



# 2023 Summary for Board of Park Commissioners

December 13, 2023

2023

## 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.



Photo Credit: Travel Wisconsin

2023

## COMMUNITY BENEFITS

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
	<b>\$</b>	<b>20,235</b>

2024+

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



**THANK YOU**

BIERGARTEN AT OLBRICH PARK