

**From:** Johnson, Katie E <KELLIOTT@amfam.com>  
**Sent:** Wednesday, May 14, 2025 3:46 PM  
**To:** Park Commission <pacommission@cityofmadison.com>  
**Cc:** Ryan, CJ <CRyan@cityofmadison.com>  
**Subject:** AmFam Champ - Cherokee Marsh Park Parking - #87830

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Good evening Board of Park Commissioners,

I hope this message finds you well. I wanted to reach out ahead of tonight's meeting to provide some background information regarding the AmFam Championship's request to use the Cherokee Marsh Park parking lot during this year's event, taking place June 2–8.

I will be speaking in support of this request during the meeting and wanted to ensure you had a digital copy of the information I'd like to briefly address.

Please don't hesitate to reach out if you have any questions. Thank you for your time and consideration.

Sincerely,

**Katie E. Johnson**

American Family Insurance Championship

STEVE STRICKER AMERICAN FAMILY INSURANCE FOUNDATION



**AMERICAN FAMILY  
INSURANCE**®

**CHAMPIONSHIP**

**2025 TPC WISCONSIN**



**CHAMPIONS**

# American Family Insurance Championship

## Cherokee Marsh Park

### Request for use of Southern Lot: June 2-8, 2025

- Golf Channel TV Operations & Parking
- Golf Channel works every week at venues within protective environments; vested interest to be respectful of surroundings
- All other vendors will use the compound on the north side of TPCs property
- Tournament food & beverage vendor will not be working in the Southern lot
- Alternate access for vehicular traffic via Burning Wood Way

### Operations and Security

- Vehicles, carts and trucks restricted to gravel areas only.
- Operations will occur during daylight hours
- Only the TV production trucks and golf carts may remain overnight; no personnel
- 24-hour security patrols will be in place to monitor the property
- Double rope and stake on perimeter of course (Holes 4-6) backing up to Cherokee Marsh Park
- No trespassing signage from golf course side into park to restrict any foot traffic through protected areas
- Marshals/Volunteers on every hole
- MPD bike patrol throughout course



Cherokee Marsh Park access via Burning Wood Way

*Parking for vehicular access to park*

## KEY



Event Security  
Presence



20' Emergency  
Vehicle clearance



Bike and/or  
foot traffic

### TV & Vendor Parking

Cherokee Marsh Park (South Lot)

Vendor parking on gravel surfaces only

**Tournament  
Operations Compound**  
TPC Wisconsin

**2025 AmFam Championship Operations Compound  
& Cherokee Marsh Park Overhead**





# American Family Insurance Championship

## Event Perimeter and Access



- Secure perimeter around the course
- MPD Presence at Key Intersections
  - Sherman Ave: June 2-8
  - Comanche Way: June 6-8
- Tournament and resident access permits
  - Sherman Ave: June 2-8
  - Comanche Way: June 6-8
- Complimentary coach bus shuttles (Fri.-Sun.) for Sponsors, Volunteers, and General Public
  - Alleviate street parking
  - Controlled and easy access for patrons

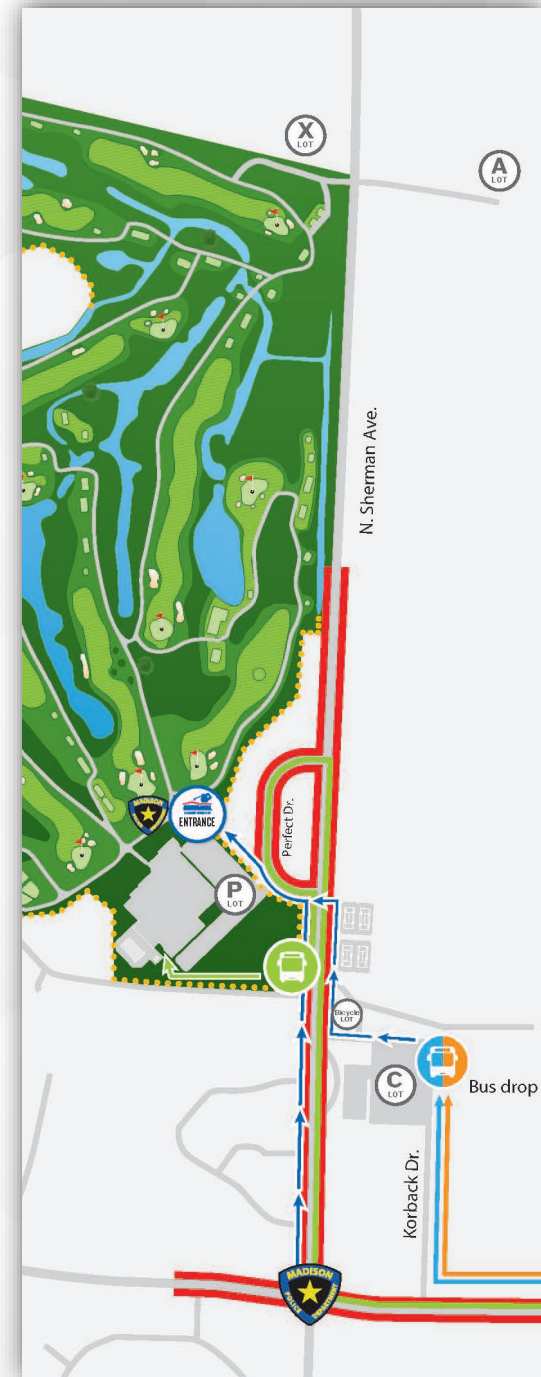
# American Family Insurance Championship

