
Meeting Minutes

Below is a summary of what was discussed at the Update Sessions. Any new information discussed during the Update Session on March 4, 2019, is in green so it is easily distinguished.

I. WELCOME: Tim Ryan, Chairman, Corporate Sales, 2019 U.S. Open (Webinar time 0:00 – 3:32)

A. Tim welcomed the attendees and shared the following:

1. The 2019 U.S. Open is pacing ahead of the 2010 U.S. Open in tickets, merchandise and hospitality sales.
2. All 140 hospitality packages (20 of the 22 venues) have been sold and only a handful of daily and weekly tables are still available.
3. 2/3 of their hospitality buyers are new to Pebble Beach and only 1/3 of the 2019 U.S. Open customers have participated in the AT&T or a U.S. Open in the past.
4. 47% of the companies are based in California. The next states with the largest contingent are Texas, New York and New Jersey.
5. 20% of companies are in the financial/insurance industry and 10% are from the technology and software sector.

II. OVERVIEW: Mimi Griffin, President & CEO of MSG Promotions, Inc.

A. United States Golf Association (USGA)

1. Over 120 years of serving the game of golf and guiding it forward
2. Mission: To promote and conserve the true spirit of the game of golf as embodied in its ancient and honorable traditions
3. Core Strategies
 - a. Governance: Clarify and define the rules of the game worldwide
 - b. Golf Facilities: Advance the long-term viability of golf
 - c. Golfer Engagement: Serve golfers through programs that build engagement with the game
 - d. Championships: Provide the very best players in the world the opportunity to compete for a title
 - i. Conducts a total of 14 national championships including the U.S. Open, U.S. Women's Open, U.S. Senior Open, as well as a variety of amateur and team competitions annually

B. Pebble Beach Golf Links

1. The 2019 U.S. Open will be the sixth U.S. Open held at Pebble Beach Golf Links
2. One of the toughest tests in the game of golf

3. Past U.S. Open Champions at Pebble Beach are some of the most iconic names in the game of golf – Jack Nicklaus (1972), Tom Watson (1982), Tom Kite (1992), Tiger Woods (2000), Graeme McDowell (2010)

III. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 3:33- 9:16)

A. MSG Promotions, Inc.

1. The USGA's exclusive corporate hospitality marketing and management company
2. Staff with over 130 years of collective experience in the sports marketing industry
3. Responsibilities at the 2019 U.S. Open include:
 - a. Client Resources – Update Sessions & Hospitality Manual
 - b. Corporate Hospitality Operations
 - c. On-site Management
4. At least one MSG Promotions staff member will be assigned to each hospitality area and will serve as your main point of contact between now and the conclusion of the championship. The staff assignments are:
 - a. Hardscapes: Nicole Yaklich & Kelly Segin
 - b. Fox Hospitality: Mimi Griffin
 - c. USGA Partner Village: Jeanne Taylor
 - d. 8th Fairway Village: Danielle Bonder
 - e. 6th Fairway Village: Jim Holden
 - f. 3rd Fairway Village: Emily Geosits
 - g. 3rd Fairway Suites: Ciara Bryan
 - h. 16th Fairway Suites: Danny Gray

B. Corporate Hospitality Manual

1. The link to the manual was emailed to you by your MSG representative.
2. The contents of the manual will be kept up to date with any new information pertaining to your involvement in the hospitality program to ensure that you are referencing the most current information available.
3. One of the most valuable sections in the manual is the *Timelines & Forms* section, which gives you an overview of the important deadlines to help you stay on track with your planning.

C. Final Update Session

1. April 30, 10:00am-12:00pm
 - a. The April session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.
 - b. The meeting will take place at Pebble Beach Resorts and a reminder email will be sent at least two weeks prior to the update session.

c. A webinar option will be available for those who are unable to attend in person.

D. MSG Promotions Website- www.msgpromotions.com

1. The password-protected section of the MSG Promotions website is accessible to corporate patrons only and includes links to a variety of reference materials including the corporate hospitality manual, all necessary forms, webinar recordings of update session presentations, and maps.
 - a. Login credentials:
 - i. Username: USOPENcorporate
 - ii. Password: 2019corporatepatron

