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# Meeting Minutes

Below is a summary of what was discussed at the Update Session held on October 27, 2020.

- I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 3:55)
  - 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. Golfer Engagement: Serve golfers through programs that build engagement with the game
      - b. Governance: Clarify and define the rules of the game worldwide
      - c. Golf Facilities: Advance the long-term viability of golf
      - 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
        - ii. U.S. Open Championship
          - The 2021 U.S. Open will be the 121<sup>st</sup> national championship.
          - Open to anyone with a Handicap Index of 1.4 or less
          - Conducted over four days; 72-hole stroke play
  - B. 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

- II. CURRENT STATE & SCENARIO PLANNING:** Alex Issa, Director, USGA Championship Hospitality (Webinar time 3:56 – 12:42)
- A. The USGA’s current plan is to proceed with the Corporate Hospitality Program as it is currently outlined regarding capacity and location.
  - B. The USGA will continue to carefully monitor the situation and follow the guidance of national and local health and government officials relating to the global COVID-19 pandemic and possible impacts on the U.S. Open.
  - C. The USGA is drafting various scenarios based on California’s existing health risk assessment system.
  - D. During the January 11<sup>th</sup> Update Session, the USGA will communicate the specifics for each of the scenarios and the deadline by which a decision will be made.
  - E. We will continue to provide updates as necessary and appreciate your patience and understanding during these unprecedented times.
- III. GENERAL CHAMPIONSHIP INFORMATION** (Webinar time 12:43 – 21:52)
- 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 14<sup>th</sup> - Wednesday, June 16<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 17<sup>th</sup>- Sunday, June 20<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.
      - b. 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 for the first group.
        - ii. Players will tee off in twosomes from the 1st tee only.
        - iii. 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 would immediately continue to play off hole-by-hole (sudden death format) until the champion is determined.

- a. We will communicate which holes will be used during a playoff situation as soon as they are confirmed.
- E. 2008 and 2021 U.S. Opens
1. In contrast to the 2008 U.S. Open where most of the corporate villages had no view of golf, the 2021 U.S. Open will feature smaller hospitality areas all located on the championship South course with great views of golf.
  2. New and Improved Tent Product
    - a. In addition to your private tent space, the new tent product being used at Torrey Pines will feature a glass front wall, a patio with covered tiered seating and a common walk deck in the back of the village.
      - i. All guests will enter their private tent from the back walk deck. The new tent product will provide unobstructed views of the golf course from both the interior of your tent and from the tiered seating on the patio.
      - ii. Each tent will include three levels of tiered cushioned seating with drink rails in front of every seat. Drink rails will be equipped with cell phone charging stations.
      - iii. The new standard décor package will include upgraded elements such as laminate flooring, glass tables/highboys, upgraded chairs/stools, built bar and buffet, drink rails and framed graphics.
  3. New Open-Air Luxury Suite Package
    - a. In addition to your individual reserved space with covered tiered seating and highboys and stools, guests will also have access to a common space in the back of the suites where you can network with the other companies that have reserved suites.

#### IV. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 21:53 – 27:42)

##### A. Corporate Hospitality Manual

1. The link to the manual was emailed to all main contacts 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.

##### B. 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: 2021corporatepatron
    - b. Login credentials for Suite Patrons:
      - i. Username: USOPENSuite
      - ii. Password: 2021corporatepatron
- C. Future Update Sessions
1. A reminder email will be sent at least two 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 11, 2021
      - i. During this session, the USGA will communicate the different scenarios associated with the California state and county health risk assessment rankings.
      - ii. Site selection for all tents and weekly suites will be conducted.
    - b. March 17, 2021
      - i. A Taste of the U.S. Open will be hosted by Ridgewells for the tent patrons, and by The Lodge at Torrey Pines for the specialty option patrons. The tastings will feature menu items from the Culinary Selections Book to give clients the opportunity to preview menu options available to them for Championship week.
    - c. April 27, 2021
      - i. The April session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.
- D. Other Resources
1. MSG Promotions, Inc. – Hospitality Program Logistics & Fulfillment
    - a. 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:
      - Specialty Options in The Lodge: Jeanne Taylor
      - 17<sup>th</sup> Green (Left) Village: Ciara Bryan
      - 17<sup>th</sup> Green (Right) Village: Danielle Bonder
      - Suites on 15 & 14<sup>th</sup> Green Tent: Emily Gillard
      - Suites on 16: Kelly Segin & Olivia Roseman

