



Regular Meeting  
Oceola Community Center  
Tuesday, September 19, 2023, 7:00 p.m.

Call to order

Pledge of Allegiance (all stand)

Introduction of new Board Member- Sue Daus Howell Township

Call to the Public (for any items not on the agenda)

Approval- Regular Agenda

1. Presentation-2024 Outlook
2. Discussion/Approval- 2024 Budget
  - a. Events & programs
    - i. Cobalt Report- Melon Festival Numbers
    - ii. Legend of Sleepy Howell/ Legend
    - iii. Teen Center Fundraising
  - b. Sponsorship & marketing updates
    - i. 100 Women
3. Preventive Maintenance Report
4. Directors Report
  - a. New HR representative @ Paychex
  - b. Township Meetings
5. Board Member Reports
  - i. City of Howell Board Rep:
  - ii. Oceola Township Board Rep:
  - iii. Marion Township Board Rep:
  - iv. Genoa Township Board Rep:
  - v. Howell Township Board Rep:
6. Old Business
7. New Business
8. Next Meeting: October 17, 2023 @ 7pm Oceola Community Center
9. Adjournment



**Howell Area Parks & Recreation Authority**  
Oceola Community Center

Regular Board Meeting Minutes

August 22, 2023

### **Call to Order**

Chairperson Diana Lowe called the meeting to order at 7:00 pm.

### **Pledge of Allegiance**

### **Attendance**

Chairperson Diana Lowe, Vice Chair Tammy Beal, and Trustee Terry Philibeck, Harold Milton (Howell Twp)

### **Absent**

Secretary Nikolas Herttich

### **Staff**

Director Tim Church, Kyle Tokan, Kevin Troshak

**Call to the Public:** None Heard

### **Consent Agenda**

Terry Philibeck made a motion to approve the consent agenda as presented, Tammy Beal seconded. **Motion carried 4-0.**

### **Agenda**

Harold Melton made a motion to approve the agenda as presented, Terry Philibeck supported. **Motion carried 4-0.**

### **New HAPRA TREASURER**

Tammy Beal is willing to be the HAPRA Treasurer and Terry Philibeck is willing to be the HAPRA Vice Chairman. Motion by Harold Melton to approve Tammy Beal as Treasurer and Terry Philibeck as Vice Chairman, seconded by Diana Lowe. **Motion carried 4-0.**

### **Stakeholders Meeting**

Seeing that there is a Howell Public Schools November Millage Election and Aaron McGregor is not able to attend the September 19<sup>th</sup> Stakeholders meeting, it was decided to put the Stakeholders meeting on hold until November or December.

### **Melon Festival Wrap-up**

This was the largest melon run that HAPRA has hosted. There were 770 runners and the most they have had prior was 630. There was a lot of positive feedback, great music and the HAPRA team did fantastic. There was \$18,000 in sales at the melon tent, Rotary sold out of ice cream on Sunday morning and the Boy Scouts Troup #362 did a great job helping out. Clean up was done by 7:15 pm.

### **Legend of Sleepy Howell**

Will be held on State Street and Court House Square on October 28<sup>th</sup> from 3:30 pm-5:30 pm and the race will start after that.

### **Sponsorship & Marketing**

Staff were at the school's open houses to promote HAPRA events, sports and kids care. They were well received and answered a lot of questions from the parents.

### **Preventative Maintenance**

Oceola Township approved \$11,000 for upgrades. The windows produce heat in some rooms and none in other rooms. They will be adding 2 zones to adjust temperatures in the upper floor rooms so each room will have their own thermostats by winter.

### **Director Report**

Budget-Director Church's goal is to have it ready for this meeting but he will have it ready for the September meeting. He will walk through it for the new members. He is going to combine the Dog Park into #208. He will bring back two options for us to choose from and then he will take the one we choose and start his presentations to the HAPRA members.

### **Board Member Reports**

Oceola-Thanked the staff for the work that they did for Melon Fest, it turned out great and well attended.

Marion-Township renovations have started and well underway.

Howell Twp.-Made an offer on 22.8 acres for future township hall and 33 acres for future cemetery, all on Tooley Road.

Genoa-No report

### **Old Business**

None

### **New Business**

HAPRA had a company called Cobolt analyze the attendance, such as where people came from and which businesses that they frequented.

### **Staff Comment:**

Kevin reported that the camps ended 2 weeks ago and parents are anxious for next year. Three year olds and preschools are filling up. The teen center is open.

**Next Meeting**

The Stakeholders meeting is canceled but the next regular meeting is Tuesday, September 19<sup>th</sup> at 7pm at the Oceola Community Center.

**Adjournment**

Motion to adjourn at 7:40 pm by Tammy Beal supported by Terry Philibeck. **Motion carried 4-0.**

---

Approved

---

Date

Submitted by: Tammy L. Beal, Secretary

**HOWELL AREA PARKS & RECREATION  
AUTHORITY**

1661 N LATSON RD  
HOWELL MI 48843-9007

**MEMBER ID: 110099341**

**Statement Period**

August 01, 2023 to August 31, 2023

**Account Balances at a Glance**

Total Savings **\$5,087.39**

**Commercial Membership Savings**

**Account Number: 10006221590**

**Summary**

<b>Beginning Balance (08/01)</b>	<b>\$5,087.17</b>
Deposits & Additions	\$0.00
Withdrawals	\$0.00
Interest	\$0.22
<hr/>	
<b>Ending Balance (08/31)</b>	<b>\$5,087.39</b>

**Additional**

Average Daily Balance	\$5,087.17
Annual % Yield Earned This Period	0.05%
Interest Paid Year-to-Date	\$1.72

**Transactions**

DATE	DESCRIPTION	AMOUNT	BALANCE
8/1/2023	<b>Beginning Balance</b>		<b>\$5,087.17</b>
8/31/2023	Credit Interest/Dividend	\$0.22	\$5,087.39
8/31/2023	<b>Ending Balance</b>		<b>\$5,087.39</b>

## **You have the power of options.**

Check your account balances or transfer funds anytime, anywhere with Text Banking or with the Lake Trust app, available on the App Store or on Google Play. Or set up alerts in Online Banking to get notifications about low balances, large deposits, or other activity on your account. Visit [laketrust.org/managemyaccount](https://laketrust.org/managemyaccount) to get started.

If you ever have a question or need help with your account, remember that we're here for you. Start a secure chat with us in Online Banking or give us a call at **888.267.7200**.

*BOAA  
 Aug 2023*

HOWELL AREA PARKS AND  
 RECREATION AUTHORITY  
 1661 N LATSON RD  
 HOWELL MI 48843-9007

=====  
 We can't teach teenagers to drive.  
 But we can help kickstart their financial future with Greenlight.  
 Visit [www.BOAA.com](http://www.BOAA.com) to learn more about our partnership with Greenlight,  
 the debit card and money app for kids and teens.  
 =====

=====  
 COMMUNITY INTEREST ACCOUNT ACCOUNT 205138  
 =====

DOCUMENTS-DEBITS: 57 CREDITS: 0 LAST STATEMENT 07/31/23 250,388.83  
 AVG AVAILABLE BALANCE 209,395.45 117 CREDITS 106,956.70  
 68 DEBITS 175,824.54  
 THIS STATEMENT 08/31/23 181,520.99  
 TOTAL DAYS IN STATEMENT PERIOD 08/01/23 THROUGH 08/31/23: 31

- - - - - DEPOSITS - - - - -					
REF #	DATE	AMOUNT	REF #	DATE	AMOUNT
	08/01	143.00		08/17	163.00
	08/03	134.00		08/17	166.00
	08/03	147.00		08/17	185.00
	08/03	2,487.50		08/17	1,068.00
	08/16	69.00		08/18	1,070.00
	08/16	147.00		08/21	48.00
	08/16	221.00		08/21	1,199.00
	08/16	7,109.19		08/21	2,402.00
	08/16	8,727.50		08/21	7,010.00
	08/17	126.00		08/21	13,473.00
				08/25	120.00
				08/25	182.00
				08/25	572.00
				08/25	7,630.00
				08/31	44.00
				08/31	121.00
				08/31	140.00
				08/31	197.00
				08/31	650.55

- - - - - OTHER CREDITS - - - - -			
DESCRIPTION		DATE	AMOUNT
GLOBAL PAYMENTS GLOBAL DEP 8788240022289		08/01	76.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289		08/01	315.00
TIVITY HEALTH 7312023 CL 25906953		08/01	2,336.80
GLOBAL PAYMENTS GLOBAL DEP 8788240022289		08/02	272.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289		08/02	656.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289		08/02	2,027.00

\* \* \* C O N T I N U E D \* \* \*

HOWELL AREA PARKS AND

COMMUNITY INTEREST ACCOUNT ACCOUNT 205138

OTHER CREDITS

DESCRIPTION	DATE	AMOUNT
PAYOUT RunSignUp TRN*1*TX35228097900XT**3S5U1W5ZRZ1WEWGD\RM R*IK*TX352	08/02	3,226.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/03	116.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/03	558.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/04	151.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/04	1,412.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/07	15.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/07	50.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/07	100.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/07	131.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/07	156.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/07	231.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/07	270.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/07	486.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/08	155.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/08	308.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/09	140.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/09	237.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/09	638.00
PAYOUT RunSignUp TRN*1*TX35378305400XT**3S7Z7O5ZUR1MLP4R\RM R*IK*TX353	08/09	2,506.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/10	50.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/10	115.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/10	676.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/11	86.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/11	1,364.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/14	159.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/14	176.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/14	237.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/14	350.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/14	392.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/14	1,098.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/15	2.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/15	141.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/15	592.00
PAYCHEX EIB INVOICE X03418900000655	08/15	1,591.10
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/16	101.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/16	601.00
PAYOUT RunSignUp TRN*1*TX35525506500XT**3S7Z7O5ZXJ3JDNHL\RM R*IK*TX355	08/16	2,196.15
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/16	4,176.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/17	258.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/17	396.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/17	787.00

\* \* \* C O N T I N U E D \* \* \*



HOWELL AREA PARKS AND

=====

COMMUNITY INTEREST ACCOUNT ACCOUNT 205138

=====

- - - - - OTHER CREDITS - - - - -

DESCRIPTION	DATE	AMOUNT
MISSION CONTROL ACCTVERIFY 016KYOWDM2R2LXV	08/18	.01
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/18	136.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/18	362.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/18	1,073.50
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/21	45.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/21	146.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/21	165.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/21	173.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/21	259.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/21	309.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/21	585.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/22	350.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/22	491.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/23	176.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/23	316.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/23	1,655.00
PAYOUT RunSignUp TRN*1*TX35671653600XT**3S7Z70600B4D3SOO\RM	08/23	4,750.00
R*IK*TX356		
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/24	80.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/24	116.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/24	542.00
Bill.com Peerfit, Inc. Peerfit, Inc. Bill.com	08/25	52.50
016KVBTHH2RBJEC Inv #July		
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/25	176.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/25	366.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/28	20.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/28	30.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/28	50.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/28	126.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/28	191.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/28	313.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/28	837.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/29	60.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/29	564.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/29	702.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/30	45.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/30	405.00
PAYOUT RunSignUp TRN*1*TX35808677700XT**3S7Z7060335993SW\RM	08/30	804.00
R*IK*TX358		
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/30	1,758.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/31	40.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/31	60.00
INTEREST	08/31	207.90
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/31	555.00

\* \* \* C O N T I N U E D \* \* \*

HOWELL AREA PARKS AND

COMMUNITY INTEREST ACCOUNT ACCOUNT 205138

CHECKS

CHECK #..DATE.....AMOUNT	CHECK #..DATE.....AMOUNT	CHECK #..DATE.....AMOUNT
14919*08/01 5,624.00	14987 08/07 140.00	15007 08/21 3,435.00
14944*08/25 1,500.00	14988 08/08 140.00	15008 08/28 550.21
14947*08/03 240.00	14989 08/21 60.00	15009 08/28 1,145.00
14951*08/04 347.29	14990 08/08 63.61	15010 08/24 358.43
14970 08/14 295.00	14991 08/08 1,237.50	15011*08/22 26.04
14971 08/07 140.00	14992 08/14 40.00	15013 08/23 100.00
14972 08/04 180.00	14993 08/14 60.00	15014 08/21 98.85
14973*08/08 105.00	14994 08/23 1,314.24	15015 08/23 1,113.24
14975 08/08 34.71	14995 08/21 1,037.35	15016 08/23 140.00
14976 08/07 90.00	14996 08/28 800.00	15017 08/18 261.16
14977 08/18 18.99	14997 08/21 4,400.00	15018 08/30 187.00
14978 08/11 8,056.82	14998 08/29 500.00	15019 08/31 175.00
14979 08/11 500.00	14999 08/22 5,000.00	15020 08/23 1,909.98
14980*08/09 143.78	15000 08/22 800.00	15021*08/29 2,878.38
14982 08/14 6,330.00	15001 08/25 1,547.13	15023 08/28 1,198.63
14983 08/14 160.00	15002*08/21 413.20	15024*08/21 92.50
14984 08/11 3,819.96	15004 08/22 333.63	15026*08/17 3,350.00
14985 08/08 457.73	15005 08/22 212.49	15028 08/22 359.96
14986 08/10 60.00	15006 08/23 378.90	15029 08/22 3,500.00

(\* ) INDICATES A GAP IN CHECK NUMBER SEQUENCE

OTHER DEBITS

DESCRIPTION	DATE	AMOUNT
GLOBAL PAYMENTS GLOBAL STL 8788240022289	08/02	1,817.56
PAYCHEX EIB INVOICE X03263200001633	08/02	35,897.84
RETURNED ITEM CHARGE	08/03	6.00
GLOBAL PAYMENTS GLOBAL DEP 8788240022289	08/03	24.00
Charge Back Item Check 6200	08/03	450.00
DELUXE BUS SYS. BUS PRODS 14732817	08/04	145.30
PAYCHEX EIB INVOICE X03426100000010	08/16	36,797.77
POSTALIA TDCPOSTAGE 106000988175	08/18	500.00
PAYCHEX-OAB INVOICE 03499400008567X	08/21	232.05
STOP PAY FEE	08/25	33.00
PAYCHEX EIB INVOICE X03640700002144	08/30	32,460.31

