



City of Madison

City of Madison
Madison, WI 53703
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Agenda - Approved FACILITIES PROGRAMS AND FEES SUBCOMMITTEE (Parks)

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Monday, January 29, 2024

4:00 PM

330 E. Lakeside St.
Room 104 (City-County Building)

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, please contact the Parks Division at 608-266-4711.
Written comments can be sent to ParksFPF@cityofmadison.com

1 CALL TO ORDER / ROLL CALL

2 [81700](#) Approval of the Minutes of the September 18, 2023 Facilities, Programs and Fees Subcommittee.

3 [81705](#) Public Comment
(3 minute speaking limit for items not on the Agenda)

4 DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

5 NEW BUSINESS

6 [81689](#) 2024 Facilities, Programs and Fees Proposed Meeting Schedule and Format
RECOMMEND APPROVAL

7 [81715](#) Request from staff to amend 2024 Athletic Reservation Fees
DISCUSSION AND POSSIBLE RECOMMENDATION TO THE FEBRUARY 14, 2024
BOARD OF PARK COMMISSIONERS MEETING

- 8 [81688](#) Qualifying Discount Program Update - Athletics
INFORMATIONAL

- 9 [80358](#) Community Events Informational Presentation
INFORMATIONAL

- 10 [81750](#) Review of Events Administratively Approved by Staff
RECOMMEND REFERRAL TO FEBRUARY 14, 2024 BOARD OF PARK
COMMISSIONERS MEETING

- 11 [81748](#) 2023 Fee Modification Report
INFORMATIONAL

- 12 [81698](#) Winter Operations Updates for 2024 Season

- 13 [81690](#) Annual Statement of Interest Due
INFORMATIONAL

- 14 **ADJOURNMENT**



City of Madison

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Madison, WI 53703
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Master

File Number: 81700

File ID: 81700

File Type: Communication

Status: Held in Committee

Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 01/23/2024

File Name: Approval of the Minutes of the September 18, 2023
Facilities, Programs and Fees Subcommittee.

Final Action:

Title: Approval of the Minutes of the September 18, 2023 Facilities, Programs and
Fees Subcommittee.

Notes:

Sponsors:

Effective Date:

Attachments: FPF 09.18.24 Draft Minutes.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: nmiller@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 81700

Title

Approval of the Minutes of the September 18, 2023 Facilities, Programs and Fees
Subcommittee.



City of Madison

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Meeting Minutes - Draft FACILITIES PROGRAMS AND FEES SUBCOMMITTEE (Parks)

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Monday, September 18, 2023

4:00 PM

Parks Division Lakeside Offices
330 E. Lakeside St.

CALL TO ORDER / ROLL CALL

A meeting of the Facilities, Programs and Fees Subcommittee was held at 4:00 PM on September 18, 2023 at the Parks Division Lakeside Offices. The meeting was called to order at 4:00 PM. A quorum was present and the meeting was properly noticed.

Members Present: Carrie Braxton; Bob Dye; Rob Lewis; Chandra Miller Fienen; Kyle Sydow; and Amber Wiza.

City Staff Present: Terrence Thompson; Nicole Miller; Joanne Austin; Kevin Goke; Jason Vroman; Tracey Hartley; and Shane Martin.

79795

Approval of the Minutes of the March 20, 2023 Facilities, Programs and Fees Subcommittee meeting.

**Motion made by Wiza, seconded by Miller Fienen, to Approve the Minutes of the March 20, 2023 Facilities, Programs and Fees Subcommittee meeting.
Motion passed by voice vote/other.**

79796

Public Comment

There were no registrants for Public Comment.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

Motion made by Wiza, seconded by Miller Fienen, to Approve by Consent Agenda No. 6, Legislative File No. 3779834; No. 7, Legislative File No. 79841; No. 8, Legislative File No. 79839; No. 9, Legislative File No. 79835, No. 8, Legislative File No. 79839; No. 9, Legislative File No. 79835; No. 10, Legislative File No. 11, Legislative File No. 79838; No. 12, Legislative File No. 79836; and No. 15, Legislative File No. 79840. Motion passed by voice vote/other.

