✓ Residents of Detroit (55% Detroit, 23% other geographies)
- ✓ Women (31% women, 18% men)
- ✓ African Americans (68% Blacks, 21% Whites)
- ✓ People of color (52% people of color, 21% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (47% vs. 19%)
- ✓ Afraid of the water and/or have a fear of drowning (40% fear, 20% avid swimmers)
- ✓ People who do not swim in warm or cold weather months (47% vs. 26% others)

People who are more interested (very interested) in water yoga classes

- ✓ Residents of Detroit (55% Detroit, 30% other geographies)
- ✓ Women (41% women, 12% men)
- ✓ African Americans (68% Blacks, 27% Whites)
- ✓ People of color (54% people of color, 27% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (46% vs. 23%)
- ✓ Afraid of the water and/or have a fear of drowning (50% fear, 24% avid swimmers)
- ✓ People who do not swim in warm or cold weather months (53% vs. 31% others)

People who are more interested (very interested) in water yoga classes

- ✓ Residents of Detroit (37% Detroit, 23% other geographies)
- ✓ African Americans (39% Blacks, 22% Whites)
- ✓ People of color (36% people of color, 22% Whites)

INTEREST IN SWIMMING PROGRAMS IN THE 5-COUNTY AREA					
	Currently participate	Very interested	Somewhat interested	Not interested	Not sure
Water exercise	11%	34%	26%	25%	4%
Water yoga classes	1%	34%	23%	37%	5%
Lap swimming	36%	33%	15%	13%	3%
Child lessons	9%	32%	10%	43%	6%
Water therapy & rehabilitation	3%	28%	25%	37%	7%
Receiving education in water safety	3%	27%	24%	42%	4%
Kayak lessons	3%	26%	34%	33%	4%
Group swim lessons	10%	25%	21%	39%	5%
Adult swim team swimming	17%	25%	11%	43%	4%
Private swim lessons	6%	24%	22%	41%	7%
Adult swim lessons	5%	22%	22%	45%	6%
Scuba diving training	2%	21%	26%	45%	6%
Joining a swim team	23%	20%	16%	37%	4%
Parent and child swim lessons	2%	20%	9%	60%	9%
Adult lifeguarding training (15 and older)	8%	18%	13%	55%	6%
Junior lifeguarding (14 and younger)	1%	17%	12%	63%	7%
Water polo competition	1%	13%	20%	59%	7%
Artistic swimming (Synchronized swimming)	-	8%	13%	72%	7%

* Percentages total more than 100% because of multiple responses.

REACTION TO SWIMMING OPPORTUNITIES IN THE AREA

Question: What is your reaction to the following statements regarding swimming opportunities in your area? (Check all that apply)

Overall findings

Two-thirds (66%) of the respondents checked one or more of the statements while 34% checked only “None of the above.” Responses with the highest percentages were that hours at swimming venues do not work into people’s schedules (34%), water venues are too far from people’s homes for them to participate (28%) and fees at water venues are higher than people want to pay (27%).

The above three sub-questions were deliberately posed with a negative slant. Thus, it should be interpreted that hours at swimming venues **do** work into people’s schedules (66%), water venues are **not** too far from people’s homes for them to participate (72%) and fees at water venues are **not** higher than people want to pay (73%).

Differences by demographics

Again, to summarize the data splits below, the demographic groups that more often noted the things about swimming opportunities in the area were again residents of Detroit, people of color – especially Blacks, people in lower income households, those who are afraid of the water and/or have a fear of drowning, and area residents who do not swim or rarely swim.

People who said that water venues are too far from my home to participate

- ✓ Residents of Detroit (44% Detroit, 25% other geographies)
- ✓ Women (30% women, 21% men)

People who said that fees at water venues are higher than they want to pay

- ✓ African Americans (40% Blacks, 24% Whites)
- ✓ People of color (37% people of color, 24% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (49% vs. 19%)

People who said that there are not enough instructors available at pools

- ✓ Residents of Detroit (29% Detroit, 12% other geographies)
- ✓ Women (17% women, 8% men)
- ✓ African Americans (34% Blacks, 10% Whites)
- ✓ People of color (31% people of color, 10% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (27% vs. 11%)
- ✓ Afraid of the water and/or have a fear of drowning (46% fear, 10% avid swimmers)

