



Edwin M. Lee, Mayor  
Philip A. Ginsburg, General Manager

**Date:** April 2, 2015  
**To:** Recreation and Park Commission  
Operations Committee  
**Through:** Philip A. Ginsburg, General Manager  
Dana Ketcham, Director of Property  
**From:** Tom Hart *[Signature]*  
**Subject:** 2020 PGA Championship at Harding Park Golf Course

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**Agenda Wording:**

Discussion and possible action to recommend that the Board of Supervisors approve an Agreement with the PGA Tournament Corporation, Inc. to present the 2020 PGA Championship at Harding Park Golf Course.

**Background:**

On July 2, 2014 Mayor Edwin M. Lee and representatives from the PGA of America announced that the PGA had chosen Harding Park in San Francisco as the site of the 2020 PGA Championship (the "Championship"). This will mark the first time the Championship will have been held in northern California since 1977 and will be the largest professional golf tournament to be played at Harding Park since the 2002/2003 renovation of the property.

The Championship, first played in 1916 and considered one of the top four golfing events in the world, will showcase the 100 top-ranked professional golfers in the world. The event is estimated to draw 200,000 spectators to San Francisco and will be televised to an estimated 458,000,000 households in almost 200 countries, prominently highlighting Harding Park and the City of San Francisco on CBS and Turner Sports during the anticipated 28 hours of coverage.

At this time, the specific dates of the Championship in 2020 are not available. Although the championship is normally held in August, the Summer Olympics will be held in 2020 and will not conclude until August 9, 2020. Actual dates of the Championship will be announced as soon as possible.

The Department staff, the City Attorney's Office and the PGA Tournament Corporation, Inc. (the "Corporation") have negotiated a Host Site Agreement which is attached. Key terms of the Host Site Agreement (the "Agreement") include:

- The Agreement will commence on the date that it is fully signed and executed, and expires the latter of December 31, 2020 or upon mutual completion of obligations of the respective Parties. Representatives of the Corporation will be in the San Francisco area as early as 2018 preparing for hosting the Championship.
- The site fee to the Department is the higher of \$2,000,000 or 9% of gross revenues derived from ticket sales, hospitality site sales and on-course merchandise sales.
- The Agreement contains three “black out” years – 2018, 2019 and 2021 – that surround the Championship during which no other Professional Golf Tournaments can be held at Harding Park.
- Requirements for submitting site, traffic and security plans are included and coordination with City Departments and Agencies necessary to execute those plans.
- The Department is obligated to provide certain facilities in and around Harding Park and a golf course in premiere condition as it has done for previous Professional Golf Tournaments.
- The Agreement contains insurance provisions reviewed and approved by the City’s Risk Manager.

**Financial Impact:**

The Department will receive the greater of \$2,000,000 or 9% of gross revenues, as defined above, which the Corporation estimates will be between \$16,000,000 and \$33,000,000. Advance payments, as a portion of the site fee, will be made to the Department in the amount of \$200,000 per year for 2017, 2018 and 2109. These payments will be used to pay for agronomic expenses associated with course preparations for the 2020 Championship.

**Staff Recommendation:**

Department management and staff recommend approval of a resolution recommending that the Board of Supervisors approve an Agreement between the City and the PGA Tournament Corporation, Inc. for the use of Harding Park Golf Course as the site for the 2020 PGA Championship.

**Supported By:**

PGA of America  
 PGA Tournament Corporation, Inc.  
 PGA TOUR  
 The First Tee of San Francisco  
 Richard Harris of the San Francisco Public Golf Alliance  
 Bo Links of the San Francisco Public Golf Alliance  
 Department Management and Staff

**Opposed By:**

None known

**Attachments:**

Agreement