
Meeting Minutes

Below is a summary of what was discussed at the Update Session held on October 25, 2023.

I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 7:33)

A. United States Golf Association (USGA)

1. Founded in 1894, the USGA is a nonprofit organization that celebrates, serves and advances the game of golf.
2. Their purpose is to UNIFY the golf community, to SHOWCASE the golfers who inspire us, to GOVERN the sport to ensure a solid foundation and to ADVANCE the good of the game, for the next 100 years and beyond.

B. Pinehurst Resort

1. Pinehurst No. 2 is the only golf course to have hosted all five of the USGA's preeminent championships: U.S. Open, U.S. Women's Open, U.S. Amateur, U.S. Women's Amateur and U.S. Senior Open.
2. The 2024 U.S. Open will be the fourth time in 25 years that the championship will be played on Pinehurst Course No. 2.
3. The USGA announced Pinehurst as the first Anchor Site of the U.S. Open. The championship will return to Pinehurst in 2029, 2035, 2041, and 2047.

II. CORPORATE HOSPITALITY RESOURCES (Webinar time 7:34 – 14:16)

A. MSG Promotions, Inc.

1. The USGA's exclusive corporate hospitality marketing and management company for the U.S. Open Championship since 1995
2. Staff with over 130 years of collective experience in the sports marketing industry
3. Responsibilities include:
 - a. Formulation of program
 - b. Sales
 - c. Client resources – update sessions & hospitality manual
 - d. Corporate hospitality operations
 - e. On-site management during the championship
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:
 - i. Mimi Griffin – NBC Hospitality & Padgett Pavilion
 - ii. Jeanne Taylor – Village on 18 & Resort Clubhouse
 - iii. Danielle Bonder – Member Clubhouse

- iv. Emily Gillard – Village on 17
 - v. Jim Holden – Village on 16 & Village on 15
 - vi. Kelly Segin – Suites on 10
 - vii. Shelley Berlin – Champions Pavilion
- B. Corporate Hospitality Manual
1. The link to the manual was emailed to all daily contacts in late September.
 2. The contents of the manual will be kept up to date with the latest information pertaining to your involvement in the hospitality program to ensure that you are referencing the most current information available.
- C. Upcoming Dates & Deadlines
1. **November 3** – Tent & Suite Clients – Vendor payment setup requirements due to PEI (if applicable)
 2. **November 24** – Specialty Option Clients – Vendor payment setup requirements due to PEI (if applicable)
 3. **December 15** – Corporate Identification/Sign Form due
 - a. Specify exactly how you want your company name to appear on the corporate identification sign posted outside of your hospitality space, on the locator board positioned at the hospitality area entrance as well as on your digital tickets.
 - b. The USGA will produce the corporate signs which will include only the 2024 U.S. Open logo, the USGA logo, and the name of your company. All signs will be uniform in color, typeface, and size.
 4. **December 15** – Final payment for hospitality package due
 5. **December 22** – Tent & Suite Clients receive design deck, ground plan, budget, and service agreement
 6. **December 29** – Catering Agreement & Credit Card Authorization Form due to Ridgewells
 7. **January 5** – Specialty Option Clients receive design deck, ground plan, budget, and service agreement
 8. **January 23** – Catering Taste & Update Session
- 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 for Tent & Specialty Option Patrons:
 - i. Username: USOPENcorporate
 - ii. Password: 2024corporatepatron

- b. Login credentials for Suite Patrons:
 - i. Username: USOPENSuite
 - ii. Password: 2024corporatepatron
- E. Corporate Update Sessions
 - 1. A reminder email will be sent at least four weeks prior to each update session.
 - a. A webinar option will be available for those who are unable to attend in person. The webinar recordings will be posted to the password-protected client section of the MSG website following each meeting.
 - 2. Future Update Session Dates are:
 - a. **January 23, 2024; 10:00am – 12:00pm**
 - i. Ridgewells will host a Client Tasting following the meeting. The tasting will feature menu items from the Culinary Selections Book to give clients the opportunity to preview menu options available to them for championship week.
 - b. **March 5, 2024; 2:00pm – 4:00pm**
 - c. **May 1, 2024; 10:00am – 12:00pm**
 - i. The May session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.

