

# MADISON PARKS

## Public Information Office

Board of Park Commissioners Presentation

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February 10, 2021



# • Social Media

Main Social Media Platforms	2020 Followers	2019 Followers	2018 Followers	Audience Demographics
Facebook (est. January 2012) cityofmadisonparks	8,761	7,649	6,032	Location: Dane County (71%) Gender: Women (77%) Age Range: 25-44 (48%)
Twitter (est. June 2010) madisonparkswi	5,799	5,257	4,934	Location: Wisconsin (71%) Gender: Women (62%)
Instagram (est. August 2018) madisonparkswi	2,466	1,502	997	Location: Madison (75%) Gender: Women (73%) Age Range: 25-44 (71%)



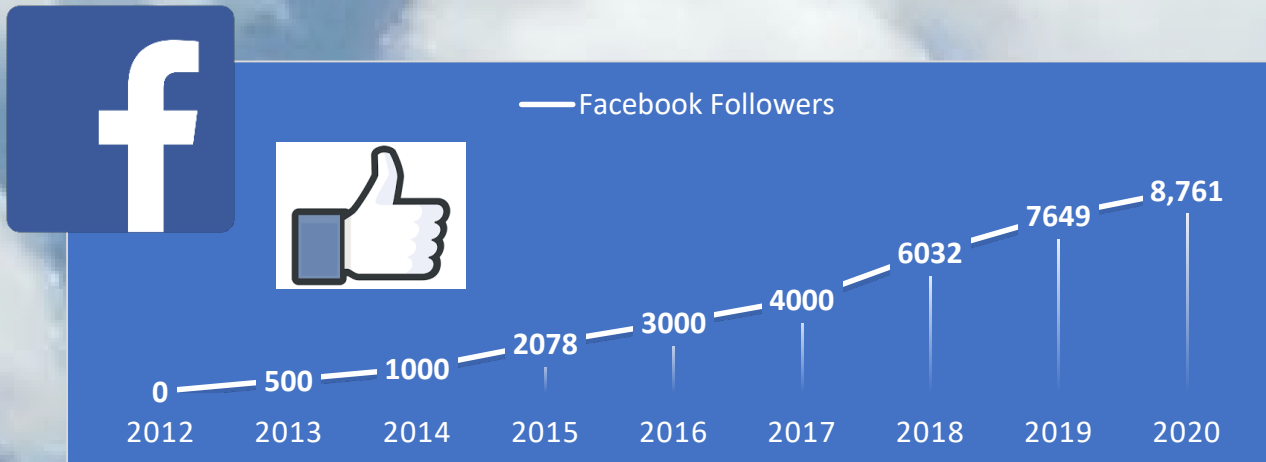
430 posts    2,466 followers    216 following

255 posts    1,518 followers    130 following



226 Following    5,799 Followers

186 Following    5,257 Followers





# E-Newsletters!

## Email Lists

Sign up to get email updates and alerts from the City of Madison.

Email Address: [ashea@cityofmadison.com](mailto:ashea@cityofmadison.com) [This is not my email](#)

### Parks

- Madison Parks News
- Golf Updates
- Law Park Plan
- Goodman Pool Updates
- Ride the Drive Updates
- Vilas Park Master Plan
- Parks Volunteer News
- Winter Activities
- Warner Park Community Recreation Center

### Confidentiality

By participating on this list the Wisconsin Public Records Laws may subject your email address to disclosure to third parties. By selecting "Yes" you are requesting that we treat your email address that you have provided to this list as confidential and you are also stating that you would not participate in this service if the City is obligated to release your email address to such third party requesters.

- Yes**, keep my information confidential.
- No**, do *not* keep my information confidential.

SUBMIT

- Madison Parks News – 4,617
- Golf News– 2,403
- Goodman Pool News – 3,340
- Volunteer News - 817
- Winter Activities – 3,894
- Warner Park CRC – 3,243

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- [Winter Fun: Cross-Country Skiing](#)
- [Winter Fun: Ice Skating](#)
- [Winter Fun: Snowshoeing](#)

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Photo credit: Hank Sherman

### Winter Recreation in Madison Parks

Calling all winter enthusiasts! Welcome to the all-new Winter Recreation News!

We know year-round physical activity is important and providing an outdoor space to recreate is more important than ever. Madison Parks will continue to provide lots of opportunities to get outdoors this winter. In the coming days we will dive deeper into each of the winter recreation amenities. Be sure to check your inbox!

For the 2020-21 winter recreation season, plan to see a few adjustments as we take additional safety precautions due to COVID-19.

**WHAT TO EXPECT AT A GLANCE**

- Once open for the season, equipment rentals will be available at Elver, Tenney and Vilas with modified hours.
  - No rentals on Mondays or Tuesdays
- Restrooms open with an adjusted capacity limit.
  - Currently open at Elver Park, Owen Conservation and Cherokee Marsh North
- All other winter restroom locations will be open once the amenity is declared open.
- Warming shelters, such as those at Elver, Tenney and Vilas will be closed to the public.
  - No personal items may be left inside.
  - Limited outdoor seating.
  - No food or beverage concessions. No rentals or concessions at Yahara Hills and Odana Hills.
- A mask or face-covering is required.
- Practice physical distancing with anyone outside of your household.
- Permits for disc golf and cross-country skiing must be purchased online or by calling (608) 266-4711, (Monday - Friday, 8am to 4:30pm).
  - On site kiosks are closed. Staff will not sell permits onsite.
  - Permits are required for disc golfing at Yahara Hills and skiing at Elver, Odana Hills and Yahara Hills.
- Vilas Park Drive, which was previously closed as part of the Shared Streets Program, is open to park and shelter vehicle traffic.

