MADISON PARKS Public Information Office

Board of Park Commissioners Presentation

July 10, 2019



MEDIA

March – June 2019

Reach

- Local television WISC, WMTV, WKOW, WMSN
- Madison Magazine
- Wisconsin State Journal
- Capital Times
- Madison.com
- Wisconsin Public Radio
- National Public Radio
- WIBA sports radio
- Isthmus
- Madison Essentials Magazine

Highlights

- Overall park feature stories
- Ride the Drive
- Goodman Pool opening day
- Golf Courses
- Volunteer #trashtag, Earth Day Challenge
- Conservation
- Beaches
- Forestry
- Reindahl Imagination Center
- Law Park- preliminary report
- Orton Park
- Disc Golf
- Breese Stevens

RIDE THE DRIVE

- 3 parks \bullet
- 4 miles \bullet
- 32 vendors \bullet
- 233 Parks Prize Pass returned \bullet

Brittingham Park

Olin Park

Law Park

9,000 estimated participants \bullet



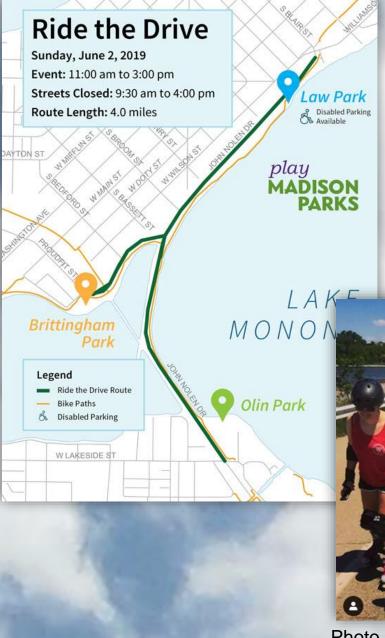


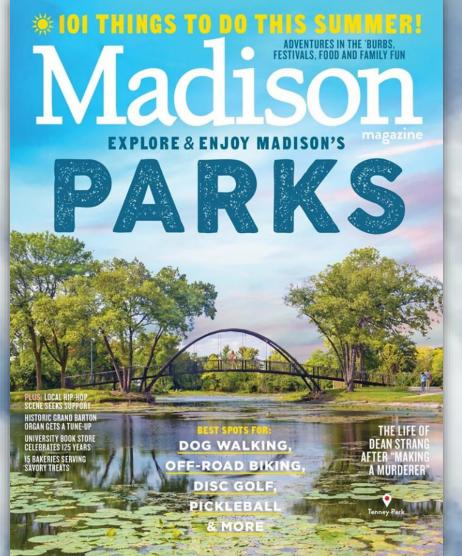


Photo courtesy Instagram: @deanokatie



Photo courtesy Instagram: @taylorofferdahl

MADISON MAGAZINE COVER & FEATURE STORIES



Take a walk in Madison's parks by Joel Patenaude and Mike Ivey Meet six rapidly expanding uses in the city

- Off-Road Bicycling
- Dogs
- Disc Golf
- Pickleball
- Cross-Country Skiing

Madison's parks friends

- by Joel Patenaude

Field Use

Also...

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groups

Bike the Burbs

Go Play at these 22 Madison parks

by Joel Patenaude

