

## Community Services Report October 2022 – Terrence Thompson

### Community Events (Kelly Post):

	2022 Permitted Event Days												2022 totals	2021 totals	2020 totals	2019 totals
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
Street Use Events (131 permits)	3	9	3	7	10	33	51	57	32	13	1	0	219	185	18	364
Park Events (236 permits*)	4	8	2	16	39	132	164	152	54	45	23	33	672	416	122	357
Block Parties (91 permits)	0	0	0	1	3	9	20	19	25	14	0	0	91	79	9	88
DT Performance Spaces**	0	3	0	6	16	42	35	45	32	4	0	0	183	134	6	155
<b>TOTAL</b>	<b>7</b>	<b>20</b>	<b>5</b>	<b>30</b>	<b>68</b>	<b>216</b>	<b>270</b>	<b>273</b>	<b>143</b>	<b>76</b>	<b>24</b>	<b>33</b>	<b>1165</b>	<b>814</b>	<b>159</b>	<b>964</b>

\*Includes Community Park Events permits, Classes in Parks, Day Camps in Parks, Open Space Park permits  
 \*\*includes BID programming

Madison Parks and other public rights-of-way have hosted many fantastic events throughout the 2022 event season, bringing our community back together after a few years of navigating the pandemic. We have permitted many returning, annual events, and new events. The number of Community or Neighborhood Park Events continues to increase each year. This increase illustrates how vital small community gatherings are as we all reconnect with neighbors and offer outreach to communities in need. One of the highlights of the summer was helping with the Parks Alive program. This program shows the positive impact we can achieve when multiple City agencies work together for our Madison residents. Almost all our pre-pandemic, iconic, large fundraising events and National events returned and are also so important in bringing visitors to our amazing City and highlighting all Madison has to offer, including our many beautiful parks and lakes.

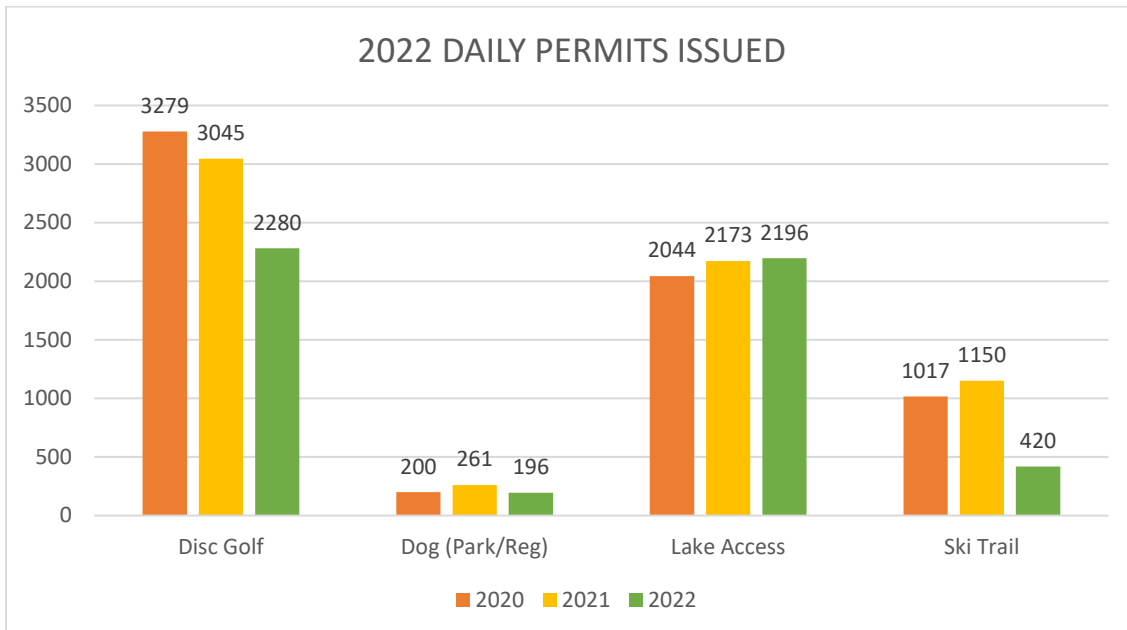
As we wind down the very busy permitting season, we look ahead to 2023. Qualifying, annual, and returning events have been sent their 2023 date request forms so we can reserve parks, shelters, and athletic spaces before reservations open up to the public in November. Additionally, we will be working on updating event applications and Community Event websites for 2023. After a bit of a hiatus due to permitting workload and staffing, we are working with IT to finalize the online Park Event permit to have it ready well before the first of the year. Finally, we are analyzing 2022 event data, including Carts in Parks, which we will share with the Facilities, Programs, and Fees Subcommittee and Board of Park Commission at the December meetings.

