

2000 Park District Visitation: Statistics on Visitors Entering Reservations, Recreational Visits and Program & Facility Attendance

ACKNOWLEDGMENTS

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EXECUTIVE SUMMARY

Starting in 1993, Cleveland Metroparks began a systematic effort to estimate attendance at its fourteen reservations and Cleveland Metroparks Zoo. To accomplish this, a reservation is counted by observation for a full year controlling for time of day, season and weekdays and weekends. Once this year-long process is complete, mechanical counters are installed at major vehicle entrances. Through this procedure, all fourteen reservations now have a total of 90 calibrated mechanical counters installed with detector loops embedded in roadway asphalt. These data assist in, 1) documenting the number of visitors using the reservations and the Zoo, 2) making planning decisions related to signage and entrances, and 3) identifying general shifts in reservations usage as they occur. This report contains attendance figures for 1996 – 2000.

Four types of visitation are measured for Cleveland Metroparks. These categories range from general to specific and are listed below:

<u>Visitor Occasions</u> represent the number of people *entering* Cleveland Metroparks reservations by vehicle, pedestrians or bicyclists. These visits may be for recreation, education, conservation, or commuter purposes, and include those arriving by car, foot or bicycle.

<u>Recreational Visits</u> represent the number of visitors who are *using* the reservations for recreation, education or conservation purposes. Counts include people *parking their vehicles, or arriving by foot or bicycle*.

<u>Program/Facility Visits</u> represent recreation, education or conservation-oriented visits that involve *using staffed facilities and attending programs*. Categories include using a golf course, participating in a ranger-led safety program or visiting a nature center or Cleveland Metroparks Zoo.

<u>Commuter/Scenic Driving Visits</u> represents the number of vehicles and visitors unaccounted for by Recreational Visits. They are estimated by taking the difference between Visitor Occasions and Recreational Visits.

The first three types of visits listed above are "nested" categories. That is, an individual who is counted under Program/Facility Visits is also counted as a Visitor Occasion as they enter the reservation, and again as a Recreational Visit when they park their vehicle.

Visitation Statistics by Category for 2000

Visitor Occasions (1)	53,018,261
Recreation Visits (2)	15,884,991
Program/Facility Visits (3)	3,254,941
Commuter/Scenic Driving (4)	37,133,270

- (1) Number of people entering Park District reservations and Cleveland Metroparks Zoo for any reason
- (2) Number of people parking a vehicle or arriving by foot or bicycle
- (3) Number of people using staffed facilities or attending programs
- (4) Number of people commuting through the reservations or driving to view scenery or wildlife. This usage is the difference between Recreation Visits and Visitor Occasions.

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VISITOR OCCASIONS

Visitor Occasions are an estimate of the number of people entering Cleveland Metroparks, through major vehicular entrances, for any reason. These figures include both recreational and commuter traffic.

Method for Estimating Visitor Occasions

All 14 reservations have at least one mechanical counter installed to count vehicles entering the reservation. Before installing a mechanical counter, attendance counters visually count all traffic, both vehicular and pedestrian, entering the reservations at major intersections for a full calendar year. The primary functions of these counts are to determine the proportion of vehicles entering at each intersection and to compute a passenger multiplier for vehicles. Once a reservation has been counted for a full year by visual observation, mechanical counters can be installed and used with confidence.

Calibration of counters consists of...

- estimating the percentage of motorized vehicles that enter through each roadway entrance for an entire reservation. Attendance counters record the number of vehicles entering the reservation at all major vehicular entrances for one year. Vehicles already in the reservation and just passing through an intersection are not counted. Once the proportion of vehicles entering the reservation through each entrance is known, then a mechanical counter can be installed at entrances with the largest flows of traffic to estimate usage for the entire reservation.
- estimating the average number of people in vehicles. At the same time vehicles are being counted by attendance counters, visual observations are made of how many people are in each vehicle. A multiplier is then calculated for each reservation. For instance, if the attendance counter identifies 100 cars entering a reservation carrying a total of 150 people, the average number of people per vehicle is 1.5. This figure is multiplied by the mechanical counter reading to estimate the total number of people entering the reservation each month.
- estimating the percentage of people entering the reservation on foot or by bicycle. Based on observations by attendance counters of pedestrians entering the reservations, small upward adjustments, usually about two percent over a year, are made in attendance figures for each reservation. In the future, park surveys will ascertain the percentage of walk-on traffic for each reservation. This process will take approximately 3 to 5 years to generate estimates for all of the individual reservations.