## Resident parking and access

### Sherman Ave. Access

- Golf Parkway, Golf Glen, and Perfect Drive
  - Sherman Avenue Road Closure north of Wheeler Rd. (MPD Presence)
  - 2 Parking passes to be mailed to residents for access; guest requests through:  
[strickeramfamfoundation@amfam.com](mailto:strickeramfamfoundation@amfam.com).
    - Include name and mailing address in request.
  - Parking available to permitted residents on private roads or personal spaces/garages
  - No resident parking on Sherman Avenue or Perfect Drive (June 2-8)

Daily services such as Amazon, FedEx, UPS, USPS, Meals on Wheels, etc. will not be interrupted



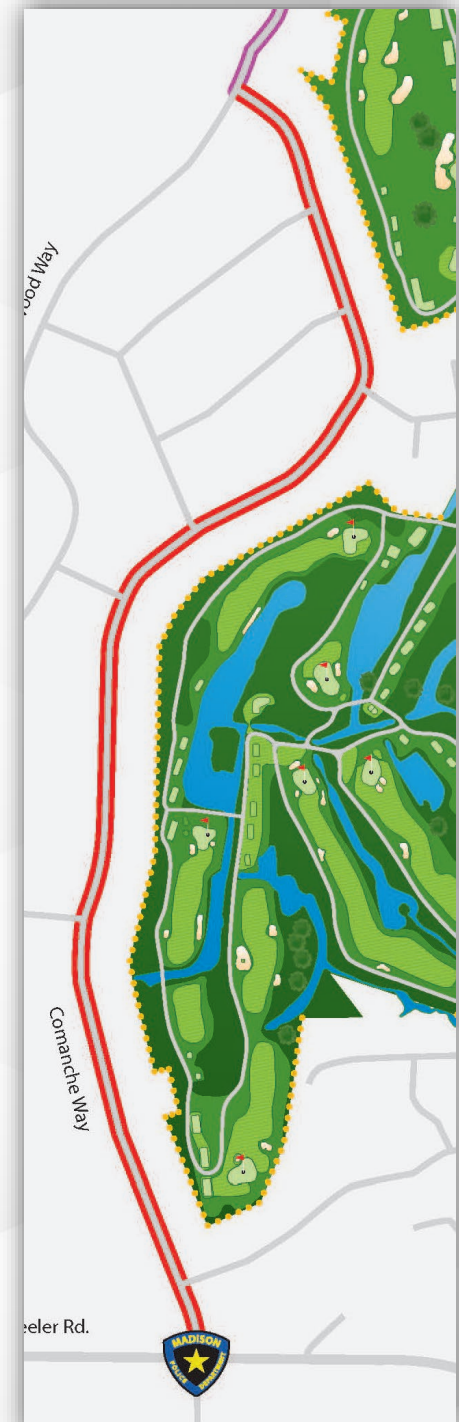
# American Family Insurance Championship

## Resident parking and access

### Comanche Way Access

- Cherokee Park Neighborhood
  - MPD officer at Wheeler Road and Comanche Way
  - Parking by permit for residents, their guests and park attendees only
  - 2 Parking passes to be mailed to residents; additional requested through CPNA.
  - No parking signage will be posted on Comanche Way, but residents will not be towed