IV. WHAT TO FOCUS ON NOW (Webinar time 9:17-28:16)

A. Important Timeline Dates

1. February 1 - Final payment for hospitality package was due to Pebble Beach Company
2. February 1 – Deadline to reserve tee times at The Links at Spanish Bay, Spyglass Hill Golf Course and Del Monte Golf Course – **deadline extended through March**
3. February 11 – Clients received décor floorplan, rendering and budget for review
 - a. It is imperative that you provide your feedback in a timely manner so that any adjustments can be made and returned to you for review before the March 15th approval deadline.
 - b. All clients with décor upgrades should have received a full-color rendering, floorplan and itemized budget for review. Any clients with the standard décor package should have received a floorplan and the chair/linen color options available to choose from. **Please contact your MSG representative if you have not received your décor packet or have any questions.**
4. February 15 – The following forms were due to MSG Promotions by this date
 - a. Ticket Shipment Form
 - i. Include the name of the person to whom your tickets should be sent along with his/her complete shipping address.
 - ii. Shipments will be sent approximately 6 weeks prior to the event in a nondescript box via 2-day delivery and will include the following items:
 - Hospitality and Staff Tickets (grouped together by day), Parking Passes, Fan Guides, Disallowed Items Cards, and a Corporate Bag Tag and corresponding ID tag
 - iii. Tickets will not be sent until both the signed hospitality agreement and full payment have been received by Pebble Beach Company and your designated caterer.
 - iv. Any option tickets ordered will be sent to the same contact listed on the

Ticket Shipment Form but will be sent separately from your hospitality ticket shipment.

- v. We strongly encourage you to inventory your tickets and keep a record of the barcodes given to each guest. In the event any of your tickets are lost or stolen, we can turn off the barcode of the missing ticket(s) and issue a replacement ticket(s). We will not be able to issue replacement tickets for guests who are no longer able to attend.

b. Corporate Sign Form

- i. Specify exactly how you want your company name to appear on the corporate identification sign posted on the exterior of your hospitality area. Be specific with regard to spacing, capitalization and sharing partners.
- ii. Pebble Beach Company will produce the corporate signs which will have the same generic font, size and color and will feature only the U.S. Open logo and your company name (no company logos or typeface will be included).
- iii. There is a restriction of 20 characters per line and a total of 3 lines on each sign.
- iv. The sign will be yours to keep at the end of the championship.
- v. Tent and suite patrons will also have their company name included on the locator board positioned within the village/suite facility.
- vi. No other signs or displays are permitted on the exterior of your hospitality area (including the glass wall in the suites) during championship week.

5. March 1 – Catering deposit was due

6. March 15 – Deadline to submit embroidery file for co-branded merchandise

7. March 15 – Final approval of interior décor floorplan and budget due

8. March 15 – Forms due to MSG Promotions

a. Electrical Requirements Form Due (HARDSCAPES AND TENT PATRONS ONLY)

- i. The purpose of this form is to let us know the type of equipment you intend to bring into your facility that will require electrical service and where each item will be located within your space (i.e. laptops, printers, cell phone/tablet chargers, etc.). This information will be incorporated into the electrical floorplan that is produced for your specific hospitality area.
- ii. It is not necessary to include items dictated by your menu (i.e. coffee maker, ice cream freezer, etc.) or your décor (i.e. televisions, lighting, etc.). This information is communicated to us directly from the catering and décor companies.
- iii. If the items you plan to bring into your hospitality area require additional power, extra circuits can be added which may result in a \$250 surcharge for each additional 20-amp circuit needed.

- b. Safari Telecom Service Order Form Due
 - i. All hardscape and tent patrons have the ability to request a complimentary telephone installed at the registration desk inside your tent/area. The line will include voicemail capabilities and callers will have the ability to place both local and long distance calls free of charge. **You must submit the Safari Form in order to request the complimentary telephone.**
 - ii. All hospitality areas come equipped with free WiFi service.
 - iii. Additional services that can be ordered through Safari:
 - Dedicated WiFi or hard-wire internet service
 - Additional telephones
 - International Calling
 - iv. You will be billed directly by Safari Telecom for any additional services ordered.
9. **April 1 – Final Decor Deposit Due**
10. **April 1 – Final Menu Package selections due**
11. **April 1 – Deadline to order co-branded merchandise**
12. **April 15 – Forms Due to MSG Promotions**
 - a. **Option Ticket Order Form Due**
 - i. **Option Tickets are available on a weekly or daily basis, and can be designated as Hospitality or Gallery access. Pricing is the same regardless of the designation.**
 - ii. **Any additional hospitality tickets ordered must be included in your catering guest count.**
 - iii. **An invoice will be emailed to you upon receipt of your order. Option tickets will not be sent until full payment has been received.**
 - iv. **Option tickets will be sent in a separate shipment from your hospitality package tickets.**
 - b. **Corporate Shuttle Form Due**
 - i. **You must submit this form in order to obtain the placards necessary to access the Corporate Shuttle Depot area.**
 - ii. **Limit of 2 placards per company and shuttles may not drop-off or pick-up more frequently than 90 minute intervals. Requests for additional placards will not be considered until we have determined the total number of companies that plan to shuttle.**
 - iii. **Each company that is shuttling will be assigned a specific slip in the corporate depot.**
 - iv. **Your MSG staff member will send you your assigned slip and shuttle**

times in early May once the overall schedule is complete.

