



**MADISON
PARKS**

Golf Program Report
Board of Park Commissioners
Spring 2026

Presented by Dave Vetovec

May 13, 2026

Start of 2026 Season

- Opened:
 - Odana Hills- March 7
 - Monona- March 21
 - The Glen- March 21
 - Yahara Hills- March 29
- Historical Openings:
 - March 9, 2025
 - February 25, 2024
 - April 7, 2023
 - April 9, 2022



Golf Madison Parks Logos



Mission, Vision, and Values Statements

Mission

To provide public golf and recreation at an exceptional value in a sustainable manner.

Vision

To improve the quality of life for the entire community through golf and recreation for generations to come.

Values

- ❖ Accessibility
- ❖ Responsible Stewardship
- ❖ Excellence in Customer Experience

Approved by BPC on March 11, 2026



New Point of Sale

- Improved reporting and real time data tracking
- Better operational efficiencies
- Enhanced league management
- Online training courses for staff
- Improved communication tools
- Online payments for memberships, gift cards, leagues and tournaments

[Purchase Gift Card Online ↗](#)

[Purchase Membership Passes ↗](#)



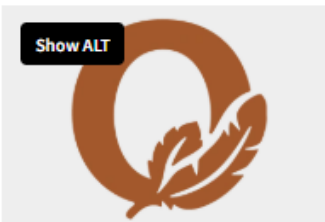
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Monona

9-Hole Regulation Course

111 East Dean Avenue
Madison, WI 53716
Phone: 608-266-4736

[Book Monona Tee Time ↗](#)



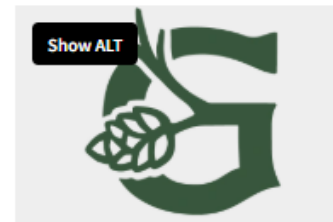
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Odana Hills

18-Hole Regulation Course

4635 Odana Road
Madison, WI 53711
Phone: 608-266-4724

[Book Odana Tee Time ↗](#)



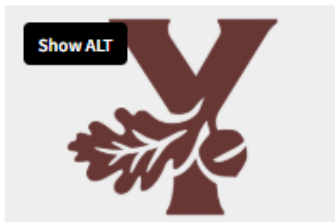
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The Glen

9-Hole Course

3747 Speedway Road
Madison, WI 53705
Phone: 608-266-4737

[Book The Glen Tee Time ↗](#)



