



2014 U. S. OPEN 2014 U.S. WOMEN'S OPEN PREVIEW

Village of Pinehurst
Neighborhood Advisory Committee
March 17, 2014





History of Championship Golf in the Sandhills



CHAMPIONSHIP GOLF PINEHURST NO. 2

- Home of the North & South Open since 1903
- 1936 PGA Championship
- 1951 Ryder Cup
- 1994 U.S. Senior Open
- 1999 U.S. Open Championship
- 2005 U.S. Open Championship
- 2008 U.S. Amateur
- 2014 U.S. Open Championship
- 2014 U.S. Women's Open



U.S. OPEN HISTORY AT PINEHURST NO. 2



1999 U.S. Open

1st U.S. Open at Pinehurst No. 2
Payne Stewart's Memorable Victory

2005 U.S. Open

Quickest Return for a U.S. Open
Record Spectator Attendance
Record Corporate Sales



USGA CHAMPIONSHIP GOLF IN THE SANDHILLS



12 USGA Championships in 20 years

- 1996 U.S. Women's Open
- 2000 U.S. Women's Amateur Public Links
- 2001 U.S. Women's Open
- 2002 U.S. Senior Women's Amateur
- 2007 U.S. Women's Open
- 2010 U.S. Girl's Junior Amateur





What to expect in 2014



PINEHURST COURSE NO. 2 RESTORATION



- Completed in March of 2011
- Removed 30 – 35 acres of turf
- Approximately 650 sprinkler heads were eliminated, leaving 450 operational resulting in over 50% reduction in water use
- Fairway widths were increased by roughly 50%
- Length increased to 7,485 yards



CLUBHOUSE – EXTERIOR RENOVATIONS



CLUBHOUSE RENOVATIONS – INTERIOR



PINEHURST MEMBERSHIP



Membership

- 5,474 Members
- 2,949 Member Tickets
- ✓ 1,922 (65%) SERIES Packages – **SOLD OUT**
- 857 Volunteering
 - 16 out of 39 Committee Chairs
 - 4 out of the 5 Vice Chairs

Communication with Membership
 Memberabilia – First of each month
 Member Minute – Every Friday



TWO CHAMPIONSHIPS

U.S. OPEN
CHAMPIONSHIPS
2014



PINEHURST No.2



ONE EVENT





VOLUNTEERS

U.S. OPEN
CHAMPIONSHIPS
2014



PINEHURST No. 2

VOLUNTEERS

Option One – Five (5) Shift Minimum

- Three (3) shifts during U.S. Open
- Two (2) shifts during Women's Open
- Two Championship Hats (both logos)
- Credential valid for two weeks
- Limited edition 2014 U.S. Open Championships souvenir



Option Two – Four (4) Shift Minimum

- Three (3) shifts during U.S. Open
- One (1) shift during Women's Open
- Two Championship Hats (both logos)
- Credential valid for two weeks



Option Three – Four (4) Shift Minimum

- Four (4) shifts during U.S. Open ONLY
- OR**
- Four (4) shifts during Women's Open ONLY
 - Credential valid for working week ONLY



VOLUNTEER NUMBERS

- **6,164 Volunteers**
- **4,632 (75%) are working both Championships**
- **1,171 (19%) are from Pinehurst**
- **1,736 (28%) are from Moore County**
- **3,907 (63%) are from North Carolina**
- **3,213 USGA Members**
- **50 States & Washington, D.C.**
- **12 International Countries**





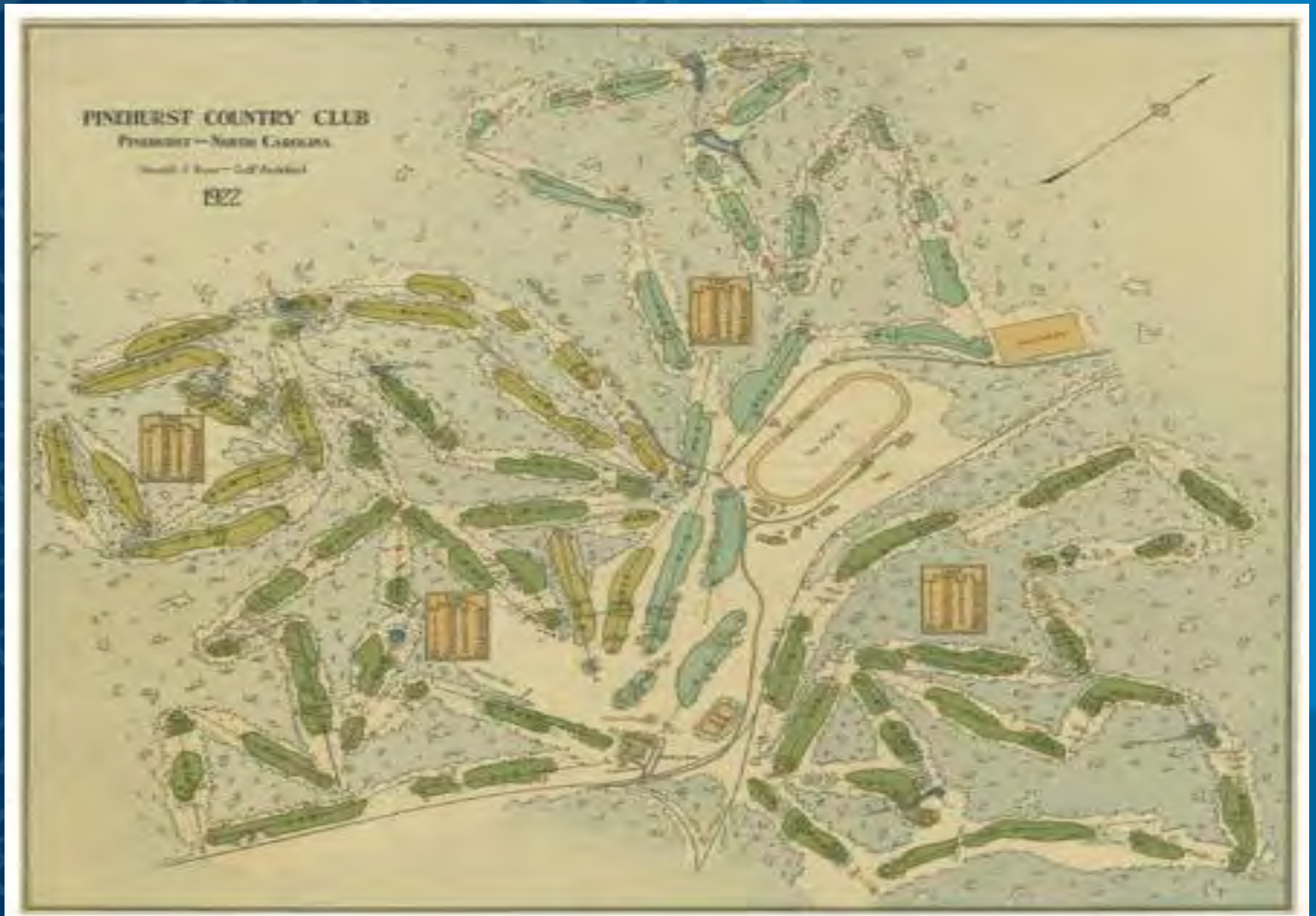
OPERATIONS

U.S. OPEN
CHAMPIONSHIPS
2014



PINEHURST No. 2

FACILITY LAYOUT



VENDOR COMPOUND

U.S. Open Championships
ft. Subject to Change
014 Washington, 8:20:44 PM
500 1000
Feet



