

# 2015 U.S. OPEN



## Preparing for a Major Success

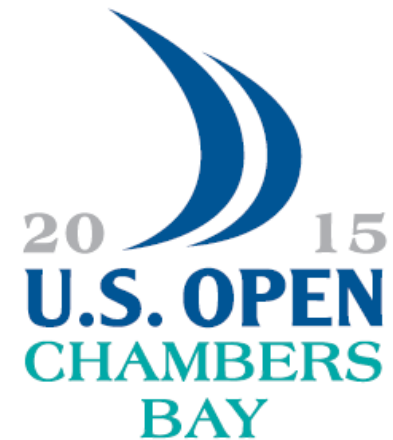
Presented by Pierce County



# Preparing for a **Major** Success

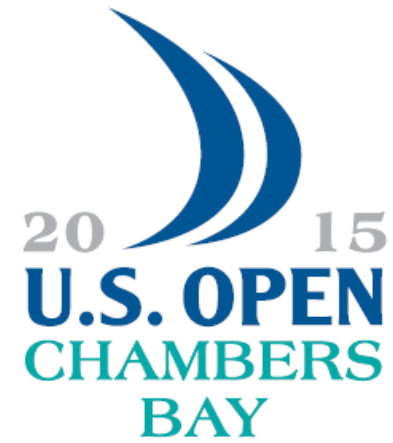
The **United States Open Championship**, commonly known as the U.S. Open, is the annual open golf championship of the United States

- 2<sup>nd</sup> of the 4 major championships in golf
- Conducted by the United States Golf Association
- 115<sup>th</sup> U.S. Open will be held at Chambers Bay from June 18-21, 2015 (always ends on Father's Day)
- First U.S. Open ever held in the Pacific NW!



# U.S. Open vs. Super Bowl

- 4 full days of play vs 1 evening of play
  - 3x as many spectators at U.S. Open
  - Communities are selected vs SB bidding process
- (Indianapolis spent \$40+m to pay for construction/events at the 2012 Super Bowl)



*Pictured: 2009 U.S. Open at Bethpage Black*



# USGA vs. PGA Tour

## United States Golf Association

- Nonprofit governing body
- Conducts 3 Open championships and 10 Amateur championships
- Maintains National Handicap & Course Ratings

## PGA Tour

- Membership organization to increase player financial benefits
- Conducts tournaments for its members



# U.S. Amateur vs. U.S. Open

## 2010 U.S. Amateur

- Attendance of 33,000
- Only amateurs can enter
- Winner gets Havemeyer Trophy and invitations to U.S. Open and The Masters
- Usually won by golfers in their early 20's
- Handicap index of 2.4 or less
- 500 volunteers
- National TV for 1 day

## 2015 U.S. Open

- Attendance of 235,000
- Pros and amateurs can qualify
- Winner gets trophy, future U.S. Open invitations and \$1.4 million
- Usually won by professionals
- Handicap index of 1.4 or less
- 4,500 volunteers
- Global audience of 150 million



# 2010 U.S. Amateur Recap

- 33,000 attended
- 80 businesses contributed \$850,000+ to help stage the championship
- Sold \$450,000 in merchandise
- 500+ volunteers
- National TV exposure
- Great reviews in golf trade press



# Economic Impact

*Photo: 2008 U.S. Open at Torrey Pines*



SDSU study: \$142 million economic benefit to region





# Economic Impact

## SDSU STUDY HIGHLIGHTS:

- 64% of spectators from **out of town**; nearly all stayed in a hotel
- 94% of visitors said the U.S. Open was **primary** reason for visiting
- Caterers purchased **local products** to provide food & beverages to spectators, players, staff and volunteers
- Products, services and rentals: **millions spent** on shuttles, construction, lumber, tent rentals, landscaping, plumbing & electrical, trailers, signage, fuel, etc.



*Pictured:* Outside Bethpage's merchandise "tent"



# Economic Impact

**Attendance:** 235,000 total;  
peak of 50,000 on Friday

**Avg. spending revenue per  
visitor:** \$1,256 (2011)

**USGA room block (players,  
staff, media, vendors, USGA  
guests):**  
4,300 (2012)

**Est. spectator room nights:**  
87,000 (2012)

**Regional benefit:** sales taxes  
paid on merchandise,  
lodging, meals, car rentals,  
etc.



*Pictured: Inside Bethpage's merchandise "tent"*



# Pierce County's Role with the U.S. Open

- Lease the golf course to the USGA
- Implement USGA-funded improvements
- Lead partner with the USGA on logistics
- Make the USGA, players and fans feel welcome so we can do it again!