III. RIDGEWELLS CATERING – Susan Lacz, Principal & CEO (Webinar time 14:17 – 20:33)

- A. Ridgewells is a boutique caterer headquartered in Bethesda, MD, and they have been the exclusive caterer for U.S. Open Championships since 1993.
- B. Meet the Team
 - 1. Susan Lacz – Principal and CEO
 - 2. Andrew Chalfant – Director, Major Events
 - 3. Carrie Coffee – Senior Manager
 - 4. McKenzie Mensch – Client Relations Manager
 - 5. Steve Carter – Executive Chef
- C. The Menu
 - 1. Made-from-scratch, regionally inspired menus with customized offerings
 - 2. Items sourced through local purveyors such as breweries, ice cream shoppes, restaurants, bakeries, and more to deliver authentic regional flavors
 - 3. Carefully crafted menu packages with inspired a la carte enhancements
- D. Dedicated Staff
 - 1. Ridgewells handpicks all event staff utilizing a myriad of recruiting tools and ensures they are trained to the highest level of service.
- E. Next Steps
 - 1. TENT & SPECIALTY OPTION CLIENTS

- a. **Your Ridgewells Account Manager will reach out to schedule a virtual meeting to review First Taste, budgeting and important deadlines.**
- b. Review Client Agreement & Credit Card Authorization Form
2. SUITE CLIENTS
 - a. November 2023 – F&B Invoice sent to suite clients
 - b. Late Winter/Early Spring – Championship Menu Released
 - c. February 1, 2024 – Payment Due in Full to Ridgewells
 - i. Preferred methods of payment are ACH/wire transfer or check.

IV. CHAMPIONSHIP INFORMATION (Webinar time 20:34 – 23:15)

- A. Championship Format
 1. The full field consists of 156 players.
 2. The format is stroke play where competitors count each stroke on every hole.
 3. There is no Pro-Am associated with the U.S. Open.
- B. Practice Rounds (Monday, June 10th - Wednesday, June 12th)
 1. Players are more amenable to interacting with the spectators.
 2. Cameras are permitted and encouraged.
 3. Guests can experience a more relaxed atmosphere.
 4. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.
- C. Championship Rounds (Thursday, June 13th- Sunday, June 16th)
 1. No cameras or autographs are allowed on these days.
 2. Thursday & Friday
 - a. Players will tee off in threesomes from the 1st and 10th tees.
 - b. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.
 3. The field is “cut” after all players have completed 36 holes.
 - a. The cut line includes the 60 players with the lowest scores plus ties.
 4. Saturday & Sunday
 - a. Start times will be determined by the number of players that make the cut. A smaller field will result in a later start time for the first group.
 - b. Players will tee off in twosomes from the 1st tee only.
 - c. Sunday of the U.S. Open is Father’s Day.
- D. Playoff Format
 1. In the event of a tie at the end of 72 holes of stroke play, there will be a two-hole aggregate playoff. If the playoff results in a tie after two holes, the tied players will immediately continue to play off hole-by-hole (sudden death format) until the champion is determined.

V. TICKETS (Webinar time 23:16 – 34:10)

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS
Payne's Pub	150	4	25
Outlook Room 1	125	4	25
Outlook Room 2 & 3	63 (Mon. & Tues. – Gallery Only)	2 (Wed. – Sun.)	12
Putter Boy	100	4	15
Padgett Pavilion	100	4	20
Cardinal Room	30	2	5
Sandhills Suite	125	4	25
91st Hole	60	2	10
100-Ticket Tents (Village on 18 & 16)	100	4	20
50-Ticket Tents (Village on 17, 16 & 15)	50	2	10
Suites on 10	30 (Wed. – Sun.)	2 (Wed. – Sun.)	5 (Wed. – Sun.)

