

# Meeting Minutes

Below is a summary of what was discussed at the Corporate Update Sessions. **Any new information discussed during the Update Session on March 5<sup>th</sup> is in green, so it is easily distinguished.**

## **I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 2:25)**

- 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 2:25 – 9:33)**

- 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:
    - a. Mimi Griffin – NBC Hospitality & Padgett Pavilion

- b. Jeanne Taylor – Village on 18 & Resort Clubhouse
- c. Danielle Bonder – Member Clubhouse
- d. Emily Gillard – Village on 17
- e. Jim Holden – Village on 16 & Village on 15
- f. Kelly Segin – Suites on 10
- g. Shelley Berlin – Champions Pavilion

**B. Final Update Session**

**1. May 1, 2024; 10:00am – 12:00pm**

- a. **The May session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.**
- b. A reminder email will be sent at least four weeks prior to the session.
- c. A webinar option will be available for those who are unable to attend in person. The webinar recording will be posted to the password-protected client section of the MSG website following the meeting.

**C. MSG Promotions Website - [www.msgpromotions.com](http://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

**D. 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.
- 3. We recommend adding the manual as a tile on the home screen of your mobile device or tablet for easy access. Instructions for adding the manual to your Apple or Android device can be found through the following link: [Adding Manual to Home Screen](#)

**E. Timeline Dates & Deadlines**

- 1. **November 3** – Tent & Suite Clients – Vendor payment setup requirements were due to PEI (if applicable)

2. **November 24** – Specialty Option Clients – Vendor payment setup requirements were due to PEI (if applicable)
3. **December 15** – Corporate Identification/Sign Form was due
4. **December 15** – Final payment for hospitality package was due
5. **December 22** – Tent & Suite Clients received design deck, ground plan, budget, and service agreement
6. **December 29** – Catering Agreement & Credit Card Authorization Form were due to Ridgewells
7. **January 5** – Specialty Option Clients received design deck, ground plan, budget, and service agreement
8. **January 23** – Catering Taste & Update Session
9. **February 1** – [Ticket Distribution & Parking Pass Shipment Form](#) was due
10. **February 23** – Tent & Suite Clients – Final décor approval and 50% deposit was due
11. **March 1** – Catering deposit was due to Ridgewells
12. **March 1** – Culinary Selections Book was sent to Suites on 10 clients.
13. **March 1** – [Electrical Requirements Form](#) was due
14. **March 1** – Specialty Option Clients – Final décor approval and 50% deposit was due
15. **April 1** – [Option Ticket Order Form](#) due
  - a. Option Tickets can be ordered on a weekly or daily basis and can be designated as hospitality or gallery access only.
    - i. Any additional hospitality tickets ordered must be included in your catering guest count with Ridgewells.
    - ii. You will receive an email with a link to pay for the option tickets ordered.
    - iii. Option tickets will be accessible through the digital platform along with your hospitality tickets 30-60 days prior to the Championship.
    - iv. Option tickets will not be released unless full payment is received for both your hospitality package and the option tickets ordered.
16. **April 2** – Corporate Cup (Specialty Options & Tents Only)
17. **April 5** – Tent & Suite Clients - Final Décor Payment due to PEI
18. **April 12** – Specialty Option Clients - Final Décor Payment due to PEI
19. **April 15** - [Corporate Shuttle Form](#) due
  - a. You must submit this form in order to obtain the placards necessary to access the Corporate Shuttle Depot.
  - b. Limit of 2 placards per company. Requests for additional placards will not be considered until we have determined the total number of companies that plan to shuttle.
  - c. Each company will have access to a pre-designated slip, and will be assigned specific times that their shuttle vehicle(s) can access the slip to pick-up/drop-

off guests throughout the day. Companies cannot access their slip more frequently than 90-minute intervals.

d. No vehicles can be staged at the Corporate Shuttle Depot area.

e. Please let us know as soon as possible if you do not intend to shuttle your guests.