- Champions Pavilion: Shelley Berlin
    - Operations Manager: Kyle Vander Linden
  - 2. USGA – Corporate Merchandise
    - a. Jenelle Mirro, Assistant Manager, U.S. Open Corporate Merchandising – [jmirro@usga.org](mailto:jmirro@usga.org)
  - 3. Production Elements, Inc. (PEI) – Décor
    - a. Deja Gagner, Senior Account Manager/Head Designer – [deja@productionelements.com](mailto:deja@productionelements.com)
  - 4. Ridgewells Catering – Tent and Suite Patrons
    - a. Megan Zebrak, General Manager, Major Events – [mzebrak@ridgewells.com](mailto:mzebrak@ridgewells.com)
    - b. Kendall Garden, Sales Manager, Major Events – [kgarden@ridgewells.com](mailto:kgarden@ridgewells.com)
  - 5. The Lodge at Torrey Pines – Catering for Specialty Options
    - a. Heather Guthrie, Director of Catering & Conference Services - [hguthrie@lodgetorreypines.com](mailto:hguthrie@lodgetorreypines.com)
  - 6. The Lodge at Torrey Pines – Accommodations for Specialty Options Only
    - a. Stephanie Walker, Director of Sales – [swalker@lodgetorreypines.com](mailto:swalker@lodgetorreypines.com)
- V. MERCHANDISE (Webinar time 27:43- 36:20) - Jenelle Mirro – Assistant Manager, Corporate Merchandising**
- 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. Extends your investment in the U.S. Open and generates excitement for your company
    - 3. Provides your guests with memorable items from their time at the championship
  - B. Co-branded merchandise can only be ordered through the USGA. Co-branded merchandise CANNOT be ordered through ad specialty companies, directly from vendors or from local pro shops.
  - C. Trust the Process
    - 1. Plan your budget
      - a. A number of products are available at a variety of price points.
      - b. Invitations are available in both printed and digital form.
      - c. Determine how many people you plan on purchasing gifts for and how/when you plan to distribute the gifts.
        - i. Sending a gift with tickets
        - ii. Gifting in your hospitality space
    - 2. Browse the products
      - a. Website: [www.corporatemerch.usga.org](http://www.corporatemerch.usga.org)

- b. The Corporate Merchandise Catalog will be available and mailed to all main contacts in early December.
- 3. Provide your logo
  - a. A .DST file is required for embroidery orders (i.e. apparel, headwear, etc.)
    - i. If you do not have a .DST file, the USGA can create one for you at no charge.
  - b. An .EPS or .JPEG file is required for screen printed orders (i.e. lanyards, clear bags)
- D. Invitation Options
  - 1. Custom Digital Invitations
    - a. A web-based template with customizable text for a one-time fee of \$400 for all four templates
      - i. Each template is also available on an individual basis for \$150 per template.
    - b. Only way to include the 2021 U.S. Open logo and course imagery in invitations
    - c. Includes your company logo at the bottom of each template
  - 2. Custom Printed Invitations
    - a. Printed notecards featuring the 2021 U.S. Open logo on the front, your company logo on the inside top cover, and customizable messaging on the inside
    - b. 15 card minimum with pricing starting at \$4 per card
    - c. Only way to include the 2021 U.S. Open logo in your invitations
- E. Holiday Promotion
  - 1. Purchase 100 caps and receive 100 free bag tags (\$400 in savings)
  - 2. Deadline to purchase holiday promotion is November 20, 2020
  - 3. Product will be delivered by December 18, 2020
- F. Important Merchandise Dates:
  - 1. 2021 U.S. Open [Corporate Merchandise Website](#): Available now!
  - 2. 2021 Holiday Promotion Order Deadline: November 20, 2020
  - 3. 2021 Open Merchandise Catalog: Early December
  - 4. 2021 Co-Branding Order Deadline: April 23, 2021

**VI. DÉCOR OPTIONS - PRODUCTION ELEMENTS, INC. (Webinar time 36:21 – 1:09:17) – Denny Beaubien, Executive Producer/CEO and Deja Gagner, Senior Account Manager/Head Designer**

