



# 2024 US Open Plans & Preparations



# Agenda:

- US Open Overview
- Parking and Shuttle Service
- Activities in Tufts Park
- Social District
- Questions?

# US Open Overview

# Future US Opens to be Hosted in Pinehurst

2024

2029

2035

2041

2047



# U.S. Open Championship Overview

The 2024 U.S. Open Championship will be held June 10-16 at Pinehurst Resort & Country Club (Course No. 2).

- **June 10 – 12** Practice Rounds (Monday-Wednesday)
- **June 13 – 16** Championship Rounds (Thursday-Sunday)
- **Format:** 72-holes of stroke play  
Cut after 36-holes (low-60 scores & ties)  
*\*2-hole aggregate playoff Sunday evening*
- **Attendance:** 250,000+ for the week
- **Media:** Global media presence with over 450+ credentials
- **Broadcast:** Over 75-hours of live coverage to 190+ countries  
NBC Universal, Golf Channel, Peacock, Int'l TV & Digital



# Economic Impact

**Historically, the U.S. Open championship has generated more than \$200+ million in long-term economic impact to the host region in which it is held!**

- Quick facts from 2014:
  - Average fan is middle-aged with disposable income
  - Local Attendance – 58% of attendees from NC in 2014
  - Avg. out-of-town fan overnight accommodations – 3+ nights
  - Avg. U.S. Open fan attendance – 2.5+ days
  - Avg. time spent at the championship – 7+ hours
  - Tourism industry saw the heaviest impact



# Facility Updates (2014 vs. 2024)

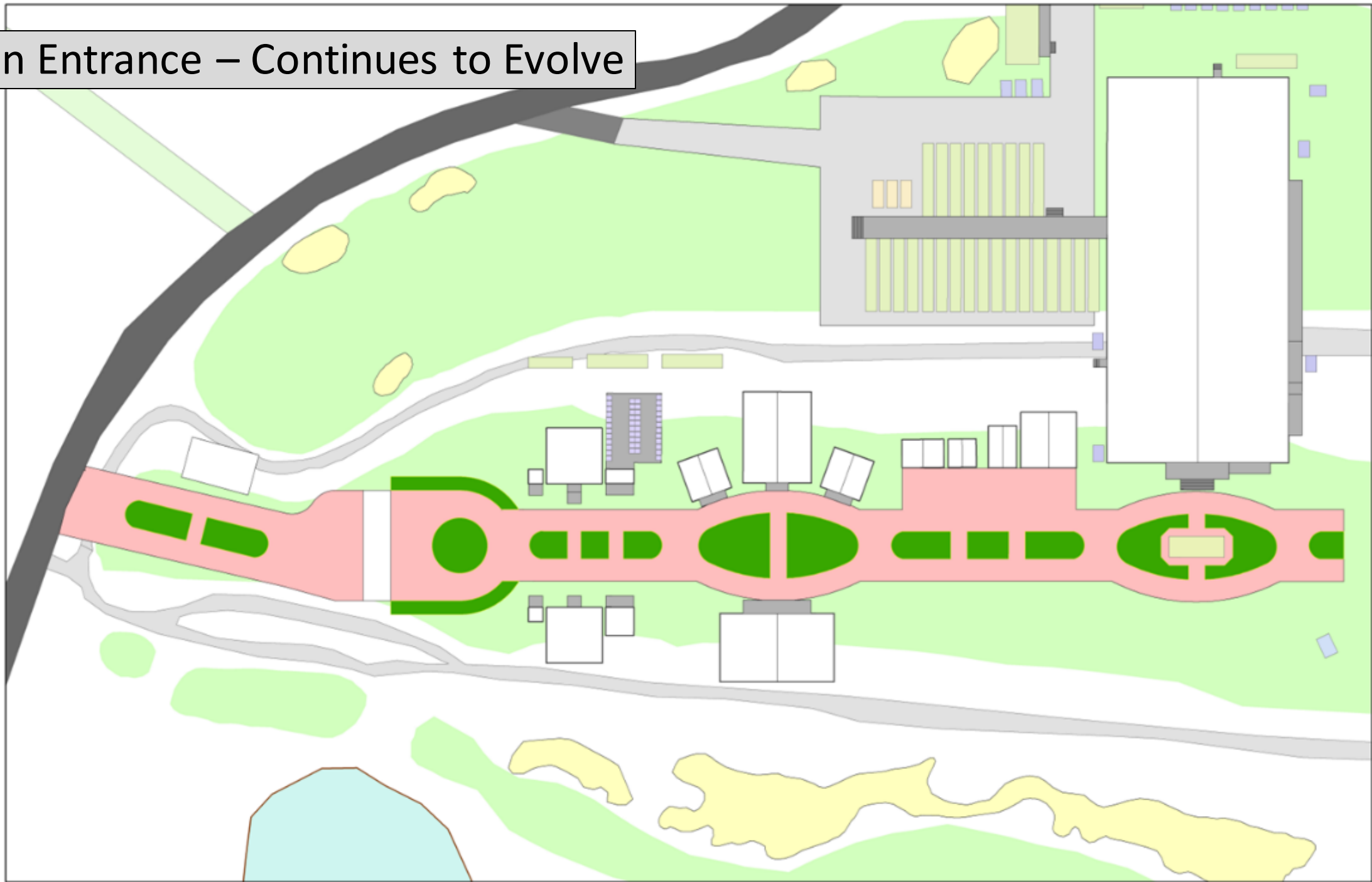
Similar facility layout to 2014 with a few key primary differences being:

