
Meeting Minutes

Below is a summary of what was discussed at the Update Session held on October 4, 2021.

- I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 12:39)
 - A. United States Golf Association (USGA)
 1. Over 120 years of serving the game of golf and guiding it forward
 2. Mission: To champion and advance the game of golf
 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 annually including the U.S. Open, U.S. Women's Open, U.S. Senior Open, as well as a variety of amateur and team competitions
 - ii. U.S. Open Championship
 - The 2022 U.S. Open will be the 122nd national championship.
 - Open to anyone with a Handicap Index of 1.4 or less
 - Qualifying takes place May-June, 2022
 - Conducted over four days; 72-hole stroke play
 - B. The Country Club
 1. Established in 1882 as the first country club in the United States
 2. The 2022 U.S. Open will be the 4th U.S. Open held at The Country Club. The previous U.S. Open Championships were held in 1913, 1963 and 1988, and all resulted in a playoff.
 - C. Evolution of U.S. Open Hospitality
 1. New and Improved Tent Product
 - a. We will be introducing a new tent product for the first time at the 2022 U.S. Open. In addition to your private tent space, the new tent product 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 patio will include at least three levels of tiered cushioned seating with drink rails in front of every seat. Drink rails will be equipped with charging stations for cell phones.

b. The new standard décor package has been upgraded to include elements such as laminate flooring, glass tables/highboys, upgraded chairs/stools, built bar and buffet, drink rails and framed graphics.

II. CORPORATE HOSPITALITY VENUES (Webinar time 12:40 – 15:00)

- A. Village on 18 – Located on the golfer’s right of the 18th hole and includes (2) 200 ticket tents, (3) 100 ticket tents and (1) 50 ticket tent.
- B. Village on 15 – Located on both the golfer’s left and right of the 15th hole. (2) 100 ticket tents and (1) 50 ticket tent will be located on golfer’s left and (2) 100 ticket tents will be located on golfer’s right.
- C. Village on 14 – Located on golfer’s left of the 14th hole and includes (22) 50 ticket tents.

III. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 15:01 – 22:48)

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. NBC Sports – Mimi Griffin
 - ii. Clubhouse – Jeanne Taylor & Tom McCully
 - iii. Village on 18 – Jeanne Taylor
 - iv. Village on 15 – Olivia Roseman
 - v. Village on 14 – Emily Gillard
 - vi. Suites on 13 – Danielle Bonder
 - vii. Suites on 11 – Danielle Bonder and Cheryl Gasper
 - viii. Suites on 6 – Kelly Segin

B. Corporate Hospitality Manual

1. The link to the manual will be emailed to all daily contacts in November.
 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. The Timeline, located in the *Timeline & Forms* section, is the most valuable resource in the manual as it provides an overview of the important deadlines to help you stay on track with your planning.
- C. 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: 2022corporatepatron
- D. 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 10, 2022; 10:00am – 12:00pm
 - i. Ridgewells will host a Client Tasting following the meeting for all tent patrons. 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 22, 2022; 2:00pm – 4:00pm
 - c. May 11, 2022; 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.
- IV. RIDGEWELLS CATERING**– Megan Zebrak, Director, Major Events – TENT PATRONS ONLY (Webinar time 22:49 – 28:49)
- 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 Our Team
 1. Susan Lacz – Principal and CEO
 2. Megan Zebrak – Director, Major Events

3. Carrie Coffee – Client Success Manager, Major Events
 - a. Carrie will be the catering point of contact for all tent patrons.
 - C. The Menu
 1. 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. Ridgewells Experience
 1. Standard Service Hours
 - a. Breakfast – 8:00am – 11:00am
 - b. Lunch – 11:30am – 2:45pm
 - c. Snack – 3:00pm – 7pm
 - d. Bar Service – 11:00am – 7:00pm
 - 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. The number of catering staff assigned to your tent is estimated based on daily guest counts, menu complexity, and food quality ordered.
 3. We will strive to keep staff consistent throughout the Championship.
 - F. Menu Planning Tips
 1. Utilize your Client Success Producer
 2. Offer a variety of menu options each day
 3. Know your audience
 4. Identify dietary restrictions in advance
 5. Estimate guest attendance
 6. Make special requests in advance
 - G. Important Dates
 1. October-November – Virtual meeting with your Client Success Manager
 2. December 31 – Catering Agreement and Credit Card Authorization Form due
 3. January 5 – Culinary Selections Book and deposit invoice sent
 4. January 10 – Corporate Update Session and Client Tasting
 5. March 4 – Catering deposit due
 6. May 6 – Final menu selections, guest guarantees and remaining balance due
- V. GENERAL CHAMPIONSHIP INFORMATION (Webinar time 28:50 – 34:05)**
- 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 13th - Wednesday, June 15th)
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 16th- Sunday, June 19th)
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.