- v. No vehicles can be staged at the Corporate Shuttle Depot area.
 13. April 15 – Insurance Certificate Due
 14. April 15 – Deadline to submit guest guarantees to the caterer
 15. April 30 – Final Update Session (10:00am – 12:00pm)
- B. Focus on Catering Options and Opportunities
1. Levy Golf – Jason Drysdale, Senior Executive Chef - TENT AND SUITE PATRONS
 - a. Contact Information:
 - i. Brenda McFadden – Vice President of Sales
 - (612)-384-4897, bmcfadden@levyrestaurants.com
 - ii. Jenna Hansen – Account Executive
 - (651)-274-7952, jhansen@levyrestaurants.com
 - b. Tent patrons have the opportunity to choose from three Menu Packages and three Bar Packages at various price points. No substitutions will be permitted. A variety of menu enhancements are available to supplement the packages.
 - c. Standard Service Times
 - i. Coffee Service – 8:00am – End of Play
 - ii. Breakfast – 8:00am – 11:00am
 - iii. Lunch Buffet – 11:30am – 2:30pm
 - iv. Snacks/Hors d’oeuvres – 3:00pm – 6:00pm
 - v. Bar Service – 11:00am – 6:00pm
 - Bar Service hours can be extended for an additional charge of \$15++ per guest, per hour.
 - d. Guest Count Minimums
 - i. Practice Rounds (Monday – Wednesday) – Minimum of \$5,000 or 50% of tickets (whichever is greater will apply)
 - ii. Championship Rounds (Thursday – Sunday) – 80% of tickets or 25 guests (whichever is greater will apply)
 - iii. Guest counts are due by April 15th
 - e. Staffing
 - i. Wait Staff: One (1) server for every 30 guests
 - ii. Bartender: One (1) bartender for every 100 guests
 - iii. Additional servers or bartenders can be added for \$100+ per hour.
 - f. Important Deadlines:
 - i. December 28 – Agreement and Credit Card Authorization Form Due
 - ii. March 1 – Catering Deposit Due
 - iii. April 1 – Package Selections Due

- iv. April 15 – Final Guaranteed Guest Count Due
- v. May 1 – Remaining Advance Payment Due
- vi. May 10, 2019 – Short Term Guest Count Increase Deadline
 - Any increase above and beyond 3% of guest count after this date will be charged at 50% over the menu price for each additional guest.
- 2. Pebble Beach Company – Barry Peterson, Resort Director of Catering & Conference Services – HARDSCAPE PATRONS AND USGA PARTNERS (Webinar time 28:17-34:53)
 - a. Considerations:
 - i. Three breakfast buffets to choose from for guests who typically arrive early
 - ii. Upgraded bars make a great impression
 - b. Guarantees
 - i. Must guarantee a minimum of 80% of tickets for meals
 - ii. Bar guarantee must be 100% of tickets
 - c. Popular Menu Selections
 - i. Hole-In-One Breakfast Buffet
 - ii. Iron Lunch Buffet
 - d. Popular Menu Enhancements
 - i. Ultimate Bloody Mary Garnish Bar
 - ii. Ultra-Premium Bar
 - iii. Slow-Roasted Prime Rib Carving Station
 - iv. Made to Order Omelet Stations with Chef
 - e. Floral and Décor – HARDSCAPE PATRONS ONLY
 - i. Hardscape patrons are able to choose from three different décor collections: Stillwater, Centennial and Del Monte.
 - f. Important Deadlines:
 - i. March 1 – 50% of estimated catering charges was due
 - ii. April 1 – Final menu selections due
 - iii. April 1 – Décor deposit due
 - iv. April 15 – Guest guarantees due
 - v. May 1 – Final catering and décor balances due
 - vi. May 10 – Short term guest count increase deadline
 - vii. Any daily increase above and beyond 3% of guest count after May 10, 2019, will be charged at 50% over the menu price for each additional guest.
- C. Review Enhancements to U.S. Open Experience
 - 1. Restaurants

- a. Reservations for all restaurants at The Lodge as well as The Inn at Spanish Bay are available. Reservation times are limited so we recommend finalizing your plans as soon as possible. Please contact [Brendon Poss](#) to make reservations.
2. Golf Outings
 - a. Corporate hospitality patrons have the ability to reserve tee times during championship week at the Pebble Beach Resort Golf Courses. **The deadline to reserve tee times has been extended through March.**
 - i. Shotgun tournaments beginning at 7:30am and 1:30pm at The Links at Spanish Bay and Spyglass Hill Golf Course
 - ii. Individual tee times are available at Del Monte Golf Course.
 - b. Shotgun Tournaments Parking & Transportation Plan
 - i. Every foursome will receive two (2) daily parking passes to the respective golf course parking location.
 - ii. All Corporate Shuttle Depot placards will provide access to Spanish Bay and Spyglass Hill parking lots for drop-off and pick-up of guests with tee times. You must submit the Corporate Shuttle Form to request these placards.
 - iii. If golfers want to attend the championship before or after their shotgun, they must utilize their respective corporate parking pass or corporate shuttle to get to the championship. Only Resort guests will be able to ride the Resort shuttle, and there will be no direct shuttles between either course and the championship grounds provided by Pebble Beach or the USGA.
 - iv. All bags must be stored in vehicles or shuttles before and after play as there will be no bag storage available at the courses.
3. Business Meetings on-site
 - a. From intimate boardrooms to large-scale ballrooms, the venues at Pebble Beach can accommodate any group.
4. Spa appointments
 - a. The Spa at Pebble Beach is one of only 56 spas in the world to receive the coveted Forbes Five-Star award. The spa will likely be booked to capacity during championship week, so we encourage you to make your reservations as early as possible.
 - b. Express manicures and chair massages are available in hospitality areas
 - c. If you would like to make reservations at the Spa, please reach out to [Jessica Plain](#), Spa Sales Coordinator.