People who said they are not swimmers but enjoy water exercise

- ✓ Residents of Detroit (19% Detroit, 7% other geographies)
- ✓ Women (10% women, 3% men)
- ✓ African Americans (25% Blacks, 5% Whites)
- ✓ People of color (20% people of color, 5% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (18% vs. 5%)
- ✓ Afraid of the water and/or have a fear of drowning (45% fear, 1% avid swimmers)
- ✓ People who do not swim in warm or cold weather months (31% vs. 6% others)

People who said that they are not comfortable in a boat, canoe, or kayak even with a life vest

- ✓ Residents of Detroit (16% Detroit, 4% other geographies)
- ✓ African Americans (20% Blacks, 3% Whites)
- ✓ People of color (16% people of color, 3% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (17% vs. 2%)
- ✓ Afraid of the water and/or have a fear of drowning (27% fear, 1% avid swimmers)
- ✓ People who do not swim in warm or cold weather months (14% vs. 4% others)

People who said they would be interested in learning to swim better if life vests were available

- ✓ Residents of Detroit (25% Detroit, 2% other geographies)
- ✓ African Americans (34% Blacks, 1% Whites)
- ✓ People of color (23% people of color, 1% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (22% vs. 2%)
- ✓ Afraid of the water and/or have a fear of drowning (27% fear, 1% avid swimmers)
- ✓ People who do not swim in warm or cold weather months (28% vs. 2% others)

People who said they would push their children to learn to swim if life vests were available

- ✓ Residents of Detroit (13% Detroit, 2% other geographies)
- ✓ African Americans (17% Blacks, 1% Whites)
- ✓ People of color (14% people of color, 1% Whites)
- ✓ Incomes under \$50,000 vs. \$100,000 or more (9% vs. 1%)
- ✓ Afraid of the water and/or have a fear of drowning (20% fear, 0% avid swimmers)
- ✓ People who do not swim in warm or cold weather months (9% vs. 3% others)

REACTION TO SWIMMING OPPORTUNITIES IN THE AREA	
	% of respondents
Hours at swimming opportunities do not work into my schedule	34%
Water venues are too far from my home for me to participate	28%
Fees at water venues are higher than I want to pay	27%
There are not enough instructors available at pools to teach me or my children to swim	15%
I am not a swimmer, but enjoy water exercise	9%
I am not comfortable in a boat, canoe, or kayak in open water – even with a life vest	6%
I would be interested in learning to swim or swim better if life vests were available	5%
I would push my children to learn to swim if life vests were available	3%
I am not athletic enough to participate in swimming	3%
I do not have reliable transportation to water venues	1%
None of the above	34%

* Percentages total more than 100% because of multiple responses.

FEELING WELCOME / SAFETY / COMFORT AT SWIMMING VENUES

Question: If you have visited a public swimming pool, beach, river, or pond / lake in the 5-county area, how would you rate the following?

Overall findings

The first table below is offered only to show the percentage of people who did not have an opinion about swimming venues. Because the survey successfully attracted many respondents who have not been to swimming sites in the 5-county area, many people had no opinion about the venues.

The second table shows how people who have visited the swimming sites react to the venues. When combining responses of somewhat disagree and strongly disagree, negative ratings ranged from 8% to 15% for five of the seven issues queried. Respondents disagreed the most that swimmers are respectful of others at swim venues (23%) and that people swim safely for themselves (24%).

Differences by demographics

People who strongly agree that they feel welcome at urban water venues

- ✓ Residents of Detroit (46% Detroit, 30% other geographies)

People who strongly agree that they feel welcome at suburban water venues

- ✓ Residents of areas outside Detroit (47% other geographies, 16% Detroit)
- ✓ Men (49% men, 40% women)
- ✓ Whites (48% Whites, 15% Blacks)
- ✓ Whites (48% Whites, 23% people of color)

People who strongly agree that they feel welcome at rural water venues

- ✓ Residents of areas outside Detroit (36% other geographies, 9% Detroit)
- ✓ Whites (37% Whites, 5% Blacks)
- ✓ Whites (37% Whites, 14% people of color)

People who strongly agree that activities at water venues are safe

- ✓ Residents of areas outside Detroit (39% other geographies, 21% Detroit)
- ✓ Men (48% men, 31% women)
- ✓ Whites (39% Whites, 21% Blacks)
- ✓ Whites (39% Whites, 26% people of color)

People who strongly agree that they feel comfortable swimming with strangers

- ✓ Whites (42% Whites, 26% Blacks)
- ✓ Whites (42% Whites, 29% people of color)



To: Board of Commissioners
From: Amy McMillan, Director
Project Title: Approval – Juneteenth Celebration Event Partnership with Wayne County Parks
Date: March 8, 2022

Action Requested: Motion to Approve

That the Board of Commissioners (1) authorize up to \$35,000 to co-sponsor a 2022 Juneteenth celebration event with Wayne County Parks; and (2) authorize a one-time transfer from the fund balance in an amount up to \$35,000 into account number 10-8-106-700-10.9420 (outside services) for the purposes of funding this partnership as recommended by Director Amy McMillan and staff.

