2004 Park District Visitation: Statistics on Visitors Entering Reservations, Recreational Visits and Program & Facility Attendance

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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, 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 2000 – 2004.

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

> **Visitor Occasions** 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, or 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.*.
>
> **Program/Facility Visits** 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.
>
> **Commuter/Scenic Driving Visits** 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 2004

Visitor Occasions (1)	**55,369,945**
Recreation Visits (2)	**16,418,672**
Program/Facility Visits (3)	**3,227,790**
Commuter/Scenic Driving (4)	**38,951,273**

(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.

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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

Fourteen of fifteen[1] 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 was 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 =

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

[1] Newly acquired Washington Reservation will have mechanical counters installed sometime in early 2005.

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 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.

Fourteen reservations have been counted, with Washington Reservation to be counted in 2005. 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.

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 2004, over 39 million vehicles carrying 55,369,945 people entered the 14 reservations of Cleveland Metroparks. This represents an upward trend in visitor occasions from the 2003 figure of 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 2000 – 2004) is presented in Table 1, page 5. A graphical representation of trend data for Visitor Occasions is also provided in Figure 1, page 13.

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.

Multiple Entrance Reservations (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. Bradley Woods visitation estimates are lower in 2004 than previous years due to a multiplier adjustment based on one year of visual counts.

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 fair-weather 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 type of APT use was monitored in 2004, the percentage of dog walkers. Table 2 provides the break down of use on each APT segment that has been monitored 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 2004 was 16,418,672. This is a slight decrease over the 2003 total of 16,491,317. Recreational visitation trend data is illustrated in Figure 1, page 12.

Table 1. Visitor Occasions and Recreation Visits by Reservation

Reservation	2000	2001	2002	2003	2004
Bedford					
Visitor Occasions	608,727	724,253	771,135	830,974	**828,899**
Hawthorne Parkway [3]	1,566,982 [3,5]	3,997,422	1,818,294 [9]	1,658,185[9]	**3,778,708**
Recreation Visits	700,344	718,791	614,560	715,456	**688,307**
Big Creek					
Visitor Occasions	15,599,683	15,050,091	14,632,432	14,545,869	**13,465,659**
Recreation Visits	942,236	800,697	749,491	1,190,093	**1,082,161**
Bradley Woods					
Visitor Occasions	135,343	129,656	139,243	120,100	**103,980[12]**
Recreation Visits	135,343	129,656	139,243	120,100	**103,980**
Brecksville					
Visitor Occasions [1]	1,062,091	1,143,312	1,147,946	1,241,959	**1,192,139**
Valley Parkway [3]	5,413,306 [3]	5,413,306[3]	2,890,531	3,235,884	**2,931,209**
Recreation Visits	1,270,576	1,298,243	1,141,706	1,290,426	**1,350,708**
Brookside					
Visitor Occasions [6]	202,002	211,850	215,493	202,292	**193,255**
Recreation Visits [6]	202,002	211,850	215,493	202,292	**193,255**
Euclid Creek					
Visitor Occasions	2,008,697	2,189,274[5]	2,004,368	2,077,139	**2,084,047**
Recreation Visits	575,659	575,659 [5,8]	1,053,577	1,377,219	**1,308,722**
Garfield Park					
Visitor Occasions	2,189,274	2,094,557	1,882,198	1,921,810	**2,094,111**
Recreation Visits [7]	461,051	487,753	463,689	420,466	**425,912**
Hinckley					
Visitor Occasions	669,567	658,310	642,389	791,574	**1,198.890**
Recreation Visits	669,567	658,310	642,389	791,574	**1,198,890**
Huntington					
Visitor Occasions	888,405	951,503	1,131,732	879,144	**799,433**
Recreation Visits	888,405	951,503	1,131,732	879,144	**799,433**
Mill Stream Run					
Visitor Occasions	10,813,531	10,572,299	11,289,708	11,442,377	**11,407,662**
Recreation Visits	1,714,368	1,648,314	1,746,438	1,723,058	**1,198,893**
North Chagrin					
Visitor Occasions [1]	1,782,388	1,755,090	2,082,232	1,648,047	**1,547,152**
Recreation Visits	1,360,270	1,271,192	1,062,688	1,143,467	**1,504,291**

