

Community Services Report – Christopher Peguero

Customer Service (Mark Crosby):

Shelter Reservations:

The majority of large shelters have been closed to reservations for the season as winterization of restrooms has begun. Shelter reservations for 2022 begin November 9, 2021. This year saw an increase in reservations at both large shelters and picnic shelters. Notably, picnic shelter reservations increased by more than 228% over the previous high.

Shelter	2017 Reservations	2018 Reservations	2019 Reservations	2020 Reservations	2021 Reservations
Brittingham Park	84	91	97	4	113
Burrows Park	60	80	75	7	145
Demetral Park	34	37	34	1	101
Elvehjem Park	26	17	14	0	18
Elver New	123	80	84	6	102
Elver Old	47	27	42	5	62
Garner Main	94	85	98	6	106
Garner Upper	45	45	57	0	40
Gates of Heaven	153	78	131	24*	43*
Highland Manor	83	95	115	33	90
Hoyt Large	90	90	87	9	173
Hoyt Roys	16	13	8	0	39
James Madison	56	57	59	0	48
Lake Edge Park	19	21	34	0	49
Marshall Park	42	50	88	3	122
Olin Park	97	56	105	5	85
Reindahl Park	60	34	44	1	1
Rennebohm	86	75	87	1	136
Tenney Park	95	68	97	8	112
Vilas Park	104	Closed for construction	115	8	135
Warner Park	79	43	77	4	72
Westmorland	69	78	63	2	139
Total	1562	1220	1611	103	1888

*Closed for construction 1/1/21-
6/24/21

Picnic Shelter	2017 Reservations	2018 Reservations	2019 Reservations	2020 Reservations	2021 Reservations
Acewood Park	0	0	1	0	2
Aldo Leopold Park	3	1	46	0	12
Allied Park	0	1	5	0	8
Arbor Hills Park	0	0	1	1	4
Blackhawk Park	2	6	7	0	7
Bordner Park	1	0	1	1	6
Cardinal Glenn	1	0	2	0	4
Churchill Heights	0	0	1	0	2
Country Grove	1	0	2	0	1
Eastmorland	0	2	0	0	0
Eken Park	1	0	1	0	2
Esther Beach	0	16	26	2	69
Everglade Park	1	0	3	0	2
Galaxy Park	n/a	n/a	n/a	n/a	1
Goodman Park	5	3	4	0	9
Haen Family Park	13	0	12	0	3
Heritage Heights	1	1	1	0	5
Hiestand Park	7	8	6	0	6
Huegel Jamestown	2	0	4	0	7
Junction Ridge	1	0	0	1	4
Kennedy Park	2	3	3	0	8
Lake View Heights	9	9	6	1	15
Lucia Crest Park	7	6	5	0	14
Mayfair	0	1	0	0	0
Manchester	0	1	0	0	0
Marlborough Park	54	10	5	0	65
Meadowood Park	12	0	4	0	49
Norman Clayton	1	1	2	0	3
Northland Manor	0	0	0	0	2
Oak Park Heights	1	0	0	0	6
Olbrich Park	n/a	n/a	n/a	0	64
Orlando Bell Park	1	0	0	0	1
Orton Park	33	13	22	8	92
Owl Creek Park	3	1	4	0	2
Paunack (AO) Park	2	0	0	0	2
Penn Park	0	30	73	10	113
Pilgrim Park	1	0	1	0	0
Quann Park	10	1	11	0	1
Richmond Hill Park	1	0	1	0	4

Sauk Creek Park	1	0	1	0	4
Sugar Maple	0	1	0	0	0
Sauk Heights Park	0	0	0	0	1
Segoe Playground	5	0	4	0	5
Sycamore Park	1	0	1	0	1
Thousand Oaks	0	0	1	2	3
Thut Park	1	0	1	0	1
Walnut Grove Park	5	1	0	0	23
Waltham Park	3	0	0	0	3
Warner (Dog or Tennis)	42	7	12	0	6
Warner Beach	n/a	n/a	n/a	n/a	15
Waunona Park	2	0	2	0	3
Westhaven Trails	1	0	1	0	2
Wexford Park	13	9	14	0	24
Worthington Park	15	1	5	0	4
Total	265	133	302	26	690

Athletics:

Athletic reservations continue through October, with fields closing in November for fall seeding and fertilizer. Tennis and pickleball reservations will continue as long as weather permits. Athletic reservations have returned to pre-COVID numbers, and surpassed them. Notably, pickleball has seen a 150% increase in reservations from 2019 and a 225% increase from 2018, with more reservations still coming in.

Use	2018 Reservations	2019 Reservations	2020 Reservations	2021 Reservations
Baseball	102	89	16	200
Basketball	8	9	9	66
Bike Polo	0	0	22	73
Cricket	71	123	101	61
Flag Football	73	22	0	102
Football	267	223	0	176
Kickball	154	130	0	130
Lacrosse	113	62	0	66
Other *	19	2	10	15
Pickleball	271	401	82	611
Soccer	2772	4092	813	3471
Softball	938	951	48	953
Tennis	1790	2493	786	2797
Ultimate Frisbee	1341	1393	8	1518
Volleyball	152	229	0	229
TOTAL RESERVATIONS	8071	10219	1895	10468

Permitting:

The increase in annual permit sales seen in 2020 has continued into 2021. A record number of annual permits have now been sold of each permit type. Staff have been working non-stop to fulfill these permits. 2022 permits go on sale on November 15, 2021.

Annual Permit Type	2017	2018	2019	2020	2021
Disc Golf	1,456	1,426	1,470	1,908	2,364
Dog (Park/Reg)	7,980	8,838	7,965	9,234	9,730
Lake Access	3,560	2,879	3,004	6,728	6,769
Ski Trail	1,325	1,277	1,474	1,501	3,636
	14,321	14,420	13,913	19,371	22,499

Skate Park:

The Goodman Skatepark at McPike Park remains open as long as weather permits. Lighting required maintenance after vandalism to the system in September, but is up and running again, lighting the park from sunset until 10pm. Lighting will continue through mid-October, with the possibility of continued lighting with assistance from community partners who also assist in unlocking the skate park daily and keeping it clean.

PERMIT GROUP	2017			2018			2019			2020			2021		
	Annual	Daily	Fee	Annual	Daily	Fee	Annual	Daily	Fee	Annual	Daily	Fee	Annual	Daily	Fee
Disc Golf	1,456	6,769	\$91,262.11	1,426	4,767	\$80,866.97	1,470	5,284	\$85,235.31	1,908	3,279	\$92,269.50	2,351	2,307	\$105,211.00
Dog (Park/Reg)	7,980	892	\$208,766.05	8,838	570	\$249,909.12	7,965	590	\$223,679.33	9,234	200	\$257,523.67	9,603	187	\$278,470.00
Lake Access	3,560	4,937	\$156,729.60	2,879	4,109	\$136,994.76	3,004	4,561	\$142,482.12	6,728	2,044	\$188,999.85	6,517	1,763	\$187,636.00
Ski Trail	1,325	500	\$40,401.50	1,277	830	\$40,679.06	1,474	967	\$47,126.50	1,501	1,017	\$48,712.01	3,633	1,147	\$108,602.00
	14,321	13,098	\$497,159.26	14,420	10,276	\$508,449.91	13,913	11,402	\$498,523.26	19,371	6,540	\$587,505.03	22,104	5,404	\$679,919.00

Community Events (Kelli Lamberty):

2021 Permitted Event Days
Madison, WI

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 totals	2020 totals	2019 totals
Street Use Events (77 permits)	0	0	0	0	7	12	27	57	43	33	4	2	185	18	364
Park Events (171 permits*)	0	2	29	13	23	39	63	92	61	18	0	0	340	122	357
Block Parties	0	0	0	1	3	6	20	15	25	9	0	0	79	9	88
Community Park Events *	0	0	2	4	12	16	23	16	21	7	0	0	101	4	48
Community Markets in Parks	0	0	0	0	0	0	3	8	5	0	0	0	16	-	-
Classes in Parks	0	0	0	2	24	36	42	33	12	0	0	0	149	-	-
Day Camps in Parks	0	0	0	0	5	64	176	95	0	0	0	0	340	-	279
DT Performance Spaces**	0	0	0	6	11	28	30	27	25	7	0	0	134	6	270
TOTAL	0	2	31	26	85	201	384	343	192	74	4	2	1344	159	1406

*Includes Community Park Events permits

**Includes BID programming

Series Park Events	# days
MMSD food pickup	31
JangoDX COVID testing	95
Eastside Farmer's Market	23

2021 Data Analysis

Street Use Events:	The substantial difference between the 2019 totals and this year's can be attributed to COVID restrictions in place prior to June 2nd and a number of "series events" - Farmers' Market, Concerts on the Square, King St. Live, etc. - that delayed their start date, relocated or were cancelled.
Park Events:	While the number of event days in Madison Parks this year is similar to 2019, a significant number of these days were permitted through "Community Park Events" permits. This is related to neighborhood and community groups looking for outdoor space for gatherings and events.
Community Park Events:	These three categories were heavily utilized by the public before and after COVID restrictions were lifted. "Day Camps" and "Classes" permits were introduced specifically to address the restrictions and assist in business recovery efforts. We will be recommending that some version of these permits be offered post-COVID.
Classes in Parks:	
Day Camps in Parks:	

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Community Park Events, Classes in Parks, Day Camps in Parks:

These three categories were heavily utilized by the public before and after COVID restrictions were lifted. "Day Camps" and "Classes" permits were introduced specifically to address the restrictions and assist in business recovery efforts. We will be recommending that some version of these permits be offered post-COVID.

- In addition to looking at the end-of-year data for events, we are beginning to review the information and data we have been gathering from the "Carts in Parks" programs and events. There was a steep learning curve, but the lessons learned have and will provide a solid basis for looking at the future of vending in Madison Parks. We also learned of new/different ways we can open parks to engage communities we may not have worked with before.
- Carts in Parks also gave us an opportunity to work collaboratively with other City agencies. It was good to utilize the knowledge, talent and skills of our colleagues to develop the program and work on issues together as they came up.
- While we are spending some time reviewing the past year, we are also planning for next year's event season. We're hoping for a bit more "normalcy" in the year to come, but we don't necessarily even know what that means anymore . . . regardless, we have sent reservation notices to long running events, asking them to confirm their dates for next year and making sure we have those dates and locations on the books before 2022 shelter reservations open November 9th.
- Also in the future, we hope to have an online Park Event application that will be ready for use by event organizers in early 2022. This has been a long time coming and we're excited that it's nearly here. Once this is in place, we will work with IT to get more of our simplified permit applications online as well.

Recreation Services (Tracey Hartley):

Wrapping up Movies for the year. A total of 39 movies and 2,970 people in attendance to date. Popular movies this year; Raya and the Last Dragon and Soul.

Movie	Date	Location	Attendance
Raya and the Last Dragon	6/16, 7/13, 8/14, 9/9, 9/14	Elver Park, Aldo Leopold Park, Top of State Street partnership with the BID, 2009 Baird St, Theresa Terrace Neighborhood Center	84, 168, 53, 46
Tom & Jerry	6/24, 9/17	Elver Park, Galaxy Park	65, 101
The Boss Baby	6/29	Penn Park	65
Onward	7/6	Meadowood Park	89
Jumanji	7/15	Warner Park	60

A Dog's Journey	7/16	Rennebohm Park	51
Aladdin	7/20	Allied Park	64
Godzilla vs Kong	7/22	Elver Park	36
The Croods – “A New Age”	7/27	Worthington Park	38
Avengers – End Game	8/12	Warner Park	33
Spider Man Into the Spider Verse	8/14	Top of State Street –partnership with the BID	187
The Lion King	8/17	Worthington Park	76
Toy Story 4	7/29, 9/21	Owl Creek Park, McGinnis Park	55, 92
Raiders of the Lost Ark	7/30	Vilas Park	56
Scooby	8/3	Meadowood Park	68
Captain Marvel	8/5	Owl Creek Park	38
Tenet	8/6	Lake Edge Park	15
Coco	9/8, 10/8	WI Youth Co., East Madison Community Center	70,
Soul	9/10, 9/11, 9/16, 9/29, 10/2	Olbrich Botanical Gardens, Warner Park, Penn Park, Mt. Zion Church, Morris Church	386, 109, 107, 74, 26
Who Framed Roger Rabbit	9/18	High Point Park	92
Sing	9/23	Worthington Park	50
Space Balls	9/24	Peace Park	250
Madagascar 2	9/25	Badger Park	36
E.T.	9/28	Zook Park	72
Hocus Pocus	10/1	Meadowood Park	115
Jumanji – The Next Level	8/19, 10/6	Allied Park, Elver Park	43,
The Incredibles	10/9	Bordner Park	

- Trucks & Treasures an enjoyable community event held at Door Creek Park on 9/18 was a great day with 1,775 people in attendance, 4 kids to kids' garage sales and 11 vehicles/equipment on site. A big thank you to Madison Water Utility, Madison Streets Division, Madison Parks Division and Madison Police Department for their participation at this year's event.
- Welcome Luna Collins to the team as the new Recreation Services Assistant. She started on 10/4.
- Upcoming next are hayride events at Cherokee Marsh North Unit and at the Holiday Fantasy in Lights display and then onto Winter Operation preparations.

Aquatics/Goodman Pool – (Jon Landsverk):

The 2021 Aquatic season ended for the pool on August 29th and for the beaches and splash pads on September 6th.

- 143 scholarships were given out for the 2021 season
- 788 kids attended swim lessons for the 2021 season
- Planning has already begun for the 2022 season
- A complete resurfacing of the Goodman pool will be starting at the end of September

Rangers (Joanne Austin):

Wow! It was a busy summer for everyone in Parks and that was especially true for the Rangers. Since mid-July, the Ranger Program has been short two permanent Rangers. On top of that, two hourly rangers were out on leave for multiple weeks. However, despite these challenges Rangers have been flexible with their schedules and all have worked very hard to continue to serve the numerous customers who enjoy our beautiful parks system. The summer is now winding down and we'll be transitioning into the Fall and Winter season. The job announcement for the permanent positions has been posted and we hope to have these vacancies filled by late October or early November. Along with general patrol duties, which greatly consists of educating the public on Park rules and policies, permit compliance and assisting reservation customers, one of the biggest challenges faced by rangers has been making contact with those experiencing homelessness. There have been approximately 65 homeless contacts made in the last 30 days alone. We continue to stay in close communication with Outreach resources, who are doing their best to connect with these individuals. Our next obstacle will be moving our belongings back into our former Ranger office at the Goodman maintenance building. That will be a temporary move, until we can return to the Lakeside office building again next summer.



Rangers Alec Zastrow, Lead Ranger Steve Dray and Ranger John Ringwood

Warner Park Community Recreation Center (Terrence Thompson):

- WPCRC collected backpacks and school supply donations and distributed them to Northside students at Vera Court, Kennedy Heights, and JP's Hair Design Back to School Free Haircuts event on August 29 for the 3rd Annual Back to School Supply Drive.
- WPCRC hosted 8 Teen Nights this summer, concluding with a Madden '22 video game tournament. Teen Nights were well attended and provide Northside teens with a safe Friday evening space to fellowship with their friends. Fall afterschool programming is off to an excellent start.
- WPCRC had a successful down week August 30-September 6, conducting annual facility maintenance on floors, carpets, bathrooms, fitness room, kitchen, and all major facility contact points.
- WPCRC hosted Teen Night on September 25 featuring a NBA2K22 Basketball Tournament. Additionally, teens participated in an engagement session for the South Warner Project. The engagement session was led by Planning and Development staff. Teens provided feedback on amenities and activities they would like to see to maximize use of the green space.
- Congrats to Chad Norquist and the WPCRC Staff team for receiving 2021 North Star Awards. Chad will be receiving an individual award and the WPCRC Staff team was selected to receive the High Impact Award, the ceremony's featured award. The virtual event will take place on October 22, 2021. The North Star Awards is an annual community celebration recognizing individuals that have made a significant difference on the Northside. Congrats Chad and the WPCRC Staff team for ensuring the community stays active, healthy, and safe during these extraordinary times.