

2003 Park District Visitation: Statistics on Visitors Entering Reservations, Recreational Visits and Program & Facility Attendance

Report Prepared By:

Brenda K. Lackey, Ph.D. Manager of Research & Program Evaluation Phone: (216) 635-3277

ACKNOWLEDGMENTS

Many individuals contributed to this visitation report. John Hendricks, Sheridan Lancaster, Don Readinger, and Tom Sargent spent many hours making visual attendance counts at reservation entrances and taking readings from mechanical traffic counters. Former Managers of Research and Program Evaluation Andrew Mowen, Ph.D. (assistant professor at Penn State University), Rob Bixler, Ph.D. (assistant professor at Clemson University) and David Scott, Ph.D. (associate professor at Texas A&M University) developed and refined much of the original methodology. Noreen Lazor assisted with data entry, collected attendance statistics from the affiliates, and assisted with manuscript preparation and proofing. Jane Christyson and Vern Hartenburg provided thoughtful critiques during the development and refinement of counting methods. Mike Szoke installed and repaired mechanical traffic counters. Numerous Cleveland Metroparks staff and members of Park District affiliate organizations compiled statistics on a monthly basis.

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, fourteen of fifteen reservations now have over 100 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 1999 – 2003.

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.

Recreation Visits represent the number of visitors who are *using* the reservations primarily for recreation, education or conservation purposes. Counts only include people *parking their vehicles, or arriving by foot/bicycle/in-line skate, etc.*.

<u>Program/Facility Visits</u> represent recreation, education or conservation-oriented visits that involve *using staffed facilities and/or attending programs*. Categories include, for example, 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 Recreation Visits. They are estimated by taking the difference between Visitor Occasions and Recreation 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 Recreation Visit when they park their vehicle.

Visitation Statistics by Category for 2003

Visitor Occasions (1)	53,864,328
Recreation Visits (2)	16,491,317
Program/Facility Visits (3)	3,257,986
Commuter/Scenic Driving (4)	37,373,011

- (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, bicycle, etc.
- (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 use is the difference between Recreation Visits and Visitor Occasions.

TABLE OF CONTENTS

	page
Visitor Occasions	
Method	
Results	2
Recreation Visits	
Method	3
Results	4
Visitor Occasions and Recreation Visits by Reservation	5
Program Attendance	
Method	7
Results	7
Program Attendance at Cleveland Metroparks	
Six Year Visitation Trend Data for Cleveland Metroparks	12

LIST OF TABLES

Tables	page
Table 1. Visitor Occasions and Recreation Visits by Reservation	
FIGURE	
Figure	page
Figure 1. Six Year Visitation Trend Data for Cleveland Metroparks	12

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

Fourteen of fifteen¹ 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, a mechanical counter can then be installed at entrances with the largest flows of traffic to estimate use for the entire reservation.
- estimating the average number of people in vehicles. At the same time that vehicles are being counted, 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, bicycle, in-line skates, etc. 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 2003, park surveys were used to ascertain the percentage of walk-on/bicycle/in-line skate traffic for Big Creek Reservation. A similar survey will be conducted at Garfield Reservation in 2004.

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)

¹ Newly acquired Washington Reservation will have mechanical counters installed sometime in late 2004.

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 into this report. In 2003, a visual count was conducted in Euclid Creek Reservation to calibrate recreational visits.

Fourteen reservations have been counted, with Washington Reservation to be counted in 2004-2005. 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 and as additional visual counts are replicated. 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 unit malfunctions.

Results

Park District Attendance

During 2003, over 38.6 million vehicles carrying 53,864,328 people entered the 14 reservations of Cleveland Metroparks. This represents an upward trend in visitor occasions from the 2002 figure of 53,446,125 people. However, changes in attendance can be caused by significant construction projects (e.g., near Camp Cheerful on Valley Parkway) as well as changes in entrance weights and vehicle multipliers, particularly at the parkway areas. Visitor Occasions for each reservation (from 1999 – 2003) is presented in Table 1, page 5. A graphical representation of trend data for Visitor Occasions is also provided in Figure 1, page 12.

