

# Madison Golf Course Survey 2013

## Background:

This survey was emailed out to all members of the Madison Golf Course list in addition to being publicized online. All surveys were filled out online.

This report includes:

Average Madison golfer (Page 1)

Marketing Statistics (Page 2)

Course Specific Information (Page 5)

Lessons (Page 5)

Course Ratings and Importance (Page 5)

Course Use (Page 7)

General Comments (Page 8)

Odana Comments (Page 12)

Yahara Comments (Page 14)

Monona Comments (Page 14)

Glenway Comments (Page 14)

Pros Comments (Page 15)

Customer Service Comments (Page 17)

## Average Madison Golfer:

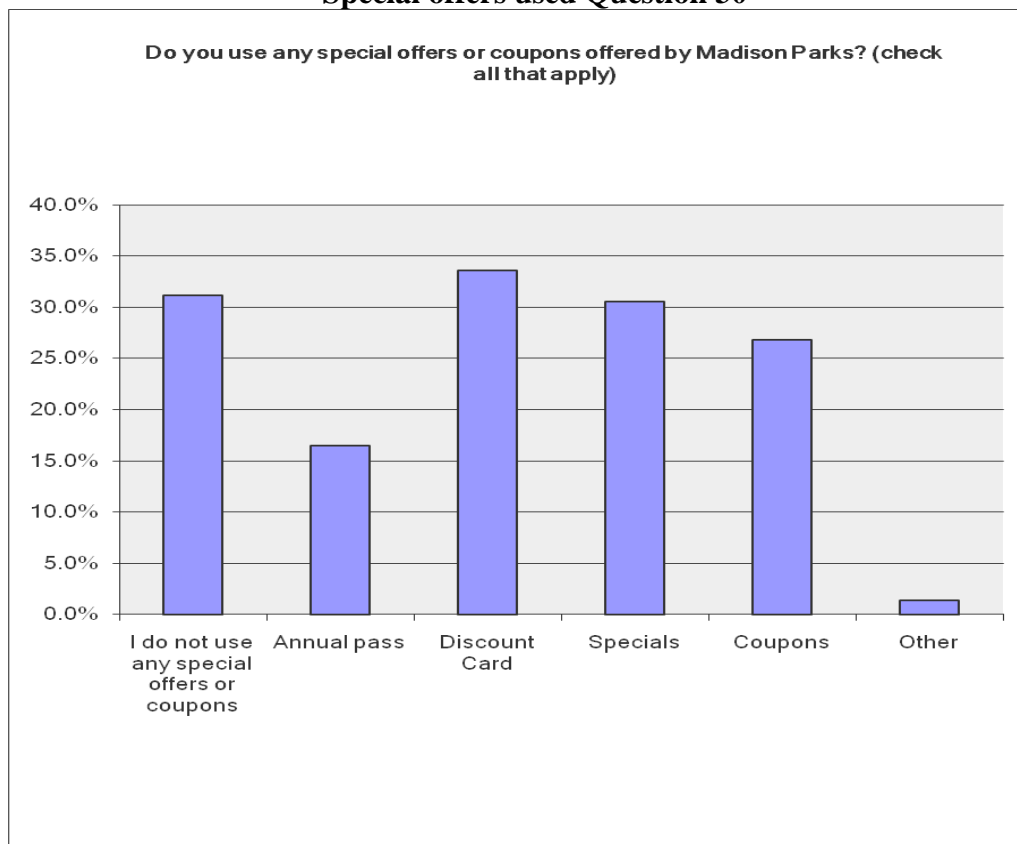
- Male
- Between the ages of 55 and 65 years old
- Income \$85,000+
- Most common zip code 53711
- Unlikely to have children living at home and if they do have kids at home the children are unlikely to play golf.
- Have a significant other who does not play golf because they are not interested in the game.
- 50% chance that the average golfer or their significant other has taken golfing lessons.
- Interested in the expanded availability of parents and children golfing events and children's or individual lessons.
- Have been playing golf for 15-40 years, generally scores in the 90 range on an 18-hole course, and is not very likely to keep track of their golfing handicap.
- Yahara hills and "other courses" most frequented by golfers.
- When the average golfer visits another course it is most likely because of one of these four reasons: location, price, course conditions, and challenge of the course.
- Usually spend between \$1-\$10 on food and beverages focusing mostly on alcoholic beverages.
- They are unlikely to buy anything at the clubhouse besides food and drinks (e.g. balls, hats).
- Getting outdoors and relaxing are high priorities for the average golfer and they are most likely to go golfing in a group.
- They are unlikely to either participate in a golf league or association.
- They are equally likely to play 9-hole, 18-hole, or do both and are most likely to walk when they golf.
- They use the driving range to warm up between rounds and as practice between rounds.

