



**Cleveland Metroparks®**

# 2020 Results by Strategic Priority







# Unprecedented Global Pandemic

Resulted in multiple daily virtual conferences





## Daily State Briefings



Minute-by-minute update  
required by Teams to respond  
and adapt





# Cleveland Metroparks Response







# Organizational Sustainability



Secured significant donation and grant funding

**\$6M+** received in donor support

**\$4.6M+** grants awarded

Converted 200+ users to remote work environment (in 1 week)  
Pivoted to 1000+ Remote Meetings  
40,000+ Talk Time Minutes

► Creative resource management to offset reduced revenue and lack of Federal relief while prioritizing safety as an essential service

► **\$8.6M** Savings resulting from SharedWork Ohio, executive pay reductions, position management and furloughs

► Reallocation of existing staff to preserve full time positions

## Community Feedback



Julie Weir

Thank you for the update and especially thanks to the staff who keep the parks open for all to get out o f the house for a nice walk at safe distances

Like · Reply · Message · 41w



Lissette Torres Ladina

Yay, thank you so much we are very blessed to have the Metroparks!!

Like · Reply · Message · 41w







# Protection



**SURPASSED**  
**24,000**  
acres of protection

**88+** Bedford Reservation

**25+** Hinckley Reservation

**48+** Brecksville Reservation

**24+** Mill Stream Run Reservation

## Community Feedback



Jason Cruickshank

Open spaces you provide and maintain for us, the nature and some sunshine is enough to make us whole. Thank you for your efforts.

Like · Reply · Message · 35w



Susan Mitchell

Grateful for our amazing parks.

Like · Reply · Message · 41w





# Relevancy



- ▶ **Created IDEA Task Force**  
(Inclusion, Diversity, Equity, Accessibility) Committee
- ▶ **Played essential role in mental and physical health**
- ▶ **Developed new, safe experiences for the community**
  - Trick or Treat Fest
  - Virtual Centennial 5K
  - Winter River Fest
- ▶ **Drive-thru events**
  - Asian Lantern Festival
  - Cruise the Zoo
  - Wild Winter Lights

**Quick to adapt with Virtual Classroom and Zoo drive-thru special events**

**220+** live video sessions

nearly **6** MILLION impressions

## Community Feedback



**Amber Michelle**  
This event was WELL organized and staff was very pleasant!! It ran smoothly!! Great job Cleveland Metroparks Zoo definitely will come again!!!



**Carol De Witt**  
Education is so important!! A job well done.....Love of nature is certainly a life lesson!







# Connections



## Expanded access and opportunities for healthy living and connections with nature

- Bonnie Park Restoration
- Towpath Stage 3 opening
- Daniel Maltz Rhino Reserve
- CHEERS study
- Improvements to Garfield Reservation
- Brighton Park
- Edgewater Play Area
- Huntington Reservation Improvements
- TIGER trails nears completion -  
Red Line Greenway, Whiskey Island Connector,  
Wendy Park Bridge



## Community Feedback



Mary Fitzpatrick

Thank you, Cleveland Metroparks, for helping us stay healthy and maintain our sanity in these strange times. We will continue to practice distancing on the trails and keep walking every day.

Like · Reply · Message · 40w



1



Lynn Kernya

I'm out on the Metroparks trails every day. Thank you for keeping the trails safe and dry!

Like · Reply · Message · 41w



1





# TIME TO EXPLORE

Cleveland Metroparks



**2k+** earned media stories  
valued at **\$20M+**

**18%** increase in parks related to stories

**29%** increase in zoo related to stories

Created safe experiences and proactive communications

Increase in usage  
**300+** mile trail network

Trail use up in May **81%**

Golf rounds up **33%**

**400K** across all courses  
rounds up **100K** rounds over 2019



## Community Feedback



**Jessica Hampton**  
We just enjoyed a nice walk in the park with our pups! Saw the police presence but also saw people following the rules. Everyone respected social distancing from what we saw ❤️

Like · Reply · Message · 32w



**Debbie Chapman**  
Thank you for all you've been doing. I look forward to when things return to normal.



Key learnings will continue to develop and shape the future of Cleveland Metroparks



**Cleveland  
Metroparks**