I N T E R E S T

AVERAGE LEDGER BALANCE:	210,601.66	INTEREST EARNED:	207.90
AVERAGE AVAILABLE BALANCE:	209,395.45	DAYS IN PERIOD:08/01/23-08/31/23:	31
INTEREST PAID THIS PERIOD:	207.90	ANNUAL PERCENTAGE YIELD EARNED:	1.18%
INTEREST PAID 2023:	1,267.45		

\* \* \* C O N T I N U E D \* \* \*

HOWELL AREA PARKS AND

COMMUNITY INTEREST ACCOUNT ACCOUNT 205138

DAILY BALANCE

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
08/01	247,635.63	08/11	212,439.03	08/23	207,097.13
08/02	216,101.23	08/14	207,966.03	08/24	207,476.70
08/03	218,823.73	08/15	210,292.13	08/25	213,495.07
08/04	219,714.14	08/16	196,842.20	08/28	211,368.23
08/07	220,783.14	08/17	196,641.20	08/29	209,315.85
08/08	219,207.59	08/18	198,502.56	08/30	179,680.54
08/09	222,584.81	08/21	214,547.61	08/31	181,520.99
08/10	223,365.81	08/22	205,156.49		

MONEY MARKET CHECKING FOR ORGANIZATIONS ACCOUNT 820936

DOCUMENTS-DEBITS:	0	CREDITS:	0	LAST STATEMENT 07/31/23	82,728.52
AVG AVAILABLE BALANCE		82,728.52		1 CREDITS	37.28
				DEBITS	.00
				THIS STATEMENT 08/31/23	82,765.80
TOTAL DAYS IN STATEMENT PERIOD 08/01/23 THROUGH 08/31/23:					31

OTHER CREDITS

DESCRIPTION	DATE	AMOUNT
INTEREST	08/31	37.28

I N T E R E S T

AVERAGE LEDGER BALANCE:	82,728.52	INTEREST EARNED:	37.28
AVERAGE AVAILABLE BALANCE:	82,728.52	DAYS IN PERIOD:08/01/23-08/31/23:	31
INTEREST PAID THIS PERIOD:	37.28	ANNUAL PERCENTAGE YIELD EARNED:	.53%
INTEREST PAID 2023:	124.58		

DAILY BALANCE

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
08/31	82,765.80				

STATEMENT SAVINGS - BUSINESS ACCOUNT 95076204

We can't teach teenagers to drive.  
 But we can help kickstart their financial future with Greenlight.  
 Visit [www.BOAA.com](http://www.BOAA.com) to learn more about our partnership with Greenlight,  
 the debit card and money app for kids and teens.

DESCRIPTION	DEBITS	CREDITS	DATE	BALANCE
BALANCE LAST STATEMENT .....			07/31/23	100,313.83

\*\*\* CONTINUED \*\*\*

ACCOUNT:  
DOCUMENTS:

205138  
57

PAGE: 6  
08/31/2023

HOWELL AREA PARKS AND

STATEMENT SAVINGS - BUSINESS ACCOUNT 95076204

DESCRIPTION	DEBITS	CREDITS	DATE	BALANCE
INTEREST		98.94	08/31/23	100,412.77
BALANCE THIS STATEMENT .....			08/31/23	100,412.77
TOTAL DAYS IN STATEMENT PERIOD 08/01/23 THROUGH 08/31/23:				31
TOTAL CREDITS	(1)	98.94		
TOTAL DEBITS	(0)	.00		

- - - - - I N T E R E S T - - - - -

AVERAGE LEDGER BALANCE:	100,313.83	INTEREST EARNED:	98.94
INTEREST PAID THIS PERIOD:	98.94	DAYS IN PERIOD:08/01/23-08/31/23:	31
INTEREST PAID 2023:	235.26	ANNUAL PERCENTAGE YIELD EARNED:	1.17%

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgtd Used
<b>Fund: 208 PARKS &amp; REC AUTHORITY</b>						
<b>Account Category: Revenues</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
208-751-587.001	PK/RC MARION TWP PARTICIPATION	120,000.00	90,000.00	0.00	30,000.00	75.00
208-751-587.002	PK/RC GENOA TWP PARTICIPATION	120,000.00	90,000.00	0.00	30,000.00	75.00
208-751-587.003	PK/RC OCEOLA TWP PARTICIPATION	120,000.00	90,000.00	0.00	30,000.00	75.00
208-751-587.005	PK/RC HOWELL CITY PARTICIPATION	120,000.00	90,000.00	0.00	30,000.00	75.00
208-751-587.006	PK/RC HOWELL TWP PARTICIPATION	120,000.00	90,000.00	0.00	30,000.00	75.00
208-751-650.106	FACILITY MEMBERSHIPS	88,500.00	103,546.63	8,282.50	(15,046.63)	117.00
208-751-651.020	BENNETT BLDG RENTAL FEES	200.00	195.00	0.00	5.00	97.50
208-751-651.022	OCEOLA BLDG RENTAL FEES	81,000.00	65,460.00	2,225.00	15,540.00	80.81
208-751-651.026	GYMANASIUM RENTALS	32,800.00	28,266.95	1,369.00	4,533.05	86.18
208-751-665.000	INVESTMENT INTEREST	600.00	1,629.01	344.34	(1,029.01)	271.50
208-751-671.002	MISC REVENUES	2,300.00	2,471.58	250.00	(171.58)	107.46
208-751-675.026	GIFT CERTIFICATE	250.00	0.00	0.00	250.00	0.00
208-751-675.075	DOG PARK MAINT SERV FEES	5,000.00	2,500.00	0.00	2,500.00	50.00
208-751-678.010	SPONSORSHIP FEES	11,000.00	5,900.00	0.00	5,100.00	53.64
Total Dept 751 - RECREATION / PARKS DEPARTMENT		821,650.00	659,969.17	12,470.84	161,680.83	80.32
Revenues		821,650.00	659,969.17	12,470.84	161,680.83	80.32
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
208-751-702.001	SAL & WAGES DIRECTOR	70,233.39	48,460.22	8,103.84	21,773.17	69.00
208-751-702.003	SAL & WAGES - BUSINESS MANAGER	46,000.00	32,233.88	4,782.42	13,766.12	70.07
208-751-702.004	SAL & WAGES - OPERATIONS MGR	29,809.68	27,759.05	4,576.45	2,050.63	93.12
208-751-702.024	SAL & WAGES -MARKETING	29,183.60	23,353.58	4,716.42	5,830.02	80.02
208-751-702.030	SAL & WAGES FRONT OFFICE	90,000.00	57,879.20	8,724.80	32,120.80	64.31
208-751-702.034	SAL & WAGE FACILITIES MAINT/COORD	75,000.00	56,807.29	8,550.00	18,192.71	75.74
208-751-713.000	EMPLOYER SHARE FICA	26,027.34	19,456.97	3,393.03	6,570.37	74.76
208-751-714.000	EMPLOYEE MEDICAL INSURANCE	18,040.00	8,836.29	697.61	9,203.71	48.98
208-751-714.004	ICMA RETIREMENT	20,510.06	6,221.10	0.00	14,288.96	30.33
208-751-727.000	OFFICE SUPPLIES	1,500.00	904.95	91.77	595.05	60.33
208-751-730.000	POSTAGE	5,000.00	984.55	598.85	4,015.45	19.69
208-751-740.000	OPERATING SUPPLIES - GENL	1,500.00	169.42	10.58	1,330.58	11.29
208-751-740.026	OPERATING SUPPLIES SHIRTS/BADGES	2,500.00	1,980.50	0.00	519.50	79.22
208-751-751.000	GASOLINE & DIESEL FUEL	3,000.00	1,552.64	222.45	1,447.36	51.75
208-751-801.000	PROFESSIONAL SERVICES	30,000.00	31,328.28	2,828.98	(1,328.28)	104.43
208-751-804.000	CONTRACTUAL SERVICES	12,000.00	9,960.00	0.00	2,040.00	83.00
208-751-840.000	DUES, SUBSCRIPTIONS & MEMBERSHIPS	3,000.00	2,279.52	0.00	720.48	75.98
208-751-850.000	COMMUNICATION - TELEPHONES	10,000.00	7,235.16	910.17	2,764.84	72.35
208-751-850.008	COMMUNICATION - INTERNET & CABLE	19,000.00	11,956.39	1,503.43	7,043.61	62.93
208-751-860.000	TRAVEL	6,000.00	4,055.43	0.00	1,944.57	67.59
208-751-900.000	MARKETING, PRINTING & PUBLISHING	15,000.00	5,367.31	1,600.28	9,632.69	35.78
208-751-910.000	INSURANCE	40,500.00	33,191.88	6,803.40	7,308.12	81.96
208-751-920.000	UTILITIES - ELECTRICITY	6,500.00	5,398.04	0.00	1,101.96	83.05
208-751-920.001	UTILITIES - GAS	6,500.00	5,254.76	32.65	1,245.24	80.84
208-751-920.002	UTILITIES - WAT / SEW	2,000.00	1,290.45	0.00	709.55	64.52
208-751-920.003	UTILITIES - RUBBISH	900.00	525.30	70.03	374.70	58.37
208-751-920.012	UTILITIES - ELEC/OCEOLA	48,000.00	33,401.91	4,267.95	14,598.09	69.59
208-751-920.013	UTILITIES - GAS/OCEOLA	12,000.00	9,926.13	26.04	2,073.87	82.72
208-751-920.014	UTILITIES - WATER/OCEOLA	1,500.00	1,050.94	0.00	449.06	70.06

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION  
Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 208 PARKS &amp; REC AUTHORITY</b>						
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
208-751-920.015	UTILITIES - RUBBISH/OCEOLA	850.00	513.09	68.49	336.91	60.36
208-751-930.000	GROUNDS MAINTENANCE BENNETT	4,000.00	3,186.17	384.00	813.83	79.65
208-751-930.006	REPAIR & MAINT - VEHICLES	2,000.00	168.89	91.96	1,831.11	8.44
208-751-930.014	GROUNDS MAINTENANCE OCEOLA	45,000.00	27,312.39	464.12	17,687.61	60.69
208-751-931.000	BLDG R&M BENNETT	8,000.00	3,630.71	444.38	4,369.29	45.38
208-751-931.014	BLDG R &M OCEOLA	10,000.00	11,179.32	816.31	(1,179.32)	111.79
208-751-940.000	EQUIPMENT RENTAL	35,000.00	24,331.07	3,023.22	10,668.93	69.52
208-751-940.040	FACILITY RENT	24,000.00	18,000.00	4,000.00	6,000.00	75.00
208-751-956.000	MISCELLANEOUS	1,045.93	568.89	233.94	477.04	54.39
208-751-956.003	BANK CHARGES & FEES	18,000.00	18,993.67	2,508.09	(993.67)	105.52
208-751-957.000	EDUCATION / TRAINING	600.00	280.00	0.00	320.00	46.67
208-751-980.000	OFFICE EQUIPMENT	750.00	671.59	0.00	78.41	89.55
208-751-980.004	EQUIP / COMPUTER HARDWARE	1,200.00	0.00	0.00	1,200.00	0.00
208-751-980.005	EQUIPMENT/COMPUTER SOFTWARE	30,000.00	31,302.26	0.00	(1,302.26)	104.34
208-751-991.000	PRINCIPAL	10,000.00	8,244.00	1,832.00	1,756.00	82.44
Total Dept 751 - RECREATION / PARKS DEPARTMENT		821,650.00	597,203.19	76,377.66	224,446.81	72.68
Expenditures		821,650.00	597,203.19	76,377.66	224,446.81	72.68
<b>Fund 208 - PARKS &amp; REC AUTHORITY:</b>						
TOTAL REVENUES		821,650.00	659,969.17	12,470.84	161,680.83	
TOTAL EXPENDITURES		821,650.00	597,203.19	76,377.66	224,446.81	
NET OF REVENUES & EXPENDITURES:		0.00	62,765.98	(63,906.82)	(62,765.98)	