- [79834](#) 2024-2025 Proposed Olbrich Botanical Gardens Fees
- Motion made by Wiza, seconded by Miller Fienen, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.
- [79841](#) 2024 Proposed Shelter Fees
- Motion made by Wiza, seconded by Miller Fienen, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.
- [79839](#) 2024 Proposed Park Division Fees - Mooring; Watercraft Storage; Violation Ranges; Disc Golf, Dog Park, Lake Access, and Cross Country Ski Permit
- Motion made by Wiza, seconded by Miller Fienen, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.
- [79835](#) 2024 Proposed Athletic Fees
- Motion made by Wiza, seconded by Miller Fienen, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.
- [79837](#) 2024 Proposed Aquatics Fees
- Motion made by Wiza, seconded by Miller Fienen, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.
- [79838](#) 2024 Proposed Forest Hill Cemetery Fees
- Motion made by Wiza, seconded by Miller Fienen, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.
- [79836](#) 2024 Proposed Golf Fees
- Motion made by Wiza, seconded by Miller Fienen, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.
- [79840](#) 2024 Proposed Recreation Services Fees
- Motion made by Wiza, seconded by Miller Fienen, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.

[79843](#)

2024 WPCRC Fees

Wiza asked why the 2024 Non-Resident Gymnasium rates did not increase like the Resident rate. Customer Service Manager Terrence Thomas stated that was an error and should be \$105. The form will be updated.

Motion made by Wiza, seconded by Braxton, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL with the update to the proposed fees. Motion passed by voice vote/other.

[79533](#)

Classes in Parks & Day Camps in Parks permits

Park and Street Use Supervisor Kelly Post presented the request and answered questions. Post will provide the Park Commission an addendum separating out the numbers of each kind of class or camp held.

Motion made by Miller Fienen, seconded by Dye, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.

[79842](#)

2024 Proposed Special Event Fees

Miller Fienen asked why the application fee for any event after their first, for NA, CO, NRT and Inter-Agency events was listed as \$75 and not \$60 like other application fees. Post indicated there was an error and it should be \$60. The form will be updated.

Motion made by Miller Fienen, seconded by Braxton, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL with the update to the proposed fees. Motion passed by voice vote/other.

[77881](#)

Request from staff to approve the Parks Guidelines for Closure Policy

Motion made by Dye, seconded by Wiza, to REFER TO THE 10/11/23 BOARD OF PARK COMMISSIONERS MEETING WITH THE RECOMMENDATION FOR APPROVAL. Motion passed by voice vote/other.

[77883](#)

Aquatics Informational Presentation

Aquatics and Parks Program Coordinator Shane Martin presented and answered questions.

[79846](#)

Ranger Informational Presentation

Ranger Supervisor Jason Vroman presented and answered questions.

[79797](#)

Parks Alive Coordinator Informational Presentation

Thompson asked that this item be moved to the October meeting.

ADJOURNMENT

Motion made by Dye, seconded by Wiza, to Adjourn at 5:25 PM. Motion passed by voice vote/other.



City of Madison

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Master

File Number: 81705

File ID: 81705

File Type: Miscellaneous

Status: Public Comment

Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 01/23/2024

File Name: Public Comment

Final Action:

Title: Public Comment

Notes:

Sponsors:

Effective Date:

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Enactment Number:

Author:

Hearing Date:

Entered by: nmiller@cityofmadison.com

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History of Legislative File

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Text of Legislative File 81705

Title
Public Comment



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 81689

File ID: 81689

File Type: Communication

Status: Held in Committee

Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 01/22/2024

File Name: 2024 Facilities, Programs and Fees Proposed
Meeting Schedule and Format

Final Action:

Title: 2024 Facilities, Programs and Fees Proposed Meeting Schedule and Format

Notes:

Sponsors:

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Author:

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Entered by: nmiller@cityofmadison.com

Published Date:

History of Legislative File

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Text of Legislative File 81689

Title

2024 Facilities, Programs and Fees Proposed Meeting Schedule and Format

Body

All Meetings will Occur on Mondays at 4PM at the Parks Division Lakeside Offices (330 E Lakeside St)

January 29th

March 18th

May 20th

July 15th

September 9th

October 7th



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Master

File Number: 81715

File ID: 81715

File Type: Communication

Status: Held in Committee

Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 01/25/2024

File Name: Request from staff to amend 2024 Athletic
Reservation Fees

Final Action:

Title: Request from staff to amend 2024 Athletic Reservation Fees

Notes:

Sponsors:

Effective Date:

Attachments: Proposed AMENDED 2024 Athletic Fees (January
2024).pdf

Enactment Number:

Author: Joanne Austin

Hearing Date:

Entered by: nmiller@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 81715

Title

Request from staff to amend 2024 Athletic Reservation Fees

Body

The Parks Division is Proposing Amendments to the 2024 Parks Athletics Fees.

