

# 2001 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 over 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 1997 – 2001.

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, foot, or bicycle for any reason. These visits may be for recreation, education, conservation, <u>or</u> for commuting purposes.

<u>Recreational Visits</u> represent the number of visitors who are *using* the reservations for primarily for recreation, education or conservation purposes. Counts only 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.

<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 2001**

Visitor Occasions (1)	56,039,843
Recreation Visits (2)	15,318,673
Program/Facility Visits (3)	3,374,285
Commuter/Scenic Driving (4)	40,721,170

- (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 more 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 that 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 various reservations. In the future, park surveys will be used to ascertain the percentage of walk-on traffic for each reservation. This process will take approximately four to five years to generate estimates for all of the individual reservations.

Once visual counts are completed at a reservation, attendance estimations are made based on readings from the mechanical counters. At the end of each month, these mechanical counter readings are recorded and documented in electronic spreadsheets. 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 entrance is calculated bimonthly. 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 were available mid-2001 and are incorporated this 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 a continuous process. Estimates become more accurate as more mechanical traffic counters are installed. Also, about five to ten percent of traffic counters will malfunction each year. Having counters at several entrances in a reservation allows estimates to be made even if one of them malfunctions.

#### **Results**

# Park District Wide Attendance

**During 2001, over 40 million vehicles carrying 56,039,843 people entered the 14 reservations of Cleveland Metroparks.** This represents a growing trend in visitor occasions and is an increase from the 2000 figure of 53,018,261 people. However, changes in attendance can be caused by significant construction projects (e.g., bridge construction at Richmond Rd. near South Chagrin Reservation) as well as changes in entrance weights and vehicle multipliers, particularly at the parkway areas. Visitor Occasions for each reservation (from 1997 – 2001) 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 vehicle. In 2001, a similar adjustment is made for Ohio & Erie Canal Reservation. In 1999 and 2000, the multiplier was set at the 1.75 people per vehicle default level. However, visual observations indicate that the multiplier is 1.31 people per vehicle. As a result, reported estimates are lower for Canal Reservation in 2001. Nevertheless, traffic counts at this reservation are still lower, even when factoring out the people per vehicle estimate.

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 two to five percent during the summer months. Calculations of some recreational visitation include an adjustment for pedestrians entering the reservations (usually about 2% of total visitor occasions). Two reservations have substantial fairweather walk-in traffic. These reservations are Big Creek and Garfield Park reservations. On fairweather days, walk-in visitation may be as high as twenty-five percent. Pedestrian traffic is currently under-accounted for in these recreation figures.

Starting in 2002, revised pedestrian estimates (based on a survey of visitors to selected Reservations) will be incorporated into this report. Rocky River Reservation was surveyed in 2000. Ohio & Erie Canal Reservation was counted in 2000 and an estimated 35,000 pedestrians entering from the south side of Rockside Rd. However, more reliable pedestrian adjustments need to be made at Canal Reservation. For 2002, Ohio & Erie Canal Reservation will also have its pedestrian attendance reestimated using a survey method at the Rockside Rd. – Towpath Trail area. These, and future, walk-on traffic surveys will assist in estimating additional pedestrian 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 efforts.

The recreational visitation total for 2001 was 15,318,673. This is a slight decrease over the 2000 total of 15,884,991. Recreational visitation trend data is illustrated in Figure 1, page 12.