20. **April 15** – [Certificate of Insurance](#) due

a. Insurance requirements are provided in the Insurance section of your Hospitality Agreement as well as in the [Hospitality Program Policies & Requirements](#) section of the Corporate Hospitality Manual.

b. Certificates can be emailed to Anne Kellstrom ([akellstrom@usga.org](mailto:akellstrom@usga.org)) or mailed to Anne Kellstrom, Manager, Legal Services, United States Golf Association, 77 Liberty Corner Road, Liberty Corner, NJ 07938.

21. **April 15** – Deadline to Order Co-Branded Merchandise

22. **April 26** – Final Menu Selections and Guest Guarantees due (Specialty Options & Tents Only)

23. **April 26** – Suite Clients Only – A La Carte Enhancement Orders & Payment Due

F. Local Area Information

1. The Pinehurst, Southern Pines, Aberdeen Convention & Visitors Bureau is a tremendous resource for all fans and includes information on accommodations, local golf courses, shopping, and things to do in the surrounding area.

2. Visit <https://www.homeofgolf.com/usopen2024/> for more information.

### III. TICKETS: Chris Tobia, Director, Ticket Operations (Webinar time 9:34 – 29:29)

A. Mobile Ticketing

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](mailto: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](#)
- 6. Tickets Included in Each Package

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS
NBC Sports	200	10	0
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.)

7. Option Ticket Pricing

WEEKLY TICKETS	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
\$1,658.50	\$101.65	\$107.00	\$139.10	\$347.75	\$374.50	\$401.25	\$374.50

\*Pricing includes 7% North Carolina Sales Tax

8. Special Group Sales Ticket Offer
  - a. The USGA is offering a discounted price for our corporate clients interested in purchasing 20+ gallery tickets on any day.
  - b. Contact Michele Ziobro ([mziobro@usga.org](mailto:mziobro@usga.org)) for additional details.
9. On-Site Admissions – SPECIALTY OPTIONS & TENTS ONLY
  - a. Any client who does not purchase their full allotment of option tickets can use the remaining balance for additional on-site admissions. This allows you the flexibility to accommodate any last-minute ticket requests you may receive.
  - b. There are two types of on-site admissions available to you.
    - i. Daily Tickets
      - Ideal for guests who do not already have a valid U.S. Open ticket
      - Must be purchased by 6pm the day before they are needed
      - 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 your per person catering fee for that day.
    - ii. Additional Access Wristbands
      - Ideal for guests who have a valid U.S. Open ticket but not for your hospitality area.
      - Additional Access Wristbands are NOT available in advance of the day/time they are needed.
      - There is no charge for the wristband. You will only incur a charge from the caterer for the food & beverage fee which will be based on the time of day each wristband is acquired. Wristbands acquired prior to 2:30pm will be 100% of your per person catering fee for that day, and wristbands acquired after 2:30pm will be 50% of your per person catering fee for that day.
      - Ridgewells will invoice you following the conclusion of the Championship for any catering charges incurred on-site.
  - c. In order to take advantage of the on-site admissions during championship week, you must submit the [Authorized Personnel Form](#) by May 15<sup>th</sup>.
10. Junior Tickets
  - a. Tickets for juniors aged 17 and under will be available during Championship week at the Ticket Office located on-site at the U.S. Open. Junior tickets cannot be obtained in advance of the day they are needed.
    - Junior Tickets (12 and younger) – FREE every day, Monday - Sunday
    - Junior Tickets (13-17)
      - Monday – Wednesday – FREE
      - Thursday – Sunday - \$50

- b. A maximum of four (4) Junior tickets can be requested per ticketed adult.
- c. Junior tickets DO NOT ALLOW access into any of the corporate areas.
  - i. EVERYONE entering any hospitality venue must have the proper ticket or credential regardless of age, including infants.
  - ii. 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.
  - iii. We advise you to notify your guests of the Junior Ticket policy.