- A. Mobile Ticketing – **Chris Tobia, Director, Ticketing Operations and Michele Ziobro, Senior Coordinator, Ticket Operations**
1. All tickets for the U.S. Open will be digital.
 - a. Eliminates contact points and makes the customer experience safer and more convenient.
 - b. Enhances ticket security and significantly reduces opportunities for bad characters to take advantage of fans.
 - c. Simplifies the distribution process of tickets utilizing an email address instead of having to mail or personally deliver/distribute tickets.
 - d. Increases ability to track tickets and utilization.
 - e. Better for the environment by reducing significant paper waste from printed tickets.
 - f. Keeping up to date and on par with the sports and entertainment industry trends and technology innovations
 2. Quest is the ticket request platform that the USGA/MSG will use to allocate your contractual tickets and any option ticket purchases.
 - a. Once the contractual ticket allotment has been reviewed and approved by the USGA within Quest, the account manager you indicate on your Ticket Distribution & Parking Pass Shipment Form will receive an email from no-reply@request.aegpresents.com.

The account manager must complete the order by creating a new AXS account or linking an existing AXS account.

- b. For any option ticket orders, the account manager will receive a similar email prompting them to pay for the order by credit card via a secure payment link.
- 3. Account Managers will be able to access and distribute tickets via the U.S. Open App or the USGA.org Ticket Portal webpage. We suggest using the ticket portal on USGA.org when sending out the bulk of your tickets and using the U.S. Open App for any last-minute ticket transfers.
- 4. [Mobile Ticket Video Tutorial](#)
- 5. [Account Manager FAQs](#)

VI. U.S. OPEN HOSPITALITY AT PINEHURST (Webinar time 34:11 – 49:05)

- A. Specialty Options in the Clubhouse
 - 1. The Resort Clubhouse includes the 9^{1st} Hole, Sandhills Suite, The Deuce, and Golf Shop.
 - 2. The Member Clubhouse includes the Outlook Room, Putter Boy, Cardinal Room and Payne’s Pub.
- B. Village on 18 – Located on the golfer’s right of the 18th hole and includes (5) 100-ticket tents.
- C. Village on 17 – Located on the golfer’s right of the 17th hole and includes (6) 50-ticket tents.
- D. Village on 16 – Located on the golfer’s left of the 16th hole and includes (3) 100-ticket tents and (7) 50 ticket tents.
- E. Village on 15 – Located on the golfer’s left of the 15th hole and includes (6) 50-ticket tents.
- F. NBC Hospitality – Located on the golfer’s right of the 15th hole.
- G. Suites on 10 – Double-decker facility located on the golfer’s right of the 10th green and includes (18) 30-ticket suites.

VII. PARKING (Webinar time 49:06 – 59:35)

HOSPITALITY PACKAGE	VIP PARKING PASSES PER DAY	PARKING LOCATION
Payne’s Pub	60	15 passes – Clubhouse Parking Lot 45 passes – Village of Pinehurst
Sandhills Suite	50	13 passes – Clubhouse Parking Lot 37 passes – Village of Pinehurst
Outlook 1	50	13 passes – Clubhouse Parking Lot 37 passes – Village of Pinehurst
Outlook 2 & 3	25	7 passes – Clubhouse Parking Lot 18 passes – Village of Pinehurst
Putter Boy	40	10 passes – Clubhouse Parking Lot 30 passes – Village of Pinehurst

Padgett Pavilion	40	10 passes – Clubhouse Parking Lot 30 passes – Village of Pinehurst
91 st Hole	24	6 passes – Clubhouse Parking Lot 18 passes – Village of Pinehurst
Cardinal Room	12	3 passes – Clubhouse Parking Lot 9 passes – Village of Pinehurst
USGA Partner – 100-Ticket Tent	40	10 passes – Clubhouse Parking Lot 30 passes – Village of Pinehurst
100-Ticket Tent	40	Holes 16 & 17 of Pinehurst Course No. 1
USGA Partner – 50-Ticket Tent	20	5 passes – Clubhouse Parking Lot 15 passes – Village of Pinehurst
50-Ticket Tent	20	Holes 16 & 17 of Pinehurst Course No. 1
Suites on 10	12 (Wed. – Sun.)	Holes 16 & 17 of Pinehurst Course No. 1

