

**From:** [Mailbox, STRICKERAMFAMFOUNDATION](#)  
**To:** [All Alders](#)  
**Subject:** 87830 - Cherokee Marsh Conservation Park parking lots  
**Date:** Monday, April 14, 2025 6:06:19 PM  
**Attachments:** [2025 AmFam Champ - Madison Common Council - Public Comment Submission.pdf](#)  
[AmFam Champ Supporting Documents - Madison Common Council - Public Comment Submission.pdf](#)

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Good evening, City of Madison Alders.

On behalf of the American Family Insurance Championship and Steve Stricker American Family Insurance Foundation I'd like to submit some information for your consideration regarding agenda item 87830, use of the parking lots in Cherokee Marsh Conservation Park-North Unit.

Please see the attached letter and supporting images. Thank you for your time and consideration.

Sincerely,

**Katie E. Johnson**

American Family Insurance Championship  
STEVE STRICKER AMERICAN FAMILY INSURANCE FOUNDATION

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American Family Mutual Insurance Company, S.I. | American Family Insurance Company | American Family Life Insurance Company | American Standard Insurance Company of Ohio | American Standard Insurance Company of Wisconsin | Midvale Indemnity Company | Home Office - 6000 American Parkway Madison, WI 53783

\*If you are not the intended recipient, please contact the sender and delete this e-mail, any attachments and all copies..



**Dear Madison Common Council,**

On behalf of the American Family Insurance Championship and the Steve Stricker American Family Insurance Foundation, thank you for taking the time to review our request to utilize the Cherokee Marsh Park Parking Lot during week of June 2-8, 2025. We appreciate your thoughtful consideration as we work to host a safe, successful, and community-minded event in our new North Side location at TPC Wisconsin.

First, as an initial basis, the Steve Stricker American Family Insurance Foundation (a registered 501c3 charitable entity) is the host organization of this PGA TOUR Champions sanctioned event. Under the direct guidance of American Family Insurance, a 98 year-old company based in Madison, we have been successfully executing a safe event since 2016 at University Ridge Golf Course in Verona, WI. In 2025, the Foundation has a venue rental agreement with TPC Wisconsin, and will now be hosting the event at the new Madison location.

To execute this large-scale event, our team has worked closely with a number of constituents to develop a logistical and operational framework for the surround areas. While, we are happy to share appropriate information associated with the overall planning efforts, please find below an executive summary specific to our request for the temporary closure of the Cherokee Marsh Park Parking lot.

Since our initial outreach to the city in 2023, our organization has been working with the City of Madison, Madison Police Department, Madison Fire Department, Madison City Parks, Street Use, Parking Enforcement, Madison Metro, and City of Madison Traffic & Engineering to ensure a safe and welcoming environment for fans, volunteers, players, and neighbors alike. Together, we're actively developing plans to minimize disruption while prioritizing safety for all involved.

We've recently had an introductory meeting with the newly elected Madison City Alders: Alder Carmella Glenn of District 18—which encompasses the TPC Wisconsin property—and Alder Julia Matthews of District 12.

Additionally, we have been in communication with representatives of the Cherokee Park Neighborhood Association and the Cherokee Garden Condo Association to share initial plans and gather their feedback. Listening sessions for the area condo associations and neighborhoods surrounding the property are also in the process of being scheduled. Once all feedback is received, broad based communication to all residents will be shared to ensure clear and accurate information is presented.

Specific to our request for controlled access to the Cherokee Marsh Park parking lot, the event has developed a plan to use that space as a secured location for tournament operations vendors. The Cherokee Marsh Park parking lot, which is immediately adjacent to the TPC Wisconsin property, provides critical space for operations, food & beverage, and television vendors. In collaboration with Madison City Parks, plans have been developed to ensure barriers are in place that will restrict

tournament vehicular access to only the stoned portion of the lot, while protecting the surrounding native grasses.

During tournament week, vehicular access to the Cherokee Marsh Park parking lot will be closed to the public to ensure the safety of vendors and guests on property. However, pedestrian and bicycle access to Cherokee Marsh Conservation Park – North will remain open. To support this parking lot closure, alternate public access plans have been developed using Burning Wood Way. These measures help maintain public access to the park while also addressing essential security and operational needs for the event.