Once visual counts are complete, attendance estimations are made based on readings from the mechanical counters. At the end of each month, these mechanical counter readings are recorded. These readings reflect the number of vehicles entering the reservation at a specific entrance. The reading is divided by the percentage of cars estimated to enter the reservation at that entrance and is then multiplied by the average number of people per vehicle. The total is the monthly attendance at that reservation.

Therefore, for each reservation, monthly attendance =

(Readings from mechanical counter(s)) X (average number of people in vehicles + adjustment for pedestrians (% of vehicles estimated to enter at the entrance(s) equipped with a mechanical counter)

Since usage varies by season, percentages of cars entering each reservation is calculated bi-monthly. A different percentage is used for each two-month period throughout the year. For example, January/February may have a different multiplier than March/April. The ability to estimate attendance using different percentages for bimonthly periods improves the accuracy of the estimates. Essentially this is a control for seasonal and weather variations. Visual counts also control for differences between weekday and weekend usage. The only other adjustment made is adding golf attendance (based primarily on cash register greens fee receipts) for Shawnee Hills, Sleepy Hollow and Manakiki golf courses to their respective reservations (Bedford, Brecksville and North Chagrin reservations). This is done because the routes to these golf courses do not require entrance to the reservation.

The process of calibrating mechanical counters for a reservation takes a full year of visual observations. During the first year of counting (1993), Garfield Park, Rocky River and North Chagrin reservations were visually counted. For 1994, estimates for these reservations were made solely from mechanical counters. During 1994, five additional reservations were visually counted (Bedford, Euclid, South Chagrin, Huntington, and Bradley Woods). Estimates of attendance for these reservations in 1994 were based on both visual counts and mechanical counters but starting in 1995, attendance was based solely on mechanical counters. During 1995, Big Creek, Bedford and Brookside reservations were visually counted and then converted to mechanical counters. In 1996, Mill Stream Run and Hinckley reservations were visually counted and mechanical counters installed. Ohio & Erie Canal Reservation received a vehicle multiplier count and a pedestrian count in 2000. Canal multiplier adjustments and pedestrian counts will be available mid-2001 and will be incorporated into the 2001 Visitation Report.

All fourteen reservations have been counted. Periodically, the percentages of vehicles entering each entrance to a reservation and the person per vehicle multipliers are updated with visual counts. Similarly, as new sources of variation in visitation patterns are identified, methods are refined to control for these patterns.

Installation of additional mechanical traffic counters in all reservations is continuing. Estimates become more accurate as more mechanical traffic counters are installed. Also, about five percent of traffic counters will malfunction each year. Having counters at several entrances to a reservation allows estimates to be made even if one of them malfunctions.

Results

Park District Wide Attendance

During 2000, over 39 million cars carrying 53,018,261 people entered the 14 reservations of Cleveland Metroparks. This figure is slightly up from the 1999 figure of 51,948,608. However, changes in attendance can be caused by significant construction projects (e.g., bridge construction at Richmond Rd. near South Chagrin Reservation). Visitor Occasions for each reservation (from 1996 – 2000) is presented in Table 1, page 5. A graphical representation of trend data for Visitor Occasions is also provided in Figure 1, page 12.

RECREATIONAL VISITS

Visitors enter Cleveland Metroparks reservations for a variety of reasons. However, a basic distinction can be made between those who are commuting through the reservations to a destination outside a reservation, and those seeking recreation, education or conservation-related opportunities within the reservation. Distinguishing the two groups is difficult, since mechanical traffic counters cannot measure motivations, and treating commuters and recreationists as mutually exclusive groups is a questionable assumption.

In 1993, when attendance counting began, recreationists were defined as anyone entering a parking lot in a vehicle, or pedestrians walking or bicycling into the reservations. Since some visitors drive through the reservations to view scenery or wildlife in the comfort of their own vehicle, this definition results in under-counting of recreational visits. Also, the definition ignores the fact that if a commuter has two or more possible routes to a location outside a reservation, and chooses to go through a reservation, they have chosen a "scenic route" to benefit from the scenery of the reservation. Consequently, defining recreational visits as the number of individuals who park in a parking lot, or walk or bicycle into a reservation, provides a conservative estimate of recreational visitation.

Method

Separating recreational visits from visitor occasions is difficult. Many factors come into play including seasonality, whether school is in session, time of day and week, special events and other programs, and the weather. Outdoor recreation participation rates are dramatically impacted by changes in weather. Visitation tends to decrease during the colder months, but a substantial snow can bring sledders and cross-country ski enthusiasts out resulting in significant visitation.