- A. Standard Décor Elements:
  - 1. OPEN-AIR LUXURY SUITES – 16’ x 16’ private space
    - a. (2) Highboys with 4 Bar Stools each
    - b. (1) 8’ Drink Rail with 4 Bar Stools
    - c. (1) 4’ Drink Rail with 2 Bar Stools
    - d. (1) 8’ Drink Rail with 4 Cushioned Stadium Chairs
    - e. (1) 4’ Drink Rail with 2 Cushioned Stadium Chairs
    - f. (1) 40” TV positioned at the front of the suite

- g. Faux Succulents (2 Small Centerpieces)
  - h. Graphite Carpet
  - i. Access to shared seating areas in the back of the suites
  - 2. 50 TICKET TENTS – 1,000 sq.ft. total (660 sq.ft. interior)
    - a. (1) 4’ Registration Desk with 2 Bar Stools
    - b. (1) 12’ Buffet, (1) 6’ Bar and Back Bar
    - c. (8) 24” Glass Highboys with 4 Bar Stools each
    - d. (24) Tiered Patio Seats with Drink Rails
    - e. (1) 8’ W x 5’ H Graphic
    - f. (2) 55” Interior TVs and (1) 40” TV on patio
    - g. Faux Succulents (1 Registration Desk Arrangement, 1 Buffet Arrangement and 8 Small Centerpieces)
    - h. Grey Vinyl Flooring
    - i. White Stretched Fabric Ceiling Covering and Grey Stretched Fabric Wall Coverings
    - j. Ambient Track Lighting
  - 3. 100 TICKET TENTS - 1,650 sq.ft. total (1,089 sq.ft. interior)
    - a. (1) 4’ Registration Desk with 2 Bar Stools
    - b. (1) 12’ Buffet, (1) 6’ Bar and Back Bar
    - c. (4) 24” Glass Highboys with 4 Bar Stools each
    - d. (5) 40” Glass Tables with 6 Chairs each
    - e. (2) 8’ Interior Drink Rails with 4 Bar Stools each
    - f. (42) Tiered Patio Seats with Drink Rails
    - g. (1) 8’ W x 5’ H Graphic and (1) 6’ W x 4’ H Graphic
    - h. (2) 55” Interior TVs, (1) 40” Interior TV and (2) 40” TVs on patio
    - i. Faux Succulents (1 Registration Desk Arrangement, 1 Buffet Arrangement, 4 Small Centerpieces, and 5 Large Centerpieces)
    - j. Grey Vinyl Flooring
    - k. White Stretched Fabric Ceiling Covering and Grey Stretched Fabric Wall Coverings
    - l. Ambient Track Lighting
- B. Upgrade Opportunities
- 1. PEI can transform your space using different textures, graphics, furniture, décor elements, etc. They will help guide you during the décor planning process to create a space that works for each company’s specific brand. Examples of various upgrades are available in the style guides.
- C. Next Steps
- 1. Complete the questionnaire and return to Deja Gagner ([deja@productionelements.com](mailto:deja@productionelements.com)) as soon as possible.

2. In the next few weeks, PEI will be reaching out to all companies to set up an initial call to discuss the décor in your space.
3. 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.

D. Décor Process Milestone Dates

1. October 16 – Questionnaire and Hospitality Style Guide was sent to clients
2. October 27– Questionnaire was due to PEI
3. October 28 - November 13 – One-on-one client calls to kick-off décor discussions
4. November 13 – Vendor Payment setup requirements due (if applicable)
5. December 23 - Clients to receive design deck, floor plan, budget and service agreement from PEI
6. February 26 – Deadline for final approval of décor, signed budget, service agreement and 50% deposit due
  - a. Decisions or changes made after February 26<sup>th</sup> are subject to a 20% rush fee
7. March 31 – Final décor payment and all graphic content due to PEI
  - a. Graphic files received after March 31<sup>st</sup> are subject to a 20% rush fee

E. Contact Information

1. Denny Beaubien – Executive Producer/CEO
  - a. 213.280.7844, [denny@productionelements.com](mailto:denny@productionelements.com)
2. Deja Gagner – Senior Account Manager/Head Designer
  - a. 612.499.1349, [deja@productionelements.com](mailto:deja@productionelements.com)
3. Lauren Connell – Events Assistant
  - a. 713.824.2938, [lauren@productionelements.com](mailto:lauren@productionelements.com)

**VII. RIDGEWELLS CATERING (Webinar time 1:10:12 – 1:20:36) – Megan Zebrak, General Manager, Major Events – TENT & SUITE PATRONS ONLY**

