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# Events & Programs

- \* 2014 Park and Zoo Event Schedule
- \* Zoo
- \* Lakefront Strategy
- \* Golf/Footgolf
- \* Social Media-Tweet Up
- \* Cleveland Foundation



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# 2014 Park and Zoo Event Schedule



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Date	Time	Event	Location	Lead
December 21- January 12, 2014	10a-4:30p.m Tue-Sun	Water's Extreme Journey Maze	Watershed Stewardship Center	Watershed Stewardship Center at West Creek Staff
January 1, 2014	10 a.m.	Cleveland Metroparks New Year Ice Display	Lakefront Reservation-Edgewater	Marketing Events & Experiences
January 5, 2014	Noon - 5 p.m.	Winteriffic!	Chalet -Mill Stream Run	Rocky River Nature Center Staff
February 17, 2014	10 a.m. - 1 p.m.	Fairytales & Frogs	Zoo	Marketing Events & Experiences
March 15, 2014	7 a.m.	Buzzard Day	Hinckley Reservation	Brecksville Nature Center Staff
March 16, 2014	9a-230p	Buzzard Sunday	Hinckley Reservation	Brecksville Nature Center Staff
March 22, 2014	Noon-4:30 p.m.	World Water Day	Watershed Stewardship Center	Watershed Stewardship Center at West Creek Staff
April 5, 2014	1-5 p.m.	Toad-ally Awesome Amphibians	North Chagrin Nature Center	NCNC/Look About Lodge Staff
April 11-12, 2014		Golf Fitting Days	Sleepy Hollow	Golf
April 26, 2014	10 a.m.	Party for the Planet	Zoo	Marketing Events & Experiences
May 3, 2014	8 a.m.	K9 5K	Lakefront Reservation-Edgewater	Rangers
May 9, 2014	6 p.m.	Wild Ride	Zoo	Marketing Events & Experiences
May 11, 2014	10 a.m. - 5 p.m.	Mother's Day at the Zoo	Zoo	Marketing Events & Experiences



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Date	Time	Event	Location	Lead
May 17, 2014	9 a.m. - 4 p.m.	Ride the Emerald Rim	Chalet -Mill Stream Run	Outdoor Recreation
May 17, 2014	9a-4p	Children's Fishing Derby	Ohio and Erie Canal Reservation	Youth Outdoors Staff
May 18, 2014	9a-4p	Children's Fishing Derby	Millstream Run Reservation/Wallace Lake	Youth Outdoors Staff
May 24, 2014		Carousel Opening TENTATIVE	Zoo/CZS	Marketing Events & Experiences/CZS
June 1, 2014	1-5 p.m.	Knee High Naturalists	South Chagrin Reservation/Arboretum	Look About Lodge Staff
June 6, 2014	6-9p	Brecksville 75th Anniversary	Brecksville Reservation	Brecksville Nature Center Staff
June 7, 2014	9a-11p	Brecksville 75th Anniversary	Brecksville Reservation	Brecksville Nature Center Staff
June 7, 2014	11a-4p	Farm and Garden Day	Garfield Park Reservation	Garfield Park Nature Center Staff
June 7, 2014	9 a.m.	Healthy Planet, Healthy People 5K (less than 1000)	Rocky River Reservation	Rocky River Nature Center Staff
June 10, 2014		Mountain Bike Time Trials	Millstream Run Reservation - Royalview	Outdoor Recreation
June 12, 2014	5:30-8:30pm	Edgewater Live	Edgewater Beach	Marketing Events & Experiences
June 13, 2014	6-8pm	Euclid Beach Live	Euclid Creek Reservation	Marketing Events & Experiences
June 14, 2014		Edgewater Event	Lakefront Reservation-Edgewater	Stacy Allen - OEC/CW



