# 2011 Park District Visitation: Statistics on Visitors Entering Reservations, Recreational Visits and Program & Facility Attendance



Report prepared by:

Robert Bixler, Ph.D. Clemson University

Noreen Lazor Research and Program Evaluation Division

#### **EXECUTIVE SUMMARY**

Starting in 1993, Cleveland Metroparks began a systematic effort to estimate attendance at its 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, fifteen of the sixteen 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 visits to 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 2006 – 2011.

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>Recreation Visits</u> 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*. For example, 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 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 2011

Visitor Occasions (1)	46,042,139
<b>Recreation Visits (2)</b>	15,567,093
Program/Facility Visits (3)	3,433,478
Commuter/Scenic Driving (4)	30,475,046

- (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 number 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**

Fifteen of the sixteen reservations have at least one mechanical counter installed to count vehicles entering the reservation. Before installing a mechanical counter, attendance counter technicians 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 multiplier weight based on the average number of passengers in these 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 was conducted at Garfield Reservation in 2004. Counts in Bedford Reservation were completed in 2005.

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 computer 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)) \* (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 are 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 accompanying 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 into the reservations.

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. Adjustments for multipliers used at the Ohio & Erie Canal and pedestrian counts were available mid-2001 and are incorporated into this report. Washington Reservation counts were reported starting in 2011. Recalibration of reservations is conducted after road construction or the introduction of new attractions inside or outside the reservations.

Fifteen of the sixteen 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. For example, in 2003, a visual count was conducted in Euclid Creek Reservation to calibrate recreational visits. A visual count was conducted at Bradley Woods to update the vehicle multiplier in 2004. Similarly, as new sources of variation in visitation patterns are identified, methods are refined to control for these patterns. Visual counts to recalibrate Rocky River Reservation were begun in 2006 and continued through 2007. Big Creek Reservation was recalibrated during 2008.

Installation of additional mechanical traffic counters in all reservations is an ongoing project. Estimates become more accurate as more mechanical traffic counters are installed and as additional visual counts are replicated. Also, about three percent of traffic counters will malfunction or be damaged 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 2011, 46,042,139 people entered 15 of the 16 reservations operated by Cleveland Metroparks and Cleveland Metroparks Zoo.** This represents a five percent decrease from the 2010 attendance figure. Refinement in methods used in estimating attendance contributed somewhat to the differences, but strongly evident in the data are the effects of a very wet spring and summer, with over 160+ days with rain during 2011. Visitor Occasions data for each reservation (from 2006 – 2011) is presented in Table 1, page 5.

#### **RECREATION VISITS**

People 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 a systematic attendance counting approach was implemented. 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 may draw sledders and cross-country ski enthusiasts out to the reservations resulting in large counts.

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, South Chagrin and Washington 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 0.10 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.

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 was conducted at Garfield Park Reservation in 2004. More than 1,100 park visitors were surveyed at Garfield Park Reservation throughout the year. Approximately 68% drove to the reservation, 21% walked in, 10% bicycled, and 1% arrived by other methods (e.g., in-line skates).

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 were conducted in Brecksville, Hinckley, Mill Stream Run, and North Chagrin reservations. An additional category of APT user, dog walkers, was added in 2004. South Chagrin APT was counted in 2008. Table 2 provides the data on of each APT segment that has been counted to date.

