

Request Name: 2019 PGA Web.com Tour - Utah Championship

Description: The 2019 PGA Web.com Tour - Utah Championship for the third consecutive year will be held in Davis County at Oakridge Country Club in Farmington. The Web.com is the development tour for the U.S. based PGA Tour.

Agency: Economic Development

Purpose: The PGA Web.com Tour - Utah Championship is another example of Utah demonstrating that we are the State of Sport. The goal each year in hosting this event is to provide a competitive world-class event that attracts top-ranked golfers, their families, golf enthusiasts, will increase visitor spending to the State and County, and provides international media coverage. The 2018 PGA Web.com Tour-Utah Championship was the second largest purse (\$700,000) of the 27 tournaments played on tour.

Funding for: \$175,000 One-time

Government

Private Not-for-Profit

## 2019 PGA Web.com Tour – Utah Championship

### Itemized Budget:

2018 - \$175,000

#### Budget Breakdown

- Operational expenses including staffing
- Course maintenance and equipment
- Rental equipment
- Waste management
- Operational services and infrastructure broadcast booth, VIP area, spectator services, etc.
- PGA Web.com Tour hosting fee
- Exclusive use of the golf course, club house, and associated facilities

### Deliverables and/or Performance Measures:

The 2018 PGA Web.com Tour schedule featured 27 tournaments played in 18 states and 4 countries. Twelve of those tournaments, including the *Utah Championship*, were broadcast on NBC's Golf Channel. The entire 2018 PGA Web.com Tour was seen in 180 countries and territories, reaching a potential 300 million households across 36 channels outside the United States via the PGA Tour's international broadcasting operation. This media coverage has an estimated value of \$3.1 million.

#### Estimated economic impact:

Room nights - 3,035 nights = \$371,285\*

Food, entertainment, retail of those associated with the tour - \$324,300\*

Gate attendance - 32,000 x \$15 average daily spend = \$480,000\*

PGA TOUR estimates an overall economic impact of \$4,000,000

Hill Airforce Base service men and women were invited to tend the pin on the 18<sup>th</sup> Hole, which had been exchanged with an American Flag in honor of Military Appreciation Day.

**Does this organization receive other State financing?** No – not for this event

### Intent Language Request:

Confirm with Representative Barlow

To provide funding as directed by the Utah State Legislature for Davis County, PGA  
Web.com Tour