- The most important aspects of a golf course are course maintenance and the value of the course.
- Overall, the Madison courses were rated as “good” in all aspects that were measured.
- Course users are most likely to get their information about courses from email, however because this survey was emailed out that may be a skewed result.

**Marketing Statistics:**

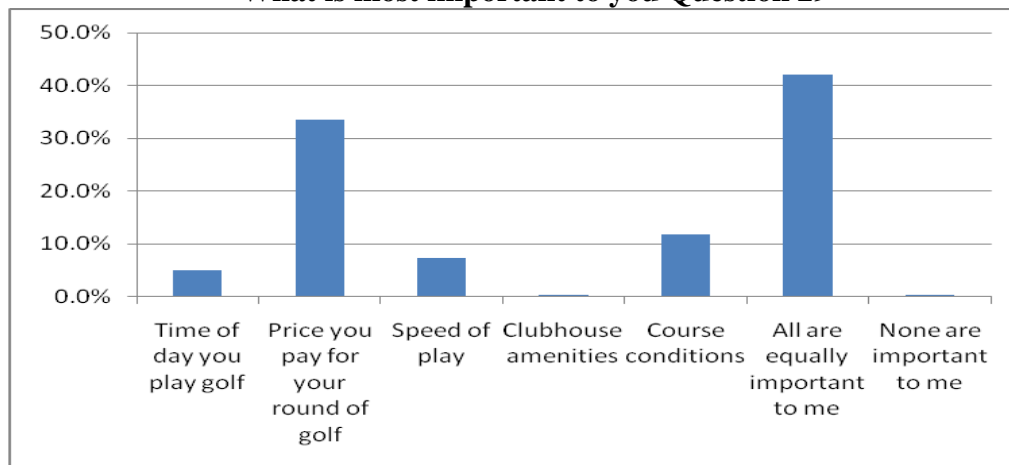
- Coupons, Specials, and Discount Cards are the three most popular types of special offers used.
- 31% of respondents did not use any type of special offer.
- 16.5% of the respondents used the annual pass.
- In the comments some respondents indicated that they had never seen coupons and special offers for the courses.

**Figure 1:  
Special offers used Question 30**



- As far as what is most important for golfers value, time of day etc. (Question 29) the most frequent response was that all were equally important to the respondents, however, the second most frequent response was that the price you pay for a round of golf is most important.

**Figure 2:  
What is most important to you Question 29**



- Respondents marked email as their source for Madison Parks golf course information. However, because many of the surveys were distributed by email this may be a skewed statistic. The second most popular answer was getting their information by word of mouth with the third most popular answer being Madison Parks Website.
- As far as purchases on the course go, buying merchandise at the clubhouse did not seem popular. The most commonly purchased items were Alcoholic Beverages followed by non-alcoholic beverages. A large majority of respondents normally purchased some food or beverage on the course. Generally, patrons responded that they spend between \$1 and \$10 at the course on each outing.
- Respondents who filled out what types of events they would be interested in for Question 10(less than half the respondent population) indicated a high interest in Parent Children golf events and adult/children’s lessons.

**Comments from Survey:**

**Question 30: (Types of special offers used by golfers)**

-May not this year.

-Don't play Madison muni courses much anymore because they are poor value for 18 holes - Bridges, Pleasant View are within a few bucks or may even be cheaper and are MUCH nicer courses, more scenic, more challenging, better conditions, better amenities and closer to my house, as well

-I have never seen coupons

-I don't think I've seen a coupon for Odana

-Can't find any

-i have never seen discounts or coupons for madison parks

-the annual pass for kids has been great and golf has kept my daughter, for whom I am answering, happily occupied for the past couple summers. She is out on the links several times a week and golfed with her school team this year. It has been a great asset for her to have developed. Please keep the youth summer passes at a reasonable cost.

-I would like to learn about coupons or discounts

-Nothing now, but used discount card in past

-PGA Professional advice

### Question 28: (How do you get info about Madison Parks offers)

-I live in Madison and have played courses for 50 yrs.

-Lague officer sent email

-association and league

-friends

-GolfNow

-I live in Madison and know of all the courses

-family

-Bucky book

-friends are active golfers in Madison and keep daughter informed.

-I had a golf passport

-I phone the clubhouse

-Madison Parks emails

-playing the courses

-Course employees

-Most importantly, by playing the courses

-meet with many golfers

-PGA Golf professional

### Course Specific Information:

To create Table 1 only respondents who had marked that they visited each course more than the average amounts (averages can be found on question 14) were used.

