



City of Madison
Parks Division



Annual Report
2003



Law Park pier installation



Earth Day Challenge at Heritage Heights Park



Opera in the Park at Garner Park

- ◆ Designated additional limited mowing areas at Olin to protect the historic oaks. Seeded native wildflowers in these areas to enhance rainwater infiltration.
- ◆ Acquired 4 additional acres of land at Prairie Ridge Conservation Park through parkland dedication. This land protects a high quality dry prairie remnant.
- ◆ Planted 7200 wetland plants as part of the Yahara River / Cherokee Marsh wetland restoration project. This was funded by a \$10,000 DNR Lake Protection Grant, which allowed us to begin restoration along 5300 feet of shoreline.
- ◆ Completed collaborative community-planning in regard to Breese Stevens Stadium. A key recommendation was that the City of Madison nominate the property for the National Register of Historic Places. The planning process resulted in recommending that the park entrance, seating, restrooms, press box and public amplification system be improved while maintaining the stadium's historical appeal.
- ◆ Received the "Best in the Midwest 2003, Best Community Park" award presented by Midwest Living Magazine.
- ◆ Opened 4 new parks: Valley Ridge Park, Blackhawk Park, Parkway Village and Glacier Hill. In 2003, the Parks Staff also secured funding in the 2004 operational budget to open 5 new parks: McClellan Park, Flagstone Park, Reston Heights Park, High Crossing Park and Kingwood Park.
- ◆ Completed a two-year consensus-building process for Peace Park. Thanks to the hard work of Downtown Madison Inc., Peace Park Committee Members and the Parks Division, this small but popular downtown park will remain an oasis of green in the central business district. Recommended improvements include: hosting community events such as Folk at Four, and improving the landscaping.
- ◆ Secured a 501c-3 IRS status for the Madison Parks Foundation. In keeping with the Foundation's mission of renewing the legacy of the Madison Park and Pleasure Drive Association, the Madison Parks Foundation also began working with various neighborhood and special interest groups.
- ◆ Secured partial funding for renovation of the Brittingham Boathouse. Brittingham Boathouse is the oldest building in the Madison Park System and is a direct link to the Madison Park and Pleasure Drive Association. The design process was completed in 2003 and the Parks Division reached an agreement with its partners on this project: Camp Randall Rowing Club, Madison School-Community Recreation and Capitol Neighborhoods.
- ◆ Completed new restroom facility in Olin-Turville Park. The restroom design complements the architecture of the historical Olin Pavilion. The construction was partially funded by the Olin Trust Fund established by the Madison Park and Pleasure Drive Association.
- ◆ Completed a bike path extension around the Odana Golf Course parking lot. The innovative agreement between the City of Madison Parks Division and American Transmission Company (ATC) allowed for power transmission lines to be laid underground on the park property in exchange for building the bike path. This agreement served as a model for future bike path projects with ATC.

◆ Hosted 160 events on State Street/Mall Concourse, 75 special events in the general parks, 53 events at Olbrich Botanical Gardens, 8 events at Warner Park Community Recreation Center.

◆ Madison was honored with the Tree City USA designation for the 15th year in a row.

◆ Collaborated with Community Development Block Grant Office, the surrounding Hawthorne neighborhood and elementary school to improve the Hawthorne School Open Space. Improvements included a new gazebo w/ electrical, drinking fountain, new toddler play equipment, benches, basketball and volleyball courts, relocated the softball diamond, a new asphalt path and new trees and shrubs.

◆ Received financial support of \$52,500 from various neighborhood associations and citizens, \$15,000 from the Camp Randall Rowing Club for the Brittingham Boathouse renovation project, \$25,000 from Madison Gas & Electric for wire-friendly trees, \$10,000 for Warner Park Community Recreation Center and \$5,000 from the Evjue Foundation.

◆ Exceeded revenue projections, facility reservations, hourly and drop-in visits, special events and participation/membership of diverse populations at the Warner Park Community Recreation Center.