RECREATION 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.

An attempt at counting visitors had been tried for many years. But in 1993 a more systematic attendance counting approach 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 recreation 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 recreation 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, Euclid Creek, Garfield Park, Hinckley, Huntington, Mill Stream Run, North Chagrin, Ohio & Erie Canal, 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 was 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 was 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. For 2002, Rocky River Reservation recreation counts were re-calibrated with new entrance weights based upon visual counts. In 2003, Big Creek and Euclid Creek Reservations received visual counts to calibrate recreational visits.

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 recreation 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. In 2003, park surveys were used to determine how people accessed the reservation, whether driving, walking, bicycling, skating, etc. for Big Creek Reservation. Of the more than 2,000 visitors surveyed throughout the year, about 50% stated they drove to the reservation. Approximately 33% walked to the reservation, 22% bicycled, and 4% arrived by other means (e.g., in-line skates). A similar survey will be conducted at Garfield Park Reservation in 2004.

The All Purpose Trail (APT) system throughout Cleveland Metroparks reservations is popular with various types of recreationists, to include walkers, bicyclists, runners, and in-line skaters. In 2003, a visual count was conducted in Big Creek Reservation to determine percentages of these different types of users along the APT. Of the nearly 5,000 people observed, over 65% were walkers, about 19% were bicyclists, 13% were runners, and 1% skaters. In 2004, these types of visual counts will be conducted in Brecksville, Hinckley, Mill Stream Run, and North Chagrin reservations.

Results

Recreation 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 recreation visitation total for 2003 was 16,491,317. This is an increase over the 2002 total of 15,191,187. Recreational visitation trend data is illustrated in Figure 1, page 12.

Table 1. Visitor Occasions and Recreation Visits by Reservation

Reservation	1999	2000	2001	2002	2003
Bedford Visitor Occasions Hawthorne Parkway Recreation Visits	669,483 ⁵ 3,528,622 965,761	608,727 1,566,982 ^{3,5} 700,344	724,253 3,997,422 718,791	771,135 1,818,294 ⁹ 614,560	830,974 1,658,185 ⁹ 715,456
Big Creek Visitor Occasions Recreation Visits	15,625,327 860,068	15,599,683 942,236	15,050,091 800,697	14,632,432 749,491	14,545,869 1,190,093
Bradley Woods Visitor Occasions Recreation Visits	136,544	135,343	129,656	139,243	120,100
	136,544	135,343	129,656	139,243	120,100
Brecksville Visitor Occasions Valley Parkway Recreation Visits	1,121,484	1,062,091	1,143,312	1,147,946	1,241,959
	5,031,074	5,413,306 ³	5,413,306 ³	2,890,531	3,235,884
	1,475,198	1,270,576	1,298,243	1,141,706	1,290,426
Brookside Visitor Occasions 6 Recreation Visits 6	215,840	202,002	211,850	215,493	202,292
	215,840	202,002	211,850	215,493	202,292
Euclid Creek Visitor Occasions Recreation Visits	2,015,943 484,347	2,008,697 575,659	2,189,274 ⁵ 575,659 ^{5,8}	2,004,368 1,053,577	2,077,139 1,377,219
Garfield Park Visitor Occasions Recreation Visits ⁷	2,397,543	2,189,274	2,094,557	1,882,198	1,921,810
	537,088	461,051	487,753	463,689	420,466
Hinckley Visitor Occasions Recreation Visits	676,656 676,656	669,567 669,567	658,310 658,310	642,389 642,389	791,574 791,574
Huntington Visitor Occasions Recreation Visits	893,913	888,405	951,503	1,131,732	879,144
	893,913	888,405	951,503	1,131,732	879,144
Mill Stream Run Visitor Occasions Recreation Visits	10,400,814 1,669,249	10,813,531 1,714,368	10,572,299 1,648,314	11,289,708 1,746,438	11,442,377 1,723,058
North Chagrin Visitor Occasions Recreation Visits	1,911,195	1,782,388	1,755,090	2,082,232	1,648,047
	1,407,215	1,360,270	1,271,192	1,062,688	1,143,467