**Table 1**

**Select statistics for each course based on above average users of course<sup>1</sup>**

Course:	% Male	Average Age	Average Income (\$)	% without children	Average Years experience	% keep track of Handicap	Average score on 18-hole course
Glenway	62%	56.3	66,600	75%	26.9	25%	92
Monona	73%	56.4	62,800	76%	26.8	37%	91
Odana Hills	87%	57.2	68,800	78%	33.1	57%	87
Yahara Hills	91%	58.6	66,600	75%	34.0	60%	87

- % of golfers without children living at home was relatively consistent throughout the courses.
- Average score on 18-hole courses, percent of respondents who keep track of handicap and Average years experience playing golf all appear correlated.
- Clear split with Glenway and Monona having less experienced golfers as compared to Odana Hills and Yahara Hills.

### Lessons:

- Of those respondents who have children living at home only 36% of the children have taken lessons, the majority of whom were at Monona or non-Madison Parks Courses.
- For adults, almost 50% had taken lessons at some point, although the majority of these were not at Madison Parks courses.

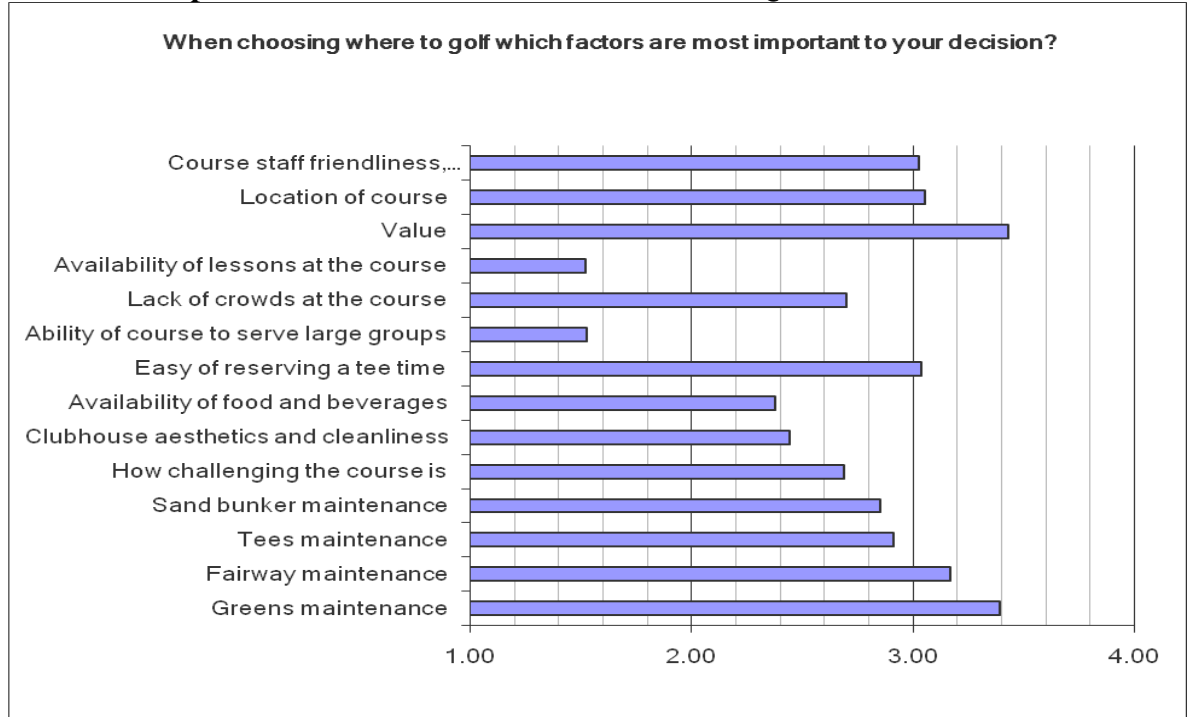
### Course Ratings and Importance:

- The two most important factors of golf courses are Greens Maintenance and Value(Question 26).
- These are followed by Staff friendliness/knowledge, Location of course, fairway maintenance, and ease of reserving a tee time.
- The two least important factors that affect the decision of where to golf were availability of lessons at the course and ability of course to serve large groups.

---

<sup>1</sup> It is important to note that the numbers in this table were created solely for comparison purposes and may not exactly match the responses of the golf survey respondents. Some questions were answered ambiguously or with large ranges such as 40+ or 170-190, these responses were recoded uniformly across all courses, BUT may not be a realistic reflection of the actual population.

**Figure 3:  
Important factors for choice of Golf Course Question 26**



- Every aspect of the Madison Parks Courses were rated as “Good” overall (Question 27), however a few did receive higher/lower average scores.
- Customer service and Greens Maintenance were rated the highest at the courses, with Fairway Maintenance a close third.
- The lowest rated aspect of the Madison Parks Courses was sand bunker maintenance, an issue that is mirrored in the comments at the end of the survey (respondents singled out Yahara for the need to improve sand bunker maintenance).

