

ADVANCED AGENDA
Huron-Clinton Metropolitan Authority
Board of Commissioners Meeting
November 11, 2010, 10:30 a.m.
Administrative Office

1. Chairman's Statement
2. Public Participation
3. Minutes – October 14, 2010
4. Financial Statements – October 2010
5. Vouchers – October 2010
6. Purchases – October 2010 (pg. 1)
7. Appointments by the Board of Commissioners
8. Reports
 - A. Metro Beach
 1. Report – Fall Boat Show (pg. 5)
 2. Intergovernmental Agreement – Macomb County, Marsh Restoration Grant (pg. 9)
 3. Agreement – Path Maintenance, Harrison Township (pg. 15)
 - B. Stony Creek
 1. Agreement – 26 Mile Road maintenance, Macomb County Road Commission (pg. 19)
 - C. Indian Springs
 1. Report – DTE Solar Currents project (pg. 23)
 - D. Administrative Office
 1. Legislative report (pg. 27)
 2. Preliminary 2011 budget estimates (pg. 33)
 3. Marketing report (pg. 55)
 4. Hiring full –time marketing person (pg. 61)
 5. 2011 Fees and charges (pg. 63)
 6. 2011 Commission meeting schedule (pg. 87)
 7. 2011 Awards banquet allocation (pg. 91)
 8. Medicare Part D Subsidy (pg. 93)
 9. Donations – 9 (pg. 95)
9. Park/Department Presentations –
 - a. Police Department
10. Director's comments
11. Commissioners' comments
12. Motion to adjourn

The next regular Board of Commissioners meeting will be held on Thursday, Dec. 9, 2010 at 10:30am, at the Administrative Office.



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
 From: Scott Michael, Purchasing Manager
 Project No: ITB-10-138
 Project Title: Brine Storage Tanks
 Location: Kensington and Willow
 Date: November 11, 2010

Bids Opened: Monday, Nov. 1, 2010 at 2:00pm

Scope of Work: Fabricate, Furnish and Deliver four (4) 2500 gallon plastic, double wall containment tanks for Kensington and Willow Metroparks (two per location). These tanks will be used to store brine for road ice control at these parks. A containment system is required to meet DEQ part 5 regulations for brine storage.

VENDOR	CITY	AMOUNT
Harrington Industrial Plastics	Livonia, Michigan	\$22,224.00
Protank Southwest	Humble, Texas	\$27,180.00
National Tank Outlet	Memphis, Tennessee	\$27,680.00
Agro Chem East	Wilmington, Ohio	\$29,324.00
Wagner Enterprise, Inc.	Hazel Park, Michigan	\$30,060.00
Seneca Mineral Company	Erie, Pennsylvania	\$35,716.00

Note: The use of brine will reduce our total chloride consumption for road maintenance by approximately 30 percent.

INVITATION FOR BIDS WERE POSTED ON MICHIGAN INTER GOVERNMENTAL WEBSITE AND WAS SENT TO 57 REGISTERED SUPPLIERS.

Recommendation: That the Board of Commissioners award ITB No.10-138 to the low responsive, responsible bidder, Harrington Industrial Plastic in the amount of \$22,224.00 as recommended by Purchasing Manager Scott Michael and staff.



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
 From: Scott Michael, Purchasing Manager
 Project No: State of Michigan MiDeal contract for Vehicles, Trucks **Contract Number:**
 071B1300013 for **Contract Period:** Oct. 1, 2010 - Sept. 30, 2015
 Project Title: Truck Cab and Chassis
 Location: Natural Resource Crew

Scope of Work: Furnish and deliver a 64,000 GVW cab and chassis truck platform for installing a dump body, per state of Michigan specifications.

VENDOR	CITY	AMOUNT
Tri-County International Trucks, Inc.	Dearborn, Michigan	\$114,120.00

Note: This truck will replace two dump trucks which are deemed in need of replacement by data derived from the equipment maintenance software point system. The vehicles are a 1991 Ford L9000 and 1994 Freightliner that are over the road tractors converted to dump trucks. Both vehicles have over 500,000 miles and received over 2500 hours of use while owned by the Authority. The new vehicle will reduce maintenance costs and provide a life expectancy of 20 years plus.

Recommendation: That the Board of Commissioners award to the low responsive, responsible bidder Tri-County International Trucks, Inc., per the State of Michigan Contract in the amount of \$114,120.00 as recommended by Purchasing Manager Scott Michael and staff.



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
 From: David C. Moilanen, Director
 Subject: 2010 Boating and Outdoor Recreation Festival
 Date: November 11, 2010

The Michigan Boating Industries Association (MBIA) conducted its first Annual Boating and Outdoor Recreation Festival at Metro Beach Sept. 22 –26. It was a successful first year and signaled a rebirth of a great event.

Despite cooler, windy conditions for the first few days of the show, Approximately 9,000 people attended. Both exhibitors and attendees had generally positive comments about the show. As the attached (unaudited) MBIA income statement indicates, the show grossed \$157,557. HCMA's portion of this was \$33,411.50 (plus park vehicle entry fees). While the MBIA did not make a profit on this inaugural event, staff was encouraged with the first year reaction and potential for increased exhibits and attendance at next year's show.

MBIA staff was very professional, organized and easy to work with. Metro Beach staff met with them more than once prior to the beginning of the show to make sure details and concerns that both sides had were dealt with. The MBIA staff had cell phone numbers for crucial HCMA staff members (and vice-versa) so that communication could be made at a moment's notice. The MBIA staff was open to hear opinions and suggestions from the Metro Beach staff.

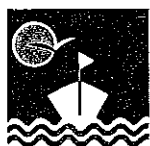
It was evident the MBIA was serious about providing a high quality show. Park staff was impressed with the amount of advertising for a "boat show" at Metro Beach. There was newspaper, television and billboard advertising, as well as radio advertising. As the opening date got closer the advertising became more intense. At the show there was a tent for musical entertainment as well as visits from SpongeBob SquarePants and crew members from the fishing vessel Time Bandit from The Discovery Channel's TV show *The Deadliest Catch*.

For the first time at any "boat show" at Metro Beach, beer and wine were sold to those who attended; and there were no problems associated with the sale of alcoholic beverages. The food concessionaire at Metro Beach provided turkey legs, roast pig and fresh baked brick oven pizza as well as traditional types of show food. The combination of the above mentioned items made for a true "festival" atmosphere.

The MBIA did an excellent job of breaking the mold of what people had grown to expect in a "boat show" at Metro Beach. With compliments from patrons about the new show, and an excellent working relationship that formed before and during the show, staff believes this is a good partnership and that the show will grow in size and attendance in the coming years.

Attachment: MBIA Income Statement

Recommendation: That the Board of Commissioners received and filed this report as recommended by Director Moilanen and staff.



**Michigan™
Boating
Industries
Association**

Owners and Sponsors of

*The Detroit Boat Show
Cobo Center, Detroit
Spring Boating Expo
Rock Financial Showplace, Novi*

**BOATING & OUTDOOR RECREATION FESTIVAL
September 22 - 26, 2010**

MBIA INCOME STATEMENT

<u>Income Source</u>	<u>Amount</u>	<u>% to HCMA per Contract</u>	<u>Total Due</u>
Exhibit Sales	\$ 113,417.50	10%	\$ 11,341.75
Ticket Sales: General Admission	\$ 36,653.00		
E-Tickets	\$ 6,888.00		
Exhibitor Tickets	\$ 598.50		
	<u>\$ 44,139.50</u>	50%	<u>\$ 22,069.75</u>
			\$ 33,411.50
		Deposit Paid	<u>\$ (25,000.00)</u>
		Balance Owed	\$ 8,411.50

Paid Prior to Event

Deposit	\$ 25,000.00
Security Bond	\$ 5,000.00
	<u>\$ 30,000.00</u>



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: Paul Muelle, Chief of Natural Resources
Subject: Intergovernmental Agreement
Project Title: Lake St. Clair Coastal Restoration Grant
Location: Metro Beach Metropark, Macomb County
Date: November 11, 2010

In January 2010, The Environmental Protection Agency (EPA) awarded a \$1.42 million for a Great Lakes Restoration Initiative grant to Macomb County for the "Lake St. Clair Coastal Restoration Project" located at Metro Beach Metropark. Project partners for this grant include the Metroparks, Clinton River Watershed Council and Wayne State University. The Michigan Department of Natural Resources and Environment and Oakland University will also participate in the project.

The purpose of the restoration project is to improve the various habitat and ecological functions of the coastal wetlands at Metro Beach including restoring natural hydrological processes and eradication of invasive plant species. The project will build upon the effort currently underway by the HCMA and Michigan Department of Natural Resources & Environment under a grant from the National Wetlands Conservation Grant Program to control the spread of phragmites. This project will implement a coastal wetland restoration program that has been cited in numerous scientific studies as a top priority initiative for the health of the Great Lakes ecology.

On Sept. 15, 2010, the EPA signed the contract with Macomb County releasing funds for the project and preparations to move forward with the marsh restoration project have begun. Quality assurance/quality control plans for site investigation and project monitoring are currently being developed by the project partners and are to be submitted to the EPA by the end of the month. A request for proposal is also being developed by Macomb County to select a contractor for design services and construction. As recipient and administrator of the EPA grant, Macomb County will be responsible for all contract administration for the project. It is anticipated that contractor selection for the marsh restoration work would take place in early December.

The attached Intergovernmental Agreement has been drafted to address the mutual responsibilities of Macomb County and the Metroparks for the duration of the marsh restoration grant project and act as a guideline for activities initiated and supervised by Macomb County during the planning and construction phase of the grant.

Attachment: Intergovernmental Agreement – Macomb County, Lake St. Clair Coastal Restoration Grant

Recommendation: That the Board of Commissioners approve the attached Intergovernmental Agreement for the Lake St. Clair Coastal Restoration Grant project and authorize the Director to execute subordinate agreements related to this project, as recommended by Chief Paul Muelle and staff.

INTERGOVERNMENTAL AGREEMENT

Between the Huron-Clinton Metropolitan Authority and the County of Macomb Lake St Clair Coastal Marshland Restoration – Metro Beach Metropark

This Agreement, made this _____ day of _____, 2010, by and between the Huron-Clinton Metropolitan Authority, a public body corporate organized and operating under the provisions of Act 147, Public Acts of Michigan, 1939, whose principal offices are located at 13000 High Ridge Drive, Brighton, MI 48114 (hereinafter, "HCMA") and the County of Macomb, whose address is 10 N. Main Street, Mt. Clemens, MI 48073 (hereinafter, "MACOMB COUNTY");

Recitals

- A. MACOMB COUNTY has recently been awarded a grant from the Environmental Protection Agency (EPA) for a coastal marshland restoration project (Project) at Metro Beach Metropark, Harrison Township, Michigan. The Project will implement a coastal wetland restoration program that has been cited in numerous scientific studies as a top priority initiative for the health of the Great Lakes ecology.
- B. MACOMB COUNTY intends to cooperate with other partners on the project including the HCMA, Clinton River Watershed Council and Wayne State University,
- C. The Project will include actions to restore hydrological processes and eradicate invasive plant species and will build upon the effort currently underway by the HCMA and Michigan Department of Natural Resources & Environment under a grant from the National Wetlands Conservation Grant Program to control the spread of phragmites.
- D. MACOMB COUNTY has prepared a request for proposals to select a contractor to investigate and analyze the Project, prepare construction documents and construct the Project, which may encompass up to 500 acres of coastal wetlands including wetland restoration and hydrologic improvements on HCMA land at no cost to HCMA.
- E. HCMA is willing to permit the construction of the Project on HCMA land, and HCMA is willing to own the Project after its completion.
- F. HCMA and MACOMB COUNTY are willing to cooperate in the development and installation of the Project in order to fulfill the requirements of the EPA grant.

Now Therefore, in consideration of the mutual promises contained herein, HCMA and MACOMB COUNTY hereto agree as follows:

1. Project Design, Construction and Funding. MACOMB COUNTY agrees to provide the design and construction of the Project in accordance with the Project documents as approved by MACOMB COUNTY and HCMA, and MACOMB COUNTY agrees to provide all necessary funding of the Project as outlined in the grant from the EPA.

2. Project Plan Approval. MACOMB COUNTY agrees that any and all proposals, project designs, and final plans and specifications shall be approved by the HCMA prior to commencement of work on HCMA property. The HCMA reserves the right to accept or reject designs or plans in whole or in part as it may deem in the best interest of HCMA. HCMA agrees to authorize MACOMB COUNTY, its employees, agents, contractors and Project partners to enter upon HCMA land to inspect, construct and perform needed monitoring and other tasks as required.
3. Temporary Construction Permit. HCMA agrees to authorize the construction of the Project on HCMA land in accordance with the terms and conditions of a temporary construction permit, which shall be authorized contemporaneously with this Agreement. This Agreement will not take effect unless 1) the temporary construction permit is authorized and 2) the construction of the Project is begun within two years of the date of this Agreement, otherwise the Agreement will be null and void.
4. Indemnification. MACOMB COUNTY agrees to protect, defend, indemnify and hold the HCMA and its commissioners, officers, employees and agents free and harmless from and against any and all losses, penalties, damages, settlements, costs, charges, professional fees, or other expenses or liabilities of every kind and character arising out of or relating to any and all claims, legal fees, liens, demands, court costs, obligations, actions, proceedings or causes of action of every kind and character in connection with or arising directly or indirectly out of this agreement and/or the performance hereof; and furthermore, MACOMB COUNTY shall require its Project contractor(s) to so indemnify and hold harmless the HCMA and its commissioners, officers, employees and agents free and harmless therefrom, and shall require said contractor(s) to submit insurance of coverages and limits acceptable to HCMA, prior to commencement of the Project.
5. Ownership of Project After Completion. Upon completion of the Project, ownership of the Project shall remain with HCMA. HCMA agrees to refrain from altering the Project in any way that may prevent it from performing its intended purpose.
6. Maintenance of Project by HCMA. HCMA agrees to have primary responsibility for the maintenance of the Project after its completion. The HCMA reserves the right to manage and maintain the Project in the best interest of the HCMA.
7. Termination and Modification. This Agreement shall commence on the date hereto and shall only be terminated or modified by mutual written agreement by HCMA and MACOMB COUNTY
8. Successors and Assigns. This Agreement shall be binding upon the successors and assigns of the parties
9. No Third Party Beneficiaries. This Agreement is intended solely for the benefit of the parties hereto and there are no intended third party beneficiaries of this Agreement.
10. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

In Witness Whereof, the parties hereto have caused this Agreement to be signed by their duly authorized representatives as of the date first written above.

Witnesses:

Huron-Clinton Metropolitan Authority

By: _____
Harry E. Lester, Chairman

And: _____
Anthony V. Marrocco, Secretary

Witnesses:

County of Macomb

By: _____

And: _____



HURON-CLINTON METROPOLITAN AUTHORITY

8 - A - 3
Meeting of November 11, 2011

To: Board of Commissioners
From: David C. Moilanen, Director
Subject: Path Maintenance Agreement, Harrison Township
Date: November 11, 2010

The Charter Township of Harrison is requesting to renew a Pathway Maintenance Agreement for snow plowing, grass cutting on path margins and sweeping of the hike/bike trail located in Harrison Township for the period of Nov. 1, 2010 through Oct. 31, 2011.

Harrison Township will pay the Authority the following rates:

- Full-Time employee grass cutting and snow plowing wages at \$51.10 per hour;
- Seasonal employee grass cutting and sweeping at \$12.32 per hour and \$18.48/OT;
- Equipment wages at \$85.00 per 8-hour period; and
- Salt prorated at \$43.00 per ton.

Attachment: Path Maintenance Agreement, Harrison Township

Recommendation: That the Board of Commissioners approve the attached Path Maintenance Agreement with the Charter Township of Harrison for the period of Nov. 1, 2010 through Oct. 31, 2011 as recommended by Director Moilanen and staff.

PATH MAINTENANCE AGREEMENT

THIS AGREEMENT, made and entered into this _____ day of _____ by and between the Charter Township of Harrison (the "Township") whose address is 38151 L'Anse Creuse, Harrison Township, Michigan 48045 and the Huron-Clinton Metropolitan Authority (the "Authority") whose address is 13000 High Ridge Drive, Brighton, Michigan 48116.

WHEREAS, the Township is the owner of a hike/bike path located in Harrison Township, Macomb County, Michigan, along the route designated in Exhibit A hereto attached (the "Bicycle Trail"); and

WHEREAS, the Authority owns, operates and maintains Metro Beach Metropark (the "Metropark") which is contiguous to the Path as shown in Exhibit A hereto attached; and

WHEREAS, the Township has requested the Authority to assist the Township by providing certain maintenance services on the Path, and the Authority is adequately staffed and equipped to provide such services, and is willing to do so upon certain conditions;

NOW, THEREFORE, the parties hereto agree as follows:

1. During the term of this Agreement, the Authority agrees to provide the following maintenance services (the "Services") on the Path:
 - a. snow plowing,
 - b. grass cutting on Path margins, and
 - c. sweeping.

The Services do not include, and the Authority does not undertake, maintenance or repair of the Path surface or other structural elements, any clearance of obstacles or blockages or any activity which is intended to survey, monitor, identify, report, correct, modify, change or improve any condition of the Path with respect to the safety of the Path for travel of persons or vehicles or the safety in any respect of any person having occasion to use the Path. Rather, the Services will be provided on an occasional basis, solely to enhance the recreational characteristics of the Metropark.

2. The Township agrees to maintain the insurance coverages described below and to indemnify and hold harmless the Authority, its Commissioners, officers, agents and employees against any and all claims, suits, losses, damage or injury to persons or property of whatever kind or nature, whether direct or indirect, arising out of or in connection with performance of the Services or otherwise in connection with this agreement. The Township shall procure at its own expense Comprehensive General Liability Insurance coverage, including personal injury liability and property damage liability coverage, together with Broad Form Contractual Insurance coverage sufficient to protect the Township and the Authority, its Commissioners, officers, agents and employees from any claims for damage to property and for personal injuries which may arise in connection with performance of the Services or otherwise in connection with this Agreement. A Certificate or Certificates of Insurance describing the coverages required hereunder must be furnished the Authority by the Township showing all premiums paid prior to the provision of any Services by the Authority. The Certificate of Insurance must name the Authority as an "Additional Insured" in relation to the maintenance of the Path. The insurance policy or policies shall contain an endorsement providing for furnishing the Authority thirty (30) days' written notice prior to any material change, termination or cancellation of the insurance policy or policies. The Township shall provide Comprehensive General Liability insurance with the following limits of liability:

<i>Bodily Injury Liability</i>	<i>\$1,000,000 each occurrence</i> <i>\$1,000,000 aggregate</i>
<i>Property Damage Liability</i>	<i>\$ 100,000 each occurrence</i> <i>\$ 100,000 aggregate</i>

The Broad Form Contractual Insurance shall provide coverage in the amount of \$1,000,000.

It is expressly understood and agreed by and between the parties that the liability of the Township hereunder shall not be limited to the aforementioned insurance coverage.

3. This Agreement shall become effective upon execution by the duly authorized agents of the parties, and shall remain in effect from Nov. 1, 2010 through Oct. 31, 2011 unless and until thirty (30) days after either party shall notify the other party in writing of its election to terminate.

4. It is further agreed that the Township will reimburse the Authority for the services listed below against the Authority's invoice for the period beginning the first day of November 2010 and ending the last day of October 2011 at the following rates:

1. Full-Time employee grass cutting and snow plowing wages @ \$51.10 per hour.
2. Seasonal employee grass cutting and sweeping @ \$12.32 per hour/\$18.48/O.T.
3. Equipment wages @ \$85.00 per 8-hour period.
4. Salt prorated at \$43.00 per ton.

IN WITNESS WHEREOF, the parties have caused these presents to be executed and delivered by their duly authorized officers on the date first given above.

**HURON-CLINTON
METROPOLITAN AUTHORITY**

CHARTER TOWNSHIP OF HARRISON

BY: _____
Harry E. Lester
Chairman

BY: _____
Anthony G. Forlini
Harrison Twp. Supervisor

Anthony V. Marrocco
Secretary

Jan P. Jorgensen
Harrison Twp. Clerk

DATE: _____



8 - B - 1
Meeting of November 11, 2010

HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: David C. Moilanen, Director
Subject: 26 Mile Road Maintenance Agreement, Macomb County Road Commission
Date: November 11, 2010

The Authority would like to continue a maintenance agreement with the Board of County Road Commissioners of Macomb County to maintain grass and weed control for the 26 Mile Road median, from Stony Creek Metropark to M-53.

This agreement would be in effect Nov. 1, 2010 through Oct. 31, 2011. The Macomb County Road Commission will pay the Authority \$7,990.00 for grass and weed control services.

Attachment: 26 Mile Road Maintenance Agreement

Recommendation: That the Board of Commissioners approve the attached Maintenance Agreement with the Board of County Road Commissioner of Macomb County for maintenance of the 26 Mile Road median for the period of Nov. 1, 2010 through Oct. 31, 2011 as recommended by Director Moilanen and staff.

MUNICIPAL MAINTENANCE CONTRACT AGREEMENT

This **CONTRACT** made this _____ day of _____, between the **BOARD OF COUNTY ROAD COMMISSIONERS OF MACOMB COUNTY** (hereinafter referred to as "**BOARD**"), and the **HURON-CLINTON METROPOLITAN AUTHORITY** (hereinafter referred to as "**HCMA**"), and serves as an Agreement for the fiscal year beginning November 1, 2010 and ending October 31, 2011.