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

Reservation	1999	2000	2001	2002	2003
Ohio & Erie Canal Visitor Occasions Recreation Visits	116,388 116,388	267,792 267,792	226,282 ⁴ 226,282 ⁴	175,843 175,843	228,376 228,376
Rocky River ^{2,5} Visitor Occasions Recreation Visits	5,317,950	7,725,046	8,859,220	8,737,276	9,315,696
	4,200,888	4,355.084	4,027,607	3,711,526	4,253,260
South Chagrin Visitor Occasions Hawthorne Parkway Recreation Visits	591,174	608,885	585,442	553,959	701,146
	N/A	N/A	N/A	1,818,294 ⁹	1,658,185°
	927,774	865,899	834,840	829,760	790,815
Cleveland Metroparks Zoo & The RainForest					
Ticketed Attendance ¹⁰ + Other Zoo Attendance =	1,156,989	1,297,633	1,231,437	1,216,821	1,325,186
	141,669	178,909	246,539	296,231	40,385 ¹¹
Total Visitor Occasions	1,298,658	1,476,542	1,477,976	1,513,052	1,365,571
Total Recreation Visits	1,298,658	1,476,542	1,477,976	1,513,052	1,365,571
Adjusted Grand Total Total Visitor Occasions Total Recreation Visits	51,948,608 15,865,587	53,018,261 15,884,991	56,039,843 15,318,673	53,446,125 15,191,187	53,864,328 16,491,317

Includes golf course visits, estimated separately.

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

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.

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

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

Does not include parking lot off of Fulton Parkway.

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.

Estimates from the previous year is substituted for this count.

Parkway counted separately and count was divided evenly between Bedford and South Chagrin Reservations.

¹⁰ Includes paid and non-paid (e.g., school groups) attendance.

¹¹ Adjustment to reflect actual count of non-ticketed events, such as private zoo events and programs. N/A – Counting methodology not used.

PROGRAM ATTENDANCE

Program attendance data represent the number of visitors using facilities and/or having direct contact with staff. This data documents use of facilities, programs, festivals, etc. 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 Institute of the Great Outdoors 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 and as other non-golfing attendance. 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 2003 was 3,257,986. Program attendance in 2002 was 3,325,026. Differences in total attendance between 2002 and 2003 indicate 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 and personnel 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	1999	2000	2001	2002	2003
Affiliates					
Brecksville Reservation					
Brecksville Hist. Society	1,753	1,143	1,608 1	1,436	1,256
Hinckley Reservation			-		
Hinckley Hist. Society	1,129	4,629	733	1,100	545
YMCA Brooklyn Exchange	2,570	2,520	3,051	2,000	2,808
Huntington Reservation					
Baycrafters	106,320	107,865	42,473	42,966	33,800
Huntington Playhouse	13,139	12,259	14,135	13,357	14,483
Lake Erie Nature & Science Ctr.	154,576	137,174	162,513	112,794	156,863
Mill Stream Run Reservation					
Camp Cheerful	9,368	23,100	24,028	26,096	38,832
Cleveland Archery Club	291	291	248	No report	No report
N. Chagrin, Mill Stream, Bedford				-	-
Lake Erie Girl Scouts	951	2,005	475	No report	No report
Rocky River Reservation					
Olmsted Historical Society	5,263	5,263	5,866	10,257	8,926
Creative Cafes, Inc. (Marina)	44,033	42,721	45,214	47,885	43,431
South Chagrin Reservation					
Chagrin Valley Trails & Riding Club	569	592	631	No report	No report
Total for Affiliates	339,962	339,612	300,975	259,471	300,944
Water Safety Division					
Hinckley Dam	73,440	56,500	56,500	56,500	56,500
Huntington Beach	236,120	183,243	183,243	183,243	183,243
Ledge Lake Pool	8,819	6,780	6,780	6,780	6,780
Wallace Lake	40,167	30,818	30,818	30,818	30,818
Aquatics skills lessons	Ledge Pool	Ledge Pool	Ledge Pool	Ledge Pool	Ledge Pool
Total for Water Safety	358,546	270,561	270,561 ²	270,561 ²	270,561 ²
The Chalet					
Public admissions	27,278	25,170	30,089	39,641	33,688
Private Rentals	16,936	19,512	16,866	13,719	22,095
General Use	4,211	733	3,570	n/a	4,732
Total for The Chalet	48,425	45,415	50,525	53,360	60,515
Total for The Charet	40,423	43,413	30,323	33,300	00,515
Golf Services					
Big Met					
Golfers @ 9 holes	110,524	96,132	103,988	91,526	92,064
Clubhouse Events	120	0	760	40	n/a
Other Non-golfers	13,525	10,970	10,250	10,275	9,520
Subtotal	124,169	107,102	114,998	101,841	101,584

