



**MADISON
PARKS**

2025 Golf Enterprise Program Report

April 9, 2025

Golf Team as of January

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Staffing Changes

- Golf Course Superintendent 1- The Glen Golf Park
 - Cooper Schira Mix
- Golf Programming Leadworker
 - Bill Remm
- AASPIRE Ecology and Landscape Intern
- AASPIRE Marketing Intern
 - Recruitments underway

Start of 2025 Season

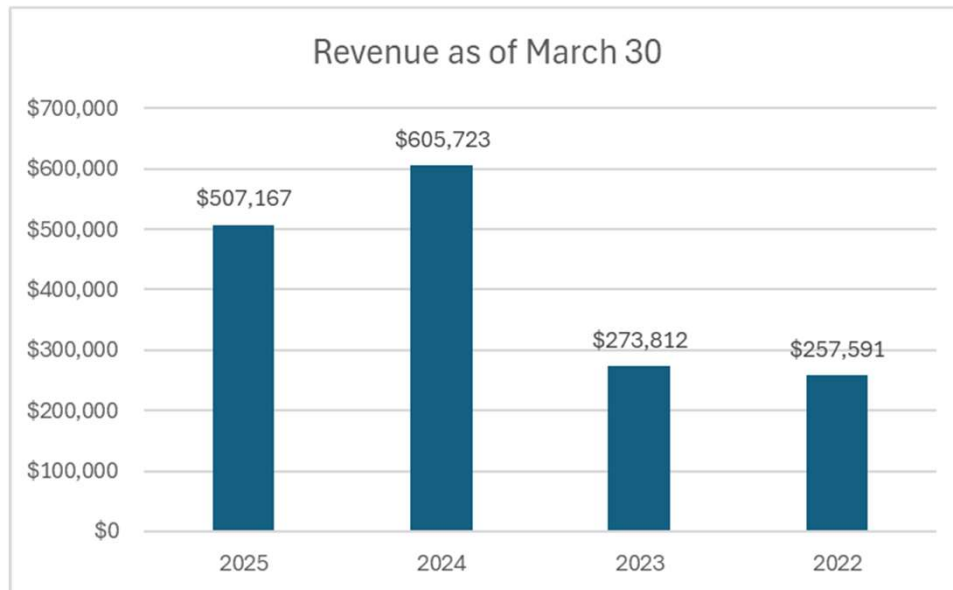
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- Opened March 9, 2025
- Historical openings:
 - February 25, 2024
 - April 7, 2023
 - April 9, 2022

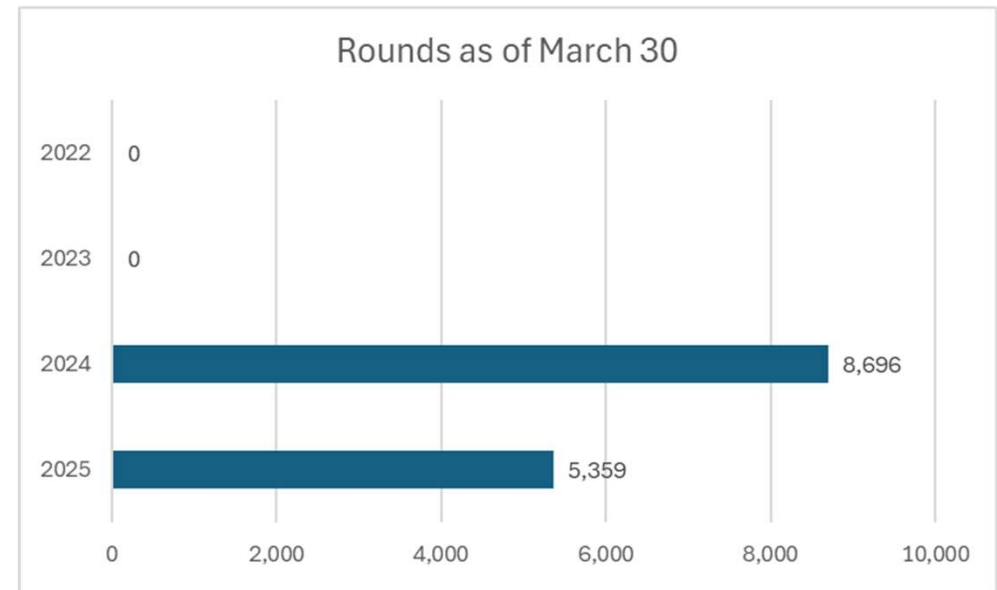


We will be hosting 6 Wisconsin Junior PGA tournaments this season.

Start of season comparisons



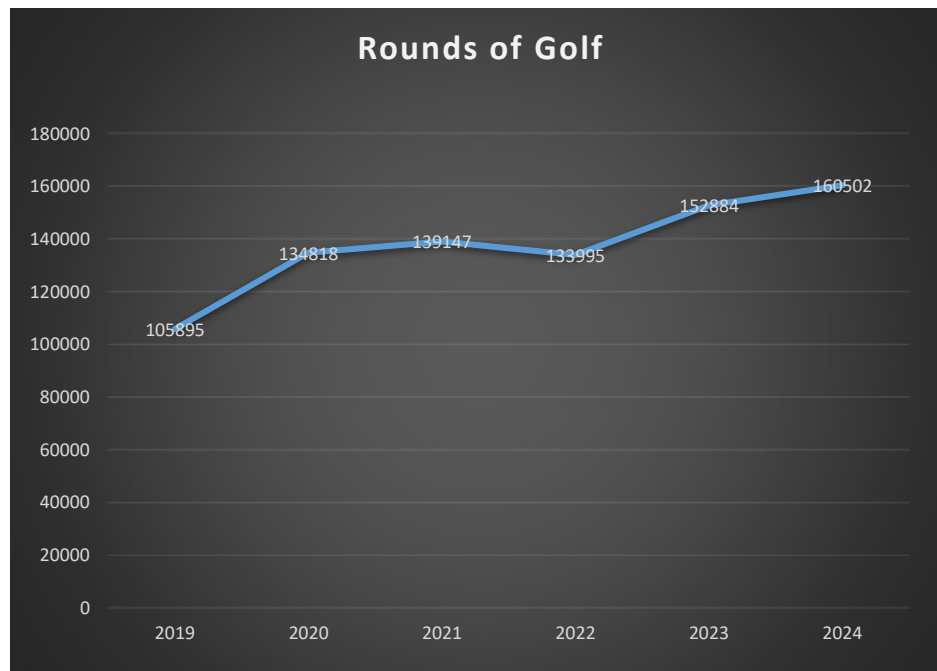
Our Tee Off Party, held in early March or late February, allows us to sell passes and generate revenue before courses open for the season.



14 out of the last 25 years we have been able to open courses before April 1. 2023 and 2022 both had openings after March.

Rounds of golf

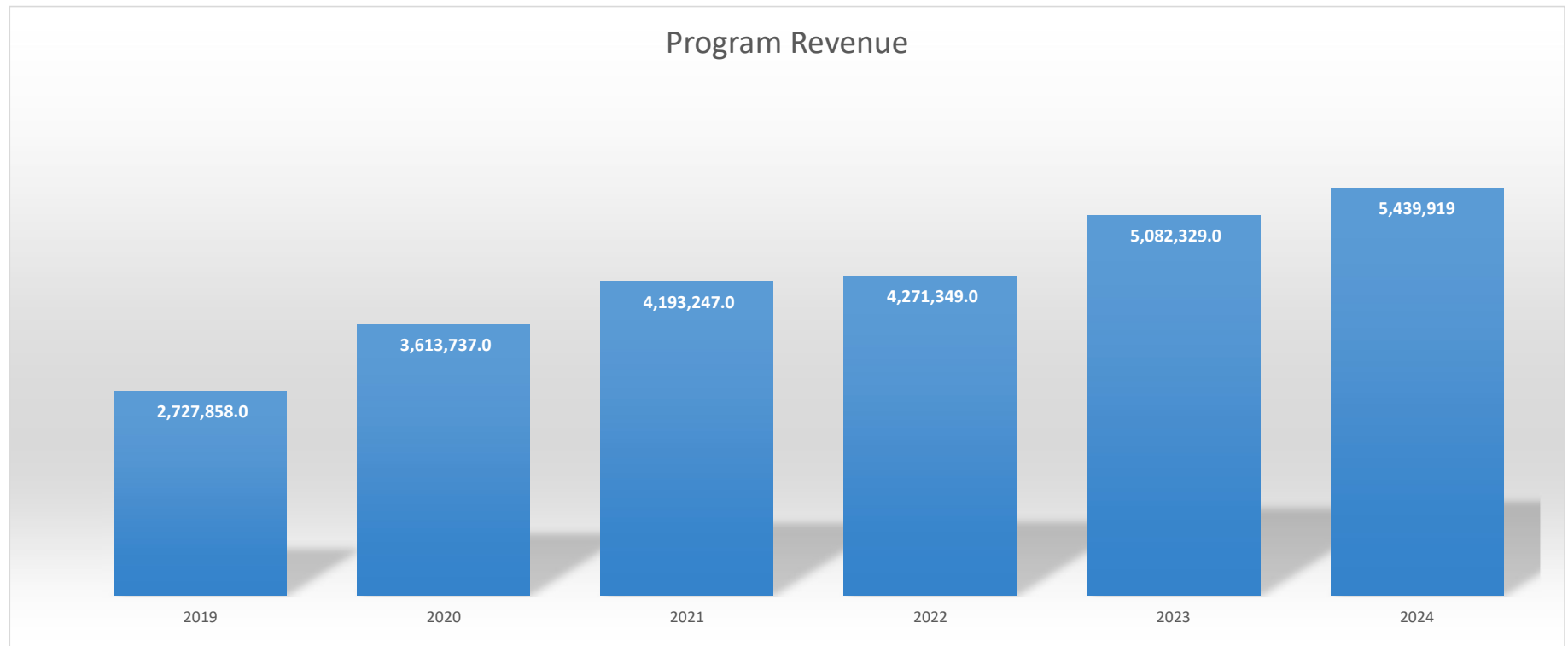
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- 2024 saw an increase of 7,821 rounds over 2023.
- Odana Hills had the largest increase with 4,335 rounds over 2023.
- The Glen saw an increase of 3,263.

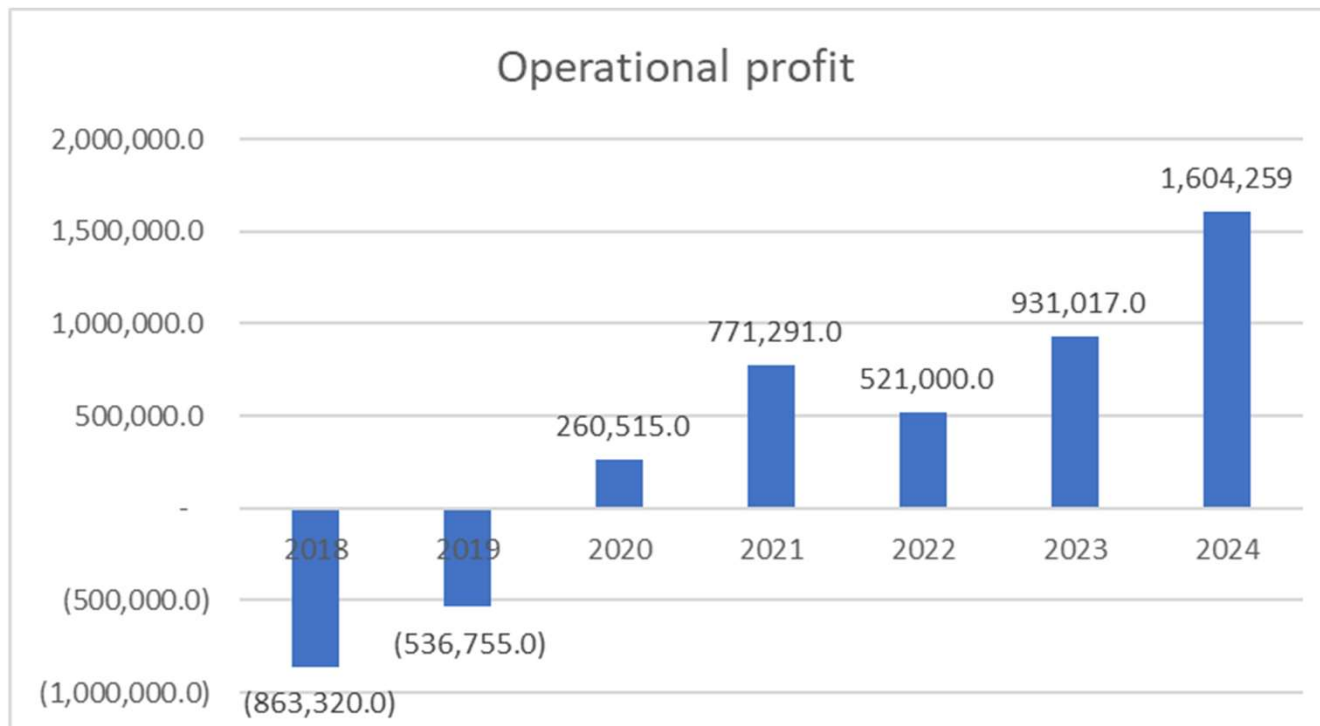
2024 Golf Program Revenue

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2024 Golf Program Operational Profit

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- ❖ 2024 numbers are preliminary, as the Annual Comprehensive Financial Report is yet to be published.

Yahara Hills Golf Course Redesign Project

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- Redesign project work on schedule- work focused on the Front West holes.
- Parks construction to complete earth moving over May and June.
- Ecological restoration contractor completing work
- Irrigation contract work underway
- Submitting FairWays Foundation \$25,000 grant proposal to bolster ecological restoration work.



Oak savanna restoration, hole 18

Golf in the Community

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Ride the Drive & Parks Alive

- Golf will once again participate in Ride the Drive and Parks Alive to provide community outreach and a fun golf experience to attendees.
- We look to increase our exposure beyond these events and create new and strengthen existing relationships for the 2025 season.



Volunteer

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- Volunteer at The Glen has 7 monthly events scheduled
- Volunteer opportunities continue at Odana Hills
- AASPIRE Golf Ecology and Landscape intern to lead volunteer events at all four courses
- Two new volunteer positions this year
 - Golf Mentor
 - Programming volunteer



2025 Glen Golf Park Programming

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More than 30 events scheduled this year.

2025 Highlights:

- Barrio Dance Studio- Latin dance class
- Putt your heart out- putting course tournament
- Car show
- DJ Chamo- Reggaeton and Latin music
- Little Priest Singers- Ho Chunk tribal music, dance and storytelling
- Gagok Ensemble- Traditional Korean soprano trio and storytelling
- Summer Solstice 81 Hole Challenge



**THE
GLEN
GOLF PARK**

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Programming partners and sponsors

Our sponsors are:

- Madison Parks Foundation continues to sponsor programming
- Thrivent will be sponsoring children's events
- We are working on securing additional sponsors for programming events

Our Movie night community partners are:

- First Tee
- Brittingham Boats
- Blackbelt America
- Girl Scouts



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FOUNDATION

Gateway to The Glen

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- 10 week learn to golf series
- Sunday Afternoons at The Glen
- Open to area community centers
- Free of cost
- Facilitated by golf mentor volunteers
- WPCRC and East Madison currently have transportation
- We have applied for a grant along with MPF to cover transportation costs for other community centers along with other costs



Capital Investment

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Yahara Hills

Course

Irrigation

Maintenance Facility

Clubhouse

Parking Lot

Odana Hills

Course

Well

Clubhouse

Maintenance Building

Parking Lot

Monona

Course

Clubhouse

Parking Lot

The Glen

Parking Lot

Maintenance building

Equipment

Mission Statement—DRAFT as of 4/2025



Existing Mission:

- to provide the Madison area golfing public with the finest possible golfing conditions at reasonable prices and for all levels of play.

Proposed:

- **Our Mission:** to provide exceptional municipal golf and recreation opportunities for the entire community.
- **Our Vision:** to create welcoming and inclusive spaces for the community that thrive on strong partnerships, sustainable practices and a commitment to continuous improvement.
- **Values:**
 1. **Exceptional value:** “We are committed to providing an outstanding experience, accessible to all members of our community, ensuring that everyone can enjoy our courses.”
 2. **Environmental Responsibility:** “We prioritize environmental stewardship by implementing sustainable practices that protect and preserve our natural surroundings, ensuring a green and healthy future for generations to come.”
 3. **Excellence in Customer Experience:** “We strive to deliver excellent customer service through a friendly atmosphere, timely interactions and a quality product.”

In Conclusion/ Goals for the season

- Improve course conditions
- Creating culture of excellent customer service
- Continued financial success
- Construction progress at Yahara Hills
- Strengthen community engagement
- Expand events and programming
- Enhance sustainability and Ecological Stewardship

