

COMMUNITY AND ECONOMIC DEVELOPMENT
Single Application for Assistance

Application #:
202306294579

Web App ID #:
9790519

E-Signature: Harlan
Lawson

Status: Legal Process
Complete

I. PROFILES

Name:	United States Golf Association	Top Official/Signing Authority:	Mike Whan
Title:	Chief Executive Officer	Address:	77 Liberty Corner Rd
City:	Far Hills	State:	NJ
Zip:	07931-2570	FEIN:	*****
NAICS Code:	8139	Contact Name:	Harlan Lawson
Type of organization:	Non-Profit Corporation	Phone:	
Title:	Project Manager	SAP Vendor #:	784342
Fax:		PA Revenue Tax Box No:	
Email:		Internet Access:	<input type="radio"/> Yes <input type="radio"/> No

Business Specific Information:

Current # Full-time Jobs in Pennsylvania:		Current # Full-time Jobs Worldwide:	
Company Ownership:	<input type="checkbox"/> Minority Owned <input type="checkbox"/> Woman Owned <input type="checkbox"/> N/A	Type of Organization:	
	Ethnicity (Optional):	Total Export Sales \$:	
Total Sales \$:		Employee Training Investment as % of Revenue:	
R&D Investment as % of Revenue:			

Name:	United States Golf Association	Top Official/Signing Authority:	Mike Whan
Title:	Chief Executive Officer	Address:	77 Liberty Corner Road
City:	Liberty Corner	State:	NJ

Zip:	07938	FEIN:	*****
NAICS Code:	8139	UC#:	
Contact Name:	Harlan Lawson	Title:	Project Manager
Email:	hlawson@gmsfundingsolutions.com	Phone:	(717) 552-2639
Internet Access:	<input type="radio"/> Yes <input type="radio"/> No	Fax:	

Name:	Address:
City:	State:
Zip:	FEIN: *****

II. PROJECT SITE LOCATIONS(S)

Site Information: 1

Address:	1466 New Holland Pike	City:	Lancaster
State:	PA	Zip:	17601
County:	Lancaster	Municipality:	Manheim Township
PA House:	H097	PA Senate:	S036
Full-time Jobs Created:		Current Number of Full-time Jobs:	

III. PROJECT INFORMATION

Have you been talking with anyone at the agency about your project?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If yes, please indicate who:	
Project Name (max 60 characters):	USGA 2024 US Women's Open
Is this project related to another previously submitted project?	<input type="radio"/> Yes <input checked="" type="radio"/> No

IV. TYPE OF ENTERPRISE (Check appropriate box or boxes)

<input type="checkbox"/> Advanced Technology	<input type="checkbox"/> Export Service
<input type="checkbox"/> Agricultural Processor	<input type="checkbox"/> Food Processing
<input type="checkbox"/> Agricultural Producer	<input type="checkbox"/> Government
<input type="checkbox"/> Authority	<input type="checkbox"/> Healthcare
<input type="checkbox"/> Biotechnology / Life Sciences	<input type="checkbox"/> Hospitality
<input type="checkbox"/> Business / Financial Services	<input type="checkbox"/> Industrial
<input type="checkbox"/> Call Center	<input type="checkbox"/> Manufacturing

<input type="checkbox"/> Child Care Center	<input type="checkbox"/> Mining
<input type="checkbox"/> Commercial	<input type="checkbox"/> Other (specify)
<input type="checkbox"/> Community Development Provider	<input checked="" type="checkbox"/> Professional Services
<input type="checkbox"/> Computer & Clerical Operators	<input type="checkbox"/> Recycling
<input type="checkbox"/> Defense Related	<input type="checkbox"/> Regional & National Headquarters
<input type="checkbox"/> Economic Development Provider	<input type="checkbox"/> Research & Development
<input type="checkbox"/> Educational Facility	<input type="checkbox"/> Retail
<input type="checkbox"/> Emergency Responder	<input type="checkbox"/> Social Services Provider
<input type="checkbox"/> Exempt Facility	<input type="checkbox"/> Tourism Promotion
<input type="checkbox"/> Export Manufacturer	<input type="checkbox"/> Warehouse & Terminal

Please fill in when Other specified.

V. HOW WILL THE ASSISTANCE BE USED? (Check appropriate box or boxes)

Type of Financial Assistance:

<input type="checkbox"/> Acquisition	<input type="checkbox"/> Operating Cost/Working Capital
<input type="checkbox"/> Infrastructure/Site Prep	<input type="checkbox"/> Related Costs
<input type="checkbox"/> Machinery & Equipment	<input type="checkbox"/> Other
<input type="checkbox"/> General Construction	

How Will Assistance be used:

<input checked="" type="checkbox"/> Community Development/Revitalization	<input type="checkbox"/> Export - International (out of USA)
<input type="checkbox"/> Community Services	<input type="checkbox"/> Housing
<input type="checkbox"/> Crime Prevention	<input type="checkbox"/> Planning
<input checked="" type="checkbox"/> Economic Development/Revitalization	<input type="checkbox"/> Recreation
<input type="checkbox"/> Education	<input type="checkbox"/> Tax Credits
<input type="checkbox"/> Environmental	<input type="checkbox"/> Technology Development
<input type="checkbox"/> Export - Domestic (out of PA)	<input type="checkbox"/> Tourism Promotion
<input type="checkbox"/> Public Transportation	<input type="checkbox"/> Traffic Engineering
<input type="checkbox"/> Aviation	<input type="checkbox"/> Ports
<input type="checkbox"/> Passenger Rail	<input type="checkbox"/> Rail Freight
<input type="checkbox"/> Master Planning Agreement	<input type="checkbox"/> Highway Safety
<input type="checkbox"/> Transportation	<input type="checkbox"/> N/A

Please fill in when Other specified. [ActivitiesOther]

VI. GAT DATA (if applicable)

Project Budget:

Total Project Cost:

Private Investment:

GAT Project Info:**GAT Contact:****GAT Contact Email:****GAT Project ID #:****Offer Letter Sent Date:****GAT Summary:****Job Info:****Total Jobs Created:****Current PA Employment:****Funding Project Assistance:****Programs****Amount****Fiscal Year****VII. PROJECT BUDGET**

Include all sources of funds and project costs. (Including monies not financed with agency funds.)

	Sports Tourism and Marketing Program (STAMP)	Total
Miscellaneous	\$1,215,000.00	
Event Preparation/Event Hospitality	\$1,215,000.00	\$1,215,000.00
Total	\$1,215,000.00	
	Budget Total:	\$1,215,000.00

Budget Narrative

The grant funds will be used for the following line items:

(1) Event Preparation: \$1,167,500. This budget category includes the rental costs of trailers, restrooms, fencing, windscreen, golf carts, generators, and miscellaneous equipment.

(2) Event Hospitality: \$1,500,574. This budget category includes the tent rentals and related event decor that will be set up along the course for the various spectators.

The USGA is prepared to pay the remaining match funds of \$168,074 for these expense categories. In addition to the above items, USGA will be privately funding the remaining event costs which exceed \$29 million. These additional costs include uniforms, travel and lodging, food and beverage, player day care expenses, furniture, office supplies, utilities, club rental, transportation, facility improvement costs, equipment, maintenance, and medical/fire/police.

VIII. BASIS OF COSTS

- | | |
|--|--|
| <input type="checkbox"/> Appraisals | <input type="checkbox"/> Engineer Estimates |
| <input type="checkbox"/> Bids/Quotations | <input type="checkbox"/> Sales Agreements |
| <input checked="" type="checkbox"/> Contractor Estimates | <input type="checkbox"/> Budget Justifications |

IX. PROJECT NARRATIVE SUMMARY

Identified Problem

The USGA is planning to host its 2024 U.S. Womens Open in Lancaster County, PA at the Lancaster Country Club (LCC). The total estimated budget for this event is \$29 million. The USGA spends a substantial amount of the events budget on marketing and hospitality costs, ensuring that the event remains attractive and entertaining for spectators visiting from around the world. Though the USGA has conducted many professional golf events throughout the country, Pennsylvania has hosted the most events to-date. The 2015 U.S. Womens Open, also held at the LCC, drew more than 134,000 spectators during tournament week. This was a record breaking attendance figure at the time. In order to expand attendance and ensure that Pennsylvania remains a competitive venue for future events, USGA is requesting a STAMP grant to fund a portion of the promotional and operational expenses associated with successfully launching a professional sporting event of this scale.

Project Plan

[REDACTED]

Use of Funds

The USGA plans to use the grant funds towards the rental of tents and towards the supplies and equipment necessary to host the event and ensure the spectators are realizing the expected experience. Tents are erected throughout the venue in order to provide shading and shelter for golfers, spectators, media personnel and staff.

Project Schedule

The event is planned to run from May 30, 2024 through June 2, 2024. The equipment purchases and rentals will be procured in the months prior to the event.

MANAGEMENT SECTION


Responsible Office:	CE Dep Sec Bus Fncng Wrkfrc Dvpt
Responsible Office Director:	Book, Mandy
Responsible Account Mgr:	Wealand, Susan
GAT Account Mgr:	

PROGRAM NAME : Sports Tourism and Marketing Program

Adjustment	Recommended Amount	Approved Amount	Start/Loan Closing Date	Status
Original Contract	1,215,000.00	1,215,000.00	07/01/2022	Legal Process Complete

PROJECT ADDENDA

PROGRAM REQUIREMENTS

 Identify type of applicant

Identify type of applicant

The type of event that funding is sought for is

A United States Golf Association professional or amateur championship

The type of event that funding is sought for is

A United States Golf Association professional or amateur championship

If Other, Please explain

If Other, Please explain

Type of Site Selection Organization is

The United States Golf Association

Type of Site Selection Organization is

The United States Golf Association

If Other, Please explain

If Other, Please explain

SPORTS TOURISM AND MARKETING PROGRAM V1

 Per Executive Order 2021-06, Worker Protection and Investment (October 21, 2021), all grantees must certify compliance with this order by signing and uploading the attached form for contracting purposes.
[Download Worker \[REDACTED\] Form.pdf](#)

Uploaded Documents

Worker Protection and Investment Certification Form-executed.pdf [View](#)

1. Please identify your leading or partnering sports commission or Destination Management Organization (DMO)/Convention Visitor Bureau (CVB).
Discover Lancaster

2. Upload a letter of support from partnering sports commissions or DMOs/CVBs to ensure an understanding of local economic impact, feasibility and the logistical capacity to successfully carrying out the project event.

Uploaded Documents

DL Support Ltr for USGA STAMP application Jun 23.pdf [View](#)

3. Has the project event previously occurred in the Commonwealth of Pennsylvania or at another location outside of the Commonwealth?

Yes

4. If YES, please upload past economic impact reports.

Uploaded Documents

Economic Impact_Lancaster_US Womens Open.pdf [View](#)

5. All applications must include the following projected data:

A. Earned Media

News and Broadcast Hits: 46,919, News and Broadcast Impressions: 122,544,263,431

B. Social Media Evaluation

Social Hits: 58,024, Social Impressions: 1,612,525,675

C. Number of Jobs Supported

Direct Jobs: 424, Indirect Jobs: 57

D. Tax Revenue Generated

\$2,687,943.06

E. Direct STATE Spending

\$46,446,996.00

F. Direct LOCAL Spending

\$41,472,522.00

G. Hotel Room nights to be sold (generated by the project event)

25,042 hotel room nights

DCED has implemented an electronic contracting procedure for awarded funds using an e-signature process. Please provide the name, title, and email address of two authorized individuals who will execute a contract, *if awarded*.

Please note that one individual must be the Chief Elected or Highest Ranking Official of your organization.

Staff will verify the accuracy of the information prior to contracting, as necessary.

1. Name:

Mike Whan

Title:

Chief Executive Officer

Email:

[REDACTED]

2. Name:

Reginald Jones, Jr.

Title:

Managing Director, Open Championships

Email:

[REDACTED]