



Cleveland Metroparks®

FIND YOUR PATH

Building Upon the 2020 Growth in Visitation

April 2021



Executive Summary

- In 2020, the community looked to Cleveland Metroparks for recreation and respite, and set **record high visitation** despite challenges and impacts caused by the COVID-19 pandemic.
 - Compared to 2019, Visitor Occasions increased by 3.8M and Recreation Visits by 1.2M.
 - There were more than 19.7 million Recreation Visits in 2020.
- To build upon growth in visitation a new campaign – ***Find Your Path*** – will encourage exploration and inclusivity across the park district’s more than 24,000 acres. The campaign will broaden awareness and drive opportunities for guests to strengthen personal connections with Cleveland Metroparks.
- The *Find Your Path* campaign will feature an **all-new mobile app** giving users access to new maps of all 18 park reservations to find trails, attractions and hidden gems, as well as upcoming programs and events across Cleveland Metroparks reservations, golf courses, restaurants, retail locations and Cleveland Metroparks Zoo.
 - The all-new mobile app will be available for download on all Apple and Android devices April 19th.

Visitation 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.

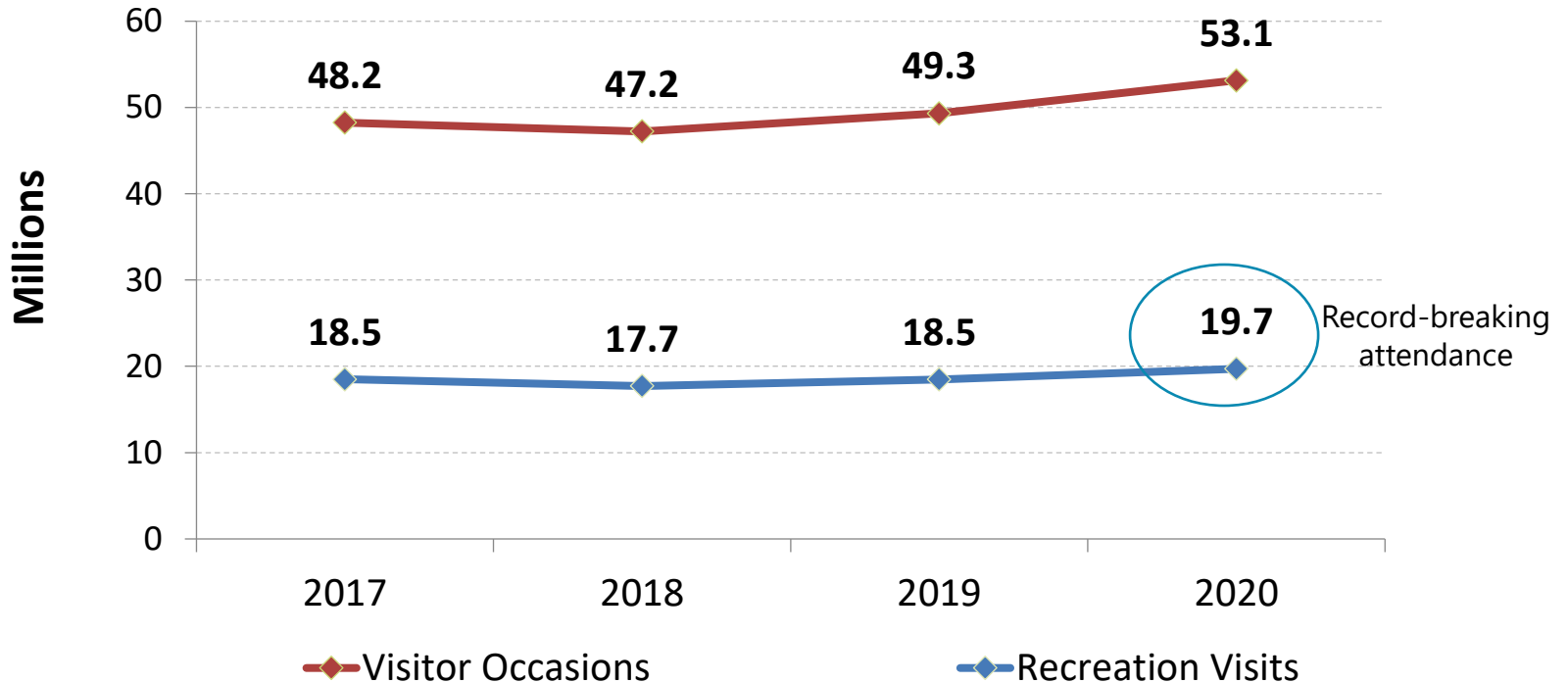
(3) Commuter/Scenic Driving Visits represents the number of vehicles and visitors unaccounted for by Recreation Visits. It is estimated by taking the difference between Visitor Occasions and Recreation Visits.

