

## TPC Network

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them rent-free access to a tournament site as opposed to having to find a spot and paying rent. That translates into a bigger charitable donation.

Myrtle Beach is a good example of a community that worked with the PGA Tour on a new facility, Smith said. The announcement for the new TPC of Myrtle Beach facility was held at The Dunes Club, which had hosted the Senior Tour Championship, Smith said. Myrtle Beach Golf Holiday, the major golf marketing organization for the Grand Strand, is a partner in building of the course.

What does the PGA Tour look for in deciding on a new TPC site?

"Our mission," said Keith Tomlinson, vice president of TPC Development, "is to be in locations that allow us to improve existing tournaments, provide a location that is designed for spectators from the outset, challenge the Tour pro and entertain the average golfer. We also provide a site where the tournament sponsor doesn't have to pay a rental fee. Charities are generally

the sponsor. If we provide a rent-free facility, that leaves more for prize money and charitable donations. So our primary focus for development is in areas where the tournament has outgrown its present facility and needs a new spot to reach its potential."

Tomlinson said he also gets occasional calls from developers saying they have a site, although the local sponsor may not be considering a change. "We'll see if it

makes sense for the tournament and whether it can operate the other 51 weeks as well," he said.

Much of the growth in the TPC network started during the mid-1980s was tied to the need for sites to hold PGA Senior Tour events. For example The TPC of Michigan hosts the Ford Senior Players Championship, the TPC at The Canyons the Las Vegas Senior Classic and the TPC of Myrtle Beach the Energizer Se-

nior Tour Championship.

Sites that have given up tournaments to the new facilities are usually ready to do so, Tomlinson said. They have generally benefited from the marketing exposure the event gave the older course. Now that memberships and/or tee sheets at the non-TPC tourney site are full, giving up the course for tourney week often proves an inconvenience.

The PGA Tour has tradition-

ally opened two to three new TPC facilities annually, Tomlinson said. The Tour hopes to increase that to four to five a year, doubling the number of facilities within the next five to seven years.

The PGA Tour wants to be at least a part owner and operator of all the new operations it opens, Tomlinson said. "There are few if any brand names in the golf business," he said. "We [TPCs] have some brand name recognition."

### The Network

The PGA Tour owns and/or operates 14 golf facilities, has seven under construction or planned, has four domestic facilities licensed, but not owned or operated by the PGA Tour, and has six licensed international facilities. They include (opening or projected-opening date in parentheses):

#### Owned and/or operated

TPC at Sawgrass, Ponte Vedra Beach, Fla. (Oct. 1980-Stadium, Feb. 1987-Valley); TPC at Eagle Trace, Coral Springs, Fla. (Dec. 1983); TPC at River Highlands, Cromwell, Conn. (June 1984); TPC at Prestancia, Sarasota, Fla. (Jan. 1985-Club, Jan. 1987-Stadium); TPC at Avenel, Potomac, Md. (Oct. 1986); TPC of Scottsdale, Scottsdale, Ariz. (Dec. 1986); TPC at Southwind, Memphis, Tenn. (March 1988); TPC at Piper Glen, Charlotte, N.C. (Aug. 1988); TPC of Michigan, Dearborn (1990); TPC of Tampa Bay, Fla. (Jan. 1991); TPC at Summerlin, Las Vegas (Nov. 1991); TPC at Heron Bay, Coral Springs, Fla. (May 1996); TPC at The Canyons, Las Vegas (Oct. 1996); TPC at Sugarloaf, Atlanta (May 1997).

#### Under construction or planned

TPC at Jasna Polana, Princeton, N.J. (1998); TPC of Myrtle Beach, S.C. (1998); TPC of Virginia Beach, Va. (1998); TPC at Deere Run, Moline, Ill. (1999); TPC at Wakefield Plantation, Raleigh, N.C. (1999); TPC of Valencia, Valencia, Calif. (2000); TPC of The Twin Cities, Minneapolis (2000).

#### Licensed - Domestic

TPC at The Woodlands, Texas (May 1984); TPC at Las Colinas, Irving, Texas (May 1986); TPC at PGA West, La Quinta, Calif. (Jan. 1986); TPC at Snoqualmie, Seattle (1998).

#### Licensed - International

TPC Batoh, Tochigi Prefecture, Japan; TPC Mito, Ibaraki Prefecture, Japan; TPC Mission Hills, Kanchanaburi, Thailand; TPC Mission Hills, Khao Yai, Thailand; TPC Mission Hills, Shenzhen, China; TPC Ichihara, Chiba, Japan.

