



Holland Charter Township

353 North 120th Avenue • Holland, MI 49424 • phone: 616.396.2345 • Fax: 616.396.2537

Memorandum

TO: Board of Trustees
FROM: Steve Bulthuis
DATE: May 13, 2024
SUBJECT: Park utilization and visitor data

Understanding the utilization of our parks has been a topic of interest to staff for many years. Staff learned of a company that collects cell phone location data which provides numerous insights into the visitation of our parks. In addition to the number of visitors (and accompanying demographic information on them), details about those visits such as duration, time of year, day of week and time of day are available.

Our Recreation Department Director, Darrin Duistermars, will provide a review of some of the visitation data obtained on Helder Park, Quincy Park and Dunton Park.

Metrics

Howard B. Dunton Park

290 Howard Ave, Holland, MI 49424

Visits	89.8K	Avg. Dwell Time	64 min
Visits / sq ft	0.11	Panel Visits	3.2K
Size - sq ft	837.5K	Visits YoY	+18.7%
Visitors	41.3K	Visits Yo2Y	+6.2%
Visit Frequency	2.17	Visits Yo3Y	-9.3%

Apr 1st, 2023 - Mar 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Metrics

Quincy Par

14179 Quincy St, Holland, MI 49424

Visits	242.8K	Avg. Dwell Time	84 min
Visits / sq ft	N/A	Panel Visits	8.8K
Size - sq ft	N/A	Visits YoY	+23.7%
Visitors	70.9K	Visits Yo2Y	+34.3%
Visit Frequency	3.42	Visits Yo3Y	+120.9%

Mar 1st, 2023 - Feb 29th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Metrics

Helder Park

3751 104th Ave, Zeeland, MI 49464

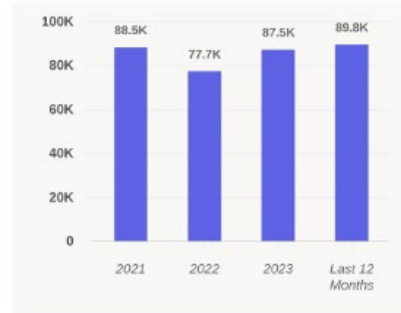
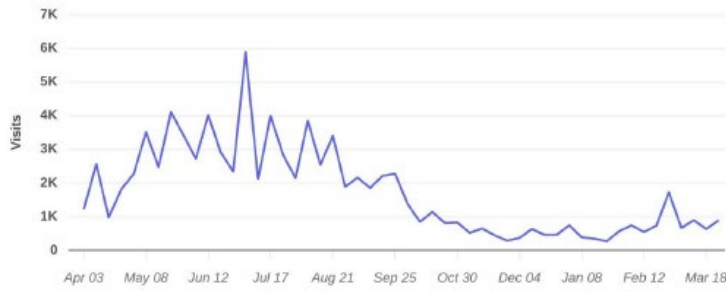
Visits	343.4K	Avg. Dwell Time	90 min
Visits / sq ft	0.05	Panel Visits	13.5K
Size - sq ft	6.9M	Visits YoY	-9.7%
Visitors	99.1K	Visits Yo2Y	-5.6%
Visit Frequency	3.47	Visits Yo3Y	+28.2%

May 1st, 2023 - Apr 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Howard B. Dunton Park
Howard Ave, Holland, MI

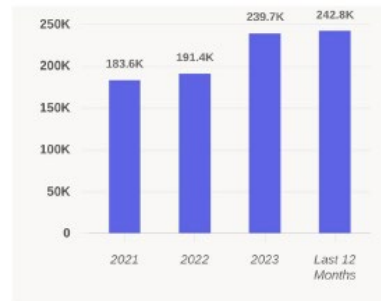
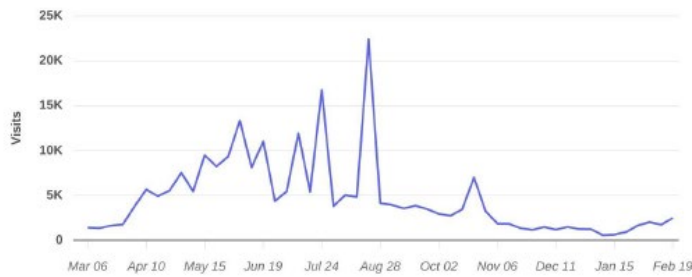


Weekly | Visits | Apr 1st, 2023 - Mar 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Quincy Par
Quincy St, Holland, MI

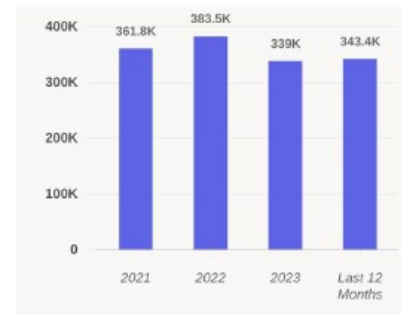
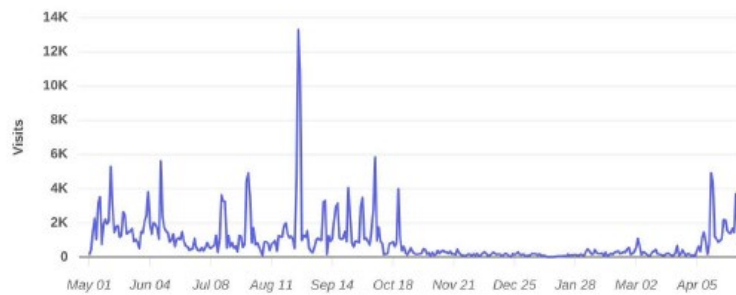