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Date	Time	Event	Location	Lead
June 25, 2014	10 a.m.	Senior Safari	Zoo	Marketing Events & Experiences
June 26, 2014	5:30-8:30pm	Edgewater Live	Edgewater Beach	Marketing Events & Experiences
June 27, 2014	6-8pm	Euclid Beach Live	Euclid Creek Reservation	Marketing Events & Experiences
6/27-28/2014	6 p.m. - Noon	Squires Castle Family Campout	North Chagrin Reservation	Outdoor Recreation
June 27, 2014	6 p.m.	DreamNight	Zoo	Marketing Events & Experiences
July 3, 2014	5:30-8:30pm	Edgewater Live	Edgewater Beach	Marketing Events & Experiences
July 3, 2014	6-8p.m.	Stinchcomb Concerts	Rocky River Reservation	Rocky River Nature Center Staff
July 10, 2014	6-8p.m.	Stinchcomb Concerts	Rocky River Reservation	Rocky River Nature Center Staff
July 10, 2014	5:30-8:30pm	Edgewater Live	Edgewater Beach	Marketing Events & Experiences
July 11, 2014	6-8pm	Euclid Beach Live	Euclid Creek Reservation	Marketing Events & Experiences
July 17, 2014	6-8p.m.	Stinchcomb Concerts	Rocky River Reservation	Rocky River Nature Center Staff
July 17, 2014	5:30-8:30pm	Edgewater Live	Edgewater Beach	Marketing Events & Experiences
July 18, 2014	6-8pm	Euclid Beach Live	Euclid Creek Reservation	Marketing Events & Experiences



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Date	Time	Event	Location	Lead
August 7, 2014	5:30-8:30pm	Edgewater Live	Edgewater Beach	Marketing Events & Experiences
August 8, 2014	8p.m.	Dive In Movie II	Ledge Pool & Recreation Area	Christy Szoke- Aquatics
August 9, 2014	11a-4p	Bug City	Garfield Park Reservation	Garfield Park Nature Center Staff
August 9, 2014	10 a.m.	Creature Comforts	Zoo	Marketing Events & Experiences
August 9, 2014	3-7pm	Beer at the Pier	Edgewater Park	Marketing Events & Experiences
August 14, 2014	5:30-8:30pm	Edgewater Live	Edgewater Beach	Marketing Events & Experiences
August 15-16, 2014	6 p.m. - Noon	Squires Castle Family Campout	North Chagrin Reservation	Outdoor Recreation
8/17/2014 (not confirmed)		Touch-a-Truck		Park Ops (Jim Rodstrom)
August 23, 2014	4-8 p.m.	Snakes Turtles and Fun	South Chagrin Reservation/Shelterhouse	Look About Lodge Staff
8/24/2014 (not confirmed)		Summerfest (Edgewater Yacht Club 100 Anniversary Celebration)	Lakefront Reservation - Edgewater	Marketing Events & Experiences
August 24, 2014	1-5p	Dog Paddle and Pet-a-palooza	Hinckley Reservation-Ledge Pool & Rec Area	Christy Szoke- Aquatics
September 3, 2014	10 a.m.	Senior Safari	Zoo	Marketing Events & Experiences
September 7, 2014	Noon - 4:30 p.m.	Backyard Biodiversity Bash	Watershed Stewardship Center	Watershed Stewardship Center at West Creek Staff



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Date	Time	Event	Location	Lead
October 4, 2014		Steelhead Expo	Rocky River Nature Center	Rocky River Nature Center Staff
October 11, 2014	Noon - 4 p.m.	Outdoor Odyssey	Ohio and Erie Canal Reservation	Youth Outdoors Staff
October 16, 2014	6-9p	Boo at the Zoo	Zoo	Marketing Events & Experiences
October 17, 2014	6-9p	Boo at the Zoo	Zoo	Marketing Events & Experiences
October 18, 2014	6-9p	Boo at the Zoo	Zoo	Marketing Events & Experiences
October 18, 2014	7-11 a.m.	Chippewa Creek Challenge	Brecksville Reservation	Nancy Desmond- Trails Fund
October 18, 2014	4-9 p.m.	Nature at Night	North Chagrin River Grove	Look About Lodge Staff
October 19, 2014	6-9p	Boo at the Zoo	Zoo	Marketing Events & Experiences
October 23, 2014	6-9p	Boo at the Zoo	Zoo	Marketing Events & Experiences
October 24, 2014	6-9p	Boo at the Zoo	Zoo	Marketing Events & Experiences
October 25, 2014	6-9p	Boo at the Zoo	Zoo	Marketing Events & Experiences
October 25, 2014	4-6:30 p.m.	Cleveland Metroparks 5K and Family Fun Run	Lakefront Reservation - Edgewater	Outdoor Recreation
October 26, 2014	6-9p	Boo at the Zoo	Zoo	Marketing Events & Experiences