Daily services such as Amazon, FedEx, UPS, USPS, Meals on Wheels, etc. will not be interrupted





# American Family Insurance Championship

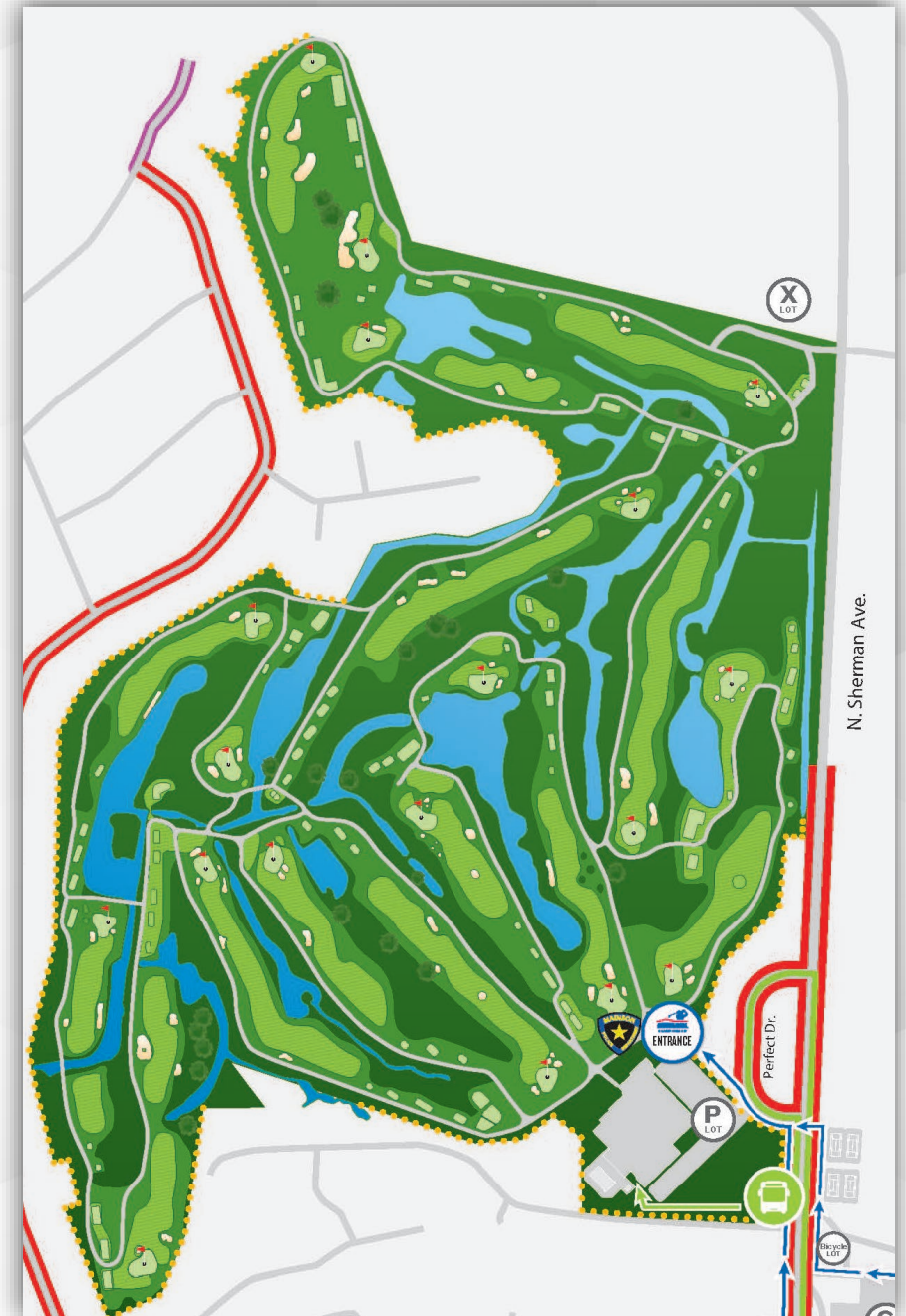
## Resident Security – Golf Course

### Cherokee Park Neighborhood

- Double rope and stake around perimeter of golf course
- Chain link fence around clubhouse area
- No trespassing signage around perimeter of course
- Marshals/Volunteers on every hole
- MPD Bike patrol throughout course

Questions or concerns regarding tournament patrons?

