



2022 Summary

2022

CUSTOMER AND COMMUNITY EXPERIENCE

Zero complaints reported by MPD, Parks, other City Staff or Officials

Very positive feedback and reviews:

- 4/5 Yelp
- 4.6/5 Google
- 4.5/5 Trip Advisor
- 4.8/5 Facebook, ~7,400 followers

Potential enhancements:

- Outdoor covered space
- Bathroom upgrades
- Capacity increase
- Parking



Photo Credit: Travel Wisconsin

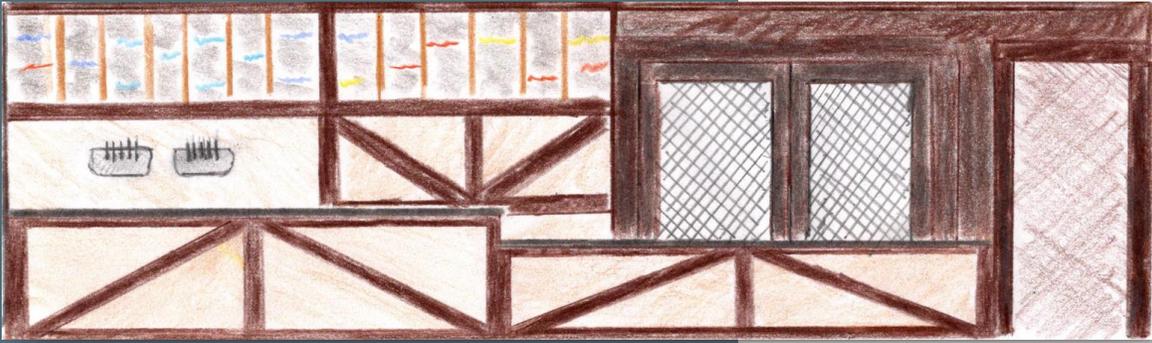
OPERATIONS

Great team and retention. Operational challenges include storage space, moving counters and equipment in/out daily, and lack of roof over service area.

2022

COMMUNITY BENEFITS

Sugar Maple Traditional Music Festival	\$ 300
Clean Lakes Alliance	\$ 3,128
Camp Createability	\$ 1,490
Nehemiah	\$ 1,418
AAZK - Badger Chapter	\$ 1,690
Urban Triage	\$ 2,053
Dane County Humane Society	\$ 1,796
East Moreland Neighborhood Assoc - Save the Park Ash Trees	\$ 894
Community Shares	\$ 1,706
Madison Reading Project	\$ 1,546
Madison Parks Foundation	\$ 1,653
Sustain Dane	\$ 1,542
Cap East Soccer Club	\$ 1,722
Friends of Pinney Library	\$ 993
Underdog Rescue	\$ 1,653
Total	\$ 23,584



REQUEST FOR 2023

Add semi-permanent exterior service counters.

- Existing counters are reaching end of life.
- Allowing counters to remain outside overnight mitigates storage limitations in two ways:
 - Some items can be stored in cabinets under counters
 - Inside space previously allocated for counters can be used for storage
- No change to current building exterior; maintain existing aesthetic.
- Constructed of exterior-grade, waterproof materials to remain outside during summer. Modular pieces to be moved inside during the offseason.
- Open to implementation as “equipment” or “capital improvement” per Parks preference.

2024+

- Original agreement runs through end of next season (2023)
- Item of greatest complexity: need for new building.
- We believe we have alignment on plan based on preliminary discussions with Parks Staff and look forward to beginning formal drafting of successor agreement.
- Ask that new agreement be finalized in 1H 2023.



THANK YOU