17INTLFILM03 TPC RENO SCRIPT

*(BEMAN IN TPC CLUBHOUSE)*

SOT BEMAN: “The question is, were we ever that young? *(LAUGHS)*

SOT BEMAN: “The area you see cleared off here was all like that, those trees over there to the right. It was all, it was literally a jungle…water moccasins, alligators, snakes…it was a, it was a rough and tumble place…Pete said he could do it.” (*LAUGHS)*

*(RENOVATION TIME-LAPSE) PGA TOUR ENTERTAINMENT PRESENTS)*

*(PROFILE ART CARD: MASTERPIECE THEATER)*

ANNC: “Jason Day, 2016 Players Champion!”

*NATS: CHEERS*

**WITH HIS FINAL PUTT AT, THE 2016 PLAYERS CHAMPIONSHIP, WINNER JASON DAY SET OFF A CHAIN OF EVENTS THAT HAS LITERALLY RESHAPED THE LANDSCAPE OF THE FAMED PLAYERS STADIUM COURSE AT TPC SAWGRASS.**

**FOR LESS THAN 24-HOURS LATER, THE ICONIC COURSE BEGAN UNDERGOING A MASSIVE RENOVATION.**

**A TRANSFORMATION THAT PROMISES TO LIVE UP TO AND HONOR ITS UNIQUE BEGINNINGS.**

SOT BEMAN: “We are building the tournament players club…it’s really a new dimension in tournament golf…it’s what I call stadium golf…I’m convinced that this is the future of professional tournament and competitive golf.”

**IN THE EARLY 1970’S, THE PGA TOUR WAS STILL A GROWING ORGANIZATION, FILLED WITH SOME OF SPORTS BIGGEST STARS, YET NOT TOO FAR REMOVED FROM A SPLIT WITH THE PGA OF AMERICA.**

**ITS 2ND COMMISSIONER, DEANE BEMAN, A FORMER TOUR PLAYER HIMSELF, WAS TASKED WITH GROWING THE NEW ORGANIZATION ON MANY FRONTS.**

SOT BEMAN: “One of my jobs was to build THE PLAYERS Championship, and we had to build special events, we had to attempt to get the players to embrace that, and it was a long battle and one of those battles was how do we take THE PLAYERS Championship, and build it into a very special event? The best way to do that was to create its own place.”

**THE PLAYERS HAD THEIR OWN TOURNAMENT AND NOW THEY NEEDED THEIR OWN COURSE.**

ANNC: “I am very pleased to announce uh today that the, the players of the PGA TOUR, the members, the voting members, have overwhelming approved the, the building of the, the building of THE PLAYERS club at the beach.”

**BEMAN HIRED FORMER INSURANCE SALESMAN TURNED GOLF COURSE ARCHITECT PETE DYE TO BUILD A PERMANENT HOME FOR THE PLAYERS CHAMPIONSHIP.**

**AND HE HAD SOME VERY SPECIFIC IDEAS ON WHAT TYPE OF GOLF COURSE HE WAS LOOKING FOR.**

SOT BEMAN: “I wanted a golf course that had as many right to left holes as left to right, that required the players to hit it in the fairway, because the greens, by modern standards, the greens are pretty small… And I think Pete is a master of deception he understands how to challenge a golfer, and particularly challenge him mentally.”

PETE DYE SOT: “Dean had a great idea about how to promote golf and having a golf course that would take care of the gallery. Dean is the one that had it in mind that he wanted to make more money, better sponsors, better galleries, everything. And he started out with me on a real shoe string.” *(LAUGHS)*

SOT BEMAN: “We were it a restaurant talking about the routing…and uh this was, this was in 78…I wanted a concept for the golf course for the gallery that someone could stand in an area and not walk very far and see action on 2 or 3 and maybe 4 holes and he was able to do that.…that’s it stadium golf.”

**A 415 ACRE TRACK OF FLORIDA SWAMP LAND WAS CHOSEN IN PART BECAUSE IT WOULD BE A BLANK CANVAS FOR DYE’S CREATION.**

**BUT ALSO, BECAUSE BEMAN PROCURED THE ALLIGATOR AND SNAKE INFESTED LAND FROM FLETCHER LAND DEVELOPMENT FOR JUST ONE-DOLLAR.**

SOT VERNON KELLY: “You look at the ultimate deal, 415 acres for a dollar and you think my god how hard was it to get somebody to do that? It was a wonderful deal for Deane and the TOUR but it was also a great deal for the Fletchers because they ended up with a Championship golf course in the heart of their property.”

**AS ONE MIGHT IMAGINE, BUILDING IN A SWAMP OFFERED SOME UNIQUE CHALLENGES.**

SOT VERNON KELLY: “I was involved in the day to day just trying to stay alive out in the swamp and I remember talking to Pete after we had Hurricane a100 year storm and I said do these things ever get done and he said, just keep trudging one day you’ll look up and you will be there and sure enough that’s what happened.”

NATS KELLY: “This is kind of how it looked, you’d go in there just very cautiously. You watch where you step, you’ve just got to be very careful. They went out there and stay for 2 or 3 hours you’d come back with uh some kind of tick fever or something.”

**BUT WHERE SOME SAW ADVERSITY, OTHERS OPPORTUNITY.**

**AND PARTICULARLY WHEN IT CAME TO CREATING TPC SAWGRASS’ NOW ICONIC 17TH HOLE… A LITTLE INGENUITY.**

SOT PETE DYE: “When we were digging the area around there where the 17th green is now we kept getting sand. Just kept digging and digging it because I needed all the sand in the world for the fairways. Finally, I just had a big hole down there and Alice came by and I said what am I going to do with this crazy hole.”

