BELLE ISLE PARK, MICHIGAN

2021 VISITOR 360

FOUNDATIONAL REPORT

Compiled April 2022

COBALT'S NONPROFIT COALITION RESOURCES

Strengthening Planning Through Quality, Affordable Research

Visitor360^{SM} Mobile Data Profiling

Community360^{SM} Annual Metrics Report

Parks and Recreation Citizen Engagement Program^{SM}

Business Engagement and Priority Assessment^{SM}

Citizen Engagement and Priority Assessment^{SM}

Employee Engagement and Priority Assessment^{SM}

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

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

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

INTRODUCTION

Belle Isle is a dynamic place. The purpose of this report is to provide insights that help park leadership tell the right story about who visits the park, 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 nonprofit 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.

How Communities Use This Information

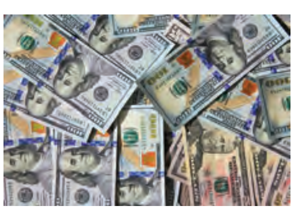
Marketing. Sharing this information helps local businesses and other organizations better shape their outreach efforts and offerings to the people visiting the area of study. This helps the community effectively target its outreach to attract more visitors.

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.

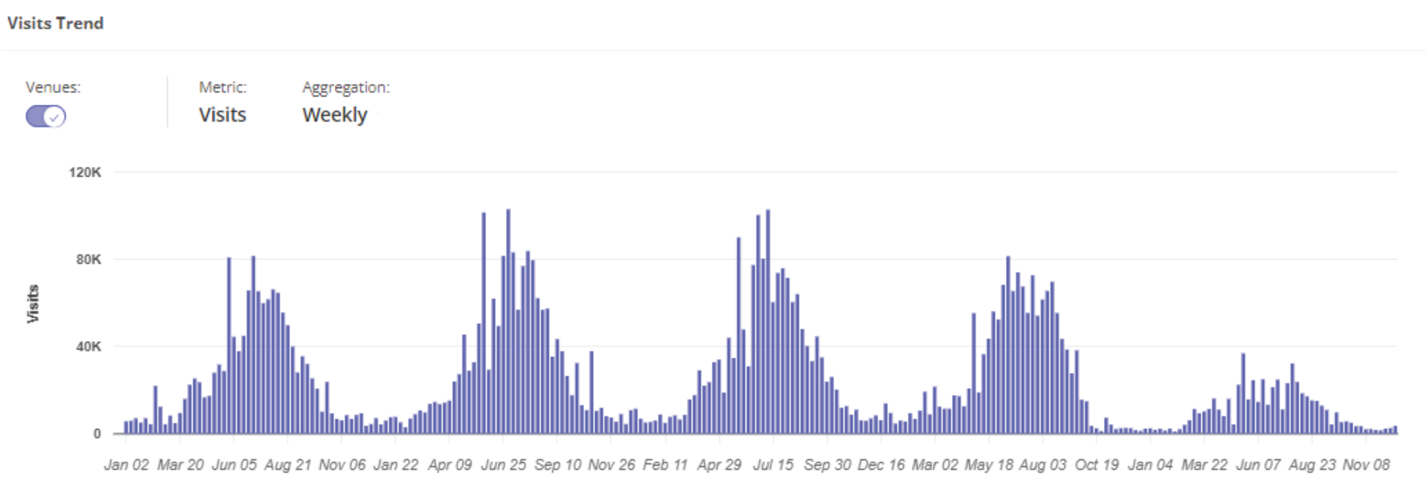
PART 1:

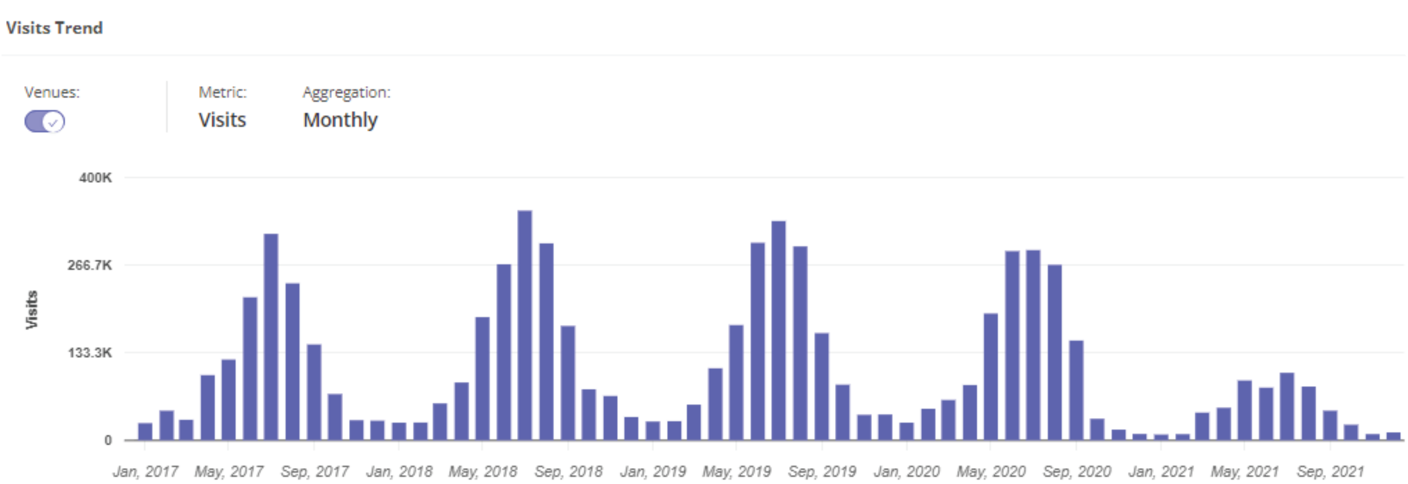
VISITORS

Date Range: January 01, 2017– December 31, 2021

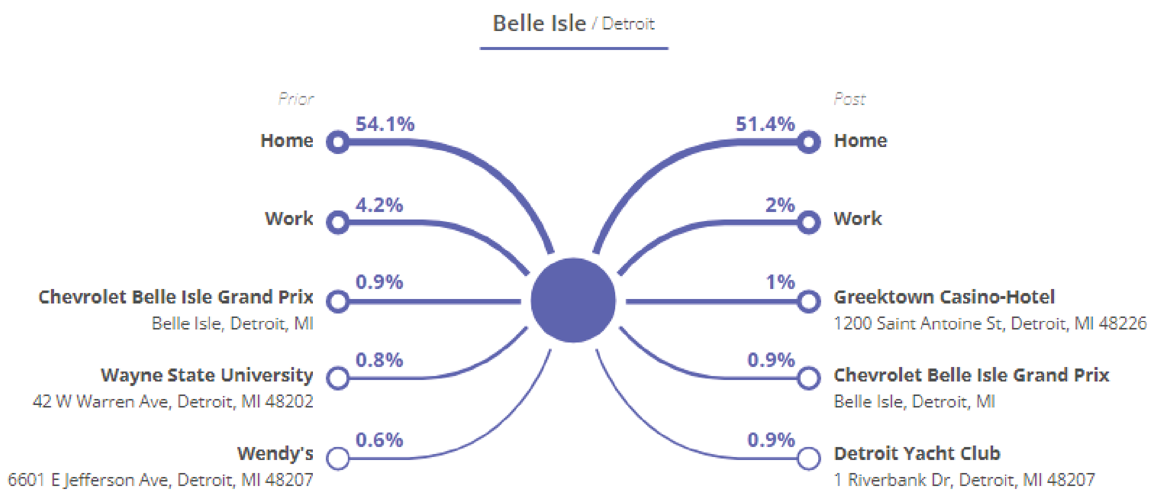
This report includes visitors , employees, and residents in the point of interest. Visitors must have remained in the point of interest for at last 7 minutes to be counted. Visitors are counted only once per day if they leave and return.