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Yahara Hills

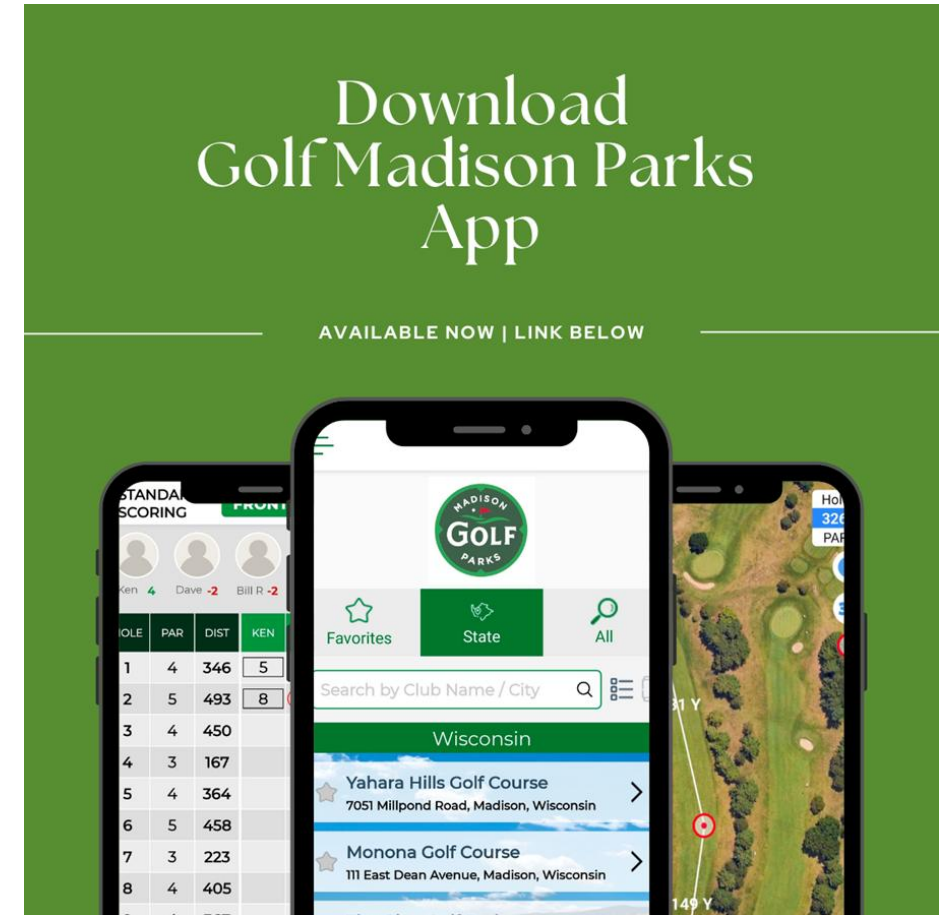
18-Hole Regulation Course

7051 Millpond Road
Madison, WI 53718
Phone: 608-229-8250

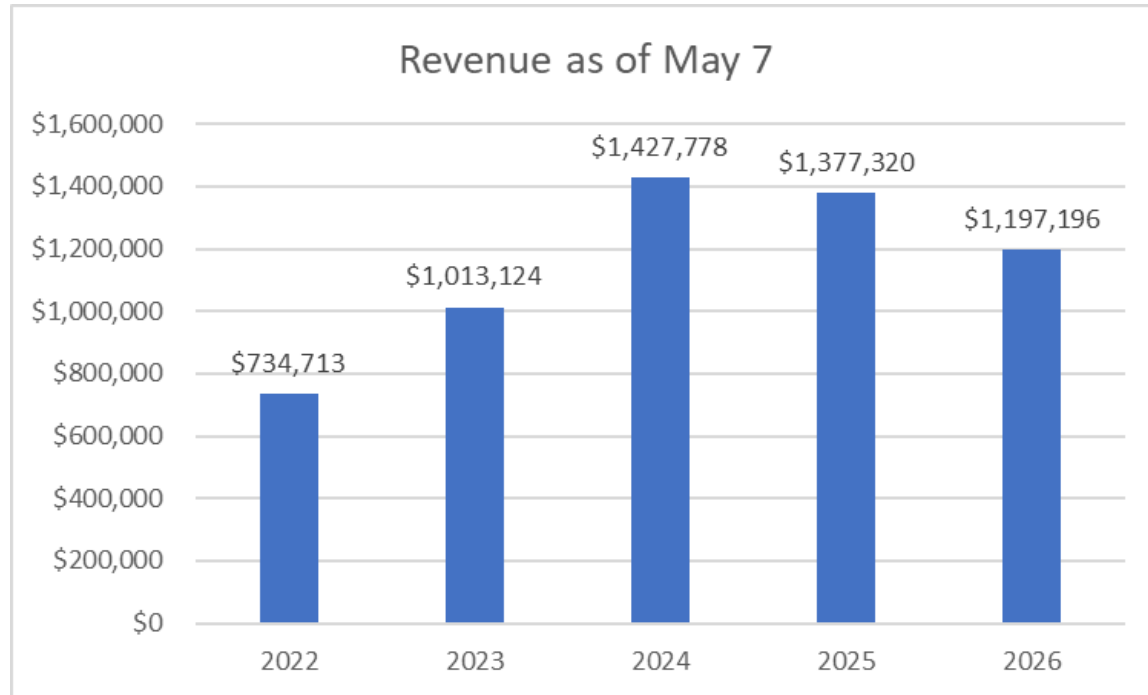
[Book Yahara Tee Time ↗](#)

