

The Glen Golf Park Project Status Update

April 13, 2022

Course Renovation

- ▶ Minimal Winter Damage
- ▶ Very wet spring delaying start
- ▶ Construction crew onsite completing final details
 - ▶ Drainage work
 - ▶ Expanding #7 green
 - ▶ Completion of bunkers
 - ▶ Support grow-in
- ▶ Target Opening Date: July 1



Programming Plan

- ▶ Glenway Golf Park Programming Plan Adopted March 9, 2022
- ▶ 3 Movies & Unique Learning Series scheduled
 - ▶ Sundays in July, August, September
- ▶ MPF Performing Art Series Pilot(3 Events at PA1 Permit level)
 - ▶ Dates TBD
- ▶ Connecting with various community groups
- ▶ Communication Plan
 - ▶ Weekly Social media updates by hole
- ▶ Planning for two separate opening events
- ▶ Finalizing Food & Beverage Options & Carts in Parks Schedule

Glenway Golf Park
February 8 · 🌐

The redesign and construction process of Glenway Golf Park has been an exciting and enjoyable experience for all involved. The artistic creation will be amazing for our community. We cannot wait to get everyone back on site to utilize this great asset and gift we have received.

In anticipation of the new beginnings we will be providing you, the first look at the process, hole by hole. Along with your first look will be updates and exciting new details along the way.

Please stay tuned as we bring you along the journey! Join us now, for Hole #1, and the transition of what is coming soon.

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Visual Brand Identity

- ▶ Zebradog continues to provide support/guidance over brand implementation
- ▶ Finalizing a redesigned scorecard
 - ▶ Integrating branding/logo
 - ▶ Incorporating research around inclusivity
 - ▶ Images of the newly renovated course
- ▶ Merchandise
 - ▶ Hybrid approach to offer golf balls and gloves consistent with other courses
 - ▶ Primary vendors have been selected and onboarded for branded apparel and headgear, and golf essentials



golf
**MADISON
PARKS**

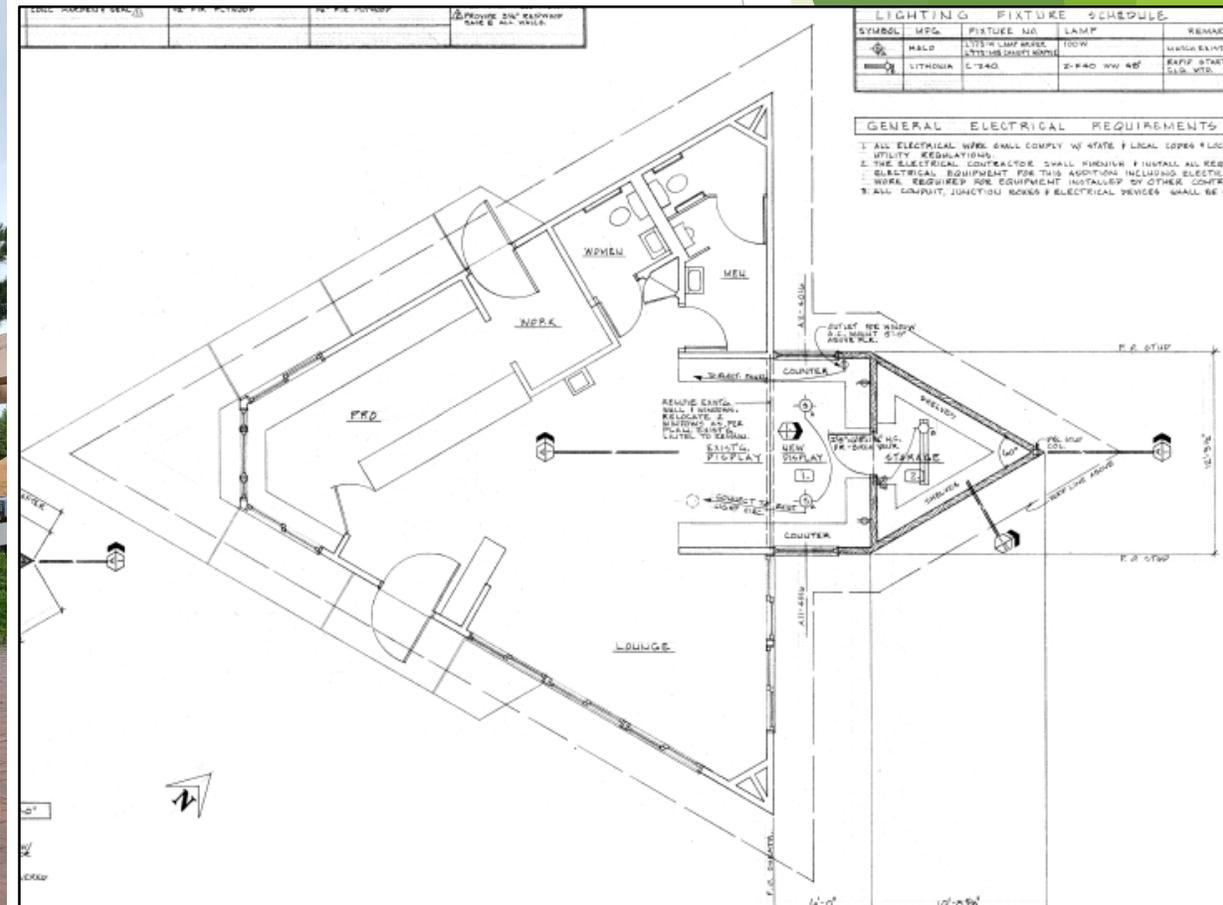
The logo features the word "golf" in a purple, lowercase, cursive font. Below it, the words "MADISON" and "PARKS" are stacked in a bold, green, uppercase, sans-serif font.

Golf Programming

- ▶ Leagues likely to postpone return until 2023
- ▶ Limited Golf outings offered/scheduled, focus on inclusivity



Clubhouse: Current State



Clubhouse: Proposed Partnership

- ▶ Donor Agreement with Madison Parks Foundation and Supreme Structures
 - ▶ Visual Updates to building interior/exterior
 - ▶ Focus on accessibility: ADA compliant restrooms, service window
 - ▶ Showcase history of the land, course, neighborhood
 - ▶ Friends of The Glen donor recognition on interior spaces
 - ▶ Ample retail space
 - ▶ Enhances customer experience
 - ▶ Incorporates Brand Identity & Style throughout

Clubhouse Timeline

- ▶ Public Information Meeting & Possible Site Tour—Early May
- ▶ Donor Agreement
 - ▶ Council Introduction May 10
 - ▶ BPC Approval May 11
 - ▶ Finance Committee May Approval 16
 - ▶ Final Council Adoption May 24
- ▶ Grassroots Project Coordination
 - ▶ April-May grassroots organization
 - ▶ Permitting in May
 - ▶ Construction in June

Questions or Comments?