2024 Athletic Reservation PROPOSED AMENDED Fees

STANDARD FEES FOR ALL ATHLETIC RESERVATIONS		2023 ATHLETIC FEES				2024 ATHLETIC FEES PROPOSED AMENDMENT			
		STANDARD RATE		YOUTH* RATE		STANDARD RATE		YOUTH* RATE **	
		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Key Replacement Fee (per key)	Failure to return key(s) within 2 business days of last reservation	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	No youth discount	
Damage Fees	Per hour, plus cost of materials	\$ 47.39	\$ 50.00	\$ 47.39	\$ 50.00	\$ 47.39	\$ 50.00	No youth discount	
Change/Transfer of Date or Location	When made greater than 28 days days prior to event date	\$ 23.70	\$ 25.00	\$ 23.70	\$ 25.00	\$ 23.70	\$ 25.00	No youth discount	
Change/Transfer of Date or Location UPDATED	When made greater than 28 days days prior to event date	\$ 23.70	\$ 25.00	\$ 23.70	\$ 25.00	\$ 9.48	\$ 10.00	No youth discount	
Offline Application Processing Fee	For reservations submitted/processed offline	\$ 47.39	\$ 50.00	\$ 47.39	\$ 50.00	\$ 47.39	\$ 50.00	No youth discount	
Offline Application Processing Fee UPDATED	For reservations submitted/processed offline	\$ 47.39	\$ 50.00	\$ 47.39	\$ 50.00	\$ 9.48	\$ 10.00	No youth discount	
Cancellation of Field Reservations, unless Madison Parks cancels	From date reservation placed to 28 days prior to and including event date	Full refund minus \$25		Full refund minus \$25		Full refund minus \$25		No youth discount	
	From 27 to 11 days prior to and including event date	50% Refund		50% Refund		50% Refund		No youth discount	
	10 or fewer days prior to and including event date	No Refund		No Refund		No Refund		No youth discount	
Cancellation of Field Reservations, unless Madison Parks cancels UPDATED	From date reservation placed to 28 days prior to and including event date	Full refund minus \$25		Full refund minus \$25		75% Refund (max \$25 fee withheld)		No youth discount	
	From 27 to 11 days prior to and including event date	50% Refund		50% Refund		50% Refund		No youth discount	
	10 or fewer days prior to and including event date	No Refund		No Refund		No Refund		No youth discount	
Amplified Sound (PA)	Such as music. (Announcements and HS Bands are not included)	\$ 56.87	\$ 60.00	\$ 56.87	\$ 60.00	\$ 56.87	\$ 60.00	No youth discount	
Temporary Structure Permit	Structures larger than 10'x10' or anything penetrating the ground.	\$ 104.27	\$ 110.00	\$ 104.27	\$ 110.00	\$ 104.27	\$ 110.00	No youth discount	
Beer Permit	A beer permit is required at alcohol free parks.	\$ 52.13	\$ 55.00	\$ 52.13	\$ 55.00	\$ 52.13	\$ 55.00	No youth discount	
Vending	See special event process for various rates.	-	-	-	-	-	-	-	
Ranger On-Site and Admin Post-Resv. Fee	Non-refundable Key Service	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	No youth discount	
Ranger On-Site and Admin Post-Resv. Fee	PA, Temporary Structure, and Beer permits	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 23.70	\$ 25.00	No youth discount	

Note: Reservations are for the indicated timeframe reserved, no exceptions. Additional fees apply if used outside of reserved time.

Warner and Bowman Baseball Stadiums		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Warner Baseball Stadium (includes field prep)	Per hour (3-hour minimum)	\$ 94.79	\$ 100.00	\$ 94.79	\$ 100.00	\$ 99.53	\$ 105.00	No youth discount	
Bowman Baseball (includes field prep)	Per hour (3-hour minimum)	\$ 52.13	\$ 55.00	\$ 52.13	\$ 55.00	\$ 56.87	\$ 60.00	No youth discount	
Lighting Charge	Per use	\$ 146.92	\$ 155.00	\$ 146.92	\$ 155.00	\$ 156.40	\$ 165.00	No youth discount	

