



# COUNTY OF KENOSHA

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Department of Public Works & Development Services

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

- In golf operations our next big initiative is the Kenosha County Open to be played August 13<sup>th</sup> thru 15<sup>th</sup>. This event is our premier, competitive golf tournament and 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. We are looking forward to a good, competitive golf tournament.
- Our July 17<sup>th</sup>, "Brighton Dale Links 1st Annual Brewfest" went extremely well! We had a sold-out field of 144 golfers (\$100 each) for this first-time event. This event was coordinated with several local businesses and generated a lot of interest among our customers. We are planning to make this successful event an annual tradition.
- Our July Callaway Demo Day event went very well with \$4,000 worth of sales.
- Both courses have been extremely busy when the weather permits and staff continues to do the work necessary to ensure our operations provide a fun, safe guest experience.
- The prolonged heat and humidity combined with high-traffic, has stressed the turf in several areas at both courses. Staff has worked diligently to identify mitigation strategies to limit the effects of these stressors and optimize playing conditions. Considering the high levels of activity, our courses are in tremendous shape.
- Given the success of our June event, we will be hosting additional "all major brands" Mega Club Sales on July 31<sup>st</sup> and August 28<sup>th</sup>.