Total visits in study period: 6.7M	Unique individuals visiting: 1.1M	Average visits per individual: 6.06





Visitor Journey



The graph above shows the percentage of visitors , residents, & employees 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.

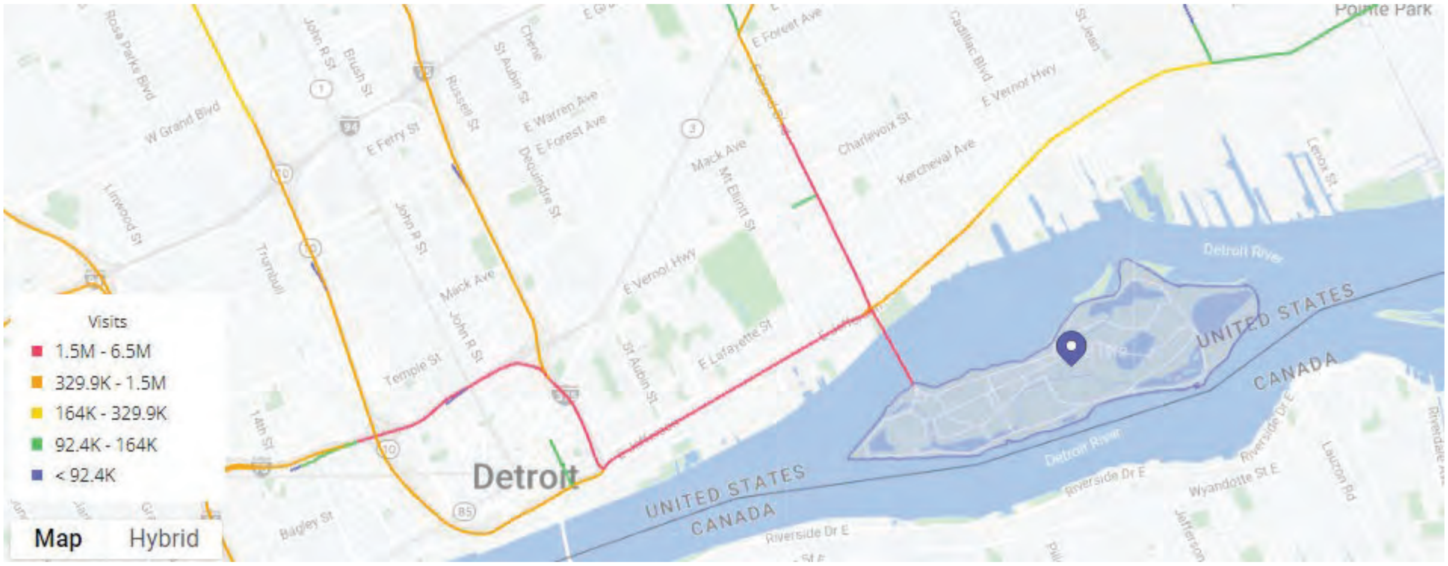
Prior

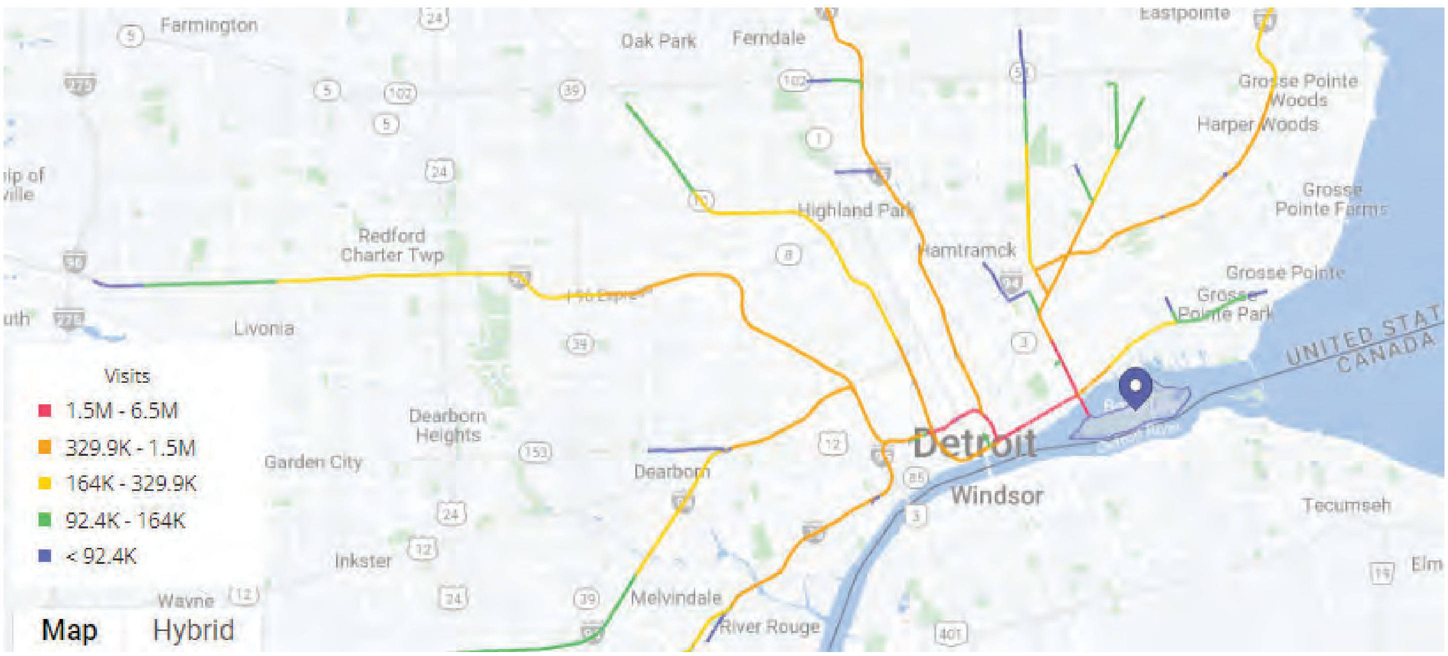
Rank	Name	Foot-Traffic
1	Chevrolet Belle Isle Grand Prix / Belle Isle, Detroi...	0.9%
2	Wayne State University / W Warren Ave, Detroit, ...	0.8%
3	Wendy's / E Jefferson Ave, Detroit, MI	0.6%
4	Bucharest Grill / East Jefferson, Detroit, MI	0.5%
5	Greektown Casino-Hotel / Saint Antoine St, Detro...	0.5%
6	Walgreens / E Jefferson Ave, Detroit, MI	<0.5%
7	Detroit Yacht Club / Riverbank Dr, Detroit, MI	<0.5%
8	MGM Grand Detroit / 3rd St, Detroit, MI	<0.5%
9	West RiverWalk / Atwater St, Detroit, MI	<0.5%
10	Gabriel Richard Park / E Jefferson Ave, Detroit, MI	<0.5%