Warner Football Premier Field		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Football Stadium	Per hour (2-hour minimum)	\$ 47.40	\$ 50.00	\$ 47.40	\$ 50.00	\$ 52.13	\$ 55.00	No youth discount	
Lighting Charge	Per use	\$ 146.92	\$ 155.00	\$ 146.92	\$ 155.00	\$ 156.40	\$ 165.00	No youth discount	

Lines (initial setup with 5-yard marks) - NEW 2024	8-hour labor (\$50/hr) and paint (\$200)	-	-	-	-	\$ 568.72	\$ 600.00	No youth discount
Lines (initial setup with 5-yard marks and hash marks) - NEW 2024	12-hour labor (\$50/hr) and paint (\$200)	-	-	-	-	\$ 758.29	\$ 800.00	No youth discount
Line Maintenance/Refresh - NEW 2024	4-hour labor (\$50/hr) and paint (\$200)	-	-	-	-	\$ 379.15	\$ 400.00	No youth discount

Warner Soccer Premier Field		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Soccer Stadium	Per hour (2-hour minimum)	\$ 47.40	\$ 50.00	\$ 47.40	\$ 50.00	\$ 52.13	\$ 55.00	No youth discount	
Lighting Charge	Per use	\$ 146.92	\$ 155.00	\$ 146.92	\$ 155.00	\$ 156.40	\$ 165.00	No youth discount	
Lines (initial setup) - New 2024	8-hour labor (\$50/hr) and paint (\$200)	-	-	-	-	\$ 568.72	\$ 600.00	No youth discount	
Line Maintenance/Refresh - New 2024	3-hour labor (\$50/hr) and paint (\$200)	-	-	-	-	\$ 331.75	\$ 350.00	No youth discount	

Softball Diamonds (Fenced locations - Olbrich, Bowman, Goodman, and Elver)		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Softball Field (no field prep)	Per hour	\$ 20.85	\$ 22.00	\$ 8.34	\$ 8.80	\$ 21.80	\$ 23.00	\$ 8.72	\$ 9.20
Prep Fee (Field reserved less than 4 hours)	Per use	\$ 33.18	\$ 35.00	\$ 13.27	\$ 14.00	\$ 37.91	\$ 40.00	No youth discount	
Prep Fee (Field reserved at least 4 hours)	Per use	-	-	-	-	\$ 18.96	\$ 20.00	No youth discount	
Lighting Charge	Per use	\$ 52.13	\$ 55.00	\$ 52.13	\$ 55.00	\$ 56.87	\$ 60.00	No youth discount	

Softball/Kickball (Non-Fenced in locations - Warner, Demetral, and other grass fields)		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Non-Fenced Softball Fields (no field prep)	Per hour	\$ 20.85	\$ 22.00	\$ 8.34	\$ 8.80	\$ 20.85	\$ 22.00	\$ 8.34	\$ 8.80
Prep Fee (Field reserved less than 4 hours)	Per use	\$ 33.18	\$ 35.00	\$ 13.27	\$ 14.00	\$ 37.91	\$ 40.00	No youth discount	
Prep Fee (Field reserved at least 4 hours)	Per use	-	-	-	-	\$ 18.96	\$ 20.00	No youth discount	
Lighting Charge	Per use	\$ 52.13	\$ 55.00	\$ 52.13	\$ 55.00	\$ 56.87	\$ 60.00	No youth discount	

Tennis, Basketball, Bike Polo (walled court), and Volleyball Courts		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Court	Per hour	\$ 5.21	\$ 5.50	\$ 2.09	\$ 2.20	\$ 5.21	\$ 5.50	\$ 2.09	\$ 2.20
Court Prep Fee (Volleyball additional raking)	Per use	\$ 47.40	\$ 50.00	\$ 18.96	\$ 20.00	\$ 47.39	\$ 50.00	No youth discount	
Lighting Charge (Bike Polo and Volleyball)	Per use	\$ 18.96	\$ 20.00	\$ 18.96	\$ 20.00	\$ 18.96	\$ 20.00	No youth discount	

Pickleball (Dedicated-use courts)		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Court	Per hour	\$ 5.21	\$ 5.50	\$ 2.09	\$ 2.20	\$ 5.69	\$ 6.00	\$ 2.27	\$ 2.40

Ultimate Frisbee		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Field Rate	Per hour	\$ 33.18	\$ 35.00	\$ 13.27	\$ 14.00	\$ 37.91	\$ 40.00	\$ 15.17	\$ 16.00
Lighting Charge	Per use	\$ 52.13	\$ 55.00	\$ 52.13	\$ 55.00	\$ 56.87	\$ 60.00	No youth discount	

