

Fiscal Note

The proposed resolution authorizes the City to enter into an agreement with the Madison Lakeway Partners, Inc. and amends the budget to transfer \$25,000 from the Olin Trust Fund to the Parks Division's operating budget in order to make payment to Madison Lakeway Partners, Inc. to support its fundraising efforts for the Madison LakeWay Project. No additional appropriation is required.

Title (Include Alder District)

Authorizing the Mayor and the City Clerk to execute an agreement with the Madison LakeWay Partners, Inc. as the non-profit charitable partner to support the redevelopment of the Madison LakeWay and transfer \$25,000 from the Olin Trust Fund to the Parks Division's operating budget in order to make payment to the Partners. (District 4, District 6, District 13 and District 14)

Referrals

Where does this item need to go after being introduced at Council?

Intro: CC (07/01/2025)
BPC (07/09/2025)
Finance (Lead) (07/07/2025)
CC (07/15/2025)

Sponsors

Tag Evers
Carmella Glenn
Derek Field

Body

WHEREAS, beginning in the 1890's and the establishment of the Madison Parks and Pleasure Drive Association ("MPPDA"), the City has been fortunate to enjoy widespread community support and funding from the community to acquire and develop the City's valuable park and open space system; and,

WHEREAS, the Madison Parks Division ("Madison Parks") took over authority of the City's parks from the MPPDA in 1938, and has grown and developed the City's current park system. However, a need still exists for private sector involvement in supporting parks and open space in Madison through planning, fundraising, community outreach, and public involvement in the continued development and maintenance of the City's park system; and,

WHEREAS, the City owns the area known as the Madison LakeWay, which includes 1.7 miles of Lake Monona shoreline and 17 acres of lakefront property, extending from S. Blair Street on the north, counterclockwise along the Lake Monona shoreline to E. Lakeside Street on the south, and consists of all or portions of Law Park, the John Nolen Drive Causeway, and Olin Park; and,

WHEREAS, in early 2022, Madison Parks launched the Lake Monona Waterfront Design Challenge—a competition to create a visionary, inclusive, and environmentally focused master plan for the Madison LakeWay, the City's foremost public lakefront; and,

WHEREAS, in April 2024, the City approved the Design Challenge winner's master plan for the Madison LakeWay (the Lake Monona Waterfront Master Plan) and directed Madison Parks to pursue outside funding resources to the extent possible to realize the vision set by the Plan; and,

WHEREAS, Madison LakeWay Partners, Inc., f/n/a the Friends of Nolen Waterfront, Inc., was formed in 2018 as a non-profit charitable corporation to advocate for, aid and support the redevelopment of the Madison LakeWay. Prior to and during the Design Challenge, the Partners and its members provided input and assistance to the City, and the Partners provided the City with half of the funding (\$112,500) for the final three design teams selected during the challenge; and,

WHEREAS, as the City begins looking to implement the Master Plan for the Madison LakeWay (the "Madison LakeWay Project" or "Project"), the City and the Partners desire to enter an agreement that will establish a strong cooperative foundation moving forward, recognizing that the relationship will change and grow over time as the community's vision for the Madison LakeWay begins to take shape. Under this agreement, the Partners will be the City's official non-profit collaborator as it relates to the Project, and an affiliated organization under MGO Sec. 4.29; and,

WHEREAS, to assist in the Partners' fundraising efforts for the Project, the City will contribute \$25,000 to the Partners following execution of the Agreement. This payment will be made from the Olin Trust Fund, the proceeds of which are required to be used for improving, beautifying, and adorning park spaces. This contribution to the Partners is consistent with this purpose.

NOW, THEREFORE, BE IT RESOLVED that the Mayor and City Clerk are authorized to execute an Agreement with Madison LakeWay Partners, Inc. to establish a cooperative foundation for fundraising and support of the implementation of the Madison LakeWay Project for up to 10 years through 2035 in a format that is approved by the City Attorney and that is consistent with the agreement attached hereto.

NOW ,THEREFORE, BE IT FURTHER RESOLVED this resolution amends the Parks Division adopted Operating Budget and Capital Budget to transfer \$25,000 from the Olin Trust Fund to the Parks Division Operating Budget, and authorizes the City to make a \$25,000 payment to Madison LakeWay Partners, Inc.