WHEREAS, it is deemed both necessary and practical by both parties that 26 Mile Road median from Stony Creek Metropark to M-53 (not including the M-53 roundabouts) under the jurisdiction of the **BOARD** be provided grass and weed control maintenance through and by maintenance forces of the **HCMA**; and

WHEREAS, it is declared that the work to be performed under this Agreement is a governmental function and it is the intent of the parties that the **HCMA** shall perform the work under this Agreement in a manner and with such frequency as to maintain the roadways in a condition reasonably safe and convenient for public travel and/or to prevent a condition from becoming a nuisance; and,

WHEREAS, the manner in which the work is to be performed will be within the discretion and control of the **HCMA** as to what services it feels is necessary and proper weed and grass control along Macomb County primary road; and the **CITY'S** corporate limits; and

WHEREAS, the parties further declare that the contractual undertaking of the **HCMA** pursuant to this Agreement, confers contractual rights only on the **BOARD** and **HCMA** and does not confer third party beneficiary or other contractual rights in any other person to recover damages to person or property from the **BOARD** or **HCMA**; and

WHEREAS, the parties agree the **HCMA** shall maintain automobile liability insurance in compliance with the No-Fault Automobile Insurance Laws of the State of Michigan for motor vehicles used by the **HCMA** for work performed under this Agreement; and

WHEREAS, during the duration of the Agreement, the parties agree the **BOARD** does not assume any liability resulting from the negligent actions or negligent operation of any motor vehicles, by any officer, agent or employee of the **HCMA** in connection with the performance of services under this Agreement; and

FURTHER, in consideration of the promises and acknowledgments of the parties hereto, the **BOARD** agrees to pay the **HCMA** the amount of \$7,990.00 for grass and weed control for said services performed by the **HCMA** during the fiscal year and in accordance with the above terms and conditions.

EXECUTED:_____

**HURON-CLINTON
METROPOLITAN AUTHORITY**

**BOARD OF COUNTY ROAD
COMMISSIONERS OF MACOMB COUNTY**

Harry E. Lester, Chairman

Lawrence J. Moloney P. E., Chairperson

Anthony V. Marrocco, Secretary

Dan G. Dirks, Vice Chairperson

Fran Gillett, Commissioner

**HURON-CLINTON METROPOLITAN AUTHORITY**

To: Board of Commissioners
From: Michael Arens, Chief Engineer
Subject: Report – Proposed DTE SolarCurrents Photovoltaic Project
Date: November 11, 2010

Staff and representatives of DTE Energy are currently discussing the possibility of developing a photovoltaic energy project at Indian Springs Metropark under DTE's SolarCurrents program. The proposed photovoltaic project, approximately 250 kilowatts (kW) in capacity and owned by DTE Energy, would potentially occupy approximately 1.5 acres of land under an easement to be granted to DTE by the Authority.

DTE's SolarCurrents program is designed to help DTE meet Michigan's renewable portfolio standard through the development of photovoltaic systems, while providing incentives to DTE customers who participate in the program. The program offers two options for customer participation: customer-owned systems (ranging from 1 kW to 20 kW), and utility-owned systems (100 kW to 500 kW).

The customer-owned option provides incentives for customers to install and operate photovoltaic systems on their property, at customer expense. The incentives provide for an up-front rebate of \$2.4 kW installed capacity, plus a \$0.11 per kilowatt-hour credit for power produced. The customer must enter into a "SolarCurrents Contract" with DTE. This contract stipulates that DTE will purchase the applicable renewable energy credits (RECs) and retain all interest in RECs generated by the system. The customer installs and maintains the system at its expense, and it must remain a DTE customer for the 20-year term of the contract. An interconnection agreement is also required: this is a technical agreement covering interconnecting equipment between the customer's equipment and DTE's, electrical metering, operation, access and disconnection. The Authority entered into a customer-owned SolarCurrents Contract with DTE earlier this year for a 2.4 kW photovoltaic system that was installed on the golf cart storage building at Huron Meadows Metropark. This project was completed last August.

The utility-owned option allows DTE to install, operate and maintain a photovoltaic system at its expense on the customer's property, in exchange for an agreed-upon construction payment and a separate annual payment for the term of the agreement. As with the customer-owned option, the utility-owned option requires that the customer enter into a 20-year contract with DTE, that it remain a DTE customer at the premises for the contract term, and that DTE retains interest in the RECs generated. Unlike the customer-owned option, the utility-owned system connects directly into DTE's distribution system, and no per-kilowatt/hour credit is given to the customer. The customer must grant an easement to DTE for the construction, operation and maintenance of the system: this "Solar Power Easement Agreement" forms the basis of the agreement between DTE and the customer. DTE's typical form of agreement includes provisions for extending the contract beyond 20 years; for customer review of the project drawings and specifications; for sale or transfer of the premises by the customer; and for reimbursement by the customer of DTE's cost to remove the system (in the event that the customer closes or abandons the site or desires the system to be relocated).

Earlier this year, DTE issued a solicitation of interest to customers who owned a minimum of 15,000 square feet of building rooftop area, or an equivalent ground area, and who may be interested in hosting a DTE SolarCurrents project. Recognizing the HCMA Board of Commissioner's interest in supporting alternative energy projects, staff submitted a tentative proposal for hosting a site at Indian Springs Metropark last April. Staff believed that the project would be compatible with the educational mission of the Environmental Discovery Center (EDC), while offering the public educational opportunity that DTE seeks. The project would include up-front and annual financial incentives for HCMA. And it would allow HCMA and DTE to partner in supporting alternative power production, without capital investment by HCMA.

A total of 168 respondents from across the state submitted proposals to DTE, and of them, between 6 and 10 sites were to be selected for DTE's 2011 construction program. We were recently advised that the Authority's proposal for Indian Springs has been selected by DTE as a possible site.

The proposed 250 kW system would have more than 100 times the capacity of the photovoltaic system at Huron Meadows. It would generate power sufficient to approximately 45 homes a year. Total area needed to support a 250 kW system is approximately 1.5 acres. DTE's total estimated cost to construct the project would be in the \$1.2 - \$1.5 million range.

Staff is considering several alternative sites at Indian Springs Metropark, located generally to the southeast of the EDC and the Main Park road. The proposed sites are in areas of the park for which no future development is currently planned. The system would connect directly into DTE's electrical distribution system that is located nearby. Public visibility of the system is a priority for DTE to promote education of alternative power systems. It should be noted that the power generated by the system would be utilized at the EDC, and the payments under the easement agreement would help defray energy costs at Indian Springs Metropark.

The proposed system would be a ground-mounted photovoltaic array with fencing and support equipment. Of special concern to staff is that the project should not greatly detract from the natural values of the site. Therefore its aesthetics are important, and site selection is critical. While the project must be visible, it must also be as visually unobtrusive as practicable. Special measures to accomplish this may include low-profile vinyl-coated fencing and low-maintenance native grass plantings in the array area. We must confirm that the project would not be contrary to the anti-conversion requirements of the Michigan Department of Natural Resources and the National Park Service, since Indian Springs Metropark received recreation grant support for projects in the past. DTE would plan to provide a small educational kiosk in the EDC building to promote awareness and education of the system.

DTE's preliminary proposal for the up-front payment is \$5,000, and their proposal for the annual payment is \$5,000 for each year of the contract term. These amounts are based on DTE's typical payment offer of \$20 per kWh of installed capacity for both the up-front payment and for the annual payment.

If the Board of Commissioners directs staff to continue discussions with DTE on this project, the parties will identify a preferred site, agree on certain design and construction details, and negotiate the terms of the Solar Power Easement Agreement. This agreement would be brought back to the Board within the next few months for consideration. If the agreement were to be approved by the Board, DTE would plan for construction to begin as soon as possible next year, with the goal of placing the system on-line in 2011.

The proposed project may offer an opportunity for HCMA and DTE to become partners in showing support for, and promoting education of, alternative energy systems on a meaningful scale at the Indian Springs EDC. Depending on the feasibility of a project at Indian Springs, opportunities for partnership between DTE and HCMA at other Metropark locations may exist.

Attachment: DTE Solar Panel Installation Site Evaluation

Recommendation: That the Board of Commissioners authorize staff to continue negotiations with DTE Energy toward an agreement for a utility-owned SolarCurrents project at Indian Springs Metropark as recommended by Chief Engineer Arens and staff.

GEORGE M. CARR, P.C.

ATTORNEY AND COUNSELOR

327 SEYMOUR
LANSING, MICHIGAN 48933(517) 371-2577
Fax (517) 482-8866
gmcarr@carrlawfirm.com

November 4, 2010

Mr. Harry Lester, Chairman
Huron-Clinton Metropolitan Authority
13000 High Ridge Drive
Brighton, Michigan 48114-9058

Dear Chairman Lester:

Beginning next year all branches of Michigan government will be under Republican control. With an 18 point lead Governor-Elect Rick Snyder lead a sweep of the House, Senate, Supreme Court, Attorney General, Secretary of State and two congressional seats for the GOP.

The House of Representatives saw the largest swing since 1964 with the Republicans gaining 20 additional seats. The new House will see a nearly complete reversal of the 67D/43R majority to 63R/47D in 2011.

The Senate Republican's increased their majority status by 4 additional seats to a 26R/12D "super majority". With 26 of 38 seats the Senate Republicans no longer need to worry about the Constitutional 2/3 votes necessary for "immediate effect" on any legislation.

While leadership elections are yet to be held in both chambers it is clear that Lansing will be anything but "business as usual" for the balance of 2010 and the next two years. The HCMA counties will have 39 new legislators taking office in 2011. While several are moving from the House to the Senate, many are completely new to Lansing. Attached is a preliminary summary for Commissioners and staff on the five HCMA counties break down of the new 2011-12 Legislative Delegation.

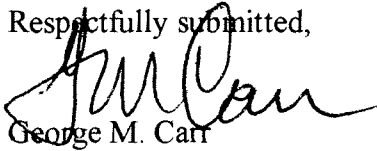
By the Commission meeting the House and possibly the Senate will have met and voted on leadership. Committee structure, Chairs and committee membership are not expected to be decided until after the Thanksgiving recess.

One of the most significant outcomes of this election will be the pending reapportionment debate in the Legislature based on the 2010 Census. With control of Executive, Legislative and Judicial branches the Republicans have a strong position to

draw favorable state and federal districts for the next decade. Even with strict state and federal apportionment rules there is significant latitude to craft legislative districts favoring one party. With the 2010 elections complete the Republicans now have a clear advantage. With the Michigan Supreme Court's 4/3 Republican majority beginning next year even the inevitable court challenges to reapportionment appear to be under control by the GOP.

Therefore, after the dust settles, the 2010 General Election has effectively charted Michigan's political future for the next decade.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "G. Carr", written over the printed name.

George M. Carr



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: George Carr, Legislative Consultant
Subject: HCMA 2010 Election Summary – Metropark Districts
Date: November 11, 2010

Wayne County

Senate – 8	7D / 1R / 2inc / 6 new	N/C
1 st	Coleman Young II	D
2 nd	Bert Johnson	D
3 rd	Morris Hood	D
4 th	Virgil Smith	D
5 th	Tupac Hunter	D (inc)
6 th	Glenn Anderson	D (inc)
7 th	Patrick Colebeck	R
8 th	H.Y. Hopgood	D
House – 23	20D / 3R / 12inc / 11 new	R +2
1 st	Tim Bledsoe	D (inc)
2 nd	Lisa Howze	D
3 rd	Alberta Talabi	D
4 th	Maureen Stapelton	D
5 th	John Olumba	D
6 th	Fred Durhal	D (inc)
7 th	Dr. Jimmy Womack	D (inc)
8 th	Thomas Stallworth III	D
9 th	Shanell Jackson	D (inc)
10 th	Harvey Santana	D
11 th	David Nathan	D (inc)
12 th	Rashida Tlaib	D (inc)
13 th	Andrew Kandrevas	D (inc)
14 th	Paul Clemente	D
15 th	George Darany	D
16 th	Bob Constan	D (inc)
17 th	Phil Cavanaugh	D
18 th	Richard LeBlanc	D (inc)
19 th	John Walsh	R (inc)
20 th	Kurt Heise	R (D to R)
21 st	Dian Slavens	D (inc)
22 nd	Doug Geiss	D (inc)
23 rd	Pat Sommerville	R (D to R)

Macomb County

Senate – 3	1D / 2R / 3 new	R +1
9 th	Steve Bieda	D
10 th	Torry Rocca	R (D to R)
11 th	Jack Brandenburg	R
House – 9	4D / 5R / 4 inc / 5 new	R +2
24 th	Anthony Forlini	R (D to R)
25 th	Jon Switalski	D (inc)
28 th	Leisa Liss	D (inc)
30 th	Jeff Farrington	R
31 st	Marilyn Lane	D
32 nd	Andrea LaFontaine	R (D to R)
33 rd	Ken Goike	R
36 th	Pete Lund	R (inc)
42 nd	Harold Haugh	D (inc)

Oakland County

Senate – 5	1D / 4R / 1 inc / 4 new	R +1
12 th	Jim Marleau	R
13 th	John Pappageorge	R (inc)
14 th	Vincent Gregory	D
15 th	Mike Kowall	R
26 th	Dave Robertson	R (D to R)
House – 14	6D / 8R / 10 inc / 4 new	R +1
26 th	Jim Townsend	D
27 th	Ellen Lipton	D (inc)
29 th	Tim Melton	D (inc)
35 th	Rudy Hobbs	D
37 th	Vicki Barnett	D (inc)
38 th	Hugh Crawford	R (inc)
39 th	Lisa Brown	D (inc)
40 th	Chuck Moss	R (inc)
41 st	Marty Knollenberg	R (inc)
43 rd	Gail Haines	R
44 th	Eileen Kowall	R (inc)
45 th	Tom McMillan	R (inc)
46 th	Bradford Jacobson	R
66 th (part)	Bill Rogers	R (inc)

Livingston County

Senate – 1	0D / 1R / 1 new	N/C
22 nd	Joe Hune	R
House – 2	0D / 2R / 2 inc	N/C
66 th	Bill Rogers	R (inc)
47 th	Cindy Denby	R (inc)

Washtenaw County

Senate – 2	1D / 1R / 1 inc / 1 new	N/C
17 th	Randy Richardville	R (inc)
18 th	Rebecca Warren	D
House – 3	2D / 1R / 0 inc / 3 new	R +1
52 nd	Mark Ouimet	R (D to R)
53 rd	Jeff Irwin	D
54 th	Dave Rutledge	D

Summary

Majority/Leadership

Senate – 19	10D / 9R / 4 inc / 15 new	R +2	9/26 (34.6%)
House – 51	32D / 19R / 12 inc / 24 new	R +6	19/63 (30.1%)

**HURON-CLINTON METROPOLITAN AUTHORITY**

To: Board of Commissioners
From: David L. Wahl, Controller
Subject: Preliminary 2011 Budget Estimates
Date: November 11, 2010

Metropark staff administrators have been working on the challenge of developing a 2011 financial plan for the development and operation of the Metropark system. At this stage of the process, staff is in a position to review how preliminary 2011 Budget figures are shaping up. It is requested that the Board of Commissioners review the attached preliminary 2011 Budget estimates and give staff direction at the November 11, 2010 Board meeting.

In total, the preliminary 2011 Budget is projected at \$73,600,000, nearly the same level as the 2010 Budget of \$74.5 million. Although the total budget is similar, the individual components of the 2011 Budget have changed from a year ago.

At the May 2010 Board meeting, staff presented an update to the 2009 Revised Five-Year Plan. This update was necessary since the property tax declines were greater than originally projected. The basic objectives of the updated Five-Year Plan remained the same as in 2009: (1) to maintain park services, quality maintenance and secure parks, (2) to defer more capital improvement projects, and (3) to build up the Authority's Reserve for Future Contingencies account.

Metropark employees at all levels have embraced these objectives. Staff continued to be dedicated to conserving cash wherever and however possible, while only minimally impacting park patrons. This is demonstrated by the fact that 2010 park operating expenses are projected to come in \$1.2 million – 3.5 percent under budget. 2011 park operation expenditures are expected to increase only \$0.3 million (0.8 percent) over 2010 estimated actual expenditures. Many 2011 cost increases are being absorbed by changing operating practices and not filling positions. Equipment replacements for 2011 have been pared down to \$1.1 million from \$2.4 million in 2010. Seven full time positions that were funded in 2010 will not be funded in 2011 (attrition). The Reserve account will continue to be built up with: (1) a net of \$1.45 million returned from favorable 2010 results, and (2) another \$1.45 million held back from 2011 budget allocations.

The 2011 preliminary Budget figures address the basic objectives of the update to the 2009 Revised Five-Year Plan. Overall, new revenues coming to the Authority in 2011 are projected to decline \$4.6 million (9.1 percent) to \$46.3 million. Five-county net tax revenues produced by the Authority's .2146 millage rate are expected to decline \$3,250,000 (9.4 percent) to \$31,350,000. With no new major revenue producing facilities coming on line and no significant fee increases, park operating revenues are projected to decline slightly to \$14,250,000 from 2010 estimated actual of \$14,500,000 (down \$250,000 – 1.7 percent). The poor economy should continue to hamper Authority golf courses, creating a \$150,000 drop. Aquatic facilities were greatly aided in 2010 by unusually warm weather. A return to more normal Michigan weather patterns could drop aquatic revenues by \$100,000.

Interest income will continue to be depressed by low yields, dropping to an estimated \$250,000 in 2011. The construction of the Kensington-Milford Bike Trail Connector should allow the Authority to recognize \$300,000 from a DNRE grant. Due to the extension of equipment replacement cycles, especially golf cars and vehicles, there will be fewer equipment items available for the 2011 auction. Auction proceeds are projected at \$150,000.

Capital and Reserve account funds predicted to carry over from 2010 should total \$27.3 million, about \$3.7 million more than in 2010. Unencumbered capital appropriations are forecasted at \$12.65 million, dropping \$1.5 million as capital improvement project carryovers are down \$2.3 million, while land acquisition, equipment and engineering/planning carryover funds are up \$0.8 million. Overall, favorable operating results from 2010 should allow the Reserve account to grow from the current level of \$13.2 million to \$14.65 million by year's end.

On the expenditure side, allocation of the \$73.6 million of anticipated 2011 funds was guided by the Five-Year Plan. Funding for park operations at \$32.7 million represents only a \$277,000 (0.8 percent) increase over projected 2010 actual expenses of \$32.4 million. Park Superintendents have done an excellent job of holding the line on 2011 park operating expenses by recommending many changes in operating practices while absorbing wage/fringe/benefit/supply increases. 2011 park operating expense changes are highlighted in the Key Factors section on page 7.

Capital improvement project funding at \$6.95 million will continue facility infrastructure replacement with 45 projects. The majority (\$6.1 million) of these projects have been previously approved by the Board of Commissioners, either in the 2010 Budget or in the Revised Five-Year Plan for 2011. The reduction in funding this area is consistent with the Board's decision to defer some capital improvement projects.

Land acquisition funds at \$5.9 million entirely represent unspent 2010 funds that will carry over to 2011. Equipment expenditures were reduced significantly to \$1.1 million due to a slowing down of equipment replacement cycles. Unlike 2010, golf car fleets, police/staff vehicles and many mowing units are not being replaced in 2011. Major maintenance project expenditures at \$2.45 million for 78 projects continue to grow as Metropark facilities continue to show their age more and more. As capital improvement funding decreases, planning and engineering will be able to focus more efforts on these major maintenance projects that are essential to keep up with the repairing of aging Metropark infrastructure.

Administrative Office expenditures are scheduled at \$6.25 million, up \$629,000 (11 percent) over 2010 projected actual expenses. Increases that were addressed include: (1) full year's salary for Director, Deputy Director, Administrative Secretary and severance pay for former Director; (2) 2.0 percent contractual wage increase, (3) 17 percent rate increase in health care premiums for 28 active and 135 retirees/spouses, (4) seven additional retirees for health care coverage, (5) additional administrative support for Chief of Police, (6) \$54,000 increase in email based marketing, (7) \$100,000 increase allocation for marketing efforts, and (8) \$80,000 increase in computer equipment and email system.

Partially offsetting these increases will be cost savings expected from: (1) one less full time employee (Internal Auditor), and (2) no printing of the Metropark map and Biennial Report.

In keeping with the goal of conserving cash and building up the Reserve account, Staff is recommending that \$1.45 million of 2011 funds be retained in the Reserve account. The projected Reserve of \$16.1 million should position the Authority to absorb a minimum of two more years of significant tax revenue declines.

In these challenging economic times, Staff has endeavored to offer our park visitors a balanced plan that will continue to deliver quality recreational services to current users while rehabilitating Metroparks facilities for future generations. In addition, by increasing the Reserve account from \$13.2 million to \$16.1 million (up 22 percent), the Authority continues to be in a position to weather this economic downturn.

We are hopeful the Board shares our view.

Attached to the 2011 Preliminary Budget Estimates are: (1) summaries of Capital Improvement and Major Maintenance projects, and (2) a summary of Key Factors of the 2011 Budget to provide a more in-depth look at the 2011 Budget figures.

Attachment: Preliminary Budget Estimates

RECOMMENDATION: That the Board of Commissioners: (1) give staff direction on these figures, and (2) receive and file the preliminary 2011 Budget estimates as recommended by Controller Wahl and staff.

