



Legislation Text

File #: 69744, **Version:** 1

Title

Request by Parks Superintendent Eric Knepp to Rename Glenway Golf Course to Glenway Golf Park

Body

In 2019, the City of Madison Common Council created the nine member Task Force on Municipal Golf in Madison Parks ("Task Force") to consider all options for the parkland currently in use for municipal golf and to make recommendations to the Mayor, Common Council, Committees and Commissions on the future of the City's Municipal Golf Courses.

In early 2021, the Common Council along with Board of Park Commissioners, Finance Committee and Golf Subcommittee adopted the Task Force on Municipal Golf in Madison Parks' Final Report (Legislative File #61936), which consisted of ten recommendations. The Task Force generally advised the City's policymakers that the City should continue to offer affordable municipal golf, in the right quantity, as well as invest in the courses in financial and environmentally sustainable ways, incorporate mixed recreational uses and focus on equity and inclusion.

Thanks to the generous donation from Michael and Jocelyn Keiser through the Madison Parks Foundation, Glenway Golf Course was almost entirely renovated in 2021, allowing for implementation of approximately half of the Task Force's Recommendations. One aspect of the Keiser's gift was that there must be some level of mixed use recreation integrated to the course to allow more members of the community to enjoy this beautiful piece of nature. A Programming Plan has been developed by staff, this includes a new brand identity and the integration of mixed use recreation. It is expected that this plan will be adopted by Board of Park Commissioners in March 2022 and implemented in the 2022 Season.

In recognition of this new model of operation and to signal a new approach to how the Municipal Golf program intersects with the general park and recreation goals of the City, staff are requesting that the name of Glenway Golf Course be changed to Glenway Golf Park, with the understanding that it will be referred to as The Glen Golf Park from a marketing and branding perspective. Maintaining the formal name of Glenway provides for standard naming across the Golf Program, but Golf Park signals that it is not simply a golf course. This naming system is consistent with the approach currently used to recognize The City of Madison Parks Division as "Madison Parks". The name also sustains a strong connection to the history of the park land, while refocusing it forward into the future as a key part of the Parks system.