**Figure 4:  
Rating of Madison Parks Courses Question 27**



## Course Use:

- The majority of respondents did not buy any merchandise at the clubhouse(Question 18). Of those who did purchase indicate that they shopped at the clubhouse the most commonly bought item were balls.
- Golfing with a group was the most popular answer to Question 20 by far. Going alone, going with work colleagues and going with a significant other were all nearly tied for second most popular response.
- Playing only 18-holes or playing both 9/18 holes were tied in popularity for normal use, with 9-holes coming in last.
- The most respondents marked that they generally walk with golfing.
- Using the driving range to warm up before round and to practice between rounds were almost tied.

## Comments

### Question 19: Why do you golf?

-Play golf with my brothers on various different courses

-I Love to Golf

-because it is fun

-Just because I love to golf

-cause i enjoy it

-Just to have a little fun

-challenge myself

-Love golf

-charity outings

-love of the game

-Comedy

-enjoy PGA Professional advice

-my daughter golfs with her friends because it is a wonderful activity for them and the season passes for kids has been very reasonable. she is out multiple times a week and was there the week it opened last year until the Sunday before thanksgiving. She'd have been there on Thanksgiving with her friends but we were out of town!

-escape rigers of life for a couple of hours

-For the challenge to improve

-get away from the family

-golf league

-simply because I love the sport, for the challenge.

-I also work there

-To enjoy the course/geometry

-I enjoy it

-working on shooting par

-I enjoy the challenge

-i love it.

## General Comments:

<p>Alternating nines for league play (and for general public) would be wonderful! Playing the same nine every week for many years has gotten quite old. Folks coming out after work would like to play the front once in a while, too...</p>
<p>Although I still am not happy with the direction you have chosen re: no Pro's I do like the idea of having gift certificates earned at the golf courses to be used anywhere for carts.green fees. etc. Make sure you enhance Jr. play at Odana!!!!!! H.S. Golf as well with better cooperation with the visiting teams especially !!! At Odana!!!!!! I coached golf at Memorial for 25 years boys and 18 girls. I took most of our play away in those days as It wasn't a good fit with the management's treatment between leagues and H.S.Golf</p>
<p>Annual passes are not competitive with courses I've played. The breakeven is too high especially when you consider the discounts offered during the year.</p>
<p>As long as the cost stays low, more people will play.</p>
<p>As mentioned, the Madison municipal courses have become overpriced, with greens fees near, if not slightly higher than the regular rates for several of the nicer courses in the area, such as The Bridges and Pleasant View. I can frequently get Groupon, Madison Perks or Living Social discounts for Tumbledown Trails (which has matured into a slightly nicer course than Yahara or Odana) for about half the price of the city courses. And, with GolfNow.com discounts, I have been able to play other courses within an hour drive for about the same price that are vastly better courses than Odana or Yahara, including House on the Rock, Devil's Head, Trappers Turn, and several that are a step or two below those courses but still quite a bit nicer than Yahara or Odana, such as Baraboo CC, Reedsburg CC, Portage CC, etc.... I have to admit, though, that Monona GC was in terrfic condition last year, MUCH better than I've ever seen it before and I've played there at least once a year for almost every year since 1996.</p>
<p>At yahara, I would like to say the starters on the weekends are extremely friendly, but everybody else needs work. Odana is very unfriendly all around except the food counter, Monona is very good all around.</p>
<p>Can you put "sand" on the sand traps not DIRT.....</p>
<p>Can't wait till the season gets here. Maybe a bit early, like last year?</p>
<p>Conditions are Yahara have been fantastic. Unfortunately I was was disappointed by course conditions at Odana. They were so bad, especially the rough and fairways we've crossed it off our list of courses we want to play.</p>
<p>Consider implementing a weekday or senior pass. For senior pass, play anytime for yearly pass of approx \$700. I would buy it. For a weekday pass, play anytime M-F and after 3 pm on weekends. Pass would cost approx \$800</p>