**HURON-CLINTON METROPOLITAN AUTHORITY
GENERAL FUND
PRELIMINARY 2011 BUDGET ESTIMATES
NOVEMBER 11, 2010**

	2011			2010*	
	BUDGET	%	% CHANGE	BUDGET*	%
<u>REVENUES</u>					
Taxes	\$31,350,000	43%	(9%)	\$34,600,000	46%
Park Operations	14,250,000	19%	(3%)	14,700,000	20%
Interest Income	250,000	—	(37%)	400,000	1%
Sale of Capital Assets	150,000	—	(50%)	300,000	—
Grants	300,000	1%	(67%)	900,000	1%
Miscellaneous	0	—	—	0	—
Total Budgeted Revenues	\$46,300,000	63%	(9%)	\$50,900,000	68%
Unencumbered Capital Appropriations at 12/31	12,650,000	17%	(11%)	14,150,000	19%
Reserve for Future Contingencies at 12/31	14,650,000	20%	55%	9,450,000	13%
TOTAL REVENUES/FUND BALANCE	<u>\$73,600,000</u>	<u>100%</u>	<u>(1%)</u>	<u>\$74,500,000</u>	<u>100%</u>
<u>EXPENDITURES</u>					
Engineering/General Planning	\$2,150,000	3%	—	\$2,150,000	3%
Capital Improvements**	6,950,000	9%	(35%)	10,700,000	15%
Equipment	1,100,000	2%	(54%)	2,400,000	3%
Land Acquisition	5,900,000	8%	1%	5,850,000	8%
Major Maintenance**	2,450,000	3%	9%	2,250,000	3%
Administrative Office	6,250,000	9%	2%	6,150,000	8%
Park Operations	32,700,000	44%	(1%)	33,000,000	44%
TOTAL EXPENDITURES	<u>\$57,500,000</u>	<u>78%</u>	<u>(8%)</u>	<u>\$62,500,000</u>	<u>84%</u>
Reserve for Future Contingencies	16,100,000	22%	34%	12,000,000	16%
TOTAL EXPENDITURES & RESERVE	<u>\$73,600,000</u>	<u>100%</u>	<u>(1%)</u>	<u>\$74,500,000</u>	<u>100%</u>

*Original Budget amounts.

**See attached Schedules.

Note: Rounded to nearest \$50,000.

Prepared: 10/26/2010

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget Estimates
Capital Improvement Projects (45)

	2010 Rebudgeted Projects (13) (Schedule A)	2011 Five-Year Projects (8) (Schedule B)	2011 New Projects (24) (Schedule C)	2011 Total Projects (45)
Metro Beach	\$579,000	\$531,000	\$72,000	\$1,182,000
Kensington	255,000	793,000	23,000	1,071,000
Lower Huron	—	—	50,000	50,000
Hudson Mills	600,000	—	35,000	635,000
Stony Creek	746,000	550,000	188,000	1,484,000
Willow	525,000	—	242,000	767,000
Oakwoods	137,000	—	25,000	162,000
Lake Erie	—	—	156,000	156,000
Indian Springs	—	—	11,000	11,000
Huron Meadows	1,409,000	—	—	1,409,000
Rounding Factor				23,000
Totals	<u>\$4,251,000</u>	<u>\$1,874,000</u>	<u>\$802,000</u>	<u>\$6,950,000</u>

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget – Capital Improvements Projects
2010 Rebudgeted Projects (13)
Schedule A

<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
<u>METRO BEACH</u>		
1. Reconstruct Parking Lot, Phase 1	\$500,000	Start accumulating funds to completely reconstruct main parking lot to address failing catch basins and meet new Phase 2 storm water discharge requirements. In accordance with revised Five-Year Plan, this project would be deferred until after 2013.
2. Replace Par 3 Maintenance Building	79,000	Replace and relocate deteriorated Par 3 maintenance building.
<u>KENSINGTON</u>		
– East Boat Launch Ramp / Pier Replacement	255,000	Replace six boat launch ramps and three piers, walk and parking lot which have deteriorated beyond their useful lives.
<u>HUDSON MILLS</u>		
– Hudson Mills to Dexter Trail	600,000	Construct 2.8 miles of hike/bike trail on west side of Huron River to connect existing trail to Village of Dexter. MDNR grant application resubmitted 3/2010. Joint venture through cooperative efforts of Washtenaw County Road Commission, Washtenaw County Parks & Recreation, Village of Dexter and MDOT. Grant awards to be announced 12/2010.
<u>STONY CREEK</u>		
1. Golf Course Parking Lot Resurfacing	146,000	Resurface badly deteriorated parking lot at golf course.
2. Eastwood Beach Redevelopment	600,000	Consolidate beach use at Eastwood Beach with an adventure activity/tot lot facility.
<u>WILLOW</u>		
– North Entrance Road - Toll Area Reconstruction	525,000	Replace badly deteriorated North Entrance Road with new realigned entry road and HCMA standardized toll booth off South Huron River Road.

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget – Capital Improvements Projects
2010 Rebudgeted Projects (13)
Schedule A

<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
<u>OAKWOODS</u>		
– Hike/Bike Trail Reconstruction	137,000	Reconstruct 1.3 miles of badly deteriorated hike/bike trail.
<u>HURON MEADOWS</u>		
1. Park Service Building	840,000	Replace badly deteriorated park service buildings that were obtained with property acquisition 31 years ago.
2. Park Maintenance Storage Building	250,000	Replace badly deteriorated quonset hut supply/ equipment storage buildings which were obtained with property acquisition 31 years ago.
3. Park Maintenance Building Demolition	\$168,000	Demolish existing park service and storage buildings to prepare site for construction.
4. Park Maintenance Area Paving	128,000	Pave new park maintenance service areas.
5. Park Maintenance Area Site Completion	23,000	Screen new maintenance area with landscape plantings.
TOTAL 2010 REBUDGETED PROJECTS (13)	\$4,251,000	

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget – Capital Improvements Projects
2011 Five-Year Plan Projects (8)
Schedule B

<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
<u>METRO BEACH</u>		
1. Redevelop East Boardwalk Area	\$260,000	Replace boardwalk with paved walk, site furnishings and trees.
2. Comfort Station - Class A	250,000	Construct comfort station at site of old combination building which was demolished in 2010.
3. Picnic Shelter - Boardwalk	21,000	Construct new picnic shelter at site of old combination building area.
<u>KENSINGTON</u>		
1. Maple Beach Redevelopment	250,000	Accumulate funds to demolish outdated foodbar/ bathhouse/restaurant and replace with comfort station at Maple Beach.
2. Hike/Bike Trail Reconstruction	143,000	Reconstruct badly deteriorated sections around traffic circle.
3. Martindale Parking Lot Redevelopment/Surfacing	400,000	Accumulate funds to redevelop north/south parking lots, storm system and landscaping to improve deteriorated pavement and complete redevelopment of Martindale Beach.
<u>STONY CREEK</u>		
1. Eastwood Beach Building Renovations	300,000	Renovate deteriorated Eastwood Beach Food Bar and bathhouse building interiors.
2. Boat Launch Restroom Renovations	250,000	Provide accessible restroom upgrades to accommodate heavy use.
TOTAL 2011 FIVE-YEAR PLAN PROJECTS (8)	\$1,874,000	

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget – Capital Improvements Projects
2011 New Projects (24)
Schedule C

<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
<u>METRO BEACH</u>		
– Communication System	\$49,000	Replace/upgrade phone/data communication lines from service yard to park office/toll booths. Existing lines are unreliable and failing.
<u>LOWER HURON</u>		
1. Turtle Cove Corral Area Improvements	20,000	Provide concrete pads and stationary picnic tables for rent around Turtle Cove fence.
2. Culvert Replacement - South Fishing Lot	30,000	Replace deteriorated culvert.
<u>HUDSON MILLS</u>		
– Communication System	35,000	Replace/upgrade phone/data communication lines from Activity Center/Office to Service Area. Existing lines are unreliable and failing.
<u>STONY CREEK</u>		
1. Gladeview Picnic Area South Parking Lot Reconstruction	100,000	Reconstruct badly deteriorated parking lot.
2. Golf Maintenance Equipment Storage Building	21,000	Construct a three-sided equipment storage building to prevent equipment exposure to elements.
<u>WILLOW</u>		
1. Golf Course Drainage Improvements	25,000	Improve drainage of No. 16 fairway and eliminate standing water.
2. Service Area Above Ground Fuel Storage	128,000	Convert current underground fuel storage tanks to above ground fuel storage tanks.
3. Picnic Shelter - Pool	21,000	Construct a new picnic shelter close to the new pool area.

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget – Capital Improvements Projects
2011 New Projects (24)
Schedule C

<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
4. Communication System	68,000	Replace/upgrade phone/data communication lines from warehouse to pool area. Existing lines are unreliable and failing.
<u>OAKWOODS</u>		
– Canoe/Kayak Access	25,000	Develop in conjunction with the SeaBees a canoe/kayak access to the Huron River by the shore fishing area.
<u>LAKE ERIE</u>		
1. Toll Booth Replacement	90,000	Replace entrance toll booth with HCMA standardized toll booth.
2. Communication System	\$55,000	Replace/upgrade phone/data communication lines from Park Office to pool complex. Existing lines are unreliable and failing.
Subtotal Above 13 Projects	<u>\$667,000</u>	
– 11 Miscellaneous Minor Projects Under \$50,000 at 4 Parks	<u>135,000</u>	
TOTAL 2011 NEW PROJECTS (24)	<u><u>\$802,000</u></u>	

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget Estimates
Schedule of Major Maintenance Projects

	<u>2011 Budget (78)</u>	<u>2010 Budget (60)</u>
Metro Beach	\$613,000	\$191,000
Kensington	435,000	433,000
Dexter-Huron	0	12,000
Lower Huron	113,000	99,000
Hudson Mills	38,000	53,000
Stony Creek	251,000	961,000
Willow	318,000	52,000
Oakwoods	16,000	10,000
Lake Erie	164,000	163,000
Wolcott Mill	110,000	48,000
Indian Springs	150,000	56,000
Huron Meadows	117,000	110,000
Engineering/General Planning	113,000	70,000
Rounding Factor	<u>12,000</u>	<u>(8,000)</u>
Total Major Maintenance Projects	<u><u>\$2,450,000</u></u>	<u><u>\$2,250,000</u></u>

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget Estimates
Significant 2011 Major Maintenance Projects (78)

		<u>TOTAL</u>
<u>METRO BEACH (16)</u>		
1.	Shore Marina Walk Repairs	\$25,000
2.	Remove Cold Storage Area - Administration Building	31,000
3.	Parapet Repair/Paint - Administration/Concession Building	45,000
	Recoat Building and Roof - Oil Shed and Open Storage	90,000
4.	Buildings	
5.	Replace Pool High Pressure Sand Filters	155,000
6.	Rebuild Catch Basins - Loop Road	25,000
7.	Lighting System Energy Retrofit	25,000
8.	Replace Trash Compactor	54,000
9.	Remove Floating Marina	53,000
–	Seven (7) Minor Projects Under \$25,000	<u>110,000</u> \$613,000
<u>KENSINGTON (12)</u>		
1.	Park Roadway Striping	30,000
2.	Warehouse Repairs	30,000
3.	Paint Park Office Exterior/Fascia Repairs	30,000
4.	Boat Rental Sewage Pump Replacement	29,000
5.	Hike-Bike Trail Pedestrian Bridge Painting	185,000
6.	Farm Center Barn Roof Replacement	56,000
–	Six (6) Minor Projects Under \$25,000	<u>75,000</u> 435,000
<u>LOWER HURON (7)</u>		
–	Seven (7) Minor Projects Under \$25,000	113,000
<u>HUDSON MILLS (2)</u>		
–	Two (2) Minor Projects Under \$25,000	38,000
<u>STONY CREEK (11)</u>		
1.	Baypoint Beach Bathhouse Roof Repairs	33,000
2.	Park Office Roof Replacement	42,000
3.	Replace Baypoint Bathhouse Fuel Tank	52,000
–	Eight (8) Minor Projects Under \$25,000	<u>124,000</u> 251,000
<u>WILLOW (9)</u>		
1.	Willow Pool Bathhouse/Food Bar Renovations	160,000
2.	Sanitary Sewer Cleaning/Televising	27,000
3.	Golf Course Culvert Replacement - #1, 18 and 16	31,000
4.	Lighting System Energy Retrofit	25,000
–	Five (5) Minor Projects Under \$25,000	<u>75,000</u> 318,000
<u>OAKWOODS (1)</u>		
–	One (1) Minor Project Under \$25,000	16,000

HURON-CLINTON METROPOLITAN AUTHORITY
Preliminary 2011 Budget Estimates
Significant 2011 Major Maintenance Projects (78)

		<u>TOTAL</u>
<u>LAKE ERIE (7)</u>		
1.	Concrete Repairs - Park Wide	\$26,000
2.	Dredge Spoil Pile Removal	58,000
–	Five (5) Minor Projects Under \$25,000	<u>80,000</u>
		\$164,000
<u>WOLCOTT MILL (3)</u>		
1.	Mill Raceway Repairs	85,000
–	Two (2) Minor Projects Under \$25,000	<u>25,000</u>
		110,000
<u>INDIAN SPRINGS (7)</u>		
1.	Golf Starter Roof Replacement	50,000
2.	Golf Maintenance Building Siding/Roof Painting	34,000
–	Five (5) Minor Projects Under \$25,000	<u>66,000</u>
		150,000
<u>HURON MEADOWS (3)</u>		
1.	Underground Storage Tank Removal - Golf Starter	63,000
2.	Golf Course Irrigation Intake Repair	31,000
3.	Golf Cart Path Repairs	<u>23,000</u>
		117,000
<u>ADMINISTRATIVE OFFICE</u>		
–	Engineering and General Planning	113,000
	Rounding Factor	<u>12,000</u>
TOTAL 2011 Major Maintenance Projects (78)		<u><u>\$2,450,000</u></u>

2011 PRELIMINARY BUDGET ESTIMATES KEY FACTORS

REVENUES

Tax Revenues - \$31,350,000

- Millage rate remains at .2146 mills for sixth consecutive year.
- “Net” tax revenues estimated at \$31,350,000, a \$3,244,000 (9.4 percent) decline from 2010 “net” taxes of \$34,594,000.
- Collapse of real estate market (residential and commercial), foreclosures, minimal new construction and depressed prices have started a significant downward spiral on “taxable values” which is expected to continue into the foreseeable future.
- Largest tax decline in HCMA’s history, both in terms of dollars and percentage.

Park Operating Revenues - \$14,250,000

- 2010 estimated actual park operating revenues are \$14,500,000 – \$200,000 (1.4 percent) short of budget targets.
- 2011 budgeted park operating revenues at \$14,250,000 represent a \$250,000 (1.7 percent) decline from 2010 estimated actual.
- No new revenue producing facilities are coming on line in 2011 and proposed 2011 fee increases are minimal.
- Continues practice of projecting realistic, conservative park operating revenues that are attainable.
- Golf revenues continue to experience declines due to the economy, flood conditions (Willow), lack of new players taking up the game and heavy discounting/specials (down \$366,000 – 8 percent through Sept. 30, 2010). Anticipated golf starter building construction at Kensington could have a negative impact on play. Overall, projecting a \$150,000 decline in golf revenues.
- 2010 aquatic facilities experienced a \$220,000 growth due to the very favorable weather patterns of the fourth warmest summer on record. For 2011 with more normal weather patterns, aquatic facility revenues could drop \$100,000.

Interest Income - \$250,000

- Due to the credit crisis and the fragile nature of the economy, the Federal Reserve is expected to continue to be very accommodating by keeping rates at unprecedented low levels throughout 2011.
- Certificate of Deposit rates are running in the 0.30 percent range and two or three year agency issues are running around 1.00 percent.
- Investable balances could decline due to tax revenue decline.
- HCMA average yields may drop to below 1.0 percent.

Sale of Capital Assets - \$150,000

- Annual surplus equipment auction proceeds will decline due to no golf car fleet or staff car/police car replacements in 2011.

Grants - \$300,000

- Based on estimated grant project expenditures in 2011: \$300,000 Kensington - Milford Bike/Trail Connector.
- The grant for the final parcel of land at Indian Springs is not expected to close in 2011.
- The Authority has not been approved for any other grants.

Unencumbered Capital Appropriations - \$12,650,000

• Capital Improvements

Metro Beach	Reconstruct Parking Lot - Phase 1	\$500,000
	Par 3 Maintenance Building Replacement	76,000
Kensington	East Boat Launch Ramp Replacement	256,000
Hudson Mills	Dexter Trail - Phase 2	600,000
Stony Creek	Golf Course Parking Lot Reconstruction	110,000
	Eastwood Beach Play Area Development	2,500,000
Willow	North Toll Entrance Reconstruction	545,000
Oakwoods	Hike/Bike Trail Reconstruction	137,000
Huron Meadows	Park Service Building	840,000
	Park Maintenance Storage Building	250,000
	Park Maintenance Building Demolition	168,000
	Park Maintenance Area Paving	128,000
	Park Maintenance Area Site Development	30,000
	Various Other Improvement Projects	<u>10,000</u>

Sub-Total Capital Improvement Projects	<u>\$6,150,000</u>
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• Engineering/General Planning	\$400,000
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• Equipment	\$200,000
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• Land Acquisition	<u>\$5,900,000</u>
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TOTAL	<u><u>\$12,650,000</u></u>
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Reserve for Future Contingencies

• September 30, 2010 Balance		\$13,214,000
• Less: Anticipated supplemental 2010 Budget appropriations prior to year-end		(150,000)
Anticipated tax write-offs and chargebacks prior to year-end		(200,000)
• 2010 revenues realized in excess (short) of 2010 Budget amounts		
1. Grants	(\$560,000)	
2. Sale of Capital Assets	101,000	
3. Interest	(63,000)	
4. Park Operations	(199,000)	
5. Miscellaneous	<u>(5,000)</u>	(726,000)
• 2010 Park Operations and Administrative Office Expenditures under 2010 Budgeted Expenditures		1,426,000
• 2010 Major Maintenance Expenditures under 2010 Budgeted Expenditures		<u>1,086,000</u>
• TOTAL Reserve for Future Contingencies at 12/31/2010		<u><u>\$14,650,000</u></u>

EXPENDITURES

Engineering/General Planning - \$2,150,000

- \$1,639,000 – 12 full time employees in Engineering Department, four full-time in Planning/Natural Resource Department, seven part-time employees; wages and fringe benefits.
- \$474,000 outside consultants – major items:

Administrative Office	Park User Survey	\$75,000
	Stream Gauging	46,000
	Pump Systems "SCADA"	17,000
	Auto CAD Software Support Services	10,000
	Water Quality Assessment - Stony Creek	5,000
	Kent Lake Water Assessment	15,000
Kensington	Maple Beach Redevelopment	8,000
Hudson Mills	Dexter Trail - Geo Services/ Archaeological Survey	35,000
Stony Creek	Eastwood Beach Building Renovations	25,000
	Boat Launch Restroom Renovations	20,000
Willow	U.S.T. to A.S.T. Conversion	12,000
Huron Meadows	Park Service Building Architectural	150,000
		<u>\$418,000</u>

- \$54,600 – materials and supplies for Engineering and Planning Departments.

Capital Improvements - \$6,950,000

- Attached Schedules A, B and C detail the 45 capital improvement projects recommended for 2011.
- Thirteen (13) projects are being rebudgeted from 2010 at a cost of \$4,251,000 with all 2011 costs covered by funds carried over from 2010. Projects are detailed on Schedule A.
- Eight (8) revised Five-Year Plan 2011 projects are being recommended for funding at \$1.9 million. Revised Five-Year Plan projects are detailed on Schedule B.
- Twenty-four (24) new projects are recommended for funding at \$802,000. \$207,000 is allocated to replace and upgrade phone/communication lines between existing park facilities, as existing lines are unreliable and failing. The south parking lot at Stony Creek's Gladeview Picnic Area has deteriorated to the point complete reconstruction is in order at a cost of \$100,000. In an effort to be proactive on the replacement of underground fuel storage tanks, some of the older ones at Willow will be replaced with above ground tanks at a cost of \$128,000. The toll booth at Lake Erie Metropark is scheduled for replacement for \$90,000. A large culvert will be replaced at the South Fishing Lot at Lower Huron for \$30,000. Projects are detailed on Schedule C.

Equipment - \$1,100,000

- \$165,900 – 1 Plow Truck
- 155,000 – 1 Dump Truck
- 113,200 – 2 Mowing Units
- 95,500 – 6 Work Vehicles
- 55,200 – 1 Wood Chipper
- 52,000 – 1 Robotic Survey Station
- 48,000 – 4 Phone Systems (Hardware)
- 34,000 – 2 Spreaders
- 32,000 – 2 Aerifiers
- 27,900 – 2 Aerial Lifts
- 25,800 – 3 Pumps
- 24,000 – 1 Police Truck
- 23,800 – 1 Pickup Truck
- 23,000 – 1 Turf Vacuum

\$875,300

Land Acquisition - \$5,900,000

- \$5,900,000 carryover 2010 land acquisition funds.
- Provides partial funding to fulfill Board-designated Wolcott Mill park boundaries and Indian Springs grant parcel.

