The Bog makes big splash with Wisconsin players seeking quality golf facility

Tw™Sfw The Bog, a new golf course being built here and named for the Cedarburg Bog wetland which it borders, has already made a big splash with the business golfer.

Thanks to a unique arrangement with the Milwaukee Athletic Club, a downtown club composed largely of Milwaukee-area business people, the Bog has sold out all 12,000 rounds available for its abbreviated 1995 season to MAC members.

At $70 a round, the new course has been able to bank $840,000 before the first round has been played, which is expected sometime in July. At the same time, the MAC is expected to receive about $100,000 a year in new revenue under an arrangement in which it gets $84 from The Bog for each round of golf purchased by MAC members.

Mark Guirlinger, general manager of the MAC said interest in The Bog had been so keen that the MAC had signed up at least a dozen new members who were joining because they want to play the course.

The Bog is being developed by John Taylor Golf Inc., a firm owned by Terry Wakefield, a Mequon businessman, and Robert Murphy, owner of the Quicksilver Golf Club in Pittsburgh, Pa., and a former colleague of Wakefield's.

Interestingly, Wakefield originally planned to develop The Bog as a daily-fee course open to the public. But, after talking with the board of the MAC, of which he is a member, he decided to offer MAC members exclusive rights to all golf rounds.

The exclusive arrangement with the MAC runs through 1999. During that period, MAC members can buy all 25,000 rounds that are expected to be played each golf season after this year. Only about half that number of rounds will be available this year because the course is not expected to open until the middle of the golf season.

Although it is a private club, The Bog will not charge annual dues on a private clubs typically do. Golfers who are members of the MAC pay annual dues and fees as MAC members which run about $100, a year for full membership.

The course was designed by Arnold Palmer. Wakefield is reportedly investing more than $8 million for the course.