To ensure the safety of all guests in attendance, Sherman Avenue (north of Wheeler) access will be controlled - in partnership with the Madison Police Department - to only residents, PGA TOUR Champions officials, vendors and tournament staff. Madison Police Department officers will be stationed at the Sherman/Wheeler and Comanche intersections to ensure security and reduce non-authorized neighborhood traffic. Parking officials will be stationed along Sherman Avenue at TPC Wisconsin Cherokee Marsh Park and St. Peter Catholic Church to ensure authorized users have access to these locations.

In addition, no-parking signage will be posted along Comanche Way, Wheeler Road, and portions of Sherman Avenue. For general public, sponsor and volunteer access to the event, we are directing patrons to an offsite location at Madison College for bus shuttles to the tournament grounds (announced on March 27, 2025).

These collective plans have been developed to help ensure attendees of the tournament are not parking in the immediate areas of TPC Wisconsin property. (see attached maps)

Event plans are developing and evolving on a daily basis as feedback and permit approvals are received. These plans will be continued to be communicated via email to the neighborhood associations, alders, and presented at a listening session once approvals and/or permits are in place. Please know, all efforts are implemented with the objective to ensure a safe environment for attendees and Cherokee Marsh area community.

Since 2016, the American Family Insurance Championship has raised nearly \$20 million for charitable organizations (the Madison Parks Foundation has been an annual beneficiary) and provided over \$100 million in economic impact to the greater Madison area. We're excited to continue to grow that impact as we host the event on the North Side and build a tradition that benefits the community for years to come.

Thank you again for your time and support.

Sincerely,

**Nate Pokrass**

*Executive Director, Steve Stricker American Family Insurance Foundation  
Tournament Director, American Family Insurance Championship*

**Katie Johnson**

*Tournament Manager, American Family Insurance Championship*



**AMERICAN FAMILY  
INSURANCE**®

**CHAMPIONSHIP**

2025 TPC WISCONSIN



CHAMPIONS



**Cherokee Marsh Park access via Burning Wood Way**  
*Parking for vehicular access to park*



**KEY**

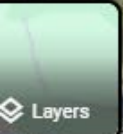
-  Event Security Presence
-  20' Emergency Vehicle clearance
-  Bike and/or foot traffic

**TV & Vendor Parking**  
Cherokee Marsh Park (South Lot)

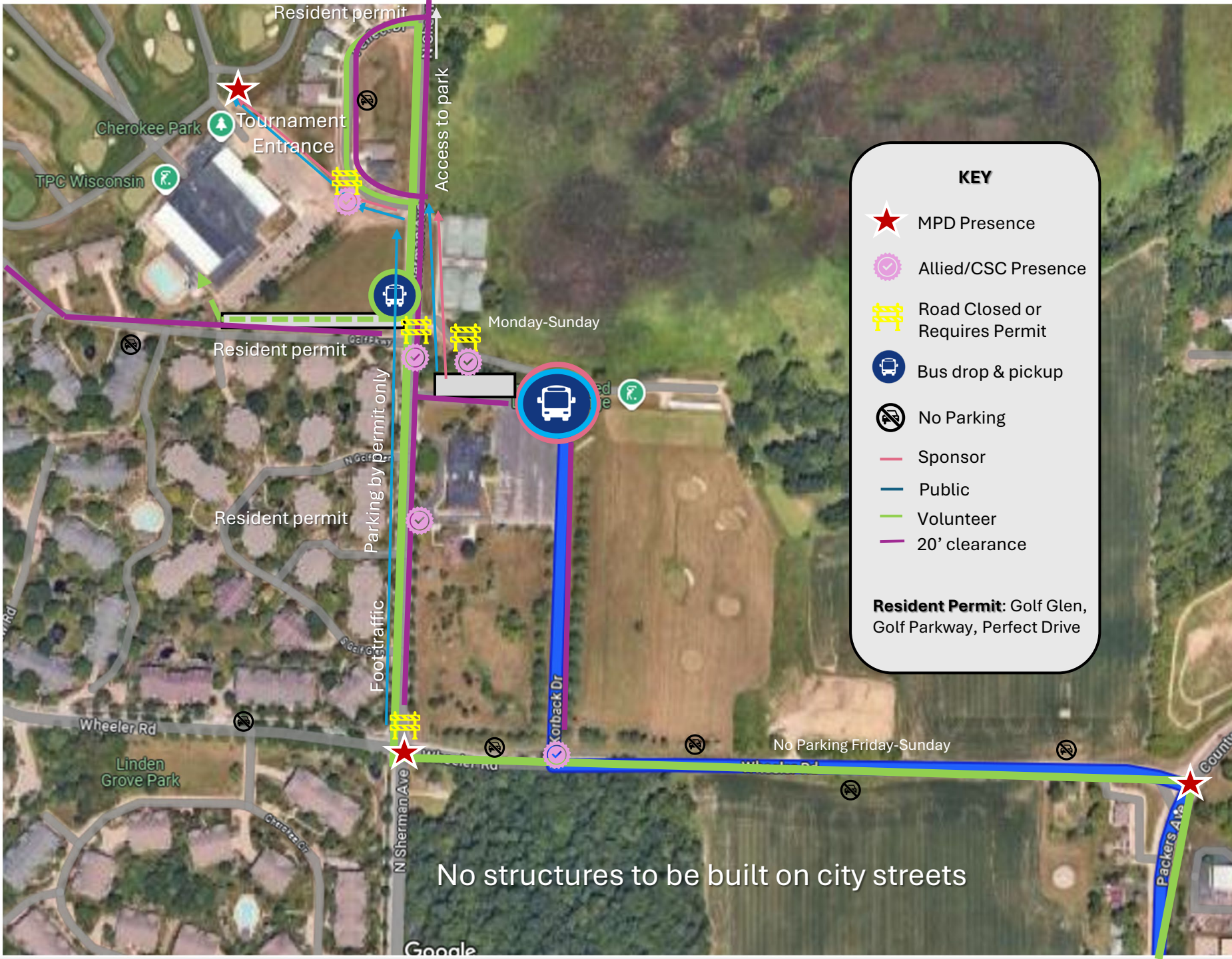
*Vendor parking on gravel surfaces only*

