



2025 Summary for Board of Park Commissioners

December 10, 2025

2025

CUSTOMER AND COMMUNITY EXPERIENCE

Review Scores as of season end:

- Yelp: 4.0/5.0
- Google: 4.6/5.0
- Trip Advisor: 4.3/5.0
- Facebook: 96%

☀️ Mentioned in *Brava Magazine* & *The New York Times* ☀️

OPERATIONS

- Customer visits level with 2024 at ~42,000. Number of transactions down slightly.
- Biggest challenges remain customer capacity and storage space.
- Continued growth in social media followers & email subscribers.
- Employee turnover remains low.



Photo Credit: Travel Wisconsin

**TOTAL
DONATIONS
IN 2025**

\$16,799

COMMUNITY BENEFIT EVENTS

Eastmoreland Community Assoc.

Community Shares

Dane County Humane Society

Urban Triage

Madison Parks Foundation

Camp Createability

350 Wisconsin

Sustain Dane

Clean Lakes Alliance

American Association of Zoo Keepers - Badger Chapter

Cap East Soccer Club

Friends of Pinney Library

Second Harvest Foodbank of Southern WI

Underdog Pet Rescue of WI



2026+

- 2026 will be our 10th season! No major changes planned for 2026.
- Beach house building continues to show signs of aging. We are grateful to Madison Parks' maintenance team for helping with prompt repairs.
- Biergarten and Parks representatives met on November 10 to review the season to discuss challenges and opportunities. We look forward to our continued partnership in 2026.

THANK YOU