A. VIP Parking

1. Specialty Options and USGA Partners

a. Location #1: Pinehurst Clubhouse Parking Lot

- i. Guests will walk through an admission gate located between the parking lot and the Resort Clubhouse.
- ii. There will also be a shuttle depot located in the Clubhouse parking lot for any Specialty Option clients or USGA Partners operating their own private shuttle. If you want to take advantage of the shuttle depot at the Clubhouse, you will need to exchange one (1) of your VIP Parking Passes for a shuttle placard. Each company can exchange a maximum of two (2) VIP Parking Passes for two (2) shuttle placards.

b. Location #2: Cannon Park & Wicker Park in the Village of Pinehurst

- i. Guests will ride complimentary shuttles from the Village of Pinehurst and will be dropped off in close proximity to the Clubhouse Parking Lot off of Carolina Vista Drive. The shuttle ride will be approximately 5 minutes.

2. 100-Ticket Tents, 50-Ticket Tents, and Suites on 10

a. Location: Holes 16 & 17 of Pinehurst Course No. 1

- i. Guests will walk from the parking area through the Main Admission Gate.

B. Vehicle Size Restrictions

VEHICLE SIZE	VIP PARKING Pinehurst Clubhouse Village of Pinehurst Course No. 1	CLUBHOUSE SHUTTLE DEPOT Pinehurst Clubhouse (Specialty Options & USGA Partners)	MAIN SHUTTLE DEPOT Pinehurst Harness Track (100 & 50 Ticket Tents)	GENERAL FAN PARKING	RIDE SHARE
 Sedan	Yes to Park	Yes to Drop	Yes to Drop	Yes to Park	Yes to Drop
 SUV	Yes to Park	Yes to Drop	Yes to Drop	Yes to Park	Yes to Drop
 Conversion Van (19' or shorter in length)	Yes to Park	Yes to Drop	Yes to Drop	Yes to Park	Yes to Drop
 Sprinter Van (12-15 passengers)	No to Park	Yes to Drop	Yes to Drop	Yes to Drop	No to Drop
 Mini Coach Bus	No to Park	No to Drop	Yes to Drop	Yes to Drop	No to Drop
 Coach Bus	No to Park	No to Drop	Yes to Drop	Yes to Drop	No to Drop

VIII. WALKING ROUTES (Webinar time 59:36 – 1:10:25)

A. The walking routes to each of the hospitality options were reviewed and can be found through the following links.

1. [Walking Routes from Main Entrance](#)
2. [Walking Routes from Clubhouse VIP Parking](#) (Specialty Options & USGA Partners Only)

IX. WHAT TO FOCUS ON NOW (Webinar time 1:10:26 – 1:34:36)

A. Accommodations

1. If you still need accommodations for your guests, we encourage you to reach out to one of the recommended realtors to discuss private housing opportunities.
2. [List of Local Realtors](#)

B. Additional Opportunities

1. Pinehurst Resort – Spa Appointments, Tee Times, Private Event Space
 - a. Karen DiCarlo, Director of Group Sales
 - i. Phone: 910-235-8786, Email: karen.dicarlo@pinehurst.com
 2. Aberdeen & Western Carolina Railway Company
 - a. Jennifer White, President
 - i. Phone: 910-974-4219, Email: jwhite@acwr.com
 - b. [Corporate Train Entertainment Options](#)
 - c. [Corporate Train Marketing Video](#)
 3. Village Pine Venue – a good option for after-golf dinners/events
 - a. Melissa McPeake, Owner
 - i. Phone: 910-639-1730, Email: melissa@villagepinevenue.com
- C. Invitation Process
1. Develop your “A”, “B” and “C” guest lists as soon as possible. The invitation process always takes much longer than expected.
 - a. Consult with internal stakeholders/lines of business.
 - b. Determine which guests will be invited on which days.
 - c. Don’t discount the value of practice round tickets.
- D. 1895 Club on the 18th Green
1. An exclusive, climate-controlled setting overlooking the 18th green with an exterior patio and dedicated tiered seating reserved for 1895 Club guests.
 2. 1895 Club tickets are available for purchase on a daily or 5-day basis.
 3. Amenities include:
 - a. All-inclusive gourmet dining options as well as top-shelf, open bar
 - b. A dedicated entrance into the Championship exclusive to 1895 Club guests with complimentary golf cart shuttle service to and from the 1895 Club
 - c. One (1) valet parking pass will be included with every two (2) tickets purchased on any one day.
 4. 1895 Club Ticket Pricing
 - a. Daily Wednesday Practice Round - \$1,500 per ticket
 - b. Daily Championship Round (Thu., Fri., Sat., or Sun.) - \$2,500 per ticket
 - c. 5-Day Package (Wed. – Sun.) - \$11,000
 - d. All orders are subject to North Carolina state tax and a processing fee.
 5. [CLICK HERE](#) to order 1895 Club tickets and use code **24USO1895**.
 6. If you need an invoice to order 1895 Club tickets, contact your MSG Promotions staff contact.
- E. Review Co-Branded Merchandise Opportunities
1. Benefits of the U.S. Open Corporate Merchandise Program