Email: [StrickerAmFamFoundation@amfam.com](mailto:StrickerAmFamFoundation@amfam.com)







# American Family Insurance Championship

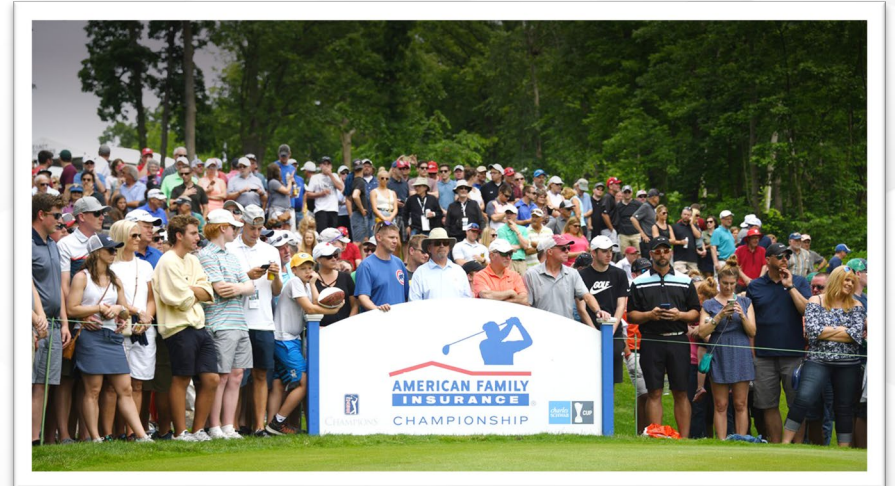
## About the Event

### Tournament Structure

- American Family Insurance; title sponsor
- Partnership with the PGA TOUR Champions
- Steve Stricker American Family Insurance Foundation; host organization
- Hosted by Wisconsin native, and Northside resident, Steve Stricker
- Nearly 1,000 volunteers from 16 states support tournament operations
- University Ridge Golf Course; host venue 2016-24
- TPC Wisconsin; host venue 2025-27

### PGA TOUR Champions

- 50+ years of age
- Represented by 15 countries
- World golf Hall of Fame members
- Major Champions
- Ryder Cup team members and Captains



# American Family Insurance Championship

## Daily Schedule of Events

### Monday, June 2 – Thursday, June 5, 2025

- **Golf course closed to the public**
- 7:00am-8:00pm:  
PGA TOUR Practice Rounds, Pro-Am's & Private Events

### Friday, June 6 – Sunday, June 8, 2025

- **Golf course is open to ticketed guests Friday-Sunday**
- 8:00am Tournament gates open to public
- 9:00am Tournament play begins
- 4:00pm Tournament competition complete (estimated)
- 5:00pm Course closed to the public

*\*Saturday the celebrity group will take place from approximately 2:00-4:15pm*







**AMERICAN FAMILY  
INSURANCE**®

CHAMPIONSHIP

**FAN & HOSPITALITY LOCATIONS**

**Fan focused; family-friendly  
experience**

- ❖ Kids, Military & First Responders are free
- ❖ Family-friendly concession pricing
- ❖ Public venues for all to enjoy



WISCONSIN

*\*renderings subject to change*



# PARKING MAP • JUNE 6-8, 2025

Madison College

Public, Sponsor, Volunteer, and ADA Parking



- Shuttle Pickup
- Public Parking
- Sponsor Parking
- ADA Parking
- Volunteer Parking
- No public/sponsor parking
- Ride share users should follow public parking signage and be dropped off at the public parking lot, located at 1701 Pearson St. There are no ride share drop-offs at TPC Wisconsin.





# RESULTS & IMPACT



2016 • 2017 • 2018 • 2019 • 2020 • 2021 • 2022 • 2023 • 2024

**\$19,753,000**  
PROCEEDS RAISED FROM THE EVENT

**1,010** CHARITABLE  
GRANTS

**\$100<sup>+</sup>** MILLION  
ECONOMIC IMPACT



ATTENDEES FROM  
**41 STATES**



**8,050**  
VOLUNTEERS

**1,538**  
SPONSORS



The Steve Stricker American Family Insurance Foundation supports charities, educational initiatives and organizations aimed at building strong families and healthy kids, empowering them to chase and achieve their dreams.



**CHARITABLE RECIPIENTS**



# AMFAM CHAMP

JUNE 6-8, 2025



TPC WISCONSIN • MADISON • WI

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