<p>feel like the cost of municipal courses is getting high compared to places like Pleasant View or other public/private courses in the area. That said, I remain a big fan of Odana Hills.</p>
<p>Firing the pros was a terrible mistake! You did not listen to the customers. Building relationships with long term customers, like the pros did, is invaluable. Non listening bureaucrats need a reassignment. I plan to play at non Madison courses because of this poor decision.</p>
<p>Geese at Yahara &amp; Monona Dirt sand traps Charging extra for non Dane County residents (We would play more if this wasn't so)</p>
<p>golf is dependant on what you want , some courses in Madison are good others not. It depends on what you want . Generaly all courses are overpriced in my opinion</p>
<p>Greens at Yahara are excellent. Odana-not so much. Bring back all pros except Tom Benson.</p>
<p>Having the courses open and available for play at 6 a.m. is very important to me. Getting a quick 9 in before work or church is a big plus.</p>
<p>Hoping that the great environment created by the pros continues.</p>
<p>I am an occasional golfer and like to golf with family members and friends on the Madison public courses.</p>
<p>I choose Madison courses because of The First Tee affiliation.</p>
<p>I consider Glenway to be the most interesting &amp; fun of Madison courses. Clubhouse facilities at Monona are terrible. Yahara has drainage problems.</p>
<p>I golf infrequently, but when I have been to Madison Parks courses, I have enjoyed them.</p>
<p>I have been very happy with the opportunity my daughter has had to begin and develop her golf game on the Madison parks courses.</p>
<p>I have been very pleased with the conditions at most all city courses</p>
<p>I hope the changes will not affect conditions at the city courses, which have been terrific, including all employees.</p>
<p>I hope the y. h. golf ass. stays intact or i will not renew our city pass.</p>
<p>I just back from Phoenix where all city courses have tee times available on-line. We really should have this as well.</p>
<p>I like a well maintained course, food and beverage well done and the knowledge of an onsite pro!</p>
<p>I play a lot of courses that offer 2-4-1 deals thru email, postcards, BuckyBook.</p>

I really like the \$22 walking or \$30/35 riding rate during various times of play. That is probably the biggest reason I play Yahara over other courses. Please keep that special time of day rate going this year, it is very very important to me.
I think it's stupid that I have to pay more to golf ur courses. If you had a flat rate ..might golf them more..
I think the \$229 (or close to that) for young people should cover up to 21 year olds. Most kids don't earn enough to play golf a lot until they are out of college to pay over \$1,000 to buy a pass or pay for many rounds, whereas if 18 yr. olds, up to 21 yr olds could afford it, the courses would be used more, more money spent on on clubhouse things, more friends of these playing with them at full prices. Basicly the best advertising and intro to golf .
I wish the city would come up with an annual cart price. Most private and many daily fee courses do have a annual rate for golf cart use.
I work part time at Pleasant View GC which is why I do not play very often at Madison courses. I would otherwise for sure. But I can't afford to pay too often. I do love Yaraha's greens the past few yrs and wish I could play there more often!
I would like to see a better value om green fees.I think prices are high for being a municipal courses.
I would like to see more information about a women's league more easily available on the website
I would play Madison courses more often but there are 2 main issues we do not. Price. There are better values at many other courses around Madison/Dane County. The other is pace of play on weekends. Rangers would be nice.
I would suggest you offer senior discounts during slow times during the week. You would get a lot more players.
It sure would be nice to have a beverage cart on the course (Odana Hills). I'd spend more money for sure.
It would be much appreciated if you would allow our Thursday night league at Odana, the opportunity to play both nines during our regular season rounds. Thank you - Mark Hanson, Pres., Revenue League
Keep liquor available at Glenway. our league sat at the picnic tables every Thurs. night and enjoyed our beverages.
keep up the good work.
I find that your bunkers at yahara and odana need better and more sand in them, now it is more like shredded dirt not all but most
Ladies sees need benches and ball masters.
Like to play Odana more, but best time for me is Friday afternoons, and the "big game" forces later tee times which don't always work. Also bev cart focuses on that group, and seems to forget others are on course. Especially leaving the 16 tee spot as we approach. i find staff in pro shop to be a bit unfriendly to non regulars.
Madison courses are good, and compare favorably with other municipalites. I like playing various courses. I would never belong to one course.
Make sure all Ladies Tees have ball washers and benches.
more special rates for out of towners(coupons)
More specials/coupons would be appreciated! I've been very pleased with Madison's city courses.

