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# Meeting Minutes

Below is a summary of what was discussed at the Corporate Update Sessions. Any new information discussed during the Update Session on January 10<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 – 3:58)
  - 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.
- II. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 3:59 – 7:39)
  - 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 Hospitality 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 on-site staff assignments are:
- i. NBC Sports – Mimi Griffin
  - ii. Clubhouse – Jeanne Taylor & Ashley Lodovice
  - iii. Village on 18 – Jeanne Taylor
  - iv. Village on 15 – Kelly Segin
  - v. Village on 14 – Emily Gillard
  - vi. Suites on 13 – Danielle Bonder
  - vii. Suites on 11 – Kim Werner & Erin Maher
    - Pre-event communications will be sent by Danielle Bonder
  - viii. Suites on 6 – Cheryl Gasper
    - Pre-event communications will be sent by Kelly Segin
- B. Corporate Hospitality Manual
- 1. The link to the manual was emailed to all daily contacts in late December.
  - 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. March 22, 2022; 2:00pm – 4:00pm
    - b. 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.
- III. RIDGEWELLS CATERING**– Carrie Coffee, Client Success Manager, Major Events (Webinar time 7:40 – 15:48)
- 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. Sustainability Efforts
      - a. Sourcing from local vendors
      - b. Using compostable disposables whenever possible
      - c. Hiring locally – 500+ employees for hospitality alone
      - d. Engaging with local non-profit organizations
      - e. Supporting USGA sustainability programs on course
    - B. Food & Beverage Service in Suite Facilities
      1. Food service will be provided via in-seat through GoTab. 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. GoTab Process
          - i. GoTab is web based so there is no need to download anything to place an order.
          - ii. The camera on your phone can be used to scan the QR code located at each table/seat within the suite.
          - iii. Place an order on your phone.
          - iv. Your order will be delivered to your table/seat within minutes.
        2. Shared full bar including beer, wine, liquor and non-alcoholic beverages will be available on each level of the suite facilities. Beverages cannot be ordered through GoTab.
      - C. Important Dates
        1. February 1 – Food and beverage payment due in full to Ridgewells
          - a. Preferred methods of payment: ACH/Wire Transfer & Checks
        2. February 9 – Championship menu will be released
          - a. A la carte menu upgrades and in-suite enhancement options will be available for an additional charge.
        3. May 6 – Orders for menu upgrades due with payment in full
          - a. Additions or changes after May 6 will be subject to a 25% price increase
      - D. Ridgewells Contacts
        1. Billing Contact: Beena Freeman; [bfreeman@ridgewells.com](mailto:bfreeman@ridgewells.com)

2. General Catering Questions: Carrie Coffee; 803.553.0942; [ccoffee@ridgewells.com](mailto:ccoffee@ridgewells.com)

#### IV. GENERAL CHAMPIONSHIP INFORMATION (Webinar time 15:49 – 20:21)

##### 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.

#### V. CORPORATE HOSPITALITY VENUES (Webinar time 20:22 – 28:13)

##### A. 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.

B. Suite Locations

1. 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.
2. 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).
3. 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.

C. All suites are operational on Wednesday through Sunday of the U.S. Open.

1. Monday and Tuesday tickets included in the weekly suite package gain access to the Trophy Club, located along the 14<sup>th</sup> fairway.

D. **Walking routes to the suite facilities from the VIP Parking drop-off gates were reviewed.**

1. [Walking Route Maps](#)
2. **Walking route distances will be reviewed at the March Update Session.**

E. **Locator Maps on the Course**

1. **Several large maps will be placed throughout the course with a “You Are Here” indication to help all fans navigate their way around the course.**

**VI. PARKING & TRANSPORTATION (Webinar time 28:14 – 34:59)**







- A. The chart below summarizes the VIP Parking allotment and location for each of the various suite facilities.

| HOSPITALITY VENUE | PARKING PASSES PER DAY | VIP PARKING LOCATION                              | ENTRANCE GATE   |
|-------------------|------------------------|---|---|
| Suites on 6       | 15                     | Larz Anderson Park                                | $\frac{1}{2}$ mile walk to Gate 6<br><i>Located between the 1<sup>st</sup> green &amp; 2<sup>nd</sup> tee</i> |
| Suites on 13      | 15                     | Pine Manor College                                | 2 minute shuttle to Gate 10<br><i>Located close to the 11<sup>th</sup> &amp; 13<sup>th</sup> greens</i>       |
| Suites on 11      | 15                     | Robert T. Lynch Municipal Golf Course (Putterham) | Walk to Gate 9<br><i>Located on golfer's left of the 10<sup>th</sup> fairway</i>                              |

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  $\frac{1}{2}$  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.
- D. Vehicle Size Restrictions

| VEHICLE SIZE  | PINE MANOR  | PUTTERHAM   | LARZ ANDERSON       |
|---|-------------|-------------|---------------------|
| <br>Sedan  | Yes to Park | Yes to Park | Yes to Park or Drop |
| <br>SUV  | Yes to Park | Yes to Park | Yes to Park or Drop |
| <br>Conversion Van<br>(19' or shorter in length) | Yes to Park | No to Park  | Yes to Park or Drop |
| <br>Sprinter Van<br>(longer than 19' in length)  | No to Park  | No to Park  | No to Park or Drop  |
| <br>Mini Coach Bus                               | No to Park  | No to Park  | No to Park or Drop  |
| <br>Coach Bus                                    | No to Park  | No to Park  | No to Park or Drop  |

