Legislation Details (With Text)

File #:	87830	**Version:**	1	**Name:**	The proposed resolution authorizes the City to enter into an agreement with the Steve Stricker American Family Insurance Foundation (“Foundation”) for the use of the parking lots in Cherokee Marsh Conservation Park-North Unit, from June 2 through June 8,
Type:	Resolution			**Status:**	Passed
File created:	4/7/2025			**In control:**	FINANCE COMMITTEE
On agenda:	4/15/2025			**Final action:**	5/20/2025
Enactment date:	5/23/2025			**Enactment #:**	RES-25-00320

Title: Authorizing the Mayor and City Clerk to execute a Parking Lot and Driveway Use Agreement with the Steve Stricker American Family Insurance Foundation for the use of the parking lots in Cherokee Marsh Conservation Park-North Unit during the American Family Insurance Championship. (District 18)

Sponsors: Yannette Figueroa Cole, Carmella Glenn

Indexes:

Code sections:

Attachments: 1. AmFam Championship Email and Presentation.pdf, 2. Cherokee Marsh North-Parking Agreement (AmFam) (2025) (Updated).pdf, 3. AmFam Championship Cherokee Marsh Use Memorandum.pdf, 4. 041425-041525_CC_public_comments.pdf, 5. _File 87830 -- FC Public Comment 04.28.25.pdf, 6. RegistrantsReport_FC_04.28.25.pdf, 7. _File 87830 -- Addtl FC Public Comment.pdf, 8. Cherokee Marsh Lot use Agreement - Public Comment BPC.pdf, 9. File 87830 Registrants.pdf

Date	Ver.	Action By	Action	Result
5/20/2025	1	COMMON COUNCIL	Adopt	Pass
5/14/2025	1	BOARD OF PARK COMMISSIONERS	Return to Lead with the Recommendation for Approval	Pass
4/28/2025	1	FINANCE COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
4/16/2025	1	FINANCE COMMITTEE	Referred	
4/15/2025	1	COMMON COUNCIL	Referred	
4/7/2025	1	Parks Division	Referred for Introduction	

Fiscal Note

The proposed resolution authorizes the City to enter into an agreement with the Steve Stricker American Family Insurance Foundation (“Foundation”) for the use of the parking lots in Cherokee Marsh Conservation Park-North Unit, from June 2 through June 8, 2025. The Foundation will pay the City an amount of $14,000 for the seven days of use. Revenue will be collected in MUNIS (51246-44290). No appropriation is required.

Title

Authorizing the Mayor and City Clerk to execute a Parking Lot and Driveway Use Agreement with the Steve Stricker American Family Insurance Foundation for the use of the parking lots in Cherokee Marsh Conservation Park-North Unit during the American Family Insurance Championship. (District 18)

Body

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WHEREAS, the 2025 American Family Insurance Championship (“Event”) is an annual professional golf event that will be taking place on June 6-June 8, 2025 at TPC Wisconsin, a golf course located at 1659 Players Drive in Madison; and,

WHEREAS, the Foundation will be working with American Family Insurance, PGA Tour Champions, and representatives of TPC Wisconsin on the Event; and,

WHEREAS, Event planners have identified a need for controlled off-site parking to serve the needs of Event; and,

WHEREAS, TPC Wisconsin is located in an area of the City that does not have much existing off-site parking infrastructure; and,

WHEREAS, the City owns lands immediately adjacent to TPC Wisconsin, the Cherokee Marsh Conservation Park-North Unit (the “Park”). The 946-acre park has two parking lots located off of N. Sherman Ave. just to the north of TPC Wisconsin, one lot being directly off of N. Sherman. Ave. (the “Southern Lot”) and the other lot (the “Northern Lot”) accessible by a roughly 2000 foot long park driveway off of the end of N Sherman Ave. (the “Driveway”); and,

WHEREAS, to meet the needs of the Event, the Foundation has requested to have the dedicated use of the Southern Lot and the Northern Lot (collectively, the “Parking Lots”) and the Driveway, which the Parks Division is agreeable to, subject to the conditions set forth herein; and,

WHEREAS, the Foundation will have exclusive use of the Parking Lots from June 2, 2025 at 4:00 am through June 8, 2025 at 10:00 pm to facilitate the event and will be authorized to close public vehicular access to and use of the Parking Lots; and,

WHEREAS, the Park will remain open to pedestrian and bicycle traffic through the duration of the event at the Sherman Avenue entrance and the Burning Wood Way pedestrian entrance throughout the vehicular closure; and,

WHEREAS, the Foundation will be responsible to restore the parking lots and driveway to their original condition after its use; and,

WHEREAS, the Foundation will be responsible to pay the City $14,000 for the seven days of use for the closure of the Parking Lots and the Driveway as set forth in the agreement; and,

NOW THEREFORE BE IT RESOLVED the Mayor and City Clerk are authorized to enter into a Parking Lot and Driveway Use Agreement for June 2, 2025 through June 8, 2025 with the Steve Stricker American Family Insurance Foundation, Inc., to use the parking lots and driveway at the Cherokee Marsh Conservation Park - North Unit, in a format that is approved by the City Attorney and the Risk Manager, and that is consistent with the agreement attached hereto.

BE IT FURTHER RESOLVED that the Superintendent of Parks is delegated the authority to act on behalf of the City as set forth in the Agreement.