

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: August 12, 2022

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

From: Guy Smith, Executive Director Milwaukee County Parks

Subject: Authorization to allow Milwaukee County Parks employees the benefit of playing golf on Milwaukee County Parks golf courses without paying standard rates.

File Type: Action Report

REQUEST

Requesting authorization to allow all Milwaukee County Parks employees the benefit of playing golf on Milwaukee County Parks golf courses without paying standard rates.

POLICY

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

Related File No's:	
Associated File No's (Including Transfer Packets):	
Previous Action Date(s):	

The Milwaukee County Parks golf program has seen historic growth and continued success in each of the last three golf seasons. Since 2020, golf rounds and revenue generated at golf courses have dramatically increased which has helped sustain the fiscal situation of the Milwaukee County Parks Department. Revenue generated from the golf program helps offset the cost of providing services that rely on tax levy support, such as general park operations. The chart below shows the total number of golf rounds and revenue generated annually at all Milwaukee County golf courses.

Year	Total Golf Rounds	Total Revenue (golf rounds only)	Food and Beverage Revenue (golf only)	Golf Merchandise sales
2020	321,288	\$8,220,347	\$862,215	\$775,090
2021	340,460	\$9,819,760	\$1,170,596	\$1,003,932
2022 (week 36)	180,869	\$5,551,771	\$753,852	\$323,370

Throughout the nation it is typical, if not industry standard, for golf courses to allow their employees to play golf for free or at a reduced rate on the courses that they work during off-peak hours. Allowing for this has the dual benefit of providing an incentive for employees that has no fiscal impact and also helps to build the knowledge among staff of the courses that they operate so that they can be better liaisons to golfers about the course's features and playability.

Milwaukee County Parks is requesting approval to allow our employees the incentive of playing golf at Milwaukee County owned courses without having to pay the standard rate. This would be an unpaid incentive not provided in lieu of compensation but would rather function similar to other uncompensated benefits provided to employees.

This action would have no fiscal impact to Milwaukee County as the incentive would only apply during off peak hours and would not displace revenue generating activities. Typically, this is provided on other golf courses early or late on Mondays or late afternoon hours during slower periods of golf activity. Parks Golf Managers would work within the existing Point of Sale reservation system to establish periods of time that were available to Parks employees to avoid scheduling conflicts.

This request is contingent upon the Parks Department, along with the Department of Human Resources, Office of Corporation Counsel, and any other department as needed, returning to the Milwaukee County Board of Supervisors with a report on how the incentive described herein would be implemented by the December 2022 Committee cycle at the earliest.

ALIGNMENT TO STRATEGIC PLAN

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

- 1A: Reflect the full diversity of the County at every level of County government – Growing the diversity of the game of golf by reducing barriers for our own employees to play.
- 1B: Create and nurture an inclusive culture across County government – Providing incentives for employment that have no fiscal impact.
- 1C: Increase the number of County contracts awarded to minority and women-owned businesses
- 2A: Determine what, where, and how we deliver services to advance health equity
- 2B: Break down silos across County government to maximize access to and quality

- of services offered
- 2C: Apply a racial equity lens to all decisions
- 3A: Invest “upstream” to address root causes of health disparities
- 3B: Enhance the County’s fiscal health and sustainability
- 3C: Dismantle barriers to diverse and inclusive communities

FISCAL EFFECT

This request has no fiscal impact.

TERMS

None

VIRTUAL MEETING INVITES

None

PREPARED BY:

James Tarantino, Deputy Director, Milwaukee County Parks

APPROVED BY:

Guy Smith, Executive Director Milwaukee County Parks *Guy Smith*

ATTACHMENTS:

Resolution
Fiscal Note

CC:

David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive’s Office
Sheldon Wasserman, Supervisor District 3, PEEC Chair
Steven Shea, Supervisor District 8, PEEC Vice Chair
Felicia Martin, Supervisor District 7, PEEC Member
Juan Miguel Martinez, Supervisor District 12, PEEC Member
Steve Taylor, Supervisor District 17, PEEC Member
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Mgr, 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