Fiscal Impact: Funds for the 2023 Juneteenth celebration event will be included as part of the regular budget request.

Background: Since Juneteenth was declared a national holiday in 2021, we've had several conversations about how the Metroparks can best recognize and honor this national holiday.

Although we added Juneteenth to our calendar of workplace holidays in 2021, we were distracted by ongoing pandemic restrictions well into the spring and did not begin a conversation early enough to develop programming beyond social media. We did have a conversation with Wayne County Parks about partnering to create an event, but both of our organizations were focused on addressing ongoing pandemic restrictions at that time and so made an informal commitment to partner on programming in 2022.

Wayne County Parks Director Alicia Bradford and I have had several conversations in recent weeks about the best way to move forward with a partnership around Juneteenth event programming this year. Given ongoing staffing challenges, we believe contracting with a professional event planner is the best place to start an event that can grow year after year.

NKSK Events has provided Wayne County Parks a proposal for a 2022 Juneteenth celebration event. The proposal and budget (which are subject to review and revision) are attached. Ms. Bradford and I would work together to build a partnership agreement that addresses issues such as naming the event, marketing and communications, additional operating support and other details. The 2022 event would take place at Hines Park this year.

Attachment: Juneteenth Event Proposal



NKSK Events
Ideas + Fulfillment

DATE: March 7, 2022

Attn: Alicia C. Bradford
Parks Director at Wayne County MI

PROPOSAL: JUNETEENTH EVENT CONSULTANT, EVENT COORDINATOR

Event Date/Location: Saturday, June 18, 2022 / Hines Park

Service Period: March – June 2022

SCOPE OF SERVICES

NKSK E+P proposes to:

- (1) Develop and curate program planning for a public Juneteenth celebration to be held in Hines Park, Saturday, June 18, 2022. Event hours TBD. All plans subject to department approval.
- (2) Coordinate event programming, production and operations in conjunction with department staff, including establishing event production timeline, contracting performers/participants, contractors/vendors and event personnel.
- (3) Support marketing and promotions efforts by department staff: provide input on marketing materials and graphic design; provide additional outlets or contacts for promo distribution.
- (4) Provide on-site event management, in conjunction with department staff, event set-up through event close and clean-up.
- (5) Attend planning meetings, as agreed.
- (6) Provide event reports, as agreed.

SERVICE FEE: \$10,000. flat fee

Paid as 50% deposit upon signing of contract and 50% balance due by day of event.



NKSK Events

Ideas + Fulfillment

DATE: March 7, 2022

Juneteenth / Hines Park / Saturday, June 18, 2022

EVENT EXPENSES (Revised Draft Estimate)

Highlighted items = **To be provided by Wayne County or Huron-Clinton Park Depts**

2,400	Operations Crew
1,200	Security
2,000	Activity Assistants
7,500	Stage, Generator, Audio Tech, Personnel
3,000	History Presenters (3)
8,000	Program Performers Emcee Modern Dance Troupe Re-enactor Choir Spoken Word Artist African Drum/Dance Troupe Singer/songwriters (2)
1,500	Juneteenth History Display Graphic Design Printing Small Audio System
4,000	Family & Kid Zone Inflatable Bounce House, Obstacle Course Mini-Train Make & Take Crafts Give-aways (tbd)
1,000	Food Trucks, Barbeque Vendor, Grill Vendor Barricades, Trash
1,000	T-Shirts (100)
4,000	Banners, Signs, Decor
3,200	Tents, Tables, Chairs
2,000	Contingency
500	Vendors
1,000	Marketing/Promotions (if outside source is needed)