- A. Ridgewells is a boutique caterer headquartered in Bethesda, MD, and they have been the exclusive caterer for 22 U.S. Open Championships.
- B. Meet Our Team
  1. Susan Lacz – Principal/CEO
  2. Megan Zebrak – General Manager, Major Events
  3. Kendall Garden – Sales Manager, Major Events
- C. What We're Doing to Stay Safe
  1. Collaborate with the USGA, MSG and USGA vendors to deliver the best possible guest experience
  2. Meet with local authorities to receive specific health and safety guidelines



3. Adapt headquarters safety plan for the U.S. Open
  4. Apply key learnings from previous operations during COVID-19
  5. Develop unique menu offerings and customized service plans for safe service for each location
  6. Provide safety requirements to all food vendors; require Infectious Mitigation Plan prior to service/deliveries
  7. Screen employees daily
  8. Create special instruction and training locally hired staff, and volunteers
  9. Provide a safety kit to each service area that includes disinfecting cleaners, masks, gloves and hand sanitizer
  10. Execute a multi-channel communication plan to inform and educate staff, clients and partners
- D. Foodservice in the time of COVID
1. Elimination of traditional buffets
  2. Use of barriers/partitions between service staff and guests
  3. Assembled-to-order service
  4. Use of technology for contactless service
  5. PPE required
  6. Implement our “Now Serving One” concepts
    - a. Individually packaged menu items
    - b. Grab-N-Go meal boxes for the course
    - c. One-bowl concepts
    - d. Individually packaged utensil kits
    - e. Packaged single-serve cocktails
- E. What Won't Change
1. High quality menu offerings
  2. Locally inspired selections
  3. Fresh and seasonal ingredients
  4. Superior staff and client service
  5. Accommodation of special requests as best we can
- F. Most of the food served during the U.S. Open will be purchased from local purveyors.
- G. Important Dates – TENT PATRONS ONLY
1. January 29 – Catering agreement and credit card authorization form due
  2. March 8 – Culinary Selections Book and deposit invoice sent
  3. March 17 – Corporate Update Session and Taste of the U.S. Open
  4. April 9 – Catering deposit due
  5. May 7 – Final menu selections, guest guarantees and remaining balance due

**VIII. WHAT TO FOCUS ON NOW (Webinar time 1:20:37 – END)**

A. Upcoming Timeline Dates

1. October 27 – Décor questionnaire due to PEI
2. October 28 – November 13 – One-on-one client calls with PEI
3. November 13 – Vendor payment setup requirements due to PEI (if applicable)
4. December 23 – Clients to receive design deck, floor plan, budget and service agreement from PEI

B. Become familiar with the type of package you have reserved and the location on the course

1. Specialty Options – All specialty options are located in The Lodge at Torrey Pines including: The Grill, Charles Reiffel Room, Gamble Suite & Robinson Room, Blacker Suite & Thorsen Room, and Maurice Braun Ballroom.
  - a. Specialty Options also have access to skyboxes located on the golfer’s left of the 18<sup>th</sup> Green.
2. 17<sup>th</sup> Green (Left) Village – located on the golfer’s left of the 17<sup>th</sup> green
  - a. Guests will also have access to a viewing platform which overlooks the 8<sup>th</sup> Green.
3. 17<sup>th</sup> Green (Right) Village – located on the golfer’s right of the 17<sup>th</sup> green
  - a. Guests will also have access to a viewing platform which overlooks the 18<sup>th</sup> Tee.
4. 14<sup>th</sup> Green Tent – located on the golfer’s right of the 14<sup>th</sup> Green
5. Suites on 16 – located on the golfer’s right of the 16<sup>th</sup> Green
  - a. Suites #1-5 will be daily suites, #6-16 will be weekly suites.
6. Suites o 15 – 3 sections of suites surrounding the 15<sup>th</sup> Green
  - a. This is different than what was communicated during the meeting.
7. Champions Pavilion – located on the golfer’s right of the 1<sup>st</sup> Fairway

C. Understand the amenities included in your hospitality package

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS	ON-SITE TICKETS	VIP PARKING PASSES
The Grill	200	10	10	8/16	100
Charles Reiffel Room	125	6	10	5/10	65
Gamble Suite & Robinson Room	125	6	50	5/10	65
Blacker Suite & Thorsen Room	125	6	10	5/10	65
Maurice Braun Ballroom	75	4	10	3/6	38
300 Ticket Tent	300	10	25	8/16	150
200 Ticket Tents	200	10	40	8/16	100

