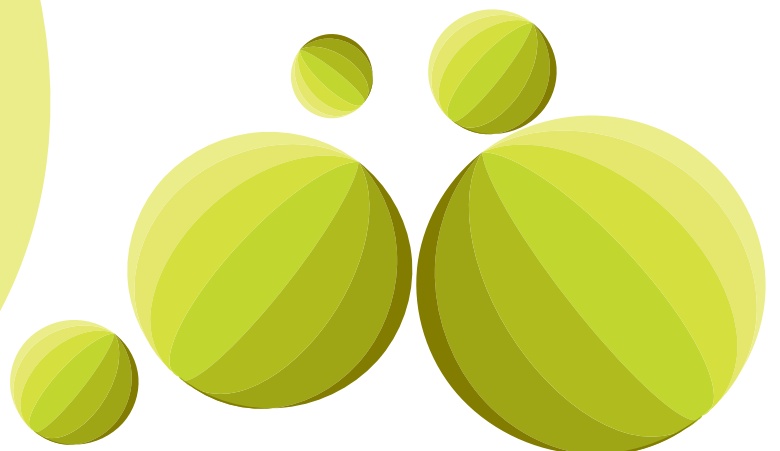


play
**MADISON
PARKS**



**MADISON
PARKS
DIVISION**

**2010
Annual
Report**



MANAGING OUR COMMUNITY'S INVESTMENTS

Madison Parks welcomed several new parks and facilities



- In January 2010, the City of Madison and Madison Parks purchased 23 acres of conservation parkland to expand **Cherokee Marsh Conservation Park** located on Madison's northside. The land purchase was accomplished with Wisconsin Department of Natural Resources (DNR) stewardship grant and the Citywide Parkland Acquisition Fund, which is funded by developer impact fees.

- In August 2010, Madison Parks and the Waunona neighborhood dedicated the final parcels of land to complete **Thut Park**, 2630 Nana Lane. In 1985 the first parcels of land were purchased, followed by a donation of land by Sam Thut in 1989. And in 2007 the final parcels were purchased by the city of Madison. Since that time the neighborhood residents and the Madison Parks staff have been working together to put together a development plan and construct the facilities: play equipment including rock climbing wall, softball/soccer field, basketball court, volleyball court, a picnic shelter with solar lighting, a drinking fountain and kiosk.

- In the fall of 2010, the first phase of reconstruction of **Olive Jones Park**, 1810 Regent Street, was completed with innovative playground equipment, new fencing and improved retaining walls. The cost for the reconstruction was largely raised by the Friends of Olive Jones Park.

- In November 2010, after a year of community and neighborhood meetings, **two new off-leash dog parks** were opened: McCormick Greenspace, 702 N. McCormick Avenue and Demetral Park, 601 N. Sixth Street.

- In November, Madison celebrated the grand re-opening of **Lisa Link Peace Park**, 452 State Street. The park had a \$1.1 million renovation to include a visitor center with a restroom, a performance plaza, a small water/spray feature for kids, a Peace Pole, permanent tables with checkerboard and chess boards, and ample green space for visitors to enjoy.

STRENGTHENING OUR BRAND

As Madison Parks staff continued to strengthen our brand of play, community favorite event were continued and new events were launched.

- In 2010, Madison Parks held 2 **Ride the Drive** events. Ride the Drive is about enjoying a car-free, carefree day in Madison. It is about bringing your family together and enjoying the simple pleasure of riding a bike and seeing, hearing and experiencing our city in a whole new way. In June 2010, over 30,000 people came out to ride the 6 mile downtown loop of Madison's signature streets (John Nolen Drive, East Washington Avenue and around the Capitol Square) as it was opened to bicycles, rollerbladers and walkers. On August 29, 2010, over 50,000 people came out to enjoy the event, not just with their friends and families, but also with a special guest: 7-time Tour de France winner Lance Armstrong. Ride the Drive is one of the ways of celebrating the making of Madison, Wisconsin one of the best biking communities in America.