Weekly | Visits | Mar 1st, 2023 - Feb 29th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Helder Park
104th Ave, Zeeland, MI



Daily | Visits | May 1st, 2023 - Apr 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Howard B. Dunton ... Howard Ave, Holland, MI	\$67.6K	32.3%	31.8	White (63%)	2.80
Michigan	\$63.3K	30.6%	38.9	White (74%)	2.53

Apr 1st, 2023 - Mar 31st, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Quincy Par Quincy St, Holland, MI	\$68.7K	31.9%	33.4	White (64.2%)	2.69
Michigan	\$63.3K	30.6%	38.9	White (74%)	2.53

Mar 1st, 2023 - Feb 29th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Helder Park 104th Ave, Zeeland, MI	\$76.4K	35.7%	35.7	White (69.7%)	2.76
Michigan	\$63.3K	30.6%	38.9	White (74%)	2.53

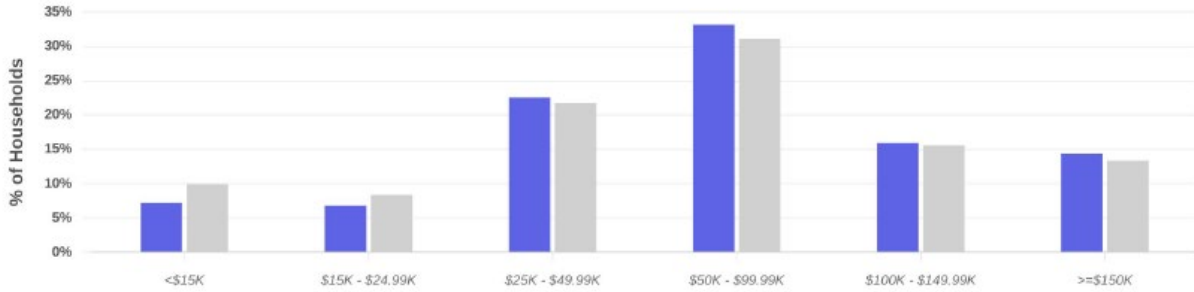
May 1st, 2023 - Apr 30th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Household Income

Howard B. Dunton Park
290 Howard Ave, Holland, MI 49424

● Michigan



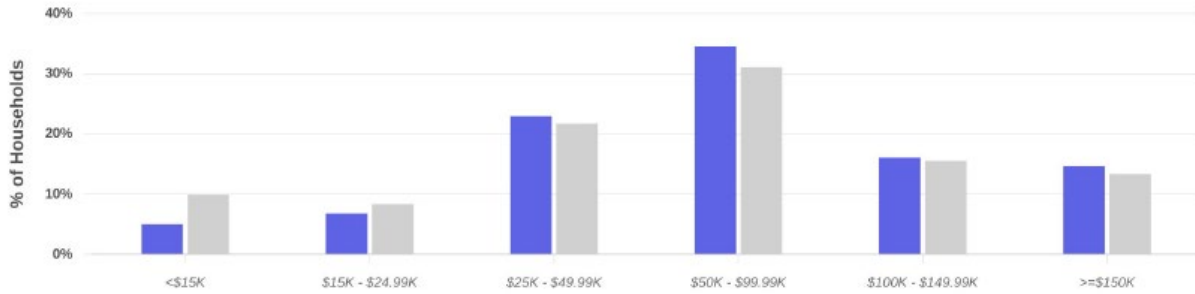
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Household Income

Quincy Par
14179 Quincy St, Holland, MI 49424

● Michigan



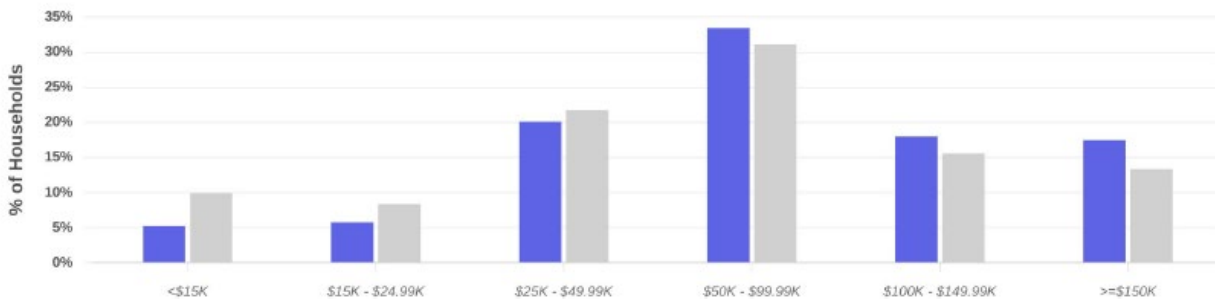
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Household Income