Visitation Statistics by Category for 2020

Visitor Occasions (1)	53,128,373
Recreation Visits (2)	19,714,148
Commuter/Scenic Driving (3)	33,414,225

Summary of Visitor Occasions and Recreation Visits

- **Visitor Occasions** increased by 3.8M* and **Recreation Visits** by 1.2M



During the pandemic the community looked to the park system for recreation and respite and set record high visitation despite all of the challenges the community and Cleveland Metroparks collectively faced.

Areas Experiencing Decreases

- Temporary impacts due to necessary and mandated COVID-19 closures

Brookside -3%



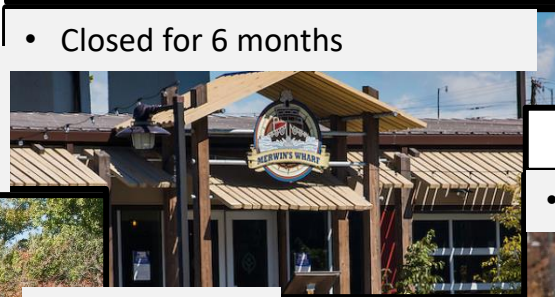
- Parking lot closures, Zoo attendance impacts
- Adult & youth sports cancelled

Tobogganing -40%



- Opened with reduced capacity
- Events cancelled

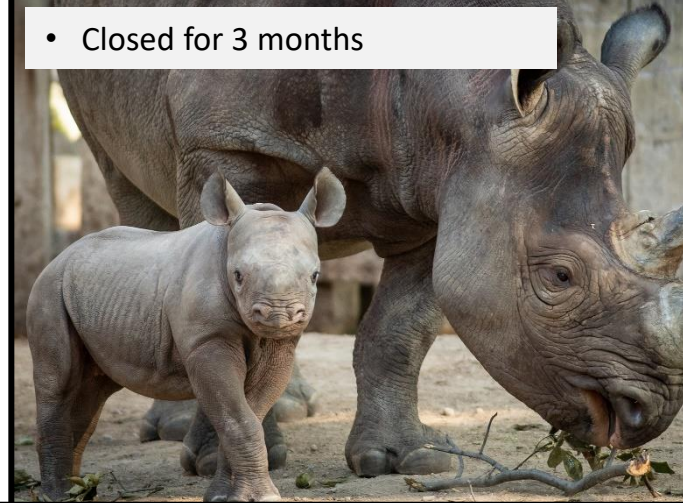
Merwin's Wharf -80%



- Closed for 6 months

Cleveland Metroparks Zoo -40%

- Closed for 3 months



Outdoor Education -73%

- Programs cancelled for 2020



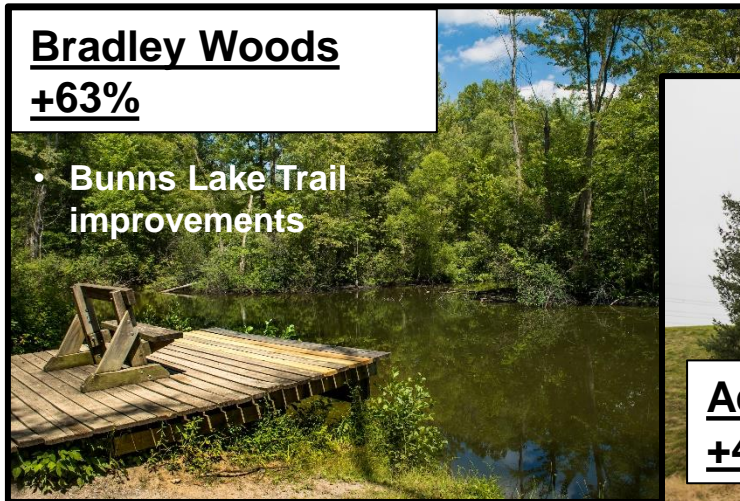
- Washington Golf Course delayed opening
- Arborview Picnic Shelter closure