Conditions and status may vary at each amenity. Be sure to check the status online before stepping out.

**CHECK YOUR INBOX**  
Next up.... [Cross-Country Skiing!](#)

[Find Winter Fun in Madison Parks!](#)

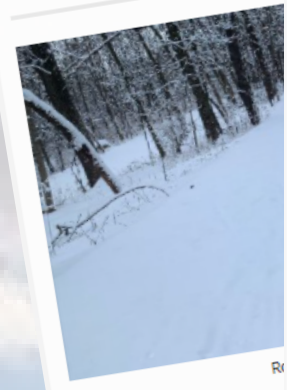
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### Cross-Country Skiing in Madison Parks

Seven designated cross-country ski trails are featured in this edition of Winter Recreation News, we'll tell you where, the how, the why and the who. If you don't have skis (or rent them from Madison Parks!), we'll tell you where to rent them.

[Jump to Winter Fun in Madison Parks](#)



**Grooming the Trail**  
The type of the grooming depends on the length and short term skiing of the trail.

- First, in case you didn't know, cross-country ski trails are not just for the elite. We always appreciate you being first.
- Next, staff evaluate the condition of the trail before any grooming. We groom to groom or to close.
- Snow-covered trails provide a soft snow foundation for classic skiing.
- As soon as possible, we groom the trails for classic skiing.
- Traditional grooming is done with hand-held equipment. On these trails, this type of grooming is not used.

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### Ice Skating in Madison Parks

Lucky 13! Yes, 13 parks with a designated ice rink are featured in this edition of Winter Recreation News, we'll tell you where, the how, the why and the who. If you don't have skates (or rent them from Madison Parks!), we'll tell you where to rent them.

[Jump to Winter Fun in Madison Parks](#)



**Grooming the Ice: When**  
As our friends with the Wisconsin DNR have declared an ice rink or lagoon open for skating, we'll get you there. Here's what you may or may not expect.

**ICE DEPTH:** Ice depth is critically important and think it must be open. It's always better to be safe than sorry. Skating on a rink that is not safe, it also damages the ice, slowing down the skating season and making it more difficult to skate.

**GROOMING:** Grooming helps keep the ice safe for skating. Grooming is done with hand-held equipment to support the equipment. While grooming equipment needs to be used to support the weight of the groomer, it also helps to groom the ice with hand-held equipment.

**WEATHER:** Living in Wisconsin, we know that winter weather can be unpredictable. When it's too warm, the ice can melt and become unsafe. When it's too cold, the ice can become too hard and brittle.

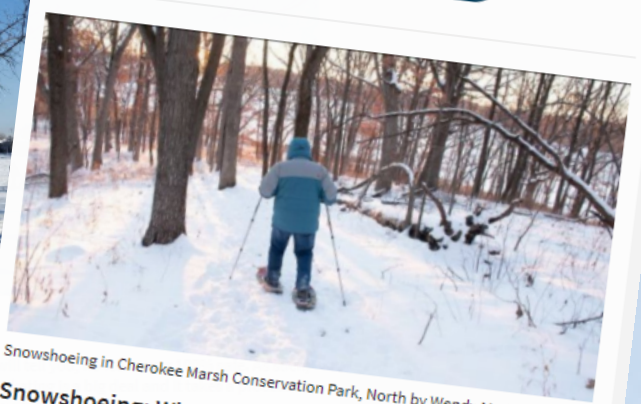
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### Snowshoeing in Madison Parks

Shhhh. Do you hear that? It's the sound of winter in Wisconsin. With a fresh blanket of snow, the outdoors is just a little bit quieter. Snowshoeing allows you to explore and see more in Madison Parks! It's true what they say, if you can walk, you can snowshoe. However, it is a bit more than just walking. You will need to lift your feet to keep the crampon (that's the fancy name for what provides traction) from dragging or sticking in the snow. It is sort of like marching in a band. All kidding aside, this silent sport is easy to learn, relatively inexpensive, and will get your heart pumping. In this edition of Winter Recreation News we'll give you the low-down on when (hint: now!), where and where not, how to rent a pair and a few quick links to trail maps.

[Jump to Winter Fun in Madison Parks](#)



**Snowshoeing in Cherokee Marsh Conservation Park, North by Wendy Murkve**

- Snowshoeing: When and Where?**  
Here are a few tips to get you started.
- DO snowshoe when there is good snow cover. Plan on at least 4" or more.
  - DO snowshoe anywhere in a general park, except on designated [cross-country ski trails](#).
    - Specifically that means no snowshoeing (hiking or dogs) on [cross-country ski trails](#) in Door Creek, Elver, Odana Hills, and Yahara Hills.
  - DO bring your leashed and licensed dog. Most Madison Parks allow leashed dogs with a permit.
    - See which locations are [Dog Free](#).
  - DON'T walk on hard surfaces such as concrete while wearing snowshoes. Remember the crampon, mentioned earlier? Those will do a number on concrete, black top or tile, damage the crampons and it's just not safe!
  - DO snowshoe on a trail in any conservation park, except those designated for cross-country skiing.
    - Specifically that means no snowshoeing in Cherokee Marsh South, Owen, and Turville Point.

# Madison Parks 2021 Calendar Update

- 163 calendars sold
  - \$2178 total
    - \$395.26 printing
    - \$320.92 *actual* shipping
- **\$1461.82 to Madison Parks Foundation**