



Melissa S. Peacor  
County Executive

## COUNTY OF PRINCE WILLIAM

OFFICE OF EXECUTIVE MANAGEMENT  
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# 10-A

BOARD OF COUNTY SUPERVISORS  
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Maureen S. Caddigan, Vice Chairman  
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June 8, 2015


**TO:** Board of County Supervisors

**FROM:** Jeffrey A. Kaczmarek, Executive Director  
Department of Economic Development *JK VM*



**THRU:** Melissa S. Peacor  
County Executive

**RE:** 2015 Quicken Loans National Tiger Woods Foundation Golf Tournament -  
Overview

Please find, accompanying this memo, a copy of the presentation entitled, “*Quicken Loans National*.” At the Board’s May 19, 2015 meeting, Chairman Stewart requested Jeff Kaczmarek provide an overview to be presented at an upcoming Board meeting. This presentation will occur at the Board’s June 16 meeting.



Prince William County Government  
Board of County Supervisors



*Jeff Kaczmarek, Director  
Economic Development*

## Overview

- July 27 – August 2
- Hosted by Tiger Woods Foundation
- Held at Robert Trent Jones Golf Club in Prince William County, Va.
- 120 PGA TOUR players vie for \$6.5 million purse
- Approximately 150,000 attendees anticipated
- International media exposure
- Tiger Woods Foundation supports local charities, college-access programs, small businesses, and the United States military and veterans



## Economic Development Opportunity

- Showcase Prince William County to business prospects
- Leverage event to maximize our competitive position
- Increase awareness through Local Leaders in partner support



## The PWC Golf Industry Statistics

- The Prince William County Golf Industry generates:
  - ◆ \$36 Million in Annual Sales
  - ◆ 738 jobs
- Golf is a key Quality of Life amenity
- Prince William County is home to top-rated golf and golf retail destinations:
  - ◆ Some 23 Golf Courses
  - ◆ Robert Trent Jones Golf Course
  - ◆ Jack Nicklaus Golf Course at Potomac Shores
  - ◆ Golfsmith, Gander Mountain, REI, Cabela's



Sources: Hoovers, Jobs EQ

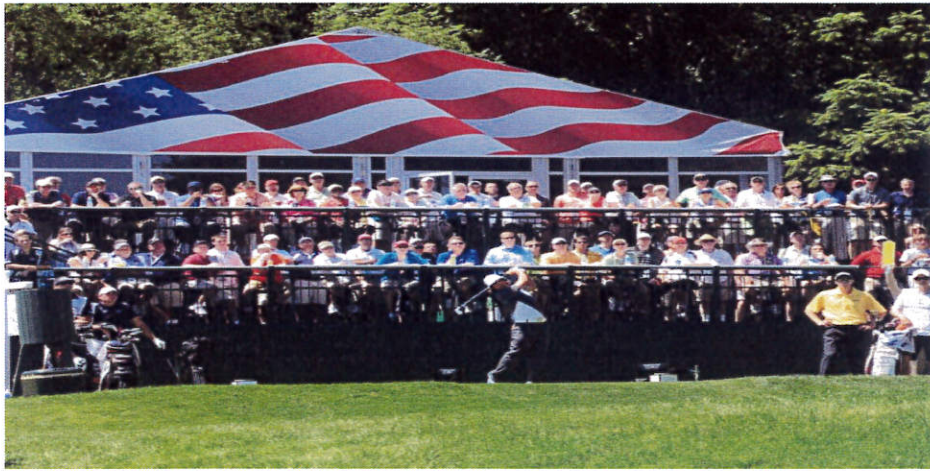
## 2015 Quicken Loans National – Tiger Woods Foundation



## A Global Spotlight



## Honoring our Military



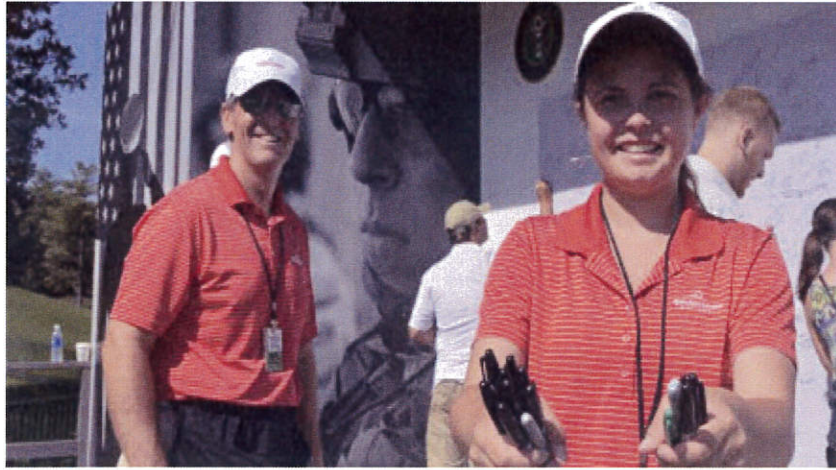
**Quicken Loans**  
NATIONAL

## We Salute Our Heroes



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## A Community Event



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## Making A Difference



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## Discover Prince William & Manassas


- Website
- Golf Trades & Industry Familiarization Tour
- Hotels
- Partner Meetings
- Attractions



## Discover Prince William & Manassas

- Quicken Loans National Official Tournament Program Advertising
- Economic Impact





**Quicken Loans National 2015**  
**Robert Trent Jones Golf Club**  
**Prince William County, Virginia**

**Monday, July 27 – Sunday, August 2, 2015**

<http://www.QLNational.com>