#### **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 2011 was 15,567,093 visits.

Table 1. Visitor Occasions and Recreation Visits by Reservation

Reservation	2007	2008	2009	2010	2011
Bedford					
Visitor Occasions <sup>1</sup>	746,955	733,907	745,068	732,493	708,079
Hawthorne Parkway <sup>2</sup>	300,227	300,227 <sup>f</sup>	286,769	2,406,767	2,353,807
Recreation Visits	620,257	704,902	752,172	776,332	680,374
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Big Creek		h.			
Visitor Occasions	10,697,627	9,071,014 <sup>b</sup>	9,572,589	9,358,234	8,889,404
Recreation Visits	1,066,275	974,458	1,168,109	1,090,989	978,784
<b>Bradley Woods</b>					
Visitor Occasions	99,251	87,185	89,380	97,269 <sup>b</sup>	93,268
Recreation Visits	99,251	87,185	89,380	97,269 <sup>b</sup>	93,268
Trooreaction visits	<i>,20</i> 1	07,100	0,500	91,209	<i>75</i> , <b>2</b> 00
Brecksville				L.	
Visitor Occasions 1	1,100,614	1,101,517	1,271,337	1,198,467 <sup>b</sup>	1,036,682
Valley Parkway²	3,616,714	3,175,916	2,991,522	3,650,946	2,822,375
Recreation Visits	1,486,814	1,523,002	1,337,534	1,485,935	1,067,580
Brookside					
Visitor Occasions <sup>3</sup>	215,576°	215,099°	223,976°	215,224°	207,084
Recreation Visits <sup>3</sup>	215,576	223,960	223,976	215,224	207,084
Recreation visits	213,370	223,900	223,970	213,224	207,084
<b>Euclid Creek</b>					
Visitor Occasions	2,144,726	1,906,940	2,027,995	1,995,125	1,834,018
Recreation Visits	1,044,050	1,182,536	1,149,838	1,117,998	1,164,528
Garfield Park					
Visitor Occasions	2,031,637	1,958,136	1,987,114	2,019,121	2,189,154
Recreation Visits <sup>4</sup>	465,387	431,576	468,694	495,595	446,241
Hinckley	020 451	0.62.040	0.4.4.020	020.207	010.024
Visitor Occasions	930,451	863,048	844,029	939,297	819,034
Recreation Visits	930,451	863,048	844,029	939,297	819,034
Huntington					
Visitor Occasions	993,924	922,301	924,264	958,217	904,114
Recreation Visits	993,924	922,301	924,264	958,217	904,114
Mill Stream Run					
Visitor Occasions	10,863,503	10,276,537	10,512,968	10,509,559	10,480,987
Recreation Visits	1,814,084	1,782,190	1,871,393	1,844,356	1,910,697
Accreation visits	1,017,007	1,702,170	1,0/1,3/3	1,077,330	1,710,077
North Chagrin		_			
Visitor Occasions <sup>1</sup>	1,559,623	1,897,933 <sup>d</sup>	1,981,570	1,847,449 <sup>b</sup>	1,685,746
Recreation Visits	1,440,656	1,437,494	1,565,442	1,437,981	1,358,986

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

Reservation	2007	2008	2009	2010	2011
Ohio 8 Enio Con al					
Ohio & Erie Canal	270.015	260.602	225.0508	202.000	204.020
Visitor Occasions	270,915	269,692	335,050 <sup>e</sup>	303,000	304,030
Recreation Visits	270,915	269,692	335,050	303,000	304,030
Rocky River					
Visitor Occasions	6,420,316 <sup>b</sup>	7,144,791	8,141,156	8,404,826	7,332,558
Recreation Visits	4,050,578	3,711,835	3,970,915	3,991,956 <sup>b</sup>	3,382,044
recreation visits	1,050,570	3,711,033	3,770,713	3,991,930	3,302,011
South Chagrin					
Visitor Occasions	698,972	666,616	681,895	665,256	590,971
Hawthorne Parkway <sup>2</sup>	2,050,780	1,172,526	2,043,559	2,114,430	2,353,807
Recreation Visits	714,922	736,383	864,972	826,458	813,308
	,	,	,	,	
Washington					
Visitor Occasions <sup>1,4</sup>					56,123
Recreation Visits <sup>1,4</sup>					56,123
Cleveland Metroparks					
Zoo & The RainForest					
Ticketed Attendance	1,185,972	1,162,850	1,154,607	1,130,518	1,318,458
Other Zoo Attendance	87,907	100,035	86,324	82,793	62,440
other 2007 ttendance	67,707	100,033	00,324	02,773	02,440
Total Zoo Visitor	1,229,273	1,262,885	1,240,931	1,213,311	1,380,898
Occasions					
Total Zoo Recreation	1,229,273	1,262,885	1,240,931	1,213,311	1,380,898
Visits					
Grand Total					
Total Visitor Occasions	45,971,084	43,026,270	45,901,172	48,628,991	46,042,139
Total Recreation Visits	16,442,414	16,079,835	16,341,296	16,855,908	15,567,093

#### Footnotes for Table 1

<sup>&</sup>lt;sup>1</sup> Includes golf course visits, estimated separately.
<sup>2</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.