VENDOR COMPOUND

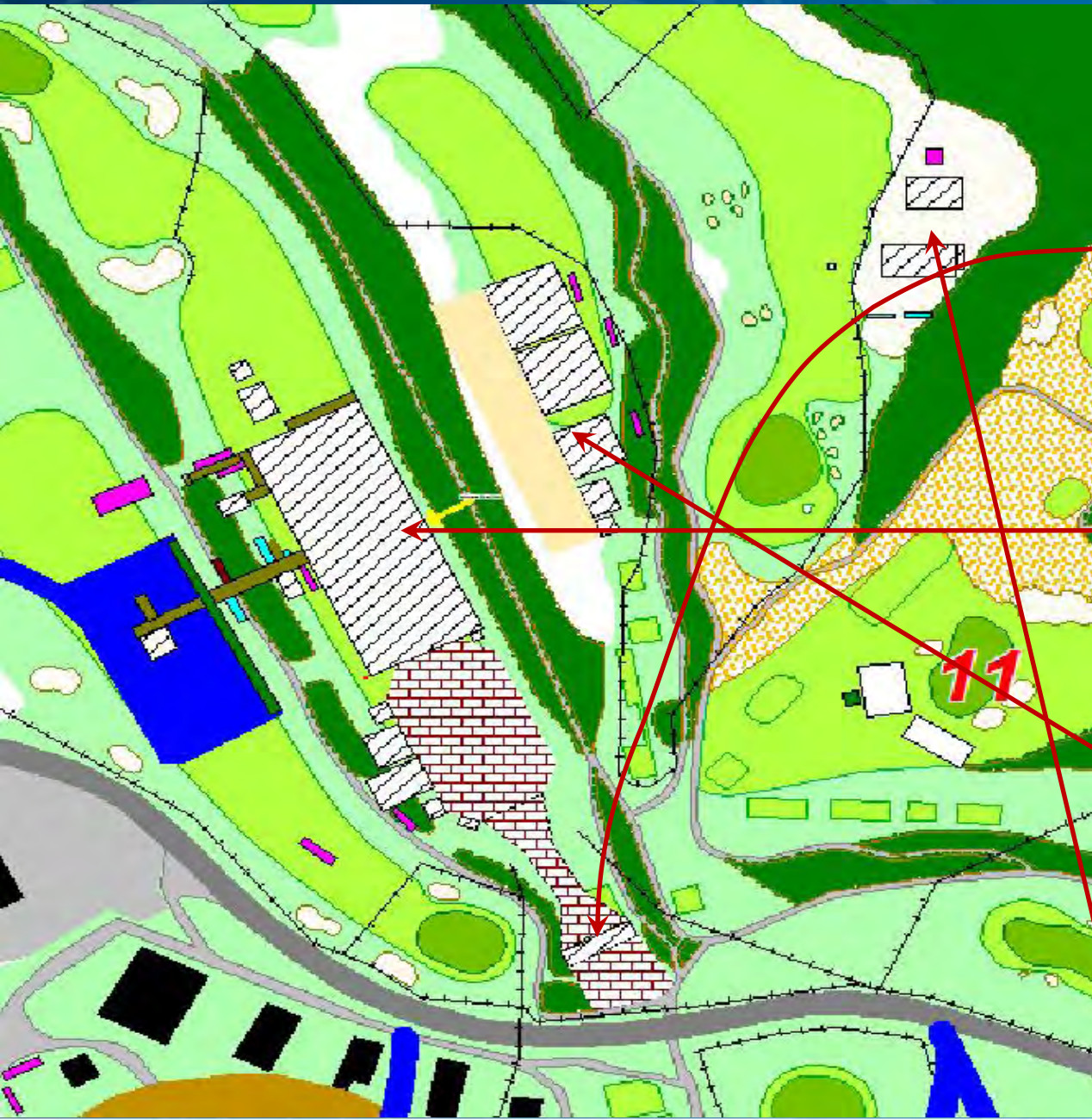


Vendor
Compounds
USGA Offices
Vendor
Compounds
JOC

PUTTER BOY
PLAZA



PUTTER BOY PLAZA



Main Admission Gate

Merchandise Pavilion

USGA Partner Activation

Volunteer Village

GATE 1 (MAIN ENTRANCE)



CLUBHOUSE
CROQUET
CORPORATE



CLUBHOUSE, CROQUET & CORPORATE AREAS

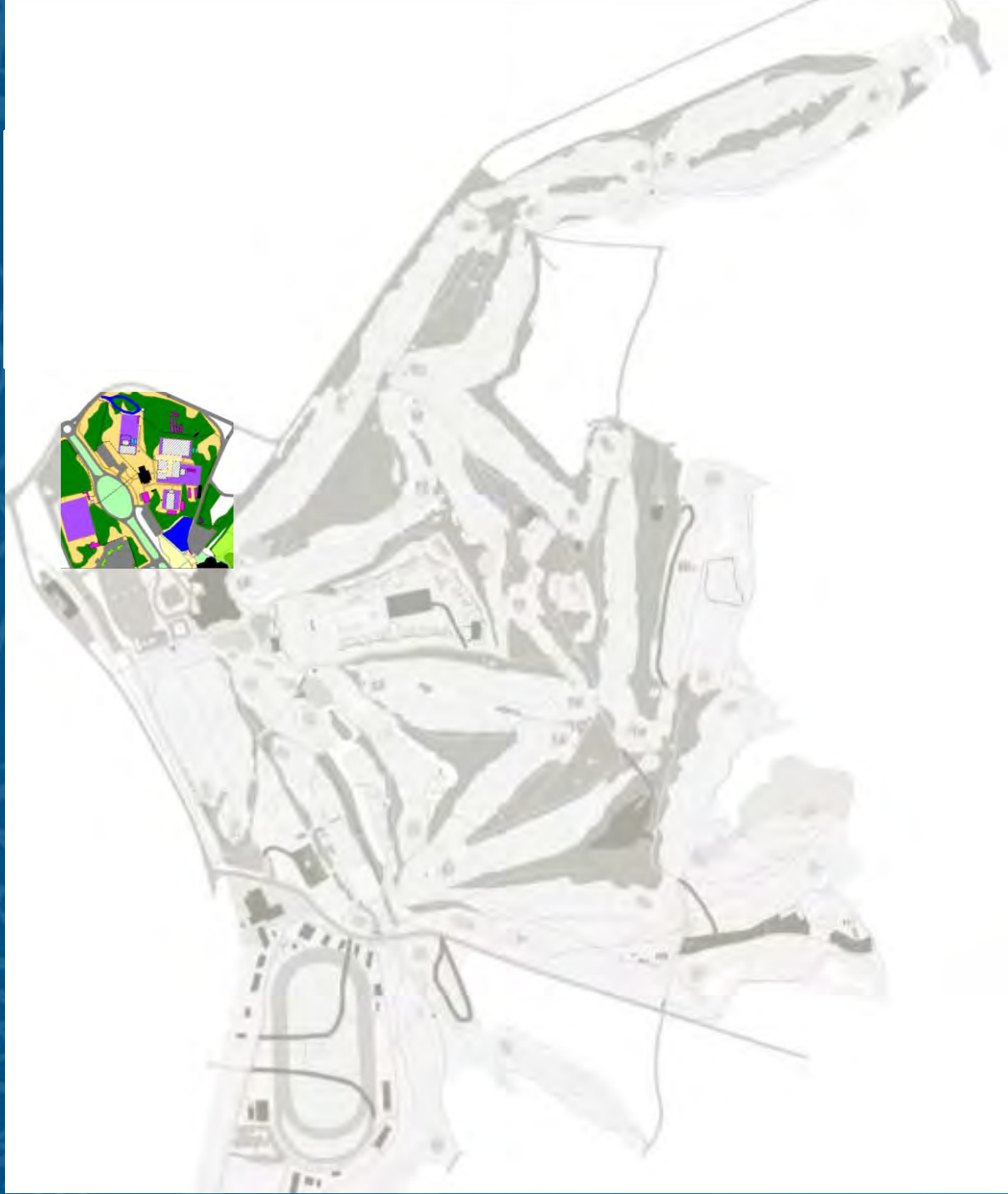
Player Grill Room
Concessions
Medical Tent
Gate 5 – Hwy 5

