



2024 Summary for Board of Park Commissioners

December 11, 2024

CUSTOMER AND COMMUNITY EXPERIENCE

- Overall customer review average up slightly year-over-year.
- No complaints reported by MPD or City of Madison.

2024

Review Scores:

- 4.0/5.0 Yelp
- 4.5/5.0 Trip Advisor
- 4.6/5.0 Google
- 4.1/5.0 Facebook

OPERATIONS

- >42,000 customer visits. ~50% returning customers.
- Sales up ~10% from 2023 but remained below 2022
 - Atwood Avenue reconstruction complete.
 - No wildfire smoke closures.
 - Capacity remains a limiting factor on busiest days.
- Balancing consumer price expectations and rising costs.
- Continued growth in social media followers & email subscribers.
- Key employees continue to return annually.



Photo Credit: Travel Wisconsin

**TOTAL
DONATIONS
IN 2024**

\$19,955

COMMUNITY BENEFIT EVENTS

- Clean Lakes Alliance
- Community Shares of Wisconsin
- Madison Reading Project
- Camp Createability
- Eastmorland Community Association
- Dane County Humane Society
- Madison Parks Foundation
- Friends of Pinney Library
- Capital East Soccer Club
- Badger Chapter – American Assoc of Zoo Keepers
- Madison Parks Foundation
- Sustain Dane
- Second Harvest Foodbank
- Underdog Pet Rescue
- Color in the Outdoors

OTHER DONATIONS

- Lindbergh Elementary School
- 350 Wisconsin
- The Rainbow Project
- Friends of San Damiano
- Rape Crisis Center
- Madison Public Library Foundation



2025+

- No major changes planned for 2025.
 - Replacing rope line and stakes.
- Thank you to the Board of Park Commissioners, Parks Staff, and City of Madison for completing our new agreement. We were thrilled to continue and complete our 8th season!
- Thank you to the Parks Maintenance team for helping maintain the building.

THANK YOU