Single Entrance Reservations (Bradley Woods and Brookside reservations)

In estimating recreational visits, reservations with a single vehicular entrance are assumed to be used strictly for recreational, educational, and conservation purposes. The number of people entering in vehicles, plus an upward correction for pedestrians, is the number of recreational visits for reservations with one vehicular entrance. For these reservations, recreational visit figures will be identical to visitor occasions. That is, 100% of those entering reservations with one entrance are assumed to be recreational visits.

<u>Multiple Entrance Reservations</u> (Bedford, Big Creek, Brecksville, Ohio & Erie Canal, Euclid Creek, Garfield Park, Huntington, North Chagrin, Rocky River, and South Chagrin reservations)

To estimate recreational visits for reservations with two or more entrances requires estimating the percentage of vehicles parking in each parking lot over a period of one year in bi-monthly periods. Once these percentages are known, a mechanical counter is installed in selected parking lots. Counts from these parking lots are then used to estimate total number of recreation vehicles. For instance, if a year of observational counts indicates that 10 percent of all vehicles are parked at one parking area in a reservation, then a mechanical counter can be installed there. The monthly total for that parking lot is then divided by 10 to estimate total recreation vehicles for the entire reservation. The estimated total number of recreation vehicles is then multiplied by 1.75 to estimate the number of people in the vehicles. As studies of turnover rates in parking lots at individual reservations are completed, the 1.75 multiplier is being replaced with more precise multipliers that reflect circumstances at the recreation area served by each parking lot. In 1999 and 2000, new multipliers were used for

Huntington Reservation (1.4 people per vehicle). As a result, attendance estimates are lower than in previous years (1996-1998) when the multiplier was 1.75 people per car.

Estimates of recreational visits for one reservation had been made differently for 1993 - 1995 since mechanical counters had not been installed at parking lots. At Garfield Park, the percent of recreational visits is estimated based on a statistic calculated from the 1992 in-park survey and monthly attendance at nature centers. From an in-park survey, it was estimated that 8.9% of visitors to Garfield Park visit the nature center. To estimate recreation visitation, monthly walk-in nature center traffic was divided by .089 to give an estimated total for recreational visits. In 1996, this method was changed to the same method used in other reservations. Mechanical counters have been installed in parking lots in Garfield Park Reservation.

Statistical clustering, using data from visual counts of parking lots, suggests that there are two types of lots, and they are used differently. Small parking lots serving all purpose trail users at entrances to multi-entrance parks tend to cluster together. Correlations among these parking lots are high. Another cluster of lots is made up of the larger picnic areas. Correlations among these lots are also high. However, correlations between these two types of lots are low to moderate. Consequently, it is difficult to measure visitation at all purpose trail parking lots and predict visitation rates at large picnic areas and vice-versa. Where possible, recreation visit estimates are made separately for the two types of lots and then combined.

At most reservations, there is limited walk-in or bicycle traffic. Probably less than one tenth of a percent during the winter months and between 2 to 5 percent during the summer months. Calculations of recreational visitation include an adjustment for pedestrians entering the reservations (usually about 2% of total visitor occasions). Two reservations have substantial fair-weather walk-in traffic. These reservations are Big Creek and Garfield Park reservations. On fair-weather days, walk-in visitation may be as high as 25 percent. Pedestrian traffic is currently under-accounted for in these recreation figures.

Starting in 2001, revised walk-on estimates (based on a survey of pedestrian, bicycle, in-line skating at selected Reservations) will be incorporated into this report. Rocky River Reservation was surveyed in 2000 and these results will be reflected in the 2001 report. For 2001, Mill Stream Run Reservation will also have its walk-on attendance estimated using this survey method. These, and future, walk-on traffic surveys will assist in estimating walk-on use more accurately.

Results

Recreational Visitation results for each reservation are presented in Table 1, page 5. The accuracy and reliability of these numbers may vary considerably. Cleveland Metroparks staff are encouraged to consult with the Division of Research and Program Evaluation before using these figures in their decision-making effort.

The recreational visitation total for 2000 was 15,884,991. This is a slight increase over the 1999 total of 15,865,587. Recreational Visitation trend data is illustrated in Figure 1, page 12.