VI. PARKING & TRANSPORTATION (Webinar time 34:06 – 42:38)

HOSPITALITY VENUE	HOSPITALITY PACKAGE	PARKING PASSES PER DAY	PARKING LOCATION
Clubhouse	President’s Room	2 - EVIP 40 - VIP	EVIP – On-site VIP – Dexter Southfield School
Village on 18	200 Ticket Tent	2 - EVIP 100 - VIP	EVIP – On-site VIP – Dexter Southfield School
	100 Ticket Tent	2 - EVIP 50 - VIP	
	50 Ticket Tent	2 - EVIP 25 - VIP	
Village on 15	100 Ticket Tent	50 - VIP	Dexter Southfield School
	50 Ticket Tent	25 - VIP	
Village on 14	50 Ticket Tent	25 - VIP	Primrose #4 (12 VIP Parking passes) Pine Manor College (13 VIP Parking passes)

- A. EVIP Parking – President’s Room, Village on 18, and NBC Hospitality ONLY
 - 1. Location: On-site in the existing TCC employee parking lot.
 - 2. Guests will walk from the parking lot through Gate 4, which is located on golfer’s left of the 17th hole.
- B. VIP Parking
 - 1. President’s Room, Village on 18, NBC Hospitality & Village on 15
 - a. Location: Dexter Southfield School
 - b. Guests will ride complimentary shuttles from the Dexter Southfield School and will be dropped off in close proximity to Gate 4, which is located on golfer’s left of the 17th hole. The shuttle ride from Dexter Southfield School will be approximately 10 minutes.
 - 2. Village on 14 – Two Locations
 - a. Location #1: The Country Club’s Primrose Course #4
 - i. 12 of the 25 allotted VIP parking passes will have access to the VIP parking area on Primrose #4.
 - ii. Guests will walk from the parking area through Gate 10, which is located on the fairway of Primrose #3, in close proximity to the 11th and 13th greens of the Championship course.
 - b. Location #2: Pine Manor College
 - i. 13 of the 25 allotted parking passes will have access to the VIP parking area at Pine Manor College.

- ii. Guests will ride complimentary shuttles from Pine Manor College and will be dropped off in close proximity to Gate 10. The shuttle ride from Pine Manor College will be approximately 2 minutes.

C. Ride Share

1. Location: Larz Anderson Park
2. Guests will walk from the Ride Share drop-off to Gate 6, which is located between the 1st green and 2nd tee. The walk will be approximately ½ mile.
3. There is no fee or special pass required to access this area.
4. Taxis, town cars, Uber, Lyft, etc., will be able to access this area for pick-up/drop-off, however there will be no staging permitted, so pick up times will need to be carefully coordinated.

D. MBTA – Mass Transit

1. Orange Line – Forest Hills Station (Primary Option)
 - a. Fans will ride complimentary shuttles from Forest Hills Station and will be dropped off in close proximity to Gate 6, which is located between the 1st green and 2nd tee. The shuttle ride will be approximately 15 minutes.
2. Green Line
 - a. Boston College Station (B Line)
 - i. Fans will ride complimentary shuttles from the Boston College Station and will be dropped off in close proximity to Gate 4, which is located on golfer's left of the 17th hole. The shuttle ride is approximately 20 minutes.
 - b. Cleveland Circle Station (C Line) & Reservoir Station (D Line)
 - i. There will be one shuttle servicing both Cleveland Circle and Reservoir Stations since they are so close. Fans will ride the complimentary shuttle and will be dropped off in close proximity to Gate 4, which is located on golfer's left of the 17th hole. The shuttle ride is approximately 10 minutes.

VII. WHAT TO FOCUS ON NOW (Webinar time 42:39 – 1:08:47)

A. Upcoming Timeline Dates

1. October 4 – Décor questionnaire due to PEI
2. October 5 - 22 – One-on-one client calls with PEI
3. October 22 – Vendor payment setup requirements due to PEI (if applicable)
4. December 15 – Final payment for hospitality package due to USGA
 - a. Katie Grouss; 908.230.0006; kgrouss@usga.org
5. December 23 – Clients to receive design deck, floor plan, budget, and service agreement from PEI
6. December 31 – Catering Agreement and Credit Card Authorization Form due to Ridgewells

B. Become Familiar with your Hospitality Package

1. Understand where your hospitality area is located in relation to the course
2. Understand the amenities included in your hospitality package

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS	ON-SITE TICKETS	VIP PARKING PASSES
President’s Room	80	5	0	4/8	40
200 Ticket Tents	200	10	40	8/16	100
100 Ticket Tents	100	5	20	4/8	50
50 Ticket Tents	50	3	10	2/4	25

Note: On-site tickets were not reviewed during the October 4th session but will be discussed in detail during the January Update Session.

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.
2. Determine which guests will be invited on which days.
3. Consider the different invitation options available through the Corporate Merchandise Program– electronic templates or printed notecards.