Helder Park
3751 104th Ave, Zeeland, MI 49464

● Michigan



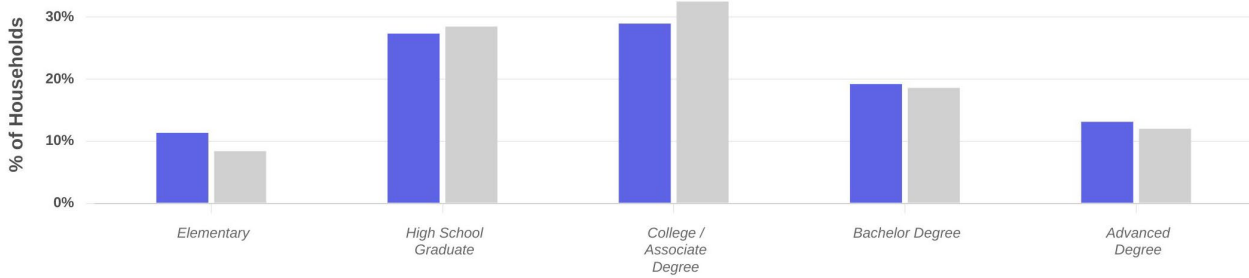
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Education

● **Howard B. Dunton Park**
290 Howard Ave, Holland, MI 49424

● Michigan



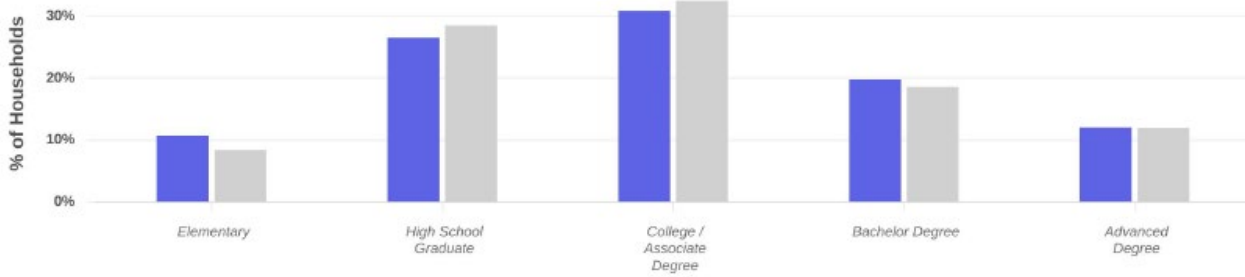
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Education

● **Quincy Par**
14179 Quincy St, Holland, MI 49424

● Michigan



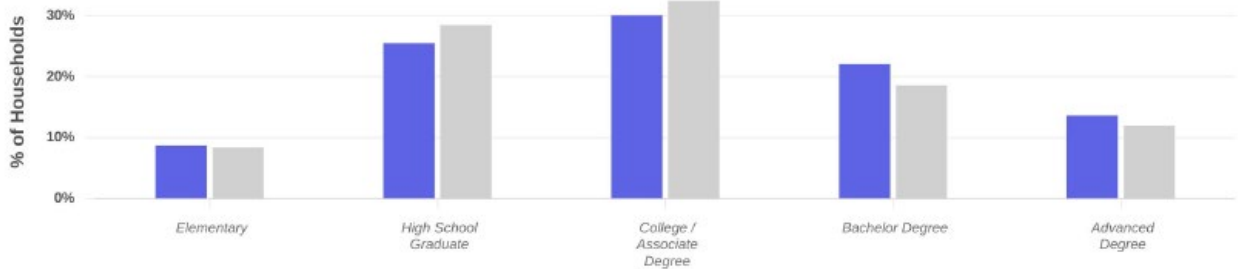
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Education

● **Helder Park**
3751 104th Ave, Zeeland, MI 49464

● Michigan



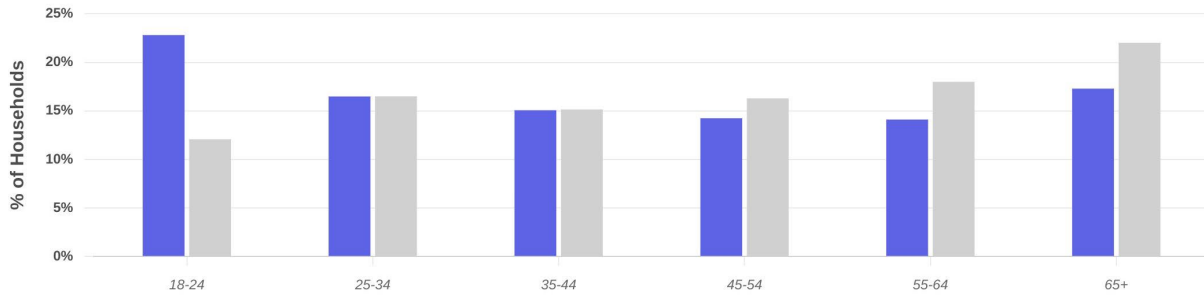
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Age

● **Howard B. Dunton Park**
290 Howard Ave, Holland, MI 49424

● Michigan



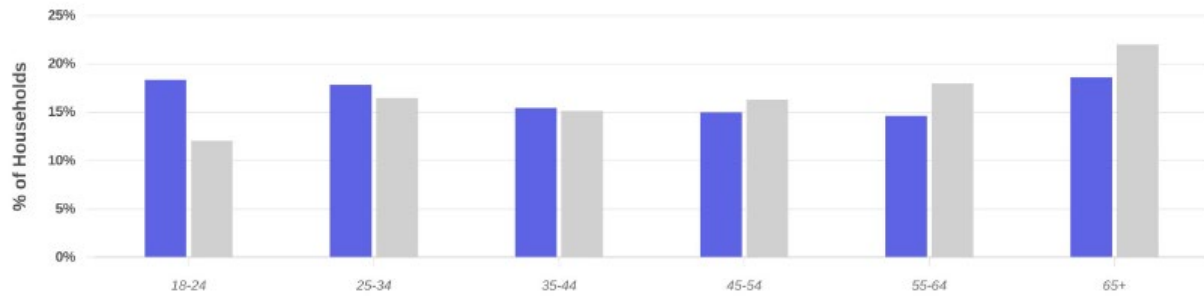
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Age