Table 1. Visitor Occasions and Recreational Visits by Reservation

Deservation	1996	1997	1998	1999	2000
Reservation	1990	1997	1990	1999	2000
Bedford Visitor Occasions ² Hawthorne Parkway Recreational Visits ²	1,066,971 Included in VO 900,086	901,153 456,250 839,330	875,772 843,237 792,021	669,483 ⁶ 3,528,622 ⁵ 965,761	608,727 1,566,982 ^{4,6} 700,344
Big Creek Visitor Occasions Recreational Visits	14,416,207	16,074534	16,566,852	15,625,327	15,599,683
	929,149	787,314	811,397	860,068	942,236
Bradley Woods Visitor Occasions Recreational Visits	146,773	140,294	147,079	136,544	135,343
	146,773	140,294	147,079	136,544	135,343
Brecksville Visitor Occasions ² Valley Parkway ⁴ Recreational Visits	3,477,890 ³ Included in VO 1,247,432	1,170,381 3,671,109 1,690,868	1,204,828 3,779,158 1,271,592	1,121,484 5,031,074 1,475,198	1,062,091 5,413,306 ⁴ 1,270,576
Brookside Visitor Occasions ⁷ Recreational Visits ⁷	175,098	198,610	202,419	215,840	202,002
	175,098	198,610	202,419	215,840	202,002
Euclid Creek Visitor Occasions Recreational Visits	2,225,191	2,220,702	1,832,826	2,015,943	2,008,697
	534,171	486,928	459,911	484,347	575,659
Garfield Park Visitor Occasions Recreational Visits 8	2,324,348	2,298,826	2,307,089	2,397,543	2,189,274
	575,861 ³	473,659	507,893	537,088	461,051
Hinckley Visitor Occasions Recreational Visits	748,972	664,516	681,234	676,656	669,567
	748,972	664,516	681,234	676,656	669,567
Huntington Visitor Occasions Recreational Visits	1,126,318 878,960	954,359 954,359	1,165,633 1,165,633	893,913 ⁵ 893,913 ⁵	888,405 888,405
Mill Stream Run Visitor Occasions Recreational Visits	9,816,063 1,521,684	10,018,908 1,703,442	9,726,661 1,830,344	10,400,814 1,669,249	10,813,531 1,714,368
North Chagrin Visitor Occasions Recreational Visits 2	1,872,729	1,329,429	1,985,811	1,911,195	1,782,388
	1,592,805	1,289,538	1,419,413	1,407,215	1,360,270

Table 1. Visitor Occasions and Recreational Visits by Reservation (continued)

Reservation	1996	1997	1998	1999	2000
Ohio & Erie Canal					
Visitor Occasions ¹	Avail. 1999	Avail. 1999	Avail. 1999	116,388	267,792
Recreational Visits ¹	Avail. 1999	Avail. 1999	Avail. 1999	116,388	267,792
Rocky River ^{3,6}					
Visitor Occasions	8,409,980	8,409,980	5,221,655	5,317,950	7,725,046
Recreational Visits	2,196,046	2,196,046	4,149,568	4,200,888	4,355.084
South Chagrin					
Visitor Occasions	2,720,718	436,523 ³	592,174	591,174	608,885
Recreational Visits	1,225,580	1,134,961 ³	917,464	927,774	865,899
Cleveland Metroparks					
Zoo & The RainForest					
Ticketed Attendance +	N/A	N/A	1,180,838	1,156,989	1,297,633
Other Attendance =	N/A	N/A	203,656	141,669	178,909
Total Visitor Occasions	1,251,604	1,445,967	1,384,494	1,298,658	1,476,542
Total Recreational Visits	1,251,604	1,445,967	1,384,494	1,298,658	1,476,542
Adjusted Grand Total					
Total Visitor Occasions	49,778,861	50,391,541	48,516,922	51,948,608	53,018,261
Total Recreational Visits	13,749,994	14,005,832	15,740,462	15,865,587	15,884,991

¹ First year estimates may be unreliable.

N/A – Counting methodology not used

² Includes golf course visits, estimated separately.

³ Estimates are unreliable, this reservation is scheduled for re-calibration.

⁴ Reservations with major stretches of parkway outside the main body of the reservation were estimated differently starting in 1997. Visitor Occasion numbers are for the main body of the reservation only. Parkway figures are Visitor Occasion numbers for the stretches of the parkway outside of the main body of the reservation. Recreation visits include usage of all sites in the main body of the reservation and on the exterior parkway. First year estimates for the parkways may be unreliable.

⁵ Change in method (increase in accuracy) may account for differences in figures.

⁶ Unusual circumstances (roads closed for repair, new attractions) make these estimates less reliable.

⁷ Does not include parking lot off of Fulton Parkway.

⁸ Walk-in recreational use is not accounted for in this figure. Walk-in use may be as much as 25% of recreation visits during the warm months of the year.

