

**MADISON
PARKS**

**Golf Program Report
Board of Park Commissioners
Fall 2025**

Dave Vetrovec

November 5, 2025

2025 Season

- Opened March 9, 2025
- Revenue as of November 3
 - 2024: \$5,381,860.
 - 2025: \$5,731,341.
- Rounds as of November 3
 - 2024: 157,609
 - 2025: 164,049
- 2025 rounds have already surpassed the 2024 total of 160,502
- 2025 revenue has already surpassed the 2024 total of \$5,439,919.



Cancelation Policy

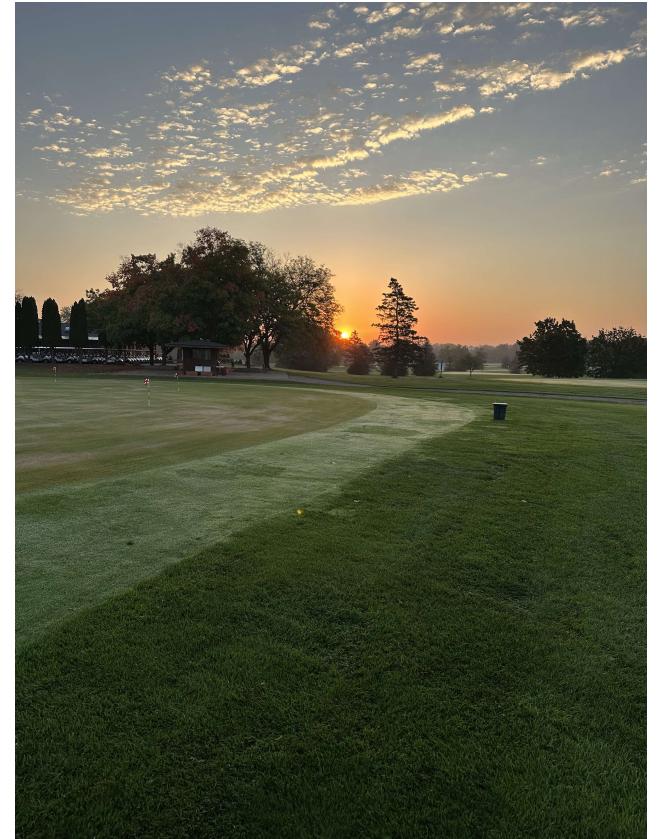
- The Cancelation Policy worked to change customers behaviors without having to charge them
- No shows decreased by 81%
- Peak time (Saturday and Sunday morning) no shows dropped by 77%
- Pass Holder no shows dropped by 95%



9-hole rounds

- Monona- increase of 2,815 9-hole rounds
- The Glen- increase of 4,057 9-hole rounds
- Odana Hills- increase of 1,380 18-hole rounds
- Yahara Hills- increase of 267 18-hole rounds

The strategic increase in 9-hole green fees and cart fees at Odana Hills and Yahara Hills produced strong ripple effects across the Golf Program.



Programming

- More than 25 unique events
- More than 1,500 attendees
- 46% Increase in movie attendance
- New sponsor
- Live music at all four courses
- New partners
- Challenges with Summer weather



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Programming

Glen Survey results

- 62% drove to event
- Most people heard of events through social media
- 100% of survey respondents would attend another event



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Volunteer Program

6. The City should work to promote positive ecological outcomes at the golf courses through reducing reliance on limited natural resources and providing ecological assets.

- 12 volunteer events held in 2025
- More than 80 hours of volunteer service



Golf Marketing- 72-hole challenge

- Twin Tour Golf- Viral creators Danny & Steve Sanicki
- Played all 72 holes on Monday, July 28
- Captured tons of video content
- 100+ new social media followers in first week
- 250K+ total views to date



Yahara Redesign

- Construction crew working on the last course elements
- Irrigation renovations in progress
- Architect/ Engineer selected for maintenance building design
- Additional native area restoration to be completed over winter
- Newly renovated 18-hole course to open for play next spring
- Grand opening slated for May/June



Rebranding

- Zebradog has been hired to rebrand Golf Madison Parks, Yahara Hills Golf Course and Monona Golf Course



Golf Capital Improvement Needs

- Capital needs continue to remain greater than fund balance
- Yahara Hills- irrigation upgrade, cart paths, maintenance building, clubhouse renovation
- Monona- course improvements, parking lot
- Odana Hills- course improvements, new clubhouse, maintenance building, parking lot, well
- The Glen- parking lot, maintenance building
- Program wide- replace aging equipment



In Conclusion- Goals for 2026

- Continued financial success
- Onboarding of new Point of Sale System
- Unveiling of new Golf Madison Parks brand
- Monona Golf Course 100-year anniversary
- Grand Opening at Yahara Hills
- Continuous improvements at all courses
- Continued growth of programming and volunteer opportunities
- Continued growth of the game of golf