- A revamped corporate hospitality program:
  - New corporate hospitality layouts
  - Moved hospitality tents from Maniac Hill (Member Driving Range) onto the golf course. Holes 18, 17, 16, 15, and 10.
- New high-end facility at 18 Green
- Driving Range layout
- Adding a new product, The Garden, to where Trophy Club was located in 2014.
- Main Entrance, Clubhouse & Broadcast Compound
- Anchor Site Investments





Main Entrance – Continues to Evolve





Hole 10

**UPPER LEVEL**



Hole 10



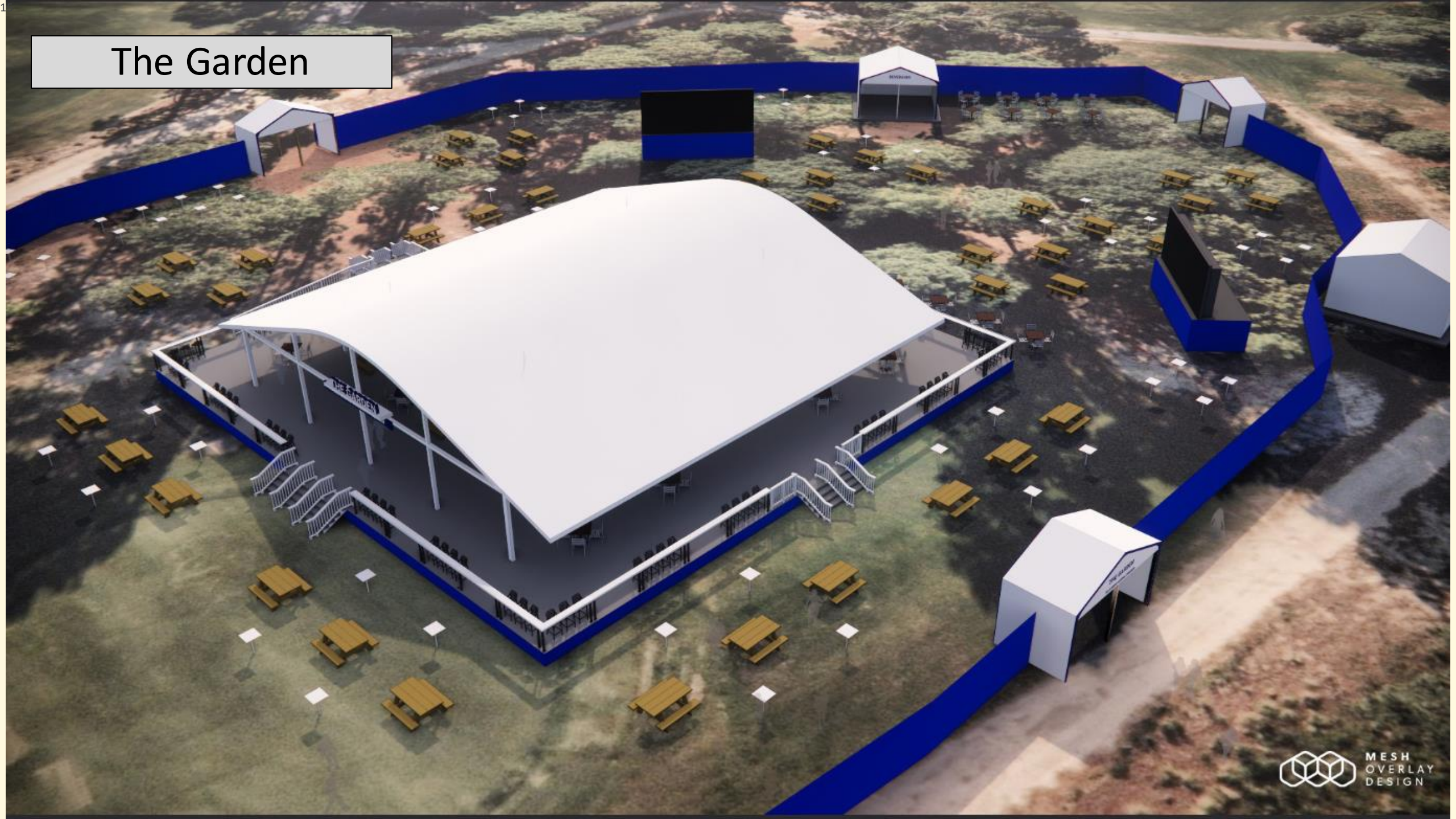
# 18<sup>th</sup> Hole Rendering



# Champions Pavilion



# The Garden



# Main Entrance





# Construction Timeline

- January 2024 – Install temporary hitting net at Driving Range and begin road Installation/improvements on Pinehurst Resort property
- March 4 – Vendors begin to arrive on site with equipment and begin construction of temporary facilities
- April 1 – Modified layout for Course 1 (Main Admission/Merchandise)
- May 6 – Modified layout for Course 4 (Putterboy Pavilion – Pinehurst Member tent)
- May 20 – Course #1 & #4 closed
- May 28 – Course #2 closed
- June 3 – Clubhouse & Pool closed
- June 10 – 16 – Championship Week
- June 17 – Vendors begin removal process in order to hand over certain spaces to the Village, Pinehurst Resort, and others
- September 6 – All equipment and temporary roadways are removed from Pinehurst No.2