**VII. TICKETS – USGA Ticket Team: Amanda Weiner, Chris Tobia, Dan McBride, and Jeff Farrell**  
(Webinar time 35:00 – 48:40)

A. Ticket Allocation

| HOSPITALITY PACKAGE    | HOSPITALITY TICKETS | STAFF TICKETS  | OPTION TICKETS | VIP PARKING PASSES |
|------------------------|---------------------|----------------|----------------|--------------------|
| Weekly Open-Air Suites | 30<br>(Mon-Sun)*    | 2<br>(Wed-Sun) | 2              | 15<br>(Mon-Sun)    |

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

B. Option Tickets

1. Option tickets can be purchased on a weekly or daily basis.
2. Option tickets must be ordered via the Option Ticket Order Form located in the *Timeline & Forms* section of the manual no later than March 1<sup>st</sup>.
3. Option Ticket Pricing

|                                      | TICKET COST<br>(BILLED BY USGA) | F&B COST<br>(BILLED BY RIDGEWELLS) | TOTAL COST |
|--------------------------------------|---------------------------------|------------------------------------|------------|
| Weekly Ticket Package*               | \$850                           | \$743.75                           | \$1,593.75 |
| Monday Ticket (Gallery Access ONLY)  | \$50                            | N/A                                | \$50       |
| Tuesday Ticket (Gallery Access ONLY) | \$50                            | N/A                                | \$50       |
| Wednesday Ticket                     | \$80                            | \$148.75                           | \$228.75   |
| Thursday Ticket                      | \$160                           | \$148.75                           | \$308.75   |
| Friday Ticket                        | \$185                           | \$148.75                           | \$333.75   |
| Saturday Ticket                      | \$195                           | \$148.75                           | \$343.75   |
| Sunday Ticket                        | \$190                           | \$148.75                           | \$338.75   |

*\*The Monday and Tuesday tickets included in the Weekly Option Ticket Package will be Gallery Access only.*

C. Mobile Ticketing

1. The USGA is moving to a mobile ticketing solution, starting with the 2022 U.S. Open.
  - a. Eliminates contact points and makes the customer experience safer and more convenient
  - b. Enhances ticket security and significantly reduces opportunity 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. Each company will need to designate one Account Manager to be set up as the administrator in the AXS ticketing platform. This information should be provided via the Ticket Distribution & Parking Pass Shipment Form in the *Timeline & Forms* section of the manual by February 15<sup>th</sup>.
3. Account Managers will be able to access and distribute tickets via the U.S. Open App or the USGA.org Ticket Portal webpage
  - a. The U.S. Open App is available now in the Apple App Store or Google Play Store and will be updated with 2022 U.S. Open information in the Spring.
4. Transferring tickets to attendees is then a simple, easy, and seamless process
5. [Mobile Ticket Video Tutorial](#)
6. [Mobile Ticket/Account Manager FAQs](#)

### VIII. HOSPITALITY OPERATIONS (Webinar time 48:41 – 56:31)

- A. Access into Hospitality Areas will be STRICTLY enforced
  1. MSG staff, interns and volunteers will monitor the entrances to each suite facility from approximately 8:00am – 7:00pm to ensure that only those with the proper ticket or credential gain access.
  2. Patrons are responsible for monitoring the access into their specific suite.
  3. The entrance to each of the suite facilities will include separate queues for first-time and returning guests to facilitate the ease of ingress into each area.
  4. Upon first entry into each hospitality facility, guests' will have their ticket scanned and a wristband affixed to their wrist.
  5. On subsequent visits, only the wristband will be required for re-entry into the suite facility.
    - a. Damaged or altered wristbands will be invalid.
- B. Hospitality Services
  1. A Hospitality Services area will be located within each of the suite facilities and will be operated by MSG staff, interns and volunteers who will serve as your main point of contact for all questions and concerns throughout championship week.
- C. Restrooms
  1. Each hospitality area will have upscale 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.
- D. Storage Units
  1. Each weekly suite patron will have access to a lockable storage unit located in close



proximity to the entrance of the suite facility.

a. The dimensions of the storage unit will be communicated as soon as they are finalized.

E. Accessibility

1. All hospitality facilities will be ADA accessible.
2. A limited supply of motorized scooters will be available at the Mobility Scooter Tent on a first come, first serve basis.
3. 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.