● **Quincy Par**
14179 Quincy St, Holland, MI 49424

● Michigan



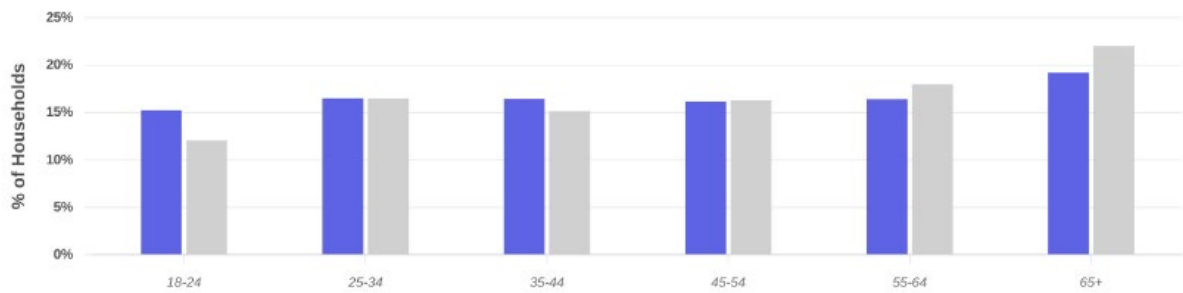
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Age

● **Helder Park**
3751 104th Ave, Zeeland, MI 49464

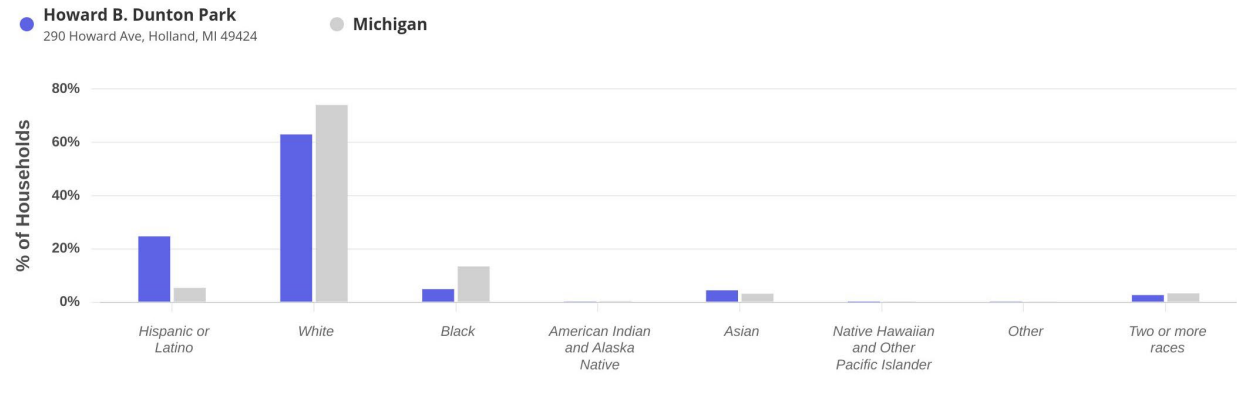
● Michigan



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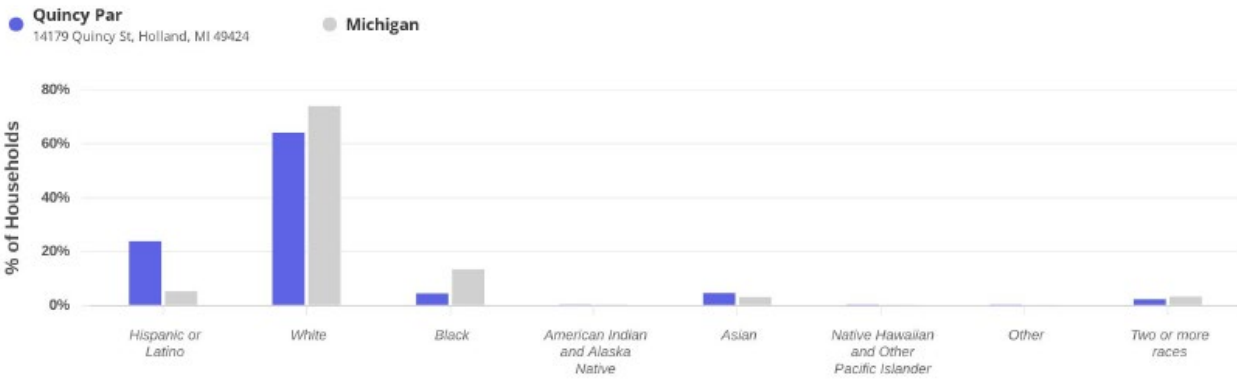
Ethnicity