2020 Increases



Bedford
+26%

- Astorhurst improvements
- Dunham Park improvements



Bradley Woods
+63%

- Bunns Lake Trail improvements



Acacia
+40%

- Increased awareness



Hinckley
+27%

- Kayak & Stand Up Paddleboard rentals



Cleveland Metroparks Golf
+31%

- Golf starts up 31%



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Evolution of Cleveland Metroparks brand position



2013 – 2016



2017



2018 – 2020



2021 - 2023



Two creative concepts were tested in a research study

BILLBOARD



PRINT AD



discover
what's yours

Share your Cleveland Metroparks #myCM



Registered trademark of Cleveland Metroparks Park District

- Over 300 miles of trails to hike, bike or run.
- Play Manakiki or Sleepy Hollow, two of Golfweek's top courses.
- Experience nature hands-on with thousands of free programs.
- Visit the newly expanded Daniel Maltz Rhino Reserve.

Two creative concepts were tested in a research study

BILLBOARD



PRINT AD

Cleveland Metroparks
FIND YOUR PATH

Mill Stream Run Reservation

Sleepy Hollow Golf Course North Chagrin Nature Center Cleveland Metroparks Zoo

- 18 Park Reservations
Explore more than 23,700 acres with over 300 miles of trails to hike, bike or run.
- 8 Scenic Golf Courses
Play Mansikuku or Sleepy Hollow, two of Golfweek's top courses.
- Nature Hands-on
Experience thousands of free education and recreation programs.
- Nationally Acclaimed Zoo
See animals from around the world.

Download Cleveland Metroparks app to choose your adventure.

“Find Your Path” concept emerged as the position

Both the My Cleveland Metroparks and Find Your Path campaigns appealed to respondents in different ways, although, Find Your Path outperformed My Cleveland Metroparks regarding all attributes.

	My Cleveland Metroparks (A)	Find Your Path(B)
Top 2 Box on a 10-point scale		
Appeal	44%	54%
Fit with the image of Cleveland Metroparks	48%	57%
Overall impression	53%	59%