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 214 YOUTH SPORTS</b>						
<b>Account Category: Revenues</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
214-751-650.006	GENOA SOCCER FIELD RENTALS	7,500.00	14,805.00	2,940.00	(7,305.00)	197.40
214-751-650.050	PROGRAM FEES - VOLLEYBALL	15,000.00	13,832.00	350.00	1,168.00	92.21
214-751-650.051	PROGRAM FEES - ENRICHMENT	17,000.00	19,116.00	3,031.00	(2,116.00)	112.45
214-751-650.052	PROGRAM FEES - PICKLEBALL	2,500.00	780.00	0.00	1,720.00	31.20
214-751-650.053	PROGRAM FEES - SOCCER	120,000.00	140,233.50	430.00	(20,233.50)	116.86
214-751-650.054	PROGRAM FEES - BASKETBALL	30,000.00	14,038.00	5,377.00	15,962.00	46.79
214-751-650.094	PROGRAM FEES - SOFTBALL	2,300.00	4,650.00	0.00	(2,350.00)	202.17
214-751-650.102	DROP IN SPORTS	10,000.00	8,235.30	591.00	1,764.70	82.35
214-751-678.095	SPONSORSHIP FEES - YOUTH SPORTS	4,500.00	5,136.35	0.00	(636.35)	114.14
Total Dept 751 - RECREATION / PARKS DEPARTMENT		208,800.00	220,826.15	12,719.00	(12,026.15)	105.76
Revenues		208,800.00	220,826.15	12,719.00	(12,026.15)	105.76
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
214-751-702.004	SAL & WAGES OPERATION MANAGER	12,423.20	6,211.50	0.00	6,211.70	50.00
214-751-702.080	SAL & WAGES YOUTH SPORTS MGR	42,848.00	29,287.33	4,632.43	13,560.67	68.35
214-751-702.081	SAL & WAGES YOUTH SPORTS COORDINATOR	25,000.00	14,788.96	1,937.00	10,211.04	59.16
214-751-713.000	EMPLOYER SHARE FICA	5,190.37	4,163.56	574.51	1,026.81	80.22
214-751-714.000	EMPLOYEE MEDICAL INSURANCE	1,000.00	500.00	0.00	500.00	50.00
214-751-714.004	ICMA RETIREMENT	4,284.80	1,102.40	0.00	3,182.40	25.73
214-751-727.000	OFFICE SUPPLIES	0.00	29.62	0.00	(29.62)	100.00
214-751-740.000	OPERATING SUPPLIES	3,600.00	3,179.09	268.97	420.91	88.31
214-751-740.080	OPER SUPPLIES/VOLLEYBALL	1,500.00	1,455.40	0.00	44.60	97.03
214-751-740.081	OPER SUPP/ SOCCER	30,000.00	26,166.74	11,964.75	3,833.26	87.22
214-751-740.083	OPERATING SUPPLIES - PICKLEBALL	2,000.00	2,507.91	0.00	(507.91)	125.40
214-751-740.086	OPERATING SUPPLIES - BASKETBALL	9,500.00	7,378.36	0.00	2,121.64	77.67
214-751-801.017	BACKGROUND CHECKS	3,500.00	1,720.50	388.50	1,779.50	49.16
214-751-804.008	CONTRACT SERV - INSTRUCTORS	4,500.00	4,902.00	775.00	(402.00)	108.93
214-751-804.009	CONTRACT SERV - OFFCL /COACHES	7,000.00	3,735.00	0.00	3,265.00	53.36
214-751-804.010	CONTRACT SERV - FIELD MAINTENANCE	40,000.00	24,689.50	4,128.00	15,310.50	61.72
214-751-840.000	DUES & MEMBERSHIPS	200.00	165.00	0.00	35.00	82.50
214-751-860.000	CONFERENCE /TRANSPORTATION	1,000.00	857.03	0.00	142.97	85.70
214-751-920.002	UTILITIES - WAT / SEW	3,000.00	3,060.98	687.00	(60.98)	102.03
214-751-942.001	PORTA JOHN RENTALS	4,000.00	2,818.50	638.50	1,181.50	70.46
214-751-957.000	EDUCATION / TRAINING	200.00	80.00	0.00	120.00	40.00
214-751-970.000	CAPITAL OUTLAY EQUIP	8,053.63	(89.97)	0.00	8,143.60	(1.12)
Total Dept 751 - RECREATION / PARKS DEPARTMENT		208,800.00	138,709.41	25,994.66	70,090.59	66.43
Expenditures		208,800.00	138,709.41	25,994.66	70,090.59	66.43
<b>Fund 214 - YOUTH SPORTS:</b>						
TOTAL REVENUES		208,800.00	220,826.15	12,719.00	(12,026.15)	
TOTAL EXPENDITURES		208,800.00	138,709.41	25,994.66	70,090.59	
NET OF REVENUES & EXPENDITURES:		0.00	82,116.74	(13,275.66)	(82,116.74)	

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 216 FESTIVALS</b>						
<b>Account Category: Revenues</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
216-751-650.003	PROGRAM FEES SPECIAL EVENTS	20,000.00	15,612.63	2,137.00	4,387.37	78.06
216-751-675.101	FUNDRAISING - SPECIAL EVENTS	1,000.00	1,341.31	14.31	(341.31)	134.13
216-751-678.039	PROGRAM FEES - MELON FESTIVAL	15,000.00	8,867.00	1,847.00	6,133.00	59.11
216-751-678.040	SPONSORSHIP FEES MELON FESTIVAL	32,000.00	35,214.00	7,250.00	(3,214.00)	110.04
216-751-678.041	STREET VENDOR FEES MELON	15,000.00	15,532.50	3,357.50	(532.50)	103.55
216-751-678.042	FESTIVAL TENT MELON FEST	18,000.00	19,261.75	19,261.75	(1,261.75)	107.01
216-751-678.047	SPONSORSHIP FEES MELON RUN	10,000.00	10,000.00	0.00	0.00	100.00
216-751-678.048	PROGRAM FEES MELON RUN	17,500.00	19,754.15	11,142.15	(2,254.15)	112.88
216-751-678.049	FOOD VENDOR FEES MELON	10,000.00	6,650.00	525.00	3,350.00	66.50
216-751-678.050	SPONSORSHIP FEES LEGEND	12,000.00	0.00	0.00	12,000.00	0.00
216-751-678.054	PROGRAM FEES - LEGENDS	2,500.00	0.00	0.00	2,500.00	0.00
216-751-678.057	SPONSORSHIP FEES HORSEMAN RUN	4,000.00	0.00	0.00	4,000.00	0.00
216-751-678.058	PROGRAM FEES HORSEMAN RUN	14,000.00	533.00	533.00	13,467.00	3.81
216-751-678.070	SPONSORSHIP FEES - SPECIAL EVENTS	10,000.00	5,350.00	0.00	4,650.00	53.50
Total Dept 751 - RECREATION / PARKS DEPARTMENT		181,000.00	138,116.34	46,067.71	42,883.66	76.31
Revenues		181,000.00	138,116.34	46,067.71	42,883.66	76.31
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
216-751-702.001	SAL & WAGES FESTIVAL DIRECTOR	41,600.00	29,935.53	5,600.63	11,664.47	71.96
216-751-702.004	SAL & WAGES OPERATIONS MANAGER	7,453.92	2,011.10	2,011.10	5,442.82	26.98
216-751-702.103	SALARY & WAGES STAFF	17,400.00	12,826.14	6,801.50	4,573.86	73.71
216-751-713.000	EMPLOYER SHARE FICA	5,083.72	2,564.54	557.68	2,519.18	50.45
216-751-714.000	EMPLOYEE MEDICAL INSURANCE	1,000.00	500.00	0.00	500.00	50.00
216-751-714.004	ICMA RETIREMENT	4,160.00	1,206.40	0.00	2,953.60	29.00
216-751-727.000	OFFICE SUPPLIES	115.00	39.00	0.00	76.00	33.91
216-751-730.000	POSTAGE	100.00	0.00	0.00	100.00	0.00
216-751-740.000	OPERATING SUPPLIES	1,000.00	266.76	0.00	733.24	26.68
216-751-740.035	OPER SUPPLIES - SPECIAL EVENTS	19,500.00	9,250.39	947.67	10,249.61	47.44
216-751-740.102	OPER SUPP MELON FESTIVAL	47,800.00	48,917.04	31,635.89	(1,117.04)	102.34
216-751-740.106	OPER SUPP MELON RUN	5,800.00	10,077.15	8,519.14	(4,277.15)	173.74
216-751-740.201	OPER SUPP LEGEND OF SLEEPY HOWELL	10,000.00	0.00	0.00	10,000.00	0.00
216-751-740.203	OPER SUPPLIES HEADLESS HORSEMAN RUN	3,500.00	0.00	0.00	3,500.00	0.00
216-751-840.000	DUES & MEMBERSHIPS	200.00	165.00	0.00	35.00	82.50
216-751-860.000	CONFERENCE /TRANSPORTATION	1,000.00	905.78	0.00	94.22	90.58
216-751-900.000	PRINTING & PUBLISHING	3,500.00	1,770.56	920.00	1,729.44	50.59
216-751-942.001	PORTA JOHN RENTALS	6,000.00	5,840.00	0.00	160.00	97.33
216-751-956.000	MISCELLANEOUS	0.00	18.50	0.00	(18.50)	100.00
216-751-957.000	EDUCATION / TRAINING	100.00	40.00	0.00	60.00	40.00
216-751-970.000	CAPITAL OUTLAY EQUIP	3,987.36	0.00	0.00	3,987.36	0.00
216-751-980.004	EQUIP / COMPUTER HARDWARE	1,700.00	1,459.91	0.00	240.09	85.88
Total Dept 751 - RECREATION / PARKS DEPARTMENT		181,000.00	127,793.80	56,993.61	53,206.20	70.60
Expenditures		181,000.00	127,793.80	56,993.61	53,206.20	70.60
<b>Fund 216 - FESTIVALS:</b>						
TOTAL REVENUES		181,000.00	138,116.34	46,067.71	42,883.66	
TOTAL EXPENDITURES		181,000.00	127,793.80	56,993.61	53,206.20	



REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 216 FESTIVALS</b>						
NET OF REVENUES & EXPENDITURES:		0.00	10,322.54	(10,925.90)	(10,322.54)	

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 217 PRESCHOOL</b>						
<b>Account Category: Revenues</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
217-751-651.003	PRESCHOOL CAMP TUITION	4,160.00	4,149.00	36.00	11.00	99.74
217-751-651.007	PRESCHOOL TUITION	58,560.00	31,162.00	1,932.00	27,398.00	53.21
217-751-675.015	PRESCHOOL FUNDRAISING	1,000.00	247.00	0.00	753.00	24.70
217-751-675.040	DONATIONS - GENERAL	0.00	25.00	0.00	(25.00)	100.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		63,720.00	35,583.00	1,968.00	28,137.00	55.84
Revenues		63,720.00	35,583.00	1,968.00	28,137.00	55.84
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
217-751-702.023	SAL & WAGES PRESCHOOL	54,840.00	32,780.56	6,258.65	22,059.44	59.77
217-751-713.000	EMPLOYER SHARE FICA	4,195.26	2,484.06	477.77	1,711.20	59.21
217-751-714.000	EMPLOYEE MEDICAL INSURANCE	1,000.00	500.00	0.00	500.00	50.00
217-751-740.028	OPER SUPP/PRESCHOOL	1,500.00	254.23	0.00	1,245.77	16.95
217-751-801.017	BACKGROUND CHECKS	37.00	18.50	0.00	18.50	50.00
217-751-840.000	DUES & MEMBERSHIPS	75.00	0.00	0.00	75.00	0.00
217-751-860.000	CONFERENCE /TRANSPORTATION	400.00	0.00	0.00	400.00	0.00
217-751-957.000	EDUCATION / TRAINING	150.00	135.00	115.00	15.00	90.00
217-751-970.000	CAPITAL OUTLAY EQUIP	1,274.40	0.00	0.00	1,274.40	0.00
217-751-980.015	PRESCHOOL EQUIPMENT	248.34	0.00	0.00	248.34	0.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		63,720.00	36,172.35	6,851.42	27,547.65	56.77
Expenditures		63,720.00	36,172.35	6,851.42	27,547.65	56.77
<b>Fund 217 - PRESCHOOL:</b>						
TOTAL REVENUES		63,720.00	35,583.00	1,968.00	28,137.00	
TOTAL EXPENDITURES		63,720.00	36,172.35	6,851.42	27,547.65	
NET OF REVENUES & EXPENDITURES:		0.00	(589.35)	(4,883.42)	589.35	

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 218 SENIOR CENTER</b>						
<b>Account Category: Revenues</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
218-751-590.000	GRANTS	0.00	69,000.00	0.00	(69,000.00)	100.00
218-751-650.030	PROGRAM FEES - ENRICHMENT	8,000.00	5,483.00	77.00	2,517.00	68.54
218-751-650.098	PROGRAM FEES - FITNESS	45,000.00	44,652.06	4,517.80	347.94	99.23
218-751-650.107	TRAVEL	15,000.00	36,157.50	10,065.00	(21,157.50)	241.05
218-751-675.009	DONATIONS / PKS & RECS SENIORS	600.00	1,000.00	0.00	(400.00)	166.67
218-751-675.013	UNITED WAY SENIORS	5,000.00	3,700.00	1,200.00	1,300.00	74.00
218-751-675.100	FUNDRAISING ENRICHMENT	500.00	212.00	0.00	288.00	42.40
218-751-678.012	MEMBERSHIP FEES	35,000.00	21,847.05	1,916.00	13,152.95	62.42
218-751-678.030	SPONSORSHIP FEES - ENRICHMENT	1,000.00	900.00	0.00	100.00	90.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		110,100.00	182,951.61	17,775.80	(72,851.61)	166.17
Revenues		110,100.00	182,951.61	17,775.80	(72,851.61)	166.17
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
218-751-702.024	SAL & WAGES -MARKETING	5,056.80	2,528.40	0.00	2,528.40	50.00
218-751-702.027	SAL & WAGES SENIORS	41,600.00	28,040.00	4,200.00	13,560.00	67.40
218-751-713.000	EMPLOYER SHARE FICA	3,569.25	2,190.96	367.20	1,378.29	61.38
218-751-714.000	EMPLOYEE MEDICAL INSURANCE	1,000.00	500.00	0.00	500.00	50.00
218-751-714.004	ICMA RETIREMENT	4,160.00	1,092.00	0.00	3,068.00	26.25
218-751-727.000	OFFICE SUPPLIES	100.00	39.00	0.00	61.00	39.00
218-751-730.000	POSTAGE	900.00	312.00	0.00	588.00	34.67
218-751-740.032	OPER SUPP/SENIORS	4,500.00	1,743.24	33.16	2,756.76	38.74
218-751-740.061	OPER SUPP/FITNESS	10,000.00	839.86	31.94	9,160.14	8.40
218-751-740.070	OPER SUPP/ TRAVEL	15,000.00	36,556.38	24,847.50	(21,556.38)	243.71
218-751-804.008	CONTRACT SERV - INSTRUCTORS	20,000.00	13,522.00	1,420.00	6,478.00	67.61
218-751-840.000	DUES & MEMBERSHIPS	300.00	165.00	0.00	135.00	55.00
218-751-860.000	CONFERENCE /TRANSPORTATION	1,000.00	857.03	0.00	142.97	85.70
218-751-957.000	EDUCATION / TRAINING	500.00	0.00	0.00	500.00	0.00
218-751-970.000	CAPITAL OUTLAY EQUIP	2,413.95	0.00	0.00	2,413.95	0.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		110,100.00	88,385.87	30,899.80	21,714.13	80.28
Expenditures		110,100.00	88,385.87	30,899.80	21,714.13	80.28
<b>Fund 218 - SENIOR CENTER:</b>						
TOTAL REVENUES		110,100.00	182,951.61	17,775.80	(72,851.61)	
TOTAL EXPENDITURES		110,100.00	88,385.87	30,899.80	21,714.13	
NET OF REVENUES & EXPENDITURES:		0.00	94,565.74	(13,124.00)	(94,565.74)	