**IX. WHAT TO FOCUS ON NOW** (Webinar time 56:32 – 1:06:54)

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. Invoice contact: Katie Grouss; 908.230.0006; [kgrouss@usga.org](mailto:kgrouss@usga.org)
5. December 23 – Clients who decided to upgrade received design deck, floor plan, budget, and service agreement from PEI
6. February 1 – Catering payment due to Ridgewells
  - a. Invoice 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)
7. February 9 – Clients receive the Championship Menu
8. February 15 – Forms due to MSG Promotions
  - a. Ticket Distribution & Parking Pass Shipment Form
    - i. Contact Information for Digital Ticket Distribution
      - Please indicate the contact information for the representative who will be managing your company’s digital ticket distribution.
      - The representative listed will receive instructions on how to access your digital tickets in the Spring of 2022.
    - ii. Shipping Information for VIP Parking Passes
      - Please indicate the name and address to whom the parking passes should be sent.
      - The package will be sent approximately 4-6 weeks prior to the Championship and cannot be sent to a P.O. Box.
    - iii. Note: The USGA will not release any tickets or parking passes until they are in receipt of your fully executed hospitality agreement, Certificate of Insurance, and all payments due on your hospitality package.

b. Corporate Sign Form

- i. Specify exactly how you want your company name to appear on the corporate identification sign posted at the entrance to your suite.
  - ii. The USGA will produce the corporate signs which will include only the 2022 U.S. Open logo and the name of your company. All signs will be uniform in color, typeface, and size.
  - iii. Be VERY SPECIFIC regarding capitalization, spacing, punctuation, abbreviations, etc. Signs can accommodate no more than 20 characters per line and a maximum of three lines.
  - iv. For companies sharing their suite, please note that all partner’s names will be printed on one sign. Please submit one form for the entire sharing group.
  - v. Suite patrons will also have their company name included on the locator board positioned at the entrance to the suite facility.
  - vi. No other signs or displays are permitted on the exterior of your suite during championship week.
9. February 18 – Deadline for final approval of décor, signed budget/service agreement, and 50% deposit due to PEI
10. March 1 – Option Ticket Order Form due
- a. Option tickets are available for purchase on a weekly or daily basis.
  - b. Beginning on February 7<sup>th</sup>, the USGA will email a secure link to pay for the cost of the option tickets ordered. You will receive a separate invoice from Ridgewells for the food & beverage charge.
  - c. Option tickets will be accessible through the digital platform along with your hospitality tickets 30-60 days prior to the Championship.
  - d. Option tickets will not be released unless full payment is received for both your hospitality package and the option tickets ordered.
11. March 18 – Graphic files due to PEI (if applicable)

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

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C. Invitation Process

- 1. Consider the different invitation options available through the Corporate

- Merchandise Program – electronic templates or printed notecards.
2. Finalize your “A”, “B” and “C” guest lists as soon as possible. The invitation process always takes much longer than expected.
  3. Determine which guests will be invited on which days.
- D. Finalize your décor plans
1. Provide feedback to PEI as soon as possible
  2. Final approval and 50% deposit due to PEI by February 18<sup>th</sup>
- E. Other Considerations
1. There is a multitude of golf courses in the Brookline area that are available to host your guests during U.S. Open week. For a list of courses and more information on how to secure tee times, please contact Jeanne Taylor ([jtaylor@msgpromotions.com](mailto:jtaylor@msgpromotions.com)).
- F. Review Co-Branded Merchandise Opportunities
- X.** CORPORATE MERCHANDISE – Ryan Hutchison, Manager, Corporate Merchandise (Webinar time 1:06:55 - END)
- 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. 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 forms.
    - c. Determine how many people you plan on purchasing gifts for and how/when you plan to distribute the gifts.
  2. Browse the products
    - a. The 2022 offerings are now available on the Corporate Merchandise website: <https://corporatemerch.usga.org>
  3. Provide your logo
    - a. A .DST or .EMB file is required for embroidery orders (i.e. apparel, headwear, etc.)
    - b. An .EPS or .JPG file is required for screen printed orders (i.e. towels, clear bags)
- D. Invitation Options
1. Custom Digital Invitations
    - a. A set of four web-based templates with customizable text for a one-time fee of \$400

- 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 digital invitations
    - c. Includes your company logo at the bottom of each template
    - d. A co-branded email header is also available for \$100 to be used in your own web-based email.
  2. Custom Printed Invitations
    - a. Printed notecards on 100 lb. heavy white paper featuring the 2022 U.S. Open logo on the front and your company logo and customizable messaging on the inside.
    - b. Only way to include the 2022 U.S. Open logo in your invitations/marketing
    - c. \$3.00 per card (includes envelope)
    - d. Addressing included for individual delivery
- E. Deadline to Order Co-Branded Merchandise – April 15, 2022

**XI. DÉCOR OPTIONS - PRODUCTION ELEMENTS, INC. – Denny Beaubien, Executive Producer/CEO and Deja Gagner, Senior Account Manager/Head Designer**

- A. 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.
- B. The décor elements included in the standard package as well as examples of various upgrades are available in the [Decor Style Guide](#).
- C. 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
- D. Contact Information
  1. Deja Gagner – Senior Account Manager/Head Designer
    - a. 612.499.1349, [deja@productionelements.com](mailto:deja@productionelements.com)
  2. Lauren Connell – Events Assistant
    - a. 713.824.2938, [lauren@productionelements.com](mailto:lauren@productionelements.com)