

2025 AmFam Championship Review

Board of Parks | September 10, 2025





Event History

- American Family Insurance established partnership with the PGA TOUR Champions in 2015
- Steve Stricker American Family Insurance Foundation; host organization
- Tournament hosted by Wisconsin native and professional golfer Steve Stricker
- Primary objective of Am Fam Champ is positive charitable, economic and community impact

Host Venue

- University Ridge Golf Course; 2016-24
- TPC Wisconsin; 2025-27
- Only TPC (Tournament Players Club/PGA TOUR affiliated) golf course in Wisconsin
- TPC venues are designed for both amateur and professional golfers

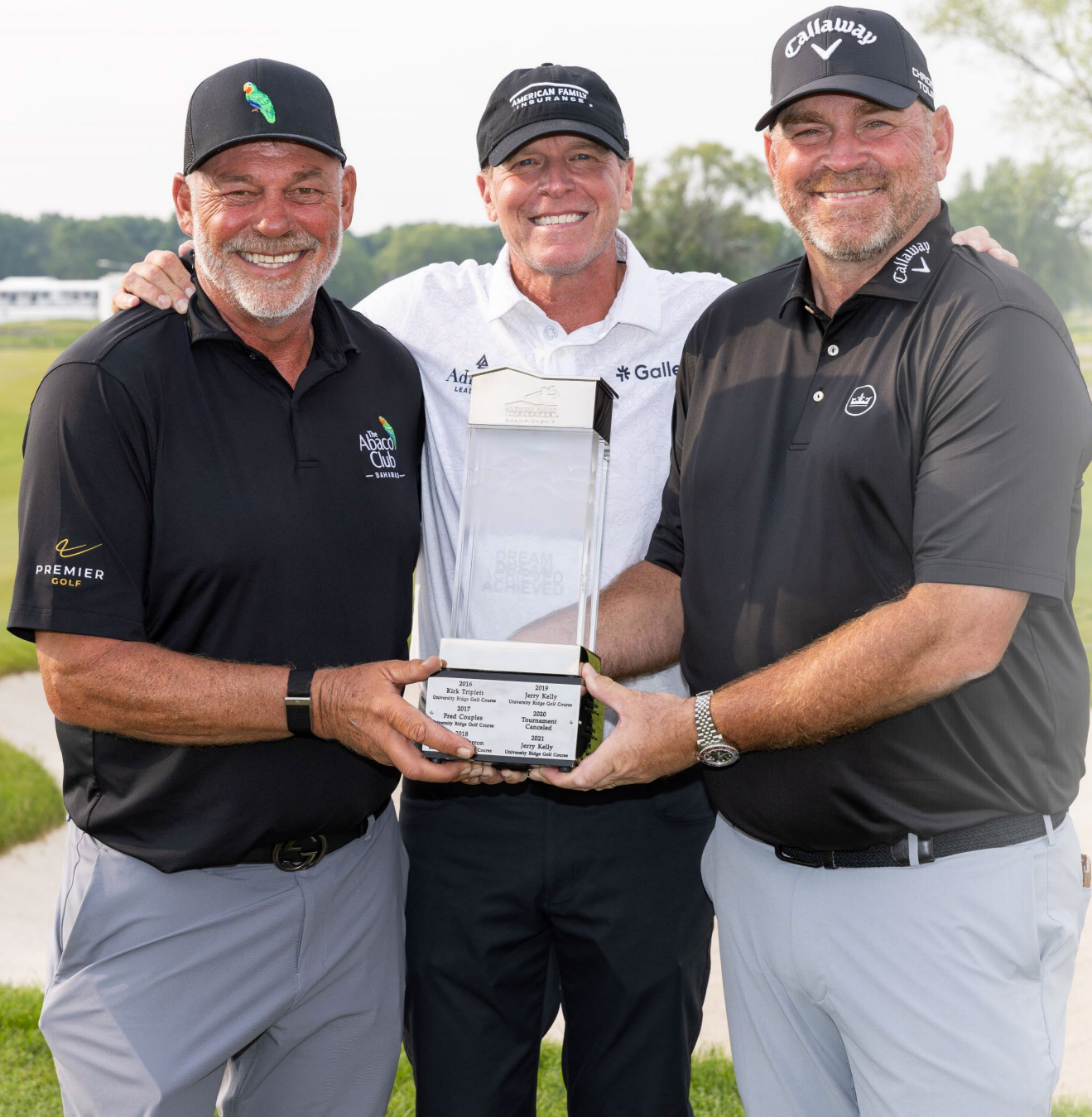


Community Support

- Over \$125M in lifetime economic impact
- Since 2016, the AmFam Champ has raised \$19.7 million for charity.
- More than 1,010 grants distributed to organizations supporting strong families & healthy kids.
- Nearly 1,000 volunteers from 17 states supported event activation in 2025
- 2025 charitable impact & grant recipients announced mid-November

Historical Grant Recipients

- American Family Children's Hospital
- Big Brothers Big Sisters; Boys & Girls Club
- Second Harvest Food Bank; River Food Pantry
- United Way; Centro Hispano
- Habitat for Humanity; Madison Reading Project
- East Madison Community Center
- Madison Parks Foundation
- Vera Court Neighborhood Center
- ...and hundreds more



PGA TOUR Champions Feedback

- 78 professional golfers representing 15 countries
- New team/partner format well-received
- Enjoyed new course location while still having the ability to stay in downtown Madison
- Appreciate tremendous fan support

Fan / Community Feedback

- Largest attendance in post-covid era
- Fans enjoyed dual-hole viewing & easy walking
- Parking, shuttle program from Madison College positively received
- Responded to neighborhood feedback (minimal) in real-time during tournament week
- Post-event recap with Madison Police indicates safe event with daily community relations with area neighbors
- Continue to share tournament plans in a timely fashion with the neighborhoods as official permits are approved

Additional Cherokee Marsh Park Feedback

- Cherokee Marsh Park - great location for NBC Golf Channel and treated area with respect
- Some community and/or tournament monitoring needed. Rangers alone not sufficient for monitoring.
- Some concern related to 115th Fighter Wing flyover honoring military personnel/Folds of Honor
- Continue to restrict traffic (to non-residents) north of Wheeler Rd. for fan & neighborhood safety
- Evaluate if park access - by vehicle - needs to be closed all week in 2026



2026 Am Fam Champ Planning

- June 1-7, 2026 @ TPC Wisconsin
- Post-event recap meeting with Madison, Police, Madison Fire, Madison EMS, Madison Parks completed in July
- On-going strategic review of tournament operations; anticipate minimal overall changes
- Collaborate with Madison Parks on contract renewal
- Collaborate with City of Madison on any permit renewals such as Street Use
- Collaborate with MPD, MFD on 2026 planning
- Continue meetings with Cherokee Park Neighborhood Association
- Participate in 2026 community meetings as requested
- Coordinate with Madison Parks, FoCM, and FUN regarding first Sunday of the month (June 2026)

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Questions? Thank you!