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 219 SUMMER DAY CAMP</b>						
<b>Account Category: Revenues</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
219-751-651.003	SUMMER CAMP	70,000.00	71,934.00	0.00	(1,934.00)	102.76
219-751-651.025	SPECIALTY CAMPS	6,500.00	3,325.00	0.00	3,175.00	51.15
219-751-678.030	SPONSORSHIP FEES - ENRICHMENT	5,000.00	694.30	194.30	4,305.70	13.89
Total Dept 751 - RECREATION / PARKS DEPARTMENT		81,500.00	75,953.30	194.30	5,546.70	93.19
Revenues		81,500.00	75,953.30	194.30	5,546.70	93.19
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
219-751-702.025	SAL & WAGES SUMMER CAMP MANAGER	4,800.00	2,165.02	1,396.79	2,634.98	45.10
219-751-702.036	SAL & WAGE SUMMER CAMP SUPERVISOR	8,820.00	7,676.40	2,410.20	1,143.60	87.03
219-751-702.037	SAL & WAGES SUMMER CAMP COUNSELOR	44,000.00	41,614.67	15,208.57	2,385.33	94.58
219-751-713.000	EMPLOYER SHARE FICA	4,407.93	3,164.52	1,185.48	1,243.41	71.79
219-751-740.003	OPER SUPPLIES/T-SHIRTS	1,500.00	994.50	0.00	505.50	66.30
219-751-740.029	OPER SUPPLIES/SPECIALTY CAMPS	500.00	0.00	0.00	500.00	0.00
219-751-740.033	OPER SUPP/SUMMER CAMP	5,000.00	1,315.40	64.42	3,684.60	26.31
219-751-740.041	OPERATING SUPPLIES SNACKS	500.00	875.84	221.54	(375.84)	175.17
219-751-740.042	FIELD TRIPS	10,000.00	6,232.80	0.00	3,767.20	62.33
219-751-801.017	BACKGROUND CHECKS	180.00	138.25	0.00	41.75	76.81
219-751-860.000	CONFERENCE /TRANSPORTATION	150.00	0.00	0.00	150.00	0.00
219-751-900.000	MARKETING PRINTING & PUBLISHING	500.00	545.00	0.00	(45.00)	109.00
219-751-957.000	EDUCATION / TRAINING	142.07	100.00	0.00	42.07	70.39
219-751-970.000	CAPITAL OUTLAY EQUIP	1,000.00	0.00	0.00	1,000.00	0.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		81,500.00	64,822.40	20,487.00	16,677.60	79.54
Expenditures		81,500.00	64,822.40	20,487.00	16,677.60	79.54
Fund 219 - SUMMER DAY CAMP:						
TOTAL REVENUES		81,500.00	75,953.30	194.30	5,546.70	
TOTAL EXPENDITURES		81,500.00	64,822.40	20,487.00	16,677.60	
NET OF REVENUES & EXPENDITURES:		0.00	11,130.90	(20,292.70)	(11,130.90)	

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 221 TEEN CENTER</b>						
<b>Account Category: Revenues</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
221-751-649.000	CONCESSION SALES TEEN	6,000.00	3,774.45	140.50	2,225.55	62.91
221-751-650.005	PROGRAM FEES TEENS	22,000.00	8,640.01	1,645.01	13,359.99	39.27
221-751-650.060	PROGRAM FEES - YOUTH	5,500.00	1,465.00	515.00	4,035.00	26.64
221-751-675.010	DONATIONS - TEEN	1,000.00	100.00	0.00	900.00	10.00
221-751-675.012	UNITED WAY - TEENS	20,000.00	14,250.00	4,250.00	5,750.00	71.25
221-751-675.110	FUNDRAISING	18,000.00	1,195.00	470.00	16,805.00	6.64
221-751-678.010	SPONSORSHIPS	12,000.00	1,000.00	0.00	11,000.00	8.33
221-751-679.100	GRANTS > \$1000	10,000.00	1,000.00	0.00	9,000.00	10.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		94,500.00	31,424.46	7,020.51	63,075.54	33.25
Revenues		94,500.00	31,424.46	7,020.51	63,075.54	33.25
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
221-751-702.026	SAL & WAGES TEEN MANAGERS	36,648.00	30,182.54	4,032.02	6,465.46	82.36
221-751-702.035	SAL & WAGES TEEN COORDINATOR	6,000.00	2,871.25	0.00	3,128.75	47.85
221-751-702.041	SAL & WAGES - TEEN SUPERVISOR	23,940.00	13,927.69	1,121.68	10,012.31	58.18
221-751-713.000	EMPLOYER SHARE FICA	5,093.98	4,316.48	693.21	777.50	84.74
221-751-714.000	EMPLOYEE MEDICAL INSURANCE	5,500.00	4,788.18	540.10	711.82	87.06
221-751-714.004	ICMA RETIREMENT	4,544.80	1,260.48	0.00	3,284.32	27.73
221-751-727.000	OFFICE SUPPLIES	300.00	78.75	0.00	221.25	26.25
221-751-740.015	OPER SUPP/CONCESSIONS	3,006.22	2,728.65	59.97	277.57	90.77
221-751-740.036	OPER SUPPLIES - TEENS	3,000.00	6,576.39	429.89	(3,576.39)	219.21
221-751-740.044	OPER SUPPLIES/YOUTH	2,500.00	0.00	0.00	2,500.00	0.00
221-751-840.000	DUES & MEMBERSHIPS	330.00	330.00	0.00	0.00	100.00
221-751-860.000	CONFERENCE /TRANSPORTATION	600.00	639.33	0.00	(39.33)	106.56
221-751-900.000	PRINTING & PUBLISHING	500.00	400.00	0.00	100.00	80.00
221-751-957.000	EDUCATION / TRAINING	375.00	375.00	0.00	0.00	100.00
221-751-970.000	CAPITAL OUTLAY EQUIP	2,162.00	0.00	0.00	2,162.00	0.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		94,500.00	68,474.74	6,876.87	26,025.26	72.46
Expenditures		94,500.00	68,474.74	6,876.87	26,025.26	72.46
<b>Fund 221 - TEEN CENTER:</b>						
TOTAL REVENUES		94,500.00	31,424.46	7,020.51	63,075.54	
TOTAL EXPENDITURES		94,500.00	68,474.74	6,876.87	26,025.26	
NET OF REVENUES & EXPENDITURES:		0.00	(37,050.28)	143.64	37,050.28	

REVENUE AND EXPENDITURE REPORT FOR HOWELL AREA PARKS AND RECREATION

Balance As of 08/31/2023

GL Number	Description	2023 Amended Budget	YTD Balance 08/31/2023	Activity For 08/31/2023	Available Balance 08/31/2023	% Bdgt Used
<b>Fund: 223 DOG PARK</b>						
<b>Account Category: Revenues</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
223-751-675.074	DOG PARK SALES - FOBS	10,550.00	7,665.00	1,000.00	2,885.00	72.65
223-751-678.010	SPONSORSHIP FEES	1,000.00	0.00	0.00	1,000.00	0.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		11,550.00	7,665.00	1,000.00	3,885.00	66.36
Revenues		11,550.00	7,665.00	1,000.00	3,885.00	66.36
<b>Account Category: Expenditures</b>						
<b>Department: 751 RECREATION / PARKS DEPARTMENT</b>						
223-751-740.000	OPERATING SUPPLIES	2,200.00	2,378.02	678.42	(178.02)	108.09
223-751-801.018	MANAGEMENT SERVICES	5,000.00	2,500.00	0.00	2,500.00	50.00
223-751-900.000	PRINTING & PUBLISHING	150.00	135.05	0.00	14.95	90.03
223-751-910.000	INSURANCE	500.00	0.00	0.00	500.00	0.00
223-751-930.000	REPAIR & MAINTENANCE	650.00	0.00	0.00	650.00	0.00
223-751-967.072	DOG PARK GROUNDS MAINTENANCE	2,800.00	1,683.00	495.00	1,117.00	60.11
223-751-970.000	CAPITAL OUTLAY EQUIP	250.00	0.00	0.00	250.00	0.00
Total Dept 751 - RECREATION / PARKS DEPARTMENT		11,550.00	6,696.07	1,173.42	4,853.93	57.97
Expenditures		11,550.00	6,696.07	1,173.42	4,853.93	57.97
Fund 223 - DOG PARK:						
TOTAL REVENUES		11,550.00	7,665.00	1,000.00	3,885.00	
TOTAL EXPENDITURES		11,550.00	6,696.07	1,173.42	4,853.93	
NET OF REVENUES & EXPENDITURES:		0.00	968.93	(173.42)	(968.93)	
Report Totals:						
TOTAL REVENUES - ALL FUNDS		1,572,820.00	1,352,489.03	99,216.16	220,330.97	
TOTAL EXPENDITURES - ALL FUNDS		1,572,820.00	1,128,257.83	225,654.44	444,562.17	
NET OF REVENUES & EXPENDITURES:		0.00	224,231.20	(126,438.28)	(224,231.20)	

# HOWELL recreation

2024

Outlook Presentation

# Presentation Overview

- ▶ 2023 Dept. Highlights
- ▶ 2024 Expectations
- ▶ 2024 Budget



# 2023 Dept. Highlights

## ▶ Sports Programs

- ▶ Soccer
- ▶ Adult Softball

## ▶ Summer Camp

- ▶ Registration
- ▶ Staffing

## ▶ Melon Festival

- ▶ Melon Run
- ▶ Festival Tent
- ▶ Overall

## ▶ Senior Center

- ▶ Grant
- ▶ Travel Program

## ▶ Partnerships

- ▶ Bob Maxey
- ▶ Bank of Ann Arbor
- ▶ 100 Women
- ▶ Chem Trend

# Expectations 2024

- ▶ Employee Habits
- ▶ Better revenue sources for The Hive
- ▶ Engaging with our 50+ Population
- ▶ Reconnecting and Connecting to local businesses
- ▶ Extending HAPRAs outreach

# 2024 Employee Habits

- ▶ Time Management
- ▶ Communication
- ▶ “Recreation doesn’t happen from the desk”
- ▶ Breaking the “comfort zone”
- ▶ Build together- 9 islands need to be realigned

# Revenue Sources for the Hive

- ▶ Continue to build new partnerships that can provide annual funding
- ▶ Continue to evaluate membership offerings
- ▶ Look to the schools or other business for partnerships
- ▶ Community funding support
- ▶ Donations to offset expenses not tied to Salary

# Engaging our 50+ population

- ▶ Developing an advisory committee to better understand the needs we are not providing
- ▶ Looking to reach out to the non-users and invite to programs not the “Senior Center”
- ▶ Redefining the “senior center” and what is more “active aging”
- ▶ Be present in our daily offering

# Reconnecting and connecting to local business

- ▶ Be engaged with new business when they open
- ▶ Reach out the past business support and meet with their owners
- ▶ How can Parks and Rec benefit their business
- ▶ Connect with Chamber members and DDA members
- ▶ Connect a business to a specific program or center that both will benefit from
- ▶ Work with popular businesses as influencers on social media for our programs and events
- ▶ Break our comfort zones

# Extending HAPRA Outreach

- ▶ Find the program gaps- offer new programs
- ▶ Develop the “Rec on the Go” program
- ▶ Connect with our current groups and use them as resources to outreach
- ▶ Review current programs what is Thriving, What we needs to be Revived, What are we Striving for
- ▶ Get community get feedback
- ▶ “Townhall “ meeting @ municipalities



HOWELL MICHIGAN  
MELON FEST  
**2023 VISITOR 360**  
FOUNDATIONAL REPORT

Compiled August 2023



# COBALT'S NONPROFIT COALITION RESOURCES

Strengthening Planning Through Quality, Affordable Research



Visitor360<sup>SM</sup> Mobile Data Profiling



Community360<sup>SM</sup> Annual Metrics Report



Parks and Recreation Citizen Engagement Program<sup>SM</sup>



Business Engagement and Priority Assessment<sup>SM</sup>



Citizen Engagement and Priority Assessment<sup>SM</sup>



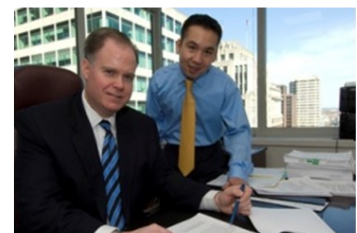
Employee Engagement and Priority Assessment<sup>SM</sup>



Bond/Millage Planning Survey



Focus Groups/Citizen Work Groups



Budget Priority Assessment

Better Science. Better Benchmarks. Better Decisions. Better Price.

PO Box 416 | Charlotte, Michigan 48813 | **877.888.0209** | [www.CobaltCommunityResearch.org](http://www.CobaltCommunityResearch.org)

COBALT COMMUNITY RESEARCH IS A 501C3 NONPROFIT COALITION CREATED TO HELP LOCAL GOVERNMENTS, SCHOOLS AND NONPROFIT ORGANIZATIONS THRIVE AS CHANGES EMERGE IN THE ECONOMIC, DEMOGRAPHIC AND SOCIAL LANDSCAPE.

# TABLE OF CONTENTS

## INTRODUCTION AND OVERVIEW

### PART 1: VISITORS

Count by month	6
Comparison with previous year	
Prior and subsequent destination	
Visits by time	

### PART 2: POPULATION SEGMENTS

Distribution of visitors by psychographic/Mosaic representation	14
Distribution of visitors by demographic characteristics	

### PART 3: SPENDING PATTERNS

Average weekly spending overall	25
Average weekly spending by category	

The purpose of this report is to give decision makers reliable, consistent metrics that support strategic decisions



---

## INTRODUCTION

City of Howell Michigan is a dynamic place. The purpose of this report is to provide insights that help community leadership tell the right story about who visits the area, their characteristics, where they come from, and where they are going.