- D. Invitation Process (Webinar 34:54 – 37:23)
 - 1. “A” and “B” list invitations should have been sent and followed up on.
 - 2. “C” list invitations should be sent.
 - 3. Consider including a deadline for response on each invitation you send.
 - 4. Consider keeping a supply of tickets for last minute requests.
 - E. Consider Merchandise Options and Get Company Logo Digitized
- V. CORPORATE MERCHANDISE: Roslyn Price, Senior Manager, Retail Operations (Webinar time 37:24- 45:51)
- A. Benefits of the U.S. Open Corporate Merchandise Program
 - 1. Exclusive privilege of corporate hospitality patrons to co-brand 2019 U.S. Open merchandise with your company logo
 - 2. Extends your investment in the U.S. Open and generates excitement for your company
 - 3. Providing a co-branded gift to all guests brings the group together
 - 4. Ensure each guest goes home with a piece of Pebble Beach as a reminder of who made the U.S. Open experience possible
 - 5. Corporate Retail Team is available to handle any and all details (i.e. place order, manage details, and schedule delivery)
 - B. Order Process
 - 1. Plan your budget
 - a. A number of products are available at a variety of price points.
 - 2. Browse the products
 - a. The full assortment of products is now available in the Merchandise Catalogue as well as on the [Corporate Merchandise Website](#).
 - 3. Co-Branding Details
 - a. The deadline to submit your logo for co-branding is March 15, 2019
 - i. A .DST file is required for embroidery orders (i.e. Apparel, headwear and microfiber towels)
 - Embroidery Fees (if you do not have a .DST file of your logo)
 - 1. Logo digitizing fee: \$150
 - ii. An .EPS or .JPEG file is required for screen printed orders (i.e. lanyards, glassware, clear bags)
 - iii. Logos must fit within the U.S. Open size restrictions. The championship logo is intended to be the focal point of the retail piece with the corporate logo in the secondary position.
 - Eliminating tag lines and/or trademark symbols will help maximize the clarity of your logo
 - b. Co-branding fee typically runs approximately \$5-\$7 per piece.

4. Place the order
 - a. The deadline to order co-branded merchandise is April 1, 2019
 - b. Orders can be placed online at www.2019usopencorporatemerch.pebblebeach.com or directly through the U.S. Open Corporate Merchandise Team
 - i. Cory Otterness, Corporate Retail Sales Manager
 - otternessc@pebblebeach.com; (831)-649-7602
 - ii. Bridget Lynn, U.S. Open Corporate Retail Sales Coordinator
 - lynnb@pebblebeach.com; (831)-649-7640
5. Approve your logo
6. Submit payment
7. Receive product
 - a. Merchandise can be **shipped directly to you from the vendor or can be shipped to Pebble and available to you on-site during championship week**
8. Electronic Invitation Template
 - a. Four templates available with customizable text
 - b. Only way to include the 2019 U.S. Open logo, course imagery, and your logo on marketing collateral
 - c. One-time fee with unlimited access
9. Corporate Merchandise Timeline
 - a. Corporate Merchandise Collection – Available now!
 - b. Corporate Merchandise Website – Available now!
 - c. Embroidery File Submission Deadline – March 15, 2019
 - d. Co-Branding Order Deadline – April 1, 2019

VI. COURSE MAP AND HOSPITALITY LOCATIONS (Webinar time 45:52 -52:42)

- A. All of the hospitality venue locations and recommended walking routes from the Main Admission Gate were reviewed.
 1. Fairway One, Fairway One Cottages, Gallery Café and Casa Palmero are all stand-alone hardscape facilities located in close proximity to the 1st hole.
 2. The Library Room, Card Room, Stanton Room, Stevenson Room, Pacific Room and Pebble Beach Room are all located in The Lodge at Pebble Beach.
 3. USGA Partner Village – located to the golfer’s right of the 18th fairway
 4. Fox Hospitality – located to the golfer’s right of the 16th hole
 5. 3rd Fairway Village and Suites – located to the golfer’s right of the 3rd fairway
 6. 6th Fairway Village – located to the golfer’s left of the 6th fairway
 - a. Tents 1-5 are 30’x30’ (50 ticket) tents, and tents 6-11 are 40’x40’ (100 ticket) tents.
 7. 8th Fairway Village – located to the golfer’s left of the 8th fairway