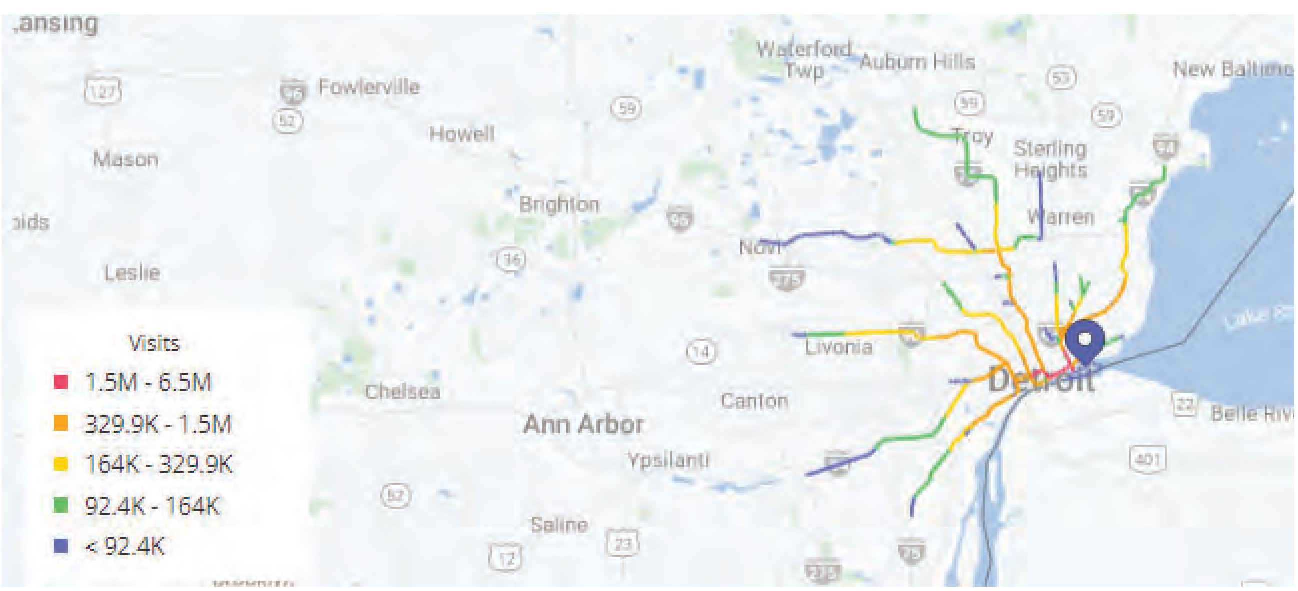
Post

Rank	Name	Foot-Traffic
1	Greektown Casino-Hotel / Saint Antoine St, Detro...	1%
2	Chevrolet Belle Isle Grand Prix / Belle Isle, Detroi...	0.9%
3	Detroit Yacht Club / Riverbank Dr, Detroit, MI	0.9%
4	Wayne State University / W Warren Ave, Detroit, ...	0.7%
5	Bucharest Grill / East Jefferson, Detroit, MI	<0.5%
6	Wendy's / E Jefferson Ave, Detroit, MI	<0.5%
7	West RiverWalk / Atwater St, Detroit, MI	<0.5%
8	Atwater Brewery / Joseph Campau, Detroit, MI	<0.5%
9	Detroit Boat Club / Belle Isle, Detroit, MI	<0.5%
10	Lafayette Coney Island / W Lafayette Blvd, Detroi...	<0.5%

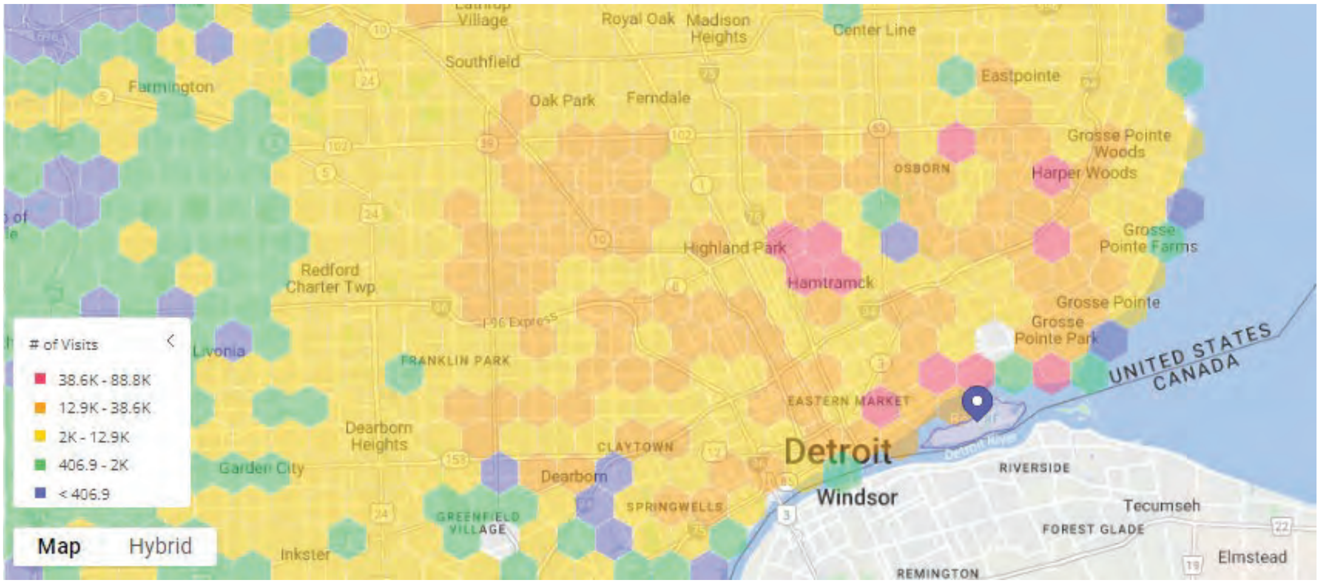
The maps below show which routes visitors used to reach the point of interest.