Flag Football, Hockey Rinks, Lacrosse, Rugby, and Soccer at Approved Park Locations		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Field Rate	Per hour	\$ 28.44	\$ 30.00	\$ 11.37	\$ 12.00	\$ 29.38	\$ 31.00	\$ 11.75	\$ 12.40

Cricket - Reindahl Park		2023	2023 w/tax	2023	2023 w/tax	2024	2024 w/tax	2024	2024 w/tax
Cricket Pitch	Per hour	\$ 9.48	\$ 10.00	\$ 3.79	\$ 4.00	\$ 9.48	\$ 10.00	\$ 3.79	\$ 4.00

*Youth (participants not yet in high school) pay 40% of the standard rate

**The Qualifying Discounts Program (QDP) will continue to be piloted in 2024. For youth groups not participating in the pilot, the approved youth rates will apply.



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Master

File Number: 81688

File ID: 81688

File Type: Communication

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Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 01/22/2024

File Name: Qualifying Discount Program Update - Athletics

Final Action:

Title: Qualifying Discount Program Update - Athletics

Notes:

Sponsors:

Effective Date:

Attachments: QDP Presentation 1.29.24 FPFS.pdf

Enactment Number:

Author: Kelly Post

Hearing Date:

Entered by: nmiller@cityofmadison.com

Published Date:

History of Legislative File

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Text of Legislative File 81688

Title
Qualifying Discount Program Update - Athletics

Body
The Board of Park Commissioners approved File# **49380** "Authorizing the Parks Superintendent to Approve Fee Modifications for Use of Parks Space" in October 2017.

Fee Modifications for events and uses that do not fit within the standard fee structures may be approved by the Parks Superintendent and can allow the Parks Division to respond to the needs of park users in a timely, practical manner. Situations where fee modifications may be

used include:

- Legacy user groups that predate the establishment of a new fee and have mitigating circumstances that need to be addressed with a fee modification.
- A pilot concept for a use that would have minimal impact, only occur at one park location and does not have an established fee in the Park Division fee schedule.
- Uses that align with the citywide goal of Racial Equity and Social Justice.

Fee Modifications are developed by staff and must meet a number of requirements as defined in this action, and in some situations may be required to be reviewed by Board of Park Commissioners prior to implementation. The Parks Superintendent is required to provide an annual report to the Board of Park Commissioners on all fee modifications.



MADISON PARKS

QUALIFYING DISCOUNTS PROGRAM UPDATE (ATHLETICS)

QUALIFYING DISCOUNTS PROGRAM (ATHLETICS)

GOALS

- Reduce financial barriers for Park athletic space users
- Reduce the need for Fee Modifications
- Create a more equitable and standardized fee structure

PROGRAM DETAILS

- Benchmarks determined to align with Madison Park's vision and mission
- Up to 60% off the standard rates (our current youth group rate)

WHERE WE'RE AT

2022

- Equitable analysis
- Determined benchmarks

2023

- Piloted a few groups
 - Black Men's Coalition, Southside Raiders, USTA
- Surveyed 2023 athletic users
 - Cost analysis
 - QDP vs Standard Rates vs Youth Rates vs Fee Modifications

WHAT WE'VE LEARNED

COST ANALYSIS

- Determine # of benchmarks = % reduced athletic reservations fees

POTENTIAL OUTCOMES

- Could increase fees significantly for users with fee modifications
- Could decrease revenue significantly for Madison Park's athletics

WHY WE'RE HERE TODAY

- PROJECTED FINANCIAL IMPACTS
 - User groups
 - Park's Athletic revenue
- SEEKING COMMITTEE FEEDBACK ON
 - Suggestions to mitigate projected revenue loss for Parks
 - Suggestions to soften the impact on groups that may pay more with QDP
- DISCUSS SPREADSHEET: COST ANALYSIS



City of Madison

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Madison, WI 53703
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Master

File Number: 80358

File ID: 80358

File Type: Communication

Status: Held in Committee

Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 10/11/2023

File Name: Community Events Informational Presentation

Final Action:

Title: Community Events Informational Presentation

Notes:

Sponsors:

Effective Date:

Attachments: 10.16 Community Events - informational
presentation.pdf, 1.29 FPFS - Community Events
presentation.pdf

Enactment Number:

Author: Kelly Post

Hearing Date:

Entered by: nmiller@cityofmadison.com

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History of Legislative File

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Text of Legislative File 80358

Title
Community Events Informational Presentation



MADISON PARKS

Community Events

Community Events in Madison

It is the mission of Community Events staff to provide opportunities for community building and interaction by facilitating Special Event permits. To enhance the vitality, citizen engagement, safety, economic prosperity and overall quality of life in Madison through the support of special events, programming and activities throughout our community.