<p>Most of my ratings apply mostly to yahara. I like odana but the speed of play is abhorrent so I only play there when I have to. The staff at yahara (with the exception of a couple people) are trash. They all appear unengaged, aloof, etc. I wouldn't hire any of them. The grounds crew, I should say though, have done a phenomenal job with the course over the past 2 years.</p>
<p>New to local area, and looking to take advantage of local courses</p>
<p>no association,no annual pass,you will see a lot less of me.</p>
<p>Odana grill prices are too high. Yahara's sand traps are really bad.</p>
<p>Odana Hills is in our backyard. We hoped to take golf lessons there and golf often. The staff is so rude, however, that we drive to Glenway or other courses rather than walk across the parking lot to the range or course.</p>
<p>Opening hours are important. Many of us like to play at opening in am, from 8am to 6am as summer progresses. Why doesn't your site allow renewing passes, it always disallows.</p>
<p>over the past years Madison courses have been well maintained and an asset to the city. hopefully they will remain so.</p>
<p>Overall, Odana and Yahara are excellent municipal courses. However, the bunkers really need to have new or "real" sand. I'm not sure where the City obtains the sand from, but it is amazing how many large rocks (1 inch or greater) can be found in the bunkers.</p>
<p>Parks membership customers are really looking for value. Its not an exclusive club. Why not include driving range privileges in the annual pass - I bet you will get a lot more overall revenue both in memership/sales and food and beverage. If someone is going to spend a grand+, that means they are a twice a week or more golfer. Anybody that golfs that much want to practice at least sometimes. Seems like it would be a no brainer to comp range time and try to get a lot more people to stop splitting business with Vitense for practice. Why not go for all of a customers business instead of half of it? I would rather get a membership at the parks but after I spend money at the range, it really doesn't make sense to do so since I am a dad and barely have time to get out as it is. If you offered that I could go hit a quick bucket at Yahara near my house in McFarland in the early morning Wed and Friday, Play my league at Odana on Monday, and still be able to sneak in a Saturday game with buddies once in a while, I would do it since I could at least justify it as making financial sense (and probably loose money as compared to just paying out of pocket - in reality, I won't get up at 6AM to hit balls before taking the kid to school, but when making the purchase decision, I won't think that way. That's the trick. Go for the 'Dad' target consumer instead of the 'retired guy' target. Dad spends more on beer than Grandpa. As it is, your membership rates are really great for retired guys who can play midweek.</p>
<p>Played at semi private course last 4 years</p>
<p>Please improve the sand bunkers. It's like playing from concrete. Yahara is worst has many stones</p>
<p>Prices are too high relative to non city courses, especially riding a cart.</p>
<p>Prices for odana are getting too high. 20 plus for nine is getting steep. Conditions and crowds starting to make it not worth it.</p>
<p>Since I have been somewhat physically restricted and can play Bishops Bay at my convenience that is where i spend my time now</p>
<p>Tee times week days.</p>

The most important thing you can do during your transition is to maintain your customer service relationship with your pass holders and leagues. They are the foundation of your business. Maintain your best assistants who have relationships with the key stakeholders (e.g. Sigi, Mike or Ryan at Odana)
The sand traps are not good. Like playing off of cement. Please upgrade especially Yahara, Odana
Too many beginners at the big courses (yahara, Odana). Speed of play is dismal. Too crowded on weekends.
Very good courses or city owned courses that I've experienced. Just can't compete with private owned courses.
Very important to maintain competitive pricing at City courses.
We are not fast folders so we appreciate a course that does not push us and is welcome to women. Courses tend to cater to men skewing lessons, clothing, and staff towardS men. There is also often a negative view of having women on the courses. More women would take up the game of they felt welcome.
We did at one time have discount cards but do not play the Madison public courses enough to make it worth while. I find your value high as my wife and I can play several nicer courses after 2:00 and pay a little more for better service and ammenities.
We haven't been able to renew our discount cards online, the system isn't letting us log in, I wish that we're working. We love glen way. Glen way, glen way, glen way!!!
We like to play after work, so usually we're always trying to find a city course that we can squeeze into before leagues kick off. Would be nice to have find a way to play after work without having to join a league. It gets tough.
With the abundance of up-scale courses in the area, city courses have to have better maintenance and customer service if they are going to be competitive.
Would like to be on an email list that notifiys me of special deals or special weekend events
Would love to add on a cart option for yearly pass
You pulled the rug out from under our golf courses! Hope it works out for you.

### **Odana Comments:**

In my opinion Odana Hills is the gem of your courses. It has taken a pretty severe hit from the installation of power lines along the highway. In all likelihood my group will spend more time this year golfing at Yahara with the great hope that something will be done to buffer the power line and highway exposure problem at Odana.
I boycotted Odana the past couple of years because the staff there were horrible; jerks. Monona is a fine course. There is room to add practice sand bunkers there (like at Brown Deer in Milwaukee) and it would fit well with all the youth programming there. Glenway takes a beating, but I've been pretty amazed at how well the course is maintained in spite of that. You should have done some surveying BEFORE you sacked all the private pros. That was a shitty way to proceed.

