

**COUNTY OF MILWAUKEE**  
Inter-Office Communication

Date: April 22, 2022

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: From the Executive Director of Milwaukee of County Parks, requesting authorization to enter into certain agreements with Wisconsin Education Youth Development Foundation, Inc. dba First Tee — Southeast Wisconsin, for operation and management of the golf operations at Noyes Park and possible capital improvements to the golf course and surrounding environs

File Type: Action Report

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**REQUEST**

The Executive Director of Milwaukee County Parks respectfully requests to enter into a Concession Agreement with Wisconsin Education Youth Development Foundation, Inc. dba First Tee — Southeast Wisconsin (“First Tee – Southeast Wisconsin”), for two years with three one-year extensions at Noyes Park, located at 8235 West Good Hope Road, Milwaukee, Wisconsin. While under the Concession Agreement, First Tee- Southeast Wisconsin has a goal to fundraise \$350,000 for capital improvements to Noyes Golf Course. If First Tee – Southeast Wisconsin is successful in its fundraising, Milwaukee County Parks will enter into a development agreement with First Tee – Southeast Wisconsin for the improvements and then a Lease and Management Agreement for ten years with one ten-year renewal.

**POLICY**

§ 59.17(2)(b)3., Wis. Stats., states that the “county board may continue to exercise the authority under s. 59.52(6) with regard to land that is zoned as a park...”. In the law of property, authority over “land” includes authority over all rights appurtenant to the land. Milwaukee County Code of General Ordinances 56.10 requires that leases over one year require County Board approval.

Wisconsin State Statutes:	§ 59.17(2)(b)3
Milwaukee County Code of General Ordinances:	56.10 - Procedures for leasing of county-owned land or building space
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

**BACKGROUND**

First-Tee – Southeast Wisconsin, and its predecessor organizations, have been providing youth golf programming since 1999 at Noyes Golf Course. First Tee – Southeast Wisconsin is a 501(c)(3) not-for-profit privately funded youth development organization. The goal of First Tee - Southeast Wisconsin is to incorporate responsibility, courtesy, honesty and integrity – all values inherent in the game of golf – into the daily lives of those who participate. By using the fundamentals of golf, First Tee - Southeast Wisconsin equips youth with the skills needed to follow their dreams, advance academically and athletically, strengthen their social abilities and become productive members of their local community.

First Tee – Southeast Wisconsin approached Milwaukee County Parks to discuss ways to improve Noyes Golf Course and to take a more active role in managing golf operations. As addressed in the Associated Files linked below, Noyes Par 3 golf course is in dire need of a new irrigation system (estimated to cost around \$350,000) to make the greens playable and to maintain the 9-hole course. Staffing limitations also continue to pose challenges to the operations of the course, as the course needs staff on hand to maintain the greens daily. If capital and staffing challenges continue to remain, Parks will recommend creating a 4-hole practice course to reduce costs. First Tee – Southeast Wisconsin wishes to address these concerns by fundraising \$350,000 and entering into a long-term lease and management agreement with the County.

The Noyes Golf Course irrigation system is part of a requested project for ARPA fund in File No. HRA 22-97. If the irrigation system was funded with ARPA and First Tee met its fundraising goals, the Parties would mutually agree on other capital improvements needed at Noyes Golf Course that would support golf operations.

In furtherance of First Tee – Southeast Wisconsin’s fundraising goals the parties negotiated a short-term Concession Agreement for a two-year term with three one-year renewals and annual check-ins on fundraising. First Tee – Southeast Wisconsin will fund one full-time Park Maintenance Worker to maintain Noyes Golf Course during this agreement. If First Tee – Southeast Wisconsin meets its fundraising goals, then Parks will enter into a mutually agreeable development agreement for the capital improvements. Once the capital improvements are substantially complete, Parks and First Tee – Southeast Wisconsin will enter into a Lease and Management Agreement for ten years with one ten-year renewal.

Related File No's:	HRA 22-97
Associated File No's (Including Transfer Packets):	<a href="#">21-1042</a> – Informational Report on the existing conditions and potential future improvements at Noyes Park <a href="#">21-765</a> – Informational Report outlining the need for future planning and changes to two Par 3 golf courses at Doyne and Noyes Parks <a href="#">21-762</a> – A resolution requesting Parks to provide short and long-term plans for Noyes Park, including the golf course and driving range
Previous Action Date(s):	

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## **ALIGNMENT TO STRATEGIC PLAN**

Describe how the item aligns to the objectives in the [strategic plan](#):

### **2A: Determine what, where, and how we deliver services to advance health equity**

First Tee - Southeast Wisconsin has been an excellent partner to the Parks since 1999 providing youth with the opportunity to build strength of character through the game of golf. Parks wishes to continue to grow and foster this relationship and the opportunities for youth into the future.