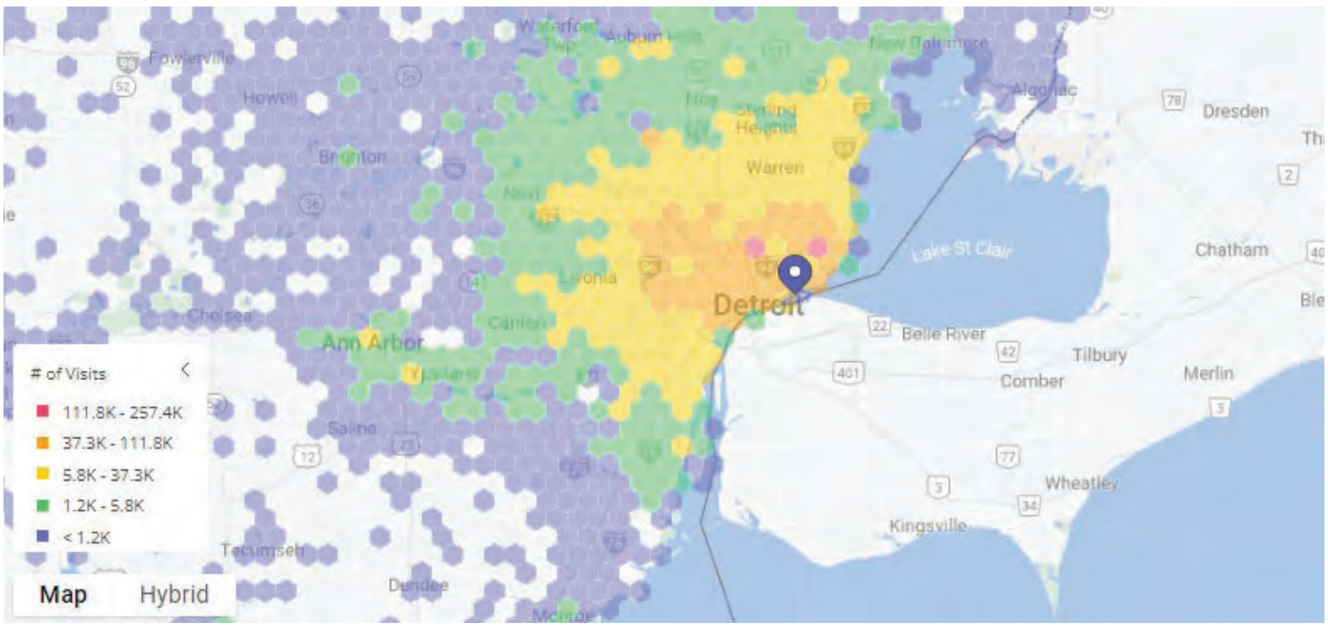


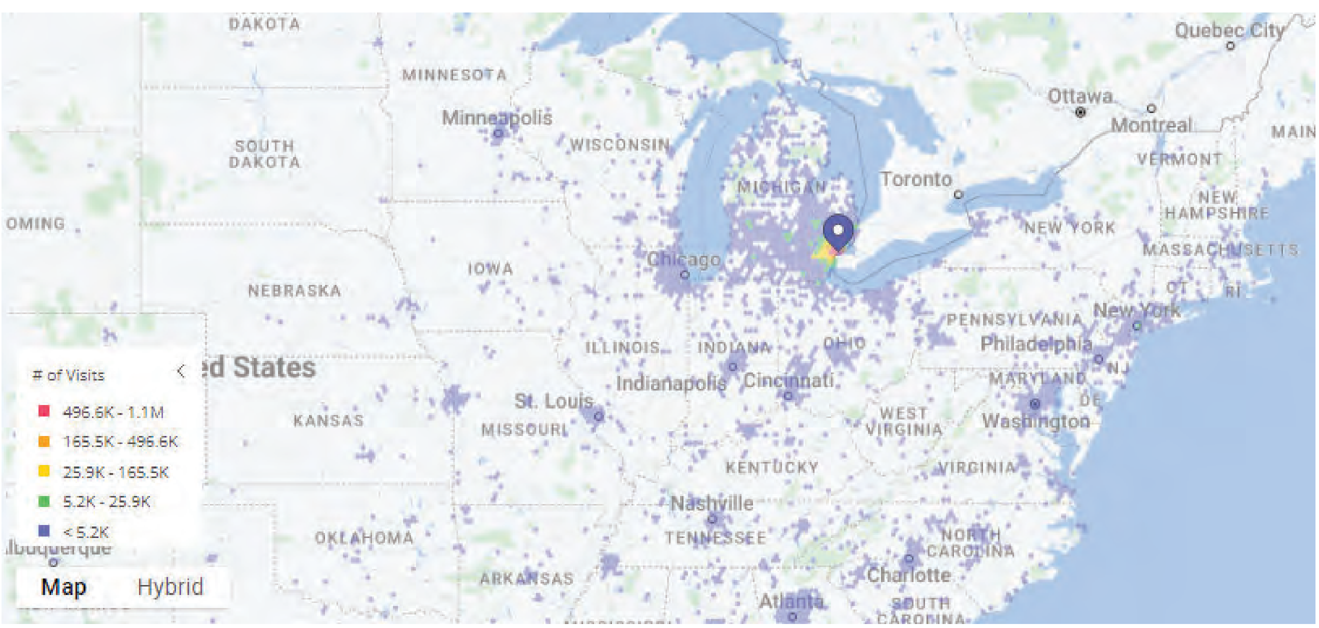




The heat maps below show distance visitors traveled from home location.



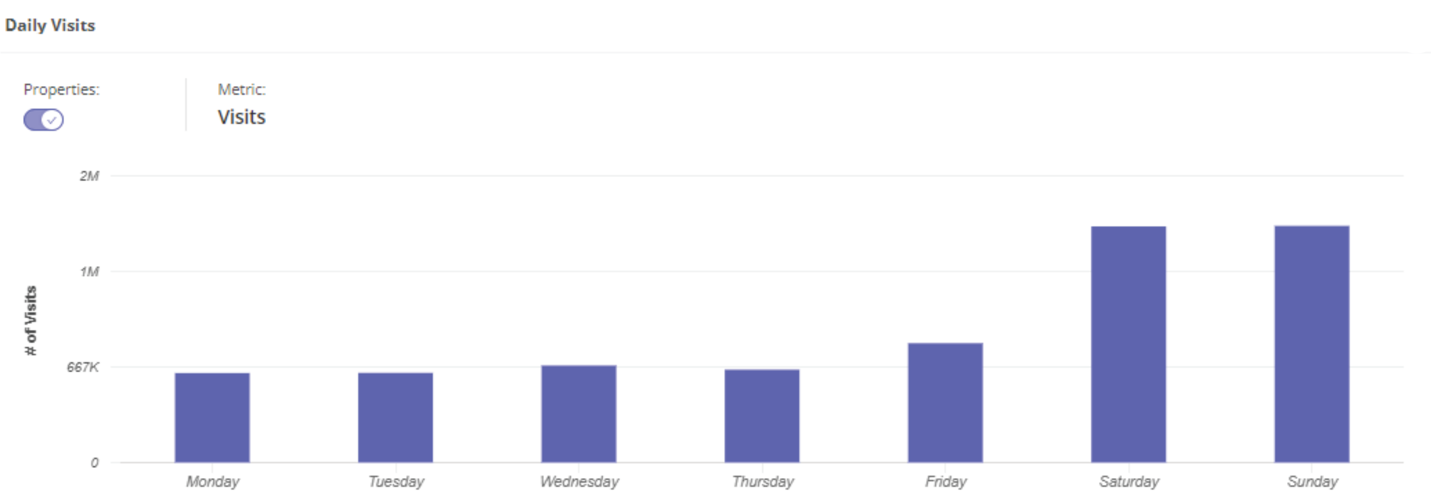




The table below shows the top 25 ZIP Codes that are home to these visitors.