# Operational Fun Facts

## CONSTRUCTION

- 527,917 sq ft of temporary flooring (2014)
- ~290 tents ranging from 100 sq ft to 36,000 ft
- 14.2 miles of temporary fence
- 525 high density access point & 125 network switches
- 43 miles of copper (cat 5e) & 5.5 miles of fiberoptic cable
- 812 TV's & 26 digital displays
- 350 port-o-lets & 40 restroom trailers

## CONCESSION F&B NUMBERS (2022)

- 59,404 hot dogs
- 27,415 hamburgers
- 237,106 beers
- 31,905 bags of chips
- 17,070 desserts (cookie, ice cream, etc..)

## ALUMINUM WATER & CUP DATA (2023)

- 296,430 aluminum cups
- 247,480 aluminum cans/bottles of water

## MERCHANDISE FUN FACTS

- 107,000 transactions (2022)
- 450,000 units sold (2022)
- Over 400,000 championship logoed items will be offered onsite at LACC
- Average of 60 point of sale terminals



Parking

# RED Lot Fan Parking

## 124TH U.S. OPEN CHAMPIONSHIP

### Pinehurst Resort & Country Club (Course No. 2)

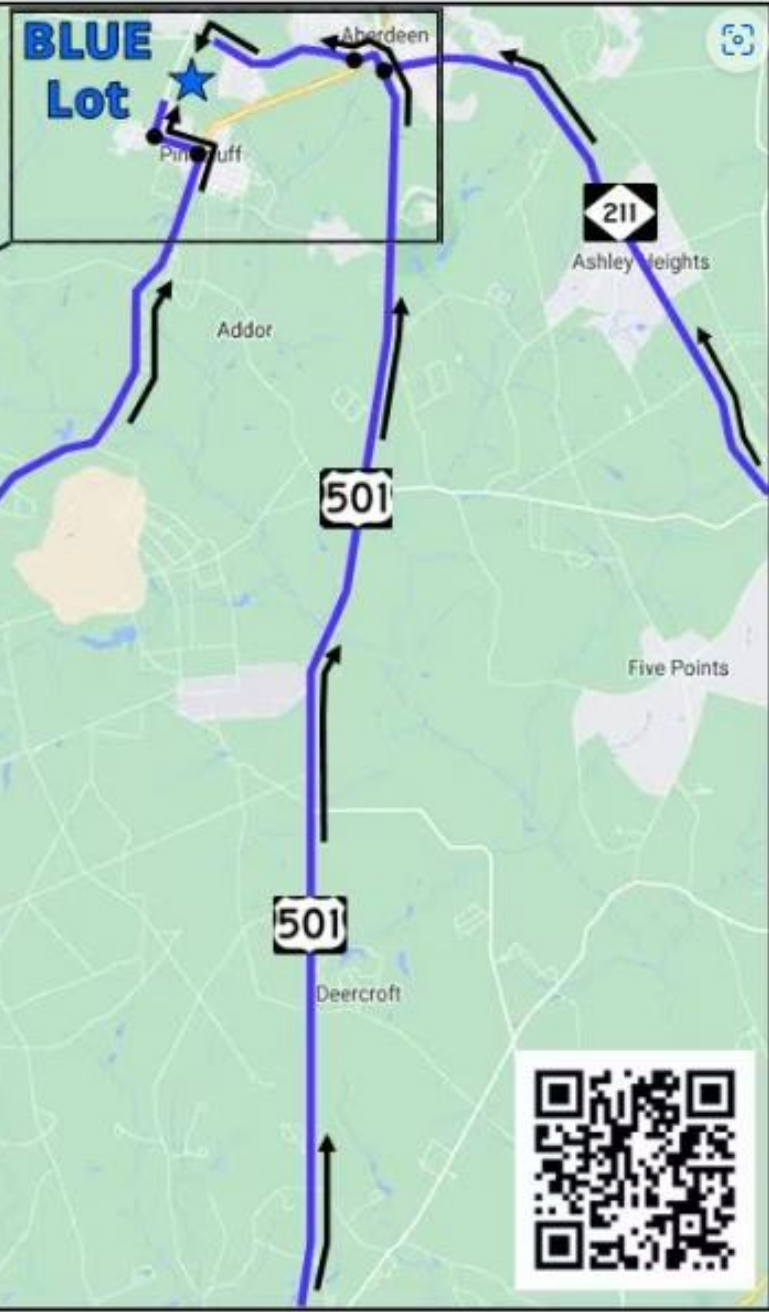
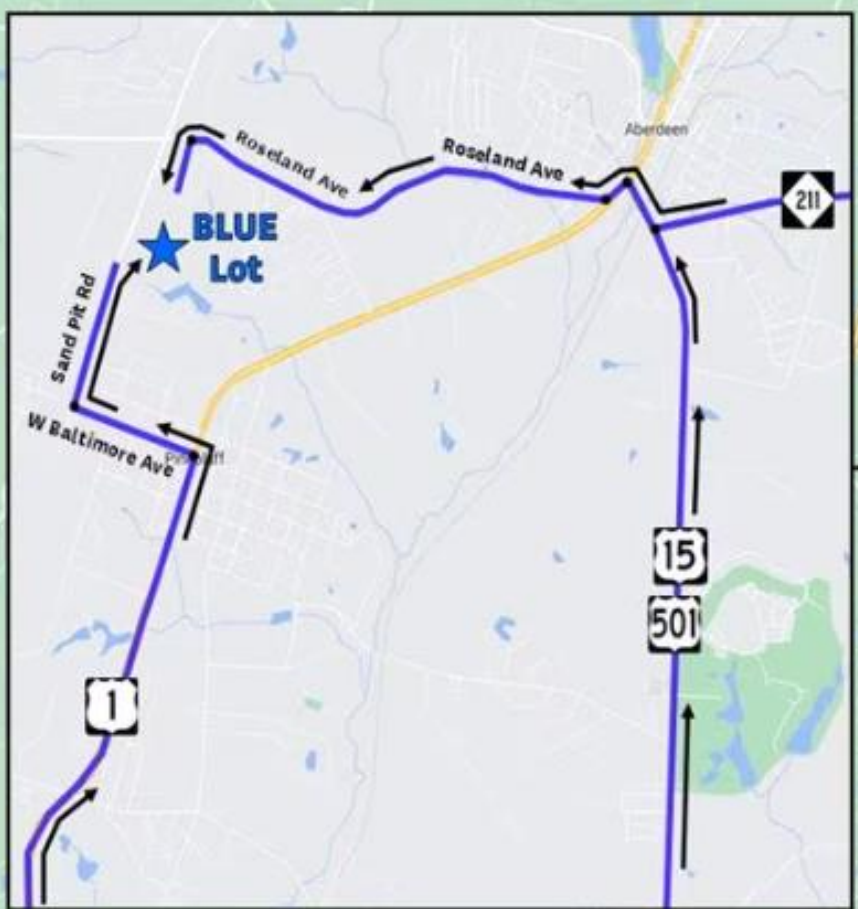