Table 1. Visitor Occasions and Recreational Visits by Reservation

Reservation	1997	1998	1999	2000	2001
Bedford Visitor Occasions Hawthorne Parkway Recreational Visits <sup>1</sup>	901,153 456,250 839,330	875,772 843,237 792,021	669,483 <sup>5</sup> 3,528,622 <sup>4</sup> 965,761	608,727 1,566,982 <sup>3,5</sup> 700,344	724,253 3,997,422 718,791
<b>Big Creek</b> Visitor Occasions Recreational Visits	16,074534	16,566,852	15,625,327	15,599,683	15,050,091
	787,314	811,397	860,068	942,236	800,697
Bradley Woods Visitor Occasions Recreational Visits	140,294	147,079	136,544	135,343	129,656
	140,294	147,079	136,544	135,343	129,656
Brecksville Visitor Occasions Valley Parkway Recreational Visits	1,170,381	1,204,828	1,121,484	1,062,091	1,143,312
	3,671,109	3,779,158	5,031,074	5,413,306 <sup>3</sup>	5,413,306 <sup>3</sup>
	1,690,868	1,271,592	1,475,198	1,270,576	1,298,243
Brookside Visitor Occasions <sup>6</sup> Recreational Visits <sup>6</sup>	198,610	202,419	215,840	202,002	211,850
	198,610	202,419	215,840	202,002	211,850
Euclid Creek Visitor Occasions Recreational Visits	2,220,702	1,832,826	2,015,943	2,008,697	2,189,274 <sup>5</sup>
	486,928	459,911	484,347	575,659	575,659 <sup>5,8</sup>
Garfield Park Visitor Occasions Recreational Visits <sup>7</sup>	2,298,826	2,307,089	2,397,543	2,189,274	2,094,557
	473,659	507,893	537,088	461,051	487,753
Hinckley Visitor Occasions Recreational Visits	664,516 664,516	681,234 681,234	676,656 676,656	669,567 669,567	658,310 658,310
<b>Huntington</b> Visitor Occasions Recreational Visits <sup>7</sup>	954,359	1,165,633	893,913 <sup>4</sup>	888,405	951,503
	954,359	1,165,633	893,913 <sup>4</sup>	888,405	951,503
Mill Stream Run Visitor Occasions Recreational Visits	10,018,908 1,703,442	9,726,661 1,830,344	10,400,814 1,669,249	10,813,531 1,714,368	10,572,299 1,648,314
North Chagrin Visitor Occasions Recreational Visits  1	1,329,429	1,985,811	1,911,195	1,782,388	1,755,090
	1,289,538	1,419,413	1,407,215	1,360,270	1,271,192

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

Reservation	1997	1998	1999	2000	2001
Ohio & Erie Canal					
Visitor Occasions	Avail. 1999	Avail. 1999	116,388	267,792	226,282 4
Recreational Visits	Avail. 1999	Avail. 1999	116,388	267,792	226,282 4
Rocky River <sup>2,5</sup>					
Visitor Occasions	8,409,980	5,221,655	5,317,950	7,725,046	8,859,220
Recreational Visits	2,196,046	4,149,568	4,200,888	4,355.084	4,027,607
South Chagrin					
Visitor Occasions	436,523 3	592,174	591,174	608,885	585,442
Recreational Visits	1,134,961 <sup>3</sup>	917,464	927,774	865,899	834,840
<b>Cleveland Metroparks</b>					
Zoo & The RainForest					
Ticketed Attendance +	N/A	1,180,838	1,156,989	1,297,633	1,231,437
Other Attendance =	N/A	203,656	141,669	178,909	246,539
<b>Total Visitor Occasions</b>	1,445,967	1,384,494	1,298,658	1,476,542	1,477,976
Total Recreational Visits	1,445,967	1,384,494	1,298,658	1,476,542	1,477,976
<b>Adjusted Grand Total</b>					
Total Visitor Occasions	50,391,541	48,516,922	51,948,608	53,018,261	56,039,843
Total Recreational Visits	14,005,832	15,740,462	15,865,587	15,884,991	15,318,673

<sup>1</sup> Includes golf course visits, estimated separately.

N/A – Counting methodology not used

<sup>2</sup> Estimates are unreliable, this reservation is scheduled for re-calibration.

<sup>&</sup>lt;sup>3</sup> 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.

<sup>&</sup>lt;sup>4</sup> Change in method (increase in accuracy) may account for differences in figures.

<sup>&</sup>lt;sup>5</sup> Unusual circumstances (roads closed for repair, new attractions) make these estimates less reliable.

<sup>&</sup>lt;sup>6</sup> Does not include parking lot off of Fulton Parkway.

<sup>&</sup>lt;sup>7</sup> 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.

<sup>&</sup>lt;sup>8</sup> Estimates from the previous year is substituted for this count

