



Madison Parks Division

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Date: February 22, 2021

To: Golf Subcommittee

From: Eric Knepp, Parks Superintendent

CC: Board of Park Commissioners

Re: Glenway Golf Park – Staff Recommendation

As has been discussed previously with the Golf Subcommittee, the Glenway Golf Park project is directly linked to the vision put forth from the Task Force based on their significant study of the issues surrounding the City's golf program. The project directly addresses the majority of the recommendations made by the Task Force on Municipal Golf in Madison Parks. It would provide improved golf at Glenway into the future, while being intentionally designed to increase access for non-golfers, and making substantial improvements to the environmental sustainability of the park property.

A [project webpage](#) has been established for the project and a public informational meeting was held on February 17, 2021. At the public informational meeting, the design team made a [presentation](#) that provided details and goals of the project for 2021. The meeting was well attended and there were lots of good questions from members of the public. I believe that most of the questions or concerns will be addressed through the continued work of developing more detailed implementation plans and that the project ought to move forward.

The biggest concern we have heard, which is shared by the team, is the project will necessitate the closure of the course for 2021 to play. This certainly will have an impact on revenue generation for the golf program. Staff is optimistic that with a variable cost containment strategy and a solid year across the other three courses, the program can absorb the lost revenue without significantly increasing the deficit to the general fund. Given the capital project is privately funded, the longer term financial analysis is assuredly more positive than if the City were incurring the capital costs. The alternative of not investing in a project at all may appear to be a viable financial strategy, but given the spiral that our golf program has been in for decades, I do not believe this is an advisable or sustainable strategy.

Parks staff recommends that the Golf Subcommittee **recommend to the Board of Park Commissioners that it approve a Master Plan Update to Glenway Golf Course consistent with the concept site plans submitted by Michael Keiser and the Madison Parks Foundation.** The design team continues to refine the site plan, but based on the significant positive feedback and the quality of the design team's work, I am confident this plan is achievable and will have major positive benefits. The final site plan from the design team will, in conjunction with the ecological, programmatic, and turfgrass management teams, provide a bright future for Glenway and the golf program overall.