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

Reservation	2000	2001	2002	2003	2004
Ohio & Erie Canal					
Visitor Occasions	267,792	226,282 [4]	175,843	228,376	**282,560**
Recreation Visits	267,792	226,282 [4]	175,843	228,376	**282,560**
Rocky River [2,5]					
Visitor Occasions	7,725,046	8,859,220	8,737,276	9,315,696	**7,745,125**
Recreation Visits	4,355.084	4,027,607	3,711,526	4,253,260	**4,199,776**
South Chagrin					
Visitor Occasions	608,885	585,442	553,959	701,146	**664,892**
Hawthorne Parkway	N/A	N/A	1,818,294 [9]	1,658,185[9]	**3,778,705**
Recreation Visits	865,899	834,840	829,760	790,815	**808,265**
Cleveland Metroparks Zoo & The RainForest					
					1,230,239
Ticketed Attendance[10] +	1,297,633	1,231,437	1,216,821	1,325,186	
Other Zoo Attendance =	178,909	246,539	296,231	40,385[11]	**43,280**
Total Visitor Occasions	1,476,542	1,477,976	1,513,052	1,365,571	**1,273,519**
Total Recreation Visits	1,476,542	1,477,976	1,513,052	1,365,571	**1,273,519**
Adjusted Grand Total					
Total Visitor Occasions	53,018,261	56,039,843	53,446,125	53,864,328	**55,369,945**
Total Recreation Visits	15,884,991	15,318,673	15,191,187	16,491,317	**16,418,672**

[1] Includes golf course visits, estimated separately.
[2] Estimates are unreliable, this reservation is scheduled for re-calibration.
[3] 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.
[4] Change in method (increase in accuracy) may account for differences in figures.
[5] Unusual circumstances (roads closed for repair, new attractions) make these estimates less reliable.
[6] Does not include parking lot off of Fulton Parkway.
[7] 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.
[8] Estimates from the previous year is substituted for this count.
[9] 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.

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

Reservation	Year Count Conducted	Walkers	Runners	Bicycles	In-Line Skaters	Dog walkers	APT Attendance
Big Creek	2003	65%	12%	21%	1%	n/a[1]	123,335
Brecksville	2004	71%	6%	4%	2%	17%	86,054
CanalWay	2002	8%	3%	85%	4%	n/a[1]	39,791
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

[1]Began including dog walkers in counts in 2004.

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 *BugFest* 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. 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 would be counted twice).

Results

Overall program attendance for 2004 was 3,227,790. Program attendance in 2003 was 3,257,986. Differences in total attendance between 2003 and 2004 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 3. Program Attendance at Cleveland Metroparks

Program Description	2000	2001	2002	2003	2004
Affiliates					
Brecksville Reservation					
Brecksville Hist. Society	1,143	1,608 [1]	1,436	1,256	958
Hinckley Reservation					
Hinckley Hist. Society	4,629	733	1,100	545	2,508
YMCA Brooklyn Exchange	2,520	3,051	2,000	2,808	No Report
Huntington Reservation					
Baycrafters	107,865	42,473	42,966	33,800	42,390
Huntington Playhouse	12,259	14,135	13,357	14,483	10,437
Lake Erie Nature & Science Ctr.	137,174	162,513	112,794	156,863	172,616
Mill Stream Run Reservation					
Camp Cheerful	23,100	24,028	26,096	38,832	38,931
Cleveland Archery Club	291	248	No report	No report	No Report
N. Chagrin, Mill Stream, Bedford					
Lake Erie Girl Scouts	2,005	475	No report	No report	925
Rocky River Reservation					
Olmsted Historical Society	5,263	5,866	10,257	8,926	8,875
Creative Cafes, Inc. (Marina)	42,721	45,214	47,885	43,431	37,223
South Chagrin Reservation					
Chagrin Valley Trails & Riding Club	592	631	No report	No report	No Report
Total for Affiliates	**339,612**	**300,975**	**259,471**	**300,944**	**314,863**
Water Safety Division					
Hinckley Dam	56,500	56,500	56,500	56,500	32,743
Huntington Beach	183,243	183,243	183,243	183,243	181,988
Ledge Lake Pool	6,780	6,780	6,780	6,780	9,892
Wallace Lake	30,818	30,818	30,818	30,818	9,375
Total for Water Safety	**270,561**	**270,561 [2]**	**270,561 [2]**	**270,561 [2]**	**233,998**
The Chalet					
Public admissions	25,170	30,089	39,641	33,688	30,602
Private Rentals	19,512	16,866	13,719	22,095	20,740
General Use	733	3,570	n/a	4,732	723
Total for The Chalet	**45,415**	**50,525**	**53,360**	**60,515**	**52,065**
Golf Services					
Big Met					
Golfers @ 9 holes	96,132	103,988	91,526	92,064	91,006
Clubhouse events	0	760	40	n/a	n/a
Instructional classes	n/a	n/a	n/a	n/a	8
Non-golfers	10,970	10,250	10,275	9,520	9,180
Subtotal	**107,102**	**114,998**	**101,841**	**101,584**	**100,194**

