



COUNTY OF KENOSHA

Department of Public Works & Development Services

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Public Works / Facilities Committee Golf Division Status Report for July 2021

- **Operations** – Our courses have been extremely busy when the weather permits and staff continues to work hard to ensure our operations provide a fun, safe guest experience. Our e-mail database has grown to over 28,000 people!
- **Wastewater Treatment Plant** – Attached is the Compliance Maintenance Annual Report (CMAR) for the wastewater treatment plant at Brighton Dale Links. Our treatment plant services Brighton Dale's golf course and the park. I am happy to report we received straight A's in all categories of the report.
- **Junior Golf Clinics Expanded** – Our Junior golf clinics, PGA Junior League and one-week golf camp has expanded - with over 200 Juniors participating this season. This is a great turn-out and is supported by the upcoming County Executive Cup! Our junior golfers are learning the "PGA" (Posture, Grip & Alignment of the golf swing), along with other fundamental skills, rules and etiquette while getting an opportunity to play our golf courses. Many adults are also taking lessons with our very capable teaching staff.
- **Equipment & Club Fitting Events** – We had 2 of these events in June, one for Taylor Made products and one for all brands of our used/demo equipment. We sold over \$9,000 of equipment at these events. One of these events is scheduled in July, which will feature Callaway products on **Saturday the 17th, from 10:00 AM to 2:00 PM**. If the weather cooperates, we anticipate a very busy day.
- **Other Upcoming Events**
 - **July 17th, "Brighton Dale Links 1st Annual Brewfest"** - We have a sold-out field of 144 golfers (\$100 each) for this first-time event. This event was coordinated with several local businesses and has generated a lot of interest among our customers. We are planning for a successful event that will likely become an annual tradition.
 - **August 13th thru 15th, "Kenosha County Open"** – our premier, competitive golf tournament will be played at Brighton Dale Links and Strawberry Creek CC. The event's schedule includes playing: The Club at Strawberry Creek on Friday, Brighton Dale Blue Spruce on Saturday and finishes at Brighton Dale White Birch on Sunday. There are over \$4,000 in prizes for this regional event.
- **Projects** - as we work through the middle of the season, we are focused on events, customer service and course conditions. Project activity will increase later this year.