Does not include the parking lot off Fulton Parkway.

Walk-in recreational use is only partially 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>a</sup> Unusual circumstances (roads closed for repair, new attractions) make these estimates less reliable.

<sup>&</sup>lt;sup>b</sup>A major recalibration was completed. Some differences may be due to increased accuracy.

<sup>&</sup>lt;sup>c</sup>Bridge construction traffic and the opening of a new entrance to the Zoo through Brookside Reservation, make accurate estimates for 2007-2010 difficult.

<sup>&</sup>lt;sup>d</sup>Addition of a parking lot may account for some of this increase.

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

<sup>&</sup>lt;sup>f</sup>Major technical difficulty with counters required substitution of 2007 figure.

Table 2. All Purpose Trail Use & Estimated Attendance by Reservation

Reservation	Year Count Conducted	Walkers	Runners	Bicycles	In-Line Skaters	Anglers <sup>2</sup>	Dog Walkers	APT Attendance
Brecksville	2010	62%	12%	4%	<1%	4%	22%	117,803
Hinckley	2004	73%	7%	3%	1%		16%	79,236
Mill Stream Run	2004	40%	12%	31%	6%		10%	252,783
North Chagrin	2004	83%	4%	6%	2%		5%	371,223
Bedford	2005	61%	6%	17%	1%		15%	51,718
South Chagrin	2008	60%	12%	18%	0%		10%	184,368
Big Creek	2009	50%	13%	20%	1%		16%	157,158
Ohio & Erie	2009	42%	7%	35%	1%	7%	8%	79,240
Rocky River	2010	42%	16%	25%	<1%	7%	10%	394,428
Bedford	2011	51%	10%	21%	<1%		18%	47,409

Footnotes for Table 2

<sup>1</sup>Began including dog walkers in counts in 2004.

<sup>2</sup>Began including anglers visible in streams from the APT starting in 2009.

### PROGRAM ATTENDANCE

Program attendance data represent the number of visitors using facilities and/or having direct contact with staff. These data document 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 *BugCity* 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 could take local residents out of Ohio.

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. Golf course attendance is reported as rounds of golf (nine-hole rounds), instructional classes, 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 on two different days would be counted twice). Some special events involve broad contributions from two or more departments or divisions. In these cases, each department or division reports total attendance, but the attendance for the event is only reported once in the grand total for the Park District.

#### **Results**

Overall program attendance for 2011 was 3,433,478. 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 changes over time. As always, weather patterns play a dominant role in participation rates for outdoor activities. Because each program is different in terms of length of interaction with park visitors, staff commitment, costs, fees and other variables, comparisons should not be made between programs and across divisions and departments.

**Table 3. Program Attendance at Cleveland Metroparks** 

Program Description	2007	2008	2009	2010	2011
Affiliates					
Brecksville Reservation					
Brecksville Hist. Society	1,162	1,550	1,342	1,164	1,143
Hinckley Reservation	1,102	1,550	1,5 12	1,101	1,115
Hinckley Hist. Society	196	1,057	254	168	237
YMCA Brooklyn Exchange <sup>1</sup>	No report	2,505	2,500	2,370	3,025
<b>Huntington Reservation</b>		<b>,</b>	,	<b>,</b>	- 9 -
BAYarts	17,623	29,392	32,450	33,928	46,866
Huntington Playhouse	10,023	13,357	12,223	11,586	10,411
Lake Erie Nature & Science Ctr.	185,256	189,186	$200,000^{c}$	181,414	161,314
Mill Stream Run Reservation				,	•
Camp Cheerful	64,090	66,016	65,783	66,975	52,215
Cleveland Archery Club <sup>1</sup>	No report	No report	2,670	4,355	2,160
N. Chagrin, Mill Stream,	_	_			
Bedford					
Lake Erie Girl Scouts <sup>1</sup>	No report	2,626	55	0	0
<b>Rocky River Reservation</b>					
Olmsted Historical Society	24,171	24,300	29,992	30,440	35,310
Creative Cafes, Inc. (Marina)	38,962	37,127	39,380	36,830	34,083
South Chagrin Reservation					
Chagrin Valley Trails & Riding Club <sup>1</sup>	353	351	310	303	444
<b>Total for Affiliates</b>	341,836	367,467	386,959	369,533	347,208
Water Safety Division					
Hinckley Dam	54,275	54,275	54,275	51,922	63,527
Huntington Beach	242,918	242,919	242,919	270,318	215,309
Ledge Lake Pool	28,045	29,020	32,297	44,127	45,655
Wallace Lake	50,371	50,371	50,371	38,152	16,046
<b>Total for Water Safety</b>	375,609	376,585	379,862	404,519	340,539
The Chalet					
Public admissions	26,476	29,482	31,059	39,429	31,652
Private Rentals	14,413	14,440	14,937	13,298	15,185
General Use	n/a	n/a	n/a	n/a	n/a
<b>Total for The Chalet</b>	40,889	43,922	45,996	52,727	46,837