Clubhouse
Satellite Merchandise
Practice Areas
Putter Boy Pavilion

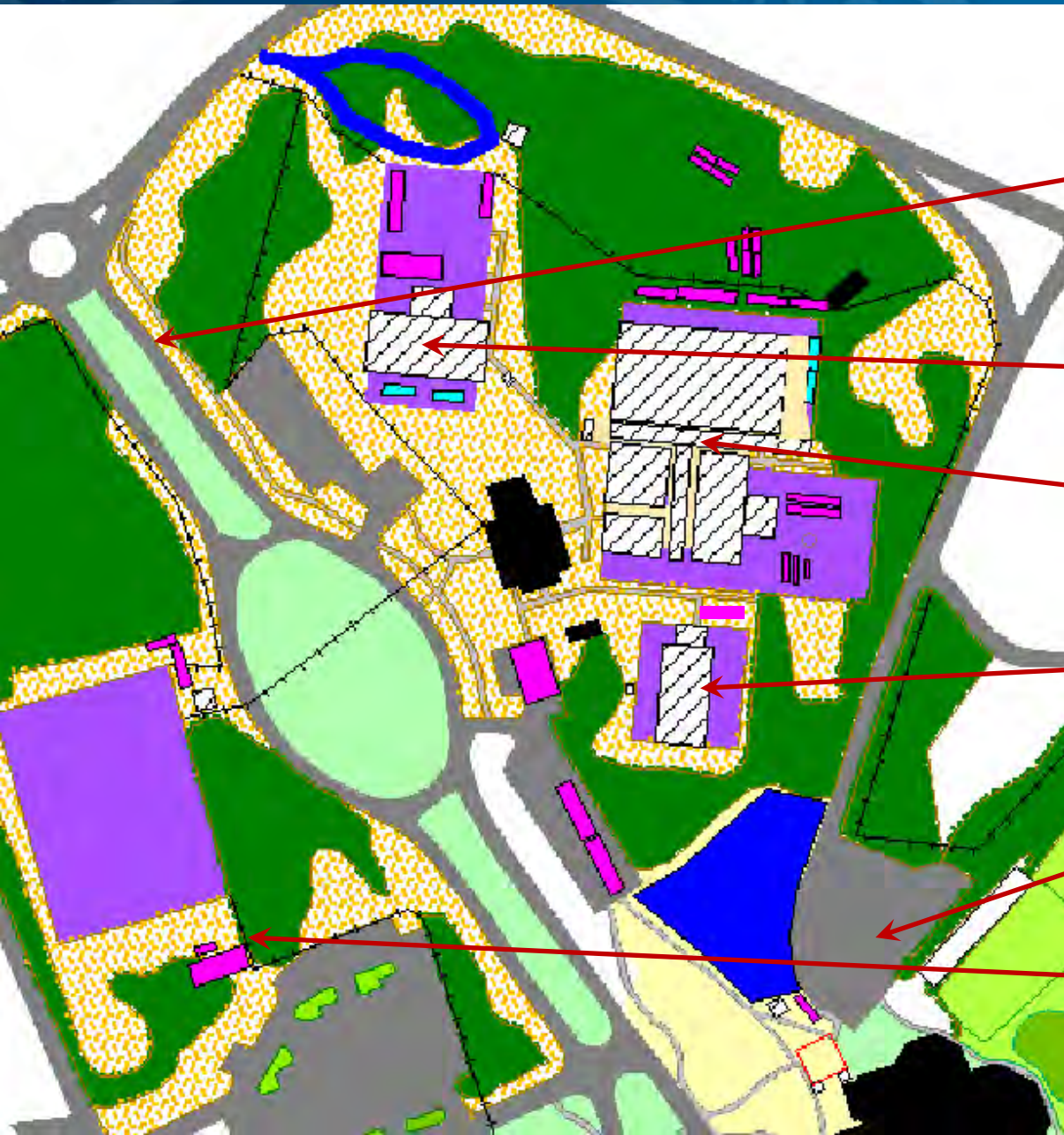
Padgett Pavilion
Ridgewells Compound
Tufts Village