Golf Madison Parks App

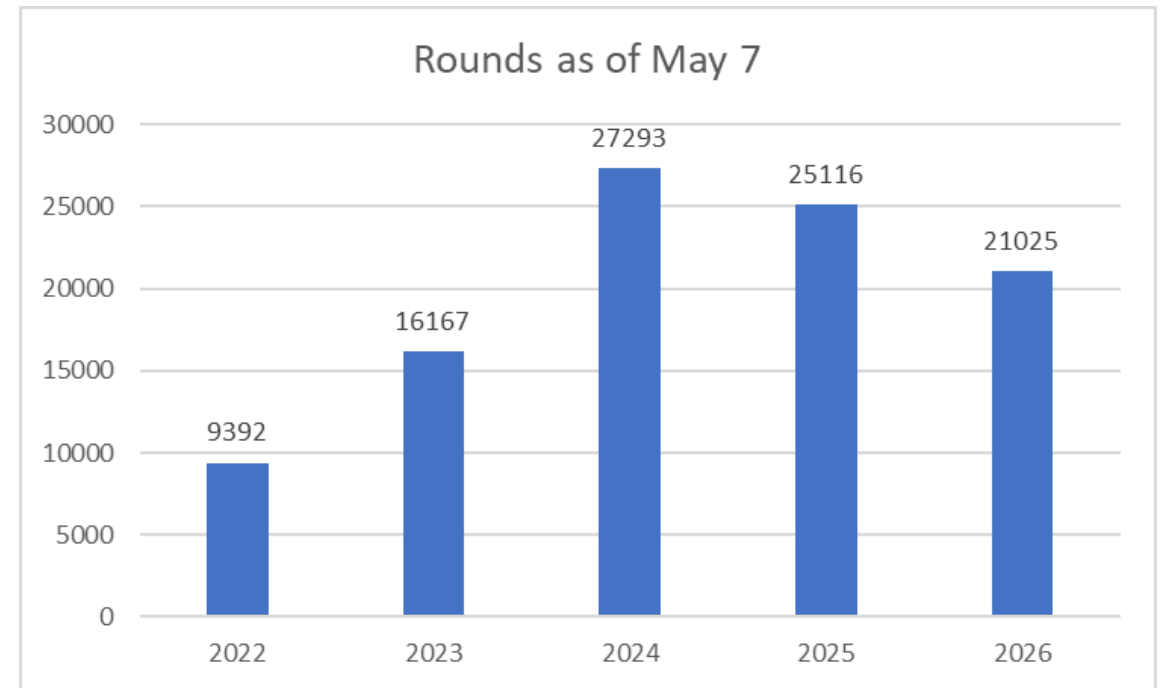
- Customers can book tee times 24/7
- Mobile app allows golfers to manage reservations, payments and customer profiles all in one place
- Digital scorecard and GPS/rangefinder enhance on course experience
- Faster check-in process and improved customer convenience
- Push notifications and communication tools improve awareness of promotions, closures, events and updates
- Creates a more modern and user-friendly golf experience that aligns with industry expectations