Major Maintenance - \$2,450,000

- Seventy-eight (78) projects detailed on pages 8 and 9 of Preliminary 2011 Budget Estimates and summarized as follows:
 - \$408,000 – General building repairs (16)
 - \$288,000 – Roof replacements to Authority buildings/structures (11)
 - \$278,000 – Roadway/hike bike trail/cart path repairs (16)
 - \$185,000 – Paint hike bike trail bridge substructure – Kensington
 - \$160,000 – Bathhouse/food bar/restroom renovations – Willow
 - \$155,000 – Replace Pool Sand Filters – Metro Beach
 - \$113,000 – General planning/engineering for all major maintenance projects
 - \$ 90,000 – Lighting systems energy retrofits (4)
 - \$85,000 – Mill raceway repairs – Wolcott Mill
 - \$83,000 – Play area surfacing replacements (6)
 - \$63,000 – Remove underground storage tank – Huron Meadows
 - \$58,000 – Remove dredge spoil pile – Lake Erie
 - \$54,000 – Replace trash compactor – Metro Beach
 - \$53,000 – Remove floating marina docks – Metro Beach
 - \$52,000 – Remove fuel tank/install water heater at Baypoint Beach – Stony Creek

\$2,125,000

Administrative Office - \$6,250,000

- Total 2011 budgeted Administrative Office expenditures of \$6,250,000 represents a \$629,000 (11 percent) increase over 2010 projected actual expenditures of \$5,629,000.
- Wage and fringes costs of 28 Administrative Office employees plus health care costs for 135 retiree/spouses total \$5,054,000, up \$491,000 (10.8 percent). Contributing factors include:
 1. 2.0 percent contractual wage increase;
 2. Full year's salary for Director, Deputy Director and Administrative Secretary, and severance pay for former Director;
 3. Health premium rate increase from Blue Cross/Blue Shield of 17 percent for active and retirees/spouses;
 4. An estimated seven additional retirees for health care coverage;
 5. Additional administrative support for the Chief of Police from Kensington staff;
 6. Offsetting cost factors include not replacing the full time Internal Auditor position.
- Material/supplies/outside consultant costs for the Administrative Office are expected to run \$1,203,000, up \$137,000 (12.8 percent). Contributing factors include:
 1. \$ 54,000 Increase email-based marketing with Fluency (second year);
 2. \$100,000 Increase allocation for marketing efforts;
 3. \$ 80,000 Increase in Computer Services Department equipment for replacement of five servers and a new email system.
 4. Offsetting cost factors include not printing the Metropark map and the Biennial Report in 2011.

Park Operations - \$32,700,000

- Total 2011 budgeted park operation expenditures are expected to run \$32,700,000, which represents a \$277,000 (0.8 percent) increase over projected 2010 actual expenses of \$32,423,000.
- The 2011 park operating budget requests from Park Superintendents have not been reviewed.
- Guiding objectives were to maintain park services, quality maintenance and secure parks, while economizing wherever possible, impacting park patrons as minimally as possible.
- Park Superintendents were given a target of **no** growth (0 percent) over projected actual 2010 expenditure levels. With exceptions for: (1) severance payouts, (2) added lifeguarding, (3) setup of temporary golf facilities at Kensington, and (4) increased minor repair projects, Park Superintendents did an excellent job of holding the line on 2011 budget requests.
- Cost increases had to be absorbed for:
 1. 2.0 percent contractual full time wage increase plus \$400 lump sum payment for supervisory/non-supervisory employees;
 2. Health premium rate increase from Blue Cross/Blue Shield of 17 percent for full time employees;
 3. Possible 10 percent increase in 2011 pension contribution;
 4. Small equipment purchases;
 5. Possible 10 percent increase in gas/diesel fuel process.

- In order to hold the line on operating expenses, park operating practices were scrutinized and many changes are recommended for 2011, including:
 1. Not filling four full time positions that were vacated during 2010 (some have been replaced by part time employees);
 2. Not filling two full time positions due to 2011 retirements – Park Superintendent (Hudson Mills) and Supervising Interpreter (Indian Springs);
 3. Altering full time employee schedules to reduce overtime;
 4. Restructuring of seasonal departments at Metro Beach;
 5. Combining interpretive programs at Indian Springs Nature Center and the Environmental Discovery Center;
 6. Changes to poorly attended entertainment programs;
 7. Reduction of part time personnel at various facilities;
 8. Reduction of deer culling efforts;
 9. Requiring part time employees to supply their own uniform pants;
 10. Cross training and shifting of facility staffing efforts;
 11. Closure of Willow's Washago Pond rentals on Mondays through Thursdays;
 12. Consolidation of ice skating activities from Willow's Washago Pond to Lower Huron;
 13. Reduction of park fertilizing applications;
 14. Opening Kensington's Maple Beach only on the 4th of July weekend and for special use groups;
 15. Closure of Oakwoods Nature Center on Mondays.
- Many of these changes are being made reluctantly, but are essential to address future revenue declines. Staff feels these changes will have little, if any, impact on 2011 visitor experiences.

Reserve for Future Contingencies - \$16,100,000

- Favorable operating results from 2010 should allow this account to increase from current Sept. 30, 2010 balance of \$13.2 million to \$14.65 million by Dec. 31, 2010.
- In accordance with the general objective of the Board-approved revised Five-Year Plan – to conserve cash and build the Reserve account up in 2010 and 2011 – Staff is recommending retaining \$1.45 million of budgeted 2011 funds in the Reserve account. This is necessary to enable the Authority to absorb future tax revenue declines.

**HURON-CLINTON METROPOLITAN AUTHORITY**

To: Board of Commissioners
From: David C. Moilanen, Director
Subject: Marketing Report
Date: November 11, 2010

Pursuant to the proposal and discussion at the October Commission meeting concerning the hiring of a marketing director for the Metroparks, and at the request of the Board, staff has put together background information on marketing for Board members to consider as the proposal is further discussed.

Over the last few years, marketing the Metroparks has become an area of concern and focus for both staff and the Board. In each of the last several years, more funds have been earmarked for that purpose, and the strategic plan being developed over the last year and a half has identified marketing the system as one of the most pressing issues facing the Metroparks.

Attached is a document that describes and outlines our current marketing and communication efforts for 2010 and our tentative budget and plans for 2011. In 2010, the major focus was on launching the Metroparks Web site and training staff on how to use it, driving visitors to the new Web site, expanding our email list, developing an e-newsletter, and enhancing our social media marketing efforts. In 2011, staff plans to continue working on the objectives established in 2010. Staff also intends to establish a marketing committee that would focus on developing a more comprehensive, longer range marketing plan for the Metroparks and that would work to implement the marketing strategies identified in the strategic plan.

Funding for marketing has been increasing over the last few years. The tentative 2011 budget has marketing funds increasing another \$100,000. At present, the additional funds have not been earmarked for any specific marketing effort. At the Administrative Office, the Marketing and Communication Department budget for marketing materials, supplies, services and outside consultants would be \$269,400. Additionally, park marketing budgets would include a total of \$35,000 for general park marketing, \$40,000 for marketing golf courses, \$46,600 for promotional brochures and another \$30,000 for miscellaneous marketing expenditures. The total for marketing materials, services, supplies and outside consultants would be \$421,000. This does not include any current employee wages or benefits.

Although separate from specific marketing efforts, but germane to establishing a comprehensive marketing plan, it is worth noting that \$75,000 is budgeted in 2011 for the five-year user and non-user survey. This survey will certainly include market research questions that will help in developing longer range marketing strategies.

This increased level of staff attention, public research and funds devoted to marketing will improve the branding, awareness and use of the Metroparks. But to ensure a successful marketing campaign that meets HCMA's mission, more could be done. Staff recognizes that while we have gained experience and developed some understanding of marketing, more expertise and help could be used to improve the program. To maximize the effectiveness of marketing efforts, staff needs to identify the goals and objectives for marketing and then

develop a comprehensive strategy for accomplishing those goals. Some of this work has already been done during the strategic planning process. However, a more detailed analysis and market research is needed. The strategic plan has identified the core marketing goals but there are more specific objectives that need to be identified and agreed upon.

For example, some marketing objectives would include:

- Make more people aware of the Metroparks and what they have to offer;
- Strengthen the emotional ties people have with the parks;
- Bring more people to the parks (but, do we focus on bringing more when the parks are already busy on summer weekends or when they aren't as busy on weekdays and during the off-season months);
- Attract diverse gender, age and ethnic groups different from those who currently make up the primary visitor base;
- Increase visitation by promoting and conducting large events and festivals;
- Attract users who want more solitude and tranquil spaces; and
- Enhance in-park marketing.

Once these and other objectives are identified, agreed upon and prioritized, a more focused and meaningful marketing plan can be developed. While we plan to convene a committee to accomplish these tasks, an expert in marketing could help staff and the Board through this process.

Currently, no one on staff has formal educational training in marketing. The Communications and Marketing Department includes department head Denise Semion, two graphic artists, two administrative assistants and two part-time personnel who help staff the reception area and perform other communication tasks. Many marketing efforts are also performed by other operations staff throughout the organization. As we continue to re-organize, it is contemplated that some additional marketing and promotional responsibilities would be assigned to park management staff.

Involving an expert in developing marketing plans is only one of many different job functions that could be used to enhance current Metroparks marketing efforts. A number of large events and festivals are already conducted in the Metroparks. In order to expand and increase the number of events, a person who could help promote and conduct large events that are self supporting would be useful. We could use someone who could coordinate media buys, help train employees in what marketing is and how employees could be involved in marketing no matter what their jobs, keeps up our social media programs such as doing regular Facebook and Twitter posts, and who would be responsible for coordinating and staffing a marketing booth at large events in the parks. These are a wide range of tasks that require different skill sets and educational levels, and also would demand different compensation rates. Some tasks could be performed by relatively untrained and lower compensated individuals, while others would require more education, experience and compensation.

This report is provided as background information and without recommendation. Staff recognizes that the level of marketing effort deemed appropriate for the Metroparks is a Board decision.

Attachment: Marketing Campaign Report

RECOMMENDATION: That the Board of Commissioners receive and file this report as recommended by Director Moilanen and staff.



HURON-CLINTON METROPOLITAN AUTHORITY

2010 Marketing Campaign

- *Email and social media marketing:* The Metroparks entered into a \$75,000 contract with Fluency Media for email and social media marketing. We grew our email list from 10,000 to 21,000 by distributing our “enter to win” cards at tollbooths, golf courses, interpretive centers, expos and other distribution points. This targeted marketing effort lets people select parks and activities of interest. This November, website visitors will be greeted with a new “enter to win a Metroparks annual permit” opportunity on the website in an effort to increase the email list. Facebook fans for the Huron-Clinton Metroparks page grew from 700 to 2800 this year. The Metroparks are also on Twitter, YouTube and Flickr.
- *Paid advertising:* Ads were placed for the parks in local newspapers as well as the Macomb Daily and Oakland Press. Golf ads were placed in the TeeltUp! section of the Detroit News, Detroit Free Press, Macomb Daily, Oakland Press and Observer & Eccentric. Hudson Mills, Kensington and Huron Meadows Metropark golf courses purchased golf advertising with WHMI.
- *Golf direct mail:* Metropark golf cards, with special coupon pricing, were sent to 10,000 homes (1250 per golf course) in the spring. ValPak sent coupons to 100,000 homes in June, July, August and September.
- *Super Golf Day:* Two “Super Golf Days” were held in June and September, offering 18 holes of golf for \$10, foursome required. One the June date, 1,951 golfers participated (one course was closed due to flooding), and 1,669 golfers participated in September.
- *Brochure Distribution Services:* The Metroparks contract with two brochure companies that distribute Metropark Guides and Metropark Golf Guides at Cobo Hall, the Holocaust Center, Detroit Science Center, and various destinations in the region.
- *Website:* The new www.metroparks.com Web site launched in February 2010. It showcases the parks with an all new look, is easier to navigate, features an online store, and gives web visitors the ability to check on current weather conditions, facility conditions, picnic shelter availability, and more. We contract with Basso Design Group, the website designer, for hosting, search engine optimization and maintenance services. Since its launch, nearly 400,000 unique visitors have been to the site, spending an average of 3 ½ minutes on the site. Our highest usage day was July 3, with more than 8,000 Web site visitors.
- *In-house Referral Source Marketing Surveys:* Parks and interpretive centers survey visitors for selected events and programs to determine how they heard of the event (e-mail campaign, newsletter, Web site, signs, word-of-mouth, signs in the park, etc.)
- *Video:* A new Metroparks video is being produced by Cavalier Pictures, and is expected to be completed in December.

- *Detroit Public Television cross-marketing trade agreement:* The Metroparks were promoted in four DPTV emails in trade for providing farm animals and a marketing booth at Kids Club Live! event.
- *The Henry Ford cross-marketing trade agreement:* The Metroparks are advertised on The Henry Ford IMAX theater (prior to each movie) in exchange for four ads in the Metroparks newsletter.
- *Tradeshows:* Metroparks employees staff booths at a variety of events, including the Boat Show, Outdoorama, Golf Show, GM Health Expo, DSO concerts, etc. Metropark interpreters give presentations to a variety of organizations and at events, such as the Lake St. Clair Water Festival, Oakland County Sportsman's Club, various garden groups and beautification committees, civic organizations, libraries and more. Interpreters promote their services by giving presentations to schools, educational associations and teacher conferences/workshops, including the Metro Detroit Science Teachers Association, the Michigan Alliance of Environmental and Outdoor Education, National Science Teachers Association, Detroit Public Schools and the Macomb County Intermediate School District. Metropark interpreters bring the Metroparks Mobile Learning Center to events in the five-county area, including Belle Isle Youth Day, Huron River Festival, Canton's Liberty Fest and Howell's Earth Day Celebration.
- *In-park marketing:* The parks promote their events through a variety of signs and posters at entrances or facilities within the park.
- *Annual Permits:* In addition to our corporate sales discount program and joint permit program with Oakland County Parks, REI sells Metropark annual permits at full price at three local stores. Metropark permits are also sold online at www.metroparks.com.
- *Photography/videography:* We contract with two photographers and one videographer. Photographs are for general publication, including the Web site. Videos are posted on www.metroparks.com and YouTube.
- *News Releases:* Each year, the Metroparks e-mails more than 200 news releases to newspapers, radio, television, Web sites and other media outlets, which generate hundreds of stories across the region. Metropark events are also featured in family-oriented Websites and e-newsletters, including parentconnect.com, Michigan.org, momslikeme.com, Macaroni Kid (Livingston County e-newsletter) etc.
- *Metroparks Map:* Our new Metroparks Map is at the printer, and is expected to be delivered by the end of the year.

Tentative 2011 Marketing Campaign

The 2011 budget includes funds in the Administrative Office and the parks to continue our current marketing campaigns plus an additional \$100,000 for undesignated marketing expenses. An addendum details the marketing budgets for the entire Metroparks system.

We plan to continue the following campaigns and contractual services:

- Continue the "Enter to Win" email card campaign at all park offices and tollbooths, and on the website.

- Complete this year's contract with Fluency Media (through June) and enter into another one-year contract for email marketing.
- Continue the contract with Basso Design Group for Web site hosting, search engine optimization and maintenance.
- Continue our contracts with brochure distribution companies, photographers and videographers.
- Continue our trade agreements with Detroit Public Television and The Henry Ford.

Golf: We will evaluate this year's golf promotions, including Super Golf Day, direct mail and Valpak marketing in order to make a determination for 2011 marketing. Plans are underway for golf web promotions with Groupon and Living Social Deals (one-day web marketing deals).

In-house Referral Source Marketing Surveys: These will be reviewed at the end of the 2010, and will be used to make recommendations for 2011.

New park brochures are in the design stage, and are expected to be printed this January. These brochures will have an all-new format, and will include park and interpretive services information.

Establish a marketing committee, with representatives from the Communications and Marketing Department, Board of Commissioners, Planning Department and each park, as well as other selected individuals, to address marketing issues, including the following priorities identified in the strategic plan:

- Develop an informal survey to take place over a 10-14 day period four times a year to capture information from the four seasons of the year.
- Determine marketing information needed and capture that information in the five-year user and non-user survey.
- Develop a calendar for the five-year survey to repeat it more often, perhaps every two years.
- Ensure that the entire organization understands the difference between communications and marketing, and develop a regular plan to communicate marketing initiatives and needs throughout entire system on a regular basis.
- Hold staff training on definition and opportunity of marketing.
- Increase the investment in marketing to more fully allow the organization to do marketing in an important way rather than a one-off.
- Investigate other organizations with robust marketing programs and sponsorship packages and take good ideas for the Metroparks to implement.

2011 Huron-Clinton Metroparks Marketing Budget

Fluency Media 1st year	\$35,000	
Fluency Media 2nd year	58,000	
Basso Design Group - web hosting, SEO & maint.	7,000	
Undesignated marketing expenses - radio, newspaper, web or other to be determined	100,000	
Sub-total		\$ 200,000
Other marketing		
Bulk Mail Services	3,600	
Travel Ad - Brochure Distribution	2,500	
CTM Media Group - Brochure Distribution	2,700	
Photographers/videographers	6,000	
Outdoorama - Booth fee	900	
Observer & Eccentric Health Fair booth fee	1,500	
Postage - Newsletter, Map, Permit Fees, etc.	12,400	
Hike/Bike Trail Map	5,400	
Newsletter Printing	21,000	
Misc. Printing	8,400	
Promotions/Give-A-Ways	2,000	
Surveys, special event flier, misc fliers/coupons	3,000	
Sub-total		69,400
Administrative Office Marketing Subtotal		\$ 269,400
Park Marketing Budgets		
General park marketing	35,000	
Golf marketing	40,000	
Park promotional brochures	46,600	
Other park marketing items	30,100	
Park Marketing Subtotal		151,700
Total marketing materials/supplies/outside consultants/services*		\$421,100

** Does not include Administrative Office Communications and Marketing Dept. employee wages and benefits*



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: Gregory Almas, Executive Secretary
Subject: Hiring Full-Time Marketing Person
Date: November 11, 2010

At the regular meeting of the Board of Commissioners on Oct. 14, 2010, the Board postponed the item: Hiring Full-Time Marketing Person until the regular meeting of the Board of Commissioners on Nov. 14, 2010.

For reference, prior to the motion to postpone, there was a pending motion as follows:

It was moved by Commissioner Hertel, supported by Commissioner La Belle that the Board of Commissioners hire a full-time Director of Marketing and in addition to developing a marketing program, this person would also be responsible for the procurement of sponsors, the attraction and procurement of groups, corporations and organizations to conduct special events, and the creation and promotion of our own Metropark special events which would be paid for by sponsors; that the position be responsible to the Director with contact with the Board of Commissioners regarding sponsorship and event leads; and that the position be compensated at \$95,000 to \$105,000 dependent upon experience.

**HURON-CLINTON METROPOLITAN AUTHORITY**

To: Board of Commissioners
From: David C. Moilanen, Director
Subject: 2011 Fees and Charges
Date: November 11, 2010

Attached is the list of the Metroparks 2011 fees and charges. Changes suggested for 2011 are highlighted in red. Input was received from park superintendents, department heads and staff. Fees charged for comparable services by other agencies and businesses were researched before making these recommendations.

Primarily, changes suggested are in interpretive programming fees and boat rentals. Changes in the wave pool fees at Lake Erie reflect a shift in operations so that raft rentals are included in the entry fee price. Vehicle entry and boat launching fees were increased for 2010 so no changes in these fees are suggested for 2011. Likewise, no increases in golf fees are suggested for 2011. The rates listed for Metroparks golf courses are the maximum rates we suggest charging. We typically offer reduced rates and specials at slower times of the day and week.

Interpretive programming fees were last increased about seven years ago. With the suggested increases, Metroparks program fees will still be below those of many other agencies in the area, and they should generate additional revenue of \$29,000 in 2011 and \$65,000 in 2012. The various boat rental rates were last increased about four years ago. Rate increases would generate approximately \$50,000 in additional revenue.

Attachment: 2011 Fees and Charges

RECOMMENDATION: That the Board of Commissioners approve the 2011 Fees and Charges as submitted and recommended by Director Moilanen and staff.