#### **IV. CHAMPIONSHIP INFORMATION (Webinar time 29:30 – 54:43)**

- 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 10<sup>th</sup> - Wednesday, June 12<sup>th</sup>)
  - 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 13<sup>th</sup>- Sunday, June 16<sup>th</sup>)
  - 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.
- E. Admission Gates & Screening
  - 1. [Championship Entrances](#)

- a. Gate 1 – Main Admission Gate off of Morganton Road
    - i. General Fan Parking
    - ii. VIP Parking & Corporate Shuttle for Tents & Suites
  - b. Gate 5 – Walk-up gate for anyone renting homes on Course No. 7
  - c. Gate 6 – Ride Share Drop-Off (near 4<sup>th</sup> Green/5<sup>th</sup> Tee)
  - d. Gate 8 – Corporate Shuttle Depot in Clubhouse Parking Lot, Shuttle drop for VIP Parking in the Village of Pinehurst (Cannon & Wicker Parks), and Shuttle drop for Pinehurst Properties (Carolina, Talamore, MidSouth, etc.)
  - e. Gate 10 – VIP Parking in Clubhouse Parking Lot
  - f. 1895 Gate – Valet Parking for 1895 Club Ticket Holders (Hole 17 on Course No. 4)
2. Prohibited Items
    - a. A complete list of items prohibited at the U.S. Open is available in the [Championship Information](#) section of the Corporate Hospitality Manual and will be available on the [U.S. Open website](#) as well as on the U.S. Open Mobile App.
    - b. Spectators arriving with a prohibited item will be asked to return the item to their vehicle or check the item in the Prohibited Items trailer.
    - c. Bag Size Restrictions
      - i. No backpacks, briefcases or bags larger than 6”W x 6”H x 6”D in their natural state are allowed into the championship.
      - ii. Transparent/clear plastic hand and shoulder bags no larger than 12”W x 12”H x 6”D are permitted. These can be purchased through the USGA’s Corporate Merchandise Program.
  3. Corporate Bag Tag
    - a. Each company will receive one Bag Tag and corresponding ID tag which will allow you to bring one oversized bag into the championship (no larger than a shoulder duffle bag).
    - b. The Bag Tag and ID tag will be included in your parking pass shipment.
    - c. The ID tag must be labeled with your name and company and must be affixed to the bag at all times.
    - d. The bag is still subject to search and prohibited items are not permitted even with a bag tag.
  4. Approved Device Stickers
    - a. Intended for the staff hosting your hospitality area who are bringing a laptop or tablet to the championship each day.
      - i. The sticker must be affixed to the device at all times.
      - ii. The device must remain inside your hospitality area throughout the day. The use of laptops and tablets is prohibited on the course.



- b. Approved device stickers will be included in your parking pass shipment.
    - c. Supply of Approved Device Stickers will be equivalent to the number of staff tickets included with your package.
  5. Ticket Resolution Office
    - a. There will be a ticket resolution office at all entrance gates to help any fans experiencing issues with their mobile tickets.
  6. Admission Gate Hours
    - a. Practice Rounds (MON – WED): 6:00 a.m. – 7:00 p.m.
    - b. Championship Rounds 1 & 2 (THU & FRI): 6:00 a.m. – conclusion of play
    - c. Championship Rounds 3 & 4 (SAT & SUN): One (1) hour before first tee time – conclusion of play
  7. Championship Re-Entry Policy
    - a. The USGA will be utilizing facial recognition software for any fans who wish to leave the Championship and return in the same day. Fans can come and go as many times as they'd like throughout the day.
- F. Getting Around the Course
1. Several large maps will be placed throughout the course with a “You Are Here” indication to help fans navigate their way around the course.
  2. There will also be smaller directional signage directing you to important venues around the course, including the hospitality areas.
- G. U.S. Open Mobile App – Built by Deloitte
1. The mobile app will provide fans with live scoring, shot-by-shot data, inside-the-ropes action, tee times, player highlights and on-site fan notifications. The app will also feature an interactive course map, designed to help users locate players and course amenities.
  2. The U.S. Open App is compatible with both iOS and Android devices and can be downloaded from the iTunes Store or Google Play.
- H. Weather Advisory, Watch & Warning
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 as well as the on U.S. Open Mobile App.
    - a. Weather Advisory – A Weather Advisory may be posted to alert spectators of specific weather conditions that will require certain precautions.
    - b. Weather Watch – A Weather Watch 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 – An orange Weather Warning may be posted to alert spectators that dangerous weather is approaching, and they should be prepared to take shelter or return to their vehicles.