PARKING LOT
TENNIS COURTS



PARKING LOT & TENNIS COURTS



Carolina Vista Drive

USGA Hospitality

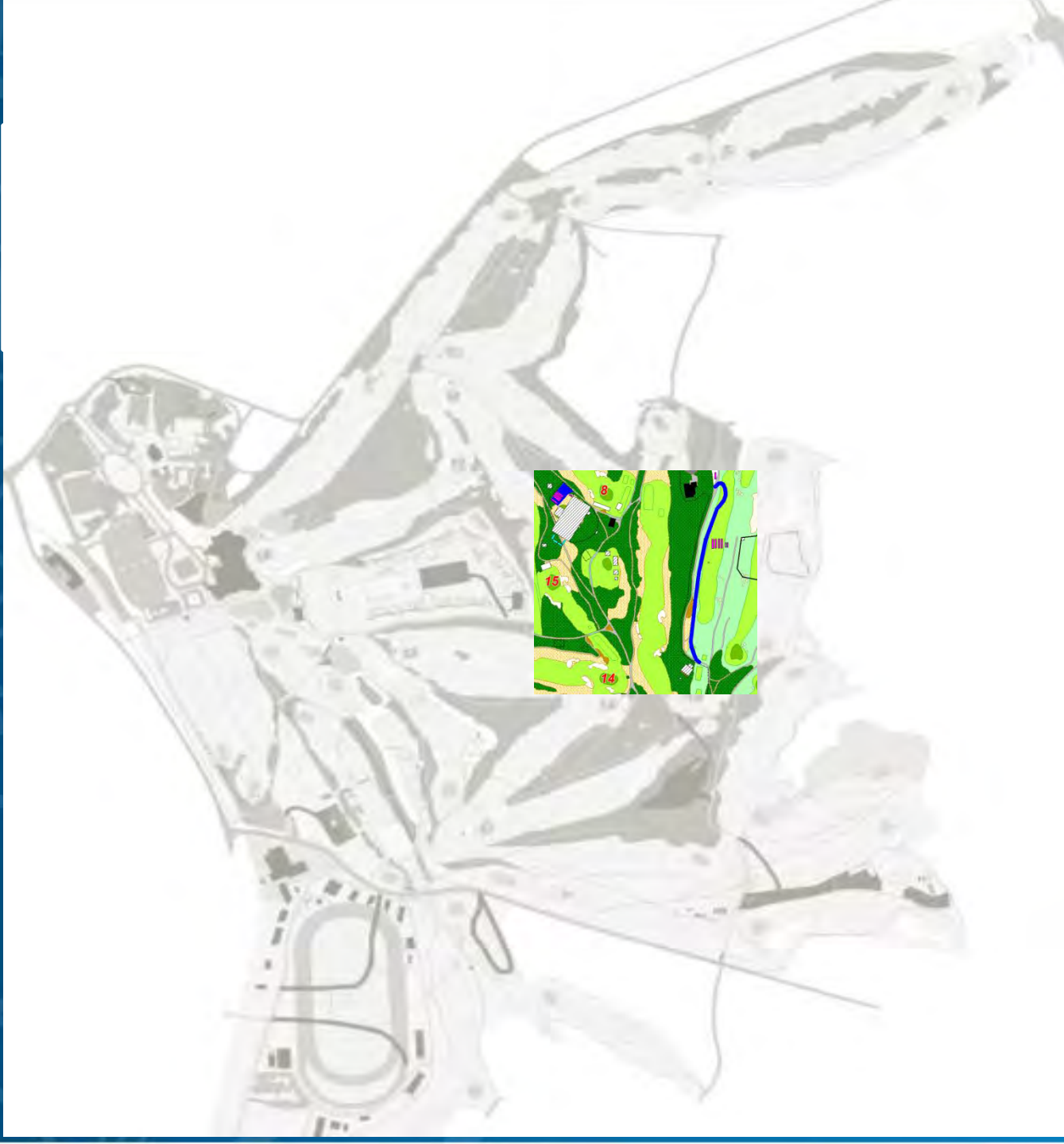
Media Village

Player Hospitality

Player Parking

Volunteer Office

TROPHY CLUB FOOD COURT NETWORK



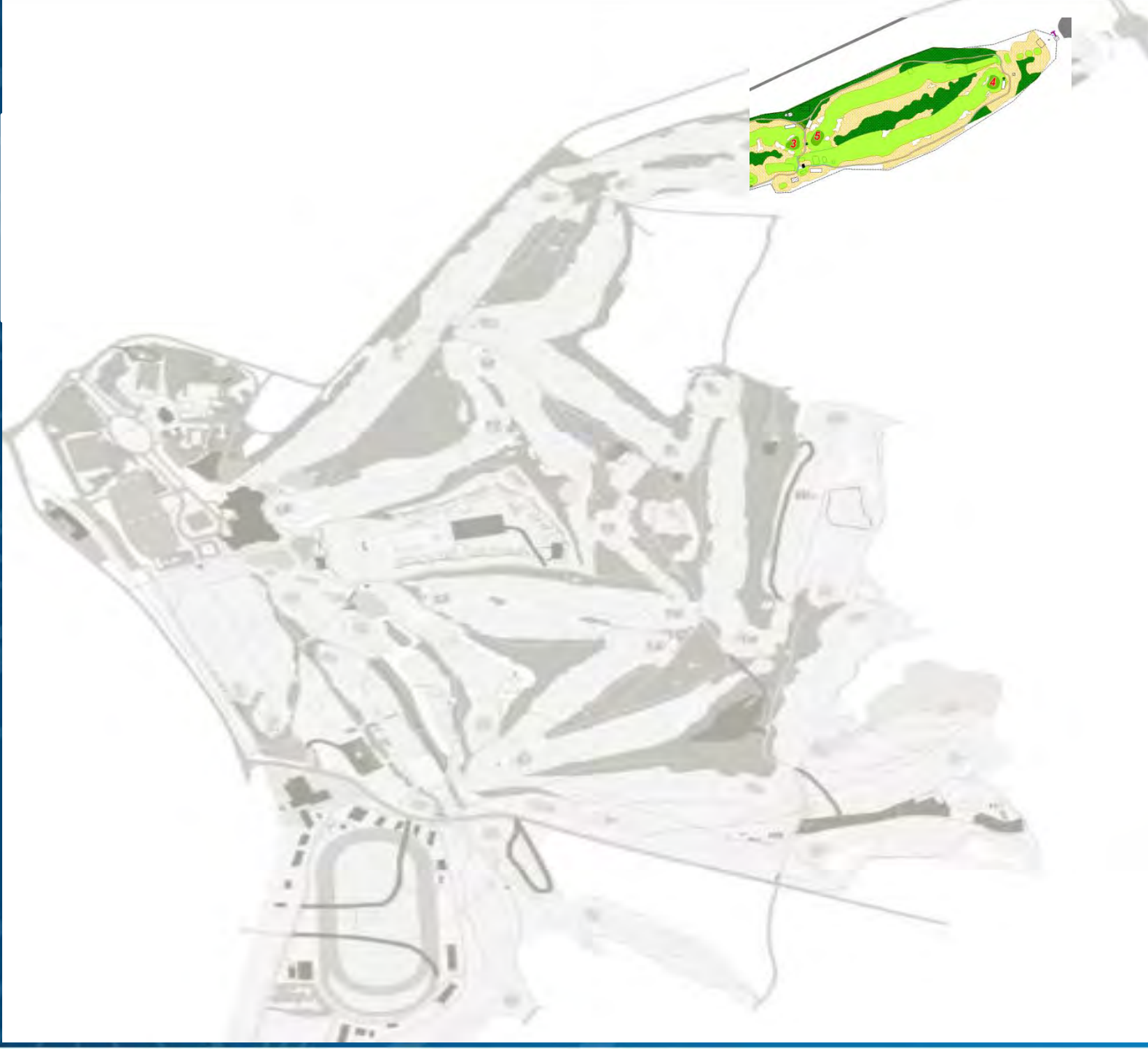
TROPHY CLUB, FOOD COURT & NETWORK AREAS



- Trophy Club
- Food Court
- Network
- Compound
- NBC Hospitality



GATE 3

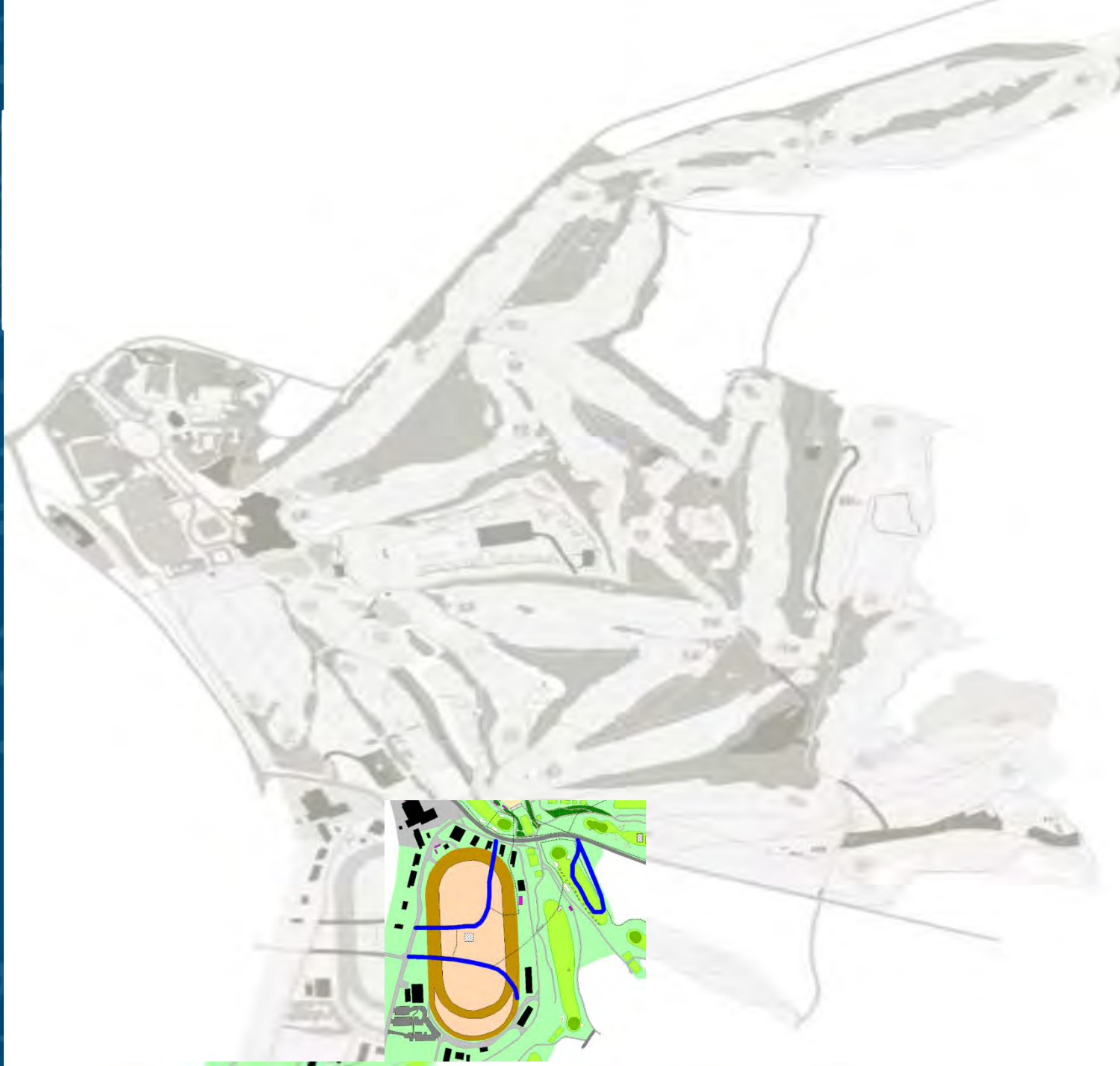


GATE 3

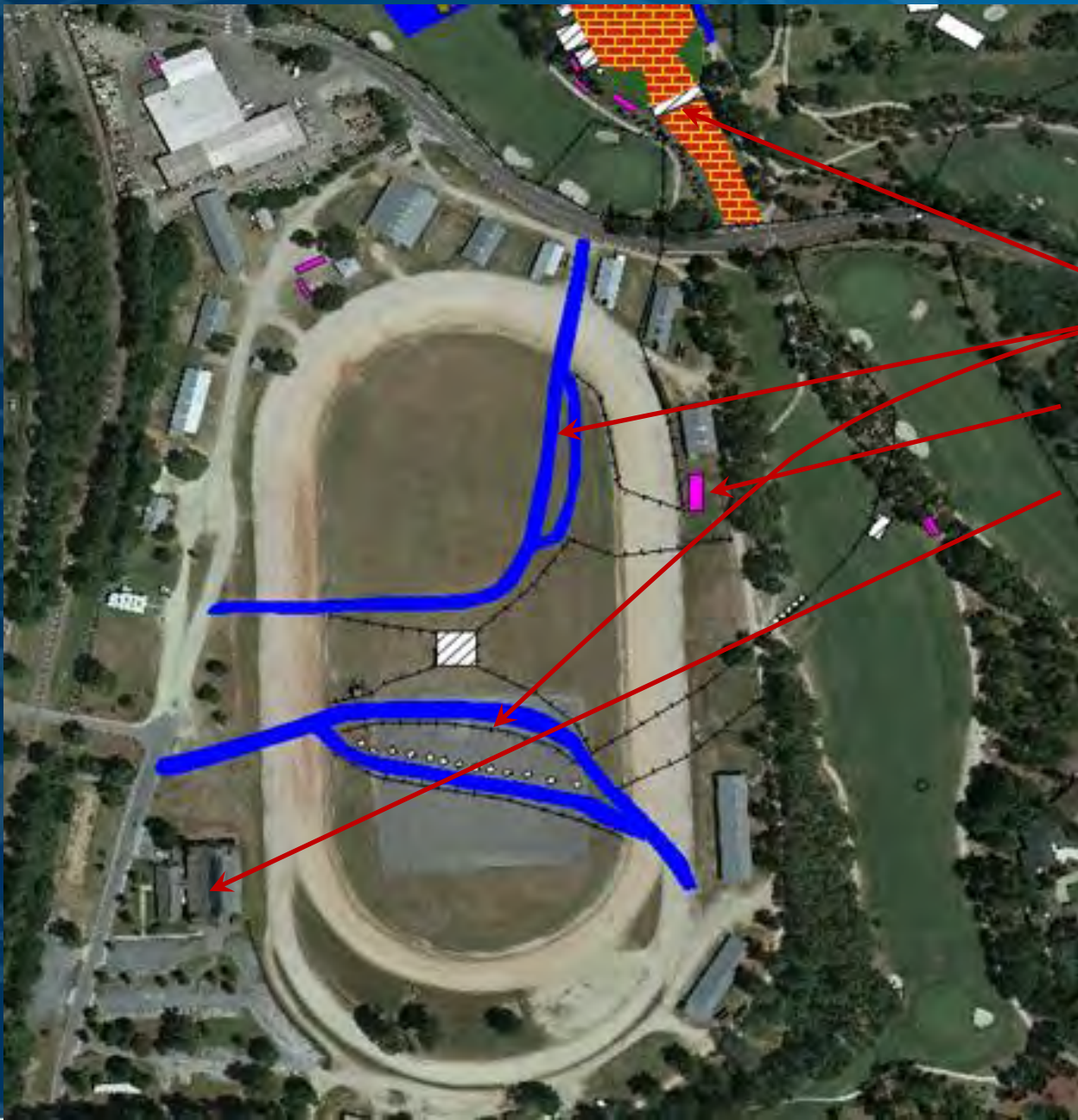


Gate 3
Will Call 3

HARNESS TRACK



HARNESSTRAK



Main Admission Gate

Main Bus Loop

Main Will Call

Fair Barn

(Maintenance Hospitality)

CONSTRUCTION TIMELINE

March 17 – Major facility construction begins – Tufts Village & Trophy Club

April 14 – Co. 1, Holes 1/18 closed – Main Merchandise construction begins

April 18 – Hard courts closed– Player Hospitality construction begins

April 21 – Co. 4, Holes 1/18 closed – Putter Boy, Partner Activation & Volunteer Village construction begins

April 25 – Courts 5-8 closed – Media tent construction begins

May 3 – Courts 9-12 closed – USGA Hospitality construction begins

May 19 – Croquet Courts closed – Satellite Merchandise construction begins

June 2 – Clubhouse access begins