HURON-CLINTON METROPARKS MONTHLY STATISTICS

February, 2022

PARK	MONTHLY VEHICLE ENTRIES				MONTHLY TOLL REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	18,837	26,500	19,854	-5%	\$ 62,285	\$ 103,823	\$ 73,492	-15%
Wolcott Mill	2,754	2,045	1,515	82%	\$ 701	\$ 377	\$ 688	2%
Stony Creek	20,731	30,408	21,717	-5%	\$ 97,702	\$ 133,427	\$ 101,490	-4%
Indian Springs	2,908	4,217	3,107	-6%	\$ 14,855	\$ 22,232	\$ 16,625	-11%
Kensington	37,047	46,194	37,760	-2%	\$ 135,224	\$ 179,791	\$ 130,489	4%
Huron Meadows	7,374	10,017	5,924	24%	\$ 16,430	\$ 18,312	\$ 12,250	34%
Hudson Mills	11,158	14,604	10,803	3%	\$ 27,361	\$ 33,840	\$ 26,171	5%
Lower Huron/Willow/Oakwoods	28,757	31,790	28,314	2%	\$ 26,920	\$ 35,394	\$ 29,947	-10%
Lake Erie	8,881	9,357	7,274	22%	\$ 28,667	\$ 31,480	\$ 28,185	2%
Monthly TOTALS	138,447	175,132	136,268	2%	\$ 410,145	\$ 558,676	\$ 419,338	-2%

PARK	Y-T-D VEHICLE ENTRIES				Y-T-D TOLL REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	42,675	49,377	36,151	18%	\$ 200,248	\$ 216,110	\$ 143,282	40%
Wolcott Mill	4,922	4,617	3,196	54%	\$ 799	\$ 1,026	\$ 1,291	-38%
Stony Creek	41,927	63,046	42,900	-2%	\$ 111,717	\$ 347,189	\$ 243,339	-54%
Indian Springs	5,874	8,801	6,185	-5%	\$ 32,852	\$ 50,396	\$ 34,111	-4%
Kensington	75,284	99,389	77,481	-3%	\$ 322,997	\$ 481,331	\$ 318,117	2%
Huron Meadows	14,795	18,661	11,449	29%	\$ 41,888	\$ 41,576	\$ 27,190	54%
Hudson Mills	21,779	30,262	21,631	1%	\$ 58,299	\$ 90,332	\$ 64,862	-10%
Lower Huron/Willow/Oakwoods	58,752	66,840	58,109	1%	\$ 71,893	\$ 91,996	\$ 70,742	2%
Lake Erie	18,379	19,606	14,658	25%	\$ 80,492	\$ 94,445	\$ 75,529	7%
Monthly TOTALS	284,387	360,599	271,760	5%	\$ 921,185	\$ 1,414,401	\$ 978,464	-6%

PARK	MONTHLY PARK REVENUE				Y-T-D PARK REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	\$ 79,726	\$ 110,423	\$ 84,449	-6%	\$ 225,356	\$ 362,763	\$ 250,126	-10%
Wolcott Mill	\$ 7,040	\$ 3,043	\$ 10,890	-35%	\$ 13,535	\$ 9,834	\$ 20,772	-35%
Stony Creek	\$ 123,679	\$ 157,777	\$ 120,147	3%	\$ 292,509	\$ 408,811	\$ 287,686	2%
Indian Springs	\$ 21,806	\$ 28,607	\$ 25,166	-13%	\$ 57,978	\$ 61,139	\$ 48,298	20%
Kensington	\$ 219,918	\$ 271,507	\$ 182,993	20%	\$ 425,166	\$ 590,446	\$ 391,205	9%
Huron Meadows	\$ 43,477	\$ 46,463	\$ 29,847	46%	\$ 101,637	\$ 93,724	\$ 57,758	76%
Hudson Mills	\$ 31,271	\$ 35,195	\$ 29,656	5%	\$ 67,445	\$ 95,224	\$ 72,492	-7%
Lower Huron/Willow/Oakwoods	\$ 31,292	\$ 38,880	\$ 36,006	-13%	\$ 82,933	\$ 99,193	\$ 86,446	-4%
Lake Erie	\$ 28,779	\$ 32,076	\$ 29,536	-3%	\$ 81,046	\$ 95,920	\$ 78,368	3%
Y-T-D TOTALS	\$ 586,987	\$ 723,972	\$ 548,689	7%	\$ 1,347,604	\$ 1,817,055	\$ 1,293,150	4%