PROGRAM ATTENDANCE

Program attendance data account for the number of visitors using facilities and having direct contact with staff. This data documents use of facilities, programs, and festivals that require staffing. Programs range from a week-long trip led by the Institute of the Great Outdoors (IGO), to attendance at special events such as *Art & the Park* and *Winter Carnival*. Programs are typically held at Cleveland Metroparks reservations, but may also occur off-site. For example, Cleveland Metroparks Zoo Education programs are often conducted in schools and IGO programs may take local residents out of state.

Programs, workshops and special events are undoubtedly some of the most meaningful experiences Cleveland Metroparks and its affiliate organizations provide for residents of Cuyahoga County and Hinckley Township. Through these programs, visitors become aware of Cleveland Metroparks, learn about the diversity of parklands, programs and facilities the Park District has to offer, develop new understandings of their local physical and cultural environments, develop new skills and interests, grow emotionally and physically, and develop new friendships through outdoor activities and interests. These program attendance figures reflect the magnitude of the positive influences the Park District has on Cuyahoga County and Hinckley Township residents.

Method

Program attendance is reported by personnel from each department, division or affiliate of Cleveland Metroparks. These figures are reported to the Division of Research and Program Evaluation on a monthly basis. Program attendance counts reflect the number of contacts at a facility and with staff. If a person enters a facility to attend a program, but spends time talking with staff or viewing exhibits, this person would be counted twice. The person is counted once for visiting a facility and informally interacting with staff, and again for attending a formal program. Rounds of golf are reported as nine-hole rounds. Multi-day programs are counted as one contact per period of programming (i.e. participants in an outdoor education workshop that meets for two sessions would be counted twice).

Results

Overall program attendance for 2000 was 3,254,941. Program attendance in 1999 was 3,265,748. Differences in total attendance between 1999 and 2000 indicate only a slight decrease in overall program attendance. Fluctuations both up and down in program attendance will occur with changes in leadership, goals and objectives of a division or affiliate, marketing, and as measurement methods change over time. As always, weather patterns can play a significant role in participation rates for outdoor activities.

Table 2. Program Attendance at Cleveland Metroparks

Program Description	1996	1997	1998	1999	2000
Affiliates					
Brecksville Reservation					
Brecksville Hist. Society	1,496	2,130	3,444	1,753	1,143
Hinckley Reservation	1,470	2,130	3,444	1,733	1,173
Hinckley Hist. Society	1,131	2,743	1,440	1,129	4,629
YMCA Brooklyn Exchange	2,601	4,365	no activity	2,570	2,520
Huntington Reservation	2,001	4,303	no activity	2,370	2,320
Baycrafters	99,675	97,670	100,106	106,320	107,865
Huntington Playhouse	14,147	15,824	13,523	13,139	107,803
Lake Erie Nature & Science Ctr.	14,147		85,742	154,576	
Mill Stream Run Reservation	124,439	121,695	65,742	134,370	137,174
Camp Cheerful	10 402	19.020	10 000	0.269	22 100
Cleveland Archery Club	12,423	18,029	18,088 391	9,368	23,100
YMCA West Side	no activity	277		291	291
	no activity	182	no activity	no activity	no activity
North Chagrin, Mill Stream, Bedford	2.040	1.050	1.770	0.7.1	2.005
Lake Erie Girl Scouts	3,840	1,250	1,568	951	2,005
Rocky River Reservation	14567	12 207	10.077	5.062	5.062
Olmsted Historical Society	14,567	12,396	18,075	5,263	5,263
Creative Cafes, Inc. (Marina)	n/a	n/a	n/a	44,033	42,721
South Chagrin Reservation	451	5.66	500	5.60	500
Chagrin Valley Trails & Riding Club	451	566	592	569	592
Total for Affiliates	274,770	277,127	241,632	339,962	339,612
Aquatics Division					
Hinckley Dam	53,700	57,500	48,000	73,440	56,500
Huntington Beach	182,000	170,000	100,000	236,120	183,243
Ledge Lake Pool	28,000	16,000	22,000	8,819	6,780*
Wallace Lake	43,300	75,300	41,000	40,167	30,818
Aquatics skills lessons	n/a	1,159	Ledge Pool	Ledge Pool	Ledge Pool
Total for Aquatics	307,000	319,959	211,000	358,546	270,561
The Class					
The Chalet Public admissions	10 405	22 200	24.570	27 270	25 170
	18,485	23,399	24,579	27,278	25,170
Building and site rentals	18,358	19,733	18,475	16,936	19,512
General Use	1,738	628	483	4,211	733
Total for The Chalet	38,581	43,760	43,537	48,425	45,415
Golf Services					
Big Met					
Golfers @ 9 holes	89,015	76,854	31,387	110,524	96,132
Special Events	2,400	0	0	120	0
Other	8,559	7,248	7,305	13,525	10,970
Subtotal	97,244	84,102	38,692	124,169	107,102

