

Constellation FURYK & FRIENDS

presented by Circle K

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Palm Coast, Florida, USA

Hammock Beach Golf Resort & Spa

Adam Renfroe

Tabitha Furyk

Jim Furyk

Press Conference

CHRIS REIMER: Good morning, and welcome to Hammock Beach Resort & Spa. I'm Chris Reimer; I will be serving as the emcee for today's media day for the Constellation FURYK & FRIENDS presented by Circle K.

Last November, many of us gathered here to introduce Hammock Beach as the tournament's new beginning for 2026. That conversation focused on why this property just presented the community such a natural fit for this event.

Today, with tournament week approaching, we're ready to share how that vision is coming to life. From the players committed to the experience created for the fans to the impact the tournament and the Jim & Tabitha Furyk Foundation will have across Northeast Florida and Flagler County, the tournament is coming together perfectly.

On behalf of the tournament, thank you, of course, to our title sponsor and their commitment to the event, Constellation, their continued support and the connection they have to giving back to the community. Thank you to our longtime media partners from the greater Jacksonville area who made the trip south today and those of you who are closer to the area here in Flagler County and Palm Coast joining us for the first time.

This tournament is possible, first and foremost, with the support that we get from our media friends and between the Furyks and Constellation as well. We thank Hammock Beach for their hospitality, Circle K and all the partners that bring this tournament to life.

I'll introduce the panel. We have, of course, Jim Furyk, our tournament host, PGA TOUR champion, PGA TOUR Champions player; Tabitha Furyk, our co-founder of the Jim & Tabitha Furyk Foundation and the heartbeat of the event itself; and then Adam Renfroe, our tournament director, here for the Constellation FURYK & FRIENDS



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Adam, first question: What can the fans expect? When you announced this tournament, you talked about preserving the personality of the event while taking advantage of everything Hammock Beach has to offer. What does the fan experience this year deliver when it comes to that promise?

ADAM RENFROE: Yeah, so I think the most important thing that's going to be unchanged about our event, it's always been about much more than golf, and that will remain true here at Hammock Beach. We've always prided ourselves on providing great food, great drinks, great music, and certainly some world-class golf. But that will remain our focus here at Hammock Beach.

One venue that's been extremely popular over the years that we're excited to introduce here on the 17th hole is our Circle K ParTee Porch, and this venue is open to the public, and fans are rewarded for every birdie that's made on the 17th hole with \$2 beers.

JIM FURYK: It's a lot of pressure, let me tell you.

ADAM RENFROE: So we'll work with the rules officials to make sure those hole locations are pretty easy. Thanks to a partnership with S.R. Perrott, we're going to have Yuengling flight for seven minutes after every birdie. So that will be a fan favorite for sure, and certainly a tremendous view from the 17th green.

The other thing that we're really, really excited about is kind of an important factor for our tournament is our support for the military, and with the partnership with VyStar Credit Union we're able to bring the VyStar Outpost here to Hammock Beach. It's going to be on the 9th green, and most importantly, it gives our military and their families a complimentary hospitality venue, complimentary food and drink, and then this year they're even going to extend it to VyStar members. That's going to be on the 9th green, and that's going to be a tremendous upgrade from previous tournaments here. Certainly a great view down to the beach.

Another big upgrade thanks to the amenities here at



Hammock Beach resort, Constellation Power Putt is going to be on a real grass putting green now. We're excited about that. The Constellation team is working hard to build that out and make that a friendly fan interaction. It's going to be complimentary to all fans that are on-site, so we're excited to see that come together.

CHRIS REIMER: What's new this year? Especially I've heard some rumors of some fun locations around the finishing holes where fans can gather throughout the day.

ADAM RENFROE: I think with the holes along the ocean, it makes our decisions pretty easy on where to build things. We are going to introduce a public seating area behind the 9th green called The Grove, which that's sponsored by Orange Insurance Exchange, and they've been great partners of the tournament for years, and really excited that they're doing something for the fans. It'll be a great venue right there on the 9th green.

Probably we're most excited about a fan activation area right here adjacent to the 18th hole that's made possible by Integrative Wealth Management, but we're going to call it The Boardwalk. But essentially The Boardwalk is the most robust fan zone that you've ever seen, and it's going to have everything from food trucks to LED video boards to watch golf, to watch football. There's going to be a golf simulator thanks to Bird Golf Academy, and we're going to have a central bar that's called the Sand Bar that's going to feature all of our tournament cocktails.

Speaking of tournament cocktails, I know it's early and I know we all have to work today, but we are featuring all of our tournament cocktails right behind you guys at the bar, and we hope that you will try one or all of them when this is over with.

Excited for the Sand Bar. We're really excited for The Boardwalk. We know that's going to be the hub for fans as they get on-site. That's kind of going to be home base. A lot of exciting things happening right here along the ocean holes.

CHRIS REIMER: That sounds fun.

You mentioned music. Last year when we were here, kind of being part of the event, but we haven't talked about the concert yet. Friday has become a full-day experience here for the fans. What can you share about this year's Furyk Foundation concert sponsored by Ring Power?