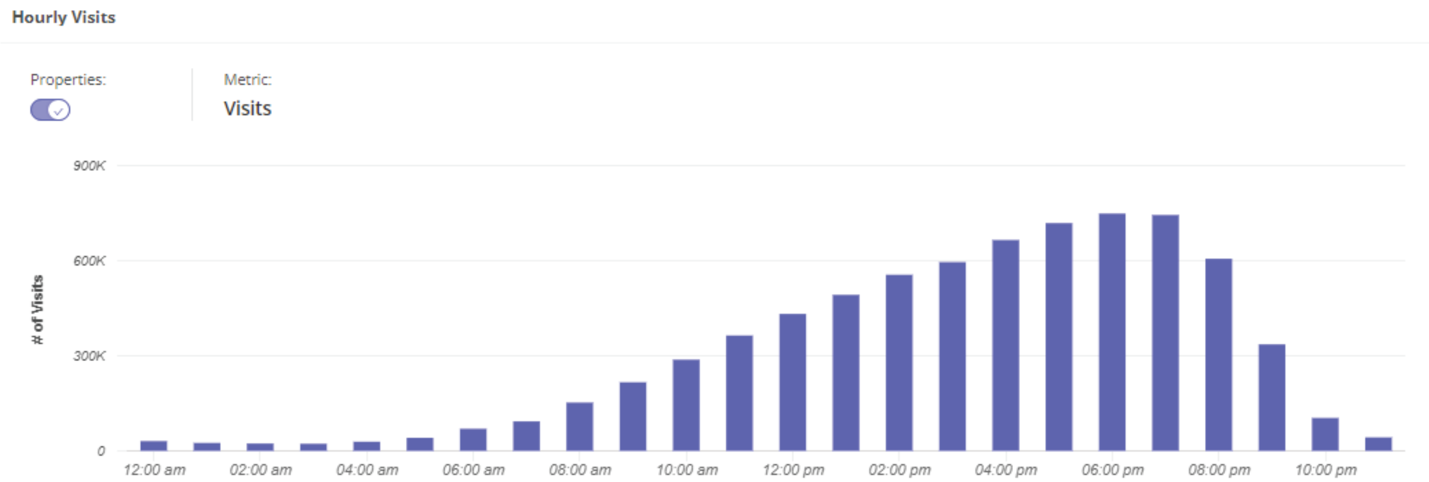
Zip Code	State	City	Percentage	Visitors
48212	MI	Hamtramck	3.01	33411
48224	MI	Detroit	2.53	28054
48214	MI	Detroit	2.13	23709
48228	MI	Detroit	2.1	23356
48234	MI	Detroit	2.04	22602
48219	MI	Detroit	1.9	21070
48227	MI	Detroit	1.83	20375
48221	MI	Detroit	1.78	19807
48235	MI	Detroit	1.78	19789
48213	MI	Detroit	1.74	19366
48238	MI	Detroit	1.73	19183
48207	MI	Detroit	1.67	18500
48204	MI	Detroit	1.65	18310
48205	MI	Detroit	1.5	16608
48209	MI	Detroit	1.38	15310
48203	MI	Highland Park	1.07	11868
48223	MI	Detroit	1.04	11556
48210	MI	Detroit	1.03	11470
48239	MI	Redford	1.02	11352
48237	MI	Oak Park	0.97	10823
48206	MI	Detroit	0.97	10726
48220	MI	Ferndale	0.96	10687
48021	MI	Eastpointe	0.93	10362
48126	MI	Dearborn	0.9	10028

Daily Visits: Includes visitors , residents, and employees who may visit more than one day per week

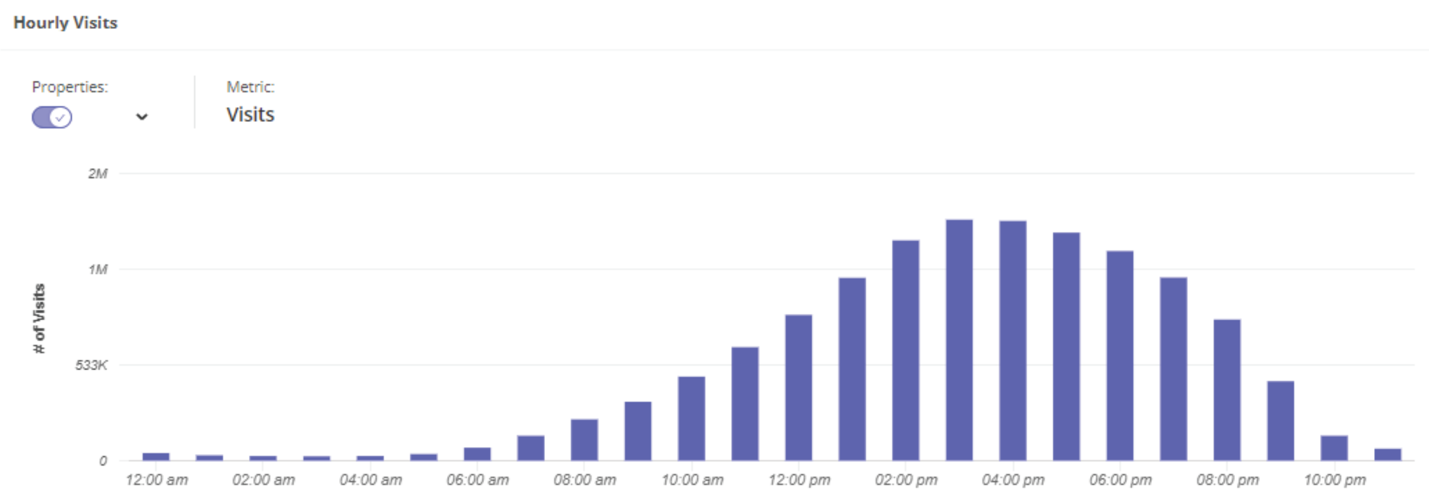


Hourly Visits. Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period.

Week days (Monday, Tuesday, Wednesday, Thursday)