2011 Fees and Charges - Metro Beach

8-D-4-a

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Boat Permit			
Annual	\$30.00	\$30.00	\$24.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Marina (daily, weekends, holiday w/utilities)			
10am - 4pm	\$7.00	\$7.00	
4pm - 10pm	\$7.00	\$7.00	
Overnight	\$11.00	\$11.00	
Sea wall (no utilities, 10am - 10pm)	\$6.00	\$6.00	
Overnight	\$6.00	\$6.00	
Sanitary pump-out service	\$13.00	\$5.00	
Trackless Train (1-1/4 mile ride)			
Round-trip	\$0.50	\$0.50	
Children 15 & under	Free	Free	
Swimming Pool (includes use of bathhouse)			
All ages	\$3.00	\$3.00	
Coin-operated lockers	\$0.50	\$0.50	
Golf Course - 18 Holes ("Par 3")			
Monday - Friday	\$5.00	\$5.00	
Saturday, Sunday, holidays	\$6.00	\$6.00	
Sr. Citizens and Jrs (M-F only)	\$4.00	\$4.00	
Golf balls	current market price		
Club rental	\$0.50	\$0.50	
Adventure Golf			
Adults	\$3.00	\$3.00	
Sr. Citizens and children under 11	\$2.00	\$2.00	
Children 3 and under	Free	Free	
Interpretive Program Fees			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$2.00	\$1.00	
Per student, all day program	\$5.00	\$3.00	
Group Programs Outreach			
One program	\$75.00	\$50.00	
Additional program, same day/same school	\$50.00	\$35.00	
Building/Classroom rental			
Day (2 hour minimum)	\$25/hour	\$ 25/hour	
All day	\$200.00	\$200.00	
Evening (2 hour minimum)	\$50/hour	\$50/hour	
Evening after first 2 hrs (each additional hour)	\$35.00	\$35/hour	

2011 Fees and Charges - Metro Beach

8-D-4-a

Type	2011 Rate	2010 Rate	2009 Rate
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Voyageur Canoe			
All ages	\$4.00	\$3.00	
Group rate (maximum 20 persons)	\$60/hour	\$40/hour	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Picnic Rental			
Picnic shelter reservation (24'x36' - 12 tables)	\$150.00	\$150.00	
Seawall shelter (30'x54' - 20 tables)	\$175.00	\$175.00	
Par 3 shelter (40'x87' - 44 tables)	\$350.00	\$350.00	
Pointe Gazebo rental	\$50.00	\$50.00	
Large grill (2'x5')	\$25.00	\$25.00	
Beverage tub	\$25.00	\$25.00	
Activity Center Rental			
Non-Charitable Organization			
1 day (Sun-Th)	\$400.00	\$400.00	
2 days (Sun-Th)	\$650.00	\$650.00	
1 day (Fri/Sat/holidays)	\$600.00	\$600.00	
2 days (Fri/Sat/holidays)	\$900.00	\$900.00	
Charitable Organizations			
Sun - Th (plus cleaning fee)	\$200.00	\$200.00	
Fri/Sat/holidays (plus cleaning fee)	\$300.00	\$300.00	
Events Fee (Non-Charitable Organizations)			
1 day	\$200.00	\$200.00	
2 days	\$300.00	\$300.00	
Boat Storage			
Winter - per square foot	\$200.00	\$1.50/sq ft	
Summer	\$300.00		

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Stony Creek

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$14.00
Daily	\$5.00	\$5.00	\$4.00
Joint Permit w/Oakland County Parks	\$48 (\$21)	\$48 (\$21)	\$46 (\$19)
Boat Permit			
Annual	\$30.00	\$30.00	\$24.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Boat Storage			
Summer season storage rate	\$300.00	\$250.00	
Winter season storage rate	\$200.00	\$150.00	
Boat Rental			
Rowboat 12' and 14'	\$6/hour	\$5/hour	
Maximum	\$25.00	\$20.00	
Deposit and driver's license	\$20.00	\$20.00	
Canoes	\$7/hour	\$5/hour	
Paddleboats - 4 passenger	\$12.00	\$10/hour	
Kayak - 1 person	\$6.00	\$5/hour	
Kayak - 2 person	\$8.00	\$7/hour	
Senior Citizen Rate (M-Th)			
Row boat maximum	\$20.00	\$15.00	
Deposit and driver's license	\$20.00	\$20.00	
Cushions and life jackets provided w/rental			
Additional cushion/life jacket rental	\$1.00	\$1.00	
Additional cushion/life jacket deposit	\$5.00	\$5.00	
Clothes Checking/Storage in Bath house			
Coin-operated locker - small	\$0.25	\$0.25	
coin-operated locker - large	\$0.50	\$0.50	
Golf Course			
18 Holes - Weekends and holidays	\$27.00	\$32.00	
18 Holes - Monday - Friday	\$23.00	\$25.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$15.00	\$17.00	
9 Holes - Weekends and holidays	\$19.00	\$21.00	
9 Holes - Monday - Friday	\$16.00	\$18.00	
9 Holes - Additional - weekend	\$11.00	\$11.00	
9 Holes - Additional - weekday	\$7.00	\$7.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$12.00	\$14.00	
Motorized carts (1/2 cart charge)			
18 Holes	\$15.00	\$15.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$12.00	\$12.00	
9 Holes	\$10.00	\$10.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$7.50	\$7.50	
9 Holes - additional	\$5.00	\$5.00	
9 Holes additional - Sr. Citizens	\$4.50	\$4.50	

2011 Fees and Charges - Stony Creek

Type	2011 Rate	2010 Rate	2009 Rate
Hand carts	\$2.00	\$2.00	
Golf club rental	\$8.00	\$8.00	
Walker fee	\$6.00	\$6.00	
Range Balls			
30 ball basket	\$3.00	\$3.00	
60 ball basket	\$5.00	\$5.00	
90 ball basket	\$7.00	\$7.00	
Disc Golf			
Daily (wristband)	\$2.00	\$2.00	
Annual bag tag	\$50.00	\$50.00	
Annual senior bag tag (Sr. Citizen and Jr.)	\$30.00	\$30.00	
Deposit for disc rental	\$10.00	\$10.00	
Interpretive Program Fees			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$2.00	\$1.00	
Per student, all day program	\$5.00	\$3.00	
Group Programs Outreach			
One program	\$75.00	\$50.00	
Additional program, same day/same school	\$50.00	\$35.00	
Building/classroom rental			
Day (2 hour minimum)	\$25/hour	\$25/hour	
All day	\$200.00	\$200.00	
Evening (2 hour minimum)	\$50/hour	\$50/hour	
Evening after first 2 hrs (each additional hour)	\$35.00	\$35/hour	
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Voyageur Canoe			
All ages	\$4.00	\$3.00	
Group rate (maximum 20 persons)	\$60/hour	\$40/hour	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Picnic Rental			
Standard shelter	\$150.00	\$150.00	
Lakeside Gazebo	\$50.00	\$50.00	
Stage Rental			
Per day	\$400.00	\$400.00	
Events Fee (Non-Charitable Organizations)			
1 day	\$200.00	\$200.00	
2 days	\$300.00	\$300.00	

2011 Fees and Charges - Stony Creek

Type	2011 Rate	2010 Rate	2009 Rate
Bicycle Rental (1 hour minimum) 10-6pm daily			
26" Men's/women's single speed	\$5/hour	\$5/hour	
20" Boys/girls single speed	\$5/hour	\$5/hour	
Driver's license & deposit	\$10.00	\$10.00	
Maximum deposit (Two or more bicycles to same family)	\$20.00	\$20.00	
Cross Country Ski Rental (tax included)			
1/2 day full package rental	\$10.00	\$10.00	
Group rate (M-F only in advance, 15 or more)	\$6.00	\$6.00	
Skis only	\$4.00	\$4.00	
Boots only	\$4.00	\$4.00	
Poles only	\$2.00	\$2.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Wolcott Mill

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Golf Course (Non-Tolling)			
18 Holes - Weekends and Holidays	\$20.00	\$25.00	
18 Holes - Monday - Friday	\$18.00	\$21.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$12.00	\$14.00	
9 Holes - Weekends and Holidays	\$14.00	\$16.00	
9 Holes - Monday - Friday	\$12.00	\$13.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$9.00	\$10.00	
Motorized carts (1/2 cart charge)			
18 Holes	\$14.00	\$14.00	\$13.00
18 Holes - Sr. Citizen and Jr (M-F only)	\$11.00	\$11.00	\$10.00
9 Holes	\$9.00	\$9.00	\$8.50
9 Holes - Sr. Citizens and Jr (M-F only)	\$7.50	\$7.50	\$7.00
Hand carts	\$2.00	\$2.00	
Golf club rental	\$8.00	\$8.00	
Walker fee	\$6.00	\$6.00	
Range balls			
30 ball basket	\$3.00	\$3.00	
60 ball basket	\$5.00	\$5.00	
90 ball basket	\$7.00	\$7.00	
Interpretive Program Fees			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$2.00	\$1.00	
Per student, all day program	\$5.00	\$3.00	
Group Programs Outreach			
One program	\$75.00	\$50.00	
Additional program, same day/same school	\$50.00	\$35.00	
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Picnic Rental			
Standard Shelter	\$150.00	\$150.00	
Mill Gazebo	\$50.00	\$50.00	
Events Fee (Non-Charitable Organizations)			
1 day	\$200.00	\$200.00	
2 days	\$300.00	\$300.00	

2011 Fees and Charges - Wolcott Mill

Type	2011 Rate	2010 Rate	2009 Rate
Camp Rotary			
Activities Building			
Catered food only - accommodates up to 120 people			
Monday - Thursday (9am - midnight)	\$350.00	\$350.00	
Friday, Saturday, Sunday (9am - midnight)	\$400.00	\$400.00	
Pavilion	\$150.00	\$150.00	
Pavilion if rented with Activities bldg	\$100.00	\$100.00	
Shorian Lodge			
Weekend rates (single nights available at 1/2 rate)	\$220.00	\$220.00	
Tent Camping (Organized Youth Groups only)			
Day Camp rate (per event/troop/group)	\$30.00	\$30.00	
Tent Camp rate (per event/troop/group)	\$30.00	\$30.00	
Farm Center			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$1.00	\$1.00	
Per student, all day program	\$3.00	\$3.00	
Group Programs Outreach			
One program	\$50.00	\$50.00	
Additional program, same day/same school	\$35.00	\$35.00	
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Building/Classroom Rental			
Day (2 hour minimum)	\$25/hour	\$25/hour	
All day	\$200.00	\$200.00	
Evening (2 hour minimum)	\$50/hour	\$50/hour	
Evening after first 2 hrs (each additional hour)	\$35/hour	\$35/hour	
Hayrides			
Children (2 years and under)	Free	Free	
Children (3-12 years)	\$3.00	\$3.00	
Seniors	\$3.00	\$3.00	
Adults	\$5.00	\$5.00	
Group	\$150.00	\$150.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Indian Springs

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Joint Permit w/Oakland County Parks	\$48 (\$21)	\$48 (\$21)	\$46 (\$19)
Golf Course			
18 Holes - Weekends and Holidays	\$26.00	\$26.00	
18 Holes - Monday - Friday	\$22.00	\$22.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$15.00	\$15.00	
9 Holes - Weekends and Holidays	\$17.00	\$17.00	
9 Holes - Monday - Friday	\$14.00	\$14.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$11.00	\$11.00	
Motorized Carts (1/2 cart charge)			
18 Holes	\$14.00	\$14.00	\$13.00
18 Holes - Sr. Citizen and Jr (M-F only)	\$11.00	\$11.00	\$10.00
9 Holes	\$9.00	\$9.00	\$8.50
9 Holes - Sr. Citizens and Jr (M-F only)	\$7.50	\$7.50	\$7.00
Hand Carts	\$2.00	\$2.00	
Golf club rental	\$8.00	\$8.00	
Walker fee	\$6.00	\$6.00	
Range balls			
30 ball basket	\$3.00	\$3.00	
60 ball basket	\$5.00	\$5.00	
90 ball basket	\$7.00	\$7.00	
Interpretive Program Fees			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$2.00	\$1.00	
Per student, all day program	\$5.00	\$3.00	
Group Programs Outreach			
One program	\$75.00	\$50.00	
Additional program, same day/same school	\$50.00	\$35.00	
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Picnic Rental			
Standard shelter	\$150.00	\$150.00	

2011 Fees and Charges - Indian Springs

Type	2011 Rate	2010 Rate	2009 Rate
Building/Classroom Rental			
Day (2 hour minimum)	\$25/hour	\$25/hour	
All day	\$200.00	\$200.00	
Evening (2 hour minimum)	\$50/hour	\$50/hour	
Evening after first 2 hrs (each additional hour)	\$35/hour	\$35/hour	
Environmental Discovery Center Events Room Rental			
April - October (per day)			
Friday, Saturday and holidays	\$900.00	\$900.00	\$600.00
Sunday - Thursday	\$600.00	\$600.00	\$400.00
November - March			
Friday, Saturday and holidays	\$800.00	\$800.00	\$600.00
Sunday - Thursday	\$600.00	\$600.00	\$400.00
Ceremony site	N/A	N/A	\$300.00
Includes transport/set up of up to 200 chairs, portable sound system and white wooden chairs (per chair)	\$300.00	\$300.00	

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2011 Fees and Charges - Kensington

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Joint Permit with Oakland County Parks	\$48 (\$21)	\$48 (\$21)	\$46 (\$19)
Boat Permit			
Annual	\$30.00	\$30.00	\$24.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Boat Rental			
Rowboat	\$6/hour	\$5/hour	
Maximum (Max 6 HP motor allowed on 12-foot boat) (Max 10 HP motor allowed on 14-foot boat)	\$25.00	\$20.00	
Senior Citizen (M-F) Rowboat maximum	\$20.00	\$15.00	
Paddle Boats 4-passenger	\$12/hour	\$10/hour	
Kayaks 1 person	\$7/hour	\$5/hour	
2 persons	\$8/hour	\$7/hour	
Canoes	\$7/hour		
Cushions and life jackets provided with rentals			
Additional cushion/life jacket rental	\$1.00	\$1.00	
Additional cushion/life jacket deposit	\$5.00	\$5.00	
Boat Slip Rental Space - Per Person			
Class A (78-96" width - length up to 24')	\$500.00	\$500.00	
Class B (66-77" width - length up to 20')	\$425.00	\$425.00	
Class C (54-65" width - length up to 18')	\$350.00	\$350.00	
Class D (24-53" width - length up to 16')	\$300.00	\$300.00	
Group Campsite - Overnight (Youth Groups Only)			
Permit	\$30.00	\$30.00	
Camporees/Jamborees - per troop/group	\$30.00	\$30.00	
Wood bundles	\$10.00		
Canoe Campsite - Overnight			
Per Canoe (up to 5)		\$2.00	
Excursion Boat - Island Queen			
Adults - per person	\$5.00	\$4.00	
Children ages 3-12, Senior Citizens - per person	\$3.00	\$3.00	
Children 2 years and under	Free	Free	
Charter - morning (max. 46 passengers)			
25 passengers	\$60/hour	\$60/hour	
26-37 passengers (per passenger)	\$1/hour	\$1/hour	
Charter - Evening			
25 passengers	\$90/hour	\$90/hour	
26-37 passengers (per passenger)	\$2/hour	\$2/hour	

2011 Fees and Charges - Kensington

Type	2011 Rate	2010 Rate	2009 Rate
Golf Course			
18 Holes - Weekends and Holidays	\$26.00	\$26.00	
18 Holes - Monday - Friday	\$22.00	\$22.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$15.00	\$15.00	
9 Holes - Weekends and Holidays	\$17.00	\$17.00	
9 Holes - Monday - Friday	\$14.00	\$14.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$11.00	\$11.00	
Motorized Carts (1/2 cart charge)			
18 Holes	\$14.00	\$14.00	\$13.00
18 Holes - Sr. Citizen and Jr (M-F only)	\$11.00	\$11.00	\$10.00
9 Holes	\$9.00	\$9.00	\$8.50
9 Holes - Sr. Citizens and Jr (M-F only)	\$7.50	\$7.50	\$7.00
Hand carts	\$2.00	\$2.00	
Walker fee	\$6.00	\$6.00	
Disc Golf Course			
Daily (wristband)	\$2.00	\$2.00	
Annual bag tag	\$50.00	\$50.00	
Annual Senior (62 & over)/Jr. (17 & under) bag tag	\$30.00	\$30.00	
Deposit for disc rental	\$10.00	\$10.00	
Interpretive Program Fees			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$2.00	\$1.00	
Per student, all day program	\$5.00	\$3.00	
Group Programs Outreach			
One program	\$75.00	\$50.00	
Additional program, same day/same school	\$50.00	\$35.00	
Building/Classroom Rental			
Day (2 hour minimum)	\$25/hour	\$25/hour	
All day	\$200.00	\$200.00	
Evening (2 hour minimum)	\$50/hour	\$50/hour	
Evening after first 2 hrs (each additional hour)	\$35.00	\$35/hour	
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Mobile Learning Center			
Fairs/Weekend Shows			
First Day	\$425.00	\$300.00	
Weekends	\$600.00	\$500.00	
Cross Country Ski Rental (tax included)			
1/2 day full package rental	\$10.00	\$10.00	
Group rate (M-F only in advance, 15 or more)	\$6.00	\$6.00	
Skis only	\$4.00	\$4.00	
Boots only	\$4.00	\$4.00	
Poles only	\$2.00	\$2.00	

2011 Fees and Charges - Kensington

Type	2011 Rate	2010 Rate	2009 Rate
Hayrides / Sleigh rides (Noon - 4pm Sat & Sun)			
Children 2 years and under	Free	Free	
Children 3-12 years	\$3.00	\$3.00	
Seniors	\$3.00	\$3.00	
Adults (per person)	\$5.00	\$5.00	
Reservations (5 - 9pm)			
Rates	\$150/hour	\$150/hour	
2-Hour Rate	\$250.00	\$250.00	
Bonfire	\$50.00	\$50.00	
Day Charter Reservations (10am - 4pm)			
Groups (1/2 hour by appointment)	\$50	\$50	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Splash & Blast (Family Aquatic Center)			
Adult	\$4.00	\$4.00	
Children (ages 2-15) and Jr.	\$3.00	\$3.00	
Children under age 2	Free	Free	
Seniors	\$3.00	\$3.00	
Twilight (After 5pm)			
Adult	\$3.00	\$3.00	
Senior and children	\$2.00	\$2.00	
Before & After Hours (10-11am, 7-8pm)			
Group rates for groups of 75 or less	\$200/hour	\$200/hour	
Groups over 75 (additional fee per person)	\$3.00	\$3.00	
Clothes Checking/Storage in Bath House			
Coin operated lockers	\$0.25	\$0.25	
Picnic Shelter Reservation			
Fee	\$150.00	\$150.00	
Events Fee (Non-Charitable Organizations)			
1 day	\$200.00	\$200.00	
2 days	\$300.00	\$300.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Huron Meadows

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Boat Rental			
12-foot rowboat	\$6/hour	\$4/hour	
Maximum	\$25.00	\$16.00	
Senior maximum	\$8.00	\$8.00	
14-foot rowboat	\$6/hour	\$5/hour	
Maximum	\$25.00	\$20.00	
Senior maximum	\$10.00	\$10.00	
Paddle Boats	\$12/hour	\$10/hour	
Deposit	\$20.00	\$20.00	
Cushions and life jackets provided with rentals			
Additional cushion/life jacket rental	\$1.00	\$1.00	
Additional cushion/life jacket deposit	\$5.00	\$5.00	
Golf Course			
18 Holes - Weekends and Holidays	\$27.00	\$27.00	
18 Holes - Monday - Friday	\$22.00	\$22.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$15.00	\$15.00	
9 Holes - Weekends and Holidays	\$18.00	\$18.00	
9 Holes - Monday - Friday	\$14.00	\$14.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$11.00	\$11.00	
Motorized Carts (1/2 cart charge)			
18 Holes	\$14.00	\$14.00	\$13.00
18 Holes - Sr. Citizen and Jr (M-F only)	\$11.00	\$11.00	\$10.00
9 Holes	\$9.00	\$9.00	\$8.50
9 Holes - Sr. Citizens and Jr (M-F only)	\$7.50	\$7.50	\$7.00
Hand carts	\$2.00	\$2.00	
Golf club rental	\$8.00	\$8.00	
Walker fee	\$6.00	\$6.00	
Cross Country Ski Rental (tax included)			
Full Set 1/2 day	\$10.00	\$10.00	
Group rate (Monday - Friday only)	\$6.00	\$6.00	
Skis	\$4.00	\$4.00	
Boots	\$4.00	\$4.00	
Poles	\$2.00	\$2.00	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Picnic Shelter Reservation			
Fee	\$150.00	\$150.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Hudson Mills

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Joint Permit with Oakland County Parks	\$48 (\$21)	\$48 (\$21)	\$46 (\$19)
Group Campsite - Overnight (Youth Groups Only)			
Permit	\$30.00	\$30.00	
Camporees/Jamborees - per troop/group	\$30.00	\$30.00	
Wood bundles	\$10.00		
Canoe Campsite - Overnight			
Per Canoe (up to 5)	\$5.00	\$5.00	
Golf Course			
18 Holes - Weekends and Holidays	\$27.00	\$27.00	
18 Holes - Monday - Friday	\$22.00	\$22.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$15.00	\$15.00	
9 Holes - Weekends and Holidays	\$18.00	\$18.00	
9 Holes - Monday - Friday	\$14.00	\$14.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$11.00	\$11.00	
Motorized Carts (1/2 cart charge)			
18 Holes	\$14.00	\$14.00	\$13.00
18 Holes - Sr. Citizen and Jr (M-F only)	\$11.00	\$11.00	\$10.00
9 Holes	\$9.00	\$9.00	\$8.50
9 Holes - Sr. Citizens and Jr (M-F only)	\$7.50	\$7.50	\$7.00
Hand carts	\$2.00	\$2.00	
Golf club rental	\$8.00	\$8.00	
Walker fee	\$6.00	\$6.00	
Disc Golf Course			
Daily (wristband)	\$2.00	\$2.00	
Annual bag tag	\$50.00	\$50.00	
Annual Senior (62 & over) & Jr. (17 & under) bag tag	\$30.00	\$30.00	
Deposit for disc rental	\$10.00	\$10.00	
Interpretive Program Fees			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$2.00	\$1.00	
Per student, all day program	\$5.00	\$3.00	
Group Programs Outreach			
One program	\$75.00	\$50.00	
Additional program, same day/same school	\$50.00	\$35.00	
Building/classroom rental			
Day (2 hour minimum)	\$25/hour	\$ 25/hour	
All day	\$200.00	\$200.00	
Evening (2 hour minimum)	\$50/hour	\$50/hour	
Evening after first 2 hrs (each additional hour)	\$35.00	\$35/hour	

2011 Fees and Charges - Hudson Mills

Type	2011 Rate	2010 Rate	2009 Rate
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Picnic Shelter Reservation			
Fee	\$150.00	\$150.00	
Cross Country Ski Rental (tax included)			
Full Set 1/2 day	\$10.00	\$10.00	
Group Rate (Monday - Friday only)	\$6.00	\$6.00	
Skis	\$4.00	\$4.00	
Boots	\$4.00	\$4.00	
Poles	\$2.00	\$2.00	
Tennis Racquet and Basketball Rental			
Deposit	\$10.00	\$10.00	
Events Fee (Non-Charitable Organizations)			
1 day	\$200.00	\$200.00	
2 days	\$300.00	\$300.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Dexter-Huron & Delhi

Dexter-Huron

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Joint Permit with Oakland County Parks	\$48 (\$21)	\$48 (\$21)	\$46 (\$19)
Picnic Shelter Reservation			
Fee	\$150.00	\$150.00	