**Table 3. Program Attendance at Cleveland Metroparks (continued)** 

Program Description Golf Services	2007	2008	2009	2010	2011
Washington Golf Learning Center					
Golfers @ 9 holes	13,020	11,945	13,219	13,003	11,831
Driving Range Tokens <sup>2</sup>	7,642	6,312	12,860	15,373	16,882
Clubhouse Events	571	648	679	1,822	302
Instructional Classes	1241	1,880	2,564	3,133	3,236
Non-golfers					785
First Tee	123	277	1,345	690	
	3,898	4,241	4,313	668	810
Sub-Total	26,495	25,303	35,283	34,689	33,846
Big Met	00 (11	02.206	05.206	75.677	64.025
Golfers @ 9 holes	83,611	83,306	85,206	75,677	64,037
Clubhouse Events	1,570	2,236	2,060	3,115	2,695
Instructional Classes	48	34	150	76	20
Non-golfers	518	295	750	1,290	1,500
Sub-Total	85,747	85,871	88,166	80,158	68,252
Little Met (9-hole course) Golfers @ 9 holes	21.770	21 416	21.756	20 (27	21.022
Instructional Classes	31,770	31,416	31,756	28,627	21,023
	0 185	0 93	0 345	0 325	0 204
Non-golfers <b>Sub-Total</b>					
Manakiki (18-hole course)	31,955	31,509	32,101	28,952	21,227
Golfers @ 9 holes	60,481	57,919	58,781	56,493	51,323
Clubhouse Events <sup>1</sup>	No Report	No report	5,959	5,966	6,962
Instructional Classes	432	481	895	790	216
Practice Tee	432 677	672	794	731	635
Non-golfers	466	480	1,285	1,227	2,452
Sub-Total	62,036	59,552	67,714	65,207	61,588
Mastick Woods (9-hole course)	02,030	37,332	07,714	03,207	01,300
Golfers @ 9 holes	26,612	26,387	27,382	25,646	20,537
Instructional Classes	48	0	0	49	36
Non-golfers	313	274	286	255	577
Sub-Total	26,973	26,661	27,668	25,950	21,150
Shawnee Hills (27-hole course)	20,5 / 6	20,001	27,000	20,500	21,100
Golfers @ 9 holes	75,049	72,961	74,976	65,280	54,520
Driving Range Tokens <sup>2</sup>	23,154	20,179	22,593	23,858	23,219
Clubhouse Events	0	0	46	180	232
Instructional Classes	638	795	1,609	1,467	1,014
Non-golfers	318	621	3,303	1,275	1,235
<b>Sub-Total</b>	99,159	94,556	102,527	92,060	80,220
Seneca Golf Course	,	,	,	,	,
Golfers @ 9 holes					30,898
Sub-Total					30,898
Sleepy Hollow (18-hole course)					
Golfers @ 9 holes	64,834	60,427	60,212	59,015	51,325
Driving Range Tokens <sup>2</sup>	40,923	35,087	36,211	37,500	45,519
Clubhouse Events	4,220	5,120	3,990	5,350	5,430
Instructional Classes	738	893	1,159	1,100	406
Non-golfers	40	0	1,860	1,100	1,155
Sub-Total	110,755	101,527	103,432	104,095	103,835
Total Golf @ 9 holes	355,377	344,361	351,532	323,741	305,494
Grand Total for Golf	443,120	424,979	456,588	431,111	421,016
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**Table 3. Program Attendance at Cleveland Metroparks (continued)** 