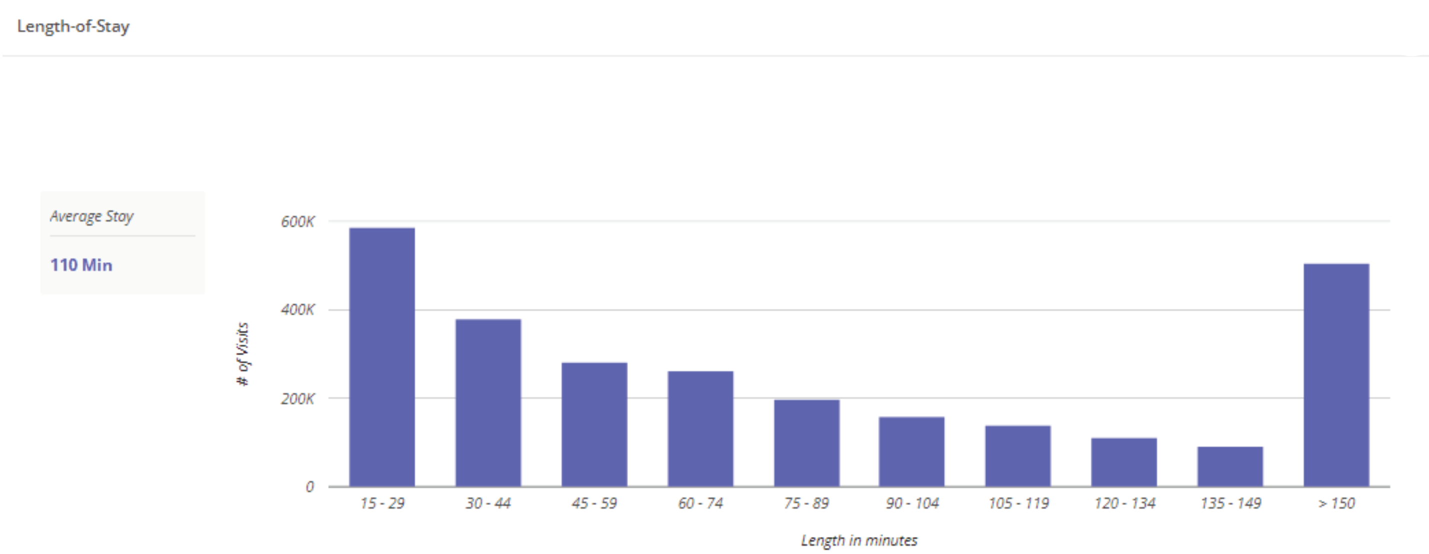


Weekend days (Friday, Saturday, Sunday)

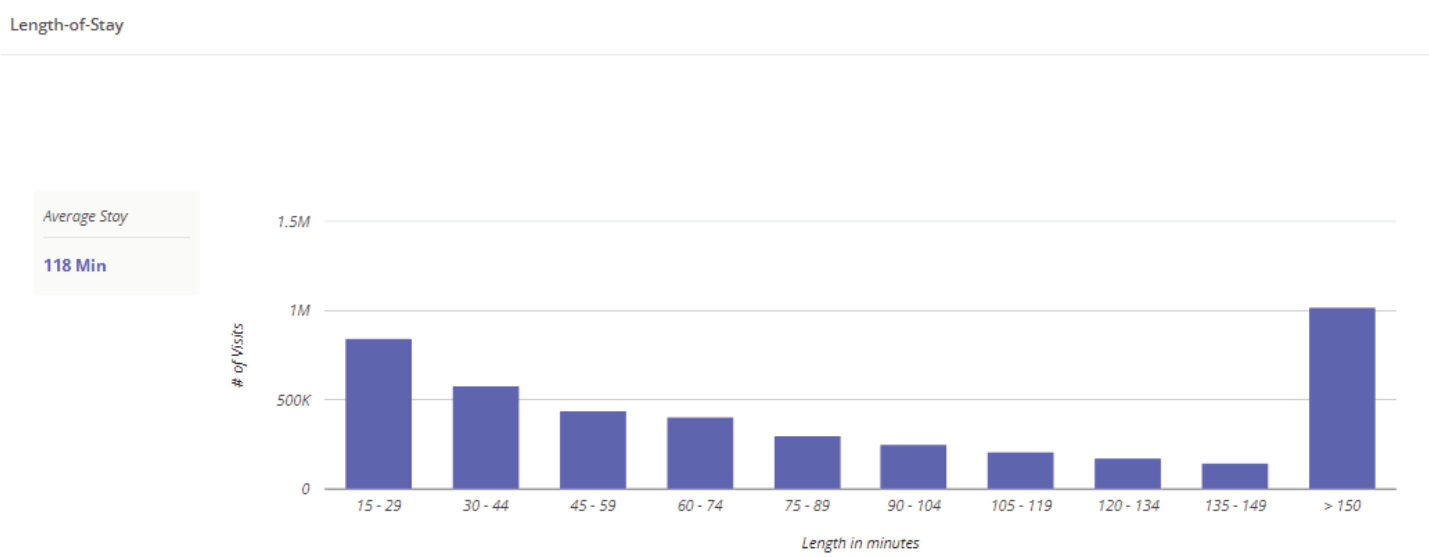


How long visits lasted

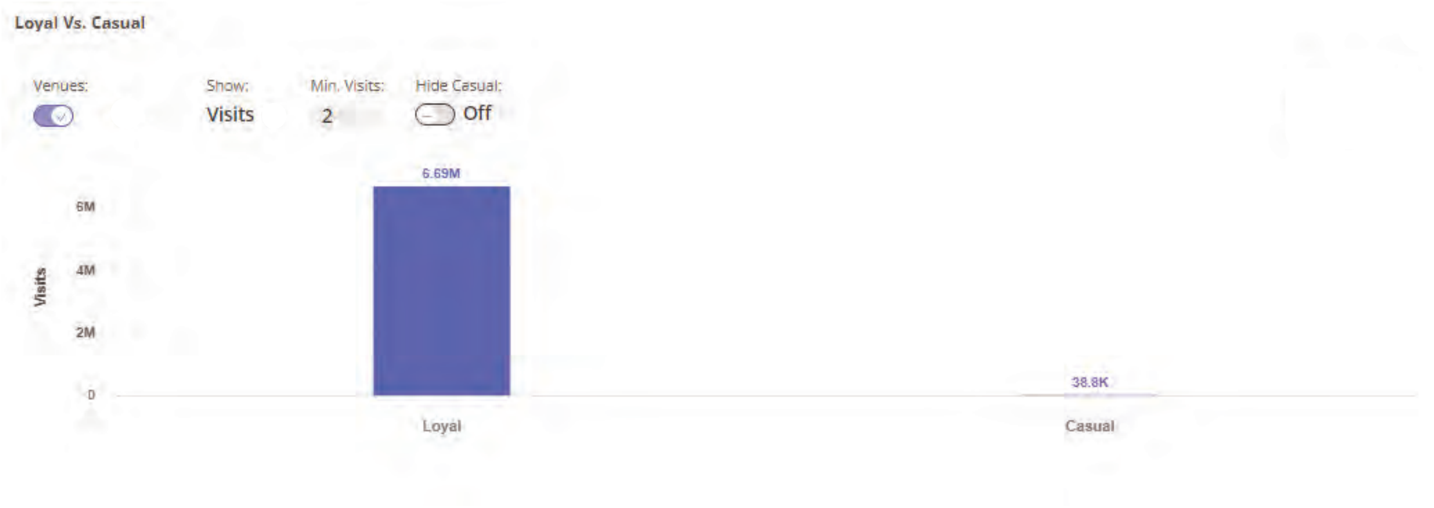
Week days (Monday, Tuesday, Wednesday, Thursday)