District	Y-T-D Vehicle Entries by Management Unit				Y-T-D Total Revenue by Management Unit			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Eastern	89,524	117,040	82,247	9%	531,399	781,408	558,583	-5%
Western	117,732	157,113	116,746	1%	652,226	840,533	569,752	14%
Southern	77,131	86,446	72,767	6%	163,979	195,113	164,814	-1%

HURON-CLINTON METROPARKS MONTHLY STATISTICS

February, 2022

GOLF THIS MONTH	MONTHLY ROUNDS				MONTHLY REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	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	0	-	\$ -	\$ -	\$ -	-
Total Regulation	0	0	0	-	\$ -	\$ -	\$ -	-
LSC Par 3	0	0	0	-	\$ -	\$ -	\$ -	-
LSC Foot Golf	0	0	0	-	\$ -	\$ -	\$ -	-
Total Golf	0	0	0	-	\$ -	\$ -	\$ -	-

GOLF Y-T-D	GOLF ROUNDS Y-T-D				GOLF REVENUE Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	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	-	\$ -	\$ 701	\$ 234	-
Hudson Mills	0	0	0	-	\$ -	\$ 118	\$ 39	-
Willow	0	0	0	-	\$ -	\$ -	\$ -	-
Lake Erie	0	0	0	-	\$ -	\$ -	\$ -	-
Total Regulation	0	0	0	-	\$ -	\$ 819	\$ 273	-
LSC Par 3	0	0	0	-	\$ -	\$ -	\$ -	-
LSC Foot Golf	0	0	0	-	\$ -	\$ -	\$ -	-
Total Golf	0	0	0	-	\$ -	\$ 819	\$ 273	-

AQUATICS THIS MONTH	PATRONS THIS MONTH				MONTHLY REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	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	-	\$ -	\$ -	\$ 433	-
Lower Huron	0	0	0	-	\$ -	\$ -	\$ -	-
Willow	0	0	0	-	\$ -	\$ -	\$ 67	-
Lake Erie	0	0	0	-	\$ -	\$ -	\$ -	-
TOTALS	0	0	0	-	\$ -	\$ -	\$ 500	-

AQUATICS Y-T-D	PATRONS Y-T-D				REVENUE Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	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	-	\$ -	\$ -	\$ 500	-
Lower Huron	0	0	0	-	\$ -	\$ -	\$ -	-
Willow	0	0	0	-	\$ -	\$ -	\$ 67	-
Lake Erie	0	0	0	-	\$ -	\$ -	\$ -	-
TOTALS	0	0	0	-	\$ -	\$ -	\$ 567	-

HURON-CLINTON METROPARKS MONTHLY STATISTICS

February, 2022

PARK	Seasonal Activities this Month				Monthly Revenue			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair								
Welsh Center	3	3	5	-36%	\$ 9,700	\$ 1,200	\$ 2,933	231%
Shelters	19	14	20	-3%	\$ 7,242	\$ 3,625	\$ 5,425	33%
Boat Launches	0	23	8	-	\$ -	\$ -	\$ -	-
Marina	0	0	0	-	\$ -	\$ -	\$ -	-
Mini-Golf	0	0	0	-	\$ -	\$ -	\$ -	-
Wolcott								
Activity Center	0	0	3	-	\$ 1,380	\$ -	\$ 667	107%
Stony Creek								
Disc Golf Daily	0	163	715	-	\$ -	\$ 501	\$ 167	-
Disc Golf Annual	1	4	36	-97%	\$ 60	\$ 240	\$ 233	-74%
Total Disc Golf	1	167	751	-100%	\$ 60	\$ 741	\$ 400	-85%
Shelters	28	17	23	22%	\$ 6,150	\$ 3,825	\$ 4,725	30%
Boat Rental	0	0	0	-	\$ -	\$ -	\$ -	-
Boat Launches	0	24	0	-	\$ -	\$ -	\$ -	-
Indian Springs								
Shelters	6	0	3	125%	\$ 1,200	\$ -	\$ 438	174%
Event Room	2	4	4	-45%	\$ 5,300	\$ 6,300	\$ 6,400	-17%
Kensington								
Disc Golf Daily	174	458	234	-26%	\$ 510	\$ 1,374	\$ 702	-27%
Disc Golf Annual	7	21	19	-64%	\$ 420	\$ 1,180	\$ 1,120	-63%
Total Disc Golf	181	479	253	-29%	\$ 930	\$ 2,554	\$ 1,822	-49%
Shelters	35	19	34	2%	\$ 7,538	\$ 4,500	\$ 7,725	-2%
Boat Rental	0	0	0	-	\$ -	\$ -	\$ -	-
Huron Meadows								
Shelters	4	4	3	33%	\$ 800	\$ 800	\$ 567	41%
Hudson Mills								
Disc Golf Daily	43	83	94	-54%	\$ 129	\$ 249	\$ 283	-54%
Disc Golf Annual	10	5	11	-9%	\$ 580	\$ 300	\$ 647	-10%
Total Disc Golf	53	88	105	-50%	\$ 709	\$ 549	\$ 930	-24%
Shelters	10	2	3	275%	\$ 2,000	\$ 400	\$ 533	275%
Canoe Rental	0	0	0	-	\$ -	\$ -	\$ -	-
Lower Huron / Willow / Oakwoods								
Disc Golf Daily	11	100	55	-80%	\$ 33	\$ 300	\$ 164	-80%
Disc Golf Annual	1	0	1	-25%	\$ 60	\$ -	\$ 80	-25%
Total Disc Golf	12	100	56	-79%	\$ 93	\$ 300	\$ 244	-62%
Shelters	16	12	18	-13%	\$ 3,450	\$ 2,550	\$ 3,925	-12%
Lake Erie								
Shelters	0	1	3	-	\$ -	\$ 200	\$ 767	-
Boat Launches	0	66	90	-	\$ -	\$ -	\$ -	-
Marina	0	0	0	-	\$ -	\$ 66	\$ 189	-

