



Madison Parks Division

210 Martin Luther King, Jr. Blvd., Room 104
Madison, WI 53703
608-266-4711 • cityofmadison.com/parks



Date: February 22, 2021

To: Golf Subcommittee

From: Theran Steindl, Golf Operations Supervisor

CC: Board of Park Commissioners

Re: Glenway Park Golf User Engagement Plan

The City of Madison Parks Division is moving forward with a public process with a potential project at Glenway Golf Course to revision Golf for the community. Through the generous donation of expertise, redesign, and construction from Michael and Jocelyn Keiser a new way forward for Glenway Golf Course is possible. Michael has offered to donate both his knowledge and expertise in providing a professional redesign for the course and to provide the construction services required to build it in an expedited timeframe.

The focus will not only provide an improved golfing experience, but offer multi-use benefits the community has not had the opportunity to experience before. These cutting edge ideas of improved native lands with incorporated hiking trails co-exiting within a Golf Course will provide a roadmap for the future of Golf in the country. A community-focused approach will provide all who wish to visit these lands an experience not known before.

This process will likely close all of Glenway Golf Course for the 2021 season while construction and redesigns are completed. With an expedited timeline many pieces must be addressed and solved to ensure a smooth process to secure success. As we navigate and plan through the process we must recognize those who patronize and recreate at Glenway Golf Course, and the impacts they will experience with a potential short closure of 2021. The Golf Department has initiated the process of working with these groups to minimize those impacts and commit to a smooth return following completion.

- **The First Tee of South Central Wisconsin**

- Madison Parks remains committed to the First Tee and its work on youth education and junior golf development. We are committed to devote access throughout our system of Golf Courses with no reduction of junior users. Changes to programming have already been planned to move a short distance away at Odana Hills Golf Course for 2021 in consistent time frames from 2020.
- The return of the First Tee to Glenway following completion of this project is important to Madison Parks, and we look forward to growing our youth golfers on a new design that promotes their growth in the game of golf.

- **Leagues**

- All leagues at Glenway Golf Course have been contacted and made aware of a potential closure in 2021. We have asked each league to speak with their groups and gauge interest in moving locations and potentially times to accommodate them at other locations for one season. We eagerly await all responses so we can find them a home for the year.
- We commit to our leagues that all can return to Glenway in 2022 in a similar time slot as previously held in 2020. We will work through processes to keep pricing as close to the 2020 rates as possible.

- **Events**

- We will work with all events at Glenway Golf Course from 2020 to find a home at our other three locations.
- All 2020 golf events will have the option to reserve their time again in 2022.
- **High Schools**
 - We will work with all High Schools who used Glenway in 2020 to find a home at our other three locations.
 - We look forward to working with High Schools again in 2022 with an improved design that will aid in their development.
- **General Day to Day Users**
 - With the closure the reduction of available tee times across the system will impact users. We believe and know that between 63 open holes of golf within our system there will be readily available times for all to find a time to enjoy a round of golf outside during the 2021 season.
 - In 2020 the Golf Program across the systems only held a 42% capacity level of tee time availability, which would leave room to accommodate all users.

We look forward to working through the steps to ensure all users are aided in finding a location for the 2021 season. Closure of Glenway for one season is not a desire, but necessary, to reinvest. Staff believes that doing so in a year when all other holes are able to be operated is worth working towards a 2021 project at Glenway. This provides access and availability for all users during this time.