

# Golf Program Report

## BPC Fall 2024

November 6, 2024

# 2024 Season

- Opened February 25, 2024
  - Earliest ever
- Revenue as of October 28
  - 2023: \$5,072,797.21
  - 2024: \$5,340,013.48
- Rounds as of October 28
  - 2023: 148,572
  - 2024: 155,937



First Tee tournament at Yahara Hills

- 2024 rounds have already surpassed the 2023 total of 152,884
- 2024 revenue has already surpassed the 2023 total of \$5,082,329

# Mission Statement

- Planned with Organizational Development
- Created Mission Team
- Held meetings
- Surveyed staff and stakeholders
- Concluded on key points
- Still working on setting the verbiage



**2024 VibeZ Golf/ First Tee Outing**

# 2024 Glen Golf Park Programming

- More than 1,500 attendees



- 25 non- golf events at The Glen in 2024!



# The Glen Golf Park Programming

## Movies at The Glen

- We hosted 6 Movies at The Glen events this season.
- One was rained out. We had 610 attendees, down from 910 last season.
- We began partnering with local organizations to offer fun programming for the kids at our movie nights.



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# The Glen Golf Park Programming

## Live at The Glen

- We hosted 8 Live at The Glen events this season, 4 more than last season.
- Panchromatic Steel was our largest attended event with 95 attendees.



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# The Glen Golf Park Programming

## Barre3

- Barre3 hosted 2 different workout classes out on the 1<sup>st</sup> fairway.



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# The Glen Golf Park Programming

## Monday mornings at The Glen

- Runners enjoyed the peace and beauty of Summer mornings at The Glen for 10 weeks.
- Edgewood HS Cross Country utilized the course on mornings for four weeks in the Fall.



# Volunteer Program

## Volunteer at The Glen

- The Glen hosted 7 volunteer days, averaging 7 volunteers per event.
- Our active volunteer list has been steadily growing and now includes 48 volunteers.



# Volunteer Program

## **Odana Hills volunteer work**

- Collaborated with long-time volunteer, Marcel Wuethrich, who established a pollinator demonstration area at Odana Hills.
- Continuing to grow volunteer base to support the work Marcel began and expand efforts to other areas of course.
- Seed collection volunteer events were held in October and November.



# Golf in the Community

## Ride the Drive, Parks Alive and Trucks and Treasures

- Golf Participated in Ride the Drive and Parks Alive to provide community outreach and a fun golf experience to attendees.
- We participated in Trucks and Treasures to expose local youth to golf maintenance equipment and shed light on potential career opportunities.
- We look to increase our exposure through these events and create new and strengthen existing relationships for the 2025 season.

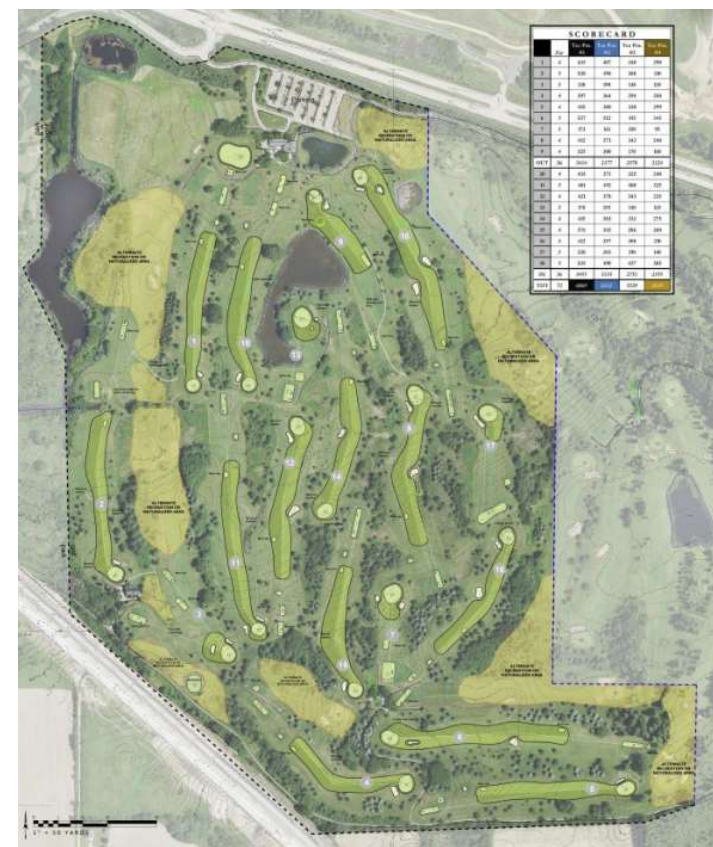


# Implementation of Yahara Redesign Plan

- Work on back 9 nearing completion
- Despite a wet start to the season, the construction team has had ideal conditions



Hole 12 showing completed forward tee and bunker



# Implementation of Yahara Redesign Plan



**Parks construction fills in a bunker with a dozer**



**Parks conservation cuts woods with forestry mower**

# In Conclusion- Goals for the future

- Continued financial success
- Creating a culture of excellent customer service
- Setting standards for golf course conditions
- Forging partnerships with community partners
- Expanding programming options to welcome the entire community to all our golf courses
- Construction progress at Yahara Hills
- Continuous improvements at all courses
- Develop strategic plan for 54 hole operation