June 4 – Clubhouse closed – Pinehurst Golf Shop and 91st Hole installation begins

OPERATIONAL SCOPE



- 397,138 Sq. Feet of Canvas
 - Cover over 7 football fields
- 22 Megawatts of power
 - Enough electricity to power 4,500 homes
- 646,226 Sq. Feet of Flooring
 - Equivalent to approximately 15 acres of flooring
- 22,900 Bleacher Seats
 - More seating than PNC Arena



- 100 Office Trailers
- 65 miles of Telephone Wire
- 500 Televisions
- 600 Individual Restroom Units
- 350 Golf Carts



- 35,500 Hamburgers
- 80,000 Hot Dogs
- 30,000 Strips of Bacon
- 163,000 Bottles of Water
- 330,000 Beers



ECONOMIC IMPACT



Total Estimated Economic Impact
\$140 - \$170 Million





MERCHANDISE

U.S. OPEN
CHAMPIONSHIPS
2014



PINEHURST No. 2

MERCHANDISE LOCATIONS

- Merchandise Pavilion
- Satellite Tent
- Theatre Building Store





Media

U.S. OPEN
CHAMPIONSHIPS
2014



PINEHURST No. 2

MEDIA



- Over 2,000 credentialed media representing 400 organizations
- Over 44 hours of live Network Broadcast (ESPN & NBC)

- Viewed by 80 million people in over 150 countries around the world
- Over 2.5 million people watched the 2012 U.S. Open online Thursday - Sunday





TICKETS

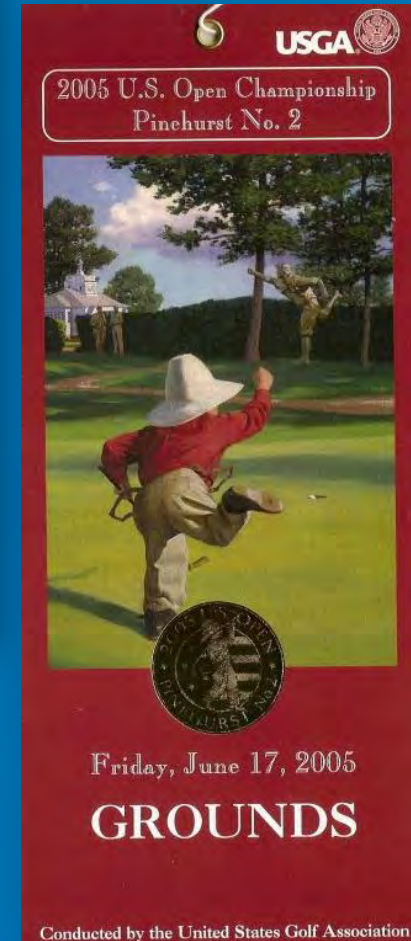
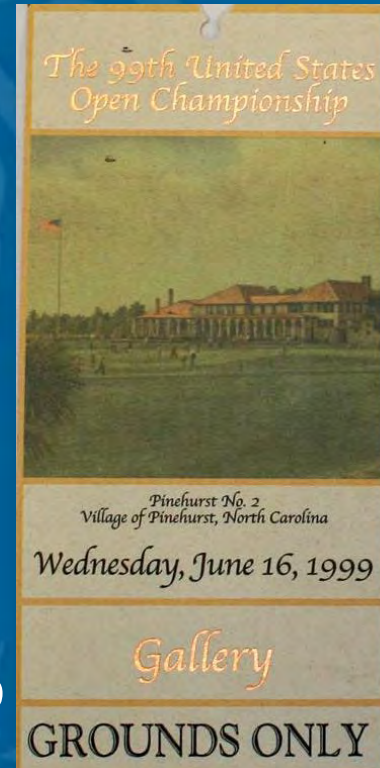
U.S. OPEN
CHAMPIONSHIPS
2014