- a. Tents 1-4 are 40'x40' (100 ticket) tents, and tents 5-8 are 30'x30' (50 ticket) tents.
- b. 16th Fairway Suites – located to the golfer's left of the 16th fairway
- 8. Champions Pavilion – located adjacent to the tennis courts in the existing Lodge Event Pavilion
- 9. 15th Fairway Centennial Club – located to the golfer's right of the 15th green
- 10. All tent villages will include a main entrance, hospitality services tent, and dedicated restrooms available to only those guests within the village.
- 11. We recommend you evaluate your ticket needs as soon as possible. If your demand for tickets exceeds your allotment, individual tickets with access to the 15th Fairway Centennial Club are available for purchase.
 - a. Ideal for last minute needs for guests you are unable to accommodate with your existing ticket allotment.
 - b. All-day food and beverage is included in the price of the ticket
 - c. Pricing is per ticket, per day: Wednesday- \$725 + tax; Thursday, Friday, Saturday or Sunday - \$975 + tax.

B. **Walking Distances from the Main Admission Gate:**

HOSPITALITY OPTION	WALKING DISTANCE (YARDS)
Casa Palmero	376
Fairway One	100
Fairway One Cottage	100
Gallery Café	195
Library Room	266
Card Room	266
Stanton Room	325
Pacific Room	325
Stevenson Room	325
USGA Partner Village	400
6 th Fairway Village	1,720
8 th Fairway Village	1,720
3 rd Fairway Village & Suites	733
16 th Fairway Suites	1,060
15 th Fairway Centennial Club	1,100

C. **Course Navigation**

- 1. Several large maps will be placed throughout the course with a “You Are Here” indication to help all spectators navigate their way around the course.
- 2. “Mash Signs” with multiple directional arrows will also help to guide spectators.

VII. General Championship Information (Webinar Time 52:43 -56:48)

A. 2019 U.S. Open Schedule

1. Championship Format
 - a. The format is stroke play where competitors count each stroke on every hole.
 - b. The full field consists of 156 players.
 - c. There is no Pro-Am golf associated with the U.S. Open.
 - d. In the event of a tie at the end of 72 holes of stroke play, there will be a two-hole aggregate playoff. If players are still tied after the two-hole playoff, the extra-holes session will then move to sudden death **on holes 17 & 18**.
2. Practice Rounds (Monday, June 10th- Wednesday, June 12th)
 - a. Players are more amenable to interacting with the spectators.
 - b. Cameras are permitted and encouraged.
 - c. Players schedule their own tee times and have the option of starting on the first or 10th tee. Play typically begins at approximately 6:45am and concludes at approximately 7:00pm.
3. Championship Rounds (Thursday, June 13th- Sunday, June 16th)
 - a. No cameras or autographs are allowed on these days.
 - b. Thursday & Friday
 - i. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.
 - ii. Players will tee off in threesomes from the 1st and 10th tees.
 - c. The field is “cut” after all players have completed 36 holes.
 - i. The cut line includes the 60 players with the lowest scores plus ties.
 - d. Saturday & Sunday
 - i. Start times will be determined by the number of players that make the cut. A smaller field will result in a later start time.
 - ii. Players will tee off in twosomes from the 1st tee only.
 - iii. The gates will still open to spectators at 6:00AM Saturday and Sunday regardless of the first tee time.
 - iv. Sunday of the U.S. Open is Father’s Day.

IX. Hospitality Operations (Webinar time 56:49 -1:19;23)

A. **Main Admission Gate:**

1. Disabled Services - A limited supply of mobility scooters are available for people who may have difficulty traversing the course. Scooters are available free of charge, on a first-come, first-served basis, and cannot be reserved in advance of when they are needed.

B. **Fan Central - located directly inside the Main Entrance Gate and will feature:**

1. **Fan Services Tent Hosted by American Express – featuring championship**

information and materials, mobile charging stations, and American Express card member giveaways including radios that can be used to listen to the real-time radio broadcast of the U.S. Open as you walk around the course.