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS	ON-SITE TICKETS	VIP PARKING PASSES
150 Ticket Tent	150	8	30	6/12	75
100 Ticket Tents	100	5	20	4/8	50
50 Ticket Tents	50	3	10	2/4	25
Open-Air Suites	30	2	2	0	15

- Hospitality Tickets are color-coded by day with the name of the specific hospitality village or The Lodge room name on the front as well as a distinctive overprint on the back. Tent and suite tickets will also include the individual tent and suite number on the front.

#### C. Invitation Process

- Consider the different invitation options available through the Corporate Merchandise Program– electronic templates or printed notecards.
- Develop your “A”, “B” and “C” guest lists as soon as possible. The invitation process always takes much longer than expected.
- Determine which guests will be invited on which days.

#### D. Review Co-Branded Merchandise Opportunities

- Consider purchasing co-branded merchandise for holiday gifts or to send with “Save the Date” cards or invitations.

### IX. QUESTIONS ASKED DURING THE UPDATE SESSION

#### A. Who is PEI?

- Production Elements, Inc. (PEI) is the exclusive décor company for the U.S. Open.

#### B. The décor deposit payment is due prior to the January Update Session. Is there leniency to pay the deposit until we are aware of the scenarios?

- The décor deposit is not due until February 26<sup>th</sup>. The USGA is developing plans for various scenarios and will communicate them to all corporate clients at the January Update Session.

#### C. Is the cell phone charging in the patio drink rails wireless?

- No, the chargers at the drink rails are not wireless. We recommend all tent/suite hosts bring a supply for their guests.

#### D. Where is our logo placed on merchandise?

1. The company logo is always placed in the secondary location on all co-branded merchandise. This is typically on the side or the back of hats and on the sleeve of apparel.
- E. Is there a download of the presentation slides?
  1. Yes, the PDF of the PowerPoint slides is available on the client log-in section of the MSG Promotions website along with the webinar recording of the session.
- F. Have adjustments to design been made to accommodate potential social distancing criteria?
  1. No adjustments have been made at this time because no changes have been made to the hospitality program. Once a decision is made, the décor and catering companies will adjust accordingly.
- G. If we are still in the yellow tier and we can only have 25% capacity, then what happens to the cost of the packages?
  1. If the hospitality program changes in any way (i.e. adjusting capacity), the USGA will adjust the cost for the package as well. Companies will have the opportunity to move forward with the new program and receive a refund if overpayment has been made or they can withdraw from the program and receive a full refund.
- H. What happens to the agreement if we do adjust capacity? Will this be in the agreement that we need to sign?
  1. Hospitality agreements already outline the policy in the event of a cancellation, postponement, etc. If the program needs to be adjusted in any way, the agreements will be updated to reflect the new program and each client will have the opportunity to sign the new agreement or receive a full refund if they choose to withdraw from the program.
- I. If they have a percentage capacity limit on overall crowd, will that % apply to corporate sponsors evenly, or would corporate sponsors still get full ticket allocation with cuts made to general admission?
  1. Unfortunately, we do not have the answer to this question currently. The USGA is considering all scenarios and will communicate them to all corporate clients at the January Update Session.
- J. Are we going to discuss décor options for the hospitality suites inside The Lodge?
  1. PEI has met with The Lodge to discuss the different rooms and will be reaching out to each of the specialty option patrons to begin the décor discussions.
- K. Will the renderings be located under our login page?
  1. The renderings are included in the Hospitality Décor Style Guide which was emailed to all tent and suite clients prior to the Update Session. The Style Guide can also be found in the Corporate Hospitality Manual as well as on the client portal section of the MSG Promotions website.

L. What about restrooms?

1. There will be exclusive restroom facilities available for each of the hospitality facilities on the course. We do not have the exact positioning for the restrooms in each hospitality area yet but will provide updated layouts as soon as they are finalized.

M. Will there be transportation (golf carts) from the entrance to the suites?

1. No, there is no transportation for guests from the Main Entrance to the hospitality facilities unless there is a handicapped guest who requires help traversing the course. In this case, we recommend utilizing the services provided by Disabled Services to help guests get to and from your hospitality area.