D. 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. Extends your investment in the U.S. Open and generates excitement for your company
 - c. Provides your guests with memorable items from their time at the Championship
2. 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.
3. The Process
 - a. Plan your budget
 - i. A number of products are available at a variety of price points.
 - ii. Invitations are available in both printed and digital forms.
 - iii. Determine how many people you plan on purchasing gifts for and how/when you plan to distribute the gifts.
 - Sending a gift with tickets
 - Gifting in your hospitality space
 - b. Browse the products

- i. Website: www.corporatemerch.usga.org
 - The website is currently under construction and will show offerings from the 2021 U.S. Open as a point of reference until the 2022 program is finalized.
- ii. The Corporate Merchandise Catalog will be mailed to all main contacts as soon as it is finalized.
- c. 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. lanyards, clear bags)
4. 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 2022 U.S. Open logo and course imagery in invitations
 - c. Includes your company logo at the bottom of each template
5. Deadline to Order Co-Branded Merchandise – April 22, 2022

VIII. DÉCOR OPTIONS - PRODUCTION ELEMENTS, INC. – Denny Beaubien, Executive Producer/CEO and Deja Gagner, Senior Account Manager/Head Designer (Webinar time 1:08:48 - END)

A. Standard Décor Elements:

1. 50 TICKET TENTS
 - a. (1) 4' Registration Desk with (2) White Bar Stools
 - b. (1) 12' Buffet, (1) 6' Bar and Back Bar
 - c. (8) 24" Glass Highboys with (4) White 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" Exterior TV on patio
 - g. Faux Succulents – (1) Registration Desk Arrangement, (1) Buffet Arrangement and (8) Small Centerpieces
 - h. Grey Vinyl Interior Flooring and Graphite Patio Carpet
 - i. White Stretched Fabric Ceiling Liner and Grey Stretched Fabric Wall Liner with White Molding
 - j. Ambient Track Lighting
 - k. Total Seating: 58
2. 100 TICKET TENTS
 - a. (1) 4' Registration Desk with (2) White Bar Stools
 - b. (1) 12' Buffet, (1) 6' Bar and Back Bar
 - c. (4) 24" Glass Highboys with (4) White Bar Stools each

- d. (5) 40" Glass Tables with (6) White Dining Chairs each
 - e. (2) 8' Interior Drink Rails with (4) White 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" Exterior TVs on patio
 - i. Faux Succulents – (1) Registration Desk Arrangement, (1) Buffet Arrangement, (4) Small Centerpieces, and (5) Large Centerpieces
 - j. Grey Vinyl Interior Flooring and Graphite Patio Carpet
 - k. White Stretched Fabric Ceiling Liner and Grey Stretched Fabric Wall Liner with White Molding
 - l. Ambient Track Lighting
 - m. Total Seating: 98
3. 200 TICKET TENTS
- a. (1) 4' Registration Desk with (2) White Bar Stools
 - b. (1) 12' Buffet, (2) 6' Bars and (2) Back Bars
 - i. Additional 12' buffet is available if needed based on standard menu selection
 - c. (8) 24" Glass Highboys with (4) White Bar Stools each
 - d. (10) 40" Glass Tables with (6) White Dining Chairs each
 - e. (4) 8' Interior Drink Rails with (4) White Bar Stools each
 - f. (80) Tiered Patio Seats with Drink Rails
 - g. (2) 8' W x 5' H Graphics and (2) 6' W x 4' H Graphics
 - h. (4) 55" Interior TVs, (2) 40" Interior TVs and (4) 40" Exterior TVs on patio
 - i. Faux Succulents – (1) Registration Desk Arrangement, (2) Buffet Arrangements, (8) Small Centerpieces, and (10) Large Centerpieces
 - j. Grey Vinyl Interior Flooring and Graphite Patio Carpet
 - k. White Stretched Fabric Ceiling Liner and Grey Stretched Fabric Wall Liner with White Molding
 - l. Ambient Track Lighting
 - m. Total Seating: 190
- 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 linked below.
 - a. [100 Ticket Tent – Décor Style Guide](#)
 - b. [50 Ticket Tent – Décor Style Guide](#)
- C. Next Steps

1. Complete the questionnaire and return to Deja Gagner (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 4 – Questionnaire was due to PEI
 2. October 5 - 22 – One-on-one client calls to kick-off décor discussions
 3. October 22 – Vendor Payment setup requirements due (if applicable)
 4. December 23 - Clients to receive design deck, floor plan, budget and service agreement from PEI
 5. February 18 – Deadline for final approval of décor, signed budget, service agreement and 50% deposit due
 - a. Decisions or changes made after February 18th are subject to a 20% rush fee
 6. March 18 – Graphic files due to PEI
 - a. Graphic files received after March 18th are subject to a 20% rush fee
 7. April 1 – Final décor payment due to PEI
- E. Contact Information
1. Denny Beaubien – Executive Producer/CEO
 - a. 213.280.7844, denny@productionelements.com
 2. Deja Gagner – Senior Account Manager/Head Designer
 - a. 612.499.1349, deja@productionelements.com
 3. Lauren Connell – Events Assistant
 - a. 713.824.2938, lauren@productionelements.com