2. Lexus Performance Experience – featuring state-of-the-art interactive golf experiences including a hole-in-one challenge, a putting contest, and the opportunity to get your picture taken with the U.S. Open Trophy.
3. Merchandise Tent
4. Palmer Place Concessions

C. Inclement and Severe Weather Warnings & Policy

1. Meteorology staff will be on-site monitoring weather conditions at all times. The USGA will communicate important safety information to fans through special alerts that will appear on all leaderboards and a message will be broadcast on the Scoring Channel.
 - a. Weather Advisory – A blue Weather Advisory sign may be posted to alert spectators of specific weather conditions such as extreme heat.
 - b. Weather Watch – A yellow Weather Watch sign may be posted to alert spectators that dangerous weather is possible and they should be prepared to take shelter or return to their vehicles.
 - c. Weather Warning – A red Weather Warning sign may be posted to alert spectators that dangerous weather is approaching and they should take immediate action including exiting all grandstands.
 - i. A suspension in play due to dangerous conditions will be indicated by one prolonged air-horn blast. In the event of a suspension of play, grandstands will be cleared immediately.
2. If weather conditions become a public safety issue, all facilities, including hospitality options, will be opened for spectators to seek shelter.
 - a. Your MSG representative will advise you of this beforehand so that you are aware.
 - b. Spectators will be directed to first seek shelter in the larger tents on property (Trophy Club, Champions Pavilion etc.) and then to village hospitality services tents and then as a last resort to a specific space within the individual tents. Likewise, the common area of the suite facilities will have an area for spectators seeking shelter.
 - c. In the event of a public safety situation where we open up hospitality tents, food and beverage services will not be shut down in any of the hospitality facilities; rather guests will be required to show the correct wristband and ticket in order to be served.

D. Access into Hospitality Areas will be STRICTLY enforced

1. MSG staff, interns and volunteers will monitor the entrances to each hospitality area

from 7:00am – 7:00pm to ensure that only those with the proper ticket or credential gain access to the hospitality area.

2. Credential Boards are placed at the entrance to each hospitality area which indicates the special tickets needed to gain access.
3. If food and beverage is NOT being offered in your hospitality area, your tent/room is considered CLOSED and your guests will not be allowed access.
4. Tent and suite patrons are responsible for monitoring the access into their specific hospitality area.
5. The Main Entrance to each of the hospitality villages and both suite facilities will include separate queues for first-time and returning guests to facilitate the ease of ingress into each area.
6. Upon first entry into each hospitality facility, guests will have their ticket punched and a wristband affixed to their wrist.
 - a. Both a hole-punched ticket and wristband are required for re-entry to the hospitality area.
 - b. Damaged or altered wristbands will be invalid.

E. Hospitality Service/Business Centers

1. Hospitality Services will be operated by MSG staff, interns and volunteers who will serve as your main point of contact for all questions and concerns throughout championship week.
2. The Business Center will feature complimentary use of the scanner/photocopier, computers with internet access and telephones from which your guests can place free local and long-distance calls (international calls excluded).
3. Any Will Call needs you have during championship week can be handled at Hospitality Services.

F. Restrooms

1. Each hospitality area will have dedicated restroom facilities exclusive to guests in that specific area.
2. Port-o-let restroom units will also be located throughout the course for all spectators.

G. No Smoking

1. There is no smoking in any of the hospitality areas, including inside all hospitality facilities and patios.

H. Client Inspection and Load-In: Wed. June 5th- Sat. June 8th

1. Each patron will be assigned a specific date and time when they may access their hospitality area to inspect the décor elements and load-in supplies and giveaways to their storage area. This scheduled time is the only opportunity you will have to access your hospitality space and storage facility prior to the championship.

2. Assigned times will be communicated prior to the April Update Session.
3. Interns are available to help unload your vehicle but if you bring heavy equipment, you will need to supply your own manpower.

I. Storage

1. Each tent and suite patron will have access to a lockable U-Haul storage unit located on the exterior of your hospitality area.
 - a. Dimensions: 7'6"H x 5'W x 8'D (capacity: 257 cubic feet)
2. All hardscape patrons will have an assigned area for personal storage located in a designated room/closet in or near your hospitality area.
3. If you have opted to have your co-branded merchandise shipped to Pebble Beach rather than to you, that merchandise can be delivered to your storage unit by a member of the retail team either during your load-in time or championship week.

J. Accessibility

1. All hospitality facilities will be ADA accessible.
2. If you have guests who are wheelchair-bound or oxygen-dependent, please let us know as soon as possible. We will do whatever we can to help facilitate their experience at the championship.

X. TICKETS (Webinar Time: 1:19:34 – 1:31:20)

- A. Complete details regarding the types of tickets included in your package as well as your total ticket allotment is outlined in the *Tickets* section as well as in the chart below.

HOSPITALITY OPTION	TICKETS (of which gain access to the Lodge)	STAFF TICKETS	OPTION TICKETS (of which gain access to the Lodge)	ON-SITE ADMISSIONS Daily/Additional Access
Casa Palmero	150 (50)	6	100 (25)	10/20
Fairway One	150 (50)	6	75 (25)	10/20
Fairway One Cottage	40 (20)	4	10 (5)	3/5
Gallery Café	75 (25)	6	50 (0)	5/10
Library Room	80 (all)	6	40 (all)	5/10
Card Room	40 (all)	3	20 (all)	3/5
Stanton Room	30 (all)	3	20 (all)	3/5
Pacific Room	30 (all)	3	20 (all)	3/5
Stevenson Room	50 (all)	3	20 (all)	3/5
50'x66' Tents	200 (0)	12	150 (0)	10/20
40'x40' Tents	100 (0)	6	75 (0)	5/10
30'x30' Tents	50 (0)	3	30 (0)	3/5
3 rd Fairway Suites	30 (0)	2	4 (0)	0/0
16 th Fairway Suites	30(0)	2	4 (0)	0/0