Table 2. Program Attendance at Cleveland Metroparks (continued)

Program Description	1999	2000	2001	2002	2003
Golf Services (cont.)					
Little Met (9-hole course)					
Golfers @ 9 holes	44,591	37,823	43,538	39,943	37,391
Clubhouse Events	297	252	n/a	n/a	n/a
Other Non-golfers	707	600	243	338	449
Sub-Total	45,595	38,675	43,781	40,281	37,840
Manakiki (18-hole course)					
Golfers @ 9 holes	75,942	68,406	60,134	55,376	57,442
Clubhouse Events	n/a	n/a	26,221	n/a	n/a
Driving Range	n/a	n/a	n/a	n/a	562
Other Non-golfers	2,245	2,022	1,506	1,714	868
Sub-Total	78,187	70,428	87,861	57,090	58,872
Mastick Woods (9-hole course)					
Golfers @ 9 holes	37,459	36,149	38,638	35,106	32,644
Clubhouse Events	251	242	n/a	n/a	47
Other Non-golfers	656	633	5,128	239	266
Sub-Total	38,366	37,024	43,766	35,345	32,957
Shawnee Hills (27-hole course)					
Golfers @ 9 holes	102,334	89,123	93,819	83,631	83,715
Driving Range	18,049	15,719	20,321	21,532	23,338
Clubhouse Events	254	221	n/a	n/a	n/a
Other Non-golfers	1090	1,072	496	0	35
Sub-Total	121,727	106,135	114,636	105,163	107,088
Sleepy Hollow (18-hole course)					
Golfers @ 9 holes	76,463	67,290	71,865	65,423	64,097
Driving Range	17,658	15,540	18,264	17,009	24,374
Clubhouse Events	11,455	10,081	8,850	7,880	5,800
Other Non-golfers	1,789	1,574	47	1,143	1,141
Sub-Total	107,365	94,485	99,026	91,455	95,412
Total Golf @ 9 holes				•	
Total Gon (a) 9 noies Total for Golf	447,313 515,409	394,923 453,849	411,982 504,068	371,005 431,175	367,353 433,753
Natural Resources					
Aquatics/Fishing	2,448	2,170	0^{1}	2,643	50
Programs	2, 44 8 647	1,626	995	2,643	30 464
_					
Total for Natural Resources	3,095	3,796	995	2,901	514

Table 2. Program Attendance at Cleveland Metroparks (continued)