Delhi

Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Joint Permit with Oakland County Parks	\$48 (\$21)	\$48 (\$21)	\$46 (\$19)
Picnic Shelter Reservation			
Fee	\$150.00	\$150.00	
Canoe Rental (Lease Operation)			
Hudson Mills to Delhi (eight miles)	\$37.00	\$37.00	\$35.00
Dexter-Huron to Delhi (three miles)	\$25.00	\$25.00	\$23.00
Deposit	\$20.00	\$20.00	
Premium canoe (extra charge)	\$5.00	\$5.00	
Two-day overnight from Huron Meadows to Hudson Mills to Delhi	\$40.00	\$40.00	
Third adult in canoe	Additional fee 50% of normal rate		
Kayak Rental (Lease Operation)			
Hudson Mills to Delhi (8 miles)	\$32.00	\$32.00	\$30.00
Dexter-Huron to Delhi (three miles)	\$25.00	\$25.00	\$23.00
Deposit	\$20.00	\$20.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Lower Huron

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Golf Course - 18 Holes "Par 3"			
18 Holes - Monday - Friday	\$5.00	\$5.00	
18 Holes - Weekends and Holidays	\$6.00	\$6.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$4.00	\$4.00	
Golf Balls	Current Market Price		
Golf Club Rental	\$0.50	\$0.50	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Picnic Shelter Reservation			
Fee	\$150/hour	\$150.00	
Events Fee (Non-Charitable Organizations)			
1 day	\$200.00	\$200.00	
2 days	\$300.00	\$300.00	
Group Campsite - Overnight			
Permit	\$30.00	\$30.00	
Camporees/Jamborees - per troop/group	\$30.00	\$30.00	
Wood bundles	\$10.00		
Canoe Campsite - Overnight			
Per Canoe (up to 5)	\$5.00	\$5.00	
Turtle Cove Aquatic Center			
48" and taller	\$8.00	\$8.00	
30" up to 48"	\$6.00	\$6.00	
Twilight (after 5pm)	\$5.00	\$5.00	
Youth group rate per person (20 minimum, M-F only)	\$5.00	\$5.00	
Coin operated lockers	\$0.50	\$0.50	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Willow

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Swimming Pool			
All ages (includes use of bath house)	\$4.00	\$4.00	
Twilight (after 5pm)	\$3.00	\$3.00	
Children under 30" tall	Free	Free	
Youth group rate (per person, 20 min., M-F only)	\$3.00	\$3.00	
Coin-operated lockers	\$0.50	\$0.50	
Golf Course			
18 Holes - Weekends and Holidays	\$25.00	\$26.00	
18 Holes - Monday - Friday	\$21.00	\$22.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$14.00	\$15.00	
9 Holes - Weekends and Holidays	\$16.00	\$17.00	
9 Holes - Monday - Friday	\$13.00	\$14.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$10.00	\$11.00	
Motorized Carts (1/2 cart charge)			
18 Holes	\$14.00	\$14.00	\$13.00
18 Holes - Sr. Citizen and Jr (M-F only)	\$11.00	\$11.00	\$10.00
9 Holes	\$9.00	\$9.00	\$8.50
9 Holes - Sr. Citizens and Jr (M-F only)	\$7.50	\$7.50	\$7.00
Hand Carts	\$2.00	\$2.00	
Golf Club Rental	\$8.00	\$8.00	
Walker fee	\$6.00	\$6.00	
Range Balls			
Small ball basket	\$3.00	\$3.00	
Large ball basket	\$7.00	\$7.00	
Cross Country Ski Rental (weekends only, tax included)			
Full package 1/2 day	\$10.00	\$10.00	
Skis	\$4.00	\$4.00	
Boots	\$4.00	\$4.00	
Poles	\$2.00	\$2.00	
Picnic Shelter Reservation			
Fee	\$150.00	\$150.00	
Bicycle Rental (10am-6pm daily, one-hour minimum)			
20" or 26" single speed	\$5/hour	\$5/hour	
Tandem	\$6.00	\$6.00	
Driver's license and deposit	\$10.00	\$10.00	
Maximum deposit (two or more bikes; same family)	\$20.00	\$20.00	
Skatepark			
Memorial Day - Labor Day	Free	Free	

2011 Fees and Charges - Willow

Type	2011 Rate	2010 Rate	2009 Rate
Court Games			
Basketball, volleyball and horseshoes	Free	Free	
Limited equipment deposit (available upon request)	\$10.00	\$10.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Oakwoods

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Interpretive Program Fees			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$2.00	\$1.00	
Per student, all day program	\$5.00	\$3.00	
Group Programs Outreach			
One program	\$75.00	\$50.00	
Additional program, same day/same school	\$50.00	\$35.00	
Building/Classroom Rental			
Day (2 hour minimum)	\$25/hour	\$ 25/hour	
All day	\$200.00	\$200.00	
Evening (2 hour minimum)	\$50/hour	\$50/hour	
Evening after first 2 hrs (each additional hour)	\$35.00	\$35/hour	
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Voyageur Canoe			
All ages	\$4.00	\$3.00	
Group rate (maximum 20 persons)	\$60/hour	\$40/hour	
Picnic Shelter Reservation			
Fee	\$150.00	\$150.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.

2011 Fees and Charges - Lake Erie

Type	2011 Rate	2010 Rate	2009 Rate
Vehicle Entry Permit			
Annual	\$25.00	\$25.00	\$20.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Boat Permit			
Annual	\$30.00	\$30.00	\$24.00
Senior Citizen	\$15.00	\$15.00	\$12.00
Daily	\$5.00	\$5.00	\$4.00
Marina Transient Weekly			
25-Foot	\$50.00	\$50.00	
30-Foot	\$60.00	\$60.00	
35-Foot	\$70.00	\$70.00	
40-Foot	\$75.00	\$75.00	
Marina Transient Daily (24 hours)			
All boat lengths	\$25.00	\$25.00	
Marina Miscellaneous			
Hoist (fee x length of boat)	\$3.00	\$3.00	
Hoist out for repair w/blocking (fee x length of boat)	\$5.00	\$5.00	
Summer daily yard storage	\$5.00	\$4.00	
Daily yard storage during repair (per day)	\$5.00	\$4.00	
Blocking (under 30 feet)	\$5/foot	\$5/foot	
Blocking (over 30 feet)	\$5/foot	\$5/foot	
Trailer storage (weekly transient)			
Slip holders (weekly rate)	\$10.00	\$8.00	
Summer dry storage (May 1 - Oct 31) w/ramp use	\$350.00	\$350.00	
Special summer dry storage - 2 months or less (w/ramp)	\$200.00	\$200.00	
Pump-out holding tank	\$5.00	\$5.00	
Power wash (under 30 feet)	\$25.00	\$25.00	
Power wash (over 30 feet)	\$30.00	\$30.00	
Winter Boat Storage (Season ~ Nov.1 - Apr. 30)			
Boat launch (flat rate)	\$250.00	\$250.00	
Wave Pool			
Children (15 years and under) and Seniors	\$5.00	\$3.50	
Adults	\$7.00	\$5.00	
Children (under 30" in height)		Free	
Twilight rate (after 5pm)	\$4.00	\$3.00	
Raft rental (included in price)	Free	\$3.00	
Coin operated lockers	\$0.50	\$0.50	
Organized youth group (20 person minimum)			
Weekdays only	\$4.00	\$3.00	

2011 Fees and Charges - Lake Erie

Type	2011 Rate	2010 Rate	2009 Rate
Golf Course			
18 Holes - Weekends and Holidays	\$25.00	\$25.00	
18 Holes - Monday - Friday	\$21.00	\$21.00	
18 Holes - Sr. Citizen and Jr (M-F only)	\$14.00	\$14.00	
9 Holes - Weekends and Holidays	\$16.00	\$16.00	
9 Holes - Monday - Friday	\$13.00	\$13.00	
9 Holes - Sr. Citizens and Jr (M-F only)	\$10.00	\$10.00	
Motorized Carts (1/2 cart charge)			
18 Holes	\$14.00	\$14.00	\$13.00
18 Holes - Sr. Citizen and Jr (M-F only)	\$11.00	\$11.00	\$10.00
9 Holes	\$9.00	\$9.00	\$8.50
9 Holes - Sr. Citizens and Jr (M-F only)	\$7.50	\$7.50	\$7.00
Hand carts	\$2.00	\$2.00	
Golf club rental	\$8.00	\$8.00	
Walker fee	\$6.00	\$6.00	
Range balls - 50	\$8.00	\$8.00	
Interpretive Program Fees			
Family/individual programs			
Adults	\$5.00	\$5.00	
Children	\$3.00	\$2.00	
Group Programs Onsite			
Per student, one program	\$2.00	\$1.00	
Per student, all day program	\$5.00	\$3.00	
Group Programs Outreach			
One program	\$75.00	\$50.00	
Additional program, same day/same school	\$50.00	\$35.00	
Building/Classroom Rental			
Day (2 hour minimum)	\$25/hour	\$ 25/hour	
All day	\$200.00	\$200.00	
Evening (2 hour minimum)	\$50/hour	\$50/hour	
Evening after first 2 hrs (each additional hour)	\$35.00	\$35/hour	
Out of Five County Nature Center Appointments			
Per person (Minimum per group requirement, contact center)	\$3.00	\$2.00	
Photography Fee			
2 hour minimum	\$150/hour	\$150/hour	
Picnic Shelter Reservation			
Regular shelter	\$150.00	\$150.00	
Blue Heron shelter (40' x 70')	\$175.00	\$175.00	
Events Fee (Non-Charitable Organizations)			
1 day	\$200.00	\$200.00	
2 days	\$300.00	\$300.00	

Note: Charitable and non-profit organizations can request and receive a 50 percent reduction in the above rates for building use Monday thru Thursday (excluding holidays). These organizations should appear on the list of Charitable Trusts published by the state of Michigan.



HURON-CLINTON METROPOLITAN AUTHORITY

8 - D - 6

Meeting of November 11, 2010

To: Board of Commissioners
From: David C. Moilanen, Director
Subject: 2011 Board of Commissioners' meeting schedule
Date: November 11, 2010

The proposed 2011 Board of Commissioners' meeting schedule is attached for review. All meeting dates are on the second Thursday of each month.

Attachment: 2011 Board of Commissioners' meeting schedule

Recommendation: That the Board of Commissioners approve the 2011 Commission meeting schedule as recommended by Director Moilanen and staff.

**HURON-CLINTON METROPOLITAN AUTHORITY
PROPOSED 2011 BOARD OF COMMISSIONERS' MEETING SCHEDULE**

Date	Site	Time	Location/Comments
Jan. 13	Administrative Offices 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Board Room
Feb. 10	Administrative Offices 13000 High Ridge Drive Brighton, MI 48114	9:00 am	<i>Pension and Health Care Trust Meetings</i>
Feb. 10	Administrative Offices 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Board Room
Mar. 10	Administrative Offices 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Board Room
Apr. 14	Hudson Mills Metropark 8801 North Territorial Road Dexter, MI 48130	10:30 am	Activity Center
May 12	Wolcott Mill Metropark 63841 Wolcott Road Ray, MI 48096	10:30 am	Camp Rotary Activities Building
June 9	Lake Erie Metropark 32481 West Jefferson Brownstown, MI 48173	8:30 am	<i>Pension and Health Care Trust Meetings</i>
June 9	Lake Erie Metropark 32481 West Jefferson Brownstown, MI 48173	10:30 am	TBD <i>Playground dedication</i>
July 14	Stony Creek Metropark 4300 Main Park Road Shelby Township, MI 48316	10:30 am	Nature Center
Aug. 11	Lower Huron Metropark 17845 Savage Road Belleville, MI 48111	10:30 am	TBD
Sept. 8	Metro Beach Metropark 31300 Metro Parkway Mt. Clemens, MI 48046	9:00 am	<i>Pension and Health Care Trust Meetings</i>
Sept. 8	Metro Beach Metropark 31300 Metro Parkway Mt. Clemens, MI 48046	10:30 am	Thomas S. Welsh Activity Center
Oct. 13	Kensington Metropark 2240 West Buno Road Milford, MI 48380	8:30 am	<i>Pension and Health Care Trust Meetings</i>
Oct. 13	Kensington Metropark 2240 West Buno Road Milford, MI 48380	10:30 am	TBD
Nov. 10	Administrative Office 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Board Room
Dec. 8	Administrative Office 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Board Room

NOTE: *Special Parks District Forum:* Sept. 26 – 28 in Northern Virginia, *NRPA:* Nov. 1 – 4 in Atlanta, GA, *MRPA:* Feb. 8-11 in Acme, MI.



HURON-CLINTON METROPOLITAN AUTHORITY

8-D-7

Meeting of November 11, 2010

To: Board of Commissioners
From: David C. Moilanen, Director
Subject: 2011 HCMA Recognition Dinner
Date: November 11, 2010

The 2011 HCMA Employee Recognition Dinner, hosted by Lake Erie Metropark, is planned for Saturday, March 19, 2011 and will be at St. Mary's Cultural Center in Livonia.

The Board of Commissioners has generously supported this event in the past which honors exemplary employees, pays tribute to retiring employees, recognizes employee tenure milestones and in general helps build employee morale.

An allocation, not to exceed \$8,000, is requested by the Board of Commissioners to subsidize the cost of the event.

Recommendation: That the Board of Commissioners approve a subsidy not to exceed \$8,000 for the 2011 Employee Recognition Dinner as recommended by Director Moilanen and staff.



HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners
From: William Johnstone, Human Resources Officer
Subject: Medicare Part D Subsidy
Date: November 11, 2010

The Authority received a \$21,071.82 payment as reimbursement for Medicare Part D, prescription drug subsidy for the period of April – June 2010.

As the Board of Commissioner's may recall, as part of HCMA's effort to pre-fund retiree health care benefits; any funds received under Medicare Part D subsidy are to be transferred to the Retiree Health Trust. This is in accordance with actions taken by the Board in June 2005.

Recommendation: That the Board of Commissioners approve the transfer of \$21,071.82 to the Retiree Health Care Trust Fund as recommended by Human Resources Officer Johnstone and staff.

**HURON-CLINTON METROPOLITAN AUTHORITY**

To: Board of Commissioners
From: David Moilanen, Director
Subject: October Donations (9)
Date: November 11, 2010

The following donations were received through October 31, 2010:

- A \$300 bench donation made by the Walker, Lebrato, Scheib and Rose families for use at Indian Springs Metropark.
- A \$300 bench donation made by Lori Sullivan for use at Dexter-Huron Metropark.
- A \$350 bench donation made by Charles Krieg to be used at the Lake Erie Metropark.
- A \$350 bench donation made by Ryan Griffor to be used at Lake Erie Metropark.
- A \$500 "Wear the Gear" donation made by CNA.
- A \$519 donation made by the Thomas Welsh Foundation for plants at the Stony Creek Nature Center.
- A \$4,000 donation made by the Thomas Welsh Foundation for deck restoration at the Stony Creek Nature Center.
- A Rainbow Trout donation made by Deborah Green for use at the Environmental Discovery Center at Indian Springs Metropark.
- Heron, Egret, Sandhill Cranes, sunset pictures made by Michele Olzaek for use at the Kensington Park office.

RECOMMENDATION: That the Board of Commissioners formally accept the above donations and a letter of appreciation be sent to the donors as recommended by Director Moilanen and staff.



HURON-CLINTON METROPOLITAN AUTHORITY OCTOBER MONTHLY REPORT FOR BOARD OF COMMISSIONERS NOVEMBER 11, 2010

Director's Comments

- All departments and parks have been engaged in developing their parts of the 2011 budget. Budget hearings and the review of those proposed budgets with senior administrative staff is now in full swing. This budget development and analysis process is running very smoothly considering that tighter budget parameters have been necessitated by the Authority's declining property tax revenues. The preliminary budget will be presented at the November Commission meeting.
- Autumn is a great time to be outdoors and the parks and staff were ready for the thousands of enthusiastic visitors. Staff conducted a variety of seasonal events such as Halloween programs, hayrides, festivals and visits to the pumpkin patch. The parks hosted many organized cross country running events, and they were in good shape for those visitors who just wanted to enjoy the season and their favorite Metropark at their own time and pace.
- I, and Commissioner Marans, attended the NRPA conference in Minneapolis. The sessions I attended were particularly helpful and I came away with many good and useable ideas. A couple sessions dealt with the NRPA's accreditation process for park and recreation agencies. The process is fairly new and only a minority of parks and recreation agencies has gone through it. Whether the Metroparks would benefit by going through the formal accreditation process is not clear, but it would definitely be beneficial to informally review the national accreditation standards and implement some of the more fundamental ones. I, along with staff, will pursue this further and report to the Board in more detail.

Metro Beach – Jim Pershing

- Three cross country meets were held on Oct. 5, 23 and 30. All were well attended and very well organized.
- The Michigan Waterways Commission held its meeting at the Thomas Welsh Activity Center at Metro Beach on Oct. 8. Chief Engineer Arens lead a walking tour for the Commissioners and other guests of the rehabilitated South Marina. All that participated seemed to be duly impressed with the facility and felt that the funds were well spent.
- OnStar held a driving educational event on the east half of the parking lot on Oct. 15. This event was held to show young teenagers the dangers of distracted driving. This event will generate approximately \$4,300 in rental fees and vehicle entry fees.

Lower Huron, Willow, Oakwood and Lake Erie – Richard Sobecki

- Events at Lake Erie during October included an ALS walk on the Oct. 2 with 150 walkers, and the Marina slip rental lottery held on Oct. 3 with 46 slips rented (compared to 44 in 2009). Events at Lower Huron included the Applefest 5k and 10k runs on Oct. 3.
- Hayride/Bonfire programs were held at the Oakwoods Nature Center on Oct. 2 and staff was able to move the wagon from Lake Erie to use at this event.
- Oakwood's Nature Center sold out the Lantern Tours which took place on Oct. 16 and 17.
- The Huron fall soccer program concluded this month and a disc golf tournament was held on the Oct. 9 which was sponsored by the Toledo Area Disc Golf Association.

Kensington – Kim Jarvis

- The horse staging area at the Group Camp was the site of a camporee the first weekend in October. More than 100 riders enjoyed this fun-filled weekend of trail riding, bonfires and entertainment.
- Additional events in October included the “S.T.A.R.S. Walk-A-Thon” with 300 participants, the “Out of Darkness” walk with 400 participants, the “K.B.D. Melanoma” walk with 300 participants and three cross-country meets including the 51st Oakland County Championship with 5,000 people attending.
- Attendance was down for the Fall Festival due to rainy, cool weather. However, nice weather for the other weekends during the month worked out well for Pick-Your-Pumpkin hayrides. Farm Center staff grew a great crop of pumpkins this year.

Hudson Mills, Indian Springs and Huron Meadows – Nancy Schaible

- October was busy with cross country track meets at Huron Meadows and Hudson Mills. Hudson Mills hosted six groups with more than 4,200 participating, while Huron Meadows hosted four groups with more than 2,300 participants.
- Disc golf continues at Hudson Mills and the A3 league held parties on Oct. 6 and Oct. 30. The Mystic Hills Disc Tournament used both courses for their annual event.
- Halloween programs for the kids were also popular during the month.

Stony Creek, Wolcott Mill – Mike Lyons

- The first “Rustic Family Camping Halloween” weekend was held Oct. 22 – 24. Twenty families preregistered with 79 people attending. Several activities were offered including a candy scramble, costume contest, pumpkin carving and a wagon ride to the Nature Center for a Halloween interpretive program.
- Events held during the month consisted of three charity walks, six cross country meets and two weddings. The final Banquet Tent wedding for the season took place on Oct. 10; this event brought the season total to 30 events at the Banquet Tent.

Interpretive Services – Mike George

- October Summaries

Program totals	1,211
Program totals (persons)	46,742
Facility visitors	129,617
Monthly total use	176,359
Monthly total use (YTD)	1,562,703
Monthly volunteer hours	6,364

- All of the Interpretive facilities offered a variety of programming that echoed the fall season and included craft making classes, hayrides, scouting activities and more.
- Special events, like the Civil War weekend which took place at Wolcott Mill Historic Center, did very well. Halloween associated activities generated nice turnouts as well.

Kensington Farm Center

- Once again October lived up to its reputation as one of the busiest months of the year. “Pick Your Pumpkin Hayrides” kept three teams of horses and two tractors busy. For the first time in many years the farm was able to produce most of the pumpkins sold. The new deer fence provided the needed protection. As of Oct. 26, pumpkin sales reached \$13,000.

Interpretive Services (con't) – Kensington Nature Center

- The major event of the month was “Family Fun Days” with more than 5,000 visitors.
- Rosco the Clown held four magic shows on each weekend day, mostly to a packed audience.
- The Climbing Tower was also a big attraction during the month.
- Programs focused on badge programs for scouts, most of which were well attended.

Stony Creek Nature Center

- “Autumn Adventure”, school tours, “Naturally It’s Halloween” and preparation for school outreach and scout badge programs took up most of the staff’s time during the month.
- Fourteen dedicated volunteers donated 34 hours of time to the care and feeding of the animals and in helping with programs and activities.

Wolcott Mill Historic Center

- The largest event of the year, the “Civil War Skirmish,” took place Oct. 9-10. The re-enactors, through their dedication to the hobby and a sincere commitment to the event, gave the Metroparks a highly valuable service and memorable time for the public. Comments from visitors, staff and re-enactors claim this to be one of the best events ever.
- Another successful event was “Apples at the Mill.” Visitors enjoyed sampling the different apples, cider and apple recipes.

Wolcott Mill Farm Center

- Although there were not as many school farm tours, the children and teachers that did visit enjoyed themselves tremendously. In addition to the normal farm tour, school wagon ride trips out to the pumpkin patch were also offered. Children also had the opportunity to purchase and take home pumpkins.

