



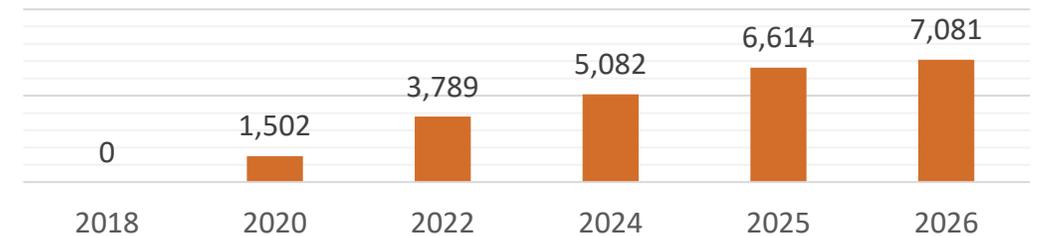
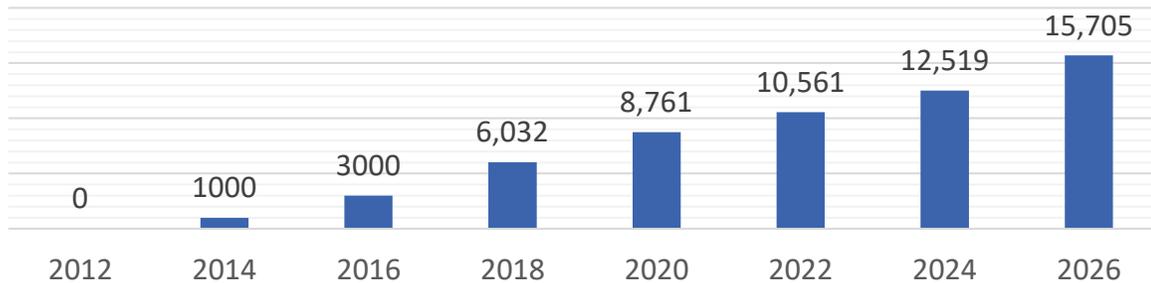
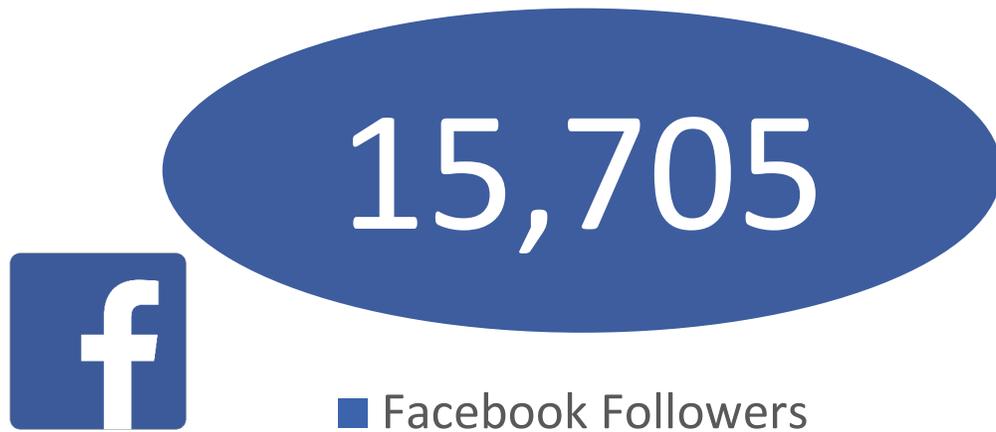
**MADISON
PARKS**

**Board of Park Commissioners
Office of Public Information Report**

Wednesday, March 11, 2026
Presented by Ann Shea, Parks Public Information Officer

Madison Parks Social Media

- By the Numbers



(as of February 27, 2026)

Informing the Community

- Reach & Engage

Topic	Views	Net Follows	Interactions
Warner Off-Leash Dog Park Update	355,940	57	1,139
Candlelight Hike	251,985	127	692
Ice Skating – Door Creek	73,505	15	171



Informing the Community

- Winter Recreation

Average 33 days open across 20 ice rinks & designated skating lagoons



Door Creek Park – new ice rink



Elver Park – installing the hockey rink boards



Goodman Park – Ice rink open 50 days

Promoting/Organizing Unique Public Events

- Door Creek Park Ribbon Cutting & Winter Celebration
- Madison LakeWay – public meeting
- Imagination Center at Reindahl Park – marketing
- Candlelight Walks, Groove & Glides, Skate Cinema
- WPCRC events
- Volunteer Projects & Workdays



New Golf Madison Parks Branding



Informing the Community – What's Next



- Spring Events
- Bonus Reservable Days at Olin Park Pavilion – Normal Hall
- Seasonal Restrooms Reopen
- Boat Launch Piers Installed
- Odana Hills Golf Course
- Ride the Drive 2026

Accessible Website Content

290+ Park Pages

- Acacia Ridge to Zook

90+ Amenity Pages

- Adventure Biking to Volleyball

Creating Fresh Content

- Golf
- Volunteer
- Goodman Pool
- WPCRC