Start of season comparisons

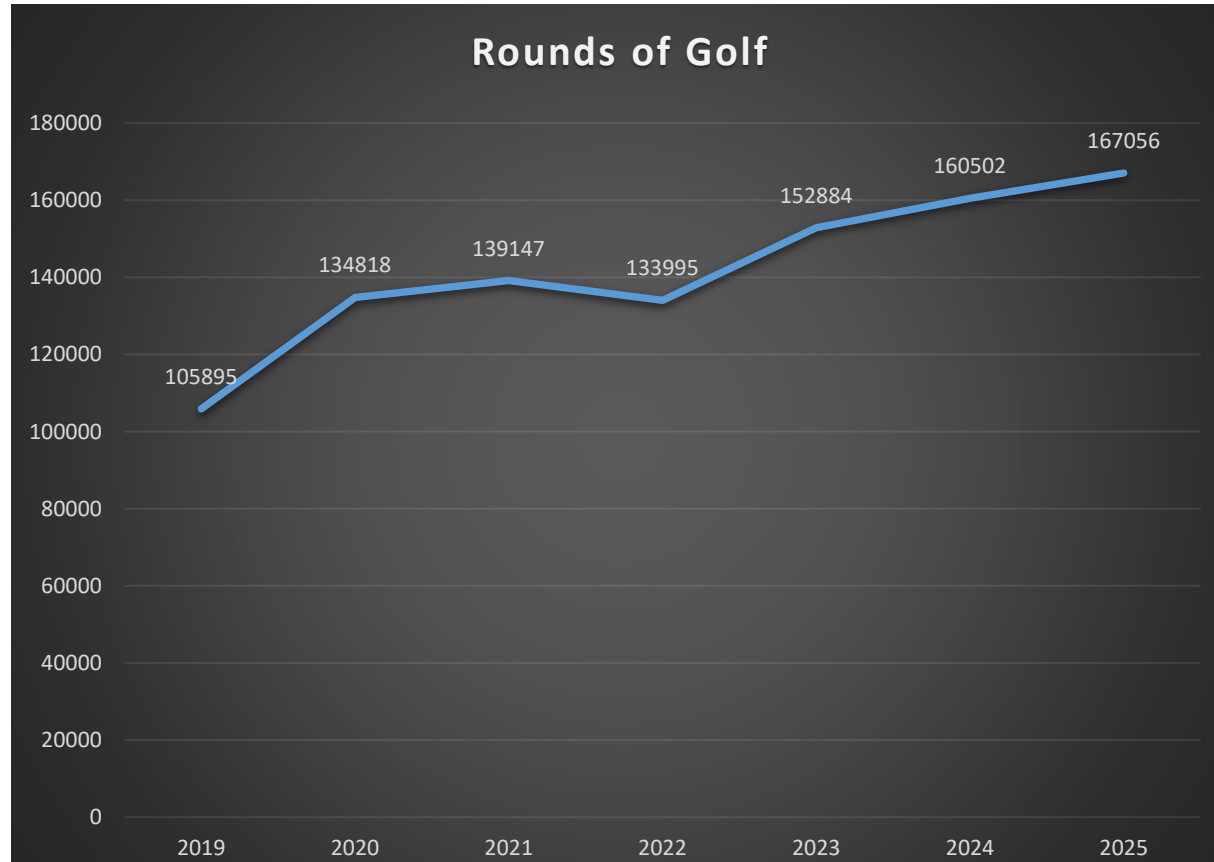


2026 revenues with the paid league fees is \$1,507,327.



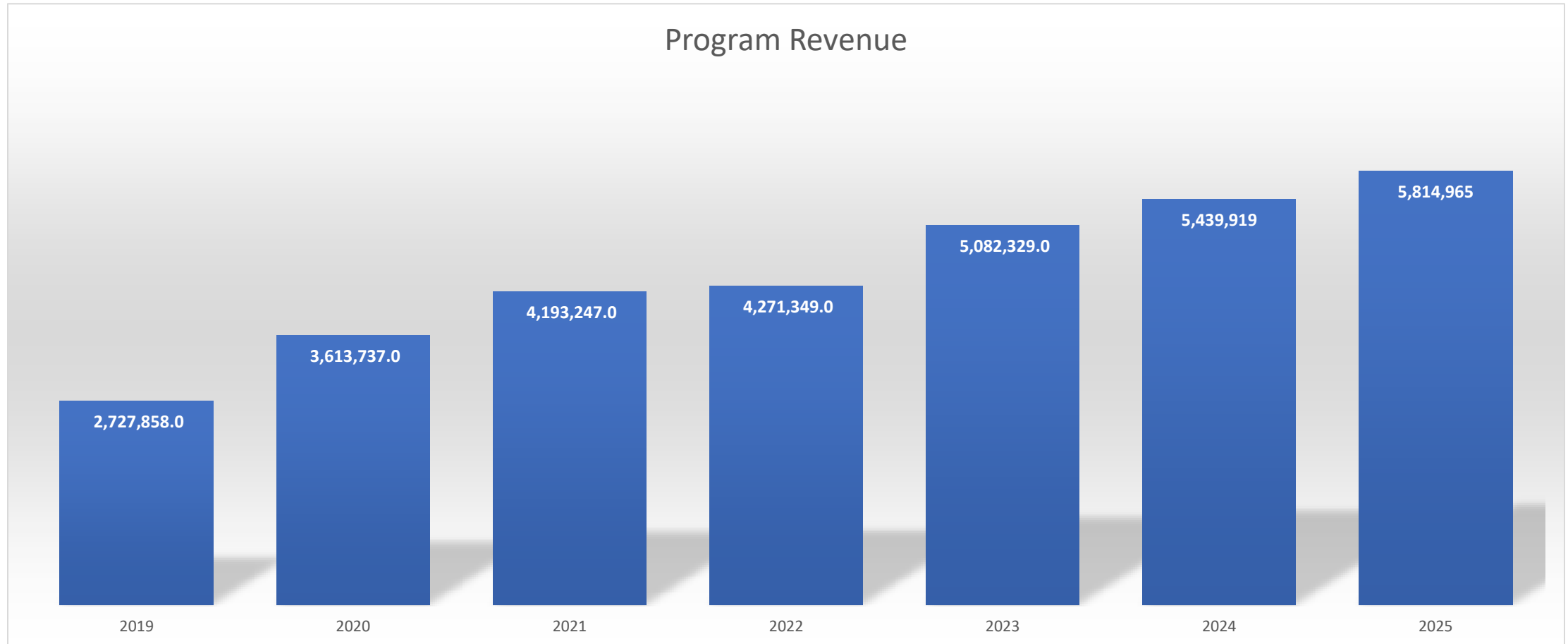
Rounds being down can be attributed to extremely wet weather in April that limited cart availability.