Table 2. Program Attendance at Cleveland Metroparks (continued)

Little Met (9-hole course) Golfers @ 9 holes 38,285 44,488 51,794 44,591 37,823 Special Events 521 481 481 297 252 Other 546 706 706 707 600 Sub-Total 39,352 45,675 52,981 45,595 38,675 Sub-Total 72,107 73,128 81,702 75,942 68,406 Special Events 292 72 72 0 0 0 0 0 0 0 0 0	Program Description	1996	1997	1998	1999	2000
Golfers @ 9 holes Special Events Spe	Little Met (9-hole course)					
Special Events		38 285	44 488	51 794	44 591	37 823
Manakiki (18-hole course)	_	·				
Sub-Total 39,352 45,675 52,981 45,595 38,675						
Golfers @ 9 holes 72,107 73,128 81,702 75,942 68,406 Special Events 292 72 72 0 0 Other 0 0 0 0 0 Other 0 0 0 2,245 2,022 Sub-Total 73,531 74,525 83,099 78,187 70,428 Mastick Woods (9-hole course) 37,536 39,505 41,037 37,459 36,149 Golfers 37,536 428 44 251 242 Other 552 430 887 656 633 Sub-Total 39,924 40,363 41,968 38,366 37,024 Shawnee Hills (27-hole course) 60fers @ 9 holes 96,494 100,072 110,559 102,334 89,123 Driving Range 41,245 35,593 37,880 18,049 15,719 Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0	Sub-Total					
Golfers @ 9 holes 72,107 73,128 81,702 75,942 68,406 Special Events 292 72 72 0 0 Other 0 0 0 0 0 Other 0 0 0 2,245 2,022 Sub-Total 73,531 74,525 83,099 78,187 70,428 Mastick Woods (9-hole course) 37,536 39,505 41,037 37,459 36,149 Golfers 37,536 428 44 251 242 Other 552 430 887 656 633 Sub-Total 39,924 40,363 41,968 38,366 37,024 Shawnee Hills (27-hole course) 60fers @ 9 holes 96,494 100,072 110,559 102,334 89,123 Driving Range 41,245 35,593 37,880 18,049 15,719 Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0	Manakiki (18-hole course)					
Special Events 292 72 72 0 0 0 0 0 0 0 0 0		72 107	73 128	81 702	75 942	68 406
Rentals-Clubhouse	9				· .	
Other Sub-Total 0 0 0 2,245 2,022 Sub-Total 73,531 74,525 83,099 78,187 70,428 Mastick Woods (9-hole course) 37,536 39,505 41,037 37,459 36,149 Special Events 1,836 428 44 251 242 Other 552 430 887 656 633 Sub-Total 39,924 40,363 41,968 38,366 37,024 Shawnee Hills (27-hole course) 66,494 100,072 110,559 102,334 89,123 Offers @ 9 holes 96,494 100,072 110,559 102,334 89,123 Driving Range 41,245 35,593 37,880 18,049 15,719 Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0 734 254 221 Other 1,102 1,073 1,182 1090 1,072 Sub-Total 67,959	•					
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Golfers 37,536 39,505 41,037 37,459 36,149 Special Events 1,836 428 44 251 242 Other 552 430 887 656 633 Sub-Total 39,924 40,363 41,968 38,366 37,024 Sub-Total 96,494 100,072 110,559 102,334 89,123 Driving Range 41,245 35,593 37,880 18,049 15,719 Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0 734 254 221 Other 1,102 1,073 1,182 1090 1,072 Sub-Total 140,648 137,190 150,355 121,727 106,135 Sleepy Hollow (18-hole course) Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540	Mastick Woods (9-hole course)					
Special Events	· · · · · · · · · · · · · · · · · · ·	37 536	39 505	41 037	37 459	36 149
Other Sub-Total 552 430 887 656 633 Sub-Total 39,924 40,363 41,968 38,366 37,024 Shawnee Hills (27-hole course) Special Events 96,494 100,072 110,559 102,334 89,123 Driving Range 41,245 35,593 37,880 18,049 15,719 Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0 734 254 221 Other 1,102 1,073 1,182 1090 1,072 Sub-Total 140,648 137,190 150,355 121,727 106,135 Sleepy Hollow (18-hole course) Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220		•		·		
Sub-Total 39,924 40,363 41,968 38,366 37,024 Shawnee Hills (27-hole course) Golfers @ 9 holes 96,494 100,072 110,559 102,334 89,123 Driving Range 41,245 35,593 37,880 18,049 15,719 Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0 734 254 221 Other 1,102 1,073 1,182 1090 1,072 Sub-Total 140,648 137,190 150,355 121,727 106,135 Sleepy Hollow (18-hole course) 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574	±					