Apr 1st, 2023 - Mar 31st, 2024 | Data Source: Census 2021
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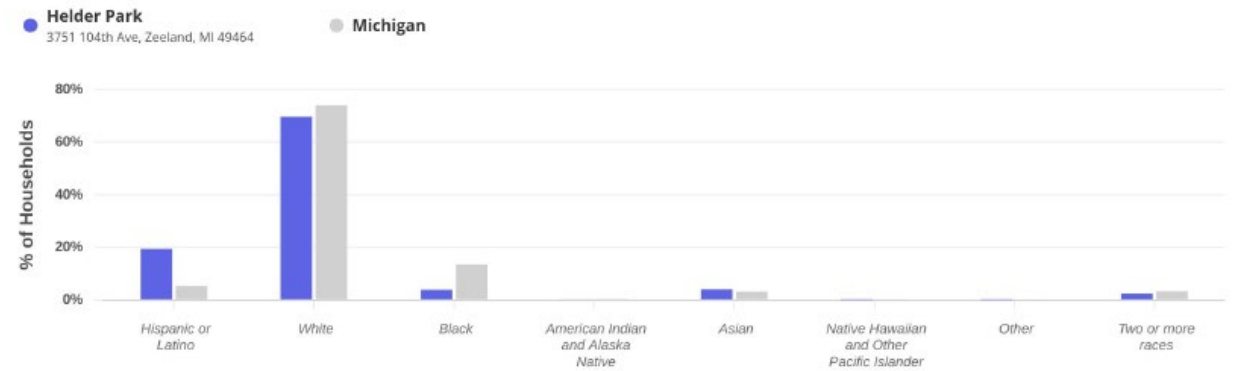
Ethnicity



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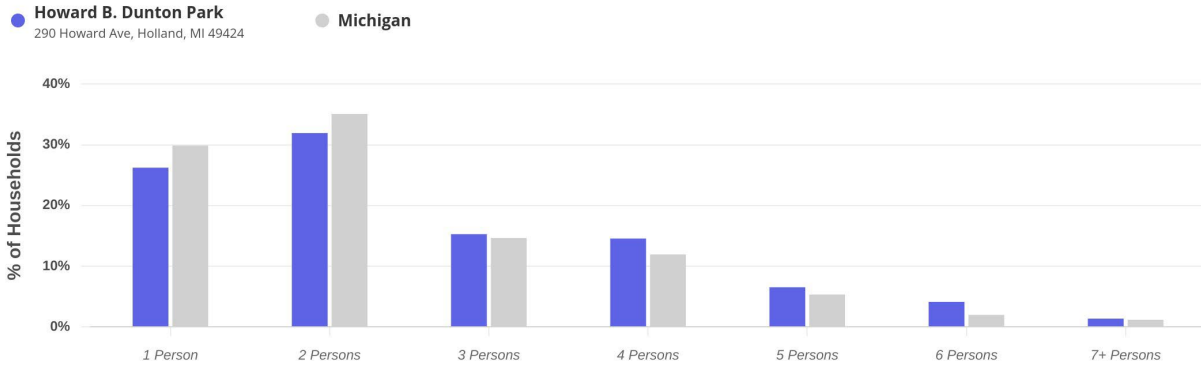
Ethnicity



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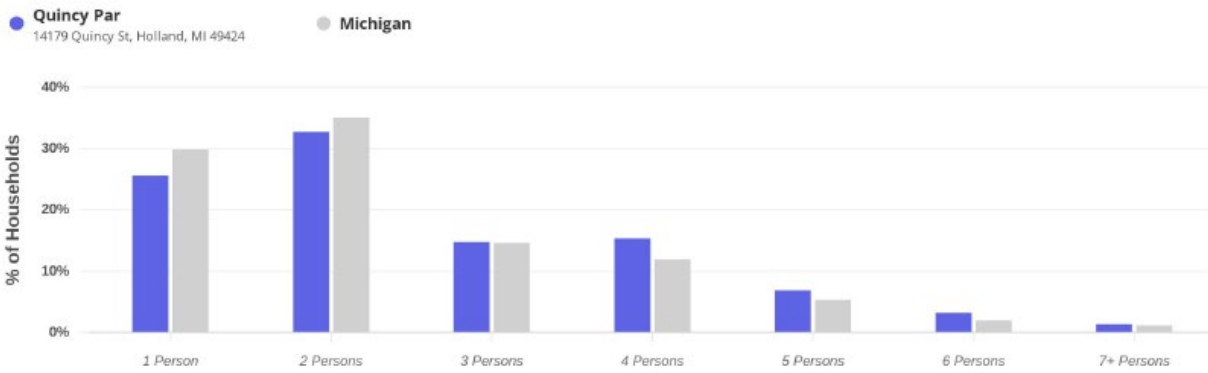
Household Size