# FAQs – Corporate Hospitality Sales

- Began in summer 2013
- Packages range from \$3,500 to \$200,000 (shared and private options)
- Local, regional and national clients
- Comfort and convenience – a special way to spend time with clients, customers, vendors & employees
- [www.msgpromotions.com](http://www.msgpromotions.com)
- (484) 223-3295





# FAQs - Volunteers

- Over 4,500 volunteers on 24 committees
- 50 states; dozens of countries
- Polo uniforms, training sessions, scheduling
- Opportunities for local clubs & groups
- USGA: recruitment begins in February 2014





# FAQs – Ticket Sales

- 35,000 per day
- Advance sales for USGA members start March 1, 2014
- Options: Grounds, Trophy Club, 1895 Club
- Championship rounds sold out 28 consecutive years
- 12-under admitted free every day with paid companion
- Military appreciation: Complimentary admission on practice days



**Sales to public start June 9, 2014!**

# FAQs - Transportation

- Our biggest challenge
- Off-site parking and busing (details to come in 2015)
- Dropped off at front entrance!
- Working with Sound Transit & BNSF
- Traffic management: minimize congestion impact to local roads
- Some local road closures around the golf course
- Contingency plans: tow trucks, overflow parking lots, etc.



*Pictured: A security guard points the way back to vehicles for U.S. Open fans in San Francisco*



# FAQs - Housing

- This is not like the U.S. Amateur, which needed housing for players who aren't paid and must make a 9-day commitment
- For the U.S. Open, the USGA typically leaves it to the private market
- We observed Realtors and private websites promoting rentals at Merion and other sites
- Market showed interest primarily in houses within walking distance of the course

2013 U.S. Open Golf Rentals - Houses and Condos near Merion Golf Club - Event Homes - Windows Internet Explorer provided ...

http://www.eventhomes.com/2013/us-open-golf/

eventhomes  
event home rentals

email     
☐ Remember Me [Forgot Password?](#) | [Sign-up](#)

[Browse Event Homes](#) [Rent My Home](#) [Contact Us](#)

Houses/Condos Available to Rent During the 2013 U.S. Open Golf [Like](#) 48 [Tweet](#) 11 [+1](#) 3 [Share](#) 47

What event are you attending?  
2013 U.S. Open Golf

How close would you like to be?  
Any

Beds:  
Any

Baths:  
Any

Parking:  
Any


Showing 1 - 6 of 154 homes available for rent during the U.S. Open Golf at Merion Golf Club

**Normandy House**  
Charming 3BR 1 1/2 bath brick colonial located in South Ardmore park, within walking distance (.61 miles) to golf course. Updated kitchen opens out to large fenced in backyard with deck. Additional refrigerator located in unfinished basement. Small deck on 2nd floor off bedroom. Laundry room off kitchen.  
Available to rent for the 2013 U.S. Open Golf.  
Beds: 3 Baths: 2 Distance: 1 [View This Property](#)

**Heart of Ardmore**  
Up for rent is a beautiful twin home within walking distance of the Merion Golf Course. Upstairs offers two good size bedrooms and a third room that is currently a nursery or could be converted back to a regular room upon request. A newer full size bath is also on the second floor. The first floor has a large living area.  
Available to rent for the 2013 U.S. Open Golf.  
Beds: 3 Baths: 2 Distance: 1 [View This Property](#)

**French Colonial Wyntre Lea**  
French Colonial Home 2 stories with Basement. Beautiful Stucco Home with beautiful backyard & gorgeous porch. In the Foxfields Neighborhood off of Bryn Mawr Avenue in Bryn Mawr Pa. 19010. A family home that has been owned for 18 years. Perfect place to reside during the US Open at The Merion Golf Club.  
Available to rent for the 2013 U.S. Open Golf.  
Beds: 4 Baths: 4 Distance: 3 [View This Property](#)

THE SMART THERMOSTAT THAT ALERTS YOU TO UNEXPECTED TEMPERATURE CHANGES EXCLUSIVELY AT THE HOME DEPOT



## FAQs - Clubhouse

- The USGA does not need a clubhouse to conduct the U.S. Open (it says so in the contract)
- USGA always builds temporary facilities to meet its significant needs
- Pierce County remains vigilant for the right developer with private financing - after the U.S. Open



*Pictured:* Corporate hospitality tents at Bethpage



# FAQs – Cruise Ship

- Floating hotel sounds great, but too many challenges
- Very expensive to rent a ship during peak Alaska cruise season
- Would be a private business transaction
- Must comply with federal, state and international regulations regarding maritime and gambling



*Pictured:* Cruise ships at the Port of Seattle



## FAQs – Security

- Site will be fenced
- Spectators pass through metal detectors and bag checks
- On-site command center, with multiple jurisdictions coordinating police, fire and EMS
- Extensive traffic control



*Pictured: USGA Director Mike Davis removes the Birdman from the trophy ceremony*

# Community Coordination

## **Pierce County and its U.S. Open planning partners will:**

- Work together to minimize community impacts and capitalize on the opportunity
- Brief constituents as planning progresses
- Make sure competing public events are not scheduled in June 2015
- Ensure transportation corridors leading to/from Chambers Bay are fully open and free of construction impacts
- Roll out the welcome mat!



# U.S. Open promo





# Questions?



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