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Date	Time	Event	Location	Lead
November 1, 2014	3-8 p.m.	Cleveland Metroparks 5K and Family Fun Run	North Chagrin Reservation	Outdoor Recreation
November 1, 2014	930a-5p	Reflections of Nature Quilt Show	Rocky River Reservation	Rocky River Nature Center Staff
November 2, 2014	930a-5p	Reflections of Nature Quilt Show	Rocky River Reservation	Rocky River Nature Center Staff
November 15, 2014	10 a.m.	America Recycles Day	Zoo	Marketing Events & Experiences
November 27, 2014	10 a.m.	Thanksgiving Day at the Zoo	Zoo	Marketing Events & Experiences
November 29, 2014	930a-5p	Inspired by Nature Arts & Crafts sale	Rocky River Reservation	Rocky River Nature Center Staff
November 30, 2014	930a-5p	Inspired by Nature Arts & Crafts sale	Rocky River Reservation	Rocky River Nature Center Staff
December 26, 2014	10 a.m.	December Days at the Zoo	Zoo	Marketing Events & Experiences
December 27, 2014	10 a.m.	December Days at the Zoo	Zoo	Marketing Events & Experiences
December 28, 2014	10 a.m.	December Days at the Zoo	Zoo	Marketing Events & Experiences
December 29, 2014	10 a.m.	December Days at the Zoo	Zoo	Marketing Events & Experiences
December 30, 2014	10 a.m.	December Days at the Zoo	Zoo	Marketing Events & Experiences
December 31, 2014	10a-1p	Noon Year's Eve	Zoo	Marketing Events & Experiences



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# Free vs. Half Price Admission



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Date	Reg Paid Admission	Free	1/2 Off	Zoo Mmbr	Total Admission	Admission Revenue	F&B Total	F&B Commission	Other Receivables	Event Network	EN Commission	Total Revenue	Weather
Mothers Day													
9-May-10	3941	1166		2148	7255	\$20,246.00	\$15,848.00	\$2,789.00	\$4,807.00	\$17,612.00	\$4,579.12	\$32,421.12	53°/Dry
8-May-11	7801	4141		4361	16303	\$55,555.00	\$47,070.00	\$8,109.00	\$6,079.00	\$29,995.00	\$7,798.70	\$77,541.70	64°/Dry
13-May-12	4554		2161	2868	9583	\$48,202.00	\$30,819.00	\$5,796.00	\$2,280.00	\$23,103.00	\$6,006.78	\$62,284.78	69°/Dry
12-May-13	1754		831	1176	3861	\$19,344.00	\$9,936.00	\$1,671.58	\$5,541.00	\$12,930.00	\$3,361.80	\$29,918.80	50°/Rain
11-May-14	3888	3557	184	2500	10374	\$41,211.00	\$40,361.00	\$7,210.00	\$6,557.50	\$24,208.00	\$6,294.08	\$61,272.58	80°/Sunny
											\$-		
											\$-		
Fathers Day											\$-		
20-Jun-12	2437	1632		2153	8375	\$27,685.00	\$31,116.00	\$5,411.05	\$6,399.00	\$17,363.00	\$4,514.38	\$44,009.43	97°/Dry
19-Jun-11	4243	2391		2471	10576	\$46,125.00	\$41,039.00	\$6,874.00	\$4,736.00	\$24,230.00	\$6,299.80	\$64,034.80	75°/Rain
17-Jun-12	1594		870	926	4316	\$25,440.00	\$17,237.00	\$3,544.23	\$2,512.00	\$13,535.00	\$3,519.10	\$35,015.33	84°/Rain
16-Jun-13	1183		778	1126	4213	\$22,454.00	\$20,171.00	\$3,975.00	\$7,746.00	\$10,293.00	\$2,676.18	\$36,851.18	75°/Rain