- d. **Weather Warning** – A red Weather Warning may be posted to alert spectators that dangerous weather is imminent, and they should take immediate action to ensure their safety, 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 enclosed facilities, including the hospitality facilities, will be opened for spectators to seek shelter. More details will be shared during the May Update Session.
  3. Your MSG representative will advise you of this beforehand so that you are aware.

#### V. PARKING (Webinar time 54:44 – 1:28:16)

HOSPITALITY PACKAGE	VIP PARKING PASSES PER DAY	PARKING LOCATION
NBC Sports	100	Holes 16 & 17 of Pinehurst Course No. 1
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 <sup>st</sup> 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 (Lot B)
    - i. Guests will walk through Gate 10 located between the parking lot and the Resort Clubhouse.
  - b. Location #2: Cannon Park & Wicker Park in the Village of Pinehurst (Lot G)
    - i. Guests will ride complimentary shuttles from the Village of Pinehurst and will be dropped off in the Clubhouse parking lot. Guests will enter the Championship through Gate 8, located between the parking lot and the Member Clubhouse. 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 (Gate 1).
3. Extra VIP Parking Available For Purchase – **Order Deadline is April 1st**
  - a. Additional VIP Parking on Holes 15, 16 & 17 of Course #1 will be available for purchase on a first-come, first-served basis.
  - b. Pricing will be \$50 per daily parking pass and \$150 per weekly parking pass.
  - c. [Additional VIP Parking Pass Order Form](#)

## B. Corporate Shuttling

1. Please submit the Corporate Shuttle Form no later than April 15, 2024, to request the placards necessary to access the Corporate Shuttle Depot. There is a limit of two (2) shuttle placards per company. Please indicate on the form the number and size of the vehicles you will utilize, as well as the days and times you plan to operate your shuttle(s).
2. Specialty Options & USGA Partners
  - a. The corporate shuttle depot will be located in the Clubhouse parking lot. 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. Nothing larger than a sprinter van (12-15 passengers) can access the corporate shuttle depot at the Clubhouse.
3. Tents & Suites
  - a. The shuttle depot will be located at the Pinehurst Harness Track. Guests will walk from the shuttle depot through the Main Admission Gate (Gate 1).
  - b. Any size vehicle can access the corporate shuttle depot at the Pinehurst Harness Track.

### C. General Parking

1. Accessible to anyone attending the U.S. Open and there is no fee or special credential, pass or ticket required to gain access.
2. Guests parking in general parking will board a complimentary U.S. Open shuttle bus and be dropped off at the Pinehurst Harness Track near the Main Admission Gate (Gate 1).
3. There will be two General Parking lots.
  - a. The **BLUE** lot will be located at 925 Sand Pit Road near the Aberdeen/Pinehurst border, and will be ideal for those coming from south of Pinehurst. The shuttle ride from the Blue lot will be approximately 15 minutes.
  - b. The **RED** Lot will be located at Auman Farms along NC-73 in West End, in close proximity to the Dormie Club, and will be ideal for those coming from north of Pinehurst. The shuttle ride from the Red lot will be approximately 12-15 minutes.

### D. Ride Share Drop-Off

1. Ride share services, passenger, taxi or limousine drop-offs will only be allowed at the designated area located off Midland Road (NC-2) near the traffic circle, which is a short walk to Gate 6, near the 4<sup>th</sup> Green/5<sup>th</sup> Tee. There is NO parking or staging for vehicles so please coordinate pick-up times accordingly.
2. Due to restricted space, access is limited to vehicles no larger than a sprinter van (12-15 passengers) or limousine.