<p>I have been very pleased with the staff at Odana Hills and hope to see them again this season.</p>
<p>I like Odana. My favorite of the Public courses. The staff was excellent and I hope the new system will be of equal quality. My only gripe is that the soda machines on the course often are not working. otherwise great job</p>
<p>I strongly suggest that the leagues at Odana rotate between the front nine and the back nine each week. 30+ years of playing the front nine is boring. Gives the dependable leagues a chance to play the whole course.</p>
<p>I tend to avoid courses that are under pressure and that often rules out Odana. As an older woman, I don't have the power that some have. I score 100-102 on average for 18. There is nothing more frustrating than having a group behind constantly pressuring you to hurry which only makes your game worse and destroys your enjoyment. I find myself trying to hit as quickly as possible and run to the next green. I am very aware that men behind are complaining about having women on the course even though they may not golf any better than I do. Generally Yahara has a little more breathing room and at Glenway everyone is slow and that pace creeps... too much. I also don't think courses as a whole are very welcoming to women. There are men every where except for the beverage cart. When I do look for products in the club house they are all for men particularly at Odana. I play with a league at Yahara and the women don't stay to eat because of the quality of the food. The same league has several that stay for food and drinks at both Door Creek and Bridges. It's the menu choices which are all greasy sandwiches and fries. When I want wine they have to dig through the fridge for a small bottle and then I have to request a glass. When I have ordered some of the menu items, the servers/cooks didn't have a clue how to prepare it. There isn't anything with a piece of lettuce on it which undoubtedly appeals to the guys but not the women.</p>
<p>I would love to golf Odana more often, but it's much more expensive than similar non-public courses. Even if occasional specials were run, I would take advantage of them.</p>
<p>my biggest complaint is when your on 14 tee at Odana all you see now is the traffic from the belt line at green level. Just TERRIBLE</p>
<p>ODANA clubhouse needs dramatic improvement to remain competitive. Pleasant view. Beautiful clubhouse lousy greens. ODANA great conditions lousy clubhouse lousy food poor venue.</p>
<p>Odana is a nice course. I like the ability to play it when I feel like going out at a short notice. I appreciate practicing there if I do not play that day.</p>
<p>Odana is the worst for grounds etc upkeep. Has been for years.</p>
<p>Question 22 pertains to yahara. Odana would be substandard in most categories</p>
<p>The course conditions at Odana have been fantastic the last several years, please keep it up. Rather than filling in the pond on 18 why didn't they fix it. I would rather have them make the course slightly more challenging with tree, bunkers, etc. instead of making them easier, but cutting trees and removing hazards. It would be nice if they made the greens at Odana like the greens have been at Yahara the past several years, fast. I think that the city handled the removal of the pros poorly.</p>

The replanting along the Beltline at Odana should be a priority. The clubhouse at Odana needs attention.
The staff at Odana Hills where I play most of my rounds is excellent!

**Yahara Comments:**

Bathrooms at Yahara need updating.
boulders in Yahara traps
Bunkers are very bad at Yahara. Course conditions are ok for the price but the clubhouses need much improvement.
GOOSE PROBLEM IS GETTING UNACCEPATABLE. Yaha bunkers need work.
I really enjoy Yahara Hills. I think it is a very challenging golf course. In the last 2 years, I feel it is one of the best maintained courses in the area, especially late season.
I sure hope you continue with the mens association at Yahara because thats why I play every weekend.
put sand in bunkers at Yahara
The drainage problem at Yahara can really be annoying. Also, the sand traps at Yahara are the worst. They need to be drained after it rains, they need to be raked more often and we desparately need new sand. I am really impressed with the quality and the speed of the greens.
The sand bunkers at Yahara need to be reduced and improved
Yahara clubhouse in need of updating and particularly the restrooms. Staff at Yahara are great!
Yahara course condition, esp. bunkers is exceptionally poor. In general, condition of the greens, followed by fairways should be the investment priority.
Yahara has been excellent the last few years. Keep it up.
Yahara Hills would be more fun to play if one did not have to wade thru so much goose p__p.
Yahara is a course that I think is overpriced for the course. Clubhouses are mostly old and outdated. I like to stop in for a drink or two after my round.
Yahara men's room could use an update.

**Monona Comments:**

I always enjoy Monona GC. This past year (2012) the fairways were among the best condition of anywhere I golfed.

**Glenway Comments:**

Greens at glenway are way too slow.
I enjoy sunrise golf @ Glenway in solitude. Gives me a chance to hone my skills and reflect while the city is waking up.
I have always preferred the friendliness and course conditions at Glenway. I hope it will continue under the new supervision.

The course conditions at Glenway in 2012 were excellent, in spite of the drought.

The kids summer camp program at Glenway is nice as an introductory experience for kids but it should be greatly expanded and organized by age and player expertise level. Glenway is a perfect little course for kids to learn the game and is very underutilized in this aspect.

### Pros Comments:

Bill Scheer is an excellent ambassador of the City and the neighborhood. Whoever was in charge of the greens at Yahara in 2012 did an absolutely tremendous job - they were the best greens I played on anywhere, and I played Torrey Pines!

Bill Sheer provided exceptional customer service. He was one of my top reasons for choosing to golf at Glennway.

How could you possibly not renew four excellent staffs? Why a survey now? The idea was rejected previously.

I am not happy about the change of golf pros, with the exception of the pro at Odana. Mark R. has been great over all the years. I cannot say the same about Tom B.

I am very upset with the city letting the PGA pros go. Mark has been very good to our league at Yahara for many years.

I feel the pros got shabbily treated last year, especially since you are now appoint a new pro at Odana.