**Tournament Operations Compound**  
TPC Wisconsin










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







**KEY**

-  MPD Presence
-  Allied/CSC Presence
-  Road Closed or Requires Permit
-  Bus drop & pickup
-  No Parking
-  Sponsor
-  Public
-  Volunteer
-  20' clearance

**Resident Permit:** Golf Glen, Golf Parkway, Perfect Drive

No structures to be built on city streets





No Parking Signage







# PARKING MAP • JUNE 6-8, 2025

Madison College





# RESULTS & IMPACT



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

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



**1,010** CHARITABLE GRANTS

**\$100+** 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**





**STEVE STRICKER**  
AMERICAN FAMILY INSURANCE  
foundation

# STEVE STRICKER AMERICAN FAMILY INSURANCE FOUNDATION

Since 2016, the American Family Insurance Championship has raised \$19,753,000 for charity. Through the Steve Stricker American Family Insurance Foundation, over 1,000 grants have been distributed to organizations that support strong families and healthy kids.

Badger Air Community Council-115th Fighter Wing  
30th Street Industrial Corridor Corp  
Access Community Health Centers  
AE Cares Inc  
Aldo Leopold Foundation  
Aldo Leopold Nature Center  
Alliance For Fire Safety Burn Camp  
America SCORES Milwaukee  
American Cancer Society  
American Family Children's Hospital  
American Heart Association  
ARTS for ALL Wisconsin  
American Indian Chamber of Commerce  
American Junior Golf Association  
American Red Cross of Southwest Wisconsin  
Andy and Susan North Family Foundation  
Autism Society of South Central Wisconsin  
Badger Childhood Cancer Network  
Badger Prairie Needs Network  
Balance & Believe Foundation  
Balance, Inc.  
Beloit Public Library  
Bethel Horizons Foundation  
Big Brothers Big Sisters of Dane County  
Beloit Public Schools  
Blackhawk Church  
Blessings In A Backpack  
Blessings in a Backpack - DeForest  
Blessings in a Backpack - Pinellas County  
Blessings in a Backpack - Poynette  
Boys and Girls Club of Dane County  
Boys and Girls Club of Janesville  
Bridge Lake Point Waunona Neighborhood Center  
Caddie and Leadership Academy  
Camp Kesem National  
Care Partners Health Care Training  
Caritas Inc.  
Casting For Kids  
Centro Hispano of Dane County  
Champions Fore Charity  
Children's Dyslexia Center-Madison  
Children's Service Society of Wisconsin  
Children's Theater of Madison  
Church Health Services  
City of Milton/Milton Public Library  
City on a Hill  
Clarke Square Neighborhood Initiative  
Coalition for Children, Youth & Families  
Community Action, Inc. of Rock & Walworth Counties  
Community Advocates  
Community Coordinated Child Care  
Community Foundation of Southern Wisconsin  
Connect RX for Health Disparities  
Cook It Forward  
Cover Me  
Cure SMA  
Deerfield Community Center  
Destinations Wisconsin