PINEHURST No. 2

Ticket Update

- Paid Attendance: 40,000 per day
- March 2013: Pinehurst & USGA Members
- June 2013: General Public
- Series ticket packages sold out
- 25% of purchased tickets are two week series ticket packages
- 80% of Ticket Sales Goal





SECURITY

U.S. OPEN
CHAMPIONSHIPS
2014



PINEHURST No. 2

NIMS ORGANIZATIONAL STRUCTURE



- N.C. Department of Public Safety
 - NC Highway Patrol
 - Alcohol Law Enforcement
 - Adult Correction
- N.C. Department of Justice
 - State Bureau of Investigation
- Village of Pinehurst
 - Police and Fire Departments



NIMS ORGANIZATIONAL STRUCTURE



- Department of Homeland Security
- FBI, FAA and ATF
- US Postal Inspectors
- NC National Guard
- Moore County Sheriff's Department
- Moore County EMS
- First Health Hospitals
- Fort Bragg Military Forces
- Mutual Aid Agencies



TRANSPORTATION

U.S. OPEN
CHAMPIONSHIPS
2014



PINEHURST No. 2

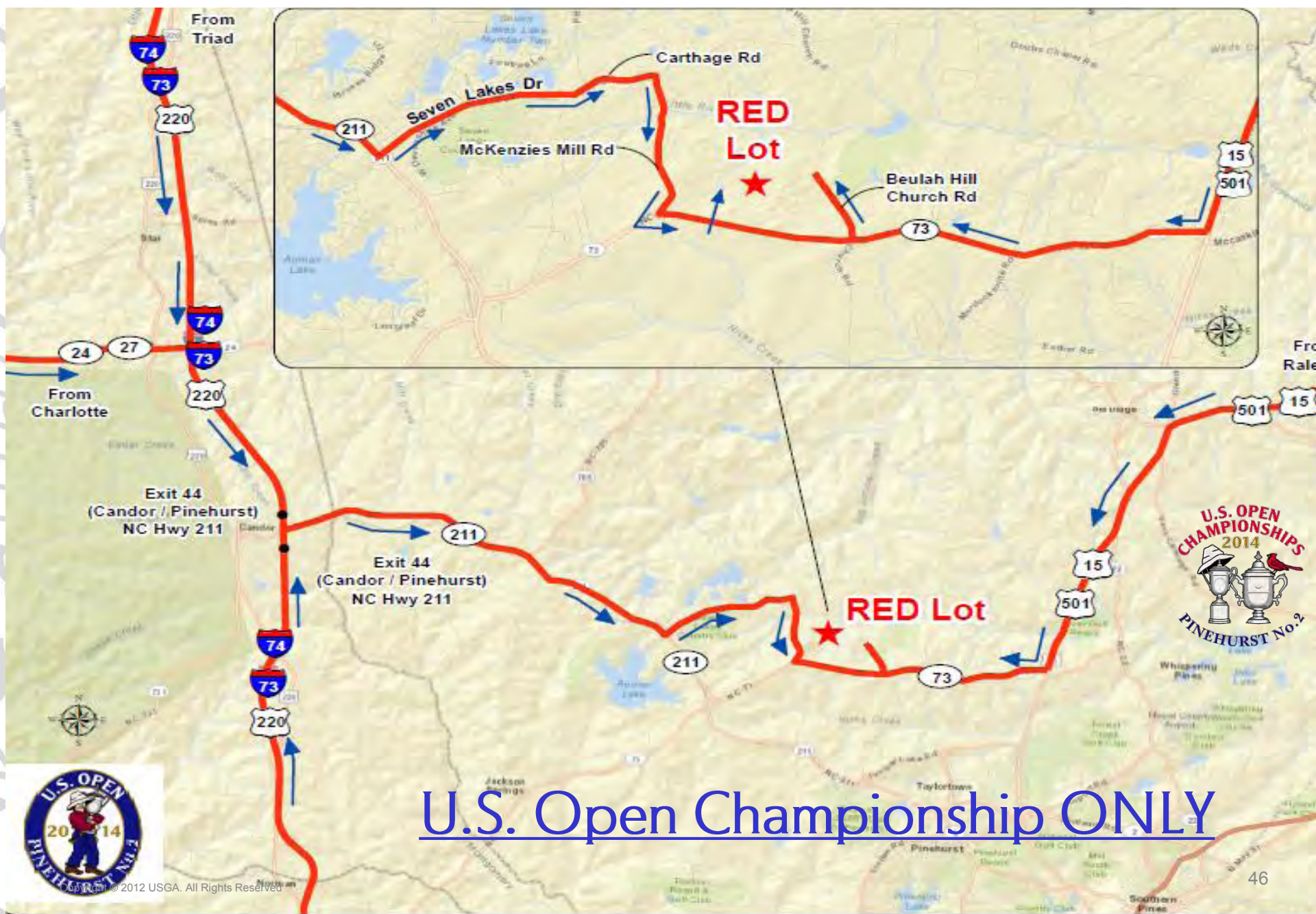
GENERAL SPECTATOR PARKING



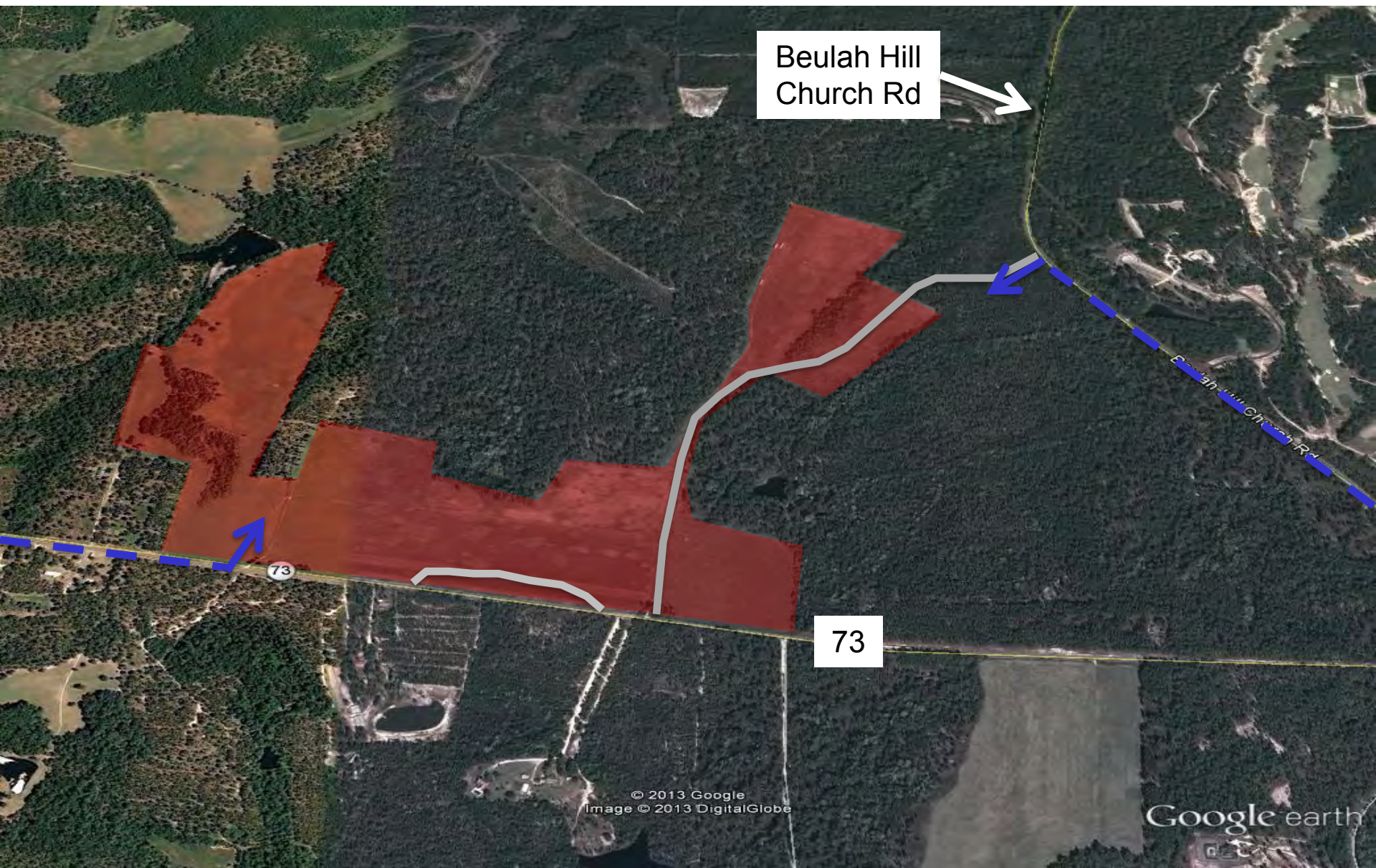
Parking Lots

- **North – Watts Auman Farm (RED LOT)**
 - ✓ NC Highway 73, West End
 - ✓ U.S. Open Week Only
- **South – John Garner Property (BLUE LOT)**
 - ✓ 935 Sand Pit Road, Aberdeen
 - ✓ U.S. Open and U.S. Women's Open

