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# 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 – 11:35)
  - 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 122<sup>nd</sup> 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 4<sup>th</sup> 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. New Open-Air Luxury Suite Package
    1. We will be introducing a new double-decker open-air luxury suite facility at the 2022 U.S. Open.
    2. In addition to your individual reserved space with covered tiered seating and highboys with 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.
- II. CORPORATE HOSPITALITY VENUES (Webinar time 11:36 – 15:24)
  - A. Suites on 13 – A double-decker facility with 22 suites separated into two sections on the 13<sup>th</sup> green. The smaller section, located behind the green, will have 8 total suites (4 on

each level). The larger section, located on golfer's left of the green, will include 14 total suites (7 on each level). Eighteen of the suites are reserved for weekly suite clients and four of the suites will be reserved for daily suite clients.

- B. Suites on 11 – A double-decker facility located behind the 11<sup>th</sup> green with a total of 14 weekly suites (7 on each level).
- C. Suites on 6 – A double-decker facility located behind the 6<sup>th</sup> green with a total of 10 suites (5 on each level). Six of the suites are reserved for weekly suite clients and four of the suites will be reserved for daily suite clients.
- D. All suites are operational on Wednesday through Sunday of the U.S. Open.

### III. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 15:25 – 22:42)

#### 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](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 and the PowerPoint deck of update session presentations, and maps.
    - a. Login credentials for Suite Patrons:
      - i. Username: USOPENSuite
      - 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; 2:00pm – 4:00pm
    - 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 (Webinar time 22:43 – 27:55)
- A. Ridgewells is a major events caterer headquartered in Bethesda, MD, and they have been the exclusive caterer for U.S. Open Championships since 1993.
1. Food service will be provided via in-seat ordering of food and beverage. In-Seat service will be available on Wednesday through Sunday when the suite facilities are operational.
    - a. Menu will include sandwiches, salads, entrees, snacks and rotating specials
    - b. Process
      - i. The camera on your phone can be used to scan the QR code located at each table/seat within the suite
      - ii. Place an order on your phone
      - iii. Your order will be delivered to your table/seat within minutes
    - c. Shared full bar including beer, wine, liquor and non-alcoholic beverages will be available on each level of the suite facilities
- B. Important Dates

1. February 1 – Food and beverage payment due in full to Ridgewells. The invoice will be emailed to the invoice contact listed in your letter of intent by the end of October.
  - a. Preferred methods of payment: ACH/Wire Transfer & Checks
2. Ridgewells Contacts
  - a. Billing Contact: Beena Freeman; [bfreeman@ridgewells.com](mailto:bfreeman@ridgewells.com)
  - b. General Catering Questions: Carrie Coffee; 803.553.0942; [ccoffee@ridgewells.com](mailto:ccoffee@ridgewells.com)

**V. GENERAL CHAMPIONSHIP INFORMATION (Webinar time 27:56 – 31:59)**

**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 13<sup>th</sup> - Wednesday, June 15<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 16<sup>th</sup>- Sunday, June 19<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 playoff 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 32:00 – 38:22)

HOSPITALITY VENUE	PARKING PASSES PER DAY	VIP PARKING LOCATION	ENTRANCE GATE
Suites on 6	15	Larz Anderson Park	Gate 6 Located between the 1 <sup>st</sup> green & 2 <sup>nd</sup> tee
Suites on 13	15	Pine Manor College	Gate 10 Located close to the 11 <sup>th</sup> & 13 <sup>th</sup> greens
Suites on 11	15	Robert T. Lynch Municipal Golf Course (Putterham)	Gate 9 Located on golfer's left of the 10 <sup>th</sup> fairway

**A. VIP Parking**

1. Suites on 6
  - a. Location: Larz Anderson Park
  - b. Guests will walk from the VIP Parking area at Larz Anderson Park to Gate 6, which is located between the 1<sup>st</sup> green and 2<sup>nd</sup> tee. The walk from Larz Anderson Park will be approximately ½ mile.
2. Suites on 13
  - a. Location: Pine Manor College
    - i. Guests will ride complimentary shuttles from Pine Manor College and will be dropped at Gate 10, which is located on the fairway of Primrose Course #3, in close proximity to the 11<sup>th</sup> and 13<sup>th</sup> greens of the Championship course. The shuttle ride from Pine Manor College will be approximately 2 minutes.
3. Suites on 11
  - a. Location: Robert T. Lynch Municipal Golf Course (Putterham)
    - i. Guests will walk from the VIP Parking area and enter the Championship through Gate 9, which is located on golfer's left of the 10<sup>th</sup> fairway.

**B. 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 1<sup>st</sup> green and 2<sup>nd</sup> 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.

**C. 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 1<sup>st</sup> green and 2<sup>nd</sup> 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 17<sup>th</sup> 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 this complimentary shuttle and will be dropped off in close proximity to Gate 4, which is located on golfer’s left of the 17<sup>th</sup> hole. The shuttle ride is approximately 10 minutes.

**VII. WHAT TO FOCUS ON NOW (Webinar time 38:23 – 1:02:28)**

**A. Upcoming Timeline Dates**

- 1. October 4 – Décor questionnaire was due to PEI
- 2. October 5 - 22 – One-on-one client calls with PEI
- 3. October 22 – Vendor payment setup requirements were 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](mailto:kgrouss@usga.org)
- 5. December 23 – Clients who decide to upgrade will receive design deck, floor plan, budget, and service agreement from PEI

**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	VIP PARKING PASSES
Weekly Open-Air Suites	30 (Mon-Sun)*	2 (Wed-Sun)	2 (Wed-Sun)	15 (Mon-Sun)

*\*Hospitality option does not open until Wednesday. Monday and Tuesday tickets that are included in the package gain access into an upgraded ticket facility where food and beverage will be available for purchase.*

**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 the invitation
        - Gifting in your hospitality space
    - b. Browse the products
      - i. Website: [www.corporatemerch.usga.org](http://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 1:02:29- END)**

- A. Standard Décor Elements:
  2. OPEN-AIR LUXURY SUITES – 16’ x 16’ private space
    - a. (2) 24” Glass Highboys with (4) White Bar Stools each
    - b. (1) 8’ Drink Rail with (4) White Bar Stools

- c. (1) 4' Drink Rail with (2) White Bar Stools
- d. (1) 8' Drink Rail with (4) Patio Folding Chairs
- e. (1) 4' Drink Rail with (2) Patio Folding Chairs
- f. (1) 40" TV positioned at the front of the suite
- g. Faux Succulents - (2) Small Centerpieces
- h. Graphite Carpet
- i. Total Seating: 20

#### 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 guide](#).

#### 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 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 were 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 18<sup>th</sup> are subject to a 20% rush fee
6. March 18 - Graphic files due to PEI
  - a. Graphic files received after March 18<sup>th</sup> 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](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)