Program Description	1999	2000	2001	2002	2003
Outdoor Education					
Brecksville Nature Center					
Walk-ins	22,982	21,103	20,098	19,768	18,828
Programs	22,646	22.052	27,470	26,896	28,676
Sub-Total	45,628	43,155	47,568	46,664	47,504
Garfield Park Nature Center					
Walk-ins	39,215	38,913	33,891	29,549	9,500
Programs	16,563	16,386	15,472	16,897	14,367
Sub-Total	55,778	55,299	49,363	46,446	23,867 ³
Rocky River Nature Center					
Walk-ins	66,294	37,522	112,345	114,773	113,251
Programs	31,456	43,523	45,746	40,167	43,730
Sub-Total	97,750	81,045	158,091	154,940	156,981
North Chagrin Nature Center and Education Building (combined)					
Walk-ins	77,710	62,362	88,996	75,185	77,495
Programs	38,343	35,976	38,138	34,829	36,698
Sub-Total	116,053	98,338	127,134	110,014	114,193
Institute of the Great Outdoors (IGO)	2,754	2,973	6,636	3,410	3,960
Historical Interpretation	19,013	13,093	15,032	14,554	12,092
Offsite School District Outreach	n/a	n/a	n/a	30,573	21,456
Nature Tracks-Mobile Education Unit	34,688	37,288	27,487	35,024	25,656
Youth Outdoors	298	3,946	6,079	5,646	7,259
CanalWay Center					
Walk-ins	28,143	38,090	33,190	34,895	33,775
Programs	21,803	10,594	14,573	18,514	16,587
Sub-Total	49,946	48,684	47,763	53,409	50,362
Look About Lodge					
Walk-ins	4,070	4,056	3,494	4,241	4,790
Programs	10,088	10,884	14,174	14,956	15,068
Sub-Total	14,158	14,940	17,668	19,197	19,858
Total for Outdoor Education	436,066	416,129	502,821	519,877	483,188
Ranger Department					
Programs	48,051	40,104	52,361	23,438	16,234
Parades	9,426	1,154	7,209	1,017	0
Total for Ranger Department	57,477	41,258	59,570	24,455	16,234

Table 2. Program Attendance at Cleveland Metroparks (continued)

Program Description	1999	2000	2001	2002	2003
Visitor Services					
Reserved Group Picnic Areas	74,761	86,882	95,179	108,328	100,354
Athletic Fields	26,335	20,340	4,786	34,540	54,665
Emerald Necklace Marina	11,340	11,977	12,889	11,054	11,590
Nature Centers	210	151	252	315	1,076
Other	39,459	54,241	59,302	46,608	68,690
Total for Visitor Services	152,105	173,561	172,408	202,845	243,597
Special Events and Marketing					
Initiatives					
Winter Carnival	4,430	5,863	5,907	2,303	n/a
Speakers Bureau	3,758	1,038	1,272	594	631
Research Presentations	n/a	n/a	115	n/a	n/a
Buzzard Sunday	4,475	3,882	3,097	3,809	7,568
Art & the Park	8,207	7,568	6,168	5,714	6,419
Outdoor Odyssey	Not held	Not held	1,125	845	1,200
Bat Gala	n/a	n/a	1,942	1,609	2,008
Cedar Valley Settlers Celebration	1,700	4,261	Not held	n/a	5,649
Twilight to Midnight	1,200	3,257	2,873	2,709	n/a
BugFest	5,183	7,763	1,942	6,162	5,348
Train Day	n/a	n/a	n/a	1,606	1,492
Reflections of Nature Quilt Show	n/a	n/a	n/a	n/a	4,142
Total for Special Events	56,005	34,218	27,606	28,840	34,457
Cleveland Metroparks Zoo	1 152 200	1 205 040	1 221 427	1 217 021	1 225 1064
Cleveland Metroparks Zoo/ Rain Forest	1,152,298	1,295,048	1,231,437	1,216,821	$1,325,186^4$
The Zoo private events/rentals	32,508	40,531	43,194	42,788	$40,385^5$
Education/Outreach	103,823	132,231	203,345	253,443	$40,383$ $41,872^6$
Total Contacts for Zoo	1,298,658	1,476,542	1,477,976	1,513,052	1,407,443
Total Contacts 101 Z00	1,270,030	1977 09574	197119210	1,010,002	1,707,773
Grand Total Program/Facility					
Attendance	3,265,748	3,254,941	3,374,285	3,325,026	3,257,986

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.

³ Garfield Park Nature Center renovation project from October, 2002 to August, 2003.

⁴ Reflects ticketed attendance for the Zoo, paid and non-paid (e.g., school groups) attendance.

⁵ Non-ticketed attendance (e.g., special events, private parties).

⁶ Adjustment to reflect actual count of education/outreach attendance (outreach, distance learning, teacher workshops)