PARK	Seasonal Activities Y-T-D				Seasonal Revenue Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair								
Welsh Center	4	8	11	-64%	\$ 13,100	\$ 15,750	\$ 12,325	6%
Shelters	29	22	33	-12%	\$ 9,742	\$ 6,350	\$ 9,150	6%
Boat Launches	0	45	15	-	\$ -	\$ -	\$ -	-
Marina	0	0	0	-	\$ -	\$ -	\$ -	-
Mini-Golf	0	0	0	-	\$ -	\$ -	\$ -	-
Wolcott								
Activity Center	4	0	6	-33%	\$ 3,380	\$ 500	\$ 2,500	35%
Stony Creek								
Disc Golf Daily	0	168	56	-	\$ -	\$ 518	\$ 178	-
Disc Annual	7	6	13	-46%	\$ 420	\$ 360	\$ 673	-38%
Total Disc Golf	7	174	69	-90%	\$ 420	\$ 878	\$ 852	-51%
Shelters	55	30	38	45%	\$ 12,375	\$ 6,900	\$ 8,600	44%
Boat Rental	0	0	0	-	\$ -	\$ -	\$ -	-
Boat Launches	31	53	26	21%	\$ -	\$ -	\$ -	-
Indian Springs								
Shelters	9	1	4	108%	\$ 1,800	\$ 200	\$ 796	126%
Event Room	8	6	6	26%	\$ 22,750	\$ 10,400	\$ 11,533	97%
Kensington								
Disc Golf Daily	174	900	383	-55%	\$ 510	\$ 2,700	\$ 1,149	-56%
Disc Annual	11	67	45	-76%	\$ 660	\$ 3,920	\$ 2,647	-75%
Total Disc Golf	185	967	428	-57%	\$ 1,170	\$ 6,620	\$ 3,796	-69%
Shelters	61	38	60	2%	\$ 13,413	\$ 8,550	\$ 13,425	0%
Boat Rental	0	0	0	-	\$ -	\$ -	\$ -	-
Huron Meadows								
Shelters	6	4	6	0%	\$ 1,200	\$ 800	\$ 1,167	3%
Hudson Mills								
Disc Golf Daily	150	393	261	-43%	\$ 450	\$ 1,179	\$ 783	-43%
Disc Annual	23	26	35	-34%	\$ 1,320	\$ 1,520	\$ 2,033	-35%
Total Disc Golf	173	419	296	-42%	\$ 1,770	\$ 2,699	\$ 2,816	-37%
Shelters	18	3	5	238%	\$ 3,400	\$ 600	\$ 1,067	219%
Canoe Rental	0	0	0	-	\$ -	\$ -	\$ -	-
Lower Huron / Willow / Oakwoods								
Disc Golf Daily	22	194	122	-82%	\$ 366	\$ 582	\$ 366	0%
Disc Annual	4	3	4	0%	\$ 220	\$ 180	\$ 240	-8%
Total Disc Golf	26	197	126	-79%	\$ 586	\$ 762	\$ 606	-3%
Shelters	42	19	38	12%	\$ 9,025	\$ 4,350	\$ 8,175	10%
Lake Erie								
Shelters	0	2	8	-	\$ -	\$ 400	\$ 1,767	-
Boat Launches	0	240	242	-	\$ -	\$ -	\$ -	-
Marina	0	0	0	-	\$ -	\$ 66	\$ 189	-