### E. [Road Closures/Restrictions Maps](#)

### F. Golf Cart Parking

1. Golf Cart Parking will be available in the following locations:
  - a. Village of Pinehurst – The USGA is still identifying the exact location within the Village of Pinehurst, and we will share that information with you at the May Update Session.
  - b. VIP Parking in Clubhouse Parking Lot – Any Specialty Option client or USGA Partner can utilize one of their VIP Parking hangtags for golf cart parking in the Clubhouse parking lot.
  - c. VIP Parking on Hole 15, 16 & 17 of Course No. 1 – Any tent or suite client can utilize one of their VIP Parking hangtags for golf cart parking in the VIP lot.
  - d. Hole 18 on Course No. 5 – Fans will walk from this location through Gate 10.
  - e. Behind the 9<sup>th</sup> Green of Course No. 7 – Fans will walk from this location to Gate 5.

### G. Bicycles

1. Bike racks will be provided in the General Fan Parking areas (Red & Blue lots) as well as the Ride Share Drop-Off.

H. 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 & Suites)	GENERAL FAN PARKING	RIDE SHARE
 <b>Sedan</b>	Yes to Park	Yes to Drop <i>(with shuttle placard)</i>	Yes to Drop <i>(with shuttle placard)</i>	Yes to Park	Yes to Drop
 <b>SUV</b>	Yes to Park	Yes to Drop <i>(with shuttle placard)</i>	Yes to Drop <i>(with shuttle placard)</i>	Yes to Park	Yes to Drop
 <b>Conversion Van</b> (19' or shorter in length)	Yes to Park	Yes to Drop <i>(with shuttle placard)</i>	Yes to Drop <i>(with shuttle placard)</i>	Yes to Park	Yes to Drop
 <b>Sprinter Van</b> (12-15 passengers)	No to Park	Yes to Drop <i>(with shuttle placard)</i>	Yes to Drop <i>(with shuttle placard)</i>	Yes to Drop	Yes to Drop
 <b>Mini Coach Bus</b>	No to Park	No to Drop	Yes to Drop <i>(with shuttle placard)</i>	Yes to Drop	No to Drop
 <b>Coach Bus</b>	No to Park	No to Drop	Yes to Drop <i>(with shuttle placard)</i>	Yes to Drop	No to Drop

I. Handicap Parking

1. Accessible parking spaces will be available in all parking lots for fans with an HD/DP placard or license plate.
2. The USGA will provide lift-equipped shuttle transportation from all parking lots. If you have a client requiring lift-equipped transportation, please contact your MSG Promotions representative.

**VI. HOSPITALITY OPERATIONS (Webinar time 1:28:17 – 1:43:43)**

A. Course Map

1. Specialty Options in the Clubhouse
  - a. The Resort Clubhouse includes the 91<sup>st</sup> Hole, Sandhills Suite, The Deuce, and Golf Shop.