# BLUE Lot Fan Parking

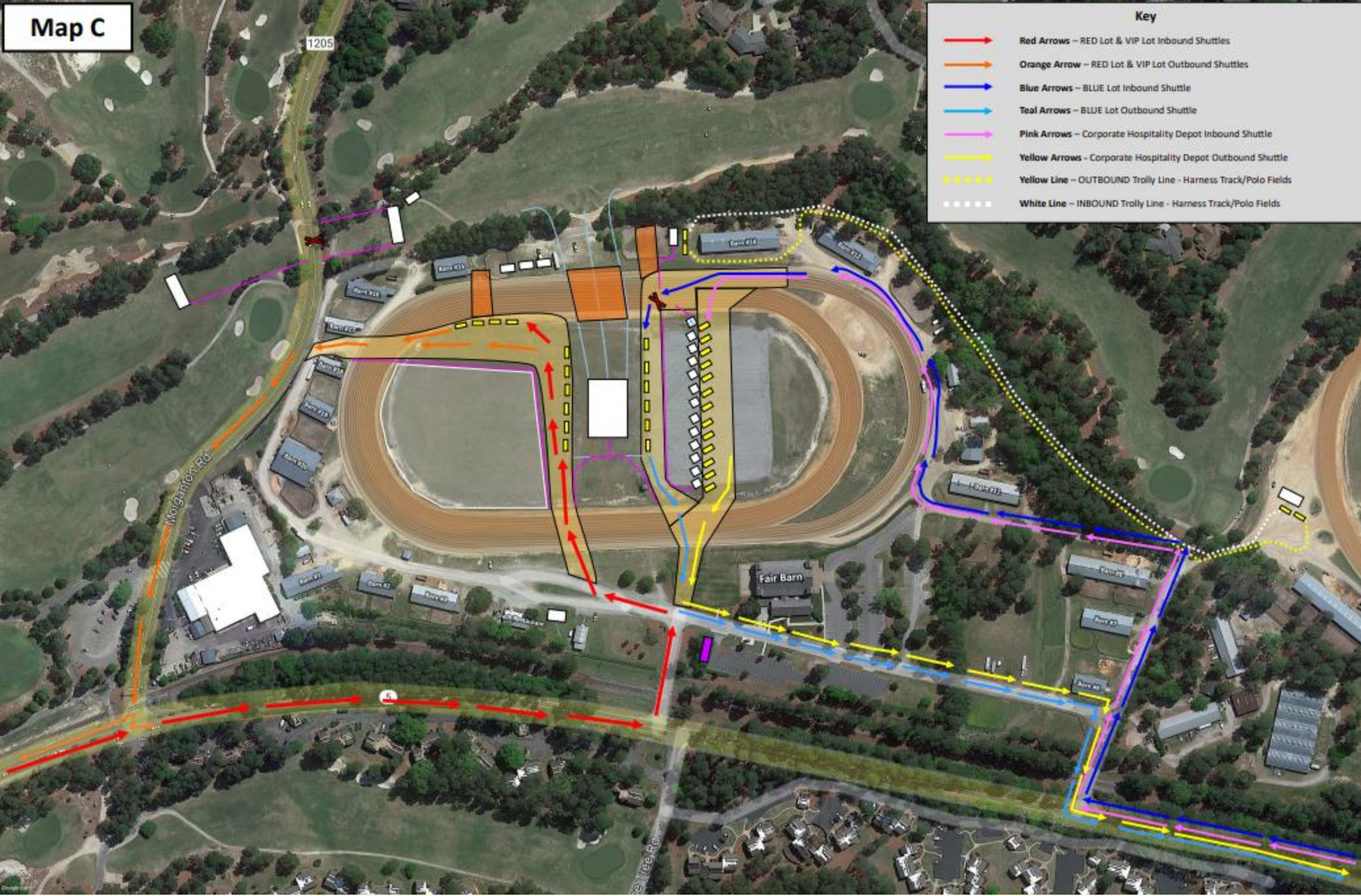
## 124TH U.S. OPEN CHAMPIONSHIP

### Pinehurst Resort & Country Club

(Course No. 2)








Map C



# GOLF CART PARKING

Golf cart parking will be restricted to certain access points around the championship grounds. Normal municipal registration, ordinances, and road restrictions still apply.

-  **Village of Pinehurst – *Location TBD***
  - Park and walk to Carolina Vista and enter through Gate 8
-  **Course No. 5 – Hole 18 Fairway**
  - Park and walk to cross NC-5/Cradle Crossing and enter through Gate 10
-  **Course No. 1 – Hole 3**
  - Park and walk towards Hole 2 of Course No. 1 and enter through Gate 1
-  **Course No. 7 – via Brookhaven Road (C2-H9)**
  - Park and walk towards #9 Green of Course No. 2 and enter through Gate 5
-  **Course No. 2 – via Midland Cart Crossing**
  - Park and walk towards #5 Tee of Course No. 2 and enter through Gate 6



**Dedicated Cart Parking Locations**

# Parking Challenge



- Facilitate parking for downtown businesses and their patrons
  - Ensure turnover in downtown parking areas
  - Discourage US Open ticketed guests from using downtown parking for extended hours
- Discourage US Open ticketed guests from parking in residential neighborhoods





# Parking Solution



- Create 3-hour downtown parking zones
  - Enforcement will still be a challenge
- Create prohibited Right-of-Way (ROW) parking zones (except where specifically marked) in dense traffic areas
- Provide an alternative off-street parking location at the Village-owned property on Rattlesnake Trail
- Provide shuttle services from alternative parking sites to downtown
- Notify businesses of ideal employee parking spots
- Rope off prohibited ROW parking areas that would create the most adverse impact if parked in
- Flexibility to address problem areas through roping as they arise
- \$50 fine for deterrence