### **2C: Apply a racial equity lens to all decisions**

First Tee – Southeast Wisconsin is committed to diversity and does not discriminate in any of its activities or operations. They are committed to providing an inclusive and welcoming environment for all members of their staff, clients, volunteers, subcontractors, vendors, and participants.

### **3A: Invest “upstream” to address root causes of health disparities**

Increased opportunities for outdoors recreation is good for the health of the community. First Tee – Southeast Wisconsin integrates the game of golf with life skills curriculum to help children build inner strength, self-confidence, and resilience in everything they do. First Tee – Southeast Wisconsin will not turn a child away due to financial hardship.

### **3B: Enhance the County’s fiscal health and sustainability**

The Concession Agreement will provide the County an increase in revenue of \$50,000 per year. If First Tee -Southeast Wisconsin is successful in its fundraising it will make \$350,000 of capital improvements to Noyes Golf Course. If First Tee - Southeast Wisconsin enters into the Lease and Management Agreement the County will save a minimum of \$30,000 in expenses each year because First Tee - Southeast Wisconsin will take on all maintenance and operations of the golf course and operations.

### **3C: Dismantle barriers to diverse and inclusive communities**

First Tee - Southeast Wisconsin is committed to ensuring all youth have access to their programs. Scholarships and financial aid are available for their programs and First Tee – Southeast Wisconsin will not turn a participant away because of financial need.

## **FISCAL EFFECT**

Under the Concession Agreement revenues will increase by \$25,000 in the current budget year (\$50,000 prorated for the year) and \$50,000 in each subsequent year under the agreement. If First Tee - Southeast Wisconsin is successful in fundraising, \$350,000 of capital funding will be provided for improvements to Noyes Golf Course and/or surrounding environs. Additionally, if First Tee - Southeast Wisconsin enters into the Lease and Management Agreement, Parks will save a minimum of \$30,000 in each year.

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## **TERMS**

### **Concession Agreement:**

- Term is two years with three one-year extensions
- First Tee - Southeast Wisconsin will reimburse the county \$50,000 each year for a Park Maintenance Worker to maintain Noyes golf operations
- Annual reviews of fundraising goals
- First Tee - Southeast Wisconsin will manage and operate the golf operations at Noyes Park, including collecting the fees. Fees will never be higher than County fees for comparable services.
- If First Tee - Southeast Wisconsin meets its fundraising goals, Parks and First Tee - Southeast Wisconsin will mutually agree on the improvements and enter into a development agreement for completion of the improvements

### **Lease and Management Agreement:**

- Term is ten years with one ten-year renewal
- First Tee - Southeast Wisconsin will be responsible for all maintenance of the Premises
- First Tee - Southeast Wisconsin will be responsible for its proportionate share of utilities
- First Tee - Southeast Wisconsin will manage and operate the golf operations at Noyes Park, including collecting the fees. Fees will never be higher than County fees for comparable services.
- First Tee - Southeast Wisconsin will establish a maintenance reserve fund of \$35,000

## **VIRTUAL MEETING INVITES**

Erica Goblet, Parks Contracts Manager

David Cohn, First Tee – Southeast Wisconsin Executive Director, [dcohn@firstteesew.org](mailto:dcohn@firstteesew.org)

Tom Gerke, First Tee – Southeast Wisconsin, Program Director, [tgerke@firstteesew.org](mailto:tgerke@firstteesew.org)

### **PREPARED BY:**

Erica Goblet, Parks Contracts Manager

### **APPROVED BY:**

Guy Smith, Parks Executive Director *Guy Smith*

### **ATTACHMENTS:**

Fiscal Note

Resolution

DRAFT Concession Agreement

DRAFT Lease and Management Agreement

cc:

David Crowley, County Executive  
Mary Jo Meyers, Chief of Staff, County Executive's Office  
Parks, Energy and Environment Committee Members  
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors  
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk  
Aaron Hertzberg, Director, Department of Administrative Services  
Joseph Lamers, Fiscal & Budget Director, DAS  
Vince Masterson, Fiscal & Strategic Asset Coordinator, DAS  
Pamela Bryant, Capital Finance Manager, Comptroller's Office  
Justin Rodriguez, Capital Finance Analyst, Comptroller's Office  
Kelsey Evans, Committee Coordinator, Office of the County Clerk  
Ciara Miller, Research & Policy Analyst, Office of the Comptroller  
Anthony Rux, Budget & Management Analyst, DAS-PSB