Metro Beach Nature Center

- There were 17 Great Lakes Education Programs (GLEP) scheduled during the month which is up from last year’s number of six programs in October.
- The Macomb County MSU Extension received a grant that several groups took advantage of which helped increase the attendance numbers.

Oakwoods Nature Center

- The “Evening Hayride and Bonfire” programs were a huge success. The center also received calls from groups and private citizens inquiring about setting up hayrides for groups/families.
- Nearly 50 children participated in the “Kids Kandy-n-Krafts” on Oct. 23. Mummies, witches and a tattooing Gnome were seen roaming the center for the event.

Lake Erie Marshlands Museum and Nature Center

- School programs were down during the month. Out of 14 originally scheduled program days (28 classes), only 7½ days actually occurred. Staff is unsure of the cause for the low numbers.
- Approximately 150 people participated in the Oct. 9 Fall “Funforall.” Activities included hayrides, pumpkin picking, farm animal petting, corn husk doll making, dancing, straw maze running and more.

Mobile Learning Center

- Due to MEAP testing, the Mobile Learning Center did not visit as many schools during the month. However, special events helped fill the gap.

Interpretive Services (con't) – Mobile Learning Center

- The Mobile Learning Center was present at four special events in October including the “Fall Festival” at the Kensington Farm Center; the “Civil War Skirmish” at Wolcott Mill; REI in Ann Arbor; and the Apollo Center in Highland for their “Trick or Truck” event.

Hudson Mills Activity Center

- October was one of the busiest months for the Hudson Mills Interpretive Program. The most popular school programs were "Colors of Autumn," "Huron River Ecosystem" and "Animal Adaptations." Out-of-park programs included “Creepy Crawlies” and "Colors of Autumn."

Indian Springs Environmental Discovery Center

- Nearly every available day had school group appointments. Ecosystems and water quality were the two most requested topics.
- Volunteers helped plant more sections in display garden. Staff has made great progress this year on the garden and it is starting to look like a garden.
- Scout volunteers helped collect prairie plant seeds on Oct. 23.

Indian Springs Nature Center

- The month had a fair amount of school group appointments.
- Public programs were excellent. The “Webelos – Outdoorsman,” “Bear Scouts – Indian Lore,” “Brownies – Animal Try It” and “Orienteering” were all filled.

Human Resources – Bill Johnstone

- Cpl. Paul Laube is retiring in January and there is an open position for a police officer in the Eastern District. In addition, the corporal position at Metro Beach is being eliminated.
- Staff met with representatives from the Employee Associations and the POAM to discuss cost savings measures that may impact the labor contract. The initial meeting was positive. Continuing discussions are scheduled for November.
- Health Risk Assessments are scheduled for the first week of November. University of Michigan M-Fit Division will be performing the assessments as in past years.
- Benefit enrollment guides were developed and printed for all full-time employees. Packets will be mailed to employees with enrollment meetings to be held the third week of November.
- Total employee count

Location	Full-Time	Provisional	Seasonal	Total	Percent
Admin Office	44	7	0	51	8.7%
Hudson Mills	34	90	2	126	21.5%
Kensington	49	61	5	115	19.7%
Lake Erie	16	43	1	60	10.3%
Lower Huron	31	54	3	88	15.0%
Metro Beach	20	20	3	43	7.4%
Stony Creek	32	67	3	102	17.4%
TOTAL	226	342	17	585	100.0%

Information Systems –

Nolan Clark

- Staff will be installing and updating six new computers in the Engineering and Planning departments. New enhancements include updated software and enhanced Autodesk software.
- Metro Beach will be changing over to the ShoreTel phone system in November.
- Equipment for replacing the golf point of sale systems has been ordered and the majority of the equipment will be installed in late February or early March.

Community Relations –

Jack Liang

- Planned the project proposal evaluation process for University of Michigan's School of Art and Design students with Prof. Michael Rodemer. Also participated in the evaluation meeting with Metroparks staff and the students, listening to proposals for planning, creating and installing works of art, displays, addressing environmental stewardship, education, recreation and culture in the Metroparks.
- Worked with Natural Resources staff regarding REI grant fund allocation to help support a part-time position for the Natural Resource Department. Part of the REI allocation will also be used to fund supplies for the University of Michigan art projects.
- Worked with area volunteer coordinators to develop a swap list of "gifts" and activities to offer organizations respective volunteers.
- Worked with the West Oakland Camera Club to manage the ongoing photo contest.
- Worked with the Detroit Symphony Orchestra (DSO) regarding next year's planned music camp at Kensington, Metro Beach and Stony Creek. Awaiting a funding decision from Target to support the camps for approximately 240 students.

Planning –

Sue Nyquist

- Stony Creek and Wolcott Mill Park Superintendent Mike Lyons and Chief Planner Susan Nyquist met with representatives of the Wolcott Mill Trail Association to discuss the potential development of a campground at Wolcott Mill. Two site plan alternatives were presented and discussed at length.
- Staff continues to work with the Kensington Golf Course Building design team. The site plan was approved by the Brighton Township Planning Commission.
- Staff attended the 2010 Oakland County Trail Summit. This day-long workshop featured topics including historic preservation and trails, the Clinton River Trail, health and wellness benefits of trails, urban trails and economic development, and trail development funding sources.

Engineering –

Mike Arens

Metro Beach

- The aboveground storage tank (AST) project by Dean Marine is near completion.
- Groundwater monitoring wells have been installed by Stearns Drilling. An initial assessment report is to be completed by Fishbeck, Thompson, Carr & Huber this week for staff review and will be submitted to the MDNRE prior to the Nov. 16 due date.
- A preconstruction meeting with Buxton Builders for the dumpster enclosure project at the Activity Center will be scheduled in the near future.

Engineering (con't)

Stony Creek

- Work on the Eastwood Bathhouse roof reconstruction project by Bernco, Inc. is nearly complete and in the punch list phase.
- A preconstruction meeting with Liquiforce Services on the sanitary sewer rehabilitation project will be scheduled in the near future.

Wolcott Mill

- The report on the Mill Tailrace repair project by Anderson, Eckstein & Westrick has been forwarded to the Road Commission of Macomb County (RCMC) which is currently reviewing the scope of work and cost estimate. The RCMC is planning to coordinate with engineering staff in developing a repair project and an intergovernmental agreement to implement it. The project is tentatively planned to begin in the first half of 2011.

Kensington

- Staff is finalizing bid documents for replacing the existing roof at the Farm Center Barn and Classroom, in preparation for a December bid opening.
- Design of the parking lot lighting system replacement project at the Farm Center by Lombardo & Associates is near completion. It appears that energy-saving LED lights on 30-foot standard poles will provide the most economical design.
- The design of the Golf Starter building by Lindhout Associates, and design of the associated plaza, landscaping, utilities, site work and temporary facilities by the Engineering and Planning staff is almost complete. The Brighton Township Planning Commission granted site plan approval on Oct. 11. The Commission's review went well and they offered favorable comments on the project. Staff is finalizing the civil design review package, to be submitted to Brighton Township for review and approval. The project is on track for a Dec. 16 bid opening.
- The monthly design progress meeting with Stantec on the sanitary system improvement project took place on Oct. 19. The survey and topographic mapping of the proposed force main alignment along MDOT right-of-way is complete and was provided to Stantec. Stantec has begun developing design drawings of this proposed alignment of this section of force main, in preparation for submittal to MDOT for their review.
- Staff is coordinating the processing of documents relating to the MDOT I-96 – Kent Lake Road detention basin project, including contract, temporary grading permit and related items. This project is currently out for bid by MDOT.

Huron Meadows

- Fonson Construction is scheduled to resume work on the Golf Course irrigation intake project next week.

Lower Huron

- The main park road resurfacing project with contractor ProLine Asphalt is almost complete, with shoulders, topsoiling, fertilizing and seeding remaining to be completed.

Lake Erie

- Work on the playground renovation project by Playworld Midstates is nearly complete, with topsoil having been spread, hydroseeding, mulching and irrigation completed at this time. Punch list items remain to be addressed.

Administrative Office

- The hike-bike trail crack filling and roadway overbanding project at various locations in Kensington, Lake Erie, Lower Huron and Stony Creek by Wenn Sealcoating are nearly completed.

Natural Resources –

Paul Muelle

- One hundred and twelve volunteers at Stony Creek, Kensington and Dexter-Huron assisted the Natural Resource staff at four events removing invasive shrubs and collecting native seed that will be used in planting projects next spring. Staff continues to finish up with spot phragmites treatment at various locations throughout the park system in an effort to control its' spread into high quality wetland systems.
- The Environmental Protection Agency (EPA) has given final approval for the Great Lakes Restoration Initiative (GLRI) grant at Metro Beach. Staff met with Macomb County Department of Planning and Economic Development, Wayne State University and the Clinton River Watershed Council, to finalize specifications for an RFP to obtain a consultant for the project.

Natural Resources (con't) –

- The Natural Resource Crew completed clean-up and grading of a dumping site at Lake Erie and Indian Springs Metropark, and seeding with native plant species. Several members of the NRC provided chain saw safety training for employees of the Oakland County Parks system.

Purchasing –

Scott Michael

- Staff continued work on alarm system evaluations for the Metroparks this month. A security system committee is reviewing the proposals and a formal recommendation will be made to the Board in December.
- Staff solicited bids for phone equipment and approved printing for Metropark Guides during the month.
- Cross country ski equipment was purchased for Kensington and Huron Meadows.
- Purchase orders issued through September 2010

	MAA	SWM	MVR	RHS	JRS	GJA	Grand Total
Jan	\$19,176.50	\$176,455.41	\$146,527.70	\$419,188.42	\$291.40	None	\$761,639.43
Feb	\$341,693.57	\$23,426.46	\$65,921.95	\$183,988.60	\$180,425.47	None	\$795,456.05
Mar	\$625,434.80	\$49,116.54	\$51,583.56	\$106,743.03	\$3,872.06	None	\$836,749.99
Apr	\$718,993.75	\$156,728.04	\$74,840.01	\$123,840.95	\$21,767.80	None	\$1,096,170.55
May	\$31,473.74	\$40,359.58	\$41,080.54	\$43,418.76	\$12,800.33	None	\$169,132.95
June	\$656,953.60	\$44,730.06	\$99,021.51	\$8,523.30	\$15,661.37	\$25,600	\$850,498.84
July	\$108,030.00	\$27,027.98	\$8,836.05	\$14,874.88	\$1,523.95	None	\$160,292.86
Aug	\$838,144.46	\$47,530.42	\$24,085.63	\$33,191.19	\$29,339.54	None	\$972,291.24
Sept	\$73,180.51	\$10,493.50	\$25,165.00	\$126,254.32	\$5,530.00	None	\$240,623.33
Oct	\$156,980.10	\$13,138.59	\$120,071.80	\$8,669.85	\$1,738.00	None	\$300,598.34

MAA – Mike Arens, SWM – Scott Michaels, MVR – Maria vanrooijen, RHS – Ron Smith, JRS – Jan Schlitters, GJA – Greg Almas

Police Department –

George Phifer

- During October, the Police Department provided traffic control for several cross country meets throughout the Metroparks.
- Officers attended training in Lansing and receive updated information on the Michigan Vehicle Code.
- Metroparks Police officers at Stony Creek located and arrested a subject for breaking into four (4) vehicles near the Osprey Trail. It was later determined this same subject was responsible for several larcenies and home invasions that occurred in Shelby Township and in the Rochester communities.

Police Department (con't) –

- Total police department count

Number of “Assist Other Agency” Runs for OCT 2010		YTD 2010	Oct 2009	YTD Oct 2009	Oct 2008	YTD Oct 2008
Eastern District	3	60	6	74	14	91
Western District	6	44	3	60	6	89
Southern District	2	20	3	30	3	42
TOTAL	11	124	12	164	23	222

**Communications –
Denise Semion**

- Please see separate marketing update

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October 2010 Marketing Report

Sum of Cost			
Activity Type	Activity	Park (8XX)	Total
e-Mail	Detroit Public TV email - Civil War event	Wolcott Mill	
	Detroit Public TV email - Halloween events at parks	AO	
	Nearly 600 cards entered from "enter to win" promotion. Collected 102 addresses the website. From the parks: AO-1, SC & WM-207, K-54, HM et al-87, LH et al & LE-17, events & expos - 100, other-2, Total on eblast list-21,940	AO	
	Two emails sent in October promoting golf, events and programs to more than 20,000 people	AO	
e-Mail Total			
Miscellaneous	Press release reading fee	AO	223.00
	Staffed a booth at the Passport to Wellness Senior Expo held at Greater Grace Temple in Detroit. Distributed more than 400 maps and collected more than 200 e-mail cards.	AO	
	Staffed a booth at the Observer & Eccentric Senior Health & Living Fall Expo at Oakland County Community College. Distributed more than 500 maps and brochures and collected more than 200 emails/addresses.	AO	
	2010 Boating & Outdoor Recreational Festival disc golf promotion	AO	400.00
Miscellaneous Total			623.00
News Release	Photo Contest 2010	AO	
	Swing Society Dances	Metro Beach	
	Rustic Camping	Lower Huron	
	Civil War Skirmish	Wolcott Mill	
	Picnic Shelter Reservations	Hudson Mills Huron Meadows Indian Springs Kensington Lake Erie Lower Huron Metro Beach Oakwoods Stony Creek Willow Wolcott Mill	
	Interpretive Events October	Hudson Mills Indian Springs Kensington Lake Erie Metro Beach Oakwoods Stony Creek Wolcott Mill	
	Halloween Camping Weekend	Stony Creek	
	Great Pumpkin Hunt	Indian Springs	
	Metroparks Treat Kids with Halloween Fun	Hudson Mills Indian Springs Kensington Lake Erie Metro Beach Oakwoods Stony Creek Wolcott Mill	

October 2010 Marketing Report

Sum of Cost			
News Release	Save gas, see autumn colors at Huron-Clinton Metroparks	Hudson Mills Indian Springs Kensington Lake Erie Metro Beach Oakwoods Stony Creek Wolcott Mill	
	Fall "fore" great rates (golf)	Hudson Mills Huron Meadows Indian Springs Kensington Lake Erie Stony Creek Willow Wolcott Mill	
	Fall Farm Festival	Kensington	
	Board selects David Moilanen as Director	AO	
	Halloween Camping at Stony Creek	Stony Creek	
News Release Total			
Print Materials	Biennial Report 2008-2009	AO	2,767.32
Print Materials Total			2,767.32
Grand Total			3,390.32

**COUPONS REDEEMED AT PARKS
OCTOBER 2010 TALLY**

	HCMA DAILY \$4 off	CARL'S GOLFLAND	GOLF SHOW	Spring Direct mail card	Fall Direct Mail	Detroit News/Free Press/O&E Fall	PUNCH CARD	COUPON BOOK FREE CART	B-DAY	COURTESY VOLUNTEER R PASS	HCMA Web	Free League	Valpak	OTHER	OTHER
WM							43		9			53			
SC	547						36		7			114			
IS	339						40		7			52			
K	559						66		9			9			
H MDWS	5	4	6				42		13			23			
HM	2						18		4			56			
WILLOW	5						52		3			83			
LE							10	1	2			55			
TOTALS	1,457	4	6	0	0	0	307	1	54	0	0	445	0	0	0

Dashboard

- Intelligen **ce** See
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting

- My Customizations
- Custom Reports
- Advanced Segments
- Intelligen **ce** See
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Dashboard

Export Email

Advanced Segments: All Visits

Oct 1, 2010 - Oct 31, 2010

Graph by:

Visits

2,000

1,000

Oct 4 Oct 11 Oct 18 Oct 25

Site Usage

32,798 Visits

130,500 Pageviews

3.98 Pages/Visit

36.32% Bounce Rate

00:02:50 Avg. Time on Site

63.36% % New Visits

Visitors Overview

2,000

1,000

Oct 4 Oct 11 Oct 18 Oct 25

25,746 visitors

view report

Traffic Sources Overview

Search Engines
21,659.00 (86.04%)

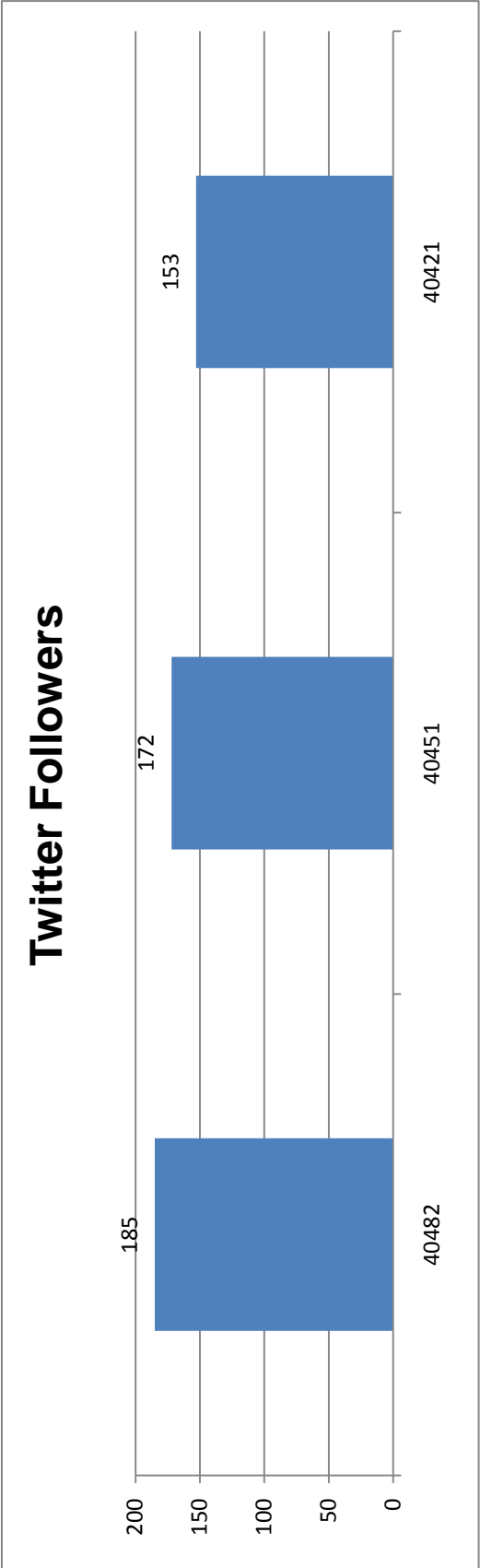
Direct Traffic
5,732.00 (17.48%)

Referring Sites
5,407.00 (16.48%)

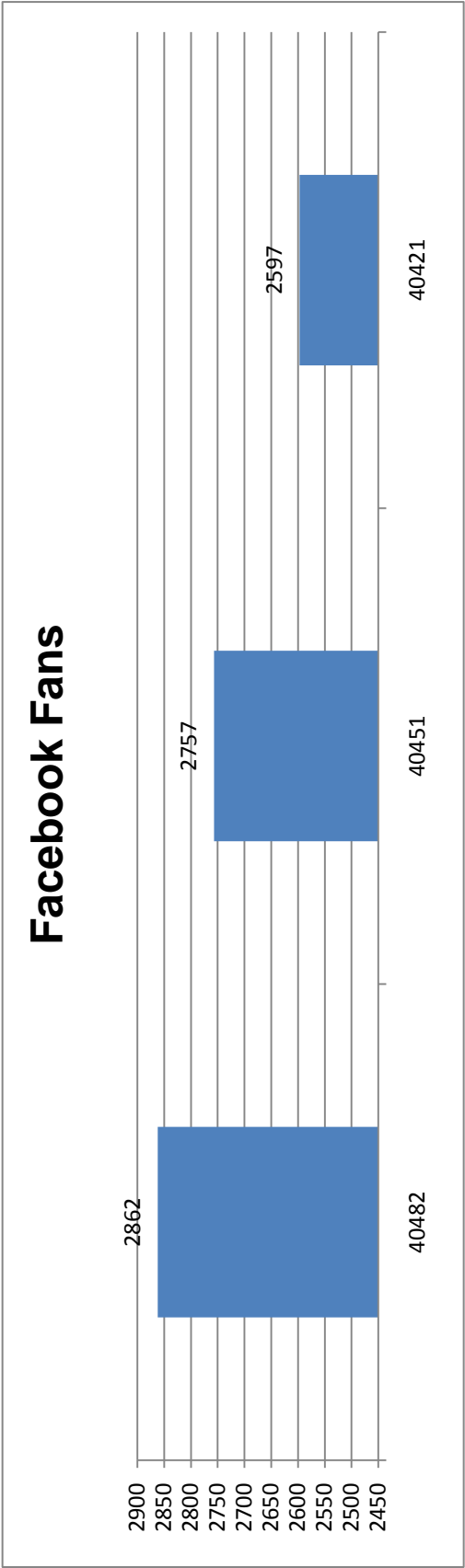
view report

October 2010 Report

Twitter:



Facebook:



Social Media Recommendations:

In an effort to optimize the budget, Fluency will be consulting with Metroparks staff up to speed so they can execute social media throughout the cold weather months. This will include working on a publishing calendar, a Twitter tutorial, and consulting on new ideas.

Tweet more than once per week.

Tweet more photos from the park.

Have park staff send in tweets (either themselves or to someone who can push it out) that covers the events/programs on-site.

Reach out to people who mention a park by name, and talk/tweet to them.

Email:

Email database is continuing to grow, with the decrease on Oct. 6 due to new names not being imported into the mailer that week. Again, open rate was higher at the beginning of the month than at the end, as families may be trying to plan events ahead of time. Open rates remained steady throughout the month within the industry standard rates of between 20 - 40 percent and were on par with open rates seen in September.