- In August 2010, Madison Parks launched the **Kids to Kids Garage Sale** on the 100 block of Martin Luther King Jr. Blvd, adjacent to the Saturday Farmers Market. Over 60 youth reserved space in order to host their very own garage sale. Thousands of people came to check out the great deals on the kids' gently used toys, dress up clothes, books, puzzles and electronics.

- On July 2, 2010, Madison Parks and Woodman's Markets helped to continue a west side fireworks show tradition at **Elver Park**. The 30 minute fireworks show delighted the park and neighborhood audience.

- Madison Parks Hayrides continued to be very successful. In 2010 staff had two hay wagons providing rides around Olin Park, Elver Park and Warner Parks. Staff also included the wagons in the UW-Madison Homecoming parade as well as gave rides to children in Halloween costumes during a downtown Trick or Treat event.

- **Goodman Pool**, 325 Olin Avenue, hosted popular promotional days several times a week. These Goodman Pool Family Fun Days offered our customers a valued-added visit to the pool. New in 2010 were popular Family Lu-WOWs, UW Badger Athletics Day, and Make Your Own Sundae Sunday.



STRENGTHENED PARTNERSHIPS



- The Madison Mallards won the 2010 Madison Parks Partner Award presented at the 2010 Volunteer Banquet. The Madison Mallards teamed with Madison Parks to present the annual **Remarkable Rubber Ducky River Race** where all of the proceeds of the race go to Goodman Pool Scholarships. The Mallards also participated in the Kids to Kids Garage Sale, and hosted a Madison Parks Promotional night at the ballpark.

- The **University of Wisconsin Athletic Department** held a special event at Goodman Pool and hosted an outdoor UW Men's hockey practice at Elver Park.

- During the winter season, Madison Parks partnered with the Community Action Coalition and Second Harvest for a **winter clothes drive and food drive**. The response from the community was incredible: 407 winter coats, 110 pairs of boots, 60 pairs of snow pants, countless gloves/hats and mittens, and 242 pounds of food were donated at our winter facilities.

Madison Parks Recognizes **Partners and Volunteers**

Madison Parks hosted a recognition dinner to celebrate the 2010 accomplishments and achievements of its large partner and volunteer corps.

- Volunteer of the Year - Si Widstrand
- Volunteer Group of the Year - Friends of the Yahara River
- Partner of the Year - Madison Mallards
- Sponsor of the Year - Woodman's Markets
- Project of the Year - Friends of Olive Jones

EXCEEDING EXPECTATIONS

Madison Parks Receives Statewide Recognition

Madison Parks was honored this year with two awards at the Wisconsin Park and Recreation Association Annual Conference. Madison Parks received a **2010 Silver Star Award for Ride the Drive**. Silver Star Awards are given to municipalities for innovative recreational programming. Bill Barker, a long time member of the Madison Park Commission received the **Fellowship Award**. This award is the highest honor given by the WPRA to a citizen who epitomizes the spirit of community service.



Olbrich Botanical Gardens

The Schumacher Library celebrated its 20th anniversary as a circulating library. The gardens themselves – both indoors and outdoors - attracted positive visitor comments, publicity, and visits. The new sustainable Gravel Garden, planted in the fall of 2009 attracted attention for its beauty and for the science behind its construction. *Sievekingia reichenbachiana* in the Bolz Conservatory orchid collection received an Award of Horticultural Merit from the American Orchid Society at Orchid Quest. It now carries the clonal name 'Michael Olbrich'.



Olbrich set an attendance record in 2010 with 253,048 visitors. Facility uses were up over the previous year at 1,747 for private rentals, public events, and educational programs including 1,078 children who participated in the Explorer Program. Membership in Olbrich Botanical Society grew after completion of a successful membership campaign. As of December 31, 2010 membership stood at 5,841 households and 8,762 individuals.

Wisconsin Bride Magazine awarded Olbrich Botanical Gardens "Best Ceremony Venue" in its Fall/Winter 2010 issue – who wouldn't want to be married in a garden! Olbrich's new fall fund-raising event, Crackle: Fire and Froth, was held on October 22 on a perfect evening in the outdoor gardens with full moon, 60 carved pumpkins, 5 bonfires, and a great band.