Program Description	2007	2008	2009	2010	2011
Outdoor Education					
Brecksville Nature Center					
Walk-ins	17,330	19,667	22,543	25,102	18,303
Programs	30,498	25,539	27,667	25,898	24,674
Sub-Total	47,828	45,206	50,210	51,000	42,977
Garfield Park Nature Center					
Walk-ins	22,679	18,841	22,074	26,401	22,635
Programs	17,985	21,427	26,533	27,673	20,656
Sub-Total	40,664	40,268	48,607	54,074	43,291
Rocky River Nature Center					
Walk-ins	102,024	107,447	130,723	122,896	111,596
Programs	52,715	40,019	48,891	51,866	44,468
Sub-Total	154,739	147,466	179,614	174,762	156,064
North Chagrin Nature Center and Education Building (combined)					
Walk-ins	61,734	64,224	66,118	63,662	65,552
Programs	35,033	34,190	26,659	26,844	26,523
Sub-Total	96,767	98,414	92,777	90,506	92,075
Institute of the Great Outdoors (IGO)	3,599	2,929	2,358	2,880	3,554
Historical Interpretation	15,615	8,950	4,072	1,101	1,043
Nature Tracks-Mobile Education Unit	20,652	17,584	21,807	19,565	21,182
Youth Outdoors	9,935	9,810	9,990	9,898	8,377
Sub-Total	49,805	39,273	38,227	33,444	34,156
CanalWay Center					
Walk-ins	15,980	28,551	23,237	25,640	29,214
Programs	23,181	16,139	19,322	19,996	20,914
Sub-Total	39,161	44,690	42,559	45,636	50,128
Look About Lodge					
Walk-ins	7,255	7,994	6,161	6,826	7,441
Programs	23,618	15,630	11,640	9,699	11,377
Sub-Total	30,873	23,624	17,801	16,525	18,818
<b>Total for Outdoor Education</b>	459,833	438,941	469,795	465,947	437,509
Natural Resources Fishing Experiences & Programs <sup>3</sup>					
Total for Natural Resources	5,880	14,742	10,064	8,301	8,324
Ranger Department					
Programs	3,339	3,424	2,868	5,901	5,846
Parades	115,929	154,193	202,118	103,050	102,885
<b>Total for Ranger Department</b>	119,268	157,617	204,986	108,951	108,731