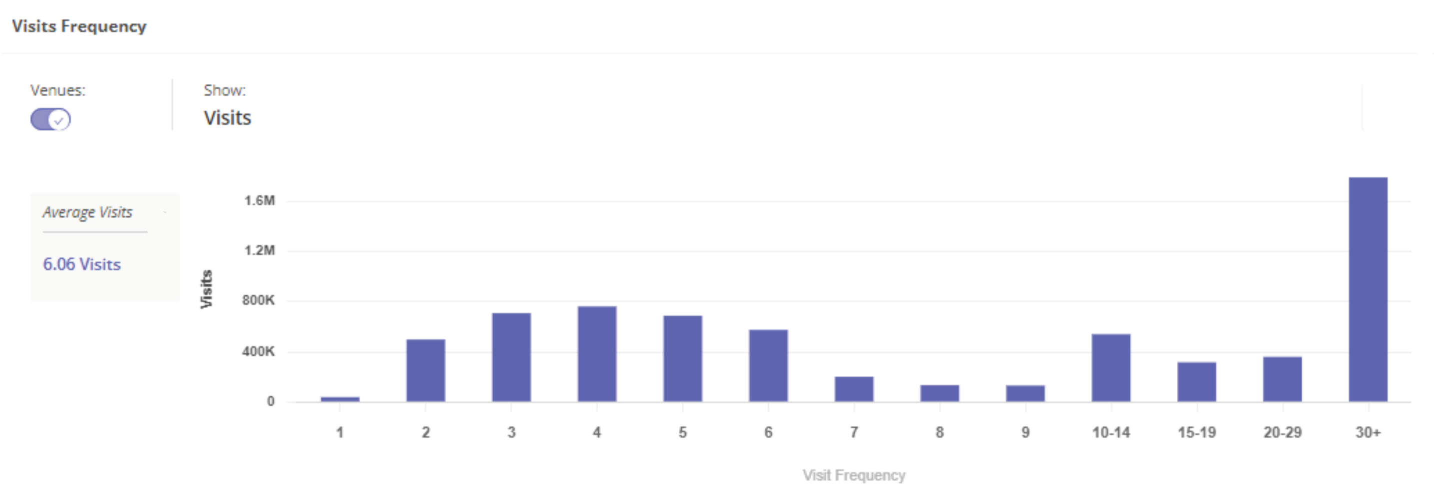


Weekend days (Friday, Saturday, and Sunday)



How frequently visitors, residents, & employees returned to the study area during the study period.





PART 2:

POPULATION SEGMENTS

POTENTIAL MARKET DEMOGRAPHIC SEGMENTATION

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 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	5.7M		
Households	2.3M		
Persons per Household	2.47		99
Household Median Income	$58,840.65		99
Household Median Disposable Income	$50,679.52		99
Household Median Discretionary Income	$34,962.51		96
Average Income Per Person	$32,985.03		103
Median Rent	$980.37		104
Median House Value	$267,512.33		102
Households in Poverty	345,842	(15.3%)	114
Household Median Wealth	$75,205.71		95
Average Age	40.16		98
Median Age	38.58		96
Households with Children	597,396	(26.4%)	100
High School Graduate or Higher	3.5M	(90.1%)	99
Bachelor's Degree or Higher	1.2M	(31.7%)	109
Pop density (per sq mi)	1,896		
Area (based on blockgroups)	3,007		

Population			
Population 2021 Q4	5.7M		
Population 2021 Q3	5.7M		
Population 2021 Q2	5.7M		
Population 2021 Q1	5.7M		
Population 2020 Q4	5.7M		
Population 2020 Q3	5.7M		
Population 2020 Q2	5.7M		
Population 2020 Q1	5.7M		
Population 2019 Q4	5.7M		
Population 5 Years Forecast	5.8M		
Population 10 Years Forecast	5.8M		
Persons per Household	2.47		99
Group Quarters	107,360	(1.9%)	85
Transient Population - Average Last 4 Quarters	40,938	(0.7%)	103
Households			
Households 2021 Q4	2.3M		
Households 2021 Q3	2.3M		
Households 2021 Q2	2.3M		
Households 2021 Q1	2.3M		
Households 2020 Q4	2.3M		
Households 2020 Q3	2.3M		
Households 2020 Q2	2.3M		
Households 2020 Q1	2.3M		
Households 2019 Q4	2.3M		
Households 5 Years Forecast	2.3M		
Households 10 Years Forecast	2.3M		

Gender			
Male	2.8M	(48.5%)	99
Female	2.9M	(51.5%)	101
Ethnicity			
Black	1.2M	(21.7%)	165
White	3.8M	(66.8%)	87
Hispanic (Ethnic)	270,647	(4.7%)	101
Asian	227,777	(4%)	145
Other	160,068	(2.8%)	99
Household by Ethnicity			
Black	483,428	(21.3%)	168
White	1.5M	(68.4%)	87
Hispanic (Ethnic)	85,781	(3.8%)	107
Other	64,637	(2.9%)	100
Asian	82,600	(3.6%)	146
Language Spoken			
Speak English at Home	4.7M	(87.1%)	96
Speak Other Language at Home	530,887	(9.9%)	148
Speak Spanish at Home	161,983	(3%)	103

Households Income			
Household Average Income	$82,152.19		101
Average Income Per Person	$32,985.03		103
Household Median Income	$58,840.65		99
<$15K	269,994	(11.9%)	114
$15K - $25K	208,576	(9.2%)	102
$25K - $35K	210,909	(9.3%)	99
$35K - $50K	291,977	(12.9%)	96
$50K - $75K	388,438	(17.2%)	94
$75K - $100K	278,519	(12.3%)	95
$100K - $150K	329,399	(14.5%)	99
$150K - $175K	93,875	(4.1%)	106
$175K - $200K	68,820	(3%)	112
$200K - $250K	69,585	(3.1%)	110
$250K - $500K	29,647	(1.3%)	110
>$500K	24,829	(1.1%)	110

Disposable Households Income			
Household Average Disposable Income	$64,786.65		101
Household Median Disposable Income	$50,679.52		99
<$15K	291,190	(12.9%)	113
$15K - $25K	247,206	(10.9%)	101
$25K - $35K	254,842	(11.3%)	99
$35K - $50K	325,597	(14.4%)	94
$50K - $75K	410,120	(18.1%)	94
$75K - $100K	288,390	(12.7%)	96
$100K - $150K	288,589	(12.7%)	102
$150K - $175K	60,323	(2.7%)	115
$175K - $200K	27,266	(1.2%)	111
$200K - $250K	28,422	(1.3%)	111
$250K - $500K	39,180	(1.7%)	111
>$500K	3,443	(<0.5%)	110

Age

Average Age	40.16		98
Median Age	38.58		96
0-5	334,572	(5.9%)	105
5-14	598,390	(10.5%)	105
14-18	270,958	(4.8%)	100
18-22	374,179	(6.6%)	102
22-25	239,082	(4.2%)	98
25-30	382,199	(6.7%)	98
30-35	350,291	(6.1%)	102
35-40	335,551	(5.9%)	104
40-45	329,959	(5.8%)	104
45-50	342,971	(6%)	104
50-55	360,986	(6.3%)	101
55-60	381,772	(6.7%)	98
60-65	388,132	(6.8%)	97
65-70	347,059	(6.1%)	96
70-75	274,997	(4.8%)	94
75-80	183,398	(3.2%)	91
80-85	111,918	(2%)	90
85+	93,448	(1.6%)	94

0 100 200+

Ancestry			
Other	1.6M	(27.6%)	131
Unclassified	825,348	(14.5%)	83
Mexican	180,104	(3.2%)	94
Middle Eastern	183,522	(3.2%)	165
American	238,379	(4.2%)	87
South Central Asian (e.g. Indian)	109,150	(1.9%)	162
German	569,940	(10%)	82
Polish	338,383	(5.9%)	111
Scottish/Irish	415,838	(7.3%)	95
Other European (e.g. Greek/Russian)	291,969	(5.1%)	116
Italian	228,131	(4%)	129
British	271,755	(4.8%)	81
Puerto Rican	39,287	(0.7%)	163
French	121,067	(2.1%)	85
Scandinavian	81,057	(1.4%)	60
Other Hispanic	21,133	(<0.5%)	103
Central American	10,373	(<0.5%)	83
Native American (Indian/Eskimo)	18,313	(<0.5%)	54
Chinese	45,620	(0.8%)	150
Other Asian	9,089	(<0.5%)	101
South East Asian (e.g. Vietnamese)	35,264	(0.6%)	119
Dutch	40,793	(0.7%)	23
Cuban	6,246	(<0.5%)	92
South American	10,788	(<0.5%)	131
Korean	18,713	(<0.5%)	131
Dominican	2,716	(<0.5%)	83
Japanese	9,941	(<0.5%)	149
Hawaiian/Pacific Islander	1,308	(<0.5%)	91