### Customer Service (Joanne): **2023 Shelter Reservations**

The 2022 shelter reservation season is wrapping up, so it's time to prepare for the first-day customers can begin placing their 2023 shelter reservations. Some may think this is a simple and easy task. However, staff are behind-the-scenes staff reviewing and updating our 2023 shelter website, shared materials, and reservation receipt information for this busy day on Tuesday, November 8.

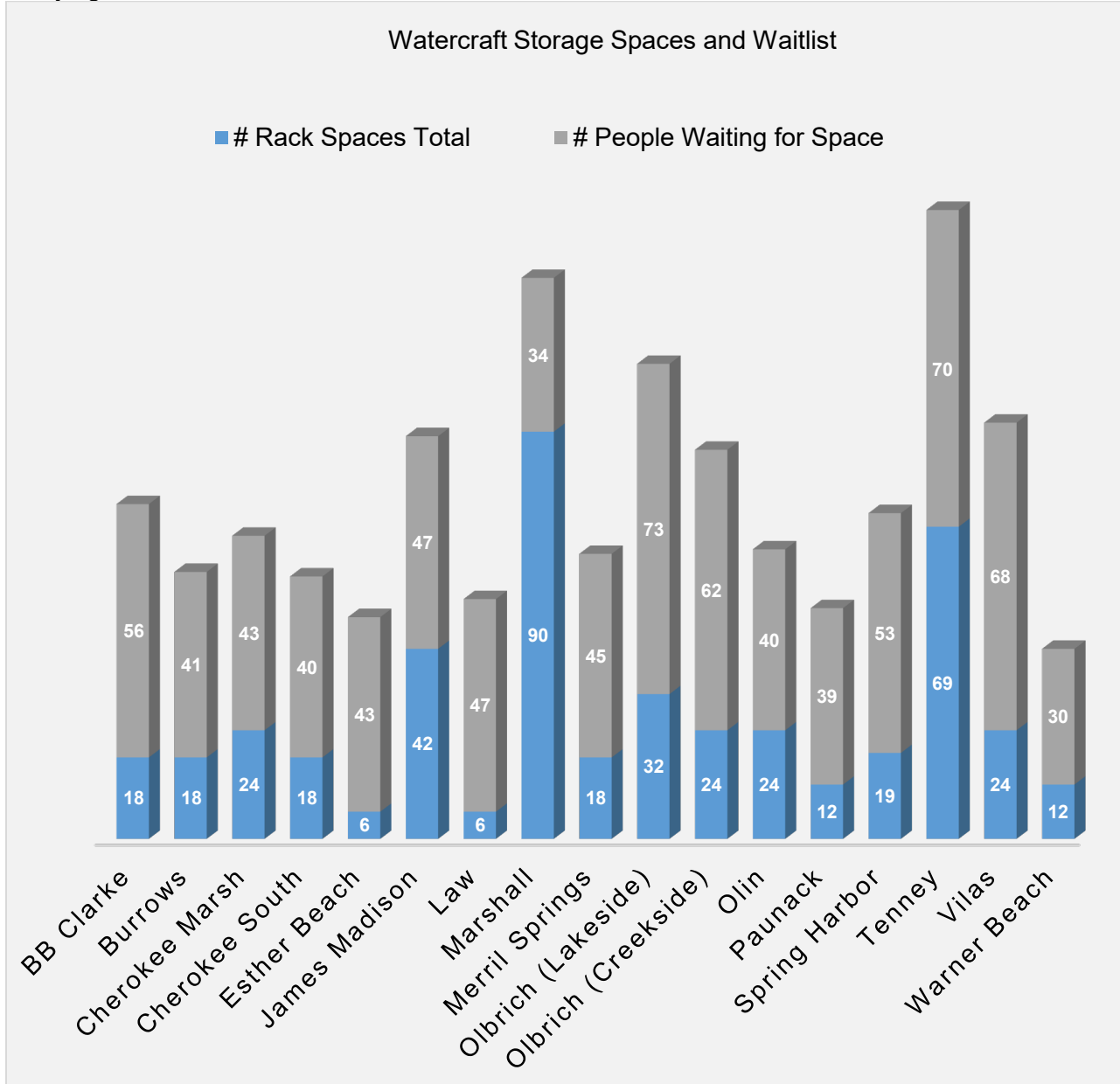
## 2022 Permits Update

Below are the current quantities of 2022 annual and daily permits sold. In addition, 2023 annual permits will be available for purchase starting November 1. We will send email notifications to current customers and a website link to purchase in advance conveniently.