# 3-Hour Parking

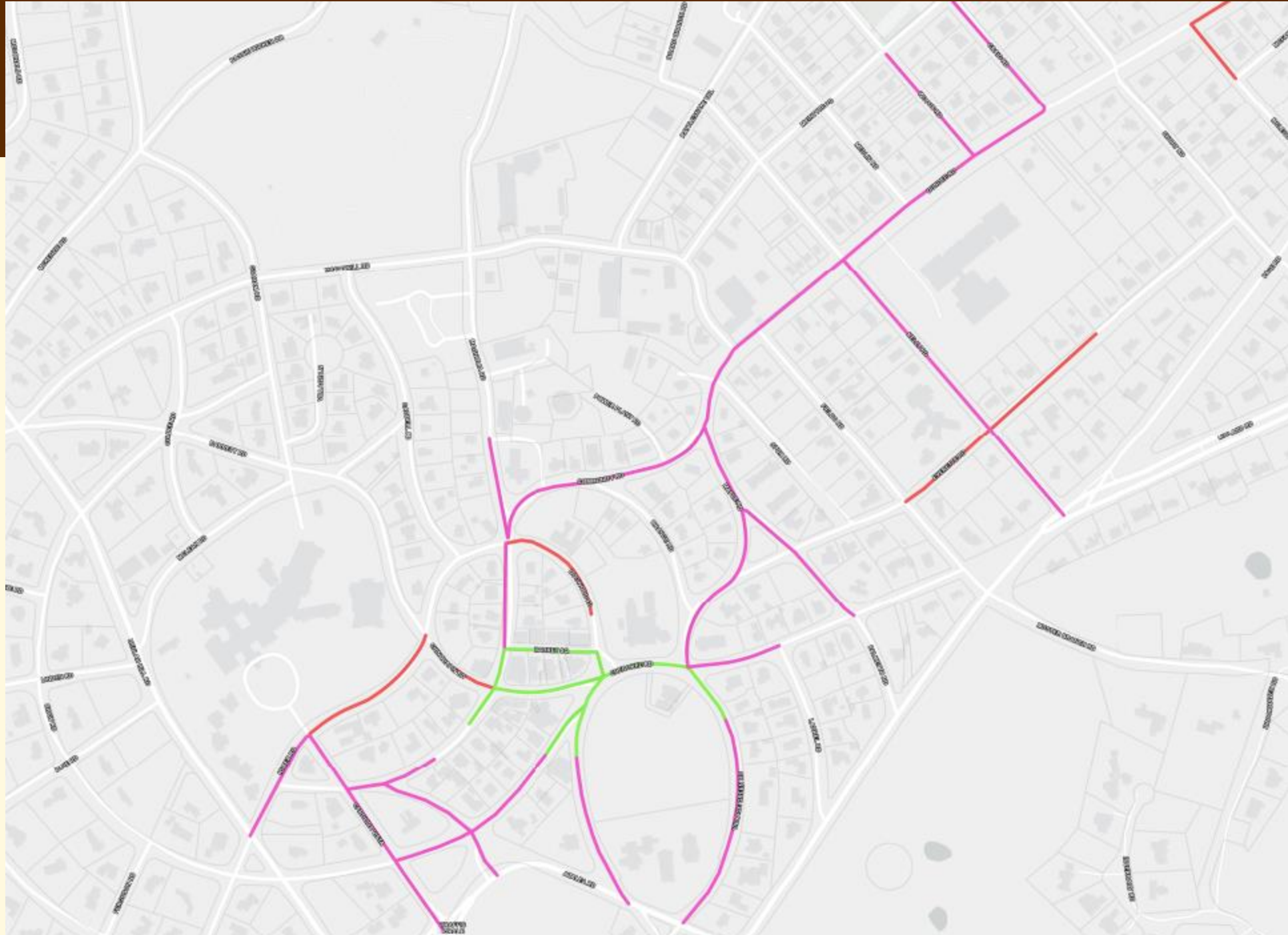


Street	Side	Time Limit	Hours	Location
Cherokee Road	South	<u>3 hours</u>	Between 9:00 a.m. and 6:00 p.m.	In front of Given Memorial Library
<u>Cherokee Road</u>	<u>North and South</u>	<u>3 hours</u>	<u>Between 9:00 a.m. and 6:00 p.m.</u>	<u>All public parking locations</u>
<u>Chinquapin Road</u>	<u>North and South</u>	<u>3 hours</u>	<u>Between 9:00 a.m. and 6:00 p.m.</u>	<u>All public parking locations from Cherokee Road to Magnolia Road.</u>
<u>Magnolia Road</u>	<u>North and South</u>	<u>3 hours</u>	<u>Between 9:00 a.m. and 6:00 p.m.</u>	<u>All public parking locations from Chinquapin to 45 Magnolia Road.</u>
<u>Market Square</u>	<u>North and South</u>	<u>3 hours</u>	<u>Between 9:00 a.m. and 6:00 p.m.</u>	<u>All public parking locations.</u>
<u>Village Green East</u>	<u>West</u>	<u>3 hours</u>	<u>Between 9:00 a.m. and 6:00 p.m.</u>	<u>Adjacent to the Given Memorial Library</u>