Rounds of Golf



- 2025 saw an increase of 6,554 rounds over 2024.
- 9-hole course rounds went up 6,872.
- The Glen saw an increase of 4,057 rounds.

2025 Golf Program Revenue



2025 Golf Program Operational Profit



❖ 2025 numbers are preliminary, as the Annual Comprehensive Financial Report is yet to be published.

Yahara Hills Golf Course Redesign Project

- New course routing of 18- hole redesign in play for 2026
- Pumpstation installed
- Water supply line to be installed in June
- Cart paths to be installed this summer
- Ecological restoration contractor completing work
- Focused marketing of Yahara Hills in 2026 so West side customers view it as best option for when Odana Hills is closed
- Dane County site work adjacent to Yahara Hills to commence in 2026



Oak savanna restoration, hole 18

Task Force Report

| # | Task Force Item | Recent Updates |
|---|--|---|
| 1 | The City should provide Municipal Golf in Madison Parks. | More than 167,000 rounds of golf were played on City courses last season. |
| 2 | The City should remove the enterprise fund designation from its golf course. | No update - not likely to be pursued |
| 3 | The City should update the mission of the golf program. | Approved by BPC in March 2026 |
| 4 | The City should issue a Request for Proposals to evaluate the option of a private or non-profit operator for Monona and establish a plan and timeline to eliminate eighteen holes at Yahara Hills. | Yahara Hills opened the 2026 season as a redesigned 18- hole course |
| 5 | The City should work with the University of Wisconsin, including the OJ Noer Ag Research Station, to develop Integrated Pest Management protocols that are at the forefront of managing public golf courses sustainably. | Golf staff continually work with UW faculty to provide sites for research and collaborate on best practices. Active field test ongoing at Yahara Hills |



Task Force Report

| # | Task Force Item | Recent Updates |
|----|---|---|
| 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. | Native areas are being expanded at Yahara Hills as part of the redesign. Native areas installed at The Glen in 2021-22 are thriving, strong and active volunteer base We anticipate similar outcomes in native areas with Odana Hills redesign. We are working to put a well at Odana Hills to get the irrigation off of City water. |
| 7 | The City should work with stakeholders and staff to develop a specific action plan to promote equity and inclusion at all courses. | Our golf park programming at The Glen has expanded it's reach to all four courses which helps to promote equity and inclusion. |
| 8 | The City should work with residents, stakeholders, and partners to promote wider utilization by the community of the golf courses to better integrate the courses into the wider park system for uses other than golf. | In addition to our in-house programming, we have recently partnered with MSCR to provide non-golf programming at all four courses. The art classes they have scheduled for this summer all have waiting lists. More than 45 non-golf events were held in 2025. |
| 9 | The City should ensure that if City resources are used to invest in capital projects at golf courses it is done in an equitable and fiscally responsible manner to reduce negative impact on park services across the system. | The City is leveraging a generous private donation to make much needed improvements in Odana Hills Golf Course & Park. The golf course portion of the upcoming Odana Hills Project is being funded entirely through private donation. The Odana Hills Clubhouse replacement will be funded through golf revenue reserves and borrowing. Park improvements are identified in the Parks Division's 2027 Capital Budget request. |
| 10 | The City should not sell park land to fund capital improvements of the golf courses. | Proceeds from the Yahara land sale continue to fund much needed infrastructure improvements within the Program |