# 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 *Outdoor Odyssey*. 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, 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 2001 was 3,374,285. Program attendance in 2000 was 3,254,941. Differences in total attendance between 2000 and 2001 indicate an increase 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	1997	1998	1999	2000	2001
Affiliates					
Brecksville Reservation					
Brecksville Hist. Society	2,130	3,444	1,753	1,143	1,608 1
Hinckley Reservation	2,130	5,111	1,755	1,1 15	1,000
Hinckley Hist. Society	2,743	1,440	1,129	4,629	733
YMCA Brooklyn Exchange	4,365	no activity	2,570	2,520	3,051
Huntington Reservation	1,505	no activity	2,370	2,320	3,031
Baycrafters	97,670	100,106	106,320	107,865	42,473
Huntington Playhouse	15,824	13,523	13,139	12,259	14,135
Lake Erie Nature & Science Ctr.	121,695	85,742	154,576	137,174	162,513
Mill Stream Run Reservation	121,075	05,742	134,370	137,174	102,313
Camp Cheerful	18,029	18,088	9,368	23,100	24,028
Cleveland Archery Club	277	391	291	291	248
YMCA West Side	182	no activity	no activity	no activity	no activity
North Chagrin, Mill Stream, Bedford	102	no activity	no activity	no activity	no activity
Lake Erie Girl Scouts	1,250	1,568	951	2,005	475
Rocky River Reservation	1,230	1,500	931	2,003	473
Olmsted Historical Society	12,396	18,075	5,263	5,263	5,866
Creative Cafes, Inc. (Marina)	n/a	n/a	44,033	42,721	45,214
South Chagrin Reservation	11/ a	11/ a	44,033	42,721	43,214
Chagrin Valley Trails & Riding Club	566	592	569	592	631
Chagrin Valley Trans & Kidnig Club	300	392	309	392	031
<b>Total for Affiliates</b>	277,127	241,632	339,962	339,612	300,975
Water Safety Division					
Hinckley Dam	57,500	48,000	73,440	56,500	56,500
Huntington Beach	170,000	100,000	236,120	183,243	183,243
Ledge Lake Pool	16,000	22,000	8,819	6,780	6,780
Wallace Lake	75,300	41,000	40,167	30,818	30,818
Aquatics skills lessons	1,159	Ledge Pool	Ledge Pool	Ledge Pool	Ledge Pool
Total for Water Safety	319,959	211,000	358,546	270,561	270,561 <sup>2</sup>
The Chalet					
Public admissions	23,399	24,579	27,278	25,170	30,089
Building and site rentals	19,733	18,475	16,936	19,512	16,866
General Use	628	483	4,211	733	3,570
Total for The Chalet	43,760	43,537	48,425	45,415	50,525
Golf Services					
Big Met Golfers @ 9 holes	76 051	21 207	110.524	06 122	102 000
Special Events	76,854	31,387	110,524	96,132	103,988
Other	0 7 248	0 7.205	120	0 10,970	760
	7,248	7,305	13,525		10,250
Subtotal	84,102	38,692	124,169	107,102	114,998

Table 2. Program Attendance at Cleveland Metroparks (continued)

Program Description	1997	1998	1999	2000	2001
Little Met (9-hole course)					
Golfers @ 9 holes	44,488	51,794	44,591	37,823	43,538
Special Events	481	481	297	252	0
Other	706	706	707	600	243
Sub-Total	45,675	52,981	45,595	38,675	43,781
Manakiki (18-hole course)					
Golfers @ 9 holes	73,128	81,702	75,942	68,406	60,134
Clubhouse Events	72	72	0	0	26,221
Rentals-Clubhouse	0	0	0	0	0
Other	0	0	2,245	2,022	1,506
Sub-Total	74,525	83,099	78,187	70,428	87,861
Mastick Woods (9-hole course)					
Golfers	39,505	41,037	37,459	36,149	38,638
Special Events	428	44	251	242	0
Other	430	887	656	633	5,128
Sub-Total	40,363	41,968	38,366	37,024	43,766
Shawnee Hills (27-hole course)					
Golfers @ 9 holes	100,072	110,559	102,334	89,123	93,819
Driving Range	35,593	37,880	18,049	15,719	20,321
Special Events	452	0	0	0	0
Rentals-Clubhouse	0	734	254	221	Ö
Other	1,073	1,182	1090	1,072	496
Sub-Total	137,190	150,355	121,727	106,135	114,636
Sleepy Hollow (18-hole course)					
Golfers @ 9 holes	68,376	80,584	76,463	67,290	71,865
Driving Range	107,277	36,703	17,658	15,540	18,264
Special Events	45	0	0	0	8,850
Rentals-Clubhouse	10,175	10220	11,455	10,081	0,050
Other	1,747	1,768	1,789	1,574	47
Sub-Total	187,620	129,275	107,365	94,485	99,026
Total for Golf	485,373	496,370	515,409	453,849	504,068
Natural Resources					
Aquatics/Fishing	2,267	1,934	2,448	2,170	$0^{-1}$
Programs	518	962	647	1,626	995
<b>Total for Natural Resources</b>	2,785	2,896	3,095	3,796	995
Outdoor Education					
Brecksville Nature Center					
Walk-ins	20,209	30,900	22,982	21,103	20,098
Programs	16.683	23,937	22,646	22.052	27,470
Sub-Total	36,892	54,837	45,628	43,155	47,568

Table 2. Program Attendance at Cleveland Metroparks (continued)

