



Managing our Community's Investments



Enjoying Goodman Pool

Goodman Pool

Goodman Pool reached its financial budget target of breaking even. Each of the last three years, major strides have been made toward having the Goodman Pool operate without city subsidy. Despite the very chilly July, Madison Parks staff was able to capitalize on the days it was warm and great for swimming. By using staff in an effective and efficient way, daily and hourly costs were kept under control on the days the pool was open and closed. The pool enjoyed the continued support of the community and Goodman Brothers scholarship endowments. Over 2000 children were able to learn to swim and enjoy the pool this summer thanks to this continued support. Madison Parks also started a new marketing plan this season. By partnering with many area businesses and organizations, Madison Parks offered special promotions throughout the season.



Glenway Golf Course

72 Challenging Holes, 4 Unique Courses - Golf Madison Parks

The Madison Parks Golf Courses realized a net surplus of \$256,000. Golf rounds increased by 1,400, and operational expenses were reduced by more effective and efficient staff assignments and scheduling. In 2009, revenues were up 2.9% while expenditures were reduced by 15%. Operational expenses were reduced by shifting 3 full-time golf maintenance employees into open and available general parks maintenance positions. While keeping course conditions and standards at a high level, seasonal staff was utilized for mowing. In addition to the staff cost reduction, debt service costs and supplies were also reduced. Thanks to a consistent and expanded marketing plan, 2009 saw golf rounds increase, reversing an 8-year downward trend.

Strengthening our Brand

Madison Parks took strides in marketing in 2009. Madison Parks is one of our community's most valuable resources and is where we go to play. Madison Parks champions our high quality of life and brings families together. After a year-long process of assessing the community and staff, one word rose to the top – PLAY. To highlight the specific segments of our division, new logos were designed to bring together the unique aspects of Madison Parks. From Golf Madison Parks, to Hike Madison Parks to Volunteer Madison Parks – a consistent logo was designed with the flexibility to make it unique.

Also this year the first ***“Play Madison Parks” Magazine*** was created. This annual publication give Madisonians and visitors a glimpse of all that our city's parks have to offer, from sprawling trails to frost covered ponds. The magazine offers readers a chance to engage themselves in the assortment of programs and activities offered in our parks. As a complement to the magazine, smaller, separate brochures and trifolds were also created for specific and expanded information.

Special Events

As a Madison Parks Staff initiative to expand recreational opportunities, new event were launched in 2009. In May Madison Parks teamed with the Madison Mallards for the first ever “Remarkable Rubber Ducky River Race.” Rubber ducks were raced down the Yahara River at Tenney Park and all proceeds of the event went to Goodman Pool Scholarships. In July, staff held a Madison Parks Open House to showcase the services offered by our division. In fall, staff created a very successful Madison Parks Hayrides program. Finally, throughout the spring and summer, Madison Parks had an informational table at the Saturday Farmers’ Market.

play
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PARKS**



Rubber Ducky River Race



Madison Parks Hayride

Celebrating Milestones



*Warner Park Community
Recreation Center*



*Olbrich Botanical
Gardens*

September 19, 2009 marked the **10 year anniversary of the Warner Park Community Recreation Center**. For the past ten years WPCRC has prided itself in its unique role in the northside community, where its mission is to provide innovative growth and enrichment opportunities for the Madison community while connecting people of all ages, races and cultural backgrounds. A week-long celebration in September included a recognition brunch, free recreation classes and a community dance.

In 2009, Warner Park Community Recreation Center invested in new exercise equipment, reinvested in the gymnasium floor, and welcomed the Audubon Art Show to the center.

Olbrich Botanical Society was named **2009 Outstanding Philanthropic Organization** by the local chapter of the Association of Fundraising Professionals. The Madison Parks Division nominated the Society for this prestigious award. This 30-year partnership between the City and the Society has directly contributed to the success of Olbrich Botanical Gardens.

Olbrich's fundraising program brought in \$1,016,845 for operations against a budget of \$1,018,419. In addition, \$17,575 was donated for special projects, and goods and services worth \$145,533 were accepted. Bequests totaling \$215,730 were received and placed into endowment with the Olbrich Botanical Society Foundation.

Olbrich Botanical Society membership is a shining star for the Gardens. Recruitment efforts have remained consistent through the past four years, but the results have increased with retention at 75%. 2006: 5,035 households, 2007: 5,043 households, 2008: 5,310 households, 2009: 5,426 households

Exceeding Expectations

Ride The Drive

August 30, 2009 | Madison, WI demonstrated its commitment to becoming one of America's most bicycle-friendly cities with a new event called Ride the Drive. Ride the Drive turned a 6-mile loop of Madison's signature streets (John Nolen Drive, East Washington Avenue and the Capitol Square) into a public promenade that was closed to motorized vehicles for the duration of the event.