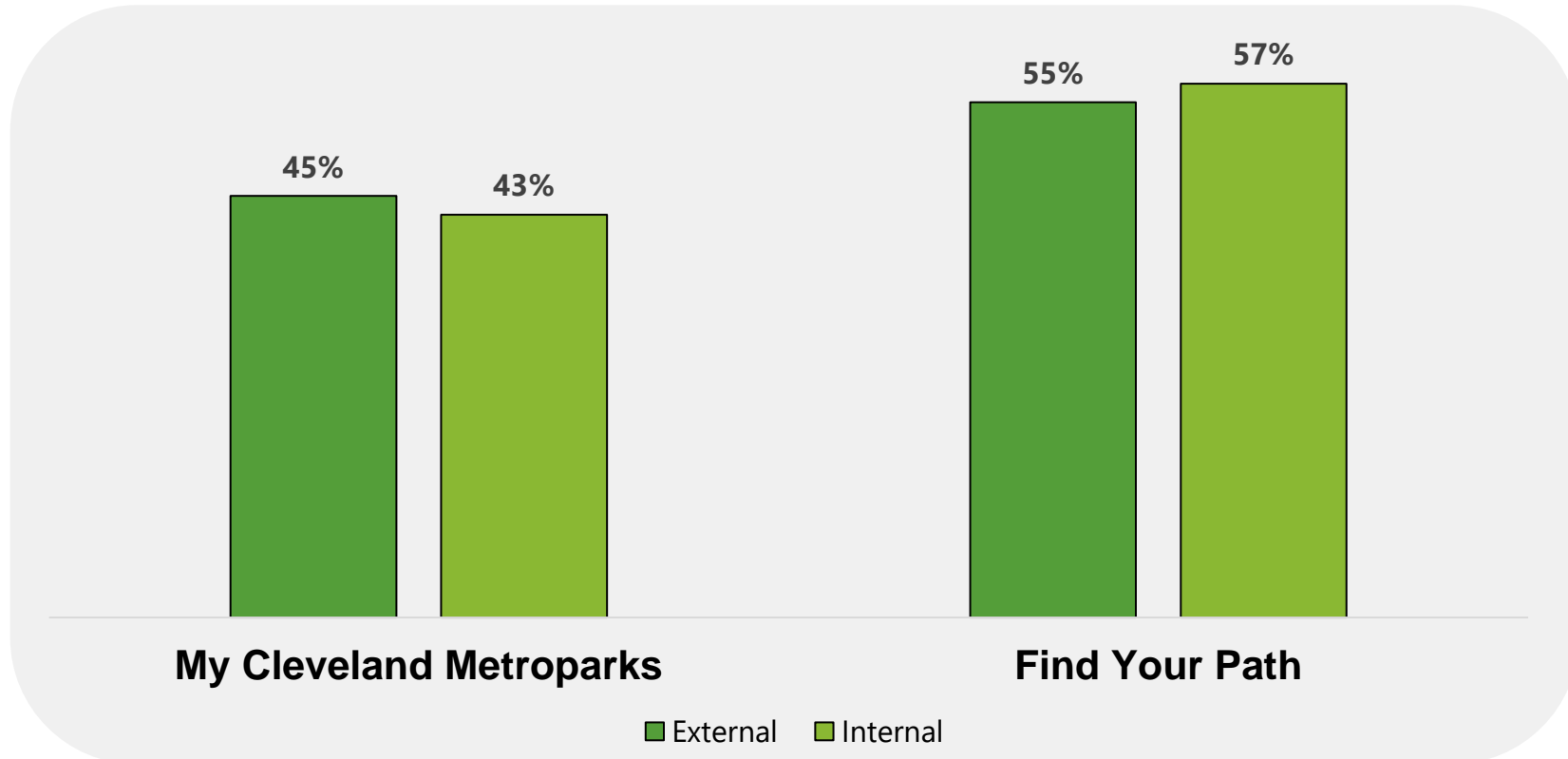
Campaign BEST described by each item		
The campaign is believable	41%	54% (A)
I had the best emotional connection with this campaign	41%	51%
I would tell family member/friend about CM based on campaign	38%	53% (A)
The campaign is memorable	41%	52%
The main idea is clearly communicated	44%	52%
The campaign is unique	42%	50%

MOST likely to motivate a visit in the future	46%	54%
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Most Appealing Tagline

- The Find Your Path tagline was the most appealing to both internal and external respondents.