PARK	Cross Country Ski Rental this Month				Cross Country Ski Rental Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Stony Creek	\$ 9,507	\$ 14,905	\$ 6,450	47%	\$ 11,691	\$ 17,305	\$ 7,733	51%
Kensington	\$ 10,876	\$ 13,382	\$ 8,090	34%	\$ 16,698	\$ 15,812	\$ 10,296	62%
Huron Meadows	\$ 25,205	\$ 27,491	\$ 17,100	47%	\$ 56,062	\$ 51,488	\$ 29,501	90%
Hudson Mills	\$ -	\$ 90	\$ 989	-	\$ -	\$ 90	\$ 1,621	-

PARK	Winter Sports this Month				Winter Sports Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair								
XC Skiers	79	30	10	690%	83	30	10	730%
Ice Skaters	103	387	171	-40%	343	481	211	63%
Sledders	268	508	200	34%	883	636	263	236%
Ice Fishermen	1,500	1,783	1,406	7%	4,950	2,026	1,597	210%
Stony Creek								
XC Skiers	800	2,610	1,085	-26%	1,106	3,198	1,387	-20%
Ice Skaters	0	33	28	-	24	93	50	-52%
Sledders	750	2,725	1,452	-48%	999	3,735	2,022	-51%
Ice Fishermen	180	295	172	5%	333	425	257	29%
Indian Springs								
XC Skiers	105	172	79	32%	145	258	127	14%
Sledders	496	485	223	123%	828	846	404	105%
Kensington								
XC Skiers	1,047	1,285	959	9%	1,641	1,868	1,374	19%
Ice Skaters	10	0	3	200%	74	8	6	1133%
Sledders	2,391	4,654	2,532	-6%	4,179	7,694	3,820	9%
Ice Fishermen	114	173	74	55%	255	247	101	152%
Huron Meadows								
XC Skiers	3,128	3,760	2,325	35%	6,769	6,915	4,237	60%
Ice Fishermen	0	0	0	-	0	0	0	-
Hudson Mills								
XC Skiers	435	1,080	599	-27%	585	1,170	821	-29%
Willow								
XC Skiers	49	65	23	110%	68	67	30	129%
Sledders	2,776	1,814	613	353%	3,016	1,936	753	301%
Lake Erie								
XC Skiers	0	3	1	-	25	3	5	369%
Sledders	40	94	31	28%	193	94	39	399%
Ice Fishing	2,852	859	546	422%	5,146	941	657	683%

INTERPRETIVE FACILITIES								
PARK	Monthly Patrons Served				YTD Patrons Served			
	(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	8,501	9,038	9,035	-6%	13,521	13,904	14,173	-5%
Wolcott Mill	1,231	3,084	1,624	-24%	2,253	6,324	3,478	-35%
Wolcott Farm	1,060	1,422	1,299	-18%	1,975	3,087	2,473	-20%
Stony Creek	8,027	9,117	8,829	-9%	16,609	19,358	18,776	-12%
Eastern Mobile Center	177	25	212	-17%	206	132	395	-48%
Indian Springs	1,699	2,355	2,102	-19%	3,684	4,212	4,343	-15%
Kens NC	20,261	20,812	20,174	0%	41,547	50,680	42,178	-1%
Kens Farm	9,985	10,852	10,946	-9%	20,246	21,596	20,217	0%
Western Mobile Center	405	258	477	-15%	546	480	850	-36%
Hudson Mills	2,533	2,584	2,552	-1%	5,043	5,147	5,078	-1%
Oakwoods	9,507	9,961	9,777	-3%	19,600	21,388	19,637	0%
Lake Erie	11,388	13,229	11,600	-2%	25,362	27,727	23,839	6%
Southern Mobile Center	764	460	665	15%	1,319	875	1,227	7%
Totals	75,538	83,197	79,292	-5%	151,911	174,910	156,663	-3%

