



Cleveland
Metroparks

100
YEARS

2017 Park District Visitation Results

Jackie McLaughlin

March 2018

Overview

Three types of visitation are measured for Cleveland Metroparks.

(1) Visitor Occasions - The number of people *entering* Cleveland Metroparks reservations by vehicle, foot, or bicycle for any reason. This includes all of those who travel through the parks as well as those who visit the parks for recreational purposes.

(2) Recreation Visits - Only includes those who *park their vehicles, or arrive by foot/bicycle/in-line skate, etc.* to use the parks.

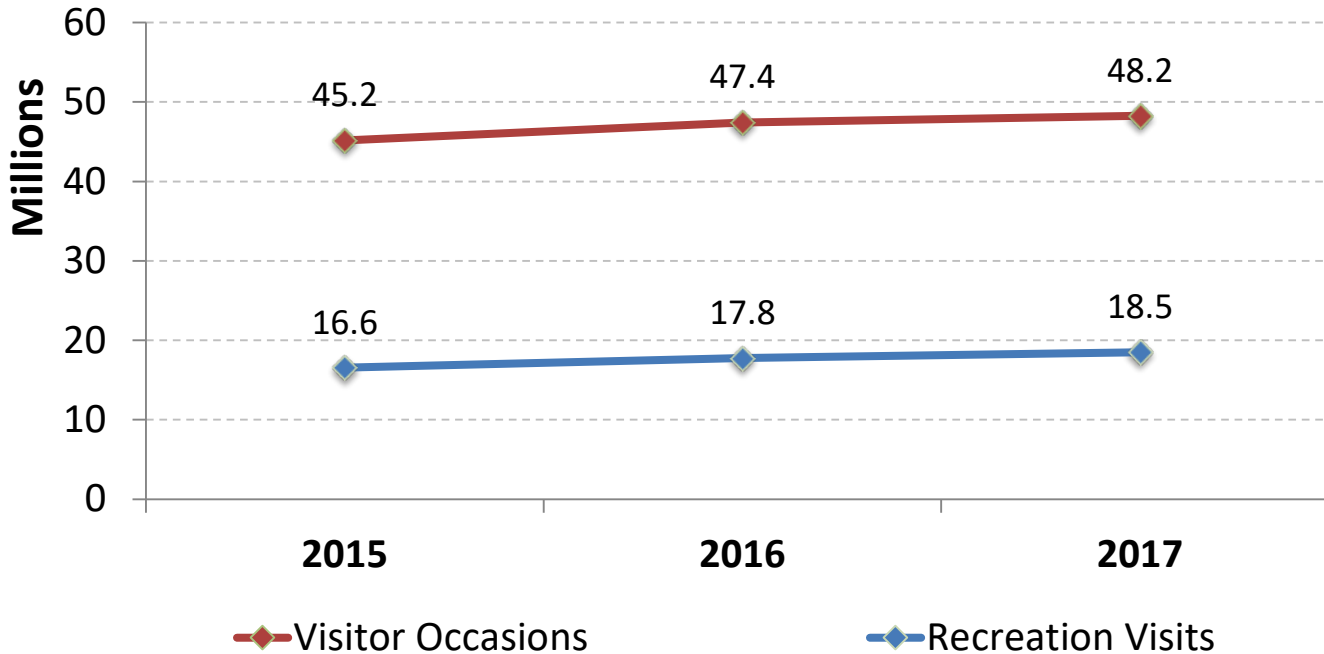
(3) Commuter/Scenic Driving Visits represents the number of vehicles and visitors unaccounted for by Recreation Visits. It is estimated by taking the difference between Visitor Occasions and Recreation Visits.

Visitation Statistics by Category for 2017

Visitor Occasions (1)	48,238,520
Recreation Visits (2)	18,506,242
Commuter/Scenic Driving (3)	29,732,278

Visitor Occasions and Recreation Visits Are Up

- **Visitor Occasions** increased by 844K and **Recreation Visits** by 741K



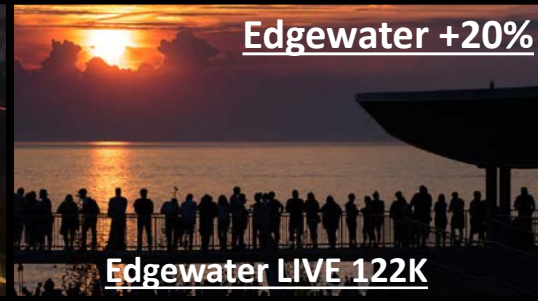
- In order to increase the overall accuracy of the annual visitation estimate, a selection of reservations have been reviewed in-depth each year (including persons per car multipliers and parking lot weights).
- In 2017, reservations given a comprehensive review included Brecksville, Mill Stream Run and Ohio & Erie Canal.
- Recalibration of the weights resulted in minor changes at Mill Stream Run and Ohio & Erie Canal, but resulted in an increase of roughly 100K recreation visits at Brecksville Reservation.

Areas Experiencing Increases in Recreation Visits

- Volunteerism was strong; WSC use was up due in part to no-charge workshops, meetings, and trainings.



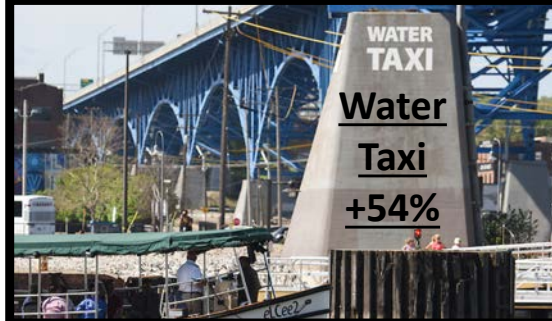
- With the opening of the Beach House, record Edgewater LIVE attendance, the Centennial celebration and the eclipse, Edgewater had a great 2017.



- The first full year for the Fort Hill stairs and events to celebrate the Centennial helped bolster Rocky River visitation.



- Both the Water Taxi and Merwin's Wharf saw substantial increases which both contributed to the 17% growth experienced by Washington.



- While there were no new exhibits or events in 2017, the re-introduction of ZooKeys and the birth of a number of animals helped the Zoo achieve 2% year over year growth.



Increases in Specific Program/Facility Visits

- Partnership programs (YO, Fat Heads, etc.)
- Fort Hill Stairs
- Increase in event attendance

Rocky River NC +55%

- Owl aviary opening
- Hosted new events; such as UpCycling and Party at the Pond

North Chagrin NC +11%

- Hosted more educator workshops
- Staffed tables at two educator events

EcoExplorers +28%

- Outings with City of Cleveland Rec Centers
- Activities led by Youth Outdoors at the Cuyahoga County Fair and Girl Scout Day at the Zoo

Youth Outdoors +16%

- Increased number of programs
- Increased program attendance
- Addition of a complete sailing progression

Outdoor Recreation +21%

- Ideal weather (zero weeks cancelled due to weather)
- Beach House opening

Edgewater LIVE +45%



Areas of Decline and Potential Factors

- Inclement weather early in the season resulted in a slow spring



- Challenges with vehicle issues and staffing (lost FT naturalist mid-year)



- Increased access to OEC via towpath may have decreased vehicle traffic to the park



- FallFest attendance down by 2,000 visitors, and construction projects



- Closures to the parkway due to flooding