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Golfers @ 9 holes 96,494 100,072 110,559 102,334 89,123 Driving Range 41,245 35,593 37,880 18,049 15,719 Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0 734 254 221 Other 1,102 1,073 1,182 1090 1,072 Sub-Total 140,648 137,190 150,355 121,727 106,135 Sleepy Hollow (18-hole course) Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total for Golf 508,312 485,373 496,370 515,409 453		y	10,000	1-92	,	- 1,0- 1
Driving Range 41,245 35,593 37,880 18,049 15,719 Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0 734 254 221 Other 1,102 1,073 1,182 1090 1,072 Sub-Total 140,648 137,190 150,355 121,727 106,135 Sleepy Hollow (18-hole course) Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849						
Special Events 947 452 0 0 0 Rentals-Clubhouse 860 0 734 254 221 Other 1,102 1,073 1,182 1090 1,072 Sub-Total 140,648 137,190 150,355 121,727 106,135 Sleepy Hollow (18-hole course) Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267	$\overline{\mathcal{C}}$	96,494	100,072	110,559	102,334	89,123
Rentals-Clubhouse 860 0 734 254 221 Other 1,102 1,073 1,182 1090 1,072 Sub-Total 140,648 137,190 150,355 121,727 106,135 Sub-Total Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364		41,245	35,593	37,880	18,049	15,719
Other Sub-Total 1,102 1,073 1,182 1090 1,072 Sub-Total 140,648 137,190 150,355 121,727 106,135 Sleepy Hollow (18-hole course) Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources	•	947	452	0	0	0
Sub-Total 140,648 137,190 150,355 121,727 106,135 Sleepy Hollow (18-hole course) Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Educat	Rentals-Clubhouse	860	0	734	254	221
Sleepy Hollow (18-hole course) Golfers @ 9 holes	Other	1,102	1,073	1,182	1090	1,072
Golfers @ 9 holes 67,959 68,376 80,584 76,463 67,290 Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center 40,236 16,683 23,937 22,646 22,052	Sub-Total	140,648	137,190	150,355	121,727	106,135
Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	Sleepy Hollow (18-hole course)					
Driving Range 35,644 107,277 36,703 17,658 15,540 Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	Golfers @ 9 holes	67,959	68,376	80,584	76,463	67,290
Special Events 820 45 0 0 0 Rentals-Clubhouse 11,580 10,175 10220 11,455 10,081 Other 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	Driving Range	·			•	
Other Sub-Total 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing Programs 1,214 2,267 1,934 2,448 2,170 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins Programs 21,218 20,209 30,900 22,982 21,103 970 22,646 22.052 Programs 14,236 16.683 23,937 22,646 22.052				•	•	
Other Sub-Total 1,610 1,747 1,768 1,789 1,574 Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing Programs 1,214 2,267 1,934 2,448 2,170 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins Programs 21,218 20,209 30,900 22,982 21,103 970 22,646 22.052 Programs 14,236 16.683 23,937 22,646 22.052	Rentals-Clubhouse	11,580	10,175	10220	11,455	10,081
Sub-Total 117,613 187,620 129,275 107,365 94,485 Total for Golf 508,312 485,373 496,370 515,409 453,849 Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	Other		1,747	1,768		
Natural Resources Aquatics/Fishing 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	Sub-Total					94,485
Aquatics/Fishing Programs 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	Total for Golf					
Aquatics/Fishing Programs 1,214 2,267 1,934 2,448 2,170 Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	Natural Resources					
Programs 364 518 962 647 1,626 Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052		1.214	2.267	1.934	2.448	2.170
Total for Natural Resources 1,578 2,785 2,896 3,095 3,796 Outdoor Education Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	1		•		,	
Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	_					
Brecksville Nature Center Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052	Outdoor Education					
Walk-ins 21,218 20,209 30,900 22,982 21,103 Programs 14,236 16.683 23,937 22,646 22.052						
Programs 14,236 16.683 23,937 22,646 22.052		21 218	20.209	30.900	22.982	21.103
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Table 2. Program Attendance at Cleveland Metroparks (continued)

