



THE BROADMOOR has hosted 22 major tournaments, including seven USGA Championships, and has been named *Golf Magazine's* No.1 Resort in North America.

"THE BROADMOOR has been a long-standing partner with the USGA, hosting seven championships since 1959. Iconic names from several generations have competed at The Broadmoor including Jack Nicklaus in his 1959 U.S. Amateur Championship win and Annika Sorenstam in her 1995 U.S. Women's Open win. We are confident the resort will again provide the ultimate test en route to identifying a champion." – JEFF HALL, MANAGING DIRECTOR OF RULES & OPEN CHAMPIONSHIPS, USGA

"TRULY ICONIC PROPERTIES aren't built, they evolve over generations of staff and guests interacting to create history. Only with an unrelenting commitment to excellence do resorts rise above the competition and become legendary." – JACK DAMIOLI, PRESIDENT & CEO, THE BROADMOOR



East Course at The Broadmoor

A Generational Commitment

The Broadmoor – Sea Island Company delivers on its hospitality promise.

COLORADO SPRINGS, COLORADO: The timeline to plan and build the new Mercedes-Benz Stadium in Atlanta was seven years (interestingly the White House in Washington D.C. took eight years). The process to bid, plan, and coordinate all the details for a USGA major can be a decade long endeavor.

This summer will be The Broadmoor's eighth major USGA championship. "I've had the privilege of watching four during my tenure at the resort. It's an exhilarating and exhausting experience. When I told my wife we were just awarded the 2018 U.S. Senior Open, she responded, 'Have you lost your marbles!'" teased Russ Miller, director of golf operations at The Broadmoor. "All kidding aside, we were thrilled. The U.S. Senior Open is a perfect match for our demographics. Most of our guests will recognize every name on the leaderboard."

With today's instant communication tools of e-mail and text, the process to request hosting a USGA major is unchanged. "It starts with a written letter to the USGA requesting consideration for a championship," explained Miller. "No matter how extensive your off-course amenities, the USGA criteria focus almost exclusively on the test of your golf course."

"No one gets lucky winning an Open. Par is not the target score. Each hole is evaluated on the merit of a good shot having a reasonable shot at birdie and a poor shot being penalized. The goal is to have competitors thinking one shot ahead," said Miller.

"During the U.S. Women's Open here in 2011, I heard more than one player report how mentally exhausted they were upon entering the scoring trailer and as a result, I knew we had done our job."

DID YOU KNOW?

THE BROADMOOR AND SEA ISLAND have almost two centuries of combined hospitality history. Both resorts have been operated by only a handful of owners. Today, they are under one umbrella and owned by Philip Anschutz and his family.

AN ARMY OF VOLUNTEERS

The Broadmoor is a major employer in town. Guests have access to 784 opulent guest rooms and suites, championship golf courses, multiple pools, 25 boutique shops, a luxurious spa, 20 dining establishments, and 185,000 square feet of meeting space.

"The economic benefit of hosting a USGA major extends beyond the resort," said Miller. "It's estimated the town of Colorado Springs will receive an infusion of over \$21 million in its coffers because of the tournament."

Manpower required to staff a USGA major hovers around 2,400 to 2,600 volunteers. "During our USGA Women's Open seven years ago, we had volunteers from all 50 states," boasted Miller. "Believe it or not, there are groupies of volunteers who follow majors from one venue to the next year after year. Volunteers pay a nominal fee and receive a weekly badge, embroidered uniforms, and lunch for their assistance."

"Three years out, we started grooming our Donald Ross

course in subtle ways, from fairway shaping to watering schedules. Even with advance planning, come tournament time, we meet at 4 A.M. each day to discuss prep work, set up, and pin positions. Changes can be made at the 23rd hour because of wind and weather conditions. For example, in 2008 [the last time we hosted a USGA Senior Open], with dry and hot weather in the forecast, we moved the pin position toward the back of the green on the 12th hole because we were concerned the ball wouldn't hold the green."