This report uses anonymous data to protect the privacy of visitors and residents, and statistical extrapolation ensures they have a sound baseline about where they stand today, comparisons to how they stood in the past, and a monitoring tool to help them measure future successes and opportunities. Note that these are extrapolated numbers that are based on different patterns and methodologies such as road counters, gate counters, staff observation, or assumptions based on historical studies, so counts may vary from those calculated from other modalities. Typically, this report has an accuracy of +/- 3-5 percent, depending on the number of people visiting the area of study.

This report can be a powerful tool to share with existing community partners, existing businesses, and businesses considering the community as a place to do work in the future. It will strengthen local planning, enhance marketing efforts for new and existing businesses, and be a valuable tool to see today's patterns of who you attract. It is a working document to help drive action. Jot notes in the margin. Brainstorm ways to influence your key metrics in the future.

Please let us know where we can make this report more clear. Special point of interest reports are available if you wish to drill into a specific location or time period. Examples include airports, parks, trails, boat launches, event centers, and more. Also, let us know if you wish to explore our other non-profit programs for benchmarking, engagement, or research; we are here for you. For more information on how Cobalt can help you adapt and thrive, visit the Cobalt website or reach out to us by email.

Cobalt Community Research is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably understand and engage communities through high-quality metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups. Cobalt combines big data with local insights to help organizations thrive as changes emerge in the economic, demographic and social landscape. Explore how we can help by calling 877.888.0209, or by emailing [Information@CobaltCommunityResearch.org](mailto:Information@CobaltCommunityResearch.org).

---

This research service is to gather metrics for your organization, but the data are owned by the respective data aggregators. All research is subject to imprecision based on scope, imprecision of extrapolation, imprecision of source data, differences in collection periods, sampling error, response error, etc. All research is designed to reduce uncertainty, but it can never eliminate it. Organizations should exercise due diligence before taking action based on this research information alone.

# How Communities Use This Information



**Marketing.** Sharing this information helps local businesses and other organizations better shape their outreach efforts and offerings to the people visiting the area of study. This helps the community effectively target its outreach to attract more visitors.



**Measuring Progress.** How have the visitor volumes and characteristics changed as changes occur in the area being studied? For example, what has been the impact of outreach efforts, new businesses, new events, new streetscaping, global pandemics?



**Benchmarking:** Identify the draw of other communities, venues, or festivals that are similar or aspirational. Which demographics and psychographics are attracted by an event such as a BBQ cookoff? How many people visit specific shopping areas?



**Economic Impact.** How many people visit an area and how far they traveled are key variables to calculate direct, indirect, and induced impacts in dollars, taxes, and jobs. Are community investments of time and resources the best use of resources compared with other alternatives?



**Due Diligence:** Do events asking for resources actually deliver the number of visitors they say? Are destination businesses requesting special treatment actually meaningful destinations? Do amenities such as small airports, plazas, and parks result in people visiting more locations on a trip?



**Economic Development:** Provide accurate and current data on visitor volume and characteristics that are important to prospective businesses. Demonstrate the number of current and potential visitors by standardized marketing category or by demographic group. Provide information on the entire trade area.

**Explore Key Populations:** Communities can customize these reports to show not only visitors for specific periods in specific locations, but also employee/labor shed data and current residential data as well, long before census information is collected and updated.

PART 1:

---

# VISITORS

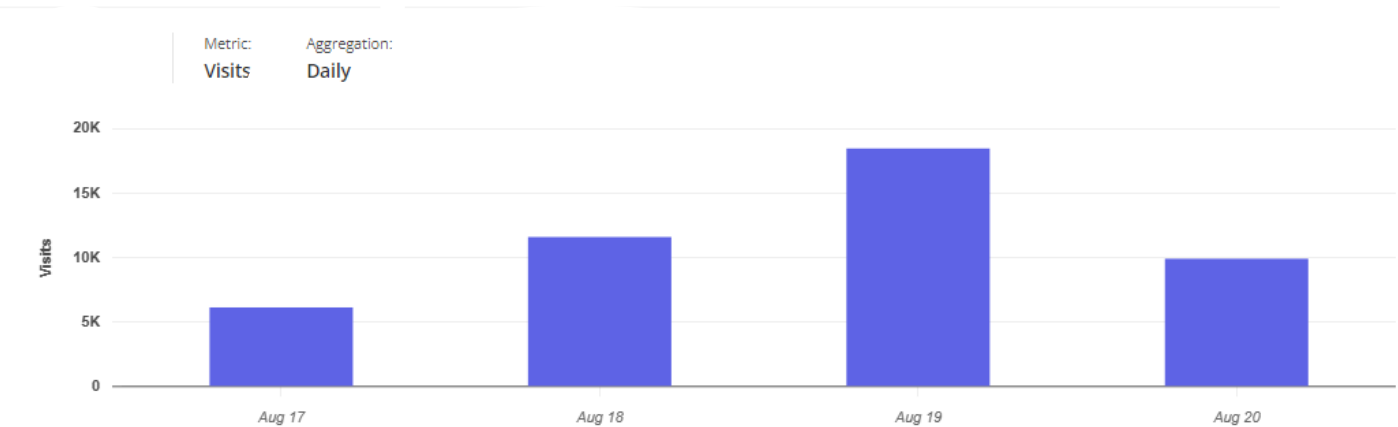


Date Range: August 17-20, 2023

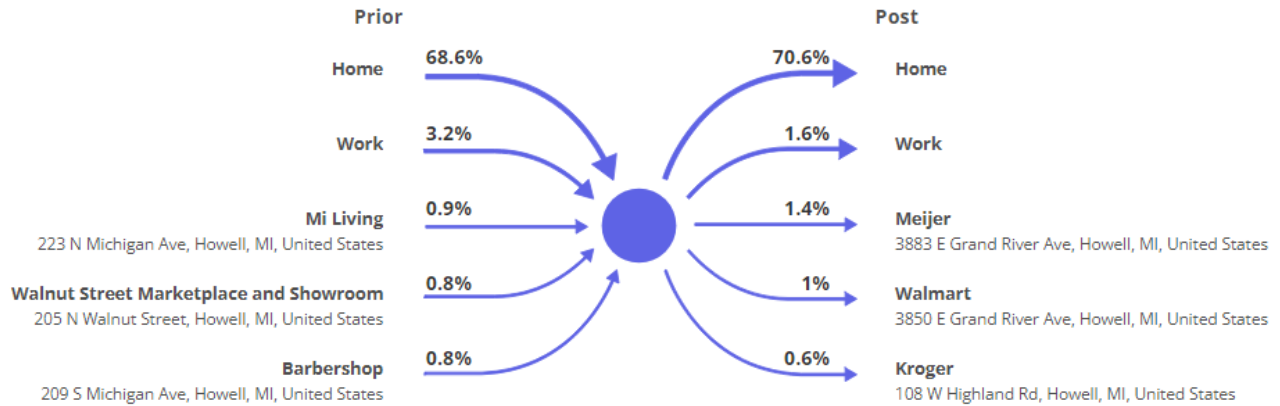
This report includes visitors, residents, and employees in the point of interest. Visitors must have remained in the point of interest for at least 7 minutes to be counted. People are counted only once per day if they leave and return.

Total visits in study period: 46.2K	Unique individuals visiting: 38K	Average visits per individual: 1.21
8/10-14 Total visits : 24K	Unique individuals visiting: 20.1K	Average visits per individual : 1.19
8/24-27 Total visits: 28.7K	Unique individuals visiting: 24.5K	Average visits per individual: 1.17

#### Visits Trend



## Visitor Journey

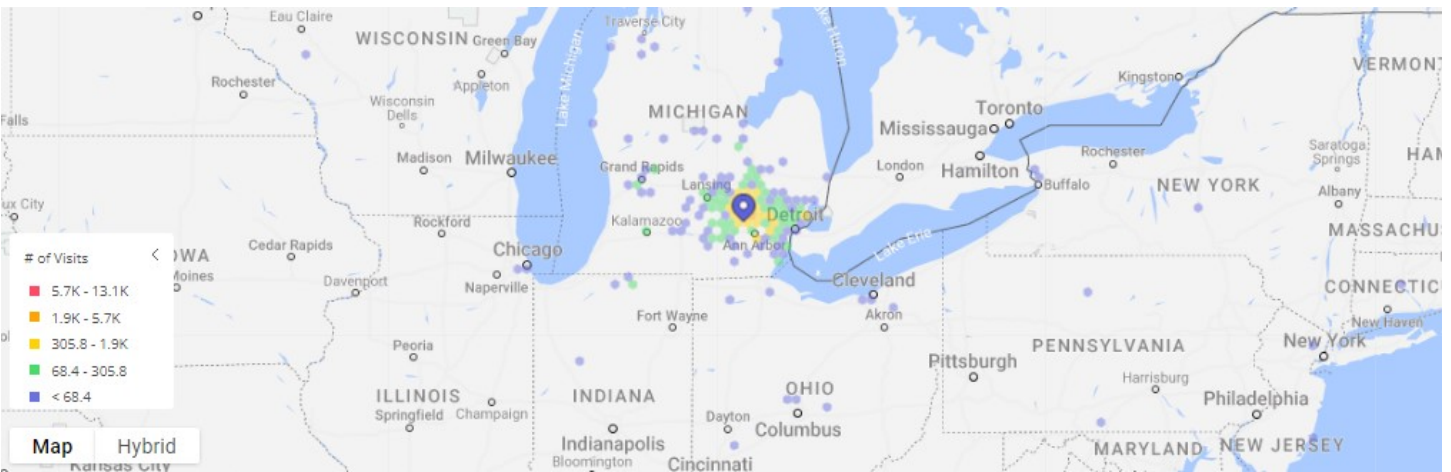
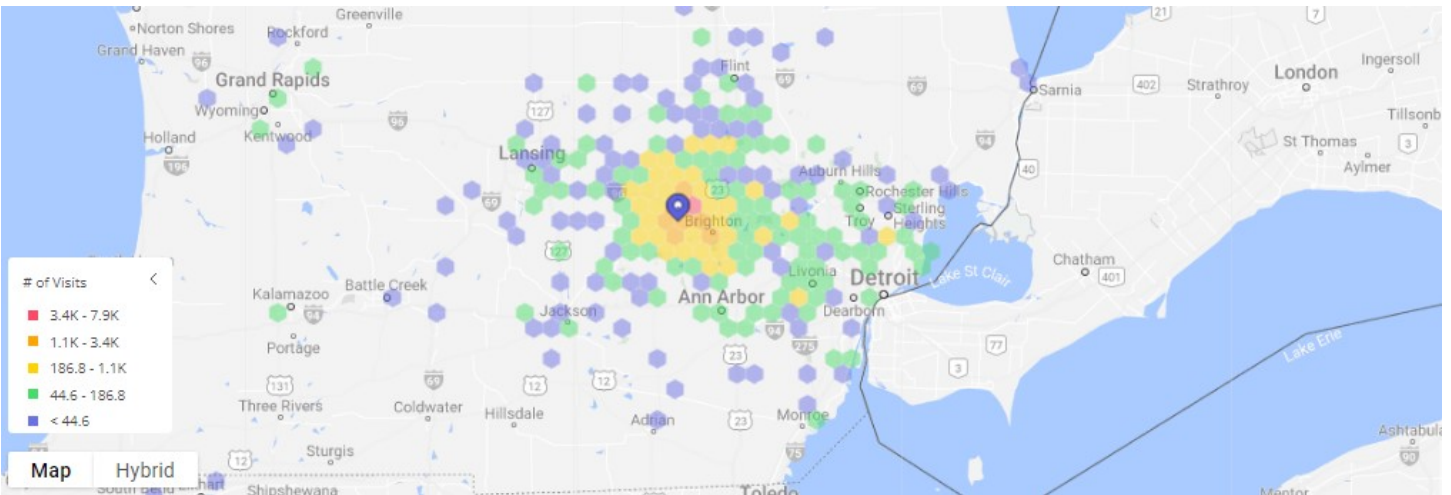
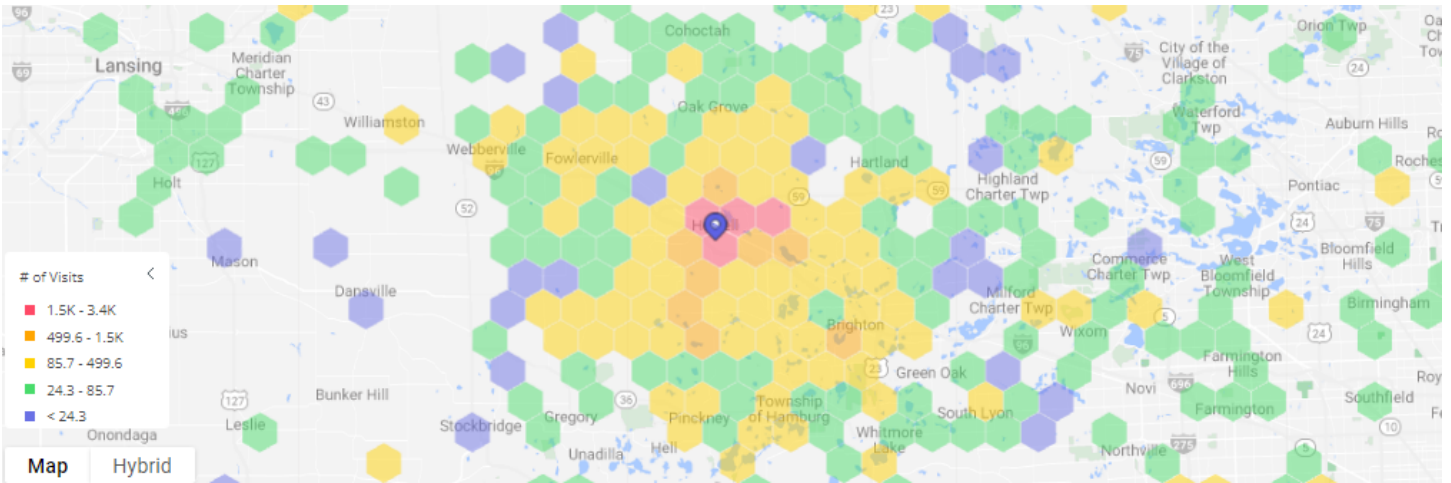


The graph above shows the percentage of people who came from the areas listed on the left to the point of interest (the central circle). The list on the right indicate the top locations they traveled to after they left the point of interest.