A. Hospitality Tickets

1. Color-coded by day with the name of the specific hospitality venue and individual tent/suite/room number printed on the front as well as a distinctive overprint on the back.
2. Hardscape and tent patron ticket packages will include hospitality tickets for each of the seven (7) days of the U.S. Open.
3. Suite patron ticket packages will include an allotment of thirty (30) Trophy Club tickets for Monday, June 10th and Tuesday, June 11th since the suite facility will not be operational on those days.
 - a. The Trophy Club is an upscale tented facility with non-reserved seating and food & beverage available for purchase.

B. Staff Tickets

1. Included in your package, in addition to your regular hospitality tickets
2. They are NOT printed with any special designation which allows you to use them as additional hospitality tickets for guests if needed.
3. They are not transferable throughout the day.

C. Junior Tickets

1. Juniors ages 12 and under are admitted free of charge when accompanied by an adult ticket holder. Tickets for juniors age 13 to 17 will be available for purchase at a discounted price (\$20/day for practice rounds and \$40/day for championship rounds). Please note this is new information and different than what was discussed during the January Update Session.
 - a. Maximum of two (2) Junior tickets per (1) ticketed adult.
2. Junior tickets DO NOT ALLOW access into any of the corporate areas
 - a. EVERYONE entering any hospitality venue must have the proper ticket or credential regardless of age, including infants.
 - b. Please notify your guests of the Junior Ticket policy. You must provide one of your hospitality tickets to any guest who plans to bring their child in order for them to gain access to your hospitality area.

D. On-Site Admission Tickets –HARDSCAPE AND TENT PATRONS ONLY

1. A limited number of additional hospitality tickets will be available during championship week in the event of any last minute or unexpected ticket requests.
2. You must submit the Authorized Personnel Form in order to allow the designated representatives to sign for on-site tickets during championship week.
3. There are two types of tickets available during the event:
 - a. Daily Tickets
 - i. Ideal for last minute ticket requests

- ii. Available only during the U.S. Open but may be purchased in advance of the day they are needed.
- iii. You will incur a charge from the USGA for the face value of the ticket as well as a charge from the caterer for 100% of that day's per person catering fee.

b. Additional Access Tickets

- i. Ideal for guests who have a ticket to the championship but not into your hospitality area.
- ii. NOT available in advance of the day/time they are needed.
- iii. There is no charge for the ticket. You will only incur a charge from the caterer for the food & beverage fee. The fee will be based on the time of day each ticket is acquired.
 - Before 2:30pm = 100% of your per person catering fee for that day
 - After 2:30pm = 50% of your per person catering fee for that day

E. Option Tickets

1. Available in addition to what is included in your hospitality package for an additional fee.
2. Hardscape and tent patrons will need to increase their guest counts with the caterer to account for any option tickets ordered. We will provide the catering company a summary of all option tickets purchased so they can help guide you on increasing your guest counts as necessary.

F. Will Call

1. Hours of Operation:
 - a. June 6 – 9, 10:00am – 6:00pm
 - b. June 10 – 16, 6:00am – 7:00pm
2. For the convenience of your guests, we strongly recommend that you distribute all tickets and parking passes in advance of the championship and use Will Call for special circumstances or last minute needs only.
3. Do not include any personal items or notes in a Will Call envelope.
4. It is not advisable to leave parking passes at Will Call during the championship since your guests are not able to drive to these facilities.

G. One Day Gate Pass

1. Guests who arrive at a gate that is different than where their ticket is held will be given a temporary ticket to enter the championship with directions to your specific hospitality area. Upon arrival at the entrance to your hospitality area, their temporary ticket will be exchanged for the proper ticket.