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Date	Reg Paid Admission	Free	1/2 Off	Zoo Mmbr	Total Admission	Admission Revenue	F&B Total	F&B Commission	Other Receivables	Event Network	EN Commission	Total Revenue	Weather
15-Jun-14	2857	1586	79	1339	7213	\$30,930.00	\$37,702.00	\$5,655.00		\$18,360.00	\$4,773.60	\$41,358.60	82°/Sunny
Thanksgiving											\$-		
25-Nov-10	0				4086		\$3,670.00	\$367.00		\$4,306.00	\$1,119.56	\$1,486.56	55°/Rain
24-Nov-11	0				9335		\$8,074.00	\$807.40		\$7,847.00	\$2,040.22	\$2,847.62	54°/Dry
22-Nov-12	0				15249		\$11,646.00	\$1,164.60		\$10,162.00	\$2,642.12	\$3,806.72	62°/Dry
28-Nov-13	0				4874		\$3,136.00	\$313.60		\$3,887.00	\$1,010.62	\$1,324.22	32°/Dry
27-Nov-14	0				5035		\$3,646.00	\$547.00	\$725.00	\$4,383.00	\$1,139.58	\$2,411.58	34°/Dry



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ZOO



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# 2014 Zoo Events

- \* **Fairytales & Frogs** is an event held inside The RainForest on President's Day that celebrates frogs and their roles in fairytales and facts.

February 17

Attendance: 1,954

- \* **Party for the Planet** is an Earth Day celebration and an AZA initiative that promotes the Zoo's recycling, sustainability and conservation efforts both here and abroad.

April 26

Attendance: 35,701 \* Free Admission/Cleveland Foundation Day

- \* **Mother's Day** features free admission for all moms and gives Zoo staff the chance to educate guests about animal parenting behaviors.

May 11

Attendance: 10,374 (2,761 free moms)

- \* **Father's Day** features free admission for all dads and extends the mission by giving Zoo staff the opportunity to educate guests about the Zoo's animal fathers.

June 15

Attendance: 7,192 (1,586 free dads)

- \* **Senior Safari** provides free admission to guests age 55 and better while providing free health screenings and promoting healthy lifestyles.

June 25

Attendance: 4,028 (870 seniors)

Sept. 4

Attendance: 2,223 (1,109 seniors)





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# 2014 Zoo Events

- \* **Creature Comforts** is an event to showcase the Zoo's animal care techniques with a full schedule of animal enrichment demonstrations throughout the day.

August 9      Attendance: 9,165

- \* **Boo at the Zoo** is a safe, non-scary, Halloween event produced over eight nights that treats guests to a variety of entertainment opportunities and animals on exhibit.

October 16-19 & 23 – 26      Attendance: 42,494

- \* **Thanksgiving at the Zoo** offers free admission and a full schedule of public animal feedings and opportunities to interact with animal keepers.

November 27      Attendance: 5,035

- \* **December Days** features holiday crafts, live music, cookie decorating and free, heated shuttle service inside the Zoo.

December 26-30      Attendance: 15,466 (2013 Event/14 Days)

- \* **Noon Year's Eve** is a family-friendly celebration of the holiday featuring music, dancing, live animal shows and a traditional ball drop at the stroke of noon.

December 31      Attendance: 2,153 (2013 Event)



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# Lakefront





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# Executive Summary

- \* Year-round business plan to increase visitation, participation and revenue at Cleveland Metroparks Lakefront Properties
    - \* Edgewater
    - \* E. 55<sup>th</sup> Street
    - \* E. 72<sup>nd</sup> Street
    - \* Euclid Beach/Villa Angela/Wildwood
- Provide recreational opportunities for individuals and families to enjoy.