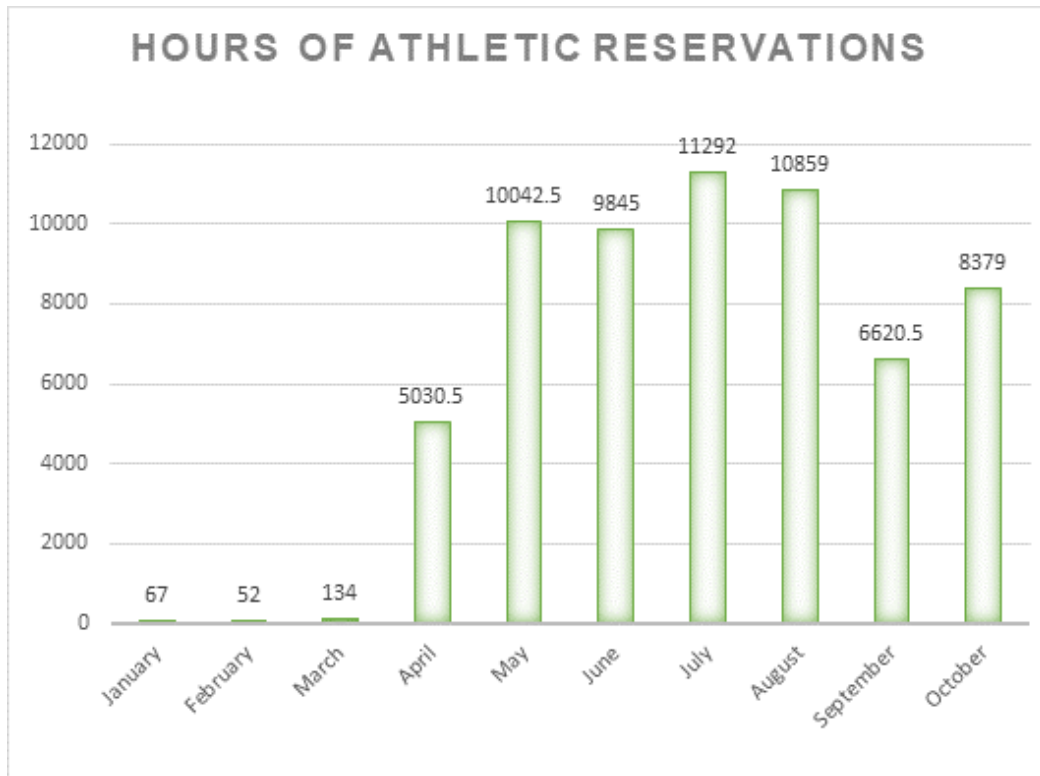
## Watercraft Storage

There is a demand for canoe/kayak/paddleboard storage in various parks near Madison lakes. The graph below shows the number of watercraft storage spaces available (456 in total) at each park location (blue) compared to the number of people waiting for a space at that park (grey). Watercraft storage customers can store a second watercraft in their space as long as their units fit within the size and weight restrictions. 2022 storage agreements will expire on March 31, 2023. Early in 2023, we will begin reaching out to all current agreement customers asking who will not be renewing their storage agreements, aiding our efforts in determining available spaces and notifying those on our waitlist.



## Athletics

Athletic spaces are located throughout parks, and 2022 reservations will wrap up soon. The various athletic spaces have been reserved for approximately 62,000 hours thus far this year. Our top 5 reserved spaces by the number of hours reserved are Soccer, Ultimate Frisbee, Softball, Tennis, and Pickleball. Soccer fields hold the top spot for both the total number of reservations (3,986) and hours of reservations (16,600).