XI. Screening, Prohibited Items & Admission Gates (Webinar Time 1:31:21 –1:35:39)

- A. EVERYONE will pass through a security checkpoint that is equipped with either a magnetometer or hand wand before entering the championship.
- B. Mobile Device Policy
 - 1. Spectators are allowed to bring cell phones/mobile devices into the championship as long as they adhere to the USGA's Mobile Device Policy.
 - a. Mobile devices must be kept on silent or vibrate at all times.
 - b. Phone calls can be placed or received inside any of the hospitality facilities or within designated "phone zones" located throughout the course. Texting and email are permissible throughout all areas of the course, as long as it does not disrupt players.
 - c. The use of mobile devices is prohibited on all village walk decks, individual tent patios and suite patios, as well as in any area on the course that may disrupt play.
- C. Prohibited Items and Security
 - 1. A complete list of items prohibited at the U.S. Open Championship will be available on the [U.S. Open website](#) and printed on the back of all tickets. In addition, a supply of Prohibited Items cards will be sent with your tickets. We encourage you to include a Prohibited Items card when sending tickets to your guests.
 - 2. Spectators arriving with a prohibited item will be asked to return the item to their vehicle or check the item in the Disallowed Items trailer.
- D. Bag Size Restrictions
 - 1. No backpacks, briefcases or bags larger than 6"W x 6"H x 6"D in their natural state are allowed into the championship.
 - 2. Transparent/clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are permitted. These are available through the Corporate Merchandise Program.
- E. Corporate Bag Tags
 - 1. Each company will receive one Bag Tag which will allow you to bring one oversized bag into the championship (no larger than a shoulder duffle bag).
 - 2. The Bag Tag and a corresponding ID tag will be included in your ticket shipment.
 - 3. ID tag must be labeled with your name and company and must be affixed to the bag at all times.
 - 4. The bag is still subject to search.
 - 5. Disallowed items are not permitted with a bag tag.
- F. Approved Device Stickers
 - 1. Each company will have the opportunity to request a limited supply of Approved Device Stickers for staff managing your hospitality area who would like to bring a laptop or tablet with them each day.

2. The sticker must be affixed to the device at all times.
3. The device must remain inside your hospitality area throughout the day. The use of laptops and tablets is prohibited on the course.

XII. PARKING & TRANSPORTATION (Webinar time 1:35:40 –END)

A. General Parking

1. General parking will be located at California State University Monterey Bay (CSUMB), which is approximately 12 miles from Pebble Beach Golf Links.
2. Available to anyone attending the U.S. Open. There is no fee or special pass required to access the area.
3. Guests parking in General parking will be transported to the course by complimentary U.S. Open shuttle buses which will operate continuously. The shuttle ride from CSUMB will be approximately 35 minutes and will drop guests off in close proximity to the Main Admission Gate to the championship.
4. A map and driving directions to General parking will be included in the Fan Guide.

B. Private Corporate Shuttle Depot

1. Corporate patrons operating their own private shuttle for their guests will have access to a dedicated drop-off area located in close proximity to the Main Admission Gate.
2. Vehicles must have a special placard displayed in the windshield in order to access the Corporate Shuttle Depot. Placard requests must be submitted via the Corporate Shuttle Form located in the *Timeline & Forms* section no later than April 15, 2019.
 - a. Companies are limited to 2 corporate shuttle placards. Requests for additional placards will not be considered until we determine the total number of companies that plan to shuttle.
 - b. You will be assigned a specific shuttle schedule and slip assignment within the corporate depot and each slip will be shared by multiple companies.
 - i. Each slip will be numbered and will include a list of the companies that are assigned to that slip. Your shuttle placards will be numbered to correspond with your company's assigned slip.
 - ii. Slip assignments and shuttle schedules will be communicated after we have finalized the shuttle schedule.

C. VIP Parking

1. VIP parking for all corporate patrons will be located along the 17-Mile Drive coastline within the Del Monte Forest.

2. Vehicles must display the appropriate VIP parking hangtag in order to enter the Del Monte Forest and access the VIP parking area.
3. Guests parking in VIP parking can board complimentary U.S. Open shuttles at designated stops along 17-Mile Drive. Shuttle buses will operate continuously and will drop off in close proximity to the Main Admission Gate.
4. The number of VIP parking passes included in your package can be found in the *Corporate VIP Parking* section as well as in the chart below.

HOSPITALITY OPTION	VIP PARKING PASSES
Casa Palmero	60
Fairway One	60
Fairway One Cottage	15
Gallery Café	25
Library Room	25
Card Room	12
Stanton Room	10
Pacific Room	10
Stevenson Room	15
50'x66' Tents	60
40'x40' Tents	30
30'x30' Tents	15
3 rd Fairway Suites	12
16 th Fairway Suites	12


D. Handicap Parking:

1. Available in every parking area. All vehicles with a handicap parking placard will be directed to the Bird Rock Depot along the 17-mile Drive coastline where lift equipped vans are available.

E. UBER/LYFT Drop Off – Located near the Main Admission Gate. No vehicles longer than a 19' can access this area. This area is operated like most airports where vehicles will need to stop, drop and go.

F. Vehicle Size Restrictions

1. We encourage you to communicate the vehicle size restrictions for each parking/shuttle area summarized in the chart on the following page to your transportation company as soon as possible.

VEHICLE SIZE	VIP PARKING	CORPORATE SHUTTLE DEPOT	GENERAL PARKING
 Sedan	Yes	Yes	Yes
 SUV	Yes	Yes	Yes
 Econoliner (19' or shorter in length)	Yes	Yes	Yes
 Sprinter Van (longer than 19' in length)	No	Yes	Yes to Drop No to Park
 Mini Coach Bus	No	Yes	Yes to Drop No to Park
 Coach Bus	No	Yes	Yes to Drop No to Park

