



# COUNTY OF KENOSHA

Department of Public Works & Development Services

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## **Public Works / Facilities Committee Golf Division Status Report for February 2021**

- Work continues on our 2021 business plan. We are evaluating a range of initiatives designed to provide a framework for our continued success. The proposed 2021 peak season daily fee and Season Pass rates remain unchanged for 2021 and are provided separately for your review and approval.
- Considering our past success with early recruitment, we have again initiated staff recruitment efforts in January and initial results are positive. We are targeting having 30 new employees in place by early May.
- The Chicago Golf Show and the Milwaukee Golf Show have been canceled this year due to COVID-19.
- We continue our work to rebook past outings and recruit new outings for 2021. Petrifying Springs GC is full for afternoon leagues, having booked over 420 weekly league players (the most since 2009). Brighton Dale is also booking up but has capacity to accommodate more leagues.
- We are having a productive off-season booking group events, restocking the golf shop, tuning up equipment and freshening up the clubhouses as we prepare for the 2021 golf season.
- The Golf Clearance Sale is ongoing and Indoor Golf Simulator is operational at Petrifying Springs GC, both have had great customer participation. We sponsored a Taylor Made Demo Day on 1-23 and have already sold some new '21 equipment. The Virtual Winter Golf League has 22 participants playing regularly through the end of March. We are still experimenting in how to best leverage this technology-during the off-season. Initial patron feedback is very positive.

### **Projects either in process or on tap to start are:**

**-Refresh areas in the Petrifying Springs Clubhouse** – We are performing deep cleaning, painting and some limited equipment replacement in preparation for the upcoming season.

**-Refresh areas in the Brighton Dale Links Clubhouse** – We are performing deep cleaning, painting, conditioning the wood furniture/trim and replacing much of the carpet. In the restrooms, we are updating the sinks, faucets and vanities.

**-Ordering Supplies, Equipment and Merchandise-** We are currently in the purchasing process for all our capital items, fertilizers, supplies and merchandise for the golf shop.