



**MADISON  
PARKS**

# Golf Program Cancellation Protocol

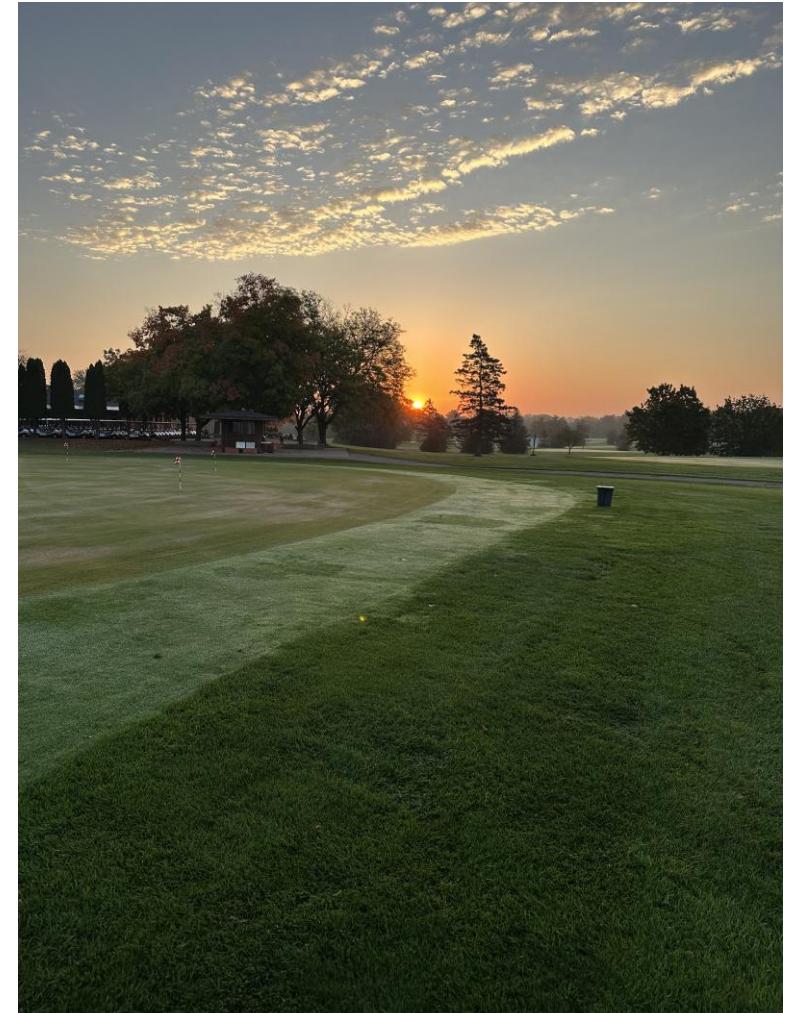
## Facilities Programs & Fees Subcommittee

Presented by: Dave Vetrovec

January 12, 2026

# Why we pursued this policy

- Planned reduction from 72 holes to 54 at start of 2026 season = need to maximize public play
- No previous cancelation policy OR penalty for not keeping tee time
  - Estimated \$460,000-\$500,000 Lost Revenue due to no shows
  - Estimated 15,000-20,000 rounds Lost opportunities for people looking for tee times
- All other area courses have cancelation policies



# 2025 Pilot Protocol Implemented:

- In May of 2025, the BPC approved a pilot protocol for the season
- Credit cards were required to reserve a tee time
- Tee time changes or cancelations must be made at least 6 hours in advance to avoid a fee
- Cancelations made between 6 and 2 hours before the reservation may be charged for full reservation and refunded via gift card
- Cancelations within 2 hours and all no-shows may be charged the full green fee for each absent golfer
- Season pass holders with cancelations less than two hours before tee time and no-shows may be charged a booking fee of \$10 per tee time per season pass holder

# Outcomes of 2025 Pilot

- No shows decreased by 81%
- Peak time (Saturday and Sunday morning) no shows dropped by 77%
- Pass Holder no shows dropped by 95%
- Number of tee times available to the public as result of policy change: 8,775
- Number of customers charged cancellation fee: 4



# Feedback Received

- We received 26 emails and 3 web submissions related to this policy
  - The vast majority were inquiring about concerns with:
    - How weather impacts this policy
    - The deficiencies in our Point-of-Sale system effecting canceling tee times
    - Unsure if being charged when entering credit card for holding the tee time
  - Positive Feedback received-

I don't know who to thank for the new no-show and late cancellation policy but I love it. I think it's a great way to ensure people can play as much as possible. I really appreciate efforts like this. No need to respond.  
Brayden

Sounds more than fair to me.  
Dick G.- Season pass holder

# In Conclusion

- The issue of no-shows was identified and addressed with this policy
- BPC provided us the tools to handle it
- The policy changed customer behaviors and improved customer experience
- More tee times were available to customers
- Prevented lost revenue opportunities
- We are seeking approval to make this a permanent policy

# Staff Recommendations:

- Establish ongoing Tee Time Reservation Protocol, as follows:
  - Credit cards required to reserve a tee time
  - Tee time changes or cancelations must be made at least 6 hours in advance to avoid a fee
    - Cancelations made between 6 and 2 hours before the reservation may be charged for full reservation and refunded via gift card
    - Cancelations within 2 hours and all no-shows may be charged the full green fee for each absent golfer
  - Season pass holders with cancelations less than two hours before tee time and no-shows may be charged a booking fee of \$10 per tee time per season pass holder
- Continue \$10 Booking Fee for season passholder
  - Review and Approve Booking Fee annually as part of fee schedule