District Council of Madison, Inc., Society of St. Vincent de Paul  
Domestic Abuse Intervention Services  
Door of Hope  
East Madison Community Center  
Ebenezer Stone Food Pantry  
Edgerton Community Outreach  
Edgerton Public Schools  
Edgewood High School of the Sacred Heart  
Evans Scholars Foundation  
Everyone Cooperating to Help Others  
Explore Children's Museum of Sun Prairie  
Extended Hands Pantry Inc  
Falk School Eviction Prevention Fund  
Families & Schools Together  
Families in Transition Support Network  
Family Service Madison, Inc.  
Flood the Hood with Dreams  
Fondy Food Center  
Forward Community Investments  
Foundation for Dane County Parks  
Foundation for Madison's Public Schools  
Free Bikes 4 Kidz Madison  
Friends of the Cottage Grove Community Library  
Friends of Schumacher Farm Park  
Gener8tor  
Get Kids Outside  
Gifts for Kids  
GiGi's Playhouse  
Gilda's Club  
Gio's Garden  
Girl Scouts of Wisconsin Badgerland  
Girls on the Run of South Central Wisconsin  
Girls on the Run Southeastern Wisconsin  
Glacier's Edge Council, Boy Scouts of America  
Greater Green Bay Chamber of Commerce Foundation  
Greater Madison Chamber of Commerce  
Haase Community Connections  
Habitat for Humanity of Dane County  
Havenwoods Economic Development Corp  
Heal The Hood  
HEAR Wisconsin, Inc  
Homeless Action Network of DeForest  
Hometown Heroes  
Horizon High School of Madison  
Inkster Foundation  
Irwin A. and Robert D. Goodman Community Center  
Janesville Public Schools  
Janesville Recreation  
Jefferson Charitable Golf Foundation  
Jockey Family Foundation  
Johnson Creek School District  
Junior Achievement of Wisconsin  
Justin J Watt Foundation  
Keeping Neighbors Connected Fund  
Kids Impact Community  
KOJO Productions  
Lapham Schools  
Latino Chamber of Commerce of Dane County

Legacy Redevelopment Corp.  
Little John's Restaurants Inc  
Living Hope Food Pantry  
Local Initiatives Support Corporation  
Luke House Community Meal Program  
Madison 4 Kids  
Madison Area Food Pantry Gardens  
Madison Children's Museum  
Madison Metropolitan School District  
Madison Parks Foundation  
Madison Public Library Foundation  
Madison Reading Project  
Madison School & Community Recreation  
Madison-Area Urban Ministry  
Make A Wish Foundation Wisconsin  
Maydm  
Mentoring Positives  
Middleton Outreach Ministry  
Midwest Athletes Against Childhood Cancer  
Mike Muranyi Junior Golf Foundation  
Milwaukee Brewers Community Foundation  
Milwaukee Christian Center  
Milwaukee Public Schools Foundation  
Mitchell Street BID  
Monona Grove Education Foundation  
Monsignor Thomas F. Campion Charitable Fund  
More Smiles Wisconsin  
Mukwanago Education Foundation  
Muslim Community Health Center  
Neighborhood House Community Center  
New North  
North Avenue Market Place BID  
Nutrition and Health Associates  
One City Schools  
Operation Fresh Start  
PEARLS for Teen Girls  
Penfield Children's Center  
Perfect Golf Event  
Professional Fire Fighters of Wisconsin Charitable Foundation  
Reach Dane  
REACH-A-Child  
REAP Food Group  
RISE Wisconsin  
Rock River Recovery Network  
Ronald McDonald House Charities of Madison  
Ronald McDonald House - Eastern Wisconsin  
Safe Harbor Child Advocacy Center  
Sally J. Schnarr Foundation  
Second Harvest Foodbank of Southern Wisconsin  
SHARP Literacy, Inc.  
Sherman Park Community Association  
Silver Spring Neighborhood Center  
Southwest Wisconsin Community Action Program  
Southwestern Wisconsin Community Action Program  
St. Benedict's the Moor Institute  
St. Vincent de Paul - Fort Atkinson  
Stataline Boys & Girls Clubs  
Stricker Am Fam Foundation Scholarship Fund