The table below shows the top 10 locations, excluding work and home.

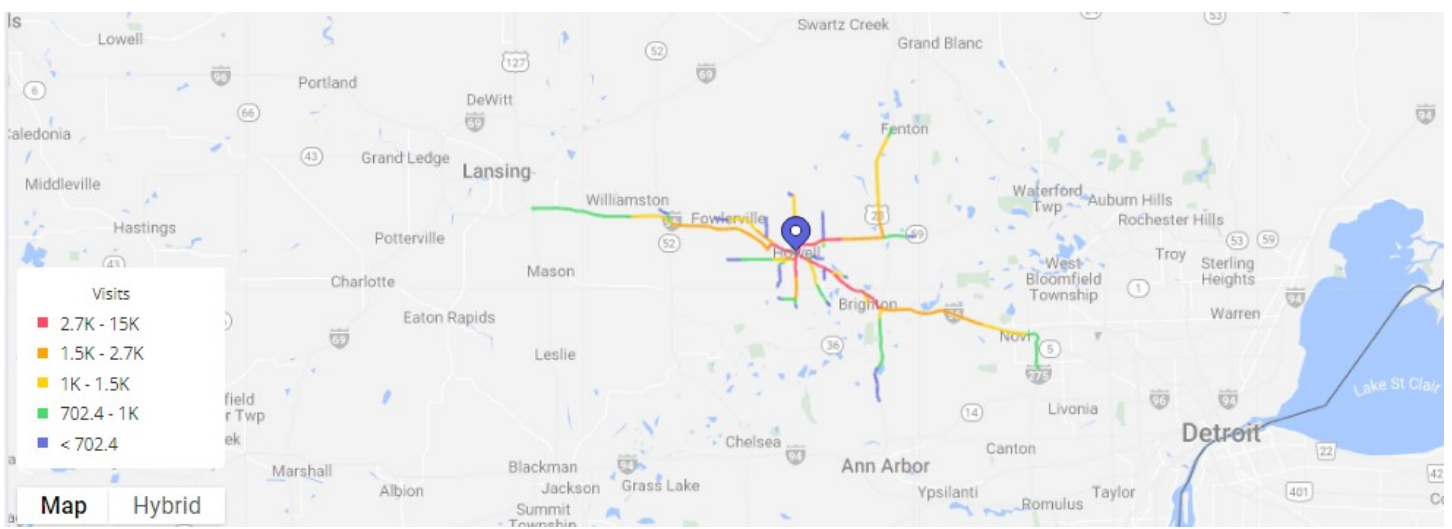
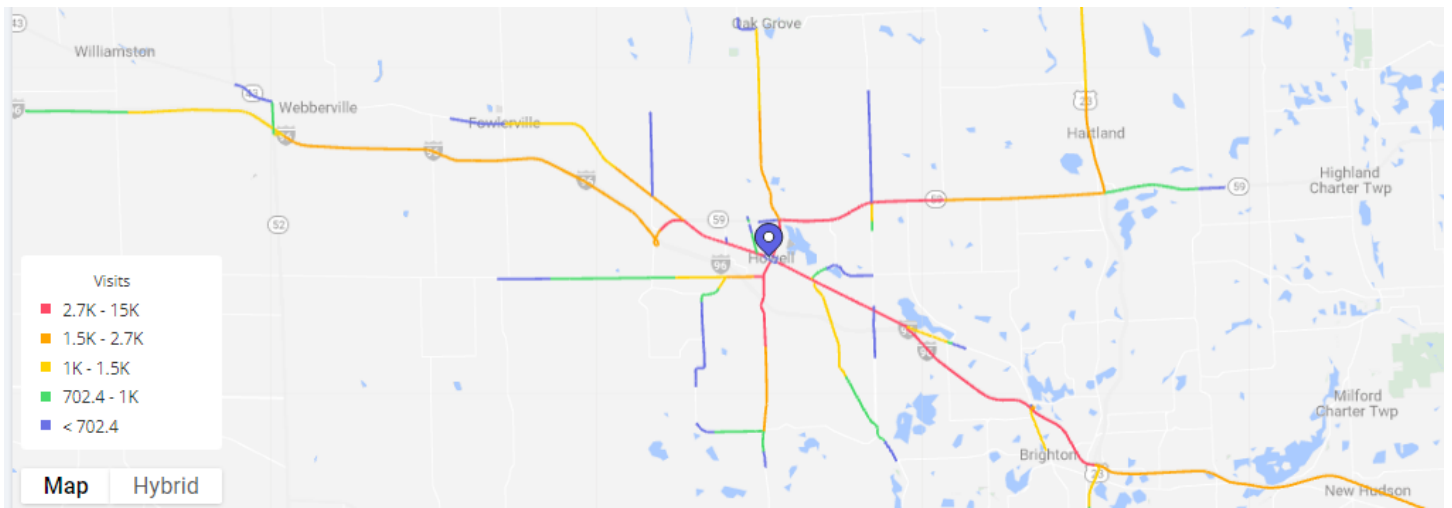
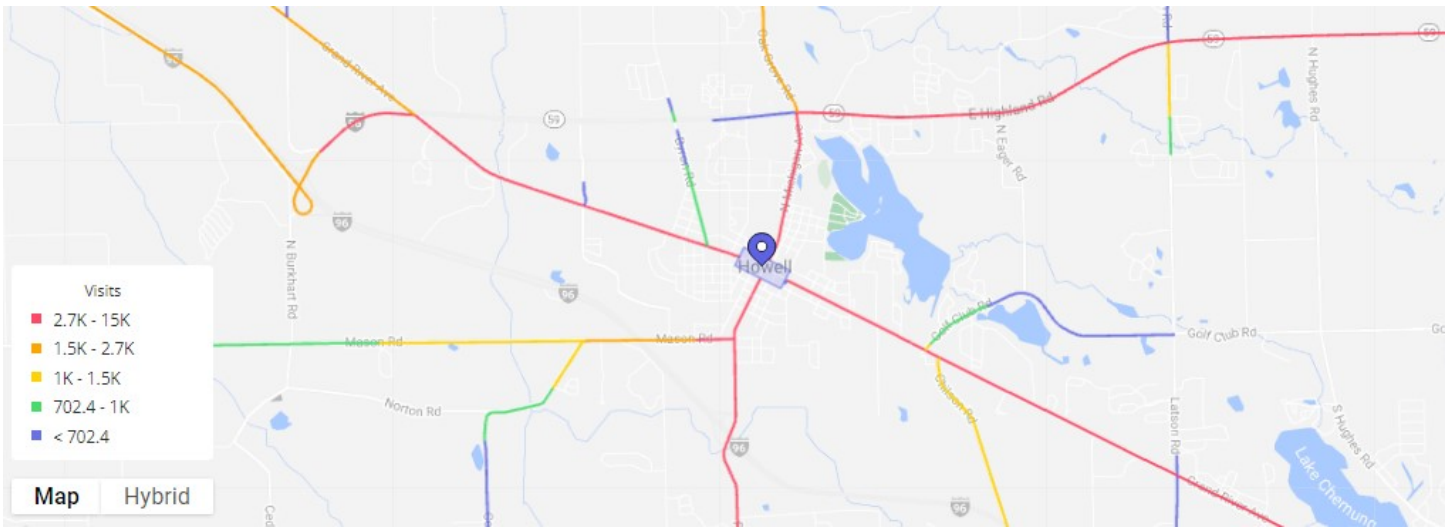
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Mi Living / N Michigan Ave, Howell, MI	0.9%	1	Meijer / E Grand River Ave, Howell, MI	1.4%
2	Walnut Street Marketplace and Showroom / N Wa...	0.8%	2	Walmart / E Grand River Ave, Howell, MI	1%
3	Barbershop / S Michigan Ave, Howell, MI	0.8%	3	Kroger / W Highland Rd, Howell, MI	0.6%
4	US Post Office / S Michigan Ave, Howell, MI	0.7%	4	Jonnas Bar & Grill / N Michigan Ave, Howell, MI	0.5%
5	Mugg & Bopps / N Michigan Ave, Howell, MI	0.6%	5	Applebee's / E Grand River Ave, Howell, MI	<0.5%
6	Meijer / E Grand River Ave, Howell, MI	0.5%	6	Dunham's Sports / E Grand River Ave, Howell, MI	<0.5%
7	Retro-a-go-go! / S Michigan Ave, Howell, MI	<0.5%	7	Mugg & Bopps / N Michigan Ave, Howell, MI	<0.5%
8	Family Dollar / E Grand River Ave, Howell, MI	<0.5%	8	VG's Grocery / W Grand River Ave, Howell, MI	<0.5%
9	Walmart / E Grand River Ave, Howell, MI	<0.5%	9	Block Brewing Company / S Michigan Ave, Howell, ...	<0.5%
10	The Home Depot / E Grand River Ave, Howell, MI	<0.5%	10	West Street Park / Factory St, Howell, MI	<0.5%

The heat maps below show distance people traveled from home location.





The maps below show which routes people used to reach the point of interest.

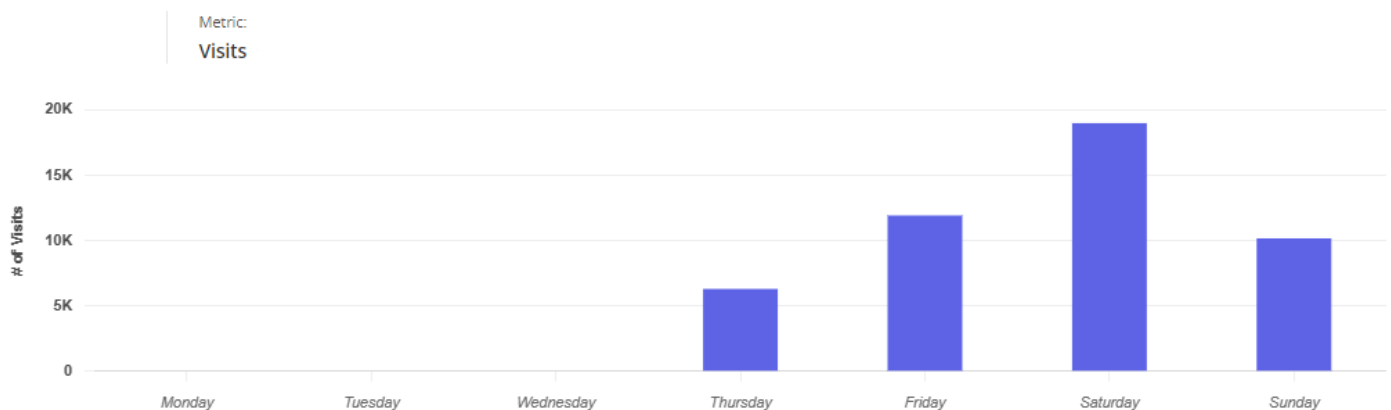


The table below shows the top 25 ZIP Codes that are home to these individuals.

Zip Code	City	State	Percentage
48843	Howell	MI	36.652
48855	Howell	MI	11.172
48836	Fowlerville	MI	5.487
48114	Brighton	MI	4.292
48116	Brighton	MI	3.946
48169	Pinckney	MI	3.085
48430	Fenton	MI	1.902
48178	South Lyon	MI	1.126
48892	Webberville	MI	1.106
48418	Byron	MI	0.834
48189	Whitmore Lake	MI	0.808
48353	Hartland	MI	0.805
48451	Linden	MI	0.728
48137	Gregory	MI	0.694
48895	Williamston	MI	0.571
48823	East Lansing	MI	0.559
48357	Highland	MI	0.453
48910	Lansing	MI	0.442
48197	Ypsilanti	MI	0.37
49285	Stockbridge	MI	0.359
48872	Perry	MI	0.339
48380	Milford	MI	0.318
48439	Grand Blanc	MI	0.316
48381	Milford	MI	0.298
48103	Ann Arbor	MI	0.296

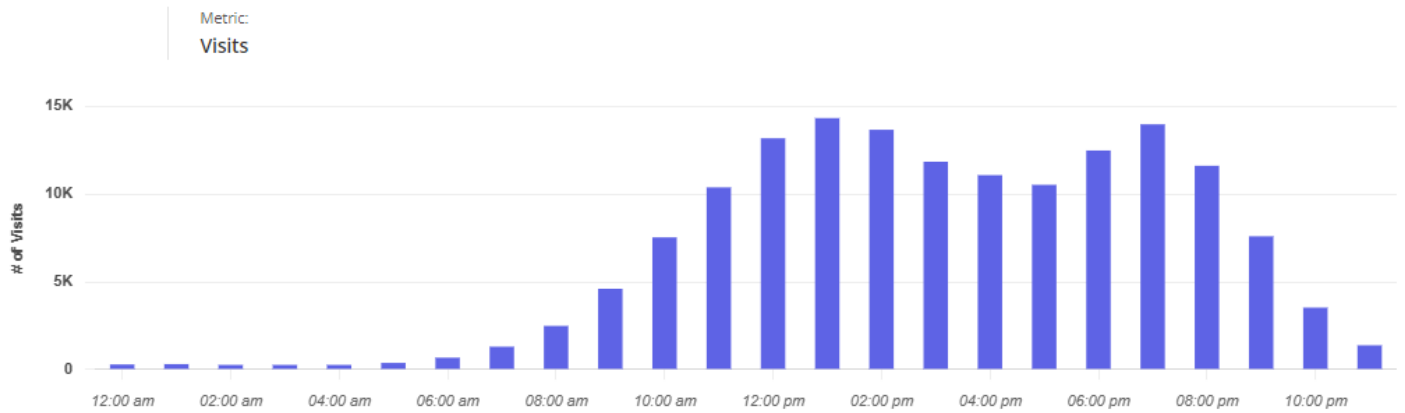
Daily Visits: Includes people who may visit more than one day per week