- a. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Open corporate clients.
 - b. Provides your guests with memorable items from their time at the Championship.
 - c. Extends your investment in the U.S. Open and generates excitement for your company.
2. The Process
 - a. Provide your logo
 - i. A .DST file is required for embroidery orders (i.e., apparel, headwear, etc.)
 - ii. An .EPS or .JPG file is required for screen printed orders (i.e., clear bags)
 - b. Browse the products: <https://corporatemerch.usga.org/>
 - c. Plan your budget
 - i. A number of products are available at a variety of price points.
 - ii. Determine the number of gifts needed and how/when you plan to distribute the gifts.
 - Sending a gift prior to the championship
 - Gifting in your hospitality space
 - iii. Invitations are available in both printed and digital forms.
 - Custom Digital Invitations
 1. A web-based template with customizable text for a one-time fee of \$400 for all four templates
 - A. Each template is also available on an individual basis for \$150 per template.
 2. Only way to include the 2024 U.S. Open logo and course imagery in invitations.
 3. Includes your company logo at the bottom of each template.
 - Custom Printed Invitations
 1. Printed on 100 lb. heavy white cardstock for \$4.00 per card (includes envelope).
 2. Customizable interior with your logo and text
 3. Only way to include the 2024 U.S Open logo on printed invitations.
3. Deadline to Order Co-Branded Merchandise – **April 15, 2024**
 4. Contact Information
 - a. Sandhills Suite, 91st Hole, Padgett Pavilion, Villages on 18, 17, 16 & 15
 - i. Drew Regino – dregino@usga.org
 - b. Payne’s Pub, Putter Boy, Outlook Room, Cardinal Room, and Suites on 10
 - i. Alex Downs – adowns@usga.org

VIII. DÉCOR OPTIONS - PRODUCTION ELEMENTS, INC.- Deja Gagner, Senior Account Manager/Head Designer (Webinar time 1:34:37 - END)

A. Décor Style Guides

1. [Specialty Options – Décor Style Guide](#)
2. [100-Ticket Tent – Décor Style Guide](#)
3. [50-Ticket Tent – Décor Style Guide](#)
4. [30-Ticket Suite – Décor Style Guide](#)

B. Next Steps

1. If you haven't done so already, please complete the questionnaire and schedule an initial call to discuss the décor in your space.
2. Once you have given your design feedback and direction, PEI will create a design deck, floor plan and budget based on your requirements. These materials will serve as a starting point to further develop additional ideas you would like PEI to execute on your behalf.

C. Contact Information

1. Denny Beaubien – Executive Producer/CEO
 - a. 213.280.7844, denny@productionelements.com
2. Janine Micucci – President
 - a. 323.251.1987, janine@productionelements.com
3. Deja Gagner – Creative Director
 - a. 612.499.1349, deja@productionelements.com
4. Kiri Schawalder – Design Assistant
 - a. 818.223.1623, kiri@productionelements.com
5. Emma Jenks – Event Coordinator
 - a. 703.980.2711, emma@productionelements.com