



# COUNTY OF KENOSHA

Department of Public Works & Development Services

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## **Public Works / Facilities Committee Golf Division Status Report for July 2019**

- The wet conditions have continued to create a very slow start to the season. That said, we are committed to promoting the courses and have tried to host a number of early season events. The results have not been as good as they were last season.
  - Taylor Made Demo Day: June 15th
  - Titleist Demo Day: Saturday June 22nd
  - Callaway Demo Day: Sunday, June 23rd
- The Kenosha News has stepped up again as our presenting partner for the Kenosha County Open. They are providing us with advertising to help fill the player's field. It is great to work with them to create buzz for the best competitive golf event in this area the weekend of August 9th. We have added playing at Strawberry Creek CC to try and generate more participation this year. We are working with one of the premier golf marketing companies 121 Marketing on our new websites, branding and social media presence.
- Regarding our junior programs we have a number of initiatives in progress:
  - **Junior Golf Clinics:** We have about 120 junior golfers involved in this year's program (ages 7 to 16). Doug Shulski and I run the Junior Golf program which began June 12th and runs through August 1st. The Junior Program operates at both courses and focus on introducing the juniors to the golf course, swing mechanics, rules and etiquette.
  - **PGA Junior League:** We have a total of 20 junior golfers (10 at each course) involved in this program. This is a program that allows the juniors to travel and play at a number of local courses while experiencing competitive golf situations first-hand. The children really enjoy these events and not only learn the technical side of golf but sportsmanship values as well.
  - **Golf Camp:** partnering with the RecPlex, we will be hosting a week long Golf Camp for RecPlex member children 8-12 years old. These students will come to BDL from 1 to 3 PM Monday through Friday for an hour of instruction and an hour of on course play. There will be up to 12 students in the camp.

All junior golfers in our programs go out and play our golf courses which gets them acclimated to actually playing golf. We are also using all of our tools and technology including the Flight Scope Launch monitor to increase their learning curve.

Projects either in process or on tap to start are:

- **White Birch Bunker Renovation** - We finished up the White Birch Bunker Removal/Renovation Project. This project has brought us great customer satisfaction and response with how well the new bunkers drain. Our practice range has only been open sporadically this season due to the weather and poor drainage.
- **Pets Cart Path Replacement** - We didn't receive any bids for the Petrifying Springs Golf Cart Replacement Project, so we are working with the Highway Division to modify the bid documents and separate the pulverization/grading from the paving. We're hoping this approach will produce a better response when we re-bid.
- **Finishing Pond Sediment Removal** – To improve the operations of our waste-water treatment plant at Brighton Dale, we will begin working with a consultant to assist us in developing a plan for refreshing the finishing ponds that are a part of the system.
- **BDL LED Parking Lot Lights** – We've begun working with Facilities to plan and develop a schedule for replacing the parking lot light fixtures with LED's. The current lights are quite dim and inefficient. The LED's will improve both energy efficiency and parking lot lighting/safety.