- b. The Member Clubhouse includes the Outlook Room<sup>1</sup>, 2, and 3, Putter Boy, Cardinal Room and Payne's Pub.
    2. Village on 18 – (5) 100-ticket tents on golf's right of the 18<sup>th</sup> hole
    3. Village on 17 – (6) 50-ticket tents on the golfer's right of the 17<sup>th</sup> hole
    4. Village on 16 – (3) 100-ticket tents and (7) 50-ticket tents on the golfer's left of the 16<sup>th</sup> hole.
    5. Village on 15 – (6) 50-ticket tents on the golfer's left of the 15<sup>th</sup> hole
    6. NBC Hospitality – Located on the golfer's right of the 15<sup>th</sup> hole.
    7. Suites on 10 – Double-decker facility located on the golfer's right of the 10<sup>th</sup> green and includes (20) 30-ticket suites.
  - B. Hospitality Entrances
    1. Access into Hospitality Areas will be STRICTLY enforced
      - a. 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.
        - i. Signs will be posted at the entrance to each of the hospitality venues indicating which tickets and credentials are permitted access.
        - ii. There will also be signs posted at the entrance to each hospitality facility listing the tents or rooms that are closed on that day. Guests with tickets to a "closed" tent or room will not have access to the clubhouse/village on that day. Your tent/room is considered "closed" on any day that you have not ordered food and beverage.
      - b. Patrons are responsible for monitoring the access into their specific tent/suite.
    2. Entrance Procedure
      - a. The entrance to each of the hospitality areas will include separate queues for first-time and returning guests to facilitate the ease of ingress into each area.
      - b. Upon first entry into each hospitality facility, guests will have their ticket scanned and an RFID wristband affixed to their wrist.
        - i. Only the RFID wristband will be required for re-entry to the hospitality area throughout the day. Guests will be required to tap their wristband on the RFID reader to verify access before re-entry into the hospitality area and will be asked to tap their wristband as they leave the hospitality area throughout the day.
  - C. Hospitality Services
    1. A hospitality services tent/desk will be located in each of the hospitality facilities including the Member and Resort Clubhouses.
    2. Hospitality Services is the headquarters for the MSG staff, interns, and volunteers who are assigned to help manage the hospitality area.

#### D. Corporate Signs & Locator Boards

1. A corporate identification sign will be posted outside of every tent, suite and room.
2. Specialty option and tent signs will be double-sided and suite signs will be single-sided.
3. A locator board including a layout and a list of companies within the venue will be positioned at the entrance to the hospitality areas.

#### E. 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.

#### F. Cell Phone Chargers in Tent & Suite Facilities

1. There will be cell phone charging units located every 4' in the drink rails of the tent patios.
  - a. Clients are required to bring their own cell phone chargers.
2. There will be cell phone charging stations available to guests within the suite facility.

#### G. Storage

1. TENTS - Storage units will be located on the back walk deck and will be 3'W x 6'H x 3'D. Tent patrons are required to provide your own lock for the storage unit.
2. SUITES - A lockable storage credenza will be located inside your suite. The dimensions of the credenza are 4'W x 4'H x 15"D.
3. SPECIALTY OPTIONS - Storage for specialty option clients will vary based on option. We will communicate specifics to each specialty option client individually.
4. There will also be a larger, common storage unit located outside of each hospitality area that will be used for any items that do not fit into your private storage unit. The MSG staff and interns will assist you in accessing this storage unit and replenishing your items as needed throughout the day.

#### H. Client Inspection and Load-In

1. Each client 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 unit. This scheduled time is the only opportunity you will have to access your hospitality space and storage facility prior to the championship.
2. Load-Ins will be scheduled from Wednesday, June 5<sup>th</sup> – Saturday, June 8<sup>th</sup>.
3. Your MSG representative will email you your assigned load-in date and time prior to the May Update Session.

- a. Prior to your inspection we will request the following information: number of people attending inspection, size and quantity of boxes you will be loading, make and model of the vehicle you will be driving.
    - b. Please note that you will need to provide your own manpower if you are delivering heavy equipment or displays into your private space or storage unit.
  4. Specific driving directions and arrival instructions will be sent to you the week before your scheduled load-in.
    - a. It is CRITICAL that you arrive at your scheduled time.
- I. Accessibility
  1. All hospitality facilities will be ADA accessible.
  2. A limited supply of motorized scooters will be available at the Mobility Scooter Tent near Gate 1 in Fan Central on a first-come, first served basis, compliments of the USGA and Pride Mobility.
  3. The Disability Services Committee will be onsite to assist fans with disabilities with multi-person golf carts and wheelchair accessible transportation to and from Disabled Services Headquarters and specific grandstand and facility locations throughout the golf course via a fixed transportation route with predetermined stops.
  4. Please let us know if you will have any guests who are wheelchair bound or oxygen dependent so we can make special arrangements for them.
- J. Championship Wi-Fi – Powered by Cisco
  1. The USGA will offer complimentary and dedicated Wi-Fi powered by Cisco in all hospitality areas and throughout the course. There will be QR code signs throughout the area to facilitate logging on to the network.
  2. Once you are on the network, you will automatically connect to any of the open fan areas as you walk the course including grandstands, concession areas, entrances, merchandise pavilion, and other large fan gathering areas.
- K. No Smoking Policy
  1. The NO SMOKING policy will be enforced in all hospitality areas, including patios and along the common walk decks. Smoking is permitted on the course.