**Table 3. Program Attendance at Cleveland Metroparks (continued)** 

Table 3. Program Attenda					2011
Program Description Vioiton Services	2007	2008	2009	2010	2011
Visitor Services					
Reserved Group Picnic Areas	101,156	97,229	88,956ª	107,441	113,232
Reserved Fields (Athletic, Multi-Purpose, Ball	22,465	33,905	22,680	24,946	30,402
Diamonds).	14212	11.077	10.400	0.020	0.627
Emerald Necklace Marina	14,212	11,977	10,400	9,820	8,627
Nature Centers	0 570	12 204	11.920	7 200	0 217
Camps	8,570	12,304	11,829	7,290	8,317
Other (Special non-exclusive uses)	162,084	175,136	137,770 <sup>a</sup>	175,481 <sup>d</sup>	119,767
<b>Total for Visitor Services</b>	308,487	330,351	271,635	324,978	280,345
Special Events and Marketing					
Initiatives					
Bat Gala <sup>3</sup>	1,170	2,139	No program	No program	No program
BrookStock <sup>3</sup>	n/a	962	2,618	2,743	2,273
BugCity <sup>3</sup>	5,807	6,018	3,719	7,846	6,746
Buzzard Sunday <sup>3</sup>	4,157	4,644	8,327	6,124	5,025
Cedar Valley Settlers Celebration <sup>3</sup>	9,867	9,436	9,921	7982	8,215
Dive-In Movie I	530	451	738	859	143
Dive-In Movie II	378	653	289	514	568
Dive-In Movie III	673	509	528	740	590
Dog Paddle And More	562	930	1,223	1472	1,187
Fall Foliage-Wood Duck Festival <sup>3</sup>	2,207	3,119	No program	No program	No program
Farm and Garden Day <sup>3</sup>	2,207 n/a	1,358	2,154	2,783	2,636
FallFest: 18 <sup>th</sup> Century Festival <sup>3</sup>	n/a	5,894	6,392	6,589	6,675
Fishing Derby: Ohio &Erie Canal <sup>3</sup>	n/a	502	825	747	457
	n/a	1,487	1,339	1,736	834
Fishing Derby: Mill Stream Run <sup>3</sup>		-	· ·	•	
Knee-High Naturalist <sup>3</sup>	764	708	1,014	718	584
Monarch Magic <sup>3</sup>	n/a	620	2,309	1,909	1,577
Nature at Night <sup>3</sup>	4,488	3,319	3,711	3,044	2,680
North Coast Nature Festival <sup>3</sup>	5,027	4,734	4,344	3,783	1,115
Outdoor Odyssey <sup>3</sup>	1,117	1,739	2,143	1,511	2,019
Reflections of Nature Quilt Show <sup>3</sup>	4,005	4,079	4,272	3,843	3,615
Speakers Bureau	866	1,277	992	903	733
Special Topic Presentations by CM Staff					2,460
Summer Beach Party	765	2,388	3,781	4,143	3,125
Touch -a- Truck					2,962
Train Day <sup>3</sup>	5,211	5,572	5,760	5,976	5,532
Winterrific	n/a	n/a	No program	No program	No program
Toad-ally Awesome Amphibians <sup>3</sup>	n/a	n/a	2,196	2,625	2,988
Snakes, Turtles & More! <sup>3</sup>	n/a	n/a	1,329	921	2,009
Nature Photography Weekend	n/a	n/a	1,569	2,835	1,379
<b>Total for Special Events</b>	47,594	62,538	71,493	72,346	68,127
Cleveland Metroparks Zoo					
Cleveland Metroparks Zoo/	1,185,972	1,162,850	1,154,607	1,130,518	1,318,458
RainForest	, <del>, , -</del>	, ,	, ,	, ,-	, , ,
The Zoo private events/rentals	32,040	32,865	29,014	34,210	21,036
Education/Outreach	55,867 <sup>b</sup>	67,170	57,310	48,583	35,350
<b>Total Contacts for Zoo</b>	1,273,879	1,262,885	1,240,931	1,213,311	1,374,844
Cuand Total Programme /E 924					
Grand Total Program/Facility Attendance	3,419,251	3,480,026	3,533,518	3,386,990	3,433,478
Attenuance	3,417,231	3,400,020	3,333,310	3,300,330	3,433,470

#### Footnotes for Table 3

<sup>1</sup>Some years lack reports of program numbers.

<sup>2</sup>Golfers average about three tokens per purchase.

<sup>3</sup>Some special events reported in the Marketing Division, Outdoor Education and/or Natural Resources sections of this report were designed and implemented through the joint efforts of at least two divisions. These counts may also have been included in counts from the Division of Outdoor Education, Marketing or Division of Natural Resources. While these figures are reported by each department or Division, they are only counted once in the Grand Total for the entire Park District

<sup>a</sup>Lower figure due to the cancellation of a major polo event and the loss of a large reserved group picnic shelter due to fire.

<sup>b</sup>Not-ticketed based education programs such as overnight Zoo Crew have been moved to education/outreach from rentals beginning on 2007.

<sup>c</sup>Based on estimates rather than tabulations.

<sup>d</sup>New shelters added to replace a facility damaged by fire.

#### **ACKNOWLEDGMENTS**

Many individuals contributed to this visitation report. Neeme Napp, John Lorincz, and Chris Charlton 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. (associate 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 and Sandra Tata 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. Cleveland Metroparks Building Trades Division installed and repaired mechanical traffic counters. Numerous staff and members of Park District affiliate organizations compiled statistics on a monthly basis.