Program Description	1997	1998	1999	2000	2001
Garfield Park Nature Center					
Walk-ins	37,696	44,947	39,215	38,913	33,891
Programs	24,730	15,051	16,563	16,386	15,472
Sub-Total	62,426	59,998	55,778	55,299	49,363
Rocky River Nature Center					
Walk-ins	71,914	74,006	66,294	37,522	112,345
Programs	40,865	60,322	31,456	43,523	45,746
Sub-Total	112,779	134,328	97,750	81,045	158,091
North Chagrin Nature Center and					
Education Building (combined)					
Walk-ins	83,103	92,715	77,710	62,362	88,996
Programs	55,947	41,192	38,343	35,976	38,138
Sub-Total	139,050	133,907	116,053	98,338	127,134
Institute of the Great Outdoors (IGO)	1,933	2,489	2,754	2,973	6,636
Historical Interpretation	30,288	29,090	19,013	13,093	15,032
Nature Tracks (Mobile Education Unit	41,169	29,246	34,688	37,288	27,487
Youth Outdoors	n/a	n/a	298	3,946	6,079
CanalWay Center					
Walk-ins	n/a	n/a	28,143	38,090	33,190
Programs	n/a	n/a	21,803	10,594	14,573
Sub-Total	n/a	n/a	49,946	48,684	47,763
Look About Lodge					
Walk-ins	954	6,658	4,070	4,056	3,494
Programs	9,494	12,053	10,088	10,884	14,174
Sub-Total	10,448	18,711	14,158	14,940	17,668
<b>Total for Outdoor Education</b>	434,516	462,606	436,066	416,129	502,821
Ranger Department					
Programs	95,378	36,696	48,051	40,104	52,361
Parades	164,500	5,986	9,426	1,154	7,209
<b>Total for Ranger Department</b>	259,878	42,682	57,477	41,258	59,570
Visitor Services					
Reserved Group Picnic Areas	70,437	64,355	74,761	86,882	95,179
Athletic Fields	16,155	14,545	26,335	20,340	4,786
Emerald Necklace Marina	n/a	9,172	11,340	11,977	12,889
Nature Centers	n/a	385	210	151	252
Other	55,820	33,809	39,459	54,241	59,302
<b>Total for Visitor Services</b>	142,412	122,266	152,105	173,561	172,408

Table 2. Program Attendance at Cleveland Metroparks (continued)

<b>Program Description</b>	1997	1998	1999	2000	2001
Special Events and Marketing					
Initiatives					
Winter Carnival	1,605	4,950	4,430	5,863	5,907
Speakers Bureau	1,485	2,943	3,758	1,038	1,272
Research Presentations	n/a	n/a	n/a	n/a	115
Buzzard Sunday	5,394	5,127	4,475	3,882	3,097
Outdoor Expo/Canoe Challenge	Not held	Not held	Not held	Not held	3,165
Art & the Park	9,200	9,030	8,207	7,568	6,168
Ohio & Erie Canal Grand Opening	n/a	n/a	25,056	n/a	n/a
Outdoor Odyssey	Not held	Not held	Not held	Not held	1,125
Bat Gala					1,942
Emerald City Folk Festival	2,100	9,860	1,700	4,261	Not held
Twilight to Midnight	1,095	5,150	1,200	3,257	2,873
Cicada Invasion	n/a	n/a	1,040	n/a	n/a
Emerald Necklace Bike Tour	n/a	n/a	n/a	n/a	n/a
Squire's Castle 100th Anniversary	12,895	n/a	n/a	n/a	n/a
Brecksville 60th Anniversary	n/a	n/a	956	n/a	n/a
BugFest	3,465	4,620	5,183	7,763	1,942
<b>Total for Special Events</b>	37,239	41,680	56,005	34,218	27,606
Cleveland Metroparks Zoo	550.000	,	,	,	
The RainForest & Zoo	558,232	n/a	n/a	n/a	,
Cleveland Metroparks Zoo Only	680,596	n/a	n/a	n/a	n/a
Cleveland Metroparks Zoo/Rain Forest	n/a	1,180,838	1,152,298	1,295,048	,
Wednesday Night Admittance	8,297	3,100	4,691	2,585	n/a
The RainForest Private Party Rental	18,394	n/a	n/a	n/a	
The Zoo private events rentals	17,044	43,015	32,508	40,531	43,194
Education rental	6,146	6,788	5,338	6,147	
Education/Outreach	157,258	150,753	103,823	132,231	203,345
Total for Zoo	1,445,967	1,384,494	1,298,658	1,476,542	1,477,976
Grand Total Program/Facility					
Attendance	3,435,909	3,049,163	3,265,748	3,254,941	3,374,285

n/a - Not applicable or count not collected
 Incomplete or non-report of annual count
 Count from 2000 used, Visual recount scheduled to update Water Safety Division statistics