



Legislation Text

File #: 69413, **Version:** 1

Title

Glenway Golf Park Programming Plan

Body

Following the acceptance of the Task Force on Municipal Golf in Madison Parks' Final Report in early 2021, the City was approached by Michael and Jocelyn Keiser with a plan, including substantial donation of time, talent and resources, to improve the Glenway Golf Course. The Glenway Golf Park Plan was unanimously approved by the Golf Subcommittee, Board of Park Commissioners, Finance Committee and Common Council. The privately funded improvement project directly addresses the majority of the recommendations made by the Task Force, including an improved golfing experience, intentional focus on access for non-golf activities and making substantial improvements to the environmental stewardship of the park property. The Glenway Golf Park Programming Plan incorporates input received throughout the Task Force's engagement efforts and was developed by a staff team with regular input from the Glenway Programming Team. The plan addresses branding and marketing in addition to identifying potential non-golf activities and provides guidance around golf specific programming. Intentional efforts have been made to balance both golf and non-golf uses and by creating flexible schedule opportunities for programming throughout the typical golf season without significantly impacting tee times available. The plan is being presented to Golf Subcommittee, Facilities Programs and Fees Subcommittee and Board of Park Commissioners for feedback and ultimately for approval.