# On the Edge

- \* The event combined art and nature.

June 14

Attendance: 4,000-5,000





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# Edgewater Live

- \* A free 10-week concert series produced at Edgewater Park featuring live local bands, food trucks, beach games, yoga classes and stand-up paddle boarding lessons.

June 12 – August 14

Attendance: 100,000 +





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# Euclid Beach Live

- \* A free 10-week concert series produced at Euclid Beach Park featuring live local bands and food vendors.

June 13 – July 31

Attendance: 3,000 +





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# Beer at the Pier

- \* A one-day craft beer festival at Edgewater Park featuring brewers from throughout Ohio.

August 9

Attendance: 2,000 +

- \* \$29,700 donated to trails fund





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# Euclid Beach Blast

- \* Severe weather limited attendance to 600.





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# Remembering the Sights & Sounds of Euclid Beach

\* Attendance 3,000



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# Foot Golf





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# Kick off Event

- \* Free “FootGolf Kick Off” at Mastick Woods on April 12 with more than 150 participants before noon.
- \* 4,704 rounds played at Mastick Woods
- \* FootGolf represents about 28 percent of Mastick Woods’ total rounds.





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# Social Media



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# Tweet Up!

- \* **When:** Thursday, October 9, 2014 from 5:00 to 7:00 p.m.
- \* **Location:** Merwin's Wharf
- \* **Background:** Cleveland.com hosts regular TweetUps as a social networking opportunity to highlight what's new in Cleveland. These are open to the public and free for all to attend, all you need is a Twitter handle. Hashtag: #CLEtweetup
- \* **Attendance:** 148 RSVP'd yes via Facebook, 104 attended

# Results for #CLEtweetup



**Jacquie Chakirelis** %E2%80%8F@CLE\_Mom 11h  
@CharityIdeas @mmlavelle @clevelanddotcom @NEO\_MediaGroup Love it! #CLEtweetup  
View conversation Reply Retweet Favorite More

MaryLee Sutter favored



**Cleveland Bike Tours** %E2%80%8F@BikeCLE 12h  
Actually @BikeCLE ;) RT @mmlavelle: 4 of the coolest. #cletweetup @KaseyCrabtree  
@MaryLeeS @EatDrinkClev  
View photo Reply Retweet Favorite More



**Cleveland Metroparks** %E2%80%8F@clevemetroparks 13h  
Views from the @clevelanddotcom #CLEtweetup at clevemetroparks #MerwinsWharf!  
#cuyahogariver... instagram.com/p/t8-eiCEEyc/  
Cleveland, OH  
Expand Reply Favorite More



**Crystal A.** %E2%80%8F@EatDrinkClev 13h  
Fun time at the #CLEtweetup - Thx @clevelanddotcom @clevemetroparks and #MerwinsWharf  
#ThisIsCLE  
Expand Reply Retweet Favorited More



**Amy Neumann** %E2%80%8F@CharityIdeas 13h  
Great #CLEtweetup tonight! With @mmlavelle, @CLE\_Mom #CLE @clevelanddotcom  
@NEO\_MediaGroup



**Samantha Martin** %E2%80%8F@CiaoSamantha 13h  
@clevelanddotcom great event! Enjoyed checking out the new spot & networking (and of  
course the pretzel bites...) #CLEtweetup  
View conversation Reply Retweet Favorited More



# Results for #CLEtweetup



**Very Rare Dai (day)** %E2%80%8F@VeryRareDai 14h

"Had a nice time at the #CLEtweetup w @clevelanddotcom @clevemetro parks #MerwinsWharf. Have to go back and try that menu! Looked delicious!"