Apr 1st, 2023 - Mar 31st, 2024 | Data Source: Census 2021
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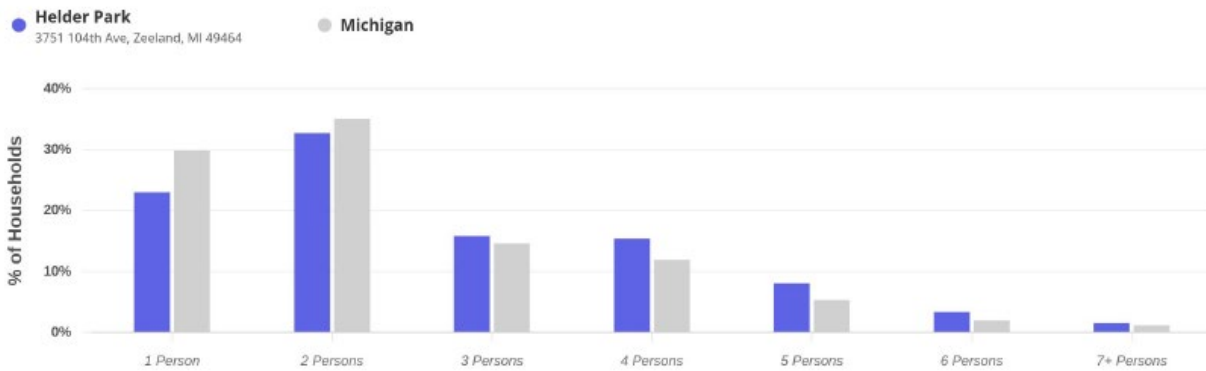
Household Size



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Household Size

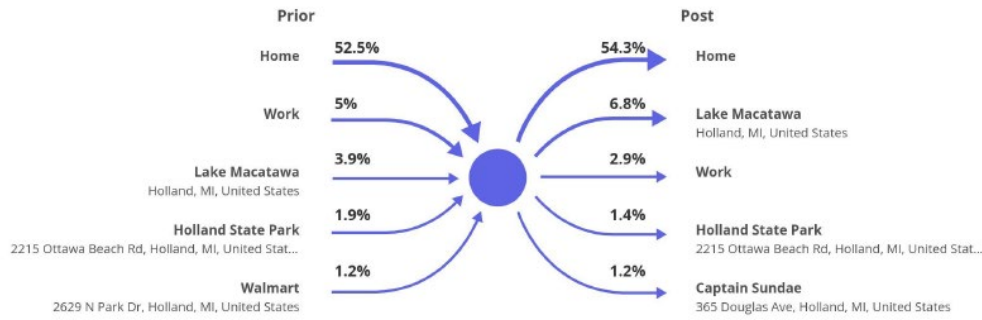


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Visitor Journey

Howard B. Dunton Park
290 Howard Ave, Holland, MI 49424

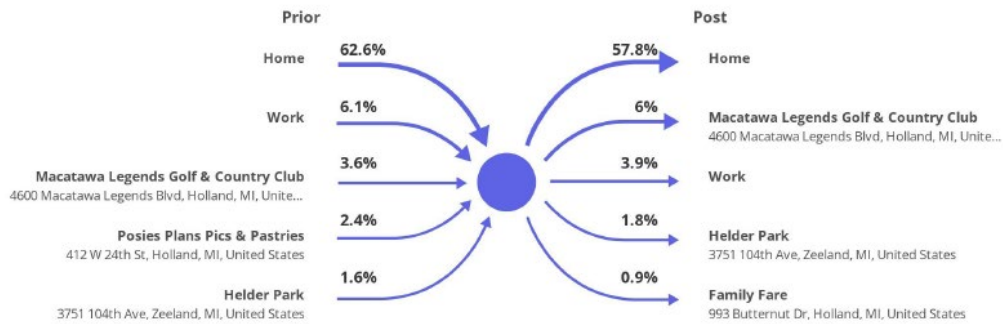


Show by: | Apr 1st, 2023 - Mar 31st, 2024
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Visitor Journey

Quincy Par
14179 Quincy St, Holland, MI 49424

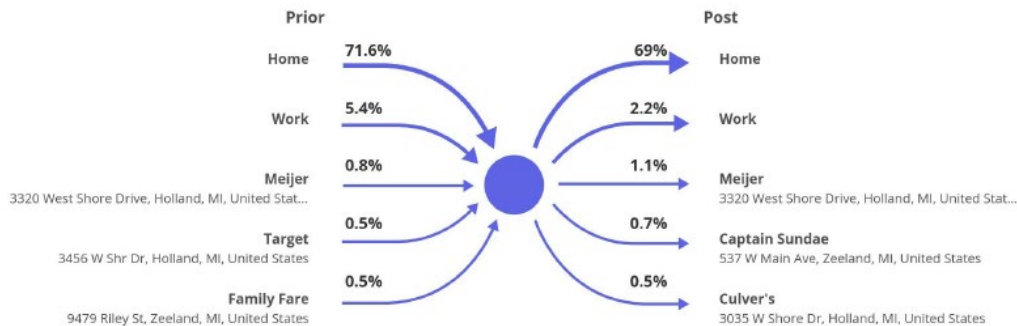


Show by: | Mar 1st, 2023 - Feb 29th, 2024
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Visitor Journey