Stoughton Area Resource Team (START)  
Sun Prairie Community Schools  
Sun Prairie Emergency Food Pantry  
Sunshine Place  
Sun Prairie Public Library Foundation  
Sustain Dane  
Take A Vet Fishing  
Technology Education Fund  
Tenney Nursery and Parent Center  
The Ability Center of Milwaukee  
The Center for Black Excellence & Culture  
The First Tee - Timothy W. Finchem Scholarship  
The First Tee of South Central Wisconsin  
The First Tee of Southeast Wisconsin  
The Golf Affect  
The Michael Phelps Foundation  
The Playing Field, Inc  
The River Food Pantry  
The Road Home Dane County  
Three Harbors Council, Boy Scouts of America  
Tri 4 Schools  
Tru North Treks  
United Community Center  
United Migrant Opportunity Services  
United Way of Dane County  
University of Illinois Foundation - Men's Golf Program  
University of Southern Mississippi Foundation - Athletics  
University of Wisconsin - Whitewater Women's Golf Program  
University of Wisconsin Foundation - Athletics  
University of Wisconsin Foundation - Birdies to end Alzheimers  
University of Wisconsin Foundation - Carbone Cancer Center  
University of Wisconsin Foundation - Garding Against Cancer  
Variety of Wisconsin  
Vera Court Neighborhood Center  
VIA CDC  
VSA Wisconsin  
Waunakee Community School District  
Waunakee Neighborhood Connection  
Waunakee Public Library  
West Madison Bible Church  
Wheels for Winners  
Wil-Mar Neighborhood Center  
Wisconsin Adaptive Sports Association  
Wisconsin Amputee Golf Association  
Wisconsin Athletic Hall of Fame Foundation  
Wisconsin Interscholastic Athletic Association  
Wisconsin PGA Junior Foundation  
Wisconsin State Golf Association Foundation  
Wisconsin Wetlands Association  
Wisconsin Women's Business Initiative Corporation  
Wishes and More  
X2Ai/ZuZu Foundation  
YMCA of Dane County  
Young Life  
Youth Frontiers  
Youth Life Builders Foundation of Southern Wisconsin  
YWCA Madison



**From:** [susan McMurray](#)  
**To:** [All Alders](#)  
**Subject:** Mtg of 4/15/2035 Re item 87830, p. 38 Cherokee Marsh city park - oppose  
**Date:** Monday, April 14, 2025 10:51:23 AM

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Good morning alders of Madison,  
I reside in Madison, in condos just off of N. Sherman Avenue and close to Cherokee Marsh.

I'm registering as OPPOSED to allowing the Mayor and City Clerk to enter into a Parking Lot and Driveway Use Agreement with the Steve Stricker AFI Foundation to use the parking lots for the June 6-8 golf tournament.

1.) **zero communication:** As a neighbor, I've not heard ANYTHING from the Steve Stricker group /TPC about this event, until only recently, and from reading the monthly newsletter of the Friends of Cherokee Marsh. For the record, Cherokee Garden Condos have told us next to nothing as well.

The Cherokee Golf enterprise/TPC is not a good neighbor, A good neighbor would go out of their way to talk to their community about plans that would affect it. Unfortunately, there has been zero communication with us about the tournament and a host of other developments that have occurred in the last few years. TPC did, however, send condo residents a solicitation to join the newly 'improved' golf club, which indicates to me that they had the capacity to communicate with us, but chose not to. This is not ok.

2) **The use of a city park as a parking lot for a private, for profit entity troubles me.** Will the park be officially closed to the public during that time? Will that fairly small parking lot actually accommodate the number of cars expected?

3.) **Who will enforce the parking?** I understand the golf tournament is going to happen, and something needs to be done to address the traffic and cars. A neighbor told me recently that they had heard that observers would be *bussed* in to the tournament. That apparently isn't going to be happening, but we hear nothing about the logistics of what is sure to be a massive event. Again, we are in the dark. I envision people "casually" parking along the long, gravel road stretch of N. Sherman Avenue, thinking it's ok. Will golf enthusiasts park in the nearby streets? There are a myriad of issues that need to be considered.