The free event, co-sponsored by the City of Madison, Madison Parks, and Trek Bicycle Corporation, drew an estimated 20,000 people to ride, walk and skate on the route, enjoy live music, food, and participate in various public art projects. Kids were handed chalk and created a work of art in the middle of Blair Street and East Washington Blvd – an intersection that normally sees hundreds of cars and trucks an hour. People got to stop in middle of John Nolan Drive under the Monona Terrace and enjoy some live music. Madisonians got to enjoy a picnic lunch ON the East Washington Blvd median!

Ride the Drive was like no other event before! For 6 glorious hours, families were able to enjoy a leisurely bike ride on normally busy streets filled with trucks and cars. As the event was winding down at 2p.m. on that Sunday, there were cries from the bikers just before the cars were allowed on the streets again – “Let's do this again – next Sunday!”



Ride the Drive on East Washington Ave.



Bicyclists enjoying a car-free John Nolan Drive

Supporting Our Community



Westmorland Park Adopt Ice volunteers

In 2009 Madison Parks staff provided quality customer service in reserving, preparing the site, delivering equipment and hosting over **333 special events** in Parks, on the State Street/Mall Concourse area and other city streets. Shelter reservations-1213, Gates of Heaven reservations-230, Soccer-906 dates (approximately 1656 games), Softball games-1680, Tennis matches-2713, Ultimate Frisbee games- 679, Kickball games-239, Football games and scheduled practices-124, Lacrosse games-98, Cricket matches-38, Baseball games-190, T-ball and coach pitch date -16, Day camps-134, Basketball tournaments-2, Australian Rules Football game-1, Curling Tournament-1.

Madison Parks began an inventive volunteer program to maintain quality ice on the outdoor ice rinks. The **Adopt a Ice** program brought community members together with Parks staff to help with the day to day maintenance of Westmorland, Tenney and Vilas Park ice rinks.



Veterans Memorial Park Dedication

On December 9, 2009 over **17 inches of snow** fell in Madison. Parks maintenance staff is responsible for the snow removal along the bike paths, sidewalks, and parking lots. But this 17 particular snow event was one for the record books. Over 2500 hours of staff time, 876 separate tree emergency calls, costing \$89,000 was devoted to this particular snow event clean-up effort.

Parks Planning and Development projects completed in 2009 were Veterans Memorial Plaza; Door Creek Park Phase II which included a new parking lot, tennis courts, play equipment and basketball court; Breese Stevens phase II; Thut Park which included grading, basketball court, and unique rock climbing play equipment; and James Madison Park parking lot expansion and reconfiguration of the basketball court.

Conserving Natural Resources

In April 2009, Madison Parks unveiled plans for a pilot **recycling program** in the parks. The program placed 30 recycling carts on both the east and west side parks, with a concentration of the carts in high use areas such as park shelters, athletic fields, boat launches and State Street Mall. Challenges of a recycling program are having the staff, correct recycling carts, trucks and, most importantly, low 'contamination rates.' Recycling materials are considered 'contaminated' when they are mixed with regular trash. Thanks to a partnership with the City of Madison Streets Division, the recycling carts that citizens are accustomed to at their own home were utilized in this pilot program. The program ran from Memorial Weekend to Labor Day Weekend.

The findings of the program were largely successful. Over 20,000 pounds of material was recycled! Improvements to be fine-tuned continue to be contamination rates at the various park location. Contamination rates remained high at the State Street Mall and boat launch locations and were low at Goodman Pool, Warner Park Community Recreation Center and high use athletic fields.

The Madison Parks **Forestry Section** celebrated 20 years of Tree City USA. The forestry section planted 2,681 new trees, processed 3,147 pruning requests, responded to over 1,400 tree emergency calls – of which 876 were produced due to the December 9, 2009 winter snow event.

Progress was measured in the **Upper Yahara River** at Cherokee Marsh restoration project. Over 67 acres of area was restored that was previously open water and devoid of plant growth.



Mountain of recycling material



Forestry Crew responding to snow tree emergency

Madison Parks Division Administration

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We are proud to serve as a Division of the City of Madison

David J. Cieslewicz, Mayor

Kevin Briski, Madison Parks Superintendent

Madison Parks Vision

To provide the ideal system of parks, natural resources and recreational opportunities which will enhance the quality of life for everyone.

play
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