I golf Madison Municipal courses because of the high quality PGA Professional staff

I grew up playing Monona and Rob was a big part of why I kept going back. In the past I rarely played non-Madison courses because Madison, and Monona in particular (while not the closest to me by any means) were able to provide a great golf experience, an enjoyable clubhouse atmosphere that made you feel comfortable to hang out for a while before or after a round (spending \$ of course), and all this at a reasonable price. I fear the quality of Madison courses is going to suffer in several areas with these new changes. While I hope I'm wrong, the city needs to ensure these recent changes only increase the quality of golf in Madison, not degrade it. There are many other nice courses in the area; I'd hate to have to start playing them instead.

I may not play at Glenway this year because of the way you treated the golf pro's. Bill Sheers deserves better. I would like you to consider keeping each pro at each course.

I really feel the process chosen by the Parks Commission was very poor and demeaning to the pros and those of us who have played golf for a long time in Madison. It was poorly handled and very demeaning and appeared to be a done deal before the informational meeting were even held. I lost a lot of respect for the Parks Commission and several people on it. I hope the rest of our city govt. is run much better. I have doubts that I will play the majority of my golf on the city courses like I have for so many years. There are a lot of good reasonable courses out there to choose from.

<p>I think having a golf pro run the course is very important. Short of that you must have a management team who absolutely understands all aspects of the game of golf .</p>
<p>I was very disappointed that you fired the course professionals. They always kept you up on all the latest information and helped with golf questions.</p>
<p>I will miss Rob</p>
<p>I will no longer golf any of the Madison public courses since the decision to fire the 4 pros.</p>
<p>I would like to see the pros retained. I believe it is important to the younger golfers to have that figure in place. I started playing golf at the age of 12 and had a pro to look up to. They helped to form me not only as a golfer but as a person. I only know the pros at Glenway and Odana and I find them to be the type of people you want at the golf courses. They should be retained for the good of our young golfers and for the good of the game.</p>
<p>i'm concerned about the lack of PGA Pro at each course for the coming year.</p>
<p>I'm displeased about getting rid of the pros. I think it's a big mistake made by bean counters who don't know golf.</p>
<p>I'm leery about your decision to oust the club pros. Having knowledgeable staff running the courses is important. Time will tell.</p>
<p>I'm saddened by the decision to reorganize the management of the courses by the city. I had always believed that having the professional at the location gave a true sense of customer service. I just don't see how the restructuring is going to alleviate the financial issues that were used as excuse for the restructure when the city itself was then in charge of the pool of money that it is claimed to have dwindled during the tenure of the golf pros at each location. So what is the city going to do to bring back the Wisconsin Jr PGA tournament. how much monies is the city loosing now that it went to MKE.</p>
<p>It was a shame to have made the operational changes at the Madison courses!</p>
<p>It was sad to see that you let Bill Scheer at Glenway go. He was a great golf pro, always knew my name, as well as everyone else's it seemed like, and made Glenway a very inviting place to play. He was the main reason I got into golfing, and one of the big reasons I went to Glenway over all the other courses. I'm sure the new golf pro will be friendly, but it is impossible to replace a guy like Bill. Everybody over there loved him, and Im sure he was a big reason why many people came out to play. I'm glad to see he got a job at the Bridges Golf Course and I plan to do all my golfing there from now on. I'm sad to say, that out of loyalty to Bill, I can't see myself golfing at Glenway anymore :( It will be interesting to see how many people do the same for him, I don't think you guys realize what you lost.</p>
<p>I've played these courses for 21 years. After the firing of the pros I'll never play them again!</p>



Live only two blocks from Odana. Glad to see there is a change in mgmt at the course. Very much enjoy playing at Glenway and Monona !
Mark R. Was great. Tom B. was not very friendly or cooperative.
Shouldn't a survey on what customers find important about Madison City Golf Courses be done prior to dismissing all four prior pros in a substandard fashion?
Additionally I would like to voice my displeasure that way the contracts with the golf pros were handled. If the revenues from the contracts weren't suitable, renegotiate them. Dismissing the PGA pros is throwing the baby out with the bath water. The poor handling of this situation will definitely be a factor in our use of the public courses.
The decision to get rid of the Pros was wrong
Treatment of the previous PGA Pros at the Madison Parks Courses was SHAMEFUL.
VERY disappointed with your decision to let PGA pros go

**Customer Service Comments:**

A full service bar (beer and liquor) with attractive female staff would be very much appreciated, otherwise will need to take my dollars elsewhere.
All city courses should be much more consumer friendly than they have in the past and have service to it's patrons it's number 1 priority!!!
availability of beverages and customer service are/were severly lacking in club houses.
Loved the staff at Odana last year...please hire them back.
Some staff members can be quite cranky. It is important to remind them that we are the customer.
The assistants at ODANA always have great customer service and very helpful. Especially Ryan and Sigi!