

City of Madison **Parks Division**

2004
Annual Report



2004 Major Projects



Grand Opening of McClellan Park

- ◆ Opened five new parks in 2004: McClellan, Reston Heights, Flagstone, High Crossing, and Kingswood Parks. Also, secured funding in the 2005 budget to open 5 more parks: Sandstone, Northeast Open Space, Dominion, Midtown Commons and Hill Creek Parks.
- ◆ Received a \$75,000 Healthy Kids Grant Initiative from GameTime Manufacturers. By combining this grant with Park Development Fees, the Parks Division was able to install play equipment and shredded rubber surfacing in not only the 5 new parks but also 2 previously opened parks, Carpenter-Ridgeway and Meadow Ridge Parks.
- ◆ Secured funding for needed renovations of Brittingham Boathouse, Breese Stevens Field and Franklin Field Maintenance Facilities.
- ◆ Developed a plan that addressed the storm water management, bicycle/pedestrian trails system and natural area restoration along Starkweather Creek. The plan was written in cooperation with the Parks Division, Friends of Starkweather Creek, adjacent neighborhood associations, the Engineering Department and the Traffic Engineering Department.

◆ Sold both Madison Ice Arena and Hartmeyer Ice Arena in July 2004 to a consortium of skating groups called Madison Ice, Inc. The sale was designed to free the City from continuous operational subsidies and to provide the skating groups the opportunity to expand facilities for future needs. The sale terms included a requirement for Madison Ice, Inc. to provide 2 sheets of indoor ice throughout the hockey season for 10 years.



Welcoming back troops from Iraq at Warner Park

- ◆ Reconstructed the 100 block of State Street. Pavement was removed from storefront to storefront. Utilities were replaced and new granite and concrete pavement was installed. After reconstruction new street furniture, benches, bike racks and bus shelters were added, as well as a new performance area and sculptures at the Carroll and Mifflin Street ends.
- ◆ Renamed the boat launch permit program to "Lake Access Permit" and began year-round enforcement.
- ◆ Expanded the parking enforcement beyond the boat ramps to include other parking enforcement problems throughout the Park's system.
- ◆ Designed and launched a new City Parks web page – www.cityofmadison.com/parks. In 2004 the site averaged 11,000 visitors each month.

Financial Support

- ◆ On June 24, 2004, announced the largest single gift in Parks history of \$2,000,000 from Irwin A. & Robert D. Goodman for Madison's first public swimming pool. The Goodman Brothers also continued their generosity by contributing an additional \$800,000 to the fund-raising efforts.
- ◆ Received financial support of \$62,200 from various neighborhood associations, citizens and organizations including \$4,000 for McClellan Park, \$7,700 for Swallowtail Park, \$2,750 for Oak Park Heights, \$9,800 for Kingswood Park, \$1,950 for Flagstone Park, \$3,100 for Gates of Heaven, \$2,000 from Madison Gas &

Electric for wire-friendly trees, and \$5,900 for Hawthorne Park.

Special Events

- ◆ Hosted 177 events on State Street/Mall Concourse, 81 in general parks and 1246 soccer games, 1291 softball games, 2229 tennis matches, 234 dates for ultimate frisbee, 137 dates for kickball, 114 football games and practices, 43 rugby games, 53 dates for flag football, 22 lacrosse dates, 28 cricket matches, 213 baseball games, 1 Australian rules football game, 136



Cows on the Concourse

reservations at the Gates of Heaven Synagogue, 1224 general park reservations - 850 on weekends and 374 on weekdays.

- ◆ Parks Staff assisted with the coordination and logistics of the John Kerry/John Edwards Campaign rally, which included performances by Bruce Springsteen & The Foo Fighters. An estimated 80,000 people attended the event.
- ◆ Hosted a Bob Dylan/Willie Nelson Concert at Warner Park.
- ◆ Continued working with the management of the Madison Mallards and continued improvements to the Warner Park 'Duck Pond.' The Madison Mallards set attendance records for the Northwoods League by drawing an average of 5,400 people per game and 179,900 over the course of the season. The Warner Park 'Duck Pond' also hosted the Northwoods League Championship Games.
- ◆ Hosted some of the ESPN Great Outdoor Games in the Madison Parks: Bass Fishing from Olin Park and Target Shooting in Quann Park.



Concerts at Warner Park

Warner Park Community Recreation Center

- ◆ 260,128 visitors – a 9% increase from 2003.
- ◆ 24% participation by people of color.
- ◆ 1,211 facility reservations, of which 44% were free.
- ◆ 66% HUD compliance of the 51% required.
- ◆ Developed the Circle of Friends and joined the Madison Parks Foundation.
- ◆ Celebrated 5 years of success on September 19, 2004.

Olbrich Botanical Gardens

- ◆ The Gardens are featured in a new book, Flower Gardening: Bring Home the Secrets of Great Gardens published by Home and Garden Television, highlighting creative gardening ideas from twenty of the nation's top gardens.
- ◆ Olbrich Gardens, in cooperation with the Madison Museum of Contemporary Art (MmoCA), hosted an outdoor sculpture exhibit featuring site-specific art by nationally acclaimed artists.
- ◆ Continued the construction of the Rose Garden which is scheduled to open June 2005.
- ◆ Visitor numbers: 171,212 in Bolz Conservatory, 30,000 rented the facilities, 20,000 visited Blooming Butterflies, 9,078 came for the summer and winter concerts, 7,000 people attended 184 plant society and garden club meetings, 107 group visits brought 4,332 youth for self-guided school tours. This brought the 2004 total to 242,075 visitors.



Basketball tournament at Penn Park

Forestry Section

- ◆ Planted over 2,680 trees. Forestry processed more than 1,200 general work requests which are above and beyond the routine district maintenance (pruning & removal cycle) responsibilities.
- ◆ Held 4 Arbor Day events with various elementary schools and was designated a Tree City USA for the 15th year in a row.
- ◆ Responded to a tornado that did major damage to the urban forest in the west side Midvale and Segoe neighborhoods. Over 300 trees, both private and public, were removed.



June tornado clean up by Forestry staff

Dog Parks

- ◆ Installed concrete pads for kiosks and pet waste containers, as well as concrete pavers to reduce muddy areas, in the off-leash dog parks.
- ◆ A total of 3059 annual permits were sold, 499 daily permits, 1 disabled permit, 259 senior permits and 888 permits for additional dogs in the household for a grand total of \$66,222 in revenue.

Madison Parks Overview

Madison is a unique city, built on an isthmus between Lakes Monona and Mendota. With over 249 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 recreational opportunities are plentiful: championship golf courses, soccer and softball fields, botanical gardens, 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.



Winter at Vilas Park

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, 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.

2004 Personnel Changes - Retirements

Gregory Cross, Maintenance Worker II, 27 years of service.

Michael Downs, Maintenance Mechanic II, 35 years of service.

Steve Graville, East Parks Equipment Mechanic, 36 years of service.

John Haas, West Side Parks Supervisor, 36 years of service.

Toby Hull, Arborist II, 36 years of service.

Michael Rounds, Equipment Operator II, 30 years of service.

Steve Scott, Cemetery Operations Leadworker, 35 years of service.

Tom Sorenson, Cemetery Manager, 36 years of service.



Volleyball Tournament at Rennebohm Park



Summer at Tenney Beach

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