## VII. CORPORATE MERCHANDISE (Webinar time 1:43:44 – 1:49:15)

- A. Benefits of the U.S. Open Corporate Merchandise Program
  1. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Open corporate clients.
  2. Provides your guests with memorable items from their time at the championship.
  3. Extends your investment in the U.S. Open and generates excitement for your company.
- B. The Process



1. Provide your logo
    - a. A .DST or .EMB file is required for embroidery orders (i.e., apparel, headwear, etc.)
    - b. An .EPS or .AI file is required for screen printed orders (i.e., clear bags)
    - c. Please also share your PMS or Pantone colors if possible.
  2. Browse the products: <https://corporatemerch.usga.org/>
  3. Plan your budget
    - a. A number of products are available at a variety of price points.
    - b. Determine the number of gifts needed and how/when you plan to distribute the gifts.
      - i. Sending a gift prior to the championship
      - ii. Gifting in your hospitality space
    - c. Invitations are available in both printed and digital forms.
      - i. Custom Digital Invitations
        - A web-based template with customizable text for a one-time fee of \$400 for all four templates
          1. Each template is also available on an individual basis for \$150 per template.
        - Only way to include the 2024 U.S. Open logo and course imagery in invitations.
        - Includes your company logo at the bottom of each template.
      - ii. Custom Printed Invitations
        - Printed on 100 lb. heavy white cardstock for \$4.00 per card (includes envelope).
        - Customizable interior with your logo and text
        - Only way to include the 2024 U.S Open logo on printed invitations.
- C. U.S. Open Gift Cards
1. Heavy card stock holding card with a matching envelope
  2. Gift cards can have a value up to \$500
  3. Redeemable ONLY on-site at the Main Merchandise Pavilion or Satellite Merchandise Pavilion through Sunday, June 16<sup>th</sup>
  4. Gift cards cannot be co-branded.
- D. Deadline to Order Co-Branded Merchandise – **April 15, 2024**
- E. Contact Information
1. Sandhills Suite, 91<sup>st</sup> Hole, Padgett Pavilion, Villages on 18, 17, 16 & 15
    - a. Drew Regino – [dregino@usga.org](mailto:dregino@usga.org)
  2. Payne’s Pub, Putter Boy, Outlook Room, Cardinal Room, and Suites on 10
    - a. Alex Downs – [adowns@usga.org](mailto:adowns@usga.org)