Community gatherings-festivals-concerts-parades-run/walks-farmers' markets

- Define and build communities
- Increase equitable accessibility and connect communities with public spaces
- Celebrate traditions
- Instill civic pride / support community service and volunteerism
- Bring tourism & economic drivers to our community

Special Events in Madison Parks

Park Event permits

Neighborhood/Community Group Event permits

Open Space permits

Commercial Shoot permits

Classes in Parks permits

Day Camps in Parks permits

Special Events on Madison Streets

Street Use permits

Downtown Performance Space permits

Block Party permits

Rallies/Marches permits

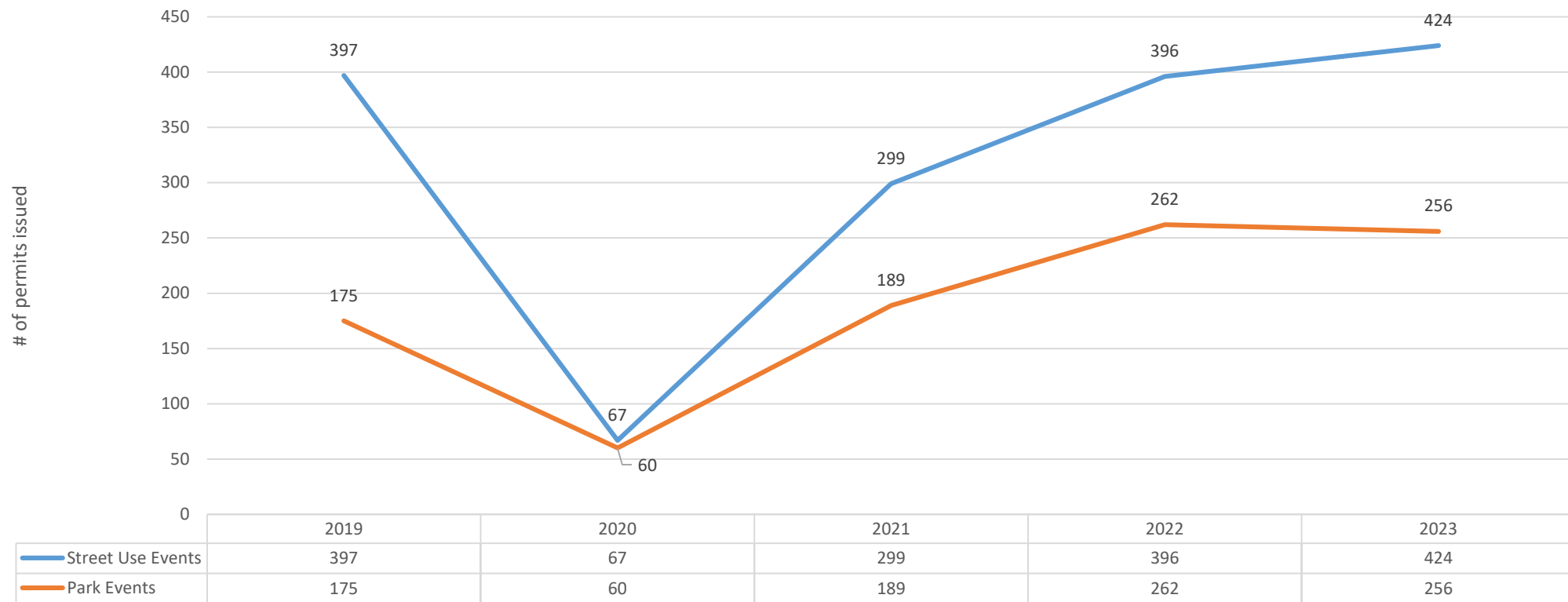
2023 Community Event Data

Special Events in Madison Parks (2023)	# permits
Park Event permits	105
Neighborhood / Community Park Event permits	126
Classes in Parks permits	12
Day Camps in Parks permits	7
Commercial Shoot permits	6
TOTAL	256