### Rangers (Jason Vroman):

#### **Ranger Staffing Update**

There have been several staffing changes within the Ranger unit. Joanne Austin has returned to her role as the Customer Services Coordinator and works out of the CCB. Jason Vroman has taken over as the Ranger Supervisor and is getting acquainted with Madison Parks and the Ranger staff. The Ranger unit also added a new Permanent Ranger, Michaela Daly, who will begin in her position on October 17th. Michaela will go through the Ranger training program for up to 6-weeks as she gets accustomed to her new job. Lastly, Will Goss took over at the Disc Golf Ranger in August. Will has already been out and about on the Disc Golf courses and is in preparations to open up Hiestand as the Winter Disc Golf Course this year. Yahara Disc Golf course will remain closed this winter due to construction.

## **Community Highlights**

Rangers have been active in the Madison community and various parts of the city. Rangers were able to assist in the recovery of a 3,000-year-old Ho-Chunk vessel at Spring Harbor Beach. The canoe was located, prepped, and recovered by the State of Wisconsin Historical Society. Several members of the Ho-Chunk Nation, City of Madison administrators, University of Wisconsin administrators, State Historical Society staff, media, and interested community members attended the recovery.

Rangers have also been part of several community meetings to discuss issues at Reindahl, Demetral, and Reynolds Parks. This was an opportunity to listen to concerns from surrounding neighbors about issues observed in these parks. The community brought up common issues, and Rangers will coordinate with MPD, the community, and outreach providers to continue work on strategic solutions. In addition, rangers worked with Catalyst for Change at Warner Park to relocate an unhoused individual back home to Texas and provide two others with housing options. We hope to continue these successes in other parks as well.



## **Warner Park Community Recreation Center (Zach Watson):**

Summer 2022 was a prime example of the saying “time flies”! The Youth Leadership and Evaluation Team (YLET) had a fantastic summer supporting the KNOW Program partnership with the Madison Parks Foundation (MPF). The YLET and MPF worked closely to submit a 2-minute video about the KNOW program and how the funding would be used as finalists for a \$100,000 grant from the 100 Men of Dane County. It took 146 video clips, 124 photos, 30 hours of scripting and planning, and 10 hours editing to bring this 2-minute video to life. Unfortunately, the YLET came in 2nd place after the votes were tallied. However, we hope to build on our progress from this summer and plan to reapply in early October 2022.



WPCRC hosted a Wanda Fullmore Intern this summer, Nate Hill. Nate's internship focused on understanding how the WPCRC serves the community through internal and external collaboration and gaining hands-on experience working with diverse communities. Nate wants to work in law enforcement, and we hope his experience at the WPCRC will help shape his community perspective as he navigates his career journey. Nate assisted at the front desk and supported several of the Parks Alive events at Elver Park and Brentwood/Trailway by helping with set-ups and take-downs and helping coordinate the August 10th, 2022 event. We look forward to seeing what's next for Nate.

### **KNOW Program partnership with the Madison Parks Foundation**



### **Recreation Services & Aquatics (Tracey Hartley & Shane Martin):**

Emma Boicken was hired as the new Event Services Assistant on August 8, 2022. We are glad to have her on the team at Parks. Movie attendance is in for all movie showings, except for two movies, with 29 movie offerings at 16 parks and 3,101 attendees. In addition, the Learning Series is picking up with Emma leading the planning efforts. We recently held a Learn to Fish program with 16 people in attendance, and another Learn to Fish is coming up on Oct. 5 with 18 people currently registered. Upcoming learning events include; Stargaze, Snowmobiling, Pump Track Skills, and Ice Fish. Trucks & Treasures had approximately 800 people attend at Reindahl Park this fall with 28 vehicles and 1 kid-to-kid garage sale. Fall hayrides are now scheduled for the season.

The Aquatics season of 2022 is almost entirely wrapped up. We are finishing the end-of-season report highlighting several activities at the pool, data, and programming recommendations for summer 2023. We are already planning pool usage for summer 2023. In addition, we are planning for hosting the 2023 All City Swim meet at the Goodman Pool. Madison School & Community Recreation (MSCR) and Parks have submitted a nomination for the WPRA's 2022 Partnership Award for our swim lesson and aqua fitness class collaboration at Goodman Pool this summer.

Next, we are rapidly turning our attention to Winter Operations. We are planning on having several locations open, dependent upon staffing levels. There will be a short turnaround time between when shelter reservations end and when we can move our equipment around and start training our staff. The job posting is up to hire event and winter attendants to get our team hired.