Program Description	1996	1997	1998	1999	2000
Garfield Park Nature Center					
Walk-ins	38,225	37,696	44,947	39,215	38,913
Programs	12,963	24,730	15,051	16,563	16,386
Sub-Total	51,188	62,426	59,998	55,778	55,299
Rocky River Nature Center					
Walk-ins	75,234	71,914	74,006	66,294	37,522
Programs	40,314	40,865	60,322	31,456	43,523
Sub-Total	115,548	112,779	134,328	97,750	81,045
North Chagrin Nature Center and					
Education Building (combined)					
Walk-ins	78,754	83,103	92,715	77,710	62,362
Programs	40,263	55,947	41,192	38,343	35,976
Sub-Total	119,017	139,050	133,907	116,053	98,338
Institute of the Great Outdoors (IGO)	3,016	1,933	2,489	2,754	2,973
Historical Interpretation	9,242	30,288	29,090	19,013	13,093
Nature Tracks (Mobile Education Unit	49,598	41,169	29,246	34,688	37,288
Youth Outdoors	n/a	n/a	n/a	298	3,946
CanalWay Center					
Walk-ins	n/a	n/a	n/a	28,143	38,090
Programs	n/a	n/a	n/a	21,803	10,594
Sub-Total	n/a	n/a	n/a	49,946	48,684
Look About Lodge					
Walk-ins	1,512	954	6,658	4,070	4,056
Programs	6,300	9,494	12,053	10,088	10,884
Sub-Total	7,812	10,448	18,711	14,158	14,940
Total for Outdoor Education	390,550	434,516	462,606	436,066	416,129
Ranger Department					
Programs	204,391	95,378	36,696	48,051	40,104
Parades	172,227	164,500	5,986	9,426	1,154
Total for Ranger Department	376,618	259,878	42,682	57,477	41,258
Visitor Services					
Reserved Group Picnic Areas	68,207	70,437	64,355	74,761	86,882
Athletic Fields	7,477	16,155	14,545	26,335	20,340
Emerald Necklace Marina	n/a	n/a	9,172	11,340	11,977
Nature Centers	n/a	n/a	385	210	151
Other	61,322	55,820	33,809	39,459	54,241
Total for Visitor Services	137,006	142,412	122,266	152,105	173,561

Table 2. Program Attendance at Cleveland Metroparks (continued)

Program Description	1996	1997	1998	1999	2000
Special Events and Marketing					
Initiatives					
Winter Carnival	3,390	1,605	4,950	4,430	5,863
Speaking Engagements	2,328	1,485	2,943	3,758	1,038
Buzzard Sunday	3,943	5,394	5,127	4,475	3,882
Outdoor Expo/Canoe Challenge	4,000	Not held	Not held	Not held	Not held
Art & the Park	9,200	9,200	9,030	8,207	7,568
Ohio & Erie Canal Grand Opening	n/a	n/a	n/a	25,056	n/a
Emerald City Folk Festival	7,000	2,100	9,860	1,700	4,261
Sunday in the Park	12,000	Not held	Not held	Not held	Not held
Twilight to Midnight	2,250	1,095	5,150	1,200	3,257
Cicada Invasion	n/a	n/a	n/a	1,040	n/a
Emerald Necklace Bike Tour	800	n/a	n/a	n/a	n/a
Squire's Castle 100th Anniversary	n/a	12,895	n/a	n/a	n/a
Brecksville 60th Anniversary	n/a	n/a	n/a	956	n/a
BugFest	3,400	3,465	4,620	5,183	7,763
Total for Special Events	48,111	37,239	41,680	56,005	34,218
Claveland Methodolic Tee					
Cleveland Metroparks Zoo The RainForest & Zoo	537,467	550 222	n/a	n /o	n/a
Cleveland Metroparks Zoo Only	553,766	558,232 680,596	n/a n/a	n/a n/a	n/a n/a
Cleveland Metroparks Zoo/Rain Forest	333,700 n/a	080,390 n/a	1,180,838	1,152,298	1,295,048
Wednesday Night Admittance	9,943	8,297	3,100	4,691	2,585
The RainForest Private Party Rental	9,943 7,747	18,394	n/a	4,091 n/a	2,383 n/a
The Zoo private events rentals	23,779	17,044	43,015	32,508	40,531
Education rental	23,779 n/a	6,146	6,788	5,338	6,147
Education Tental Education/Outreach	5,990	•			•
		157,258	150,753	103,823	132,231
Total for Zoo	1,138,694	1,445,967	1,384,494	1,298,658	1,476,542
Cwand Tatal Draggam/Egailter					
Grand Total Program/Facility Attendance	3,219,642	3,435,909	3,049,163	3,265,748	3,254,941