Daily Visits



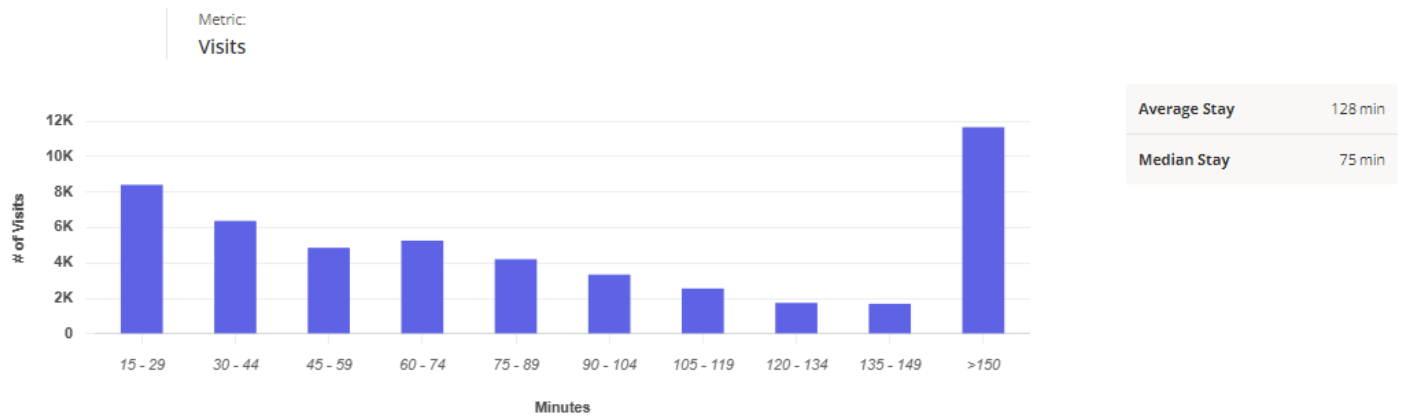
Hourly Visits. Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period.

### Hourly Visits



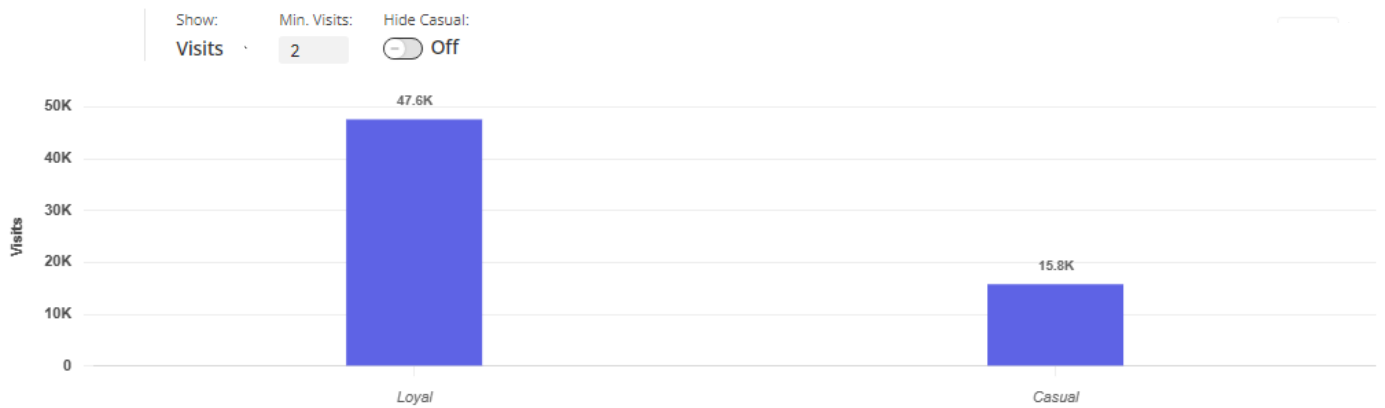
### How long visits lasted

#### Length of Stay

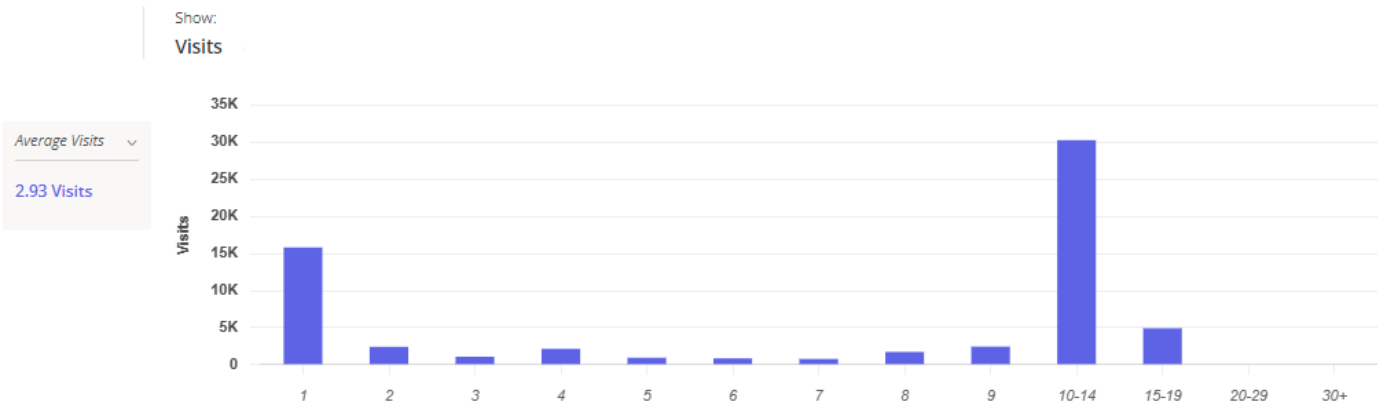


How frequently people returned to the study area during the study period.

### Loyal Vs. Casual



### Visits Frequency



PART 2:

---

# POPULATION SEGMENTS IN THE TRADE AREA

# POTENTIAL MARKET PSYCHOGRAPHIC SEGMENTATION

The Mosaic® segmentation tool is a standardized, household-based consumer lifestyle segmentation system that offers insights to anticipate the behavior, attitudes and preferences of people to build programs, services, and messages to reach them in the most effective communication methodologies. For details, visit [cobaltcommunityresearch.org/mosaic](https://cobaltcommunityresearch.org/mosaic).

The following pages show the characteristics of those people who have visited your point of interest and those who share the same location and demographic profile—potential future visitors in the trade area. There are four key pieces of information: Group refers to the Mosaic segment category, which is an industry standard and there is a lot of information about it if you search for it on the internet; households refers to the count of the potential number of households in the trade area represented in the data; percentage, which represents the percentage of your visitors and potential visitors that fall into the Mosaic segment category; and the horizontal bar graph, which shows how your visiting Mosaic segment category differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

By Households			
* C - Booming with Confidence	38,792 (12.5%)		151
B - Flourishing Families	22,394 (7.2%)		168
* A - Power Elite	33,339 (10.7%)		133
D - Suburban Style	22,853 (7.4%)		116
E - Thriving Boomers	23,782 (7.7%)		91
* O - Singles and Starters	34,387 (11.1%)		131
Q - Golden Year Guardians	17,637 (5.7%)		80
F - Promising Families	11,995 (3.9%)		137
J - Autumn Years	28,220 (9.1%)		84
K - Significant Singles	8,753 (2.8%)		134
H - Bourgeois Melting Pot	7,860 (2.5%)		143
L - Blue Sky Boomers	11,594 (3.7%)		78
G - Young City Solos	5,582 (1.8%)		193
N - Pastoral Pride	3,586 (1.2%)		33
I - Family Union	16,552 (5.3%)		68
R - Aspirational Fusion	4,155 (1.3%)		50
M - Families in Motion	6,996 (2.3%)		54
P - Cultural Connections	4,969 (1.6%)		106
S - Thrifty Habits	7,410 (2.4%)		38

The numbers in parentheses show the proportion of your visitors from the Mosaic group

You can find details on each group at [cobaltcommunityresearch.org/mosaic](https://cobaltcommunityresearch.org/mosaic)

\* Biggest percentage of visitors



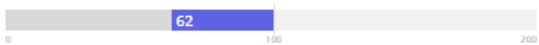
By Population			
* C - Booming with Confidence	98,550 (12.5%)		152
B - Flourishing Families	71,915 (9.1%)		167
D - Suburban Style	68,264 (8.7%)		112
* A - Power Elite	95,149 (12.1%)		134
E - Thriving Boomers	56,940 (7.2%)		90
* O - Singles and Starters	81,198 (10.3%)		142
F - Promising Families	32,532 (4.1%)		132
Q - Golden Year Guardians	33,434 (4.2%)		78
J - Autumn Years	62,873 (8%)		82
K - Significant Singles	16,656 (2.1%)		136
H - Bourgeois Melting Pot	16,193 (2.1%)		136
L - Blue Sky Boomers	23,427 (3%)		74
N - Pastoral Pride	9,173 (1.2%)		33
I - Family Union	50,789 (6.5%)		68
G - Young City Solos	9,437 (1.2%)		182
M - Families in Motion	23,582 (3%)		51
R - Aspirational Fusion	8,143 (1%)		48
P - Cultural Connections	12,481 (1.6%)		102
S - Thrifty Habits	16,391 (2.1%)		37

# POTENTIAL MARKET DEMOGRAPHIC SEGMENTATION

The following pages show the characteristics of those people from your point of interest and those who share the same location and demographic profile—potential future visitors in the trade area based on more traditional demographic categories. There are three key pieces of information: the first column refers to the type of information being provided; the second column that represents the value for that information; and the horizontal bar graph, which shows how your visiting and potential visiting population differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

Overview		
Population	799,310	
Households	311,493	
Persons per Household	2.5	100
Household Median Income	\$72,160.81	114
Household Median Disposable Income	\$61,713.58	114
Household Median Discretionary Income	\$44,294.5	115
Average Income Per Person	\$36,942.75	108
Median Rent	\$1,125.24	111
Median House Value	\$398,779.69	123
Households in Poverty	32,416 (10.4%)	81
Household Median Wealth	\$84,117	105
Average Age	40.22	98
Median Age	38.58	96
Households with Children	81,523 (26.2%)	100
High School Graduate or Higher	506,792 (93.6%)	102
Bachelor's Degree or Higher	197,418 (36.5%)	120
Pop density (per sq mi)	1,071	
Area (based on blockgroups)	746	



Population		
Population 2022 Q4	799,310	
Population 2022 Q3	799,986	
Population 2022 Q2	799,511	
Population 2022 Q1	800,044	
Population 2021 Q4	799,117	
Population 2021 Q3	799,122	
Population 2021 Q2	798,513	
Population 2021 Q1	799,352	
Population 2020 Q4	798,938	
Population 5 Years Forecast	825,092	
Population 10 Years Forecast	840,454	
Persons per Household	2.5	 100
Group Quarters	21,024 (2.6%)	 119
Transient Population - Average Last 4 Quarters	4,410 (0.6%)	 62
Households		
Households 2022 Q4	311,493	
Households 2022 Q3	311,782	
Households 2022 Q2	311,632	
Households 2022 Q1	311,866	
Households 2021 Q4	311,502	
Households 2021 Q3	311,524	
Households 2021 Q2	311,316	
Households 2021 Q1	311,679	
Households 2020 Q4	311,559	
Households 5 Years Forecast	321,620	
Households 10 Years Forecast	327,614	

Gender		
Male	391,283 (49%)	100
Female	408,027 (51%)	100
Ethnicity		
White	641,115 (80.2%)	106
Hispanic (Ethnic)	35,321 (4.4%)	91
Other	25,569 (3.2%)	97
Black	70,887 (8.9%)	68
Asian	26,418 (3.3%)	119
Household by Ethnicity		
White	250,576 (80.4%)	104
Hispanic (Ethnic)	11,495 (3.7%)	98
Other	11,514 (3.7%)	97
Asian	9,926 (3.2%)	128
Black	27,982 (9%)	71
Language Spoken		
Speak English at Home	675,485 (89.5%)	99
Speak Spanish at Home	18,623 (2.5%)	86
Speak Other Language at Home	60,253 (8%)	118

Ancestry		
Unclassified	143,770 (18%)	92
German	95,462 (11.9%)	100
Scottish/Irish	73,112 (9.1%)	122
Other	137,106 (17.2%)	85
British	55,192 (6.9%)	110
Polish	52,501 (6.6%)	127
Other European (e.g. Greek/Russian)	47,768 (6%)	135
American	31,949 (4%)	94
Italian	34,691 (4.3%)	143
French	18,414 (2.3%)	99
Scandinavian	17,243 (2.2%)	94
Mexican	24,126 (3%)	88
Dutch	9,337 (1.2%)	40
Puerto Rican	3,429 (<0.5%)	97
Middle Eastern	17,255 (2.2%)	112
Native American (Indian/Eskimo)	3,520 (<0.5%)	65
South East Asian (e.g. Vietnamese)	4,529 (0.6%)	107
South Central Asian (e.g. Indian)	12,045 (1.5%)	126
Dominican	651 (<0.5%)	125
Chinese	4,544 (0.6%)	112
Other Hispanic	3,104 (<0.5%)	96
Cuban	1,199 (<0.5%)	113
Korean	2,611 (<0.5%)	127
Hawaiian/Pacific Islander	251 (<0.5%)	112
South American	1,480 (<0.5%)	113
Japanese	1,792 (<0.5%)	180
Other Asian	897 (<0.5%)	67
Central American	1,332 (<0.5%)	73