ALICE DYE SOT: “He said I don't have a place to put the 17th green. I said Pete why don't you put it right back where you had it bulk head it, and fill up that big old hole with water."

PETE DYE SOT: “I said you're crazy. I'd get shot.”

NATS BEAMAN: “This is a sketch of the 17th green…might be the first plan Pete ever put together for a golf course… so much is made of the 17th hole, but it’s literally one of the easiest holes out here…until you have to do it.”

ANNC: “The PGA TOUR’s new tournament Players Club represents a new direction for golf. Stadium golf, the greatest innovation for spectators since the TOUR began. Stadium golf, a concept of tomorrow. Golf’s future has arrived.”

**THE TOURNAMENT PLAYERS CLUB, AS IT WAS KNOWN THEN, OPENED FOR PLAY IN 1980, AND THE PLAYERS CHAMPIONSHIP ARRIVED TWO YEARS LATER.**

**DYE’S DESIGN, SO RADICAL FOR THE TIME, THAT SOME PLAYERS DIDN’T KNOW WHAT TO MAKE OF IT.**

NATS: “It will be playable for all players, but I think it has a little Scottish tone to it and it has some individual characteristics I think that you will find a little bit different than a lot of conventional golf courses.”

**FUTURE WORLD GOLF HALL OF FAMER BEN CRENSHAW SAYING, "IT'S STAR WARS GOLF, DESIGNED BY DARTH VADER.”**

SOT VERNON KELLY SOT: “Anything that is revolutionary and it was revolutionary at that time, particularly in a traditional game like golf is going to have its share of critics. I think one of the funniest comments was from JC Snead…he said they ruined a perfectly good swamp…*(LAUGHS)* I remember Deane saying…the players hated the golf course at first, but the spectators loved it from the very first day.”

**JERRY PATE’S 2-SHOT VICTORY AT THE 1982 PLAYERS CHAMPIONSHIP WOULD HELP USHER IN A NEW ERA IN GOLF.**

*(PETE DYE WILL GO FOR A SWIM TODAY)*

**THE WIN, A VICTORY FOR STADIUM GOLF AS WELL.**

NATS: “It’s the greatest feeling in the world to come down the 18th hole here and the course that he and Pete Dye built .”

**SOME 35-YEARS LATER, THE COURSE AND THE TOURNAMENT HAVE BOTH GROWN INTO ICONS OF THE SPORT.**

ANNC: “Be the right club today!”

ANNC: “Better than most!”

**DEANE BEMAN’S DREAM OF A TOURNAMENT FOR THE PLAYERS PLAYED ON A COURSE WORTHY OF THE BEST FIELD IN ALL OF GOLF, HAS CERTIANLY BECOME A REALITY.**

**AND NOW, DYE’S MASTERPIECE CONTINUES TO EVOLVE.**

**ITS GREENS REBUILT AND RESURFACED.**

**THE PRACTICE FACILITY UPDATED TO THE MODERN GAME’S STANDARDS.**

SOT TYLER DENNIS: “It’s great to be out here, because this is sort of in one way a place that you’ve been coming for a number of years, but in another way we’re looking at a brand new thing here.”

**EVEN THE DRIVE INTO THE CLUBHOUSE, A CHANCE TO EMBRACE THE PRESTIGE OF THIS PLACE.**

SOT DAY: “It just had a whole different vibe to it, being able to drive up there, seeing how open everything is, you see the clubhouse at the top of the hill. But it just has a total different feel.”

**BUT THE BIGGEST CHANGES HAVE COME TO SOME OF THE HOLES THEMSELVES.**

**A LAKE ADDED IN BETWEEN THE 6TH AND 7TH HOLES; MAKING THAT AREA OF THE COURSE MORE SPECTATOR AND TELEVISION FRIENDLY.**

SOT MONAHAN: “Opening up this entire area and adding this expansive body of water and being able to see essentially 4 to 4 shots of golf happening simultaneously. I suspect that it will pull a lot of people out here. It’s been an area of opportunity as it relates to fans which is one of the reasons this projects started to make this a little more sense as we got into it.”

**AND THE 12TH HOLE; REDESIGNED TO OFFER MORE RISK REWARD OFF THE TEE AND AROUND THE GREEN.**

SOT DAY: “It's gonna be an interesting test, I think a lot of guys are gonna go for it, depending on position of tees. But I think once that happens, and it's gonna be an exciting one.”

**EVERY CHANGE, SUBTLE OR LARGE, AN HOMAGE TO DYE’S ORIGINAL DESIGN AND BEMAN’S ORIGINAL SPECTATOR FIRST MANTRA.**

SOT Davis Love III: “Now with the renovations to the golf course the players are going be amazed when they get there. THE PLAYERS Championship certainly this year took a leap towards the future in renovating the golf course, the practice facility and making it world class.”

**DEANE BEMAN AND PETE DYE’S DREAM IS NOW RECOGNIZED AS ONE OF THE GAME’S MOST ANTICIPATED EVENTS, PLAYED ON ONE OF ITS MOST BELOVED GOLF COURSES.**

**AN EVER- EVOLVING MASTERPIECE THAT CONTINUES TO STAND THE TEST OF TIME.**

**THE POET, T.S. ELIOT ONCE SAID…**

**“ONLY THOSE WHO WILL RISK GOING TOO FAR CAN POSSIBLY FIND OUT HOW FAR ONE CAN GO.”**

**SEEMS FITTING, NOW MORE THAN EVER.**

SOT BEMAN: “It's the players own championship. It's, you know, the strongest field is played here year after year, at a golf course that's proven itself to be the ultimate test of golf."

SOT VERNON KELLY: “Of course there have been changes and there will continue to be changes and there will continue to be changes, but the core golf course is the core golf course… It just gets better and better, and that’s pretty special.”