

From: [Mailbox, STRICKERAMFAMFOUNDATION](#)
To: [All Alders](#)
Subject: 87830 - Cherokee Marsh Conservation Park parking lots
Date: Monday, April 14, 2025 6:06:19 PM
Attachments: [2025 AmFam Champ - Madison Common Council - Public Comment Submission.pdf](#)
[AmFam Champ Supporting Documents - Madison Common Council - Public Comment Submission.pdf](#)

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Good evening, City of Madison Alders.

On behalf of the American Family Insurance Championship and Steve Stricker American Family Insurance Foundation I'd like to submit some information for your consideration regarding agenda item 87830, use of the parking lots in Cherokee Marsh Conservation Park-North Unit.

Please see the attached letter and supporting images. Thank you for your time and consideration.

Sincerely,

Katie E. Johnson

American Family Insurance Championship
STEVE STRICKER AMERICAN FAMILY INSURANCE FOUNDATION

American Family Mutual Insurance Company, S.I. | American Family Insurance Company | American Family Life Insurance Company | American Standard Insurance Company of Ohio | American Standard Insurance Company of Wisconsin | Midvale Indemnity Company | Home Office - 6000 American Parkway Madison, WI 53783

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Dear Madison Common Council,

On behalf of the American Family Insurance Championship and the Steve Stricker American Family Insurance Foundation, thank you for taking the time to review our request to utilize the Cherokee Marsh Park Parking Lot during week of June 2-8, 2025. We appreciate your thoughtful consideration as we work to host a safe, successful, and community-minded event in our new North Side location at TPC Wisconsin.

First, as an initial basis, the Steve Stricker American Family Insurance Foundation (a registered 501c3 charitable entity) is the host organization of this PGA TOUR Champions sanctioned event. Under the direct guidance of American Family Insurance, a 98 year-old company based in Madison, we have been successfully executing a safe event since 2016 at University Ridge Golf Course in Verona, WI. In 2025, the Foundation has a venue rental agreement with TPC Wisconsin, and will now be hosting the event at the new Madison location.

To execute this large-scale event, our team has worked closely with a number of constituents to develop a logistical and operational framework for the surround areas. While, we are happy to share appropriate information associated with the overall planning efforts, please find below an executive summary specific to our request for the temporary closure of the Cherokee Marsh Park Parking lot.

Since our initial outreach to the city in 2023, our organization has been working with the City of Madison, Madison Police Department, Madison Fire Department, Madison City Parks, Street Use, Parking Enforcement, Madison Metro, and City of Madison Traffic & Engineering to ensure a safe and welcoming environment for fans, volunteers, players, and neighbors alike. Together, we're actively developing plans to minimize disruption while prioritizing safety for all involved.

We've recently had an introductory meeting with the newly elected Madison City Alders: Alder Carmella Glenn of District 18—which encompasses the TPC Wisconsin property—and Alder Julia Matthews of District 12.

Additionally, we have been in communication with representatives of the Cherokee Park Neighborhood Association and the Cherokee Garden Condo Association to share initial plans and gather their feedback. Listening sessions for the area condo associations and neighborhoods surrounding the property are also in the process of being scheduled. Once all feedback is received, broad based communication to all residents will be shared to ensure clear and accurate information is presented.

Specific to our request for controlled access to the Cherokee Marsh Park parking lot, the event has developed a plan to use that space as a secured location for tournament operations vendors. The Cherokee Marsh Park parking lot, which is immediately adjacent to the TPC Wisconsin property, provides critical space for operations, food & beverage, and television vendors. In collaboration with Madison City Parks, plans have been developed to ensure barriers are in place that will restrict

tournament vehicular access to only the stoned portion of the lot, while protecting the surrounding native grasses.

During tournament week, vehicular access to the Cherokee Marsh Park parking lot will be closed to the public to ensure the safety of vendors and guests on property. However, pedestrian and bicycle access to Cherokee Marsh Conservation Park – North will remain open. To support this parking lot closure, alternate public access plans have been developed using Burning Wood Way. These measures help maintain public access to the park while also addressing essential security and operational needs for the event.

To ensure the safety of all guests in attendance, Sherman Avenue (north of Wheeler) access will be controlled - in partnership with the Madison Police Department - to only residents, PGA TOUR Champions officials, vendors and tournament staff. Madison Police Department officers will be stationed at the Sherman/Wheeler and Comanche intersections to ensure security and reduce non-authorized neighborhood traffic. Parking officials will be stationed along Sherman Avenue at TPC Wisconsin Cherokee Marsh Park and St. Peter Catholic Church to ensure authorized users have access to these locations.

In addition, no-parking signage will be posted along Comanche Way, Wheeler Road, and portions of Sherman Avenue. For general public, sponsor and volunteer access to the event, we are directing patrons to an offsite location at Madison College for bus shuttles to the tournament grounds (announced on March 27, 2025).

These collective plans have been developed to help ensure attendees of the tournament are not parking in the immediate areas of TPC Wisconsin property. (see attached maps)

Event plans are developing and evolving on a daily basis as feedback and permit approvals are received. These plans will be continued to be communicated via email to the neighborhood associations, alders, and presented at a listening session once approvals and/or permits are in place. Please know, all efforts are implemented with the objective to ensure a safe environment for attendees and Cherokee Marsh area community.

Since 2016, the American Family Insurance Championship has raised nearly \$20 million for charitable organizations (the Madison Parks Foundation has been an annual beneficiary) and provided over \$100 million in economic impact to the greater Madison area. We're excited to continue to grow that impact as we host the event on the North Side and build a tradition that benefits the community for years to come.

Thank you again for your time and support.

Sincerely,

Nate Pokrass

*Executive Director, Steve Stricker American Family Insurance Foundation
Tournament Director, American Family Insurance Championship*

Katie Johnson

Tournament Manager, American Family Insurance Championship



**AMERICAN FAMILY
INSURANCE**®

CHAMPIONSHIP

2025 TPC WISCONSIN






CHAMPIONS

Cherokee Marsh Park access via Burning Wood Way

Parking for vehicular access to park

KEY

-  Event Security Presence
-  20' Emergency Vehicle clearance
-  Bike and/or foot traffic

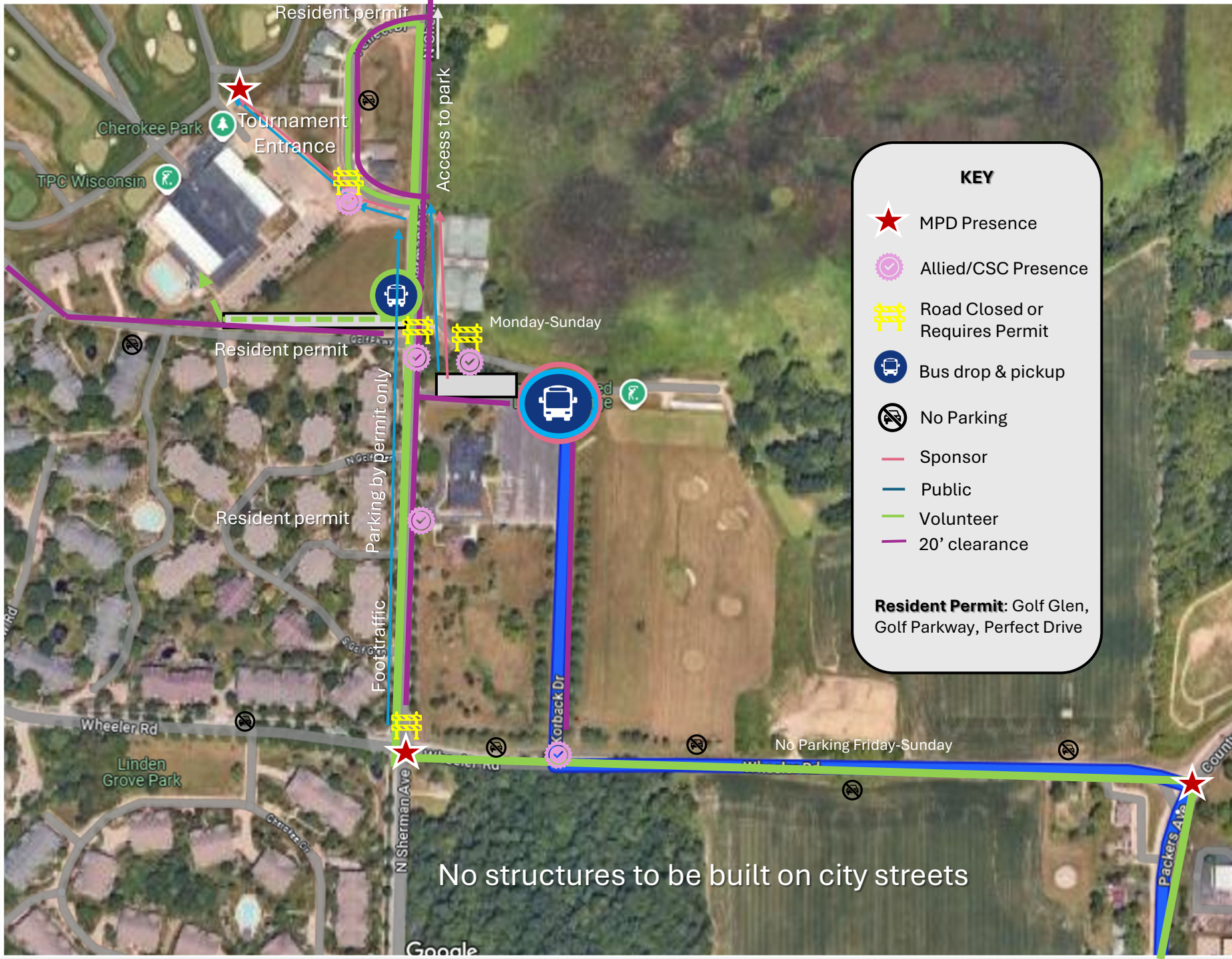
TV & Vendor Parking

Cherokee Marsh Park (South Lot)

Vendor parking on gravel surfaces only

**Tournament
Operations Compound**
TPC Wisconsin

**2025 AmFam Championship Operations Compound
& Cherokee Marsh Park Overhead**



No Parking Signage





PARKING MAP • JUNE 6-8, 2025

Madison College





RESULTS & IMPACT



2016 • 2017 • 2018 • 2019 • 2020 • 2021 • 2022 • 2023 • 2024

\$19,753,000
PROCEEDS RAISED FROM THE EVENT

1,010 CHARITABLE
GRANTS

\$100⁺ MILLION
ECONOMIC IMPACT



ATTENDEES FROM
41 STATES



8,050
VOLUNTEERS

1,538
SPONSORS



The Steve Stricker American Family Insurance Foundation supports charities, educational initiatives and organizations aimed at building strong families and healthy kids, empowering them to chase and achieve their dreams.



CHARITABLE RECIPIENTS





STEVE STRICKER AMERICAN FAMILY INSURANCE FOUNDATION

Since 2016, the American Family Insurance Championship has raised \$19,753,000 for charity. Through the Steve Stricker American Family Insurance Foundation, over 1,000 grants have been distributed to organizations that support strong families and healthy kids.

Badger Air Community Council-115th Fighter Wing
30th Street Industrial Corridor Corp
Access Community Health Centers
AE Cares Inc
Aldo Leopold Foundation
Aldo Leopold Nature Center
Alliance For Fire Safety Burn Camp
America SCORES Milwaukee
American Cancer Society
American Family Children's Hospital
American Heart Association
ARTS for ALL Wisconsin
American Indian Chamber of Commerce
American Junior Golf Association
American Red Cross of Southwest Wisconsin
Andy and Susan North Family Foundation
Autism Society of South Central Wisconsin
Badger Childhood Cancer Network
Badger Prairie Needs Network
Balance & Believe Foundation
Balance, Inc.
Beloit Public Library
Bethel Horizons Foundation
Big Brothers Big Sisters of Dane County
Beloit Public Schools
Blackhawk Church
Blessings In A Backpack
Blessings in a Backpack - DeForest
Blessings in a Backpack - Pinellas County
Blessings in a Backpack - Poynette
Boys and Girls Club of Dane County
Boys and Girls Club of Janesville
Bridge Lake Point Waunona Neighborhood Center
Caddie and Leadership Academy
Camp Kesem National
Care Partners Health Care Training
Caritas Inc.
Casting For Kids
Centro Hispano of Dane County
Champions For Charity
Children's Dyslexia Center-Madison
Children's Service Society of Wisconsin
Children's Theater of Madison
Church Health Services
City of Milton/Milton Public Library
City on a Hill
Clarke Square Neighborhood Initiative
Coalition for Children, Youth & Families
Community Action, Inc. of Rock & Walworth Counties
Community Advocates
Community Coordinated Child Care
Community Foundation of Southern Wisconsin
Connect RX for Health Disparities
Cook It Forward
Cover Me
Cure SMA
Deerfield Community Center
Destinations Wisconsin

District Council of Madison, Inc., Society of St. Vincent de Paul
Domestic Abuse Intervention Services
Door of Hope
East Madison Community Center
Ebenezer Stone Food Pantry
Edgerton Community Outreach
Edgerton Public Schools
Edgewood High School of the Sacred Heart
Evans Scholars Foundation
Everyone Cooperating to Help Others
Explore Children's Museum of Sun Prairie
Extended Hands Pantry Inc
Falk School Eviction Prevention Fund
Families & Schools Together
Families in Transition Support Network
Family Service Madison, Inc.
Flood the Hood with Dreams
Fondy Food Center
Forward Community Investments
Foundation for Dane County Parks
Foundation for Madison's Public Schools
Free Bikes 4 Kidz Madison
Friends of the Cottage Grove Community Library
Friends of Schumacher Farm Park
Gener8tor
Get Kids Outside
Gifts for Kids
GiGi's Playhouse
Gilda's Club
Gio's Garden
Girl Scouts of Wisconsin Badgerland
Girls on the Run of South Central Wisconsin
Girls on the Run Southeastern Wisconsin
Glacier's Edge Council, Boy Scouts of America
Greater Green Bay Chamber of Commerce Foundation
Greater Madison Chamber of Commerce
Haase Community Connections
Habitat for Humanity of Dane County
Havenwoods Economic Development Corp
Heal The Hood
HEAR Wisconsin, Inc
Homeless Action Network of DeForest
Hometown Heroes
Horizon High School of Madison
Inkster Foundation
Irwin A. and Robert D. Goodman Community Center
Janesville Public Schools
Janesville Recreation
Jefferson Charitable Golf Foundation
Jockey Family Foundation
Johnson Creek School District
Junior Achievement of Wisconsin
Justin J Watt Foundation
Keeping Neighbors Connected Fund
Kids Impact Community
KOJO Productions
Lapham Schools
Latino Chamber of Commerce of Dane County

Legacy Redevelopment Corp.
Little John's Restaurants Inc
Living Hope Food Pantry
Local Initiatives Support Corporation
Luke House Community Meal Program
Madison 4 Kids
Madison Area Food Pantry Gardens
Madison Children's Museum
Madison Metropolitan School District
Madison Parks Foundation
Madison Public Library Foundation
Madison Reading Project
Madison School & Community Recreation
Madison-Area Urban Ministry
Make A Wish Foundation Wisconsin
Maydm
Mentoring Positives
Middleton Outreach Ministry
Midwest Athletes Against Childhood Cancer
Mike Muranyi Junior Golf Foundation
Milwaukee Brewers Community Foundation
Milwaukee Christian Center
Milwaukee Public Schools Foundation
Mitchell Street BID
Monona Grove Education Foundation
Monsignor Thomas F. Campion Charitable Fund
More Smiles Wisconsin
Mukwanago Education Foundation
Muslim Community Health Center
Neighborhood House Community Center
New North
North Avenue Market Place BID
Nutrition and Health Associates
One City Schools
Operation Fresh Start
PEARLS for Teen Girls
Penfield Children's Center
Perfect Golf Event
Professional Fire Fighters of Wisconsin Charitable Foundation
Reach Dane
REACH-A-Child
REAP Food Group
RISE Wisconsin
Rock River Recovery Network
Ronald McDonald House Charities of Madison
Ronald McDonald House - Eastern Wisconsin
Safe Harbor Child Advocacy Center
Sally J. Schnarr Foundation
Second Harvest Foodbank of Southern Wisconsin
SHARP Literacy, Inc.
Sherman Park Community Association
Silver Spring Neighborhood Center
Southwest Wisconsin Community Action Program
Southwestern Wisconsin Community Action Program
St. Benedicts the Moor Institute
St. Vincent de Paul - Fort Atkinson
Stateline Boys & Girls Clubs
Stricker Am Fam Foundation Scholarship Fund

Stoughton Area Resource Team (START)
Sun Prairie Community Schools
Sun Prairie Emergency Food Pantry
Sunshine Place
Sun Prairie Public Library Foundation
Sustain Dane
Take A Vet Fishing
Technology Education Fund
Tenney Nursery and Parent Center
The Ability Center of Milwaukee
The Center for Black Excellence & Culture
The First Tee - Timothy W. Fincham Scholarship
The First Tee of South Central Wisconsin
The First Tee of Southeast Wisconsin
The Golf Affect
The Michael Phelps Foundation
The Playing Field, Inc
The River Food Pantry
The Road Home Dane County
Three Harbors Council, Boy Scouts of America
Tri 4 Schools
Tru North Treks
United Community Center
United Migrant Opportunity Services
United Way of Dane County
University of Illinois Foundation - Men's Golf Program
University of Southern Mississippi Foundation - Athletics
University of Wisconsin - Whitewater Women's Golf Program
University of Wisconsin Foundation - Athletics
University of Wisconsin Foundation - Birdies to end Alzheimers
University of Wisconsin Foundation - Carbone Cancer Center
University of Wisconsin Foundation - Garding Against Cancer
Variety of Wisconsin
Vera Court Neighborhood Center
VIA CDC
VSA Wisconsin
Waunakee Community School District
Waunakee Neighborhood Connection
Waunakee Public Library
West Madison Bible Church
Wheels for Winners
Wil-Mar Neighborhood Center
Wisconsin Adaptive Sports Association
Wisconsin Amputee Golf Association
Wisconsin Athletic Hall of Fame Foundation
Wisconsin Interscholastic Athletic Association
Wisconsin PGA Junior Foundation
Wisconsin State Golf Association Foundation
Wisconsin Wetlands Association
Wisconsin Women's Business Initiative Corporation
Wishes and More
X2AI/ZuZu Foundation
YMCA of Dane County
Young Life
Youth Frontiers
Youth Life Builders Foundation of Southern Wisconsin
YWCA Madison



From: [susan McMurray](#)
To: [All Alders](#)
Subject: Mtg of 4/15/2035 Re item 87830, p. 38 Cherokee Marsh city park - oppose
Date: Monday, April 14, 2025 10:51:23 AM

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Good morning alders of Madison,
I reside in Madison, in condos just off of N. Sherman Avenue and close to Cherokee Marsh.

I'm registering as OPPOSED to allowing the Mayor and City Clerk to enter into a Parking Lot and Driveway Use Agreement with the Steve Stricker AFI Foundation to use the parking lots for the June 6-8 golf tournament.

1.) **zero communication:** As a neighbor, I've not heard ANYTHING from the Steve Stricker group /TPC about this event, until only recently, and from reading the monthly newsletter of the Friends of Cherokee Marsh. For the record, Cherokee Garden Condos have told us next to nothing as well.

The Cherokee Golf enterprise/TPC is not a good neighbor, A good neighbor would go out of their way to talk to their community about plans that would affect it. Unfortunately, there has been zero communication with us about the tournament and a host of other developments that have occurred in the last few years. TPC did, however, send condo residents a solicitation to join the newly 'improved' golf club, which indicates to me that they had the capacity to communicate with us, but chose not to. This is not ok.

2) **The use of a city park as a parking lot for a private, for profit entity troubles me.** Will the park be officially closed to the public during that time? Will that fairly small parking lot actually accommodate the number of cars expected?

3.) **Who will enforce the parking?** I understand the golf tournament is going to happen, and something needs to be done to address the traffic and cars. A neighbor told me recently that they had heard that observers would be *bussed* in to the tournament. That apparently isn't going to be happening, but we hear nothing about the logistics of what is sure to be a massive event. Again, we are in the dark. I envision people "casually" parking along the long, gravel road stretch of N. Sherman Avenue, thinking it's ok. Will golf enthusiasts park in the nearby streets? There are a myriad of issues that need to be considered.

4) Why has there been **NO city-sponsored public hearing** to give neighbors like me and countless others an opportunity to hear what is being planned, and what we can expect? The process for deciding the use by a private company of public lands/parking lot for a private event is deeply troubling.

The idea that the Common Council would authorize the Mayor and the City Clerk to enter into a Use Agreement is offensive. There should be a public engagement process. I know it's too late for that, and I don't know who is responsible for this last minute effort to get approval for TPC et. al., to use the parking is undemocratic and troubling.

I strongly oppose Legistar item 87830 on page 38

Thank you

Susan McMurray
1605 S. Golf Glen, Unit C
Madison, WI 53704

From: [Marsha Cannon](#)
To: [All Alders](#)
Subject: Agenda #127 / Legistar 87830 - Please vote NO on Parking at Cherokee North
Date: Tuesday, April 15, 2025 2:01:01 PM

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Please do not authorize City execution of the current agreement for use of Cherokee Marsh parking lots and driveway for the June 6-8 golf tournament at Cherokee Country Club, a/k/a TPC (Tournament Players Club) for the following reasons:

1. Cherokee Marsh Conservation Park is just that: a *conservation* park, not a parking lot.
2. It appears Event planners are being given exclusive use of two parking lots and a long driveway, without limitations on how Event activities will disturb park wildlife and park visitors. Noise and disturbance (e.g. dust) from loading, unloading and staging activities are authorized for a full week (June 2 - June 8, 2025) each day from 4:00 am through 10:00 pm, well beyond the posted park closing of 1 hour after sunset.
3. The agreement is being rushed through, without community input . . . even though the tournament was announced many months ago.
4. Unless the agreement states otherwise, it sets precedent to use conservation park land for commercial activities. As a taxpayer and environmentalist, this is *not* what I expect to happen at our precious conservation properties.

Sincerely,

Marsha Cannon
5 Cherokee Cir. Unit 202
Madison, WI 53704
608.251.1276 (land line, no text)

From: [Matthew Peterson](#)
To: [All Alders](#)
Subject: Please Do Not Approve Current Resolution for Commercial Use of Cherokee North
Date: Wednesday, April 16, 2025 8:01:33 AM

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Hello,

Re: Resolution to enter into an Agreement for commercial use of Cherokee Marsh Conservation Park-North Unit (Agenda item 127, File 87830).

I urge you not to approve the resolution at this time. Insufficient information has been published about the intended use of the Park, there has been little opportunity for public input, and the Agreement and its enforcement appear to be insufficient to protect the Park.

The City's website states, "Conservation parks are uniquely managed with the primary purpose to preserve Madison's native landscapes, plants and animal populations for the careful use and enjoyment of visitors."

The Agreement reserves the Park's motor vehicle access (parking lots and road) during a week in June for the exclusive use of a golf tournament, apparently for support activities such as food preparation and other services. No public motor vehicle access to the park will be allowed during this time.

There has been no public discussion of why the City considers a week of commercial activities limiting public access to be consistent with the Park's "primary purpose".

The proposed Use Agreement, as published in the File, does not appear to contain reasonable safeguards to ensure that "careful use" of the Park as stipulated in the City's objective.

While the event organizer "acknowledges" the Park rules in the proposed Use Agreement (5.D), the Agreement does not commit the organizer to follow the rules, to educate its service providers about the rules, and to enforce provider compliance.

These omissions, and other ambiguities in the Agreement, raise questions about the commercial use's potential impact on the objective to "preserve Madison's native landscapes, plants and animal populations."

Despite receiving \$14,000 under the Agreement, the City has not committed to staff a comprehensive enforcement effort that would, at all times and locations, deter violations of Park rules and of the Use Agreement terms, and that would promptly deal with violations as they happen. Park rules and a Use Agreement for which it is understood in advance there will be no significant enforcement are unlikely to yield "careful use".

This is not to say that a satisfactory Agreement cannot be worked out. But it will require more

time for better communication from the Event organizers and from the City, for citizen input, and for careful public consideration of the issues.

Thank you,

Matt Peterson
Cherokee Circle