0 100 200+

Education (Age 25+)			
Total Educated Population	3.9M		
Elementary (0 to 8 Years)	119,939	(3.1%)	108
Some High School (9 to 11 Years)	266,371	(6.9%)	108
High School Graduate (12 Years)	1M	(26.4%)	91
Some College (13 to 16 Years)	896,480	(23.1%)	99
Associates Degree Only	343,812	(8.9%)	94
Bachelor's Degree Only	719,691	(18.5%)	105
Graduate Degree	510,161	(13.1%)	115

Wealth per Household			
Household Average Wealth	$232,434.64		99
Household Median Wealth	$75,205.71		95
<$0	404,683	(17.9%)	103
$0 - $5K	202,039	(8.9%)	104
$5 - $10K	106,414	(4.7%)	103
$10 - $25K	146,309	(6.5%)	101
$25 - $50K	155,371	(6.9%)	100
$50 - $100K	233,014	(10.3%)	99
$100K - $250K	406,922	(18%)	98
$250 - $500K	290,927	(12.8%)	98
>$500K	318,889	(14.1%)	99

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 — 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	**$365.59**	**(100%)**	
Housing	$86.31	(23.6%)	100
Transportation	$88.19	(24.1%)	99
Food	$70.85	(19.4%)	100
Healthcare	$43.2	(11.8%)	104
Entertainment	$19.82	(5.4%)	101
Cash Contributions	$14.73	(4%)	98
Apparel and Services	$12.93	(3.5%)	99
Personal Care Products and Services	$6.46	(1.8%)	98
Education	$6.48	(1.8%)	101
Alcoholic Beverages	$5.18	(1.4%)	101
Miscellaneous	$4.26	(1.2%)	98
Personal Insurance	$3.91	(1.1%)	98
Tobacco Products and Smoking Supplies	$2.78	(0.8%)	98
Reading	$0.5	(<0.5%)	98
Food	**$70.85**	**(19.4%)**	
At home	$43.17	(11.8%)	102
Away from home	$27.68	(7.6%)	99
Alcoholic Beverages	**$5.18**	**(1.4%)**	
At home	$2.88	(0.8%)	101
Away from home	$2.3	(0.6%)	102

Housing	$86.31	**(23.6%)**	
Utilities, fuels, and public services	$33.28	(9.1%)	103
Shelter	$19.82	(5.4%)	98
Household furnishings and equipment	$15.25	(4.2%)	99
Household operations	$11.51	(3.1%)	99
Housekeeping supplies	$6.45	(1.8%)	98
Apparel and Services	$12.93	**(3.5%)**	
Women and girls	$5	(1.4%)	99
Men and boys	$2.99	(0.8%)	99
Footwear	$2.86	(0.8%)	99
Other apparel products and services	$1.71	(<0.5%)	99
Children (Age < 2)	$0.36	(<0.5%)	98
Transportation	$88.19	**(24.1%)**	
Vehicle purchases (net outlay)	$35.24	(9.6%)	99
Other vehicle expenses	$29.13	(8%)	99
Gasoline and motor oil	$18.02	(4.9%)	99
Public transportation	$5.8	(1.6%)	99
Healthcare	$43.2	**(11.8%)**	
Health insurance	$32.32	(8.8%)	105
Medical services	$6.52	(1.8%)	105
Drugs	$3.05	(0.8%)	100
Medical supplies	$1.3	(<0.5%)	102
Entertainment	$19.82	**(5.4%)**	
Television, radios, sound equipment	$7.8	(2.1%)	103
Pets, toys and playground equipment	$5.53	(1.5%)	99
Fees and admissions	$5.04	(1.4%)	99
Other entertainment supplies, equipment, and services	$1.45	(<0.5%)	99

Education	**$6.48**	**(1.8%)**	
College tuition	$4.88	(1.3%)	101
Elementary and high school tuition	$0.72	(<0.5%)	101
School books, supplies, equipment for college	$0.24	(<0.5%)	100
Other school expenses including rentals	$0.27	(<0.5%)	99
School books, supplies, equipment for elementary, high school	$0.12	(<0.5%)	99
Test preparation, tutoring services	$0.14	(<0.5%)	100
Other schools tuition	$0.09	(<0.5%)	100
School books, supplies, equipment for daycare, nursery, other	$0.02	(<0.5%)	98
Cash Contributions	**$14.73**	**(4%)**	
Cash contributions to church, religious organizations	$6.3	(1.7%)	98
Other cash gifts	$3.52	(1%)	98
Cash contributions to charities and other organizations	$2.11	(0.6%)	99
Child support expenditures	$1.35	(<0.5%)	99
Support for college students	$0.98	(<0.5%)	99
Cash contributions to educational institutions	$0.32	(<0.5%)	99
Cash contributions to political organizations	$0.16	(<0.5%)	98
Tobacco Products and Smoking Supplies	**$2.78**	**(0.8%)**	
Cigarettes	$2.37	(0.6%)	98
Other tobacco products	$0.38	(<0.5%)	98
Smoking accessories	$0.03	(<0.5%)	97

Miscellaneous	**$4.26**	**(1.2%)**	
Legal fees	$1.12	(<0.5%)	99
Accounting fees	$0.69	(<0.5%)	99
Lotteries and parimutuel losses	$0.5	(<0.5%)	98
Funeral expenses	$0.48	(<0.5%)	97
Expenses for other properties	$0.33	(<0.5%)	98
Occupational expenses	$0.36	(<0.5%)	99
Shopping club membership fees	$0.28	(<0.5%)	98
Checking accounts, other bank service charges	$0.22	(<0.5%)	98
Cemetery lots, vaults, maintenance fees	$0.1	(<0.5%)	97
Credit card memberships	$0.06	(<0.5%)	99
Online Entertainment and games	$0.05	(<0.5%)	98
Miscellaneous personal services	$0.04	(<0.5%)	97
Safe deposit box rental	$0.03	(<0.5%)	97
Dating Services	$0.01	(<0.5%)	97
Personal Care Products and Services	**$6.46**	**(1.8%)**	
Personal care products	$3.55	(1%)	98
Personal care services	$2.91	(0.8%)	99
Personal Insurance	**$3.91**	**(1.1%)**	
Life, endowment, annuity, other personal insurance	$3.6	(1%)	99
Other non health insurance	$0.3	(<0.5%)	98
Reading	**$0.5**	**(<0.5%)**	
Magazine/Newspaper subscriptions	$0.26	(<0.5%)	97
Books not through book clubs	$0.21	(<0.5%)	98
Magazines/Newspapers, non-subscription	$0.04	(<0.5%)	98

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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