Helder Park
3751 104th Ave, Zeeland, MI 49464

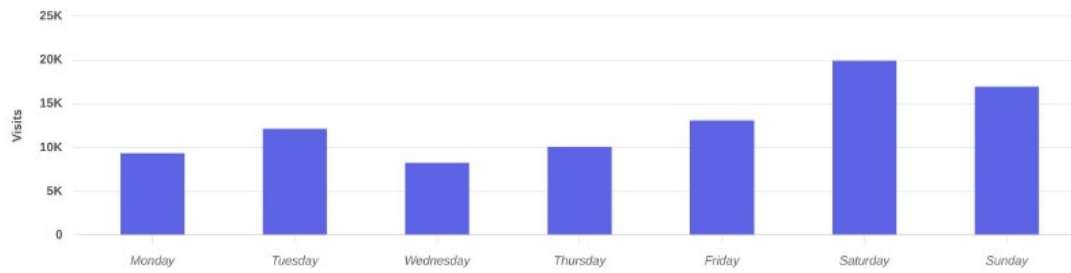


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Daily Visits

Howard B. Dunton Park
290 Howard Ave, Holland, MI 49424

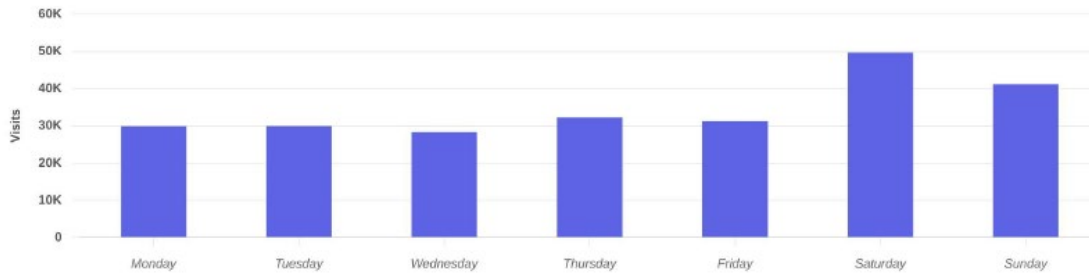


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Daily Visits

Quincy Par
14179 Quincy St, Holland, MI 49424

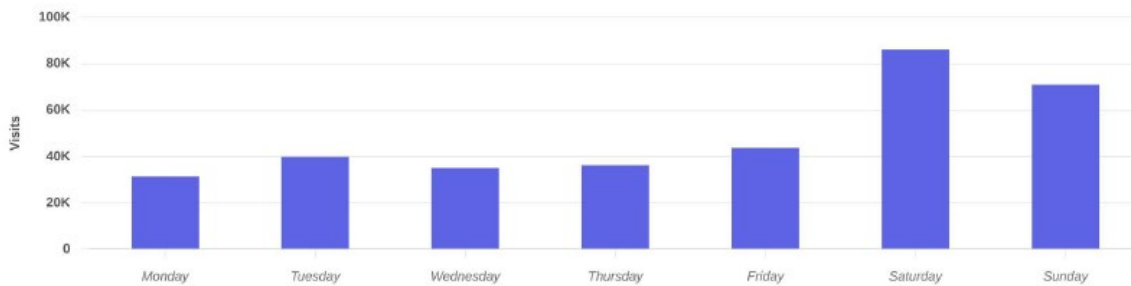


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Daily Visits

Helder Park
3751 104th Ave, Zeeland, MI 49464

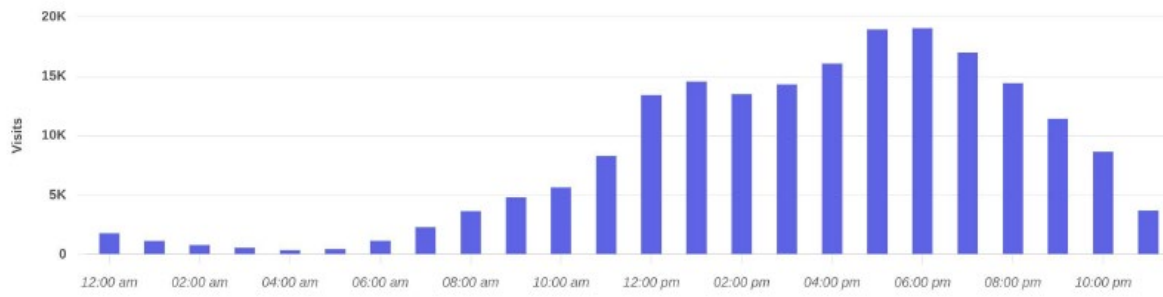


Visits | May 1st, 2023 - Apr 30th, 2024
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Hourly Visits

Howard B. Dunton Park
290 Howard Ave, Holland, MI 49424

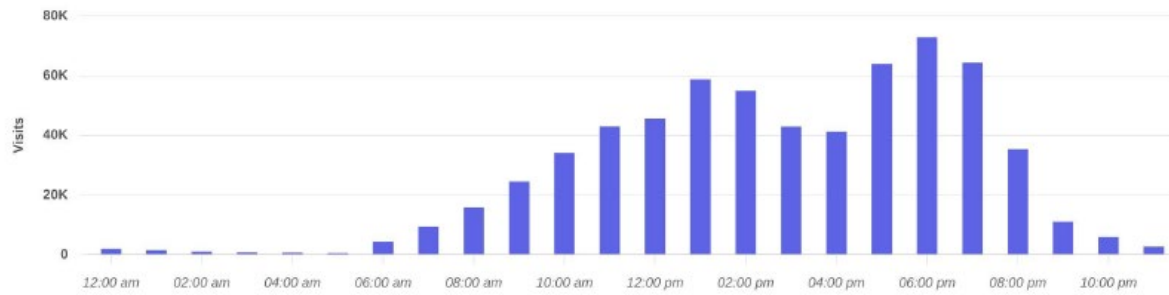


Visits | Apr 1st, 2023 - Mar 31st, 2024
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Hourly Visits