# Prohibited Parking



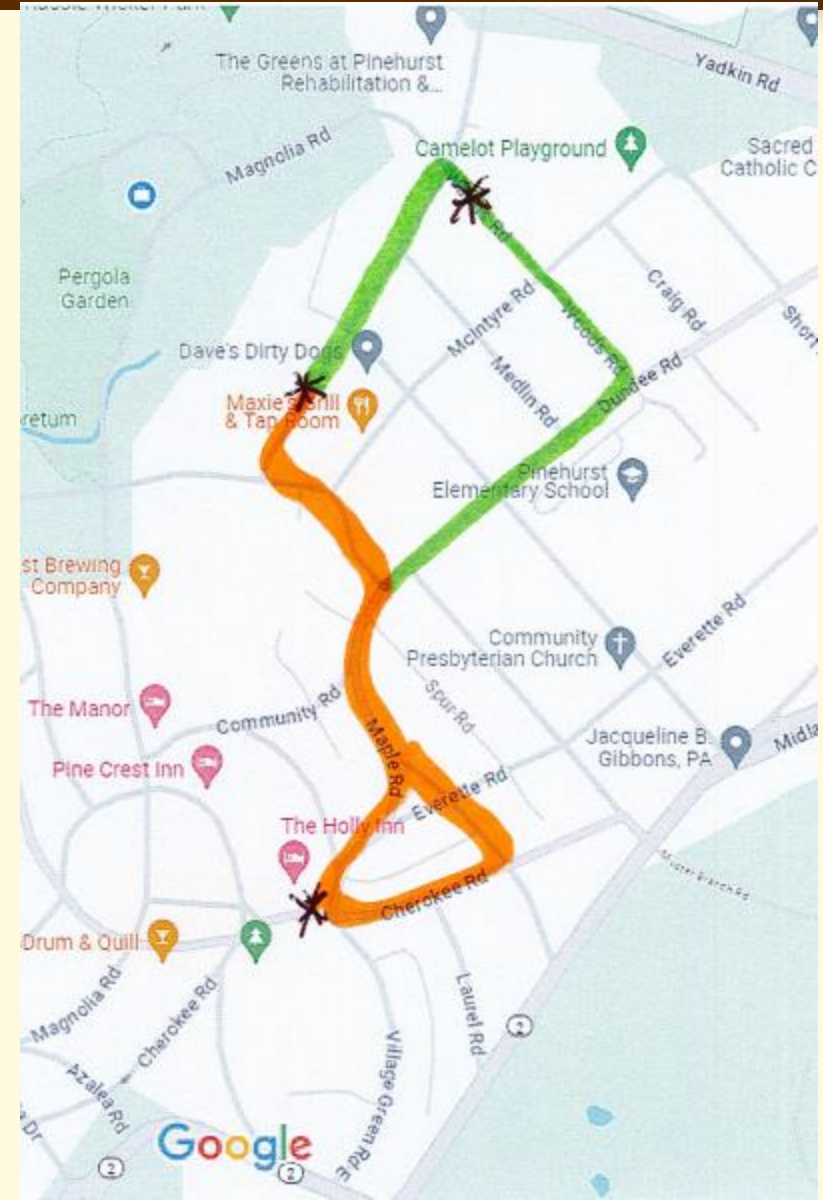
Street	Side	Location
Ritter Road	Both	Highway 5 to Chinquapin Road
Carolina Vista Drive	Both	Ritter to Old NC 2
Magnolia Road	West	Market Square to 265 Magnolia Road
Magnolia Road	East	Community Road to rear driveway of the Manor Hotel
Community Road	South	Magnolia Road to Maple Road
Cherokee Road West	South	Village Green West to Azalea Road
Shaw Road SE	Both	Azalea to Carolina Vista
Azalea Road	Both	Old NC 2 to Carolina Vista
Dundee Road	Both	Community Road to Craig Road
Craig Road	Both	Dundee Road to McIntyre Road
Woods Road	Both	Dundee Road to McIntyre Road
Maple Road	Both	Community Road to Orange Road
Cherokee Road East	Both	Village Green Road to Laurel Road
Palmetto Road	Both	Cherokee Road East to Maple Road
Village Green Road East	Both	100 Village Green Road East to Old NC 2
Village Green Road West	Both	Old NC 2 to Theatre Building driveway