ADAM RENFROE: So we announced back in June that Billy Currington was going to headline our Furyk Foundation concert. I think what we're excited about this year is for the first time ever, we're able to do it on-site. So

we're going to have our concert stage right here in The Boardwalk on the 18th hole, and Billy will play on Friday following play. So if you are a fan and you have a ticket for Friday, that's going to include the concert. So what an incredible day. You get to get out here and watch amazing golf right here on the coast and then get a live concert in The Boardwalk. Tickets for that, again, if you have a Friday ticket, it includes the concert, and you can get those tickets on our website or through TicketMaster.

CHRIS REIMER: What are some of the other ticket options?

ADAM RENFROE: As always, I always want to point out that we provide complimentary access for youth 17 and under, college students and then military. So if you want information on that, that's available on our website.

For everyone else, the general admission tickets on Friday are \$50, and that includes the concert. Then on Saturday and Sunday, they're \$25 each day. We have a couple of hospitality offerings for those who want a little bit of an upgraded experience. Club 58 this year is going to be built on the 16th tee box with views of 15 green, 17 green. That's going to be inclusive of beer and wine. Those tickets are available on our website.

Then the last one is the Grotto. If you want an all-inclusive experience with all bar and food throughout the day, The Grotto is going to be located on our 18th hole here. It'll also serve as the VIP experience for the concert. So if you have a Grotto ticket on Friday, you'll be able to stay in the venue, take advantage of that open bar during the concert, that being a new venue we're really, really excited about.

CHRIS REIMER: Thank you, Adam. As you mentioned, there's something for everyone here, whether you love golf, whether you love the social aspect, the food, the drinks or being a part of giving back to the community.

In addition to the fan experience creating the fun environment, there's a real sense of pride in what the Furyks have made possible by hosting and have been building with the community and giving back to charity.

Tabitha, the tournament has now raised more than \$5.45 million for charity since it began, an incredible number. What does that milestone mean to you and Jim, and what does that support allow the foundation to do in the community?

TABITHA FURYK: Thanks, Chris. Yeah, you're right. It is an incredible milestone. We're extremely proud of that, and I will say that that would not be possible without the help and support of Constellation, our other tournament



partners, Circle K, the fans, the volunteers. I feel like we all come together for a common goal, and that is to help others.

So to see that all come together is truly amazing, whether it's helping a sick child become better through our Wolfson's and Baptist programs, feeding children and providing meals and supplies through Blessings in a Backpack and now Provision Packs, building a forever home with Habitat For Humanity. Constellation has been at the forefront of helping us select some of those charities, First Tee. There's so many great organizations that we're so proud of, being just a small part of it.

I think when Jim and I started this back in 2000 knowing we wanted to do something to give back, I don't think we ever imagined how much it was going to grow. That's part of the reason we're here. We've come to Flagler County to continue to grow that footprint and the impact that we have on those that need it the most.

CHRIS REIMER: You have kind of five featured charities this year. As you expand your footprint to Flagler County, what are the five charities and what are we doing here locally to have that impact with the YMCA?

TABITHA FURYK: So I'm going to break it down a little different. One thing I want to emphasize is that we are not leaving behind the charities in Jacksonville. We've had a great track record. We've done some amazing work, started some amazing programs, and we want to keep those going.

As I mentioned, Blessings in a Backpack is one of them. We feed 1,100 kids every week, and that's 60,000 meals that we're able to provide. Those kids would be devastated without it. So we want to continue that great work and continue to grow it.

Through that program, we also do Hope For the Holidays, which is coming up here, I think, December 12th, where we'll feed 6,000 families during the holidays. These kids are going home from holiday break and they're not getting the meals that they need, and this is going to give us an opportunity to give them some food.

Other programs we're continuing, as I mentioned, the First Tee. Anytime you can provide a great education for kids through the game of golf, it's obviously important to us. So we're going to continue that great program.

Habitat For Humanity with Constellation, we've done three full builds and a couple renovations. We want to keep doing that because there are so many families in need.

But to your point, Chris, there's also some great organizations here that we're going to add, and I'm going to tell you guys about them coming up soon. You were hinting about the YMCA. That is one of the new programs that we're super proud of.

It was a \$200,000 investment in their new kid and youth center, and it really -- there's so many kids that go through this program. 8,000 kids are going through this program because of their location in St. Johns County and the need there. So we built this kid zone. We're super excited about it. Not only does it provide fun in the summer, they had 120 kids a day so far coming through this program with camps like cooking camps, babysitting camps, robotics labs, technology camps. There's so many things that we're doing, that we're able to provide, and we're expanding that to a new turf area to do sports and adding an "airnasium" so that there's some shade. As you all know, it can get a little hot.

So it's a great program that we've partnered with the Brown Family YMCA to do some great work there, so we're proud of that and going to keep going with all the things we've done in greater Jacksonville and now going to add some new things here in this area.

CHRIS REIMER: You're preparing to support a new teen center with STEM labs at the Boys & Girls Club of St. Augustine. What need does that program address, and