Number	TFMG Recommendation	Jurisdiction	Timeline as of 2020	Status/Notes	Timeline as of 2021	Status/Notes	Status/Notes as of November 2023	Status/Notes as of November 2024
1	<i>The City should provide Municipal Golf in Madison Parks.</i>	Council, Finance Committee, BPC	Spring 2021	Review/address through 2022 budgeting process	Spring 2022	Review/address through 2023 budgeting process	Continuation of Services addressed through 2024 Operating Budget Process	Continuation of Services addressed through 2025 Operating Budget Process
2	<i>The City should remove the enterprise fund designation from its golf course</i>	Council, Finance Committee, BPC	Spring 2021	Review/address through 2022 budgeting process	Spring 2022	Review/address through 2023 budgeting process	No updates to report, as reflected in Operating Budget, Golf Continues to Operate as Enterprise Fund.	No updates to report, as reflected in Operating Budget, Golf Continues to Operate as Enterprise Fund.
3	<i>The City should update the mission of the golf program.</i>	Board of Park Commissioners	Fall 2021	Staff will prepare mission statements, which will be reviewed by BPC and Golf Subcommittee prior to finalization.	Fall 2022	Staff will prepare mission statements, which will be reviewed by BPC and Golf Subcommittee prior to finalization.	No update to report. Staff will prepare mission statements, which will be reviewed by BPC prior to finalization.	Work has begun on the creation of a new mission statement and also the creation of an initial vision and values statement. A Mission Team was created consisting of members of the golf staff. The Team met four times to gather review and bring forth information. The entire effort was lead by Jay Winston from the City's Organizational Development Department. The Team concluded that the mission should include: community, (outdoor) recreational experience, golf (for the public). The Team concluded that the values statement should include: affordable, environmentally responsible, excellence in customer service/ customer excellence. The Team concluded that the vision should include inclusion, partnership, sustainability and continuous improvement. Work is currently ongoing to take this information and craft draft statements.
4	<i>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.</i>	Council, Finance Committee, BPC	Spring 2021	Resolution will be prepared to authorize development of RFP. All bodies will have ability to define parameters/conditions of RFP. Evaluate 2021 season, develop incremental closure plan of Yahara and implement if required.	Spring 2022	Explore RFP and other alternative operational models and partnerships for Monona. Develop incremental closure plan of Yahara and implement if required.	No update regarding RFP Yahara Hills Reconfiguration project underway. Course will be reduced from 36 to 18 holes by end of 2025 season.	Constrution is underway to transition Yahara Hills from a 36 hole course to an 18 hole course. The majority of the work was completed on the back 9 of the West course this year. The remaining work will be completed on the front 9 of the West course in 2025 with a new 18 holes opening up for the 2026 season. The agreement with Dane County has us currently operating 27 holes for the 2025 season. No update regarding the RFP for Monona.
5	<i>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.</i>	Board of Park Commissioners	Winter 2021	Staff will work with OJ Noer staff as 2021 turf management plans are developed. Staff will provide input to City's IPM Taskforce as work continues.	Ongoing	Extensive progress made in this area as a result of Glenway's project work. Staff continue to work with OJ Noer staff to develop the turf plan for the course with focus on reduction in water, energy, fertilizer, and pesticides requirements. IPM Taskforce is not yet resumed.	The Glen Redesign's project team worked closely with OJ Noer staff to develop the turf plan for the course with focus on reduction in water, energy, fertilizer, and pesticides requirements. Staff continue to engage with OJ Noer on a regular basis for IPM-related concerns and ongoing studies. IPM Taskforce is not yet resumed.	We continue to work with the UW and the O.J. Noer Center by providing locations to conduct pesticide trials. All staff have contact with Doug Soldat and Paul Koch to bring forth turf related questions that they need answers to. In meeting with Soldat and Koch earlier in the season it was brought up that The Glen would be a good site to trial some of their new organic products. Nothing is set but we are committed to continue to work with UW to help both the golf program and the golf industry move forward and produce a more sustainable product.
6	<i>The City should work to promote positive ecological outcomes at the golf courses through reducing reliance on limited natural resources and providing ecological assets.</i>	Board of Park Commissioners	Ongoing	Continue partnership with volunteer at Odana, in early 2021 will work with private donor on plans for Glenway to enhance natural resources.	Ongoing	Continued partnership with volunteer at Odana. Significantly increased natural areas at Glenway and staff are in the process of developing a land management plan in collaboration with Ecology Team. Exploring installing a well at Odana before next season.	Continued partnership with volunteer at Odana has been very successful. Pollinator display prairie is very well established. The Glen Redesign significantly increased natural areas at The Glen, and staff are working diligently to implement The Glen's Land Management Plan in order to maintain and enhance the areas with the help of volunteers. Yahara Hills Master Plan incorporates additional natural areas and ecological restoration of existing natural areas. Exploring installing a well at Odana 2024 season.	Our second season of Volunteer at The Glen brought and avarage of seven volunteers to each of our seven volunteer day Saturdays and got citizens engaged in maintaining the prairies doing everything from managing weeds to collecting seeds. We worked with Marcel Wuethrich at Odana to provide three volunteer seed collecting events this fall. A total of 29 people come to the three events and collected seeds that will be used both in golf to establish native areas at Yahara Hills but also in general parks to establish native areas in other parks. The Yahara Hills master plan include the addition of natural areas and ecological restoration of existing natural areas. Conversations have begun about establishing native areas at Monona similar to those at Odana which will be volunteer driven. Exploring installing a well at Odana in 2025
7	<i>The City should work with stakeholders and staff to develop a specific action plan to promote equity and inclusion at all courses.</i>	Board of Park Commissioners	Ongoing	Continue to work with Parks Equity team and conduct outreach to implement team's recommendations.	ongoing	Continue to work with Parks Equity team and conduct outreach to implement team's recommendations. Developing Programming Plan for Glenway, with focus on equity and inclusion.	The Glen's Programming Plan continues to focus on providing a variety of opportunities, with focus on equity and inclusion. DJ Pain 1 performed in partnership with Urban Community Arts Network. Movies and Family Fun Nights offer a variety of cultural experiences.	The Glen's Programming Plan continues to focus on providing a variety of opportunities, with focus on equity and inclusion. DJ Pain 1 performed in partnership with Urban Community Arts Network. Movies and Family Fun Nights offer a variety of cultural experiences.
8	<i>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.</i>	Board of Park Commissioners	Ongoing	Courses are utilized year-long for various recreational activities. Throughout 2021, staff will continue to work with stakeholders to determine and encourage other uses.	ongoing	Courses are utilized year-long for various recreational activities. Glenway Programming Team is developing plan to overlay non-golf uses with golf programming. Plan will be shared with Golf Subcommittee, BPC and PPF in early 2022.	Courses continue to be utilized year-long for various recreational activities. The Glen Golf Park Programming Plan offered 15 diverse events and Monday Mornings at The Glen to provide a variety of interactions with the golf park. Annual Monona Grove Cross Country meet was held again at Monona Golf Course September 2023.	Courses continue to be utilized year-long for various recreational activities. Volunteer work days at both The Glen and Odana Hills provided opportunities for the public to interact with the native areas on the course. The Glen Golf Park Programming Plan offered 25 diverse events and Monday Mornings at The Glen to provide a variety of interactions with the golf park. Trunk or treat was held at Odana Hills and brought a diverse crowd of 120 people to the course. Annual Monona Grove Cross Country meet was held again at Monona Golf Course September 2024.

Number	Task Force on Municipal Golf in Madison Parks Recommendations	Jurisdiction	Timeline as of 2020	Status/Notes	Timeline as of 2021	Status/Notes	Status/Notes	
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.	Council, Finance Committee, BPC	ongoing, April 2021	Review/address through 2022 budgeting process and partner with other agencies/jurisdictions on pending projects to improve stormwater issues, work with private donor on potential course improvements at Glenway without City contribution. Continue work with Madison Parks Foundation to evaluate potential of soliciting other public partners/private donors.	Ongoing	Glenway project is nearing completion, which included complete course redesign and renovation without City contribution.  Engineering Watershed studies continue to address stormwater concerns at Odana.  Continue work with Madison Parks Foundation to evaluate potential of soliciting other public partners/private donors.	The Glen Golf Park and The Glen House were entirely renovated in 2020 & 2021 without City contribution. Proceeds from Yahara Hills land sale provided \$5M for reinvestment in courses, and \$500k to pay remainder of General fund loan.  Continue work with Madison Parks Foundation to evaluate potential of soliciting other public partners/private donors.	The Glen Golf Park and The Glen House were entirely renovated in 2020 & 2021 without City contribution. Proceeds from Yahara Hills land sale provided \$5M for reinvestment in courses, and \$500k to pay remainder of General fund loan.  Continued work with Madison Parks Foundation to evaluate potential of soliciting other public partners/private donors.
						The successful 2021 season should allow for a modest fund balance that could be considered to promote some reinvestment in the Golf program's assets.  The Glenway project did not require City Capital resources.  The needs for the courses from a capital infrastructure standpoint, however, remain very significant and there is not a plan to address these systematically within current budgetary allocations.		
10	The City should not sell park land to fund capital improvements of the golf courses.	Council, Finance Committee, BPC, Plan Commission	Fall 2024	Evaluate 2021 season, develop incremental closure plan of Yahara and implement if required. Review/address funding through budgeting process.	ongoing		The successful 2021 season should allow for a modest fund balance that could be considered to promote some reinvestment in the Golf program's assets.  The Glenway project did not require City Capital resources.  The needs for the courses from a capital infrastructure standpoint, however, remain very significant and there is not a plan to address these systematically within current budgetary allocations.	The Glen project did not require City Capital resources. Proceeds from the Yahara land sale are funding the capital improvements on the course. \$340,000. of golf revenue reserves were used for investment in capital equipment in 2024