



## Legislation Details (With Text)

**File #:** 69413      **Version:** 1      **Name:** Glenway Golf Park Programming Plan  
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**File created:** 1/20/2022      **In control:** GOLF SUBCOMMITTEE  
**On agenda:**      **Final action:** 3/9/2022  
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**Title:** Glenway Golf Park Programming Plan

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Glenway Golf Park Programming Plan REVISED FINAL draft for FPF & GOLF SubC.pdf, 2. Glenway Programming Plan FINAL for FPF & Golf SubC.pdf, 3. Glenway Golf Park Support Letter-MASC.pdf, 4. Glenway Golf Park Public Comments.pdf

Date	Ver.	Action By	Action	Result
3/9/2022	1	BOARD OF PARK COMMISSIONERS	Approve	Pass
2/24/2022	1	GOLF SUBCOMMITTEE	Re-refer	
2/21/2022	1	FACILITIES PROGRAMS AND FEES SUBCOMMITTEE (Parks)	Re-refer	Pass
2/9/2022	1	BOARD OF PARK COMMISSIONERS	Re-refer	Pass
1/27/2022	1	GOLF SUBCOMMITTEE	Re-refer	Pass
1/24/2022	1	FACILITIES PROGRAMS AND FEES SUBCOMMITTEE (Parks)	Re-refer	

**Title**

Glenway Golf Park Programming Plan

**Body**

Following the acceptance of the Task Force on Municipal Golf in Madison Parks' Final Report in early 2021, the City was approached by Michael and Jocelyn Keiser with a plan, including substantial donation of time, talent and resources, to improve the Glenway Golf Course. The Glenway Golf Park Plan was unanimously approved by the Golf Subcommittee, Board of Park Commissioners, Finance Committee and Common Council. The privately funded improvement project directly addresses the majority of the recommendations made by the Task Force, including an improved golfing experience, intentional focus on access for non-golf activities and making substantial improvements to the environmental stewardship of the park property. The Glenway Golf Park Programming Plan incorporates input received throughout the Task Force's engagement efforts and was developed by a staff team with regular input from the Glenway Programming Team. The plan addresses branding and marketing in addition to identifying potential non-golf activities and provides guidance around golf specific programming. Intentional efforts have been made to balance both golf and non-golf uses and by creating flexible schedule opportunities for programming throughout the typical golf season without significantly impacting tee times available. The plan is being presented to Golf Subcommittee, Facilities Programs and Fees Subcommittee and Board of Park Commissioners for feedback and ultimately for approval.