◆ Brought two new music entertainment events to downtown visitors:

- *Folk at Four*, Saturdays at 4 p.m. at Peace Park and sponsored by Greater State Street Business Association and Madison Folk Music Society
- *Lunch Time Live*, Thursdays in June at noon sponsored by Park Bank

◆ Converted an old football field and lighting system at Warner Park to two regulation lighted premiere soccer fields.

◆ Hosted over 750,000 visitors to Warner Park alone: 145,000 at Madison Mallards Games; 300,000 for Rhythm and Booms; 240,000 at Warner Park Community Recreation Center; 65,000 for other special events and daily recreational activities.

◆ In September, Olbrich received an Award of Excellence from the Wisconsin Park and Recreation Association for the innovative renovation of the Garver Cottage. This small building features environmentally friendly materials and systems, and now serves as offices for Olbrich's horticulture department.

◆ On Friday, October 3, Olbrich Gardens broke ground for the new 50th Anniversary Rose Garden, due to open to the public in June of 2005. This innovative new garden will showcase Wisconsin-hardy shrub roses in mixed borders.

◆ Forestry section planted 2,920 trees throughout the city and processed over 2,950 customer calls.

◆ Adopted a progressive Integrated Pest Management program for Madison's four public golf courses. This program established our maintenance program as a leader in the state of Wisconsin.

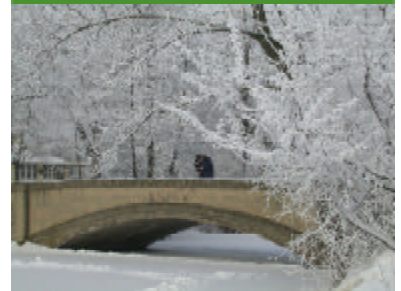
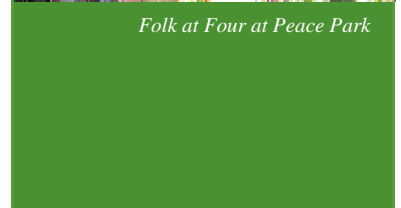
◆ Worked with the Ho Chunk Nation on an agreement to preserve and protect the sacred mounds located in the city parks. The agreement includes reducing the damage caused by the mechanical mowers by creating 'no-mow' areas on top of the mounds and by installing native grasses, and increasing the education of the public by publishing a pamphlet and replacing the existing signs.



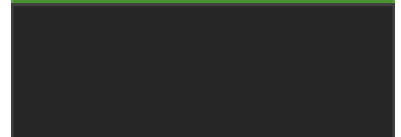
Ironman 2003



Folk at Four at Peace Park



Winter at Tenney Park



Madison Parks Overview

Madison is a unique city, built on an isthmus between Lakes Monona and Mendota. With over 245 parks, Madison is known, not only for its natural beauty, but also for its abundance of outdoor activities.

With over 5,700 acres of parkland, the recreation opportunities are plentiful: championship golf courses, soccer and softball fields, botanical gardens, indoor ice skating rinks, conservation parks, a community-recreation center, and, of course, the lakes – complete with beaches and boat launch/storage areas.

Madison has approximately 1 acre of parkland for every 35 residents. The national average is 1 acre per 140 residents.

We invite you to enjoy our scenic parks from dawn to dusk year round. You will discover why Madison is one of the top cities in the nation to live, work and play.

Diverse Responsibilities

The City of Madison Parks Division operates and maintains public park areas and facilities, City Forestry, median strips and greenways, Forest Hill Cemetery, Olbrich Botanical Gardens, 4 public golf courses, 13 public beaches, 2 indoor ice arenas, 18 reservable park shelters, Warner Park Community Recreation Center, public boat launches and boat storage/mooring facilities, dog parks, conservation parks, athletic facilities, and the downtown Mall/Concourse facilities and events.

Parks Division Staff

The Madison Parks Staff includes 167 permanent staff, 250 seasonal staff and 2,500 volunteers who work cooperatively with the Madison community, Park Commission, elected officials, and City management to provide exceptional services to our community.



Memorial Day at Forest Hill Cemetery



Ice Skating at Tenney Park



Memorial Union Chair Sculpture at Peace Park

*Photos on front cover:
Paddle and Portage
Madison Mallards stadium in
Warner Park
Fiesta Hispana*

Photo left: Hawthorne School