Expand

Reply

Retweet

Favorited

More



**Bruce Kratofil** %E2%80%8F@bjkresearch 14h

Rowers at the #CleTweetup [instagram.com/p/t8rEqEOuD-/](https://www.instagram.com/p/t8rEqEOuD-/)

Expand

Reply

Retweet

Favorite

More



**Al Wasco** %E2%80%8F@awdsgn 14h

Thanks @clevemetro parks for tonite's hospitality #CLEtweetup

Expand

Reply

Retweet

Favorited

More

NE Ohio Media Group favorited



**Cara Loughlin** %E2%80%8F@packrat1072 15h

@clevelanddotcom @clevemetro parks Thank you for the hayride tix, perfect way to spend my bday! #CLEtweetup



**Crystal A.** %E2%80%8F@EatDrinkClev 15h

Awesome view at the #CLEtweetup #MerwinsWharf @ Merwins Wharf [instagram.com/p/t8qm8LG-Fr/](https://www.instagram.com/p/t8qm8LG-Fr/)

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**Jacquie Chakirelis** %E2%80%8F@CLE\_Mom 15h

Arrived for #cletweetup!

View photo

Reply

Retweet

Favorited

More



**Tim Long** %E2%80%8F@TimothyLong 15h

And I just won passes for @clevemetro parks golf courses! Best tweet up ever! #CLEtweetup

Expand

Reply

Retweeted

Favorited

More





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# Nature Centers



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# Farm and Garden Day





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# Farm and Garden Day







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# Backyard Biodiversity Bash





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# Nature at Night





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# Cleveland Foundation



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# Centennial Celebration Gifts

- \* CM selected for partnerships in 3 Centennial Celebration Gifts to the Community



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# Centennial Celebration Gifts

- \* April 26<sup>th</sup> Cleveland Foundation Day at Cleveland Metroparks Zoo.
- \* Free admission from 10am to 5pm
- \* First free weekend day for visitors in almost 20 years
- \* Attendance: 35,000



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# Centennial Celebration Gifts

- \* September 13<sup>th</sup> and 28<sup>th</sup>: Water Weekends
  - \* 6,000 Free tickets for an hour-long cruise on the Goodtime III.
  - \* Representatives from the foundation's September gift partners – Cleveland Metroparks, the city of Cleveland's Office of Sustainability, The Nature Conservancy and Northeast Ohio Regional Sewer District – were on board during the cruises to answer questions and to provide educational materials on topics such as local water quality and conservation efforts.
  - \* Microsite was created for event



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- BORN FROM WATER
- OUR LIVES TODAY
- FUTURE PLANS
- HEALTHY WATER TIPS
- SHARE IDEAS
- OUR PARTNERS

### Cleveland Foundation Centennial Celebration

#### September Gift: Weekends on the Water

Cleveland Foundation Centennial Celebration has been highlighted for providing gifts to the community each month. The September gift of Weekends on the Water was designed to demonstrate how our water resources have a far-reaching daily impact on the lives of every person in our community.

We hope that by providing a thorough explanation of our water resources, more people will find opportunities to engage with local watersheds through education, participation and personal commitment. We also hope others will share our appreciation for Lake Erie, the Cuyahoga River and rare opportunities to live within such proximity to these great natural water resources.

This celebration will also be an opportunity to showcase many programs and projects that the Cleveland Foundation has supported through the years, from the acquisition of property that ultimately helped form Cleveland Metroparks to the new Cleveland Foundation Centennial Trail: Lake Link Trail. The Cleveland Foundation and our partners have been instrumental in creating linkages to water for the community, business and individual use.

Included in this site:

- [A city is born from water](#)
- [Our lives today in a water system](#)
- [Fast forward to the future: plans currently in place](#)
- [Tips on living in a healthy water environment](#)
- [Partners](#)



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# Centennial Celebration Gifts

- \* December 30<sup>th</sup>: Cleveland Foundation Day of Family Fun
  - \* CM moving Winteriffic from January 4<sup>th</sup> to December 30<sup>th</sup>
  - \* Free Toboggan and Hot Chocolate
    - \* Winter activities including ice carving, dog sledders, ice fishing, snow sculptures, ect.
- \* YMCA, University Circle Skating Rink, and Cleveland Recreation Centers will be open as well.





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# 2015 Projects



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\* Zoo

\* Parks

\* Golf



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# Year End Report