GENERAL SPECTATOR PARKING **RED LOT**



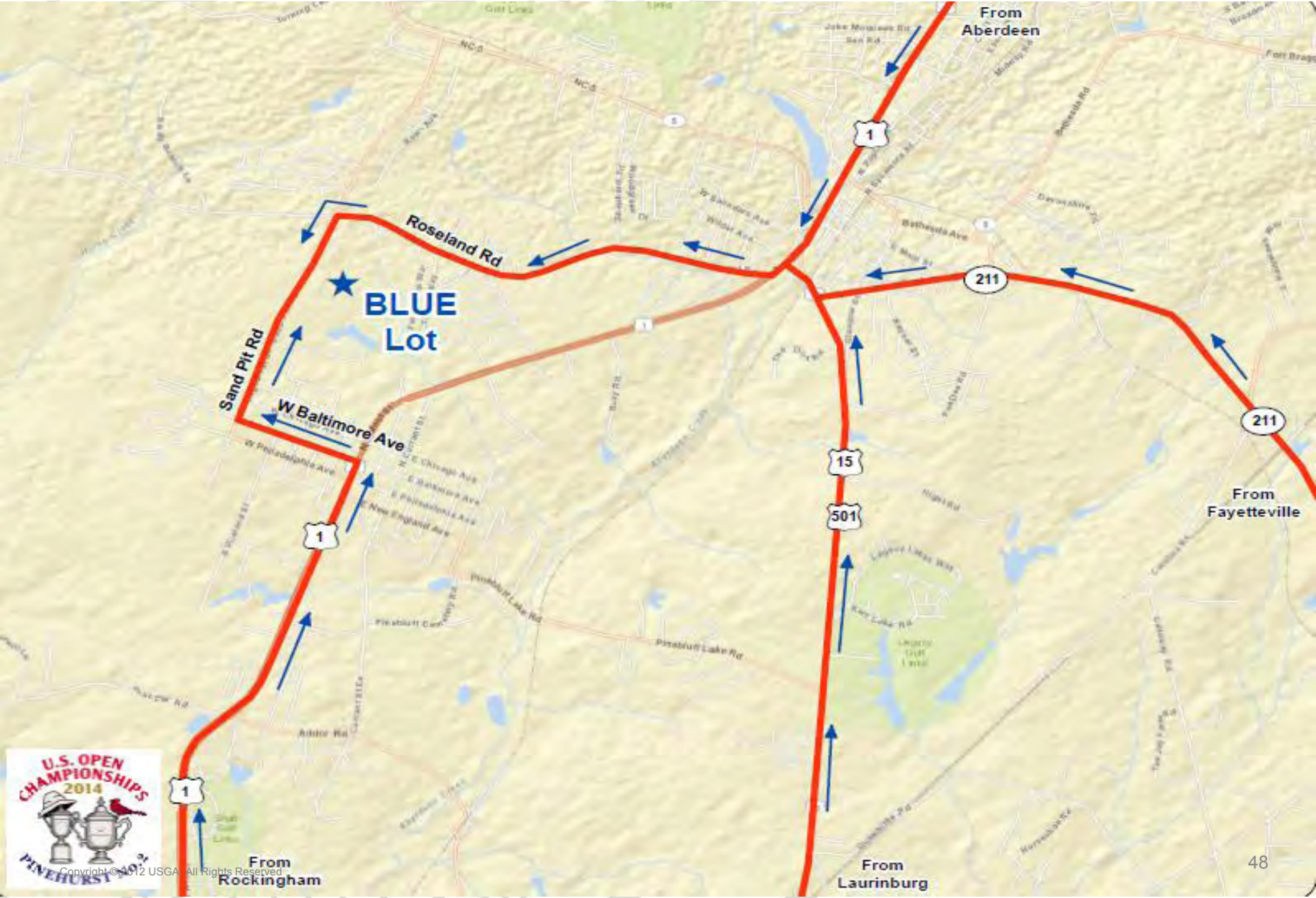
GENERAL SPECTATOR PARKING RED LOT



Beulah Hill
Church Rd

73

GENERAL SPECTATOR BLUE LOT



GENERAL SPECTATOR BLUE LOT



Sand Pit Rd

Roseland Rd

Roseland Rd

Overflow

Faith Ln

Hope Ln

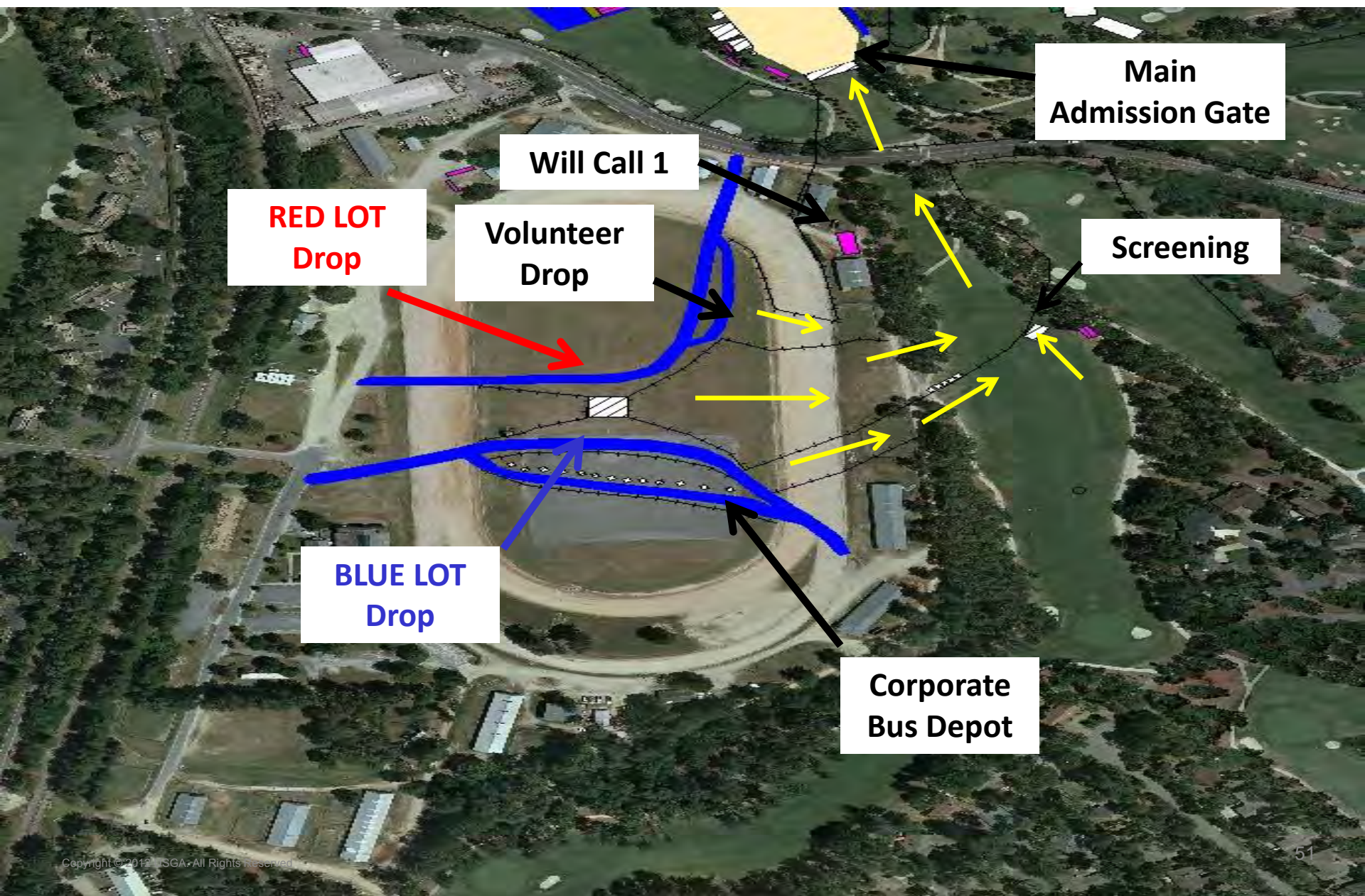
GENERAL SPECTATOR BLUE LOT



U.S. Women's
Open
Championship



SMALL HARNESS TRACK USE Pedestrian Paths



**RED LOT
Drop**

**Volunteer
Drop**

Will Call 1

**Main
Admission Gate**

Screening

**BLUE LOT
Drop**

**Corporate
Bus Depot**

ROAD CLOSURES / MODIFICATIONS



Morganton Road between Doral Drive and Highway 5

- Closed – Sunday, June 8 (12:01 a.m.) – Sunday, June 22

Pine Tree Road at Highway 5

- Closed – Monday, June 9 (12:01 a.m.) – Sunday, June 22

Muster Branch Road at Highway 2

- Closed – Sunday, June 8 (12:01 a.m.) – Sunday, June 22

Village Green Road at Highway 2

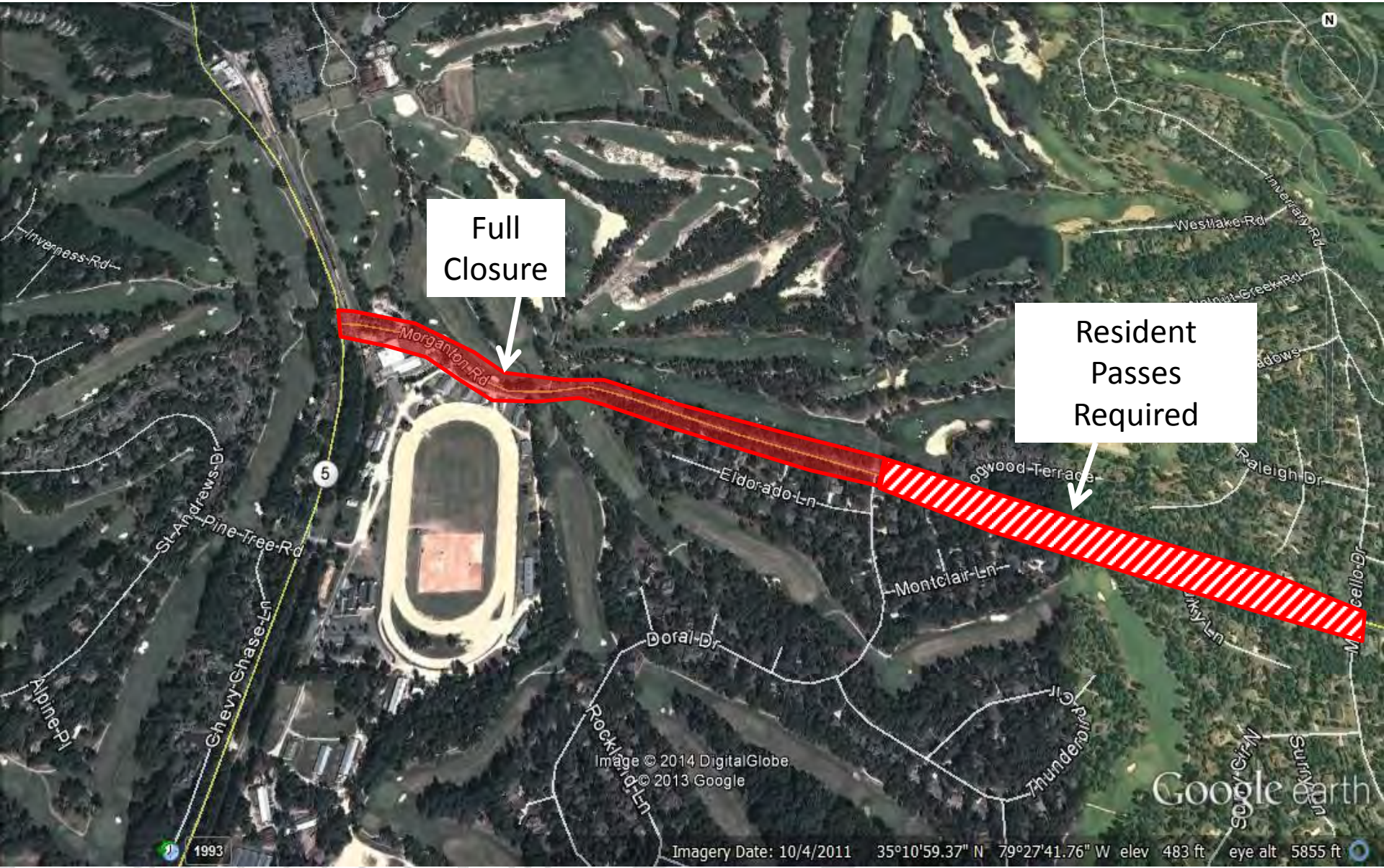
- Closed – Saturday, June 7 (12:01 a.m.) – Sunday, June 22

Palmetto Road at Highway 2

- Closed – Sunday, June 8 (12:01 a.m.) – Sunday, June 22

MORGANTON ROAD CLOSURE

Sunday, June 8 – Sunday, June 22



Full
Closure

Resident
Passes
Required

Image © 2014 DigitalGlobe
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Google earth

PINE TREE ROAD CLOSURE

Monday, June 9 – Sunday, June 22

Traffic Detoured South
to Lake Hills Road



Image © 2014 DigitalGlobe
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Google earth

MUSTER BRANCH ROAD CLOSURE

Sunday, June 8 – Sunday, June 22



Traffic Detoured to Brookhaven Road

Image © 2014 DigitalGlobe
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Google earth

Imagery Date: 10/4/2011 35°11'44.61" N 79°27'40.34" W elev 498 ft eye alt 2380 ft

VILLAGE GREEN ROAD CLOSURE

Saturday, June 7 – Sunday, June 22



PALMETTO ROAD CLOSURE

Sunday, June 8 – Sunday, June 22



83 days and counting...