# Shuttle Service



- Hours:
  - 8:30 AM to 5:00 PM @ Rattlesnake Trail
  - 5:00 PM to 10:30 PM @ Community Center
- Constant loop, with phone number available for the driver



# Downtown Experience in Tufts Park

# Downtown Experience Goal



- Provide or encourage quality visitor experiences that:
  - Brings patrons to downtown businesses
  - Helps local businesses be successful
  - Provides an entertaining guest atmosphere that leads to an overall successful 2024 US Open
  - Mitigates difficulties that may affect residents' quality of life

# Downtown Experience Solutions



- Host “experience” at Tufts Park
  - Viewing screen
  - Concerts
  - Putting Green
  - Golf Simulator
  - Food trucks (Wed & Sat Evenings)
  - Beer garden (Wed & Sat Evenings)
  - Activities
- Passive opportunities
  - Scavenger Hunt
  - Self-guided tours





# UIS OPEN LAYOUT PLAN



**Legend**

- A Putting Green 20' x 22'
- B Stage 16' x 24'
- C Jumbotron 25' x 8'
- D Dryveboy 40' x 15'
- E Production Tent 10' x 10'
- G Welcome Tent 10' x 10'
- H Olympic Rings 20' x 8.5'



# Olympic Rings



# Dryvebox



# Schedule of Events



	Monday, June 10th	Tuesday, June 11th	Wednesday, June 12th	Thursday, June 13th	Friday, June 14th	Saturday, June 15th
<b>9:00:00 AM</b>	Yoga in the Park - Pamela Durkin	Yoga in the Park - Pamela Durkin		Yoga in the Park - Pamela Durkin	Yoga in the Park - Pamela Durkin	Fit 4 Mom
<b>10:00:00 AM</b>	Historical Walking Tour			Historical Walking Tour		Farmer's Market
<b>11:00:00 AM</b>						
<b>12:00:00 PM</b>						
<b>1:00:00 PM</b>	Paint in the Park	Farmer's Market		Paint in the Park	Julia Golden - 1 hour	
<b>2:00:00 PM</b>				ROADS CLOSE		
<b>3:00:00 PM</b>						
<b>4:00:00 PM</b>						
<b>5:00:00 PM</b>	Archives Presentation: History of Pinehurst					
<b>6:00:00 PM</b>						
<b>7:00:00 PM</b>			Mayor Welcomes World and Military Appreciation. Pipe and drum, 82nd Chorus, Sand Band			Julia Golden-30 min opener
<b>8:00:00 PM</b>		Movie Night: Greatest Game Ever Played 120 minutes		Block/Watch Party with DJ	Block/Watch Party with Whiskey Pines	Parks Brothers Band
<b>9:00:00 PM</b>						
<b>10:00:00 PM</b>						

# Downtown Experience Challenges



- Residential homes within downtown area
- Road closures
- Food truck allowance requests
- Restrooms
- Solid waste disposal
- Public safety considerations for special events

# Social District

# Social District



- Allows for consuming alcoholic beverages in a defined area
- Hours of operation: Noon to 11:00 PM
- Will provide training and information to our local businesses
- Signage and garbage cans at each entry point



# Social District: ABC Permitted Establishments



- Alcoholic beverages can only be sold and served on its licensed premises.
- Standard rules apply to the number of beverages that can be sold to a customer
- For beverages leaving the licensed premises the container must meet the following:
  - Clearly identifies the establishment from which the alcoholic beverage was purchased.
  - Clearly displays a logo or some other mark that is unique to the social district in which it will be consumed. The Village will provide stickers that can be adhered to the containers.
  - Cannot be glass.
  - Displays the statement, "Drink Responsibly – Be 21."
  - Cannot hold more than 16 fluid ounces.



