

Community Services Quarterly Report – Christopher Peguero

Customer Service (Mark Crosby):

- Shelter Reservations: More reservations have been made at our small Picnic Shelters than ever before: 356 in 2021 compared to 217 in 2019, the previous high. This is the first year we have had Picnic Shelter reservations online. So far 108 of the 356 reservations in 2021 were made online. Large Shelter reservations are returning to pre-pandemic numbers: 1,333 reservations so far in 2021 compared to 1,406 in 2019.
- Athletics: Resurfacing work at Garner Park is complete, allowing reservations and public play to return. Field reservations continue across the system, the much needed rain has staved off the need to close fields due to drought conditions.
- Watercraft Storage: A new gravel pad was installed at Marshall Park for placement of new watercraft storage racks. Marshall Park now has 60 storage spaces, twice as many as the previous configuration. There are also new storage racks for the 30 boat moorers who store dinghies at the park.
- Permitting: The increase in annual permit sales seen in 2020 has continued into 2021. With July-November permit sales remaining we have sold almost as many permits as we sold in all of last year. Staff have been working non-stop to fulfill these permits. 2022 permits go on sale on November 15, 2021.

	2017	2018	2019	2020	2021
PERMIT GROUP	Annual	Annual	Annual	Annual	Annual
Disc Golf	1,456	1,426	1,470	1,908	2,169
Dog (Park/Reg)	7,980	8,830	7,969	9,239	8,777
Lake Access	3,560	2,879	3,004	6,728	4,796
Ski Trail	1,325	1,277	1,474	1,501	3,632
	14,321	14,412	13,917	19,376	19,374

Community Events (Kelli Lamberty):

The light switch was flipped “ON” June 2, 2021!! That’s the date Public Health Madison and Dane County (PHMDC) lifted all COVID-19 orders in Dane County. Since then, we have been answering questions, monitoring requests and processing event permit applications for events of every size and type!

2021 isn’t completely “normal”. Prior to June 2nd we had a number of annual park events cancel – LaFete de Marquette, Half Ironman; reschedule – The Sessions at McPike, Marquette Waterfront Festival, Orton Fest; and/or reconfigure – Great Taste of the Midwest. The uncertainty of the pandemic, and the necessary health orders restricting gatherings, made planning events and contracting vendors and artists difficult for organizers.

We’ve seen a significant increase in the number of “Community Events” organized by neighborhood and local community groups. Freedom Inc. has held events at Brittingham, Aldo Leopold and Elver parks. We’ve had a number of groups organize “pop-up concerts” at Orton, Penn, Warner and other Madison Parks. In addition to the long-running Juneteenth celebration

put on by Kujichagulia Madison Center for Self Determination at Penn Park, there were Juneteenth and Pride events organized by community groups at Warner, Brittingham, Elver and Aldo Leopold this year. These events increase the types of activities in our parks and make them accessible to diverse and growing communities in Madison.

Other permitting we've put in place to assist in COVID recovery for small, local business and organizations have also helped to increase the types of activities in our Parks. Having streamlined, low-cost applications for day camps and classes, has encouraged entrepreneurs and groups to look to parks as places to test out new programs and ideas.

Finally, we're very excited about the interdepartmental programs being developed with funding from a National Association of City Transportation Officials (NACTO) grant that we were awarded for "Carts in Parks". In addition to the pilot program bringing city licensed food carts into selected parks this summer and fall, city staff is working with the Latino Chamber of Commerce and the UJAMMA Business Network to support community market opportunities in parks for new, emerging, and established entrepreneurs. These programs will help inform future activation and vending decisions, policies and process for Madison Parks.

Recreation Services (Tracey Hartley):

Summer kicked off with offering activities in the Parks again! The first event was Ride the Drive with 2,600 participants at four different park locations to include Kenney, Marlborough, Warner and Wingra Parks. Next up is the offering of outdoor movies in parks around the city. Parks will offer 21 movies for the summer. Information will be on the Parks website soon. Additional offerings will be the Learn to Series and this is in the coordination process now, Learn to Fish will be two of the upcoming offerings this summer.

Parks welcomes Katy, our Wanda Fullmore intern this summer. She is a current student at Lafollette High School and will be a sophomore in the fall. She will be working events, office work, and learn about Parks overall.

Parks will not be offering Pickelball lesson this summer due to turn over of our instructors. Hope to offer these classes next year 2022.

Additionally, I have been helping with administrative tasks, supporting swim/dive meets with equipment needs at the Goodman Pool.

Goodman Pool – (Christopher Peguero):

- New Pool Lead, Jon Landsverk, Aquatics Manager while we are in transition through summer 2021.
- New capacity 750 patrons.
- Pool is fully staffed for Supervisors, Head Guards and Attendants. Working on hiring more lifeguards to be able to staff the beaches more consistently.
- Lap Swim is Monday – Friday 6:00 to 9:00 a.m. and Saturday and Sunday 9:00 – 11:30 a.m. Swim lessons are going very well. All classes are running at or near capacity. Lessons are in the mornings Monday – Friday and evenings 3 times per week.
- Waves have 2 home meets coming up on July 10th and 17th.

Rangers (Joanne Austin):

- Staff Transition: The Ranger team is currently in transition, due to the recent departure of two key positions. Both the former Ranger Supervisor and Leadworker have moved on to pursue other career opportunities outside of the City of Madison and we wish them great success. Each did amazing work for the Parks system and they left the team in good hands. During this transition, Joanne Austin will be serving as the Interim Supervisor and a new Leadworker will soon be hired. The existing ranger team is strong and we will continue to service park users.
- Get Excited!: Bernie's Beach is now accessible thanks to a generous donation, and the innovative work and thoughtful research of Ranger Lea Rumbolo, as the Donation Innovator. Working and engaging with the Madison Parks Foundation, Parks staff and the community, Bernie's Beach is now accessible to those who otherwise may not have been able to gain access to the beach. The newly installed mat and platform makes the unstable sandy surface accessible. Ranger Rumbolo is proud to have been a part of making this happen.



Warner Park Community Recreation Center (Terrence Thompson):

WPCRC partners Madison School & Community Recreation (MSCR) and NewBridge have begun summer programming with limited capacities. While programming is being offered in a limited capacity, facility usage and facility rental inquiries are picking up. MSCR is offering daytime and evening adult and 50+ fitness classes and begun Kids Kamp on June 21. NewBridge will resume the lunch program and host four summer concerts starting July 12. NewBridge is also offering foot clinics twice a month.

WPCRC is gearing up for summer programs and providing daily open gyms and Teen Nights for teens to beat the heat after MSCR Kids Kamp. Teen Nights are on Friday nights from 5pm-8pm starting July 9, transforming the WPCRC into a safe space for teens to engage in open gym, field

trips, live music, leadership development, and a meal while hanging out with friends. Teen Nights kick off with a financial literacy workshop hosted by First Weber and a night out at the Mallards game.