None of the above could be accomplished without the hard work of staff and the assistance of more than 1000 volunteers who contributed 26,954 hours (92% of the hours by 300 core volunteers).



SUPPORTING OUR COMMUNITY



In 2010 Madison Parks staff provided quality customer service in reserving, preparing the site, delivering equipment and hosting: **Parks special events** – 114; Shelter Reservations– 1198; Gates of Heaven - 240; Soccer – 822 dates; Softball – 1554; Tennis dates/courts – 3279; Ultimate Frisbee – 700; Kickball – 182; Football games and practices – 201; Touch football – 44; Lacrosse – 67; Cricket – 42; Baseball – 192; T-Ball/Coach Pitch – 30; Day Camps – 74; Basketball Tournament– 1; 1 Hurling Tournament

This winter of 2010-2011 was very successful for winter recreation. **Three new Adopt Ice rinks** were developed: Heritage Heights Park, Nakoma Park and Olbrich Park. Also the winter concessions operation the most successful we've had in years thanks to efficient staffing, increased marketing, and cooperation of Mother Nature!

Parks Planning and Development projects completed in 2010 include a new full court basketball court at Blackhawk Park and reconstruction of the basketball court at High Point Park; restroom building reconstruction at Burrows Park; parking lot reconstruction at Brittingham Park; constructed new dog exercise areas at Demetral Park and McCormick Greenway; constructed a concrete boat ramp at Law Park; installed a new trail connection between neighborhoods for better access to Veterans Memorial Park, rebuilt the existing trail and added 580 linear feet of new bike path at Marlborough Park, and constructed 700 linear feet of new bike path at Sauk Heights Park; installed new playground and surfacing at Olive Jones Park and completed playground accessibility improvements at multiple other parks; renovated pedestrian bridge at Johnson Street for accessible access to Tenney Park; installed park shelter and solar lighting at Thut Park; began reconstruction of parking lot at Warner Park by installing two stormwater management ponds; constructed bike path at Vilas Park totaling 2037 linear feet; renovated tennis courts at Tenney and Warner Parks; constructed new outdoor patio area at Elver Park shelter; completed shoreline repairs at Wingra Boathouse; and installed new tables, seating and fencing at Reynolds Park.

CONSERVING NATURAL RESOURCES

Olin-Turville Park was the focus of the Madison Police Department and the Madison Parks Division in 2010 because a large overgrown area in the woods were not only preventing the growth of native flowers and trees, but served as a sheltered location for illegal activities. Over 28 acres of exotic plant materials were removed using a contracted mower specially designed to mow and chip targeted small trees and brush. The removals were carefully planned in order to save the native trees and shrubs. With the removal of the thickets of buckthorn and other exotic shrubs, it served to remove areas where these unwanted, illegal activities were occurring and at the same time provide for native plant restoration.

The **Madison Parks Forestry Section** celebrated 21 years as a Tree City USA. The forestry section planted 1,996 street trees, pruned over 9,900 trees, responded to 1,017 tree emergencies and 4,595 customer service calls. In 2010 Madison adopted an ordinance with new construction specifications to help protect publically owned trees from contractor damage and the ability to assess fees for this damage.

Madison Parks is one of City's **"The Natural Step – Top 10 Projects for 2010."** The Natural Step is a framework to help the City systematically enhance the sustainability of its operations and facilities. City government -- as both consumer and steward of our environment and its resources -- must incorporate the principles of sustainability to ensure the needs of tomorrow can be met. In 2010 Madison Parks was chosen as a pilot agency to participate in the sustainability plan. For the next two years, Madison Parks will be taking an inventory of current sustainability efforts. Secondly, it will identify the vision of a sustainable park system. The goals identified by this vision will be incorporated into an agency sustainability plan to be drafted in 2011.



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2010 Madison Parks Annual Report

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.