4) Why has there been **NO city-sponsored public hearing** to give neighbors like me and countless others an opportunity to hear what is being planned, and what we can expect? The process for deciding the use by a private company of public lands/parking lot for a private event is deeply troubling.

The idea that the Common Council would authorize the Mayor and the City Clerk to enter into a Use Agreement is offensive. There should be a public engagement process. I know it's too late for that, and I don't know who is responsible for this last minute effort to get approval for TPC et. al., to use the parking is undemocratic and troubling.

I strongly oppose Legistar item 87830 on page 38

Thank you

Susan McMurray  
1605 S. Golf Glen, Unit C  
Madison, WI 53704

**From:** [Marsha Cannon](#)  
**To:** [All Alders](#)  
**Subject:** Agenda #127 / Legistar 87830 - Please vote NO on Parking at Cherokee North  
**Date:** Tuesday, April 15, 2025 2:01:01 PM

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Please do not authorize City execution of the current agreement for use of Cherokee Marsh parking lots and driveway for the June 6-8 golf tournament at Cherokee Country Club, a/k/a TPC (Tournament Players Club) for the following reasons:

1. Cherokee Marsh Conservation Park is just that: a *conservation* park, not a parking lot.
2. It appears Event planners are being given exclusive use of two parking lots and a long driveway, without limitations on how Event activities will disturb park wildlife and park visitors. Noise and disturbance (e.g. dust) from loading, unloading and staging activities are authorized for a full week (June 2 - June 8, 2025) each day from 4:00 am through 10:00 pm, well beyond the posted park closing of 1 hour after sunset.
3. The agreement is being rushed through, without community input . . . even though the tournament was announced many months ago.
4. Unless the agreement states otherwise, it sets precedent to use conservation park land for commercial activities. As a taxpayer and environmentalist, this is *not* what I expect to happen at our precious conservation properties.

Sincerely,

Marsha Cannon  
5 Cherokee Cir. Unit 202  
Madison, WI 53704  
608.251.1276 (land line, no text)

**From:** [Matthew Peterson](#)  
**To:** [All Alders](#)  
**Subject:** Please Do Not Approve Current Resolution for Commercial Use of Cherokee North  
**Date:** Wednesday, April 16, 2025 8:01:33 AM

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You don't often get email from matt@swonders.com. [Learn why this is important](#)

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Hello,

Re: Resolution to enter into an Agreement for commercial use of Cherokee Marsh Conservation Park-North Unit (Agenda item 127, File 87830).

I urge you not to approve the resolution at this time. Insufficient information has been published about the intended use of the Park, there has been little opportunity for public input, and the Agreement and its enforcement appear to be insufficient to protect the Park.

The City's website states, "Conservation parks are uniquely managed with the primary purpose to preserve Madison's native landscapes, plants and animal populations for the careful use and enjoyment of visitors."

The Agreement reserves the Park's motor vehicle access (parking lots and road) during a week in June for the exclusive use of a golf tournament, apparently for support activities such as food preparation and other services. No public motor vehicle access to the park will be allowed during this time.

There has been no public discussion of why the City considers a week of commercial activities limiting public access to be consistent with the Park's "primary purpose".

The proposed Use Agreement, as published in the File, does not appear to contain reasonable safeguards to ensure that "careful use" of the Park as stipulated in the City's objective.

While the event organizer "acknowledges" the Park rules in the proposed Use Agreement (5.D), the Agreement does not commit the organizer to follow the rules, to educate its service providers about the rules, and to enforce provider compliance.

These omissions, and other ambiguities in the Agreement, raise questions about the commercial use's potential impact on the objective to "preserve Madison's native landscapes, plants and animal populations."

Despite receiving \$14,000 under the Agreement, the City has not committed to staff a comprehensive enforcement effort that would, at all times and locations, deter violations of Park rules and of the Use Agreement terms, and that would promptly deal with violations as they happen. Park rules and a Use Agreement for which it is understood in advance there will be no significant enforcement are unlikely to yield "careful use".

This is not to say that a satisfactory Agreement cannot be worked out. But it will require more



time for better communication from the Event organizers and from the City, for citizen input, and for careful public consideration of the issues.

Thank you,

Matt Peterson  
Cherokee Circle