Special Events on Madison Streets (2023)	# permits
Street Use Event permits	133
Downtown Performance Space permits	179
Neighborhood Block Party permits	112
TOTAL	424

Permit Trends

City of Madison Special Event Permits 2019-2023





MADISON PARKS

Community Events

Date 01/29/2024

Presented by Kelly Post

Park and Street Use Supervisor

Community Events on Public Property

- *To support permitted activities, special events, and the management of public spaces which enhance the community building, citizen engagement, public safety, economic prosperity and quality of life for everyone.*
- How do we do this?
 - Understanding City ordinances, policies, and guidelines for use of public spaces
 - Communication and coordination = customer service
 - Help to maintain a healthy balance of permitted events and normal public use in public spaces

Community Events are Important

Why are these events so important?

Community Gatherings

Festivals

Concerts

Run/Walk/Marathons

Parades/Marches

Farmers' Markets

Wellness Classes

Kids Camps

- Define and build communities
- Increase equitable accessibility and connect communities with public spaces
- Celebrate traditions
- Health & wellness / getting outdoors
- Instill civic pride / support community service and volunteerism
- Bring tourism & economic drivers to our community

Permit Types

Permits in Parks

Park Events
Neighborhood/Community Group Events
Open Space Events
Commercial Shoots
Classes in Parks
Kids Camps in Parks

Permits for Streets, Sidewalks, or Parking Lanes

Street Use Events
Neighborhood Block Parties
Downtown Performance Spaces
Rallies, Demonstrations, and Marches

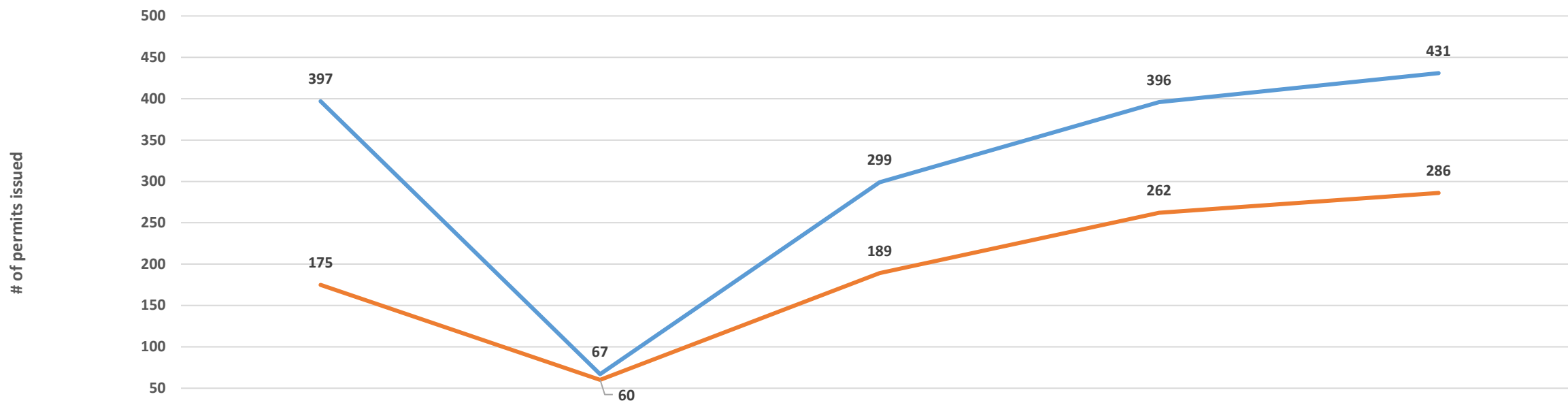
2023 Community Event Data

Special Events in Madison Parks (2023)	# permits
Park Event permits	110
Neighborhood / Community Park Event permits	151
Classes in Parks permits	12
Kids Camps in Parks permits	7
Commercial Shoot permits	6
TOTAL	286

Special Events on Madison Streets (2023)	# permits
Street Use Event permits	140
Downtown Performance Space permits	179
Neighborhood Block Party permits	112
TOTAL	431

Permit Trends

City of Madison Special Event Permits 2019-2023



By year	2019	2020	2021	2022	2023
Street Use Events	397	67	299	396	431
Park Events	175	60	189	262	286



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 81750

File ID: 81750

File Type: Communication

Status: Held in Committee

Version: 1

Reference:

Controlling Body: AFFIRMATIVE
ACTION
COMMISSION

File Created Date : 01/26/2024

File Name: Review of Events Administratively Approved by Staff

Final Action:

Title: Review of Events Administratively Approved by Staff

Notes:

Sponsors:

Effective Date:

Attachments: 2023 Administrative Approval event
report-1.24.24.pdf

Enactment Number:

Author: Kelly Post

Hearing Date:

Entered by: nmiller@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 81750

Title

Review of Events Administratively Approved by Staff

Body

Quarterly report of administratively approved park event permits in 2023 that would have required committee approval prior to establishing new criteria set forth on 3/9/2022 by the Board of Park Commission. Reference [Leg. ID 69974](#)

Park Event permits - administratively approved in 2023 - Quarterly Report

2023 Date	EVENT	Park	Est. Attendance	PA 1	PA 2	Temp. Structure	Vending	beer/wine sales	Past Criteria that would have required committee approval
4/23	MATA/Outreach event: Celebrate Trans Joy in Community	Vilas	500	1		1			Change of location, estimated attendance
5/20	Picnic in the Park	Burrows	300			2			Change of location, estimated attendance
5/20	Madcities Meltdown	McPike Skate Park	150	2					new "type" of event @ the skate park
5/21-8/14	Rutabaga Adult classes	Esther Beach	5-15/class						required a fee mod in the past
5/27	Vegan Sausage Fest	Vilas	50				y		new event w/ vending
6/5-8/11	Rutabaga Outdoor Adventures camp	Esther Beach	30						required a fee mod in the past
6/12-8/18	Big Oak ChildCare	Orton	48						required a fee mod in the past
6/19-8/18	UCP Camp	Brittingham	40						required a fee mod in the past
6/24	Electronics Recycling Event	Warner	1000						size of event and potential traffic/MPD coordination
7/8	EID Festival	Garner	1000			1	y		size and complexity of event
7/22	Urban Triage Community Event	Penn	500	1		2	y		size and complexity of event
7/27-7/30	All City Swim	Goodman	3000			15	y	y	size and complexity of event
10/1	Ride for Your Life	Brittingham	500	1					size of event and potential traffic/MPD coordination
10/12	LLS Light the Night	Vilas	800						Change of location, estimated attendance



City of Madison

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Master

File Number: 81748

File ID: 81748

File Type: Communication

Status: Held in Committee

Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 01/26/2024

File Name: 2023 Fee Modification Report

Final Action:

Title: 2023 Fee Modification Report

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author: Terrence Thompson

Hearing Date:

Entered by: nmiller@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 81748

Title

2023 Fee Modification Report

Body

The Board of Park Commissioners approved File# **49380** "Authorizing the Parks Superintendent to Approve Fee Modifications for Use of Parks Space" in October 2017.

Fee Modifications for events and uses that do not fit within the standard fee structures may be approved by the Parks Superintendent and can allow the Parks Division to respond to the needs of park users in a timely, practical manner. Situations where fee modifications may be

used include:

- Legacy user groups that predate the establishment of a new fee and have mitigating circumstances that need to be addressed with a fee modification.
- A pilot concept for a use that would have minimal impact, only occur at one park location and does not have an established fee in the Park Division fee schedule.
- Uses that align with the citywide goal of Racial Equity and Social Justice.

Fee Modifications are developed by staff and must meet a number of requirements as defined in this action, and in some situations may be required to be reviewed by Board of Park Commissioners prior to implementation. The Parks Superintendent is required to provide an annual report to the Board of Park Commissioners on all fee modifications.



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 81698

File ID: 81698

File Type: Communication

Status: Held in Committee

Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 01/23/2024

File Name: Winter Operations Updates for 2024 Season

Final Action:

Title: Winter Operations Updates for 2024 Season

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: nmiller@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 81698

Title

Winter Operations Updates for 2024 Season

Body

Information regarding winter recreation thus far this season including new programs offered.



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 81690

File ID: 81690

File Type: Communication

Status: Held in Committee

Version: 1

Reference:

Controlling Body: FACILITIES
PROGRAMS AND
FEES
SUBCOMMITTEE
(Parks)

File Created Date : 01/22/2024

File Name: Annual Statement of Interest Due

Final Action:

Title: Annual Statement of Interest Due

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: nmiller@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 81690

Title
Annual Statement of Interest Due