**VIII. WHAT TO FOCUS ON NOW (Webinar time 1:49:16- END)**

- A. Review Co-Branded Merchandise Opportunities
- B. **Finalize Your Menus (Specialty Options & Tents Only)**
- C. 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.
    - a. [List of Local Realtors](#)
  - 2. Talamore/MidSouth Condos
    - a. A list of guest turnover dates is due to Talamore/MidSouth by April 1<sup>st</sup>.
    - b. You will receive pre-assigned key codes that will change with every guest turnover.
    - c. Check-in will be 3:00pm and check-out will be 11:00am.
    - d. A contact telephone number will be provided for 24/7 service.
- D. Know Your Numbers
  - 1. Become very familiar with the amenities associated with your hospitality package including: tickets, option tickets, on-site tickets, parking passes, shuttle passes and hotel/condo rooms.
- E. Invitation Process
  - 1. **Final follow up on all A-List invites**
    - a. **We recommend holding tickets for any priority A-List invites that have not responded.**
  - 2. **All B-List invitation should be sent allowing a 4-week window for RSVP's.**
- F. 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](mailto:karen.dicarlo@pinehurst.com)
  - 2. Aberdeen & Western Carolina Railway Company
    - a. Jennifer White, President
      - i. Phone: 910-974-4219, Email: [jwhite@acwr.com](mailto: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](mailto:melissa@villagepinevenue.com)
- G. 1895 Club on the 18<sup>th</sup> Green
  - 1. An exclusive, climate-controlled setting overlooking the 18<sup>th</sup> 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 per day
  - c. 5-Day Package (Wed. – Sun.) - \$11,000 per package
  - d. All orders are subject to North Carolina 7% state tax and a processing fee.
5. [CLICK HERE](#) to order 1895 Club tickets.
6. Credit card payment is required for all on-line orders. If your company requires you to pay via check or ACH, please contact MSG Promotions to request an invoice.

#### **VIII. RIDGEWELLS CATERING – Susan Lacz, Principal & CEO**

- B. Ridgewells is a boutique caterer headquartered in Bethesda, MD, and they have been the exclusive caterer for U.S. Open Championships since 1993.
- C. Meet the Team
  1. Susan Lacz – Principal and CEO
  2. Andrew Chalfant – Director, Major Events
  3. Steve Carter – Executive Chef
  4. On-Site Support
    - a. Carrie Coffee – Senior Manager, Major Events
      - i. 301.907.3748; [ccoffee@ridgewells.com](mailto:ccoffee@ridgewells.com)
    - b. McKenzie Mensch – Client Relations Manager
      - i. 301.907.3756; [mmensch@ridgewells.com](mailto:mmensch@ridgewells.com)
    - c. Carly Snider – Client Relations Associate
      - i. 301.907.3703; [csnider@ridgewells.com](mailto:csnider@ridgewells.com)
- D. 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
- E. 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.

2. Standard uniforms include black short-sleeve shirts, black pants and black shoes. Upgraded uniforms which include a white button-down shirt, striped tie, gray bistro apron, black pants and black shoes are available for a fee.
- F. Important Dates
1. TENT & SPECIALTY OPTION CLIENTS
    - a. December 29 – Client Agreement & Credit Card Authorization Forms were due
    - b. February – Begin Menu Planning!
    - c. March 1 – Deposit Payment is due
    - d. April 26 – Final Menu Selections, Guest Guarantees & Special Requests are due
    - e. May 3 – Remaining Balance is due
    - f. 30 Days Post-Championship – Payment is due for any catering fees incurred during championship week
  2. SUITE CLIENTS
    - a. November 2023 – F&B Invoice was sent to suite clients
    - b. February 1 – Payment Due in Full to Ridgewells
      - i. Preferred methods of payment are ACH/wire transfer or check.
    - c. March 1 – Championship Menu Released
    - d. April 26 – A La Carte Enhancement Orders & Payment Due

## IX. WALKING ROUTES

- B. 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)

## X. DÉCOR OPTIONS - PRODUCTION ELEMENTS, INC.– Deja Gagner, Senior Account Manager/Head Designer

- 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. Contact Information
1. Denny Beaubien – Executive Producer/CEO
    - a. 213.280.7844, [denny@productionelements.com](mailto:denny@productionelements.com)
  2. Janine Micucci – President

- a. 323.251.1987, [janine@productionelements.com](mailto:janine@productionelements.com)
- 3. Deja Gagner – Creative Director
  - a. 612.499.1349, [deja@productionelements.com](mailto:deja@productionelements.com)
- 4. Kiri Schawalder – Design Assistant
  - a. 818.223.1623, [kiri@productionelements.com](mailto:kiri@productionelements.com)
- 5. Emma Jenks – Event Coordinator
  - a. 703.980.2711, [emma@productionelements.com](mailto:emma@productionelements.com)