Households Income		
Household Average Income	\$93,524.36	109
Average Income Per Person	\$36,942.75	108
Household Median Income	\$72,160.81	114
<\$15K	23,038 (7.4%)	77
\$15K - \$25K	20,960 (6.7%)	81
\$25K - \$35K	24,683 (7.9%)	88
\$35K - \$50K	38,520 (12.4%)	97
\$50K - \$75K	53,762 (17.3%)	96
\$75K - \$100K	43,943 (14.1%)	106
\$100K - \$150K	55,661 (17.9%)	114
\$150K - \$175K	17,585 (5.6%)	126
\$175K - \$200K	15,828 (5.1%)	119
\$200K - \$250K	9,818 (3.2%)	125
\$250K - \$500K	4,182 (1.3%)	125
>\$500K	3,513 (1.1%)	125
Disposable Households Income		
Household Average Disposable Income	\$73,622.04	110
Household Median Disposable Income	\$61,713.58	114
<\$15K	25,159 (8.1%)	77
\$15K - \$25K	26,046 (8.4%)	82
\$25K - \$35K	30,069 (9.7%)	90
\$35K - \$50K	44,801 (14.4%)	98
\$50K - \$75K	59,934 (19.2%)	99
\$75K - \$100K	46,721 (15%)	110
\$100K - \$150K	51,942 (16.7%)	121
\$150K - \$175K	12,968 (4.2%)	116
\$175K - \$200K	3,823 (1.2%)	126
\$200K - \$250K	4,012 (1.3%)	125
\$250K - \$500K	5,529 (1.8%)	125
>\$500K	489 (<0.5%)	125

Age		
Average Age	40.22	98
Median Age	38.58	96
0-4	44,949 (5.6%)	100
5-13	81,017 (10.1%)	102
14-17	36,216 (4.5%)	97
18-21	60,549 (7.6%)	120
22-24	35,348 (4.4%)	103
25-29	52,394 (6.6%)	96
30-34	48,142 (6%)	96
35-39	45,812 (5.7%)	101
40-44	45,716 (5.7%)	103
45-49	47,087 (5.9%)	103
50-54	50,794 (6.4%)	104
55-59	54,468 (6.8%)	102
60-64	55,075 (6.9%)	99
65-69	49,103 (6.1%)	95
70-74	38,556 (4.8%)	92
75-79	26,399 (3.3%)	89
80-84	15,679 (2%)	86
85+	12,006 (1.5%)	86

Education (Age 25+)		
Total Educated Population	541,231	
Elementary (0 to 8 Years)	10,523 (1.9%)	73
Some High School (9 to 11 Years)	23,916 (4.4%)	76
High School Graduate (12 Years)	132,015 (24.4%)	85
Some College (13 to 16 Years)	123,331 (22.8%)	100
Associates Degree Only	54,028 (10%)	103
Bachelor's Degree Only	122,590 (22.7%)	122
Graduate Degree	74,828 (13.8%)	116
Wealth per Household		
Household Average Wealth	\$243,728.83	103
Household Median Wealth	\$84,117	105
<\$0K	53,197 (17.1%)	98
\$0K - \$5K	25,456 (8.2%)	96
\$5K - \$10K	13,884 (4.5%)	98
\$10K - \$25K	19,731 (6.3%)	99
\$25K - \$50K	21,403 (6.9%)	100
\$50K - \$100K	32,352 (10.4%)	100
\$100K - \$250K	57,230 (18.4%)	100
\$250K - \$500K	41,724 (13.4%)	102
>\$500K	46,516 (14.9%)	104

# DEMOGRAPHIC REACH COMPARED WITH SURROUNDING AREA

The table below shows if people over-represent or under-represent the population of the study area. Under-represented demographic segments are noted in red, while over-represented segments are noted in black.

Characteristics	Visitors	Area Demographics (City)	Compared to Area Demographics
<b>Gender</b>			
Female	51.0%	51.5%	-0.4%
Male	49.0%	48.5%	0.4%
<b>Ethnicity</b>			
White	80.2%	93.0%	-12.8%
Hispanic	4.4%	5.3%	-0.9%
Black	8.9%	0.6%	8.3%
Asian/Native Hawaiian/Other Pacific Islander	3.3%	1.9%	1.4%
Some Other Race	3.2%	2.9%	0.3%
<b>Household Income</b>			
\$0 - \$15,000	7.4%	9.6%	-2.2%
\$15,000 - \$24,999	6.7%	14.1%	-7.4%
\$25,000 - \$34,999	7.9%	11.1%	-3.2%
\$35,000 - \$49,999	12.4%	18.0%	-5.6%
\$50,000 - \$74,999	17.3%	18.4%	-1.1%
\$75,000 - \$99,999	14.1%	9.9%	4.3%
\$100,000 - \$149,999	17.9%	12.2%	5.7%
\$150,000 +	16.3%	6.7%	9.7%
<b>Age</b>			
0 to 4	5.6%	6.4%	-0.7%
5 to 14	10.1%	11.5%	-1.4%
15 to 24	16.5%	12.0%	4.5%
25 to 34	12.6%	19.0%	-6.4%
35 to 44	11.5%	13.6%	-2.1%
45 to 54	12.2%	10.5%	1.8%
55 to 64	13.7%	10.7%	3.0%
65 to 74	11.0%	7.2%	3.7%
75 to 84	5.3%	5.2%	0.1%
85+	1.5%	4.0%	-2.5%

## PART 3:






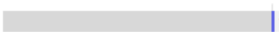












---

# SPENDING PATTERNS



# SPENDING PATTERNS

The following pages show how much those people who have visited your point of interest and those who share the same location and demographic profile –potential future visitors in the trade area – spend in an average week. This is not how much they spent when they visited your point of interest, but how they generally spend their income. There are four key pieces of information: the first column refers to the spending category; the second column which provides the average weekly spending in that category; the third column is the percentage of total weekly spending is spent in that category; and the horizontal bar graph shows how your visiting population and potential visiting population differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

Overview			
Housing	\$89.24 (24.9%)		100
Transportation	\$80.92 (22.6%)		101
Food	\$67.8 (18.9%)		101
Healthcare	\$43.47 (12.1%)		103
Cash Contributions	\$18.48 (5.2%)		100
Entertainment	\$18.72 (5.2%)		101
Apparel and Services	\$10.85 (3%)		101
Education	\$6.63 (1.9%)		104
Personal Care Products and Services	\$5.76 (1.6%)		100
Alcoholic Beverages	\$4.73 (1.3%)		104
Miscellaneous	\$4.59 (1.3%)		99
Personal Insurance	\$3.81 (1.1%)		101
Tobacco Products and Smoking Supplies	\$2.74 (0.8%)		96
Reading	\$0.56 (<0.5%)		99
Food			
At home	\$47.1 (13.1%)		101
Away from home	\$20.69 (5.8%)		101
Alcoholic Beverages			
At home	\$3.22 (0.9%)		104
Away from home	\$1.5 (<0.5%)		105

Housing		
Utilities, fuels, and public services	\$33.11 (9.2%)	99
Shelter	\$20.26 (5.7%)	100
Household furnishings and equipment	\$17.31 (4.8%)	102
Household operations	\$11.44 (3.2%)	101
Housekeeping supplies	\$7.12 (2%)	99
Apparel and Services		
Women and girls	\$4.31 (1.2%)	101
Footwear	\$2.54 (0.7%)	100
Men and boys	\$2.35 (0.7%)	102
Other apparel products and services	\$1.33 (<0.5%)	98
Children (Age < 2)	\$0.32 (<0.5%)	103
Transportation		
Vehicle purchases (net outlay)	\$36.36 (10.1%)	102
Other vehicle expenses	\$29.34 (8.2%)	100
Gasoline and motor oil	\$13.51 (3.8%)	100
Public transportation	\$1.72 (<0.5%)	101
Healthcare		
Health insurance	\$33.26 (9.3%)	103
Medical services	\$5.95 (1.7%)	106
Drugs	\$3.06 (0.9%)	99
Medical supplies	\$1.19 (<0.5%)	101
Entertainment		
Television, radios, sound equipment	\$7.67 (2.1%)	99
Pets, toys and playground equipment	\$5.95 (1.7%)	101
Fees and admissions	\$3.08 (0.9%)	104
Other entertainment supplies, equipment, and services	\$2.01 (0.6%)	104

Education		
College tuition	\$4.78 (1.3%)	102
Elementary and high school tuition	\$1.07 (<0.5%)	113
School books, supplies, equipment for college	\$0.3 (<0.5%)	98
Other school expenses including rentals	\$0.2 (<0.5%)	102
School books, supplies, equipment for elementary, high school	\$0.11 (<0.5%)	104
Test preparation, tutoring services	\$0.1 (<0.5%)	110
Other schools tuition	\$0.06 (<0.5%)	107
School books, supplies, equipment for daycare, nursery, other	\$0.01 (<0.5%)	105
Cash Contributions		
Cash contributions to church, religious organizations	\$6.46 (1.8%)	100
Other cash gifts	\$4.66 (1.3%)	96
Cash contributions to charities and other organizations	\$4.35 (1.2%)	102
Child support expenditures	\$1.3 (<0.5%)	102
Support for college students	\$0.82 (<0.5%)	101
Cash contributions to educational institutions	\$0.48 (<0.5%)	100
Cash contributions to political organizations	\$0.41 (<0.5%)	102
Tobacco Products and Smoking Supplies		
Cigarettes	\$2.34 (0.7%)	96
Other tobacco products	\$0.37 (<0.5%)	99
Smoking accessories	\$0.03 (<0.5%)	99

Miscellaneous		
Legal fees	\$1.24 (<0.5%)	99
Accounting fees	\$0.65 (<0.5%)	101
Funeral expenses	\$0.62 (<0.5%)	92
Occupational expenses	\$0.47 (<0.5%)	106
Lotteries and parimutuel losses	\$0.42 (<0.5%)	96
Expenses for other properties	\$0.4 (<0.5%)	103
Shopping club membership fees	\$0.36 (<0.5%)	101
Checking accounts, other bank service charges	\$0.17 (<0.5%)	97
Online Entertainment and games	\$0.07 (<0.5%)	104
Cemetery lots, vaults, maintenance fees	\$0.06 (<0.5%)	94
Credit card memberships	\$0.06 (<0.5%)	104
Safe deposit box rental	\$0.04 (<0.5%)	97
Miscellaneous personal services	\$0.03 (<0.5%)	107
Dating Services	\$0.01 (<0.5%)	98
Personal Care Products and Services		
Personal care products	\$3.68 (1%)	100
Personal care services	\$2.08 (0.6%)	101
Personal Insurance		
Life, endowment, annuity, other personal insurance	\$3.54 (1%)	101
Other non health insurance	\$0.27 (<0.5%)	99
Reading		
Magazine/Newspaper subscriptions	\$0.29 (<0.5%)	98
Books not through book clubs	\$0.24 (<0.5%)	102
Magazines/Newspapers, non-subscription	\$0.03 (<0.5%)	98

## APPENDIX A

---

# FREQUENTLY ASKED QUESTIONS

# FAQ

---

**Q: How do organizations use this information?**

A: Non-profit and governmental entities strive to ensure resources are applied as optimally as possible. Data on visits to downtown areas, festivals, parks, trails, boat launches, stadiums, individual business addresses, traffic locations, etc. are very useful in planning and evaluation.

Private organizations likewise use the data to better measure and understand performance. This data are useful for the following purposes: marketing, sponsor development, partner identification, measuring progress, benchmarking other organizations/areas/events, economic impact, economic development, due diligence, grant validation, access/inclusion of various populations, and measuring non-response bias in surveys to assist in proper survey weighting.

**Q: What size areas can be covered in a report?**

A: The size of the area can range from one point of approximately 30 feet to an area of approximately 200 square miles. The key variable is the number of individuals who go through the area during the study period. Roughly 2,000 people should travel through the space during the study period to allow a report to be generated.

**Q: How are the data collected?**

A: The Visitor360 program licenses data that complies with privacy practices such as the European Union General Data Privacy Regulations (GDPR) and with the California Consumer Privacy Act of 2018 (CCPA).

Data are collected through thousands of mobile apps and millions of devices. Data collected includes elements such as geo-location data, which is scrubbed of any identifiers before being used to protect the privacy of Consumers. Data are stripped of identifiers, such as mobile advertising identifiers, names, other persistent device identifiers, and contact information associated with individuals. The process is designed to produce only aggregated and extrapolated market research reports without relying on such private information. We are committed to respecting the privacy of service users and utilize the data in a way that protects their privacy and provides insights for improvement.

**Q: If data are extrapolated, how accurate is the data?**

A: Because of the sampling approach, the margin of error is approximately +/- 3-5%, depending on the number of people going through the area during the study period.

**Q: If there is poor cell reception, can a report still be created?**

A: Yes. Many apps record location data when there is no cell or wifi connection, but then upload the data when a connection is restored.

**Q: My location is small and close to other places –how precise are the data?**

A: Depending on the area, resolution is typically between 30 to 100 feet

**Q: Do the data include people just driving by?**

A: The default for the data is to count only people that spent at least 7 minutes in the study area; however, we can also set up counters that count people regardless of how long they spent or put in a longer minimum stay requirement.

**Q: Is home location based on the cell phone number or billing address?**

A: Home location is based on the location in which a person spends time that matches a “home location pattern.”

**Q: Can we benchmark other organizations/areas other than our own?**

A: Yes



---

Cobalt Community Research

P.O. Box 416

Charlotte, MI 48813

[Cobalt360.org](http://Cobalt360.org)

877.888.0209

Cobalt is a national 501c3 nonprofit that offers local governments, schools and membership organizations high-quality benchmarks, metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups