

# Madison Parks Golf Program

May 14, 2025

## No-Show Data Summary and Cancellation Policy Review

Golfers who use the City of Madison Golf Courses (Odana Hills, Yahara Hills, and Monona Golf Courses and The Glen Golf Park) are currently able to book tee times 14 days in advance without paying. The Madison Parks Golf Program does not currently have a cancellation policy.

Therefore, general public and season pass holders can book a tee time and have no penalty for not keeping their tee time. Staff have analyzed data from the past three years and determined that the impact of no-calls/no cancellation have resulted in between 15,000-20,000 rounds of golf not available to be played by others in the community. Staff estimate the potential missed revenue from these tee times to be between \$460,000-\$500,000. As the Program prepares to move from 72 holes of operation to 54 holes of operation at the beginning of the 2026 season, it is critical that the Program ensure that the maximum amount of tee times are available to the public. The Madison Parks Golf Program has provided an analysis of the available data and proposes a new protocol as a pilot for the 2025 golfing season.

### I. No-Show Data and Missed Revenue

The total number of no-shows from the general public compared to season passholder no-shows varies from year-to year. According to the TeeSnap point of sale system, general public no-shows accounted for 91% of no-shows in 2024, 83% in 2023 and 88% in 2022. This section presents an overview of annual no-show occurrences and the associated missed revenue across three years, broken down by user category.

#### 2024 No-Show Summary

Total No Shows: 20,214

Total Missed Revenue: \$594,043.50

Junior Season Pass Holders: 287 no shows | \$7,909.00 missed revenue

Weekday Season Pass Holders: 330 no shows | \$10,525.50 missed revenue

Unlimited Season Pass Holders: 1,232 no shows | \$43,340.50 missed revenue

#### 2023 No-Show Summary

Total No Shows: 15,748

Total Missed Revenue: \$469,904.50

Junior Season Pass Holders: 86 no shows | \$2,449.00 missed revenue

Weekday Season Pass Holders: 413 no shows | \$13,392.50 missed revenue

Unlimited Season Pass Holders: 965 no shows | \$32,573.00 missed revenue

### **2022 No-Show Summary**

Total No Shows: 15,808

Total Missed Revenue: \$494,962.50

Junior Season Pass Holders: 74 no shows | \$2,132.50 missed revenue

Weekday Season Pass Holders: 325 no shows | \$20,450.50 missed revenue

Unlimited Season Pass Holders: 1,234 no shows | \$42,019.00 missed revenue

### **Disclaimer:**

*All data contained in this report is approximate and may be subject to discrepancies due to potential inconsistencies in data entry and recording processes. While efforts have been made to ensure the accuracy and completeness of the information, certain limitations in source systems and operational workflows may affect the precision of the reported figures.*

## **II. Competitor Cancellation/No Show Policies**

The Madison Parks Golf team have reviewed cancellation and no-show policies of competitors within the Dane County golf market. Each of the following courses, who are considered to be direct competitors to the City of Madison Golf Program have cancellation policies and many require payment up front to reserve the tee time. The current approach of Madison Parks Golf Program is not aligned with the local or national market, nor is it aligned with most other services, which require a payment or hold up front to be able to access a service.

### **Door Creek Golf Course:**

Cancellations must be made at least 2 hours before the scheduled tee time for a refund, issued as gift card credit. No refunds for no-shows or late cancellations.

### **The Oaks Golf Course:**

No-shows or reduced party sizes may result in charges to the card on file. Reservations must be updated in advance to avoid penalties.

### **Bridges Golf Course:**

All bookings are prepaid. Cancellations must be made at least 12 hours in advance for a refund. No refunds for cancellations within 12 hours or no-shows.

### **Pleasant View Golf Course (Municipal):**

Cancellations must occur at least 2 hours prior. Late cancellations incur full greens fees. Pass holders are charged a \$5 no-show fee.

**Ozaukee County Golf Courses (Municipal):**

Cancellations must be made at least 24 hours in advance by phone or in person. Online cancellations are not accepted. The booking individual is responsible for all players.

**III. Proposed Protocol for Reservations and Cancellations**

Following careful analysis of the existing data and study of market trends, the Madison Parks Golf Program is proposing a pilot protocol for the 2025 season. TeeSnap, the current reservation and point of sale platform has the functionality to implement this protocol. The City of Madison golf courses plan to utilize the TeeSnap platform to enforce a cancellation policy across all properties.

**3.1 Credit Card Requirement**

A credit card will now be required to reserve a tee time for both public players and pass holders.

**3.2 Proposed Cancellation Policy for General Public:**

*Tee time changes or cancellations must be made at least 6 hours in advance to avoid a fee. Cancellations made between 6 and 2 hours before the reservation may be charged for full reservation and refunded via gift card. Cancellations within 2 hours and all no-shows may be charged the full green fee for each absent golfer.*

Time Before Tee Time	Action	Fee Charged
More than 6 Hours	No fee	\$0
Between 6 – 2 Hours	Charge No Show Fee	100% - Gift Card Applied to Customer's Account
Less than 2 hours	Last-Minute Cancellation	Full green fee per player – Non-Refundable
No Show	Failure to appear	Full green fee per no-show player

The proposed protocol will be effective for any golfers within a group that do not use or cancel their scheduled tee time.

**3.3 Proposed Protocol for Season Pass Holders:**

These customers do not pay per tee time, as they have purchased a season pass at the beginning of the season. Therefore, there will be an adjustment to the protocol for this group and new Booking Fee for late cancellations and no-shows. The purpose of this fee is to discourage the abuse of booking privileges.

### Proposed Policy for Season Pass Holders:

Season pass holders with cancellations (Less than 2 hours before tee time), and no-shows may be charged a Booking Fee.

### New Proposed Booking Fee:

Proposed Booking Fee may be applied at a flat rate of \$10 per tee time per season pass holder.

### Allowable Methods of Cancellation:

Online Bookings: Credit card required. Cancellation policy message shown during booking.

Phone Bookings: Staff must collect card info and verbally relay the cancellation policy.

## IV. Customer Communication Strategy

Following approval of the proposed Pilot, staff will implement a robust communication plan. A proactive, multi-channel communication campaign will be launched to inform customers about the policy change. Staff will be trained on how to address questions, including sharing flyers and directing questions to Ken Allen

### Communication Channels

Channel	Tactics
Direct Email to season Pass Holders	<ul style="list-style-type: none"><li>-Direct communication to Season Pass holders to outline the issues and proposed protocols.</li><li>-message will clearly highlight changes and the potential for a new fee.</li><li>-A reminder message will be sent directly to this group before the changes are implemented</li></ul>
Email to all contacts within TeeSnap	<ul style="list-style-type: none"><li>- Send to all registered golfers 2–3 weeks before launch</li><li>- Include FAQ, examples of charges, and grace period info</li></ul>
Golf Blog	<ul style="list-style-type: none"><li>- Create informational golf blog post on website and send out through golf e-news.</li></ul>
Website	<ul style="list-style-type: none"><li>- Update tee time reservation page with policy details</li><li>- Create a dedicated Cancellation Policy page</li></ul>
Social Media	<ul style="list-style-type: none"><li>- Weekly reminder posts 2 weeks prior to rollout</li><li>- Stories with visual explainers and countdowns</li></ul>
On-Site Flyers	<ul style="list-style-type: none"><li>- Post at pro shop counters and tee box bulletin boards</li><li>- Include QR code linking to full policy online</li></ul>
24 hour reminder email	<ul style="list-style-type: none"><li>- All guests who book a tee time will receive an email 24 hours before their tee time as a reminder and with instructions to alter their booking or cancel if they cannot make their tee time, along with the policy.</li></ul>

## V. Implementation Timeline

Task	Deadline
Begin communications campaign	May 16, 2025
Update TeeSnap and booking system (Internal)	May 16, 2025
Official policy go-live	May 30, 2025

## VI. Policy Review and Adjustments

The proposed request will be a pilot for the 2025 season. After implementation, a review will be conducted at the end of the season to evaluate the effectiveness of the policy to determine if the occurrence of no-shows have been reduced and if revenue loss has been minimized due to this behavior. Adjustments may be made based on feedback and data analysis and staff will make recommendations on a permanent policy.