The Oct. 6 email generated the highest open rates, with the subject line "Celebrate Fall with your Metroparks." Interestingly, only two of the events in the Oct. 6 email ended up on the Top Ten list of click-throughs this month, with the Halloween Events and Fall Color events being the most clicked stories of that email.

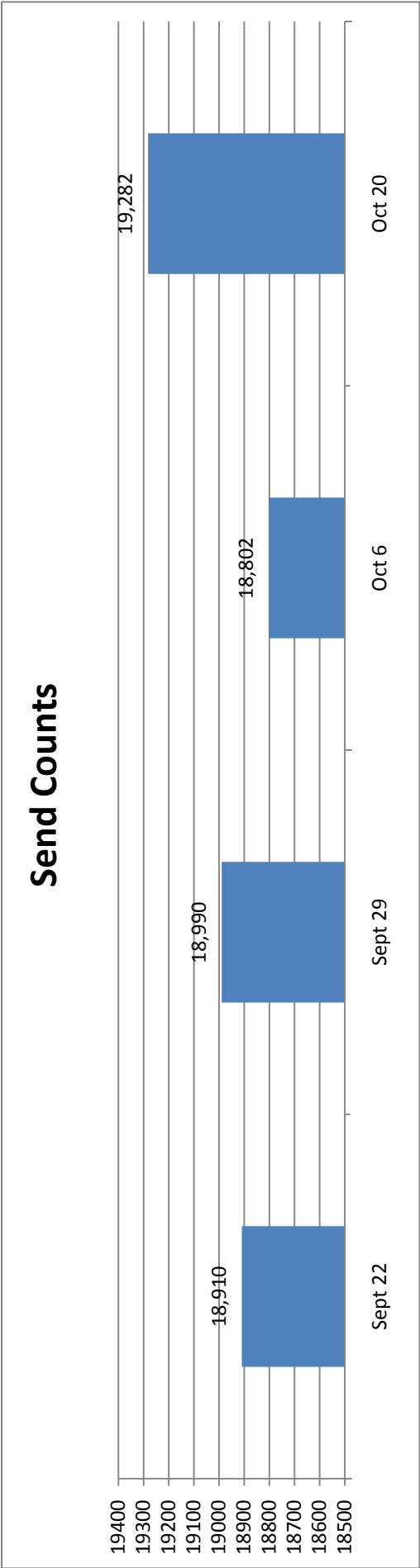
The stories regarding activities available across parks (fall color, Halloween, wagon rides) performed the best out of the email stories included in October emails.

Unsubscribe rates appear to stabilizing at under 0.5 percent. As the frequency of the emails decreases over the next few months, it is suspected that the unsubscribe rates will stabilize at this lower number.

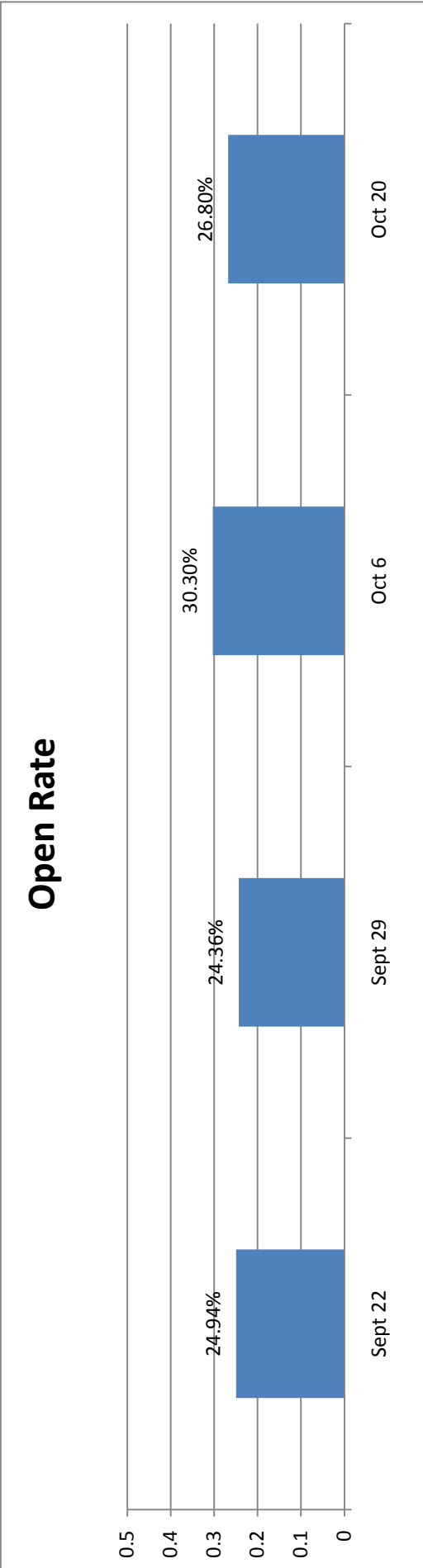
Generic subject lines seem to perform at about the same level as the event-specific subject lines, as the open rates are on par with those of previous months. However, I'd like to continue observing the open rate performance of seasonal/generic subject lines as we move into November.

Email recommendations include creating new "Event Pages" on the site for winter/holiday events of the same type (i.e. Santa programs, Holiday crafts) instead of creating separate listings for each of these events. These aggregate pages will drive more

Date					
Send Counts					



Date					
Open Rate					



Top Ten Events	Clicks	Date of Email
Fall Golf Rates	349	Sept. 29
Holiday Craft	296	Oct. 20
Halloween Events	272	Oct. 6
Fall Wagon Rides	253	Oct. 20
Halloween Events 2	235	Oct. 20
Wagon Rides	231	Sept. 22
Boating & Outdoor Recreation Show	229	Sept. 22
Fall Color	229	Sept. 29
Fall Color 2	227	Oct. 6
Fall Farm Fest	211	Oct. 29

HURON-CLINTON METROPARKS MONTHLY STATISTICS

OCTOBER 2010

PARK	MONTHLY VEHICLE ENTRIES		
	Current Year	Previous Year	Change
Metro Beach	28,690	22,528	27.4%
Wolcott Mill	4,925	3,634	35.5%
Stony Creek	33,260	27,215	22.2%
Indian Springs	9,238	7,287	26.8%
Kensington	65,913	50,271	31.1%
Huron Meadows	11,080	7,729	43.4%
Hudson Mills	24,754	22,390	10.6%
Lower Huron	18,363	21,903	-16.2%
Willow	17,581	19,262	-8.7%
Oakwoods	4,229	4,060	4.2%
Lake Erie	18,174	14,592	24.5%
Monthly TOTALS	236,207	200,871	17.6%

MONTHLY TOLL REVENUE		
Current Year	Previous Year	Change
\$ 18,624	\$ 11,367	63.8%
\$ 1,480	\$ 1,026	NA
\$ 29,419	\$ 16,972	73.3%
\$ 9,129	\$ 4,676	95.2%
\$ 44,752	\$ 24,317	84.0%
\$ 9,733	\$ 3,727	161.1%
\$ 20,576	\$ 13,003	58.2%
\$ 3,978	\$ 2,380	67.1%
\$ 12,963	\$ 7,768	66.9%
\$ 785	\$ 572	37.2%
\$ 19,873	\$ 11,889	67.2%
\$ 171,312	\$ 97,697	75.4%

MONTHLY TOTAL PARK REVENUE		
Current Year	Previous Year	Change
\$ 93,673	\$ 85,683	9.3%
\$ 42,376	\$ 32,302	31.2%
\$ 111,217	\$ 82,160	35.4%
\$ 56,050	\$ 40,588	38.1%
\$ 132,126	\$ 88,227	49.8%
\$ 65,074	\$ 41,599	56.4%
\$ 55,385	\$ 37,380	48.2%
\$ 19,055	\$ 15,808	20.5%
\$ 64,865	\$ 46,139	40.6%
\$ 2,401	\$ 1,892	26.9%
\$ 67,014	\$ 46,457	44.2%
\$ 709,236	\$ 518,235	36.9%

PARK	Y-T-D VEHICLE ENTRIES		
	Current Year	Previous Year	Change
Metro Beach	428,837	432,586	-0.9%
Wolcott Mill	30,588	30,107	1.6%
Stony Creek	481,300	462,025	4.2%
Indian Springs	97,417	96,791	0.6%
Kensington	721,084	731,174	-1.4%
Huron Meadows	84,004	75,028	12.0%
Hudson Mills	224,264	216,305	3.7%
Lower Huron	324,751	314,710	3.2%
Willow	193,564	179,350	7.9%
Oakwoods	36,032	37,267	-3.3%
Lake Erie	201,067	204,941	-1.9%
Y-T-D TOTALS	2,822,908	2,780,284	1.5%

Y-T-D TOLL REVENUE		
Current Year	Previous Year	Change
\$ 1,036,851	\$ 900,913	15.1%
\$ 1,970	\$ 1,338	100%
\$ 1,282,176	\$ 1,029,017	24.6%
\$ 208,998	\$ 181,829	14.9%
\$ 1,341,937	\$ 1,122,781	19.5%
\$ 39,068	\$ 23,671	65.0%
\$ 352,878	\$ 299,314	17.9%
\$ 465,528	\$ 373,787	24.5%
\$ 242,316	\$ 161,147	50.4%
\$ 32,810	\$ 31,297	4.8%
\$ 423,309	\$ 353,535	19.7%
\$ 5,427,841	\$ 4,478,629	21.2%

Y-T-D TOTAL PARK REVENUE		
Current Year	Previous Year	Change
\$ 1,727,528	\$ 1,576,141	9.6%
\$ 454,200	\$ 446,472	1.7%
\$ 2,401,747	\$ 2,207,631	8.8%
\$ 829,658	\$ 852,755	-2.7%
\$ 2,739,020	\$ 2,449,934	11.8%
\$ 781,756	\$ 787,463	-0.7%
\$ 935,051	\$ 915,729	2.1%
\$ 1,480,357	\$ 1,218,233	21.5%
\$ 1,051,958	\$ 922,375	14.0%
\$ 47,023	\$ 45,425	3.5%
\$ 1,539,685	\$ 1,557,115	-1.1%
\$ 13,987,983	\$ 12,979,273	7.8%

Y-T-D Vehicle Entries by Management Unit			
Metro Beach	428,837	432,586	-0.9%
Stony Creek Wolcott Mill	511,888	492,132	4.0%
Kensington	721,084	731,174	-1.4%
Hudson Mills Indian Springs Huron Meadows	405,685	388,124	4.5%
Lower Huron Willow Oakwoods Lake Erie	755,414	736,268	2.6%

Y-T-D Toll Revenue by Management Unit		
\$ 1,036,851	\$ 900,913	15.1%
\$ 1,284,146	\$ 1,030,355	24.6%
\$ 1,341,937	\$ 1,122,781	19.5%
\$ 600,944	\$ 504,814	19.0%
\$ 1,163,963	\$ 919,766	26.5%

Y-T-D Total Revenue by Management Unit		
\$ 1,727,528	\$ 1,576,141	9.6%
\$ 2,855,947	\$ 2,654,103	7.6%
\$ 2,739,020	\$ 2,449,934	11.8%
\$ 2,546,465	\$ 2,555,947	-0.4%
\$ 4,119,023	\$ 3,743,148	10.0%

ACTIVITY REPORT - GOLF

GOLF COURSE	MONTHLY ROUNDS		
	Current Year	Previous	Change
Wolcott Mill	1,347	898	50.0%
Stony Creek	2,548	1,784	42.8%
Indian Springs	1,968	1,507	30.6%
Kensington	2,505	1,647	52.1%
Huron Meadows	2,396	1,623	47.6%
Hudson Mills	1,195	875	36.6%
Willow	2,017	1,572	28.3%
Lake Erie	1,542	1,160	32.9%
Regulation Subtotal	15,518	11,066	40.2%
MB Par 3	1,130	561	101.4%
L. Huron Par 3	488	291	67.7%
TOTALS	17,136	11,918	

ROUNDS Y-T-D		
Current Year	Previous Year	Change
18,608	17,738	4.9%
32,433	30,007	8.1%
23,064	23,802	-3.1%
39,950	32,800	21.8%
26,151	26,351	-0.8%
17,330	18,176	-4.7%
23,769	24,847	-4.3%
21,834	25,267	-13.6%
203,139	198,988	2.1%
16,412	21,003	-21.9%
8,274	11,667	-29.1%
227,825	231,658	

GOLF REVENUE Y-T-D		
Current Year	Previous Year	Change
\$ 364,611	\$ 361,966	0.7%
\$ 750,991	\$ 798,226	-5.9%
\$ 535,737	\$ 573,831	-6.6%
\$ 742,495	\$ 720,620	3.0%
\$ 626,158	\$ 643,010	-2.6%
\$ 365,583	\$ 395,988	-7.7%
\$ 539,710	\$ 589,831	-8.5%
\$ 463,448	\$ 538,438	-13.9%
\$ 4,388,734	\$ 4,621,910	-5.0%
\$ 82,138	\$ 104,834	-21.6%
\$ 42,574	\$ 60,241	-29.3%
\$ 4,513,446	\$ 4,786,985	-5.7%

ACTIVITY REPORT - INTERPRETIVE FACILITIES

FACILITY	VISITORS		
	Current Year	Previous	Change
Metro Beach	12,134	6,530	85.8%
Wolcott Mill	11,722	9,820	19.4%
Wolcott Farm	9,523	9,706	-1.9%
Stony Creek	15,430	21,607	-28.6%
Indian Springs	7,805	5,330	46.4%
EDC	9,832	3,405	188.8%
Kensington NC	39,053	28,318	37.9%
Kensington Farm	38,785	41,137	-5.7%
Hudson Mills	4,876	5,430	-10.2%
Oakwoods	11,093	12,766	-13.1%
LEMP Museum	14,642	13,662	7.2%
Mobile Unit	1,464	1,218	20.2%
TOTALS	176,359	158,929	11.0%

VISITORS Y-T-D		
Current Year	Previous Year	Change
143,060	111,095	28.8%
38,890	39,778	-2.2%
85,980	86,913	-1.1%
196,434	227,751	-13.8%
66,187	60,462	9.5%
65,190	42,237	54.3%
300,668	288,957	4.1%
344,703	345,628	-0.3%
38,225	41,366	-7.6%
113,820	121,399	-6.2%
139,582	145,454	-4.0%
23,149	23,071	0.3%
1,555,888	1,534,111	1.4%

REVENUE Y-T-D		
Current Year	Previous Year	Change
\$ 11,200	\$ 11,885	-5.8%
\$ 5,570	\$ 5,578	-0.1%
\$ 51,484	\$ 44,881	14.7%
\$ 22,829	\$ 22,790	0.2%
\$ 12,281	\$ 9,932	23.7%
\$ 14,623	\$ 12,369	18.2%
\$ 14,350	\$ 12,987	10.5%
\$ 75,072	\$ 72,818	3.1%
\$ 7,792	\$ 8,561	-9.0%
\$ 13,290	\$ 13,179	0.8%
\$ 7,211	\$ 7,885	-8.5%
9,754	11,424	-14.6%
\$ 245,456	\$ 234,289	4.8%

ACTIVITY REPORT - FINAL SUMMER ACTIVITIES

SWIMMING	PATRONS		
	Current Year	Previous	Change
Metro Beach	0	0	-
KMP Splash-Blast	0	0	-
Lower Huron	0	0	-
Willow	0	0	NA
Lake Erie	0	0	-
TOTALS	0	0	

PATRONS Y-T-D		
Current Year	Previous Year	Change
59,799	52,387	14.1%
60,195	49,985	20.4%
110,773	88,740	24.8%
21,357	0	NA
47,712	45,758	4.3%
299,836	236,870	

REVENUE Y-T-D		
Current Year	Previous Year	Change
\$ 134,891	\$ 156,456	-13.8%
\$ 199,883	\$ 163,391	22.3%
\$ 740,935	\$ 587,435	26.1%
\$ 77,552	\$ -	NA
\$ 234,301	\$ 223,434	4.9%
\$ 1,387,562	\$ 1,130,716	

PARK	Winter Sports this Month			Winter Sports Y-T-D					
	Current Year	Previous Year	Change	Current Year	Previous Year	Change			
Metro Beach									
XC Skiers	0	0	-	62	184	(122.00)			
Ice Skaters	0	0	-	767	896	(129.00)			
Ice Fishermen	0	0	-	6,739	8,120	(1381.00)			
Stony Creek									
XC Skiers	0	0	-	5,000	4,080	+ 920			
Ice Skaters	0	0	-	1,157	27	+ 1130			
Sledders	0	0	-	5,142	5,463	(321.00)			
Ice Fishermen	0	0	-	1,779	812	+ 967			
Indian Springs									
XC Skiers	0	0	-	126	648	(522.00)			
Sledders	0	0	-	876	1,235	(359.00)			
Kensington									
XC Skiers	0	0	-	2,337	1,218	+ 1119			
Ice Skaters	0	0	-	2,613	196	+ 2417			
Sledders	0	0	-	10,628	2,516	+ 8112			
Ice Fishermen	0	0	-	1,167	244	+ 923			
Huron Meadows									
XC Skiers	0	0	-	3,307	1,650	+ 1657			
Ice Fishermen	0	0	-	419	376	+ 43			
Hudson Mills									
XC Skiers	0	0	-	2,205	2,210	(5.00)			
Lower Huron									
Ice Skaters	0	0	-	741	860	(119.00)			
Willow									
XC Skiers	0	0	-	756	881	(125.00)			
Ice Skaters	0	0	-	353	563	(210.00)			
Sledders	0	0	-	6,778	2,384	+ 4394			
Lake Erie									
XC Skiers	0	0	-	26	55	-29			
Sledders	0	0	-	2	0	2			
Ice Fishermen	0	0	-	1,407	1,427	-20			
Totals by Activity				Totals by Activity Y-T-D					
	Current Year	Previous Year	Change	Current Year	Previous Year	Change			
XC Skiers	0	0	-	13,819	10,926	+ 2893			
Ice Skaters	0	0	-	5,631	2,542	+ 3089			
Sledders	0	0	-	23,426	11,598	+ 11828			
Ice Fishermen	0	0	-	11,511	10,979	+ 532			

PARK	Seasonal Activities this Month			Seasonal Activities Y-T-D			Seasonal Revenue Y-T-D		
	Current Year	Previous Year	Change	Current Year	Previous Year	Change	Current Year	Previous Year	Change
Metro Beach									
Welsh Center	13	9	+ 4	125	132	(7)	\$ 42,325	\$ 41,675	\$650
Picnic Reservations	7	3	+ 4	538	536	+ 2	\$ 72,425	\$ 65,175	\$7,250
Boat Launches	448	267	+ 181	8,404	8,922	(518)	NA	NA	NA
Marina	292	183	+ 109	4,494	4,723	(229)	\$ 85,028	\$ 86,009	(\$981)
Mini-Golf	0	0	-	14,940	19,065	(4,125)	\$ 37,158	\$ 47,818	(\$10,660)
Stony Creek									
Disc Golf ¹	NA	NA	NA	NA	NA	NA	\$ 49,547	\$ 50,520	(\$973)
Picnic Reservations	52	10	+ 42	412	389	+ 23	\$ 61,450	\$ 66,375	(\$4,925)
Boat Rental	0	0	-	17,001	15,254	+ 1747	\$ 118,465	\$ 112,536	\$5,929
Boat Launches	0	0	-	2,813	2,781	+ 32	NA	NA	NA
Indian Springs									
Picnic Reservations	1	1	0	59	49	+ 10	\$ 8,850	\$ 6,560	\$2,290
EDC Room Rental	6	8	(2)	43	69	(26)	\$ 43,358	\$ 44,378	(\$1,020)
Kensington									
Disc Golf (Single Day)	1,120	452	NA	29,555	12,686	NA	\$ 59,110	\$ 25,372	NA
Disc Golf Annuals sold	0	0	NA	132	17	NA	\$ 6,443	\$ 2,054	NA
Total Disc Golf							\$ 65,553	\$ 27,426	NA
Picnic Reservations	44	56	(12)	446	450	(4)	\$ 67,095	\$ 67,500	(\$405)
Boat Rental	0	0	-	12,982	13,923	(941)	\$ 120,149	\$ 123,305	(\$3,156)
Huron Meadows									
Picnic Reservations	5	6	(1)	40	47	(7)	\$ 6,000	\$ 6,820	(\$820)
Boat Rental	16	22	(6)	465	611	(146)	\$ 5,274	\$ 7,473	(\$2,199)
Hudson Mills									
Disc Golf (Single Day)	1,266	918		18,289	22,184	NA	\$ 36,578	NA	NA
Disc Golf Annuals sold	0	0	-	205	260	(55)	\$ 10,750	NA	NA
Total Disc Golf							\$ 47,328	\$ 56,990	(\$9,662)
Picnic Reservations	11	9	+ 2	175	166	+ 9	\$ 26,250	\$ 24,925	\$1,325
Canoe Rental ³	186	42	+ 144	5,621	4,231	+ 1390	\$ 25,271	\$ 22,255	\$3,016
Lower Huron / Willow / Oakwoods									
Picnic Reservations	100	85	+ 15	446	363	+ 83	\$ 66,850	\$ 41,775	\$25,075
Lake Erie									
Picnic Reservations	6	5		112	95		\$ 16,800	\$ 14,700	\$2,100
Boat Launches	1,602	1,067	+ 535	18,741	21,380	(2,639)	NA	NA	NA
Marina	NA	NA	NA	NA	NA	NA	\$ 193,869	\$ 196,521	(\$2,652)

Note 1: Park staff can account for daily disc golf sales but total use cannot be accurately tracked because many golfers have an annual disc golf pass.

Note 2: Canoe rental revenue is the HCMA percentage of the concessionaire's total revenue.