



November 15, 2024

Dear PGA West Community Homeowners,

On behalf of the entire team at The American Express, we are excited to once again welcome the best golfers in the world to the PGA West Stadium and Nicklaus courses, and the La Quinta Country Club.

The 2025 event will mark the 66th year of this event. Since its inception, the tournament has returned more than \$66-million dollars to Coachella Valley charities as a part of its on-going mission to give back to the community.

In addition to golf, the event is excited to again play host to two concert events featuring world class entertainers:

- On Friday, January 17, 2025, the 3-time Grammy Award-winning and 6-time Country Music Association Award-winning Vocal Band of the Year, **Little Big Town** will take the stage.
- On Saturday, January 18, 2025, multi-platinum rock legends, **Journey** will perform following the conclusion of the golf.

We do, of course, recognize that events of this size can create challenges for our neighbors. Our organization has met with members of the Master Association team over the summer to solicit feedback from previous events, and to understand how we might grow this event together.

In cooperation with your management group, the City of La Quinta, Riverside County Sheriffs, and the La Quinta Fire and Safety Departments, we have a plan in place that will create a safe and enjoyable environment for our neighbors, event patrons, and the greater City of La Quinta community.

On the subsequent pages of this letter, please take note of the details of this plan and how the event will impact your community. If you have any questions or concerns, we would like to hear from you and our contact information is included on the final page of this letter.

Thank you for your continued support, partnership, and neighborly spirits as we enter high season in the desert, and as the event approaches. We look forward to seeing you at the 2025 American Express.

Pat McCabe
Tournament Director,
The American Express

Ben Haley, Luke Pierce & Kyle Novak
Operations, WORKS Entertainment
(supporting SportFive and The
American Express)



Please take note of the information provided below, as it affects various city streets and road closures.

- The event will be open to the public starting on Thursday, January 16th and will continue through Sunday, January 19th.
- Gates will open at 7:30 AM and Tee Times will begin at approximately 8:30 AM, daily. The Concert Series takes place on Friday, January 17th and Saturday, January 18th only. Ticket Holders (only) may enter the concert area starting from 3:30 PM. Performances will start after the completion of golf, at approximately 5:00 PM and are scheduled to end by 7:00 PM.
- Anyone attending the golf tournament and concert will be required to show their ticket for entry. Please ensure you have this with you at all times and readily available to present to event staff for access.
- On Friday, January 17th and Saturday, January 18th, PGA Blvd at the intersection of Jefferson St. and Avenue 54 will be closed beginning at 3:00 pm until 9:00pm. Please utilize the driving directions and community specific map below as necessary.

Please note, for the safety of patrons, community members, golf professionals and staff, the following measures will be in place:

- The Stadium Gate/Pete Dye Way will be utilized for event entry and exit this year. As such, Pete Dye Way will be closed to all vehicle traffic from:
 - 6:00 AM – 6:00 PM on Wednesday (1/15), Thursday (1/16) and Sunday (1/19)
 - 6:00 AM – 9:00 PM on Friday (1/17) and Saturday (1/18)
- Starting at 3:00 PM, on both Friday (1/17) and Saturday (1/18), PGA Blvd will be closed to all vehicle traffic at the intersection at Avenue 54 and Jefferson.
- In order to access the PGA West neighborhood, during this road closure, please utilize the gates on Madison St. for both homeowner and guest access.
- For guests, Madison gate #2 will be manned this year, to issue guest passes to authorized vehicles.
- If you have guests visiting for the concerts, please instruct them to arrive before 3:00 PM on January 17th and January 18th and enter on PGA Blvd. If they arrive after 3:00 PM, they will be directed to enter into PGA West, off Madison St.
- When departing the concerts on the evenings of January 17th and January 18th, after 3:00 PM all vehicles will be directed to exit out of one of the Madison Gates. Northbound PGA Blvd will only be accessible to event shuttle buses and emergency vehicles.
- We will reopen roads to resume regular vehicle traffic as soon as it is deemed safe to do so, working in close collaboration with the Riverside County Sheriff's



Dept. We anticipate all road closures to remain intact until approximately 9:00 PM on both concert nights.

NOTE: SOUTHBOUND PGA BLVD, AT AVE 54 AND JEFFERSON ST, WILL BE TEMPORARILY CLOSED DURING CONCERTS (FRIDAY, 1/17 AND SATURDAY, 1/18 BETWEEN 3:00 PM-9:00 PM). PLEASE USE ALTERNATIVE ROUTE BELOW:

TO ENTER PGA WEST COMMUNITY - **DRIVING DIRECTIONS**

- Enter into PGA West via Madison Gate #2 off Madison St.
- Turn right or left onto Winged Foot and proceed as needed into the neighborhood.

TO EXIT PGA West COMMUNITY

- Exit will be available via both Madison St. Gates while road closures are in place.

For any questions, comments, and/or traffic concerns **during the event**, please contact Justin Gilson at Justin@worksentertainment.com.

Thank you once again for your support. We appreciate your patience and understanding as we work diligently to provide the best possible experience for all involved.

Best Regards,
The American Express