Quincy Par
14179 Quincy St, Holland, MI 49424

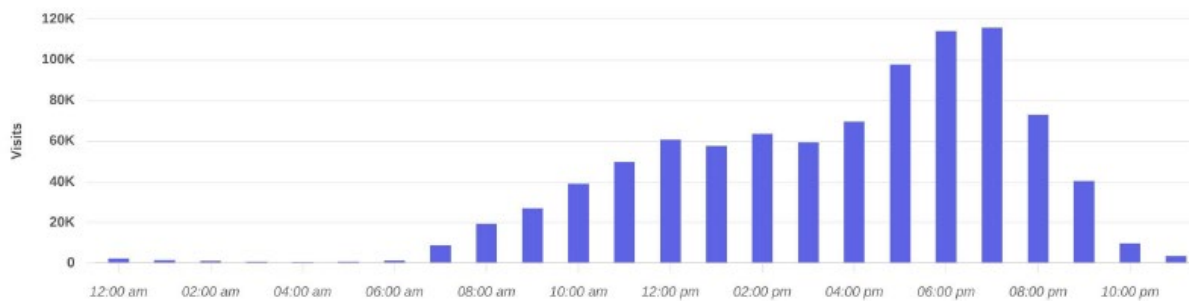


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Hourly Visits

Helder Park
3751 104th Ave, Zeeland, MI 49464

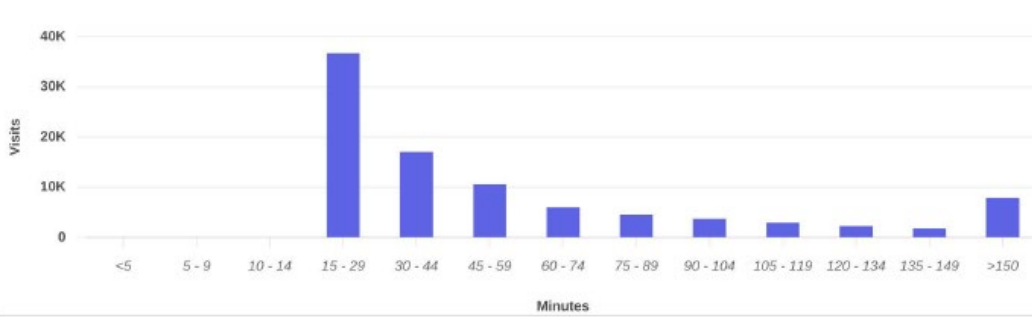


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Visit Duration

Howard B. Dunton Park
290 Howard Ave, Holland, MI 49424



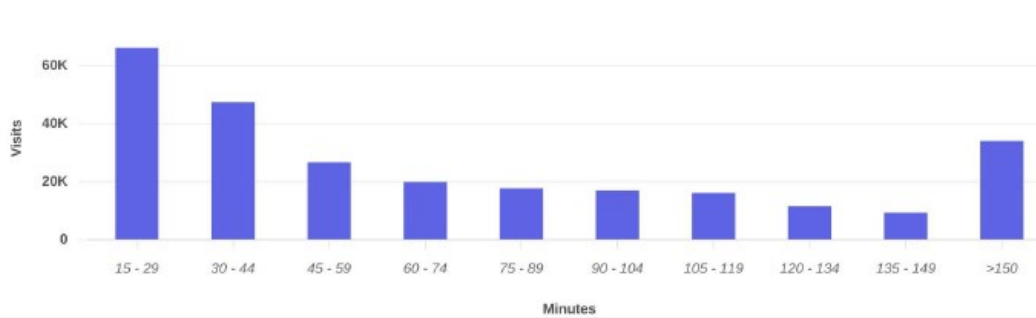
Average Stay	64 min
Median Stay	37 min

Visits | Apr 1st, 2023 - Mar 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Length of Stay

Quincy Par
14179 Quincy St, Holland, MI 49424



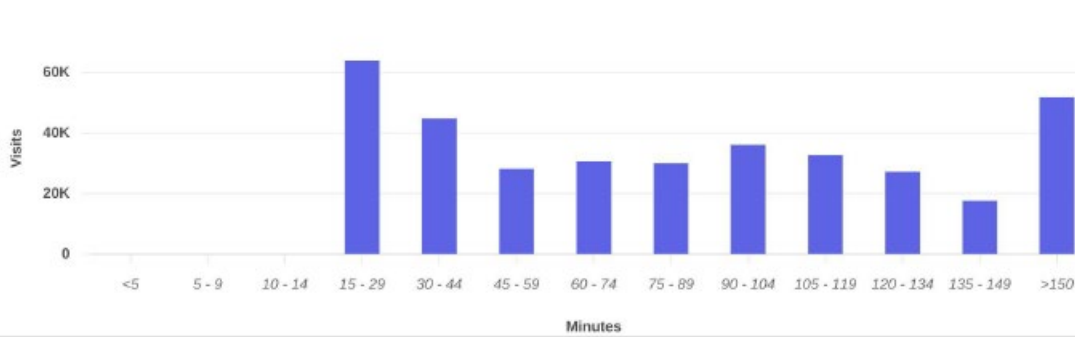
Average Stay	84 min
Median Stay	56 min

Visits | Mar 1st, 2023 - Feb 29th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visit Duration

Helder Park
3751 104th Ave, Zeeland, MI 49464



Average Stay	90 min
Median Stay	82 min

Visits | May 1st, 2023 - Apr 30th, 2024
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