Most Appealing Tagline

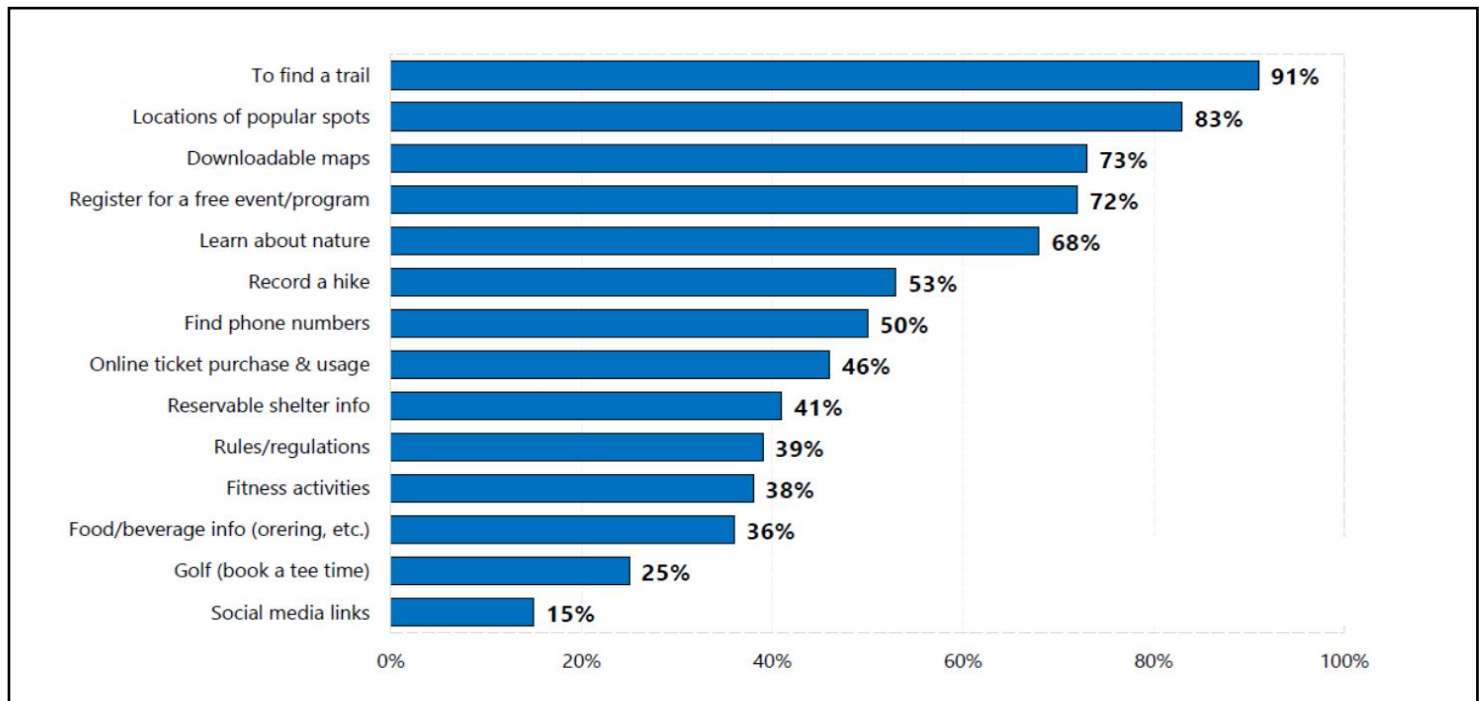


Regardless of the billboards and TV commercials you have seen, please select which tagline or phrase was most appealing to you.

All-new Mobile App

- Research identified the important function of a mobile app would be the ability to find a trail, finding locations of popular spots, and having access to downloadable maps.

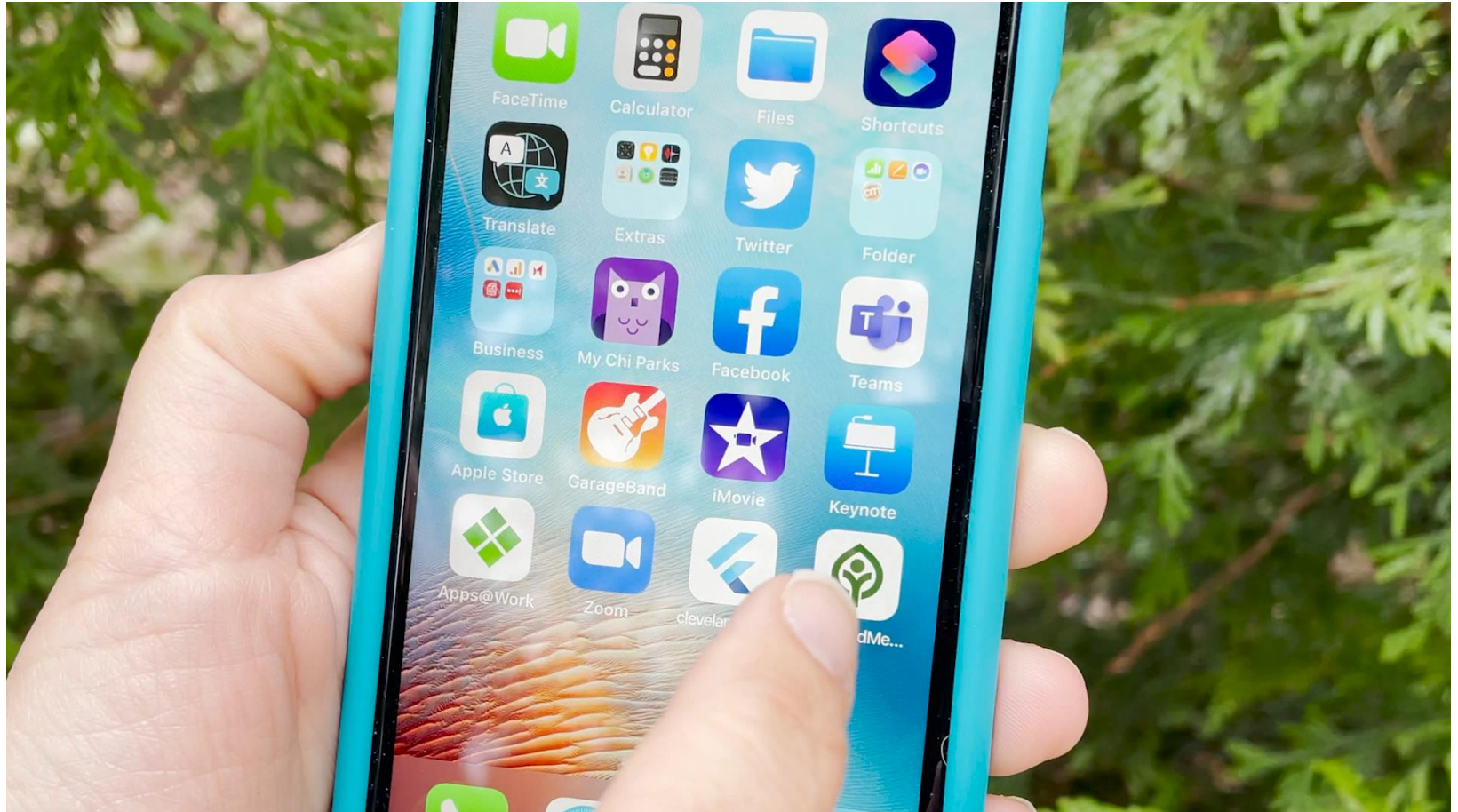
Functionality preferences:



**What ways would you like to utilize a potential Cleveland Metroparks mobile application? Select all that apply.*



Mobile App Preview

<https://www.youtube.com/watch?v=a9yRCzVFy3M>



:30 Television Advertisement

<https://youtu.be/WAaqIfi4M1U>



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The word "YOUR" is highlighted in green and contains a silhouette of a hiker with a walking stick. The word "PATH" is underlined with a green line.

Full year advertising campaign

Advertising Campaign

		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Medium	Media Deliverables	19	26							
TV	:30/:15 second commercials	X	X							
Radio	:30:15 second commercials	X	X							
Digital/ Social	Search, Display, Pre-Roll, Native Content	X	X	X	X	X	X	X	X	X
Print	Various Publications	X	X	X	X	X	X	X	X	X
OOH	Digital Billboards	X	X	X	X	X				
Other	Pole Banners	X	X	X	X	X	X	X	X	X
Other	Printed Collateral, On-site Banners	X	X	X	X	X	X	X	X	X





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COVID-19 Statement

2020 was an unprecedented year and the impacts of the COVID-19 pandemic spread to all areas of Cleveland Metroparks.

Throughout 2020, Cleveland Metroparks reservations were deemed an essential service and remained open to the public while following the directives of the Ohio Department of Health and Centers for Disease Control and Prevention (CDC). While the park reservations remained open, operations were significantly impacted to adhere to health guidelines including the necessary closures of nature centers, park shelters and playgrounds, cancelations of in-person park programming and large-scale events, reduction of parking lot capacity in high-traffic areas, as well as the three-month closure of Cleveland Metroparks Zoo.

However, while many areas were impacted or closed due to COVID-19, other park areas, including reservations, trails and golf courses saw increased visitation even with increased safety measures for social distancing.

During the pandemic, more than ever before, the community looked to the park system for recreation and respite and set record high visitation despite all of the challenges the community and Cleveland Metroparks collectively faced.

Visitation Calculation per Month



How Visitation Is Calculated – Recreation Visits

Example: Euclid Creek – Recreation Counts

February							
	COUNTER LOCATION	READING	SUM	DIVIDE BY	EXTENSION	WEIGHT	USABLE WEIGHT
REC1	All pull in lots		0	1	0		0
REC2	Highland Picnic Area	2,292	2,292	1	2,292	0.28	0.28
REC3	Quarry Picnic Area		0	1	0	0	0
REC4	Welsh Woods Picnic Area North	1,050	1,050	2	525	0.005	0.005
REC5	Welsh Woods Picnic Area South	1,061	1,061	2	531	0.01	0.01
REC6			0	1	0		0
		4,403	4,403		3,348		0.295
						Total Cars	11,347
						Ped. Adjustment	1.038
						Veh. Occup. Factor	1.75
						Total People	20,613