PARK	Monthly Revenue				YTD Revenue			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	\$ 167	\$ 105	\$ 1,334	-87%	\$ 408	\$ 162	\$ 3,368	-88%
Wolcott Mill	\$ -	\$ 290	\$ 100	-	\$ -	\$ 290	\$ 107	-
Wolcott Farm	\$ 299	\$ 54	\$ 537	-44%	\$ 381	\$ 54	\$ 611	-38%
Wagon Rides	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
Livestock/Produce	\$ 4,673	\$ 948	\$ 7,578	-38%	\$ 7,801	\$ 5,076	\$ 12,317	-37%
FARM TOTAL	\$ 4,972	\$ 1,002	\$ 8,115	-39%	\$ 8,182	\$ 5,130	\$ 12,928	-37%
Stony Creek	\$ 820	\$ 425	\$ 1,466	-44%	\$ 1,399	\$ 458	\$ 2,186	-36%
Eastern Mobile Center	\$ -	\$ -	\$ 758	-	\$ 500	\$ -	\$ 1,271	-61%
Indian Springs	\$ 405	\$ 75	\$ 1,703	-76%	\$ 530	\$ 143	\$ 1,858	-71%
Kens NC	\$ 319	\$ 113	\$ 899	-65%	\$ 867	\$ 878	\$ 2,359	-63%
Kens Farm	\$ 3,338	\$ 2,495	\$ 3,571	-7%	\$ 3,944	\$ 2,718	\$ 4,256	-7%
Wagon Rides	\$ 615	\$ -	\$ 627	-2%	\$ 1,197	\$ 50	\$ 958	25%
Livestock/Produce	\$ 706	\$ -	\$ 161	339%	\$ 706	\$ -	\$ 232	205%
FARM TOTAL	\$ 4,659	\$ 2,495	\$ 4,359	7%	\$ 5,847	\$ 2,768	\$ 5,446	7%
Western Mobile Center	\$ 45	\$ -	\$ 1,213	-96%	\$ 620	\$ -	\$ 2,467	-75%
Hudson Mills	\$ (207)	\$ 224	\$ 310	-167%	\$ 950	\$ 525	\$ 428	122%
Oakwoods	\$ 141	\$ 236	\$ 671	-79%	\$ 472	\$ 938	\$ 1,166	-60%
Lake Erie	\$ 112	\$ 330	\$ 408	-73%	\$ 554	\$ 1,009	\$ 870	-36%
Southern Mobile Center	\$ -	\$ -	\$ 805	-	\$ -	\$ -	\$ 1,948	-
Totals	\$ 11,433	\$ 5,295	\$ 22,140	-48%	\$ 20,329	\$ 12,301	\$ 36,401	-44%

BREAKDOWN OF ATTENDANCE	ON-SITE Programs and Attendance				OFF-SITE Programs and Attendance			
	CURRENT YEAR		PREVIOUS YEAR		CURRENT YEAR		PREVIOUS YEAR	
	Programs	Attendance	Programs	Attendance	Programs	Attendance	Programs	Attendance
Lake St Clair	12	301	6	75	-	-	1	13
Wolcott Mill	10	78	-	-	-	-	-	-
Wolcott Farm	-	-	-	-	-	-	-	-
Stony Creek	13	113	37	217	-	14	-	-
Eastern Mobile Center					8	177	1	25
Indian Springs	2	4	5	66	-	-	-	-
Kens NC	16	250	23	379	11	169	-	-
Kens Farm	41	337	20	340	-	-	-	-
Western Mobile Center					23	405	20	258
Hudson Mills	3	33	9	84	-	-	-	-
Oakwoods	5	36	12	159	1	31	-	-
Lake Erie	6	42	10	115	1	27	-	-
Southern Mobile Center					13	764	9	460
Totals	108	1,194	122	1,435	57	1,587	31	756

BREAKDOWN OF ATTENDANCE	OTHER VISITORS (Non-programs)	
	Current	Previous
Lake St Clair	8,200	8,950
Wolcott Mill	1,153	3,084
Wolcott Farm	1,060	1,422
Stony Creek	7,900	8,900
Indian Springs	1,695	2,289
Kens NC	19,842	20,433
Kens Farm	9,648	10,512
Hudson Mills	2,500	2,500
Oakwoods	9,440	9,802
Lake Erie	11,319	13,114
Totals	72,757	81,006

"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.