A SERVING HEART

Sea Island employs 20 PGA professionals among its three courses. "We hold ourselves to a higher standard ensuring seamless, Forbes Five-Star service trickles over to the golf side," said Brannen Veal, director of golf operations at Sea Island. "We look for those with a 'servant heart.' It's easy to teach the rest."

Developing skills as a golf professional at Sea Island carries great weight on a resume. "You learn all aspects of

THE BROADMOOR HAS ADDED A THREESOME OF ADVENTURES

Cloud Camp, with only 24 rooms, sits 3,000 feet above the main resort campus. Arrival is via a hike, mule, or Cadillac Escalade. *The Ranch at Emerald Valley*, surrounded by 100,000 acres of Pike National Forest, is an all-inclusive retreat that combines the rustic charm of a wilderness enclave. Finally, *The Broadmoor Fly Fishing Camp*, 75 minutes to the west, recently became an Orvis-endorsed fly fishing lodge."

FOR MORE INFORMATION, PLEASE VISIT BROADMOOR.COM.



“The golf at Sea Island is second to none.” – ZACH JOHNSON



the golf business here. I am not surprised my professionals are cherry-picked for top jobs across the country,” continued Veal.

FOUR FORBES FIVE-STAR RATINGS

Sea Island is the only resort in the world to achieve four Forbes Five-Star ratings nine years in a row with The Cloister, The Lodge, The Georgian Room, and The Spa at Sea Island each receiving the prestigious designation. The resort offers five uniquely different accommodations: The Cloister (located between the ocean and the Black Banks River), The Lodge (an English-style manor suited for golfers), The Inn (closest to outside boutiques and

restaurants), Broadfield (a 5,800-acre sporting club and lodge), and Cottages (ideal for family reunions and golf groups).

This year marks Sea Island’s emerald anniversary (90 years). Since opening in 1928, the resort continued to evolve and expand, often through creative means. The company survived the Great Depression, in part by printing its own money.

Guests have the choice of three courses: Plantation, Retreat, and Seaside. For the past two years, the annual PGA TOUR’s RSM Classic has been played on both Plantation and Seaside. The Seaside Course gets most of the attention. Considered shotmaking at its best, holes intertwine with the marsh which ebbs and flows with the tide.

“Construction of our newest resort amenities, including a new pool and six luxury cottages at The Lodge is well underway. We also are building a new 17,000 square-foot golf performance center with the size and scope that is unmatched on the East Coast,” said Veal.

“You will soon be able to have your small corporate meeting in our boardroom overlooking the ocean and then walk across the hallway for a lesson with a ‘Top-100’ *Golf Digest* instructor. If you are looking for an experience to make an impact, this is it.” ■



The Beach Club at Sea Island



“THE COMPLEMENTARY NATURE of our two resorts and, more importantly, the cultural similarities will create an opportunity to enhance the guest experience at each of our destinations.”

– SCOTT STEILEN, PRESIDENT & CEO, SEA ISLAND

YOU NEVER KNOW WHO YOU MIGHT BUMP INTO

SEA ISLAND IS HOME TO DOZENS OF TOUR PLAYERS. Davis Love III (pictured far right), has over \$44 million in winnings and is a two-time Ryder Cup captain. On a recent afternoon, a resort guest was practicing with a putting arc in the golf performance center and inquired if the training aid really worked. Davis, crossing unnoticed behind the student, commented, “It helped me win 21 times on Tour.” Before the student realized who had walked by, Davis had left the teaching studio.

THE LODGE is part intimate hideaway and Forbes Five-Star hotel. Situated on the site of an antebellum plantation whose ruins are still visible, its 43 rooms feature rich wood, exposed timber beams, and marble baths with deep soaking tubs. FOR MORE INFORMATION, PLEASE VISIT SEAISLAND.COM.