Table 3. Program Attendance at Cleveland Metroparks (continued)

Program Description	2000	2001	2002	2003	2004
Golf Services (cont.)					
Little Met (9-hole course)					
Golfers @ 9 holes	37,823	43,538	39,943	37,391	34,050[7]
Clubhouse events	252	n/a	n/a	n/a	n/a
Instructional classes	n/a	n/a	n/a	n/a	47
Non-golfers	600	243	338	449	477
Sub-Total	**38,675**	**43,781**	**40,281**	**37,840**	**34,574**
Manakiki (18-hole course)					
Golfers @ 9 holes	68,406	60,134	55,376	57,442	59,880
Clubhouse events	n/a	26,221	n/a	n/a	n/a
Instructional classes	n/a	n/a	n/a	n/a	532
Driving Range	n/a	n/a	n/a	562	824
Non-golfers	2,022	1,506	1,714	868	625
Sub-Total	**70,428**	**87,861**	**57,090**	**58,872**	**61,861**
Mastick Woods (9-hole course)					
Golfers @ 9 holes	36,149	38,638	35,106	32,644	28,172[7]
Clubhouse Events	242	n/a	n/a	47	n/a
Instructional classes	n/a	n/a	n/a	n/a	116
Non-golfers	633	5,128	239	266	185
Sub-Total	**37,024**	**43,766**	**35,345**	**32,957**	**28,473**
Shawnee Hills (27-hole course)					
Golfers @ 9 holes	89,123	93,819	83,631	83,715	81,966
Driving Range	15,719	20,321	21,532	23,338	38,868
Clubhouse Events	221	n/a	n/a	n/a	n/a
Instructional classes	n/a	n/a	n/a	n/a	1,517
Non-golfers	1,072	496	0	35	1,680
Sub-Total	**106,135**	**114,636**	**105,163**	**107,088**	**124,031**
Sleepy Hollow (18-hole course)					
Golfers @ 9 holes	67,290	71,865	65,423	64,097	68,862
Driving Range	15,540	18,264	17,009	24,374	46,176
Clubhouse Events	10,081	8,850	7,880	5,800	n/a
Instructional classes	n/a	n/a	n/a	n/a	622
Non-golfers	1,574	47	1,143	1,141	4,860
Sub-Total	**94,485**	**99,026**	**91,455**	**95,412**	**120,520**
Total Golf @ 9 holes	**394,923**	**411,982**	**371,005**	**367,353**	**363,936**
Total for Golf	**453,849**	**504,068**	**431,175**	**433,753**	**469,653**
Natural Resources					
Aquatics/Fishing	2,170	0 [1]	2,643	50	1,282
Programs	1,626	995	258	464	1,068
Total for Natural Resources	**3,796**	**995**	**2,901**	**514**	**2,350**

Table 3. Program Attendance at Cleveland Metroparks (continued)

Program Description	2000	2001	2002	2003	2004
Outdoor Education					
Brecksville Nature Center					
Walk-ins	21,103	20,098	19,768	18,828	18,369
Programs	22.052	27,470	26,896	28,676	20,973
Sub-Total	**43,155**	**47,568**	**46,664**	**47,504**	**39,342**
Garfield Park Nature Center					
Walk-ins	38,913	33,891	29,549	9,500	29,644
Programs	16,386	15,472	16,897	14,367	19,646
Sub-Total	**55,299**	**49,363**	**46,446**	**23,867**[3]	**42,290**
Rocky River Nature Center					
Walk-ins	37,522	112,345	114,773	113,251	133,189
Programs	43,523	45,746	40,167	43,730	50,234
Sub-Total	**81,045**	**158,091**	**154,940**	**156,981**	**183,423**
North Chagrin Nature Center and Education Building (combined)					
Walk-ins	62,362	88,996	75,185	77,495	75,022
Programs	35,976	38,138	34,829	36,698	35,199
Sub-Total	**98,338**	**127,134**	**110,014**	**114,193**	**110,221**
Institute of the Great Outdoors (IGO)	2,973	6,636	3,410	3,960	6,021
Historical Interpretation	13,093	15,032	14,554	12,092	16,077
Offsite School District Outreach	n/a	n/a	30,573	21,456	n/a
Nature Tracks-Mobile Education Unit	37,288	27,487	35,024	25,656	32,318
Youth Outdoors	3,946	6,079	5,646	7,259	8,302
CanalWay Center					
Walk-ins	38,090	33,190	34,895	33,775	36,911
Programs	10,594	14,573	18,514	16,587	15,859
Sub-Total	**48,684**	**47,763**	**53,409**	**50,362**	**52,770**
Look About Lodge					
Walk-ins	4,056	3,494	4,241	4,790	2,619
Programs	10,884	14,174	14,956	15,068	17,059
Sub-Total	**14,940**	**17,668**	**19,197**	**19,858**	**19,678**
Total for Outdoor Education	**416,129**	**502,821**	**519,877**	**483,188**	**519,207**
Ranger Department					
Programs	40,104	52,361	23,438	16,234	14,650
Parades	1,154	7,209	1,017	0	2,900
Total for Ranger Department	**41,258**	**59,570**	**24,455**	**16,234**	**17,550**

Table 3. Program Attendance at Cleveland Metroparks (continued)

Program Description	2000	2001	2002	2003	2004
Visitor Services					
Reserved Group Picnic Areas	86,882	95,179	108,328	100,354	102825
Athletic Fields	20,340	4,786	34,540	54,665	48448
Emerald Necklace Marina	11,977	12,889	11,054	11,590	8869
Nature Centers	151	252	315	1,076	770
Other	54,241	59,302	46,608	68,690	104627
Total for Visitor Services	**173,561**	**172,408**	**202,845**	**243,597**	**270,204**
Special Events and Marketing Initiatives					
Winter Carnival	5,863	5,907	2,303	n/a	n/a
Speakers Bureau	1,038	1,272	594	631	7,328
North Coast Nature Festival	n/a	n/a	n/a	n/a	3,905
Buzzard Sunday	3,882	3,097	3,809	7,568	1,922
Art & the Park	7,568	6,168	5,714	6,419	n/a
Outdoor Odyssey	Not held	1,125	845	1,200	1,250
Bat Gala	n/a	1,942	1,609	2,008	n/a
Cedar Valley Settlers Celebration	4,261	Not held	n/a	5,649	5,921
Twilight to Midnight	3,257	2,873	2,709	n/a	n/a
Nature at Night	n/a	n/a	n/a	n/a	3,631
BugFest	7,763	1,942	6,162	5,348	5,744
Train Day	n/a	n/a	1,606	1,492	4,126
Reflections of Nature Quilt Show	n/a	n/a	n/a	4,142	3,710
Total for Special Events	**34,218**	**27,606**	**28,840**	**34,457**	**37,537**
Cleveland Metroparks Zoo					
Cleveland Metroparks Zoo/ Rain Forest	1,295,048	1,231,437	1,216,821	1,325,186[4]	1,230,239
The Zoo private events/rentals	40,531	43,194	42,788	40,385[5]	43,280
Education/Outreach	132,231	203,345	253,443	41,872[6]	36,844
Total Contacts for Zoo	**1,476,542**	**1,477,976**	**1,513,052**	**1,407,443**	**1,310,363**
Grand Total Program/Facility Attendance	**3,254,941**	**3,374,285**	**3,325,026**	**3,257,986**	**3,227,790**

n/a - Not applicable or count not collected.

[1] Incomplete or non-report of annual count.

[2] 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 contacts (outreach, distance learning, teacher workshops).

[7] Little Met and Mastick Woods were closed 14 days in May due to flooding.

8 Speakers Bureau numbers for 2004 include Levy engagement talks.