# Social District: Customer Responsibilities



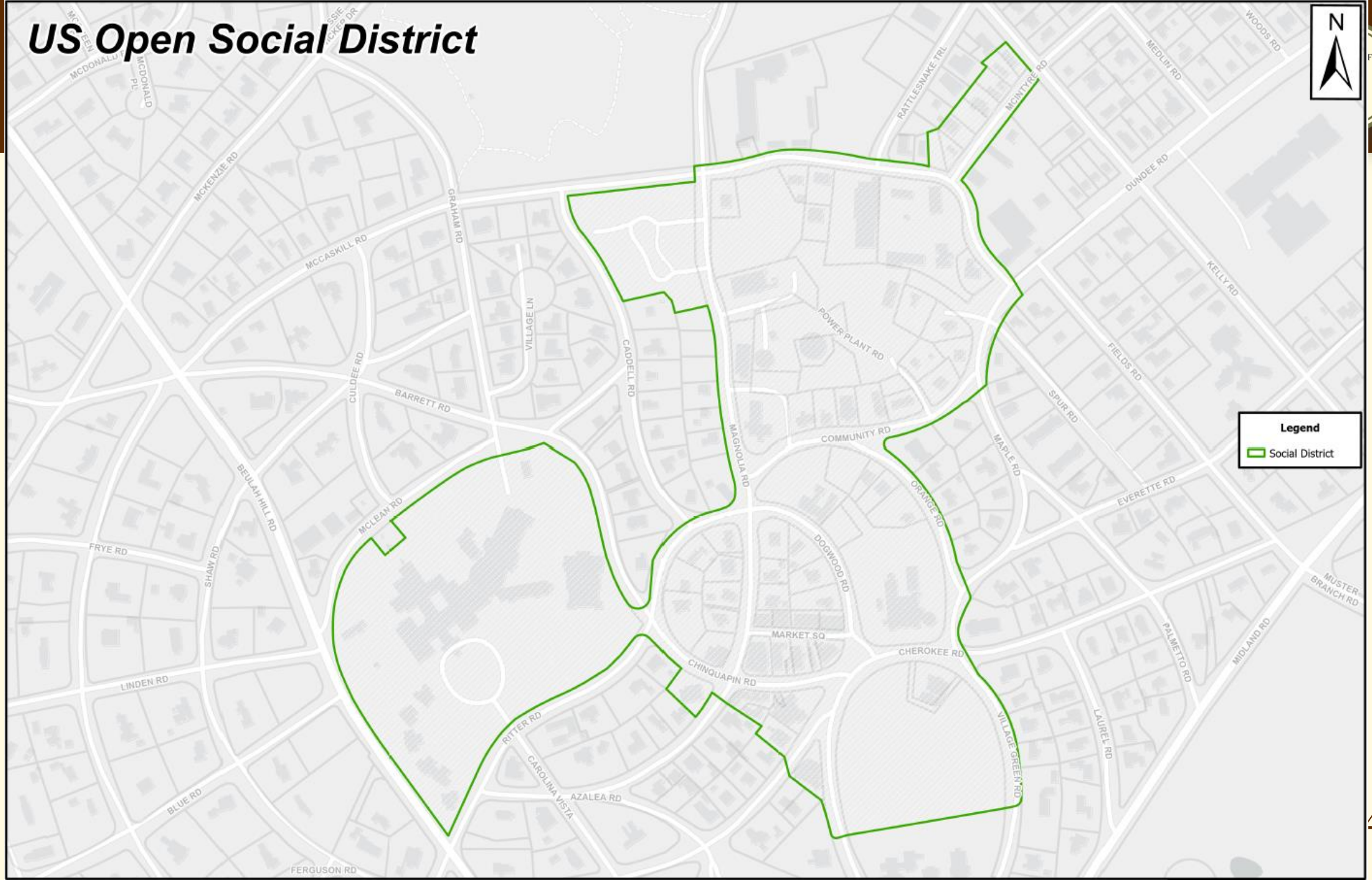
- A customer may only possess and consume open containers of alcoholic beverages that were purchased from an establishment located in the social district.
- A customer shall not possess at one time open containers of alcoholic beverages in the social district in excess of the number of alcoholic beverages that may be legally sold to a single customer.
- A customer shall dispose of any open container of an alcoholic beverage prior to exiting the social district.

# Social District: Retail Store Requirements



- Decide whether or not to allow open beverages of alcohol in your store.
  - The Village will provide signs to each storefront to indicate whether open beverages are allowed in that establishment.
- If allowing open beverages, any exit not exiting into the district must have signage that customers are leaving the social district.

# US Open Social District



# Ancillary Private Events

# Ancillary Events



- How to allow some special events without consenting to too many
- Ensuring all special event requests are treated fairly, particularly when they vary drastically in scope.
- Mitigate special event spill over into residential areas (e.g. noise, lights)

Questions?