

2023 Summary for Board of Park Commissioners

December 13, 2023

2023



Photo Credit: Travel Wisconsin

CUSTOMER AND COMMUNITY EXPERIENCE

Review Scores:

- 4.0/5.0 Yelp
- 4.6/5.0 Google
- 4.0/5.0 Trip Advisor
- 4.1/5.0 Facebook

No complaints reported by MPD of City of Madison

OPERATIONS

- Added semi-permanent counters which alleviated some operational challenges.
- A good year, but sales down 15% over last year. Anecdotally, we attribute this mostly to Atwood Avenue reconstruction and some to wildfire smoke.
- Continued to see significant year-over-year growth in social media followers and email subscribers.
- Outstanding team, key employees continue to return annually.

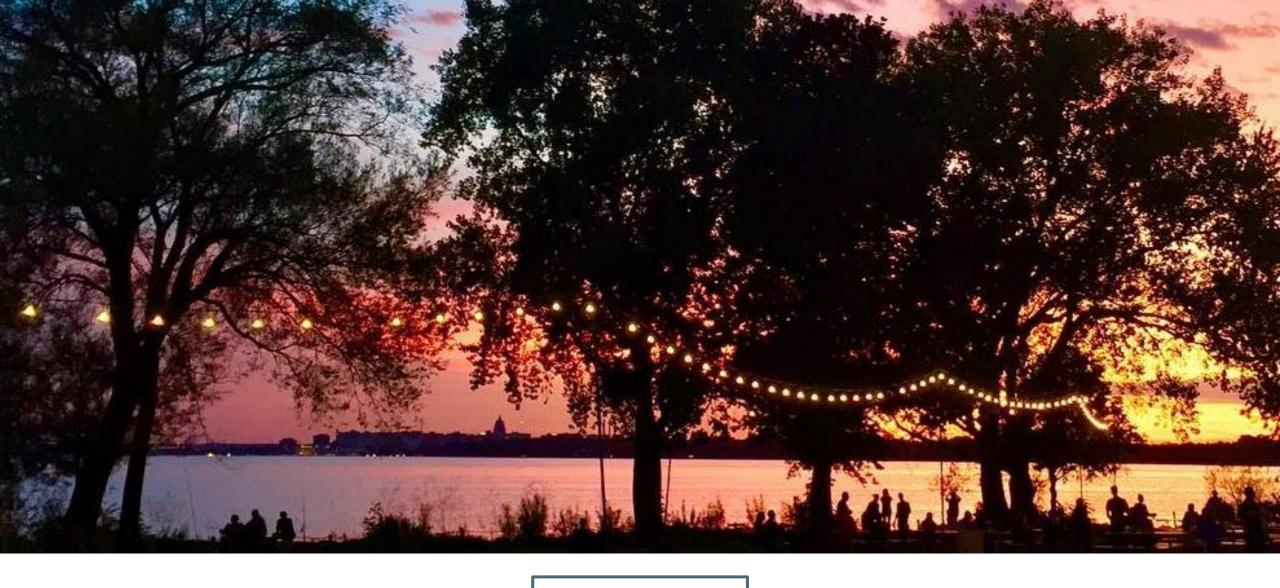
COMMUNITY BENEFITS

2023

Clean Lakes Alliance	\$ 966
Community Shares of WI	\$ 2,340
Camp Createability	\$ 900
Eastmoreland Neighborhood - Save the Park Ash Trees	\$ 1,300
Foundation for Black Women's Wellness	\$ 1,865
American Assoc. of Zookeepers - Badger Chapter	\$ 1,303
Madison Parks Foundation	\$ 1,720
Dane County Humane Society	\$ 1,889
Madison Reading Project	\$ 1,305
Friends of Pinney Library	\$ 1,285
Second Harvest	\$ 1,690
Sustain Dane	\$ 1,212
Cap East Soccer Club	\$ 1,602
Underdog Pet Rescue	\$ 858
	\$ 20,235

Thank you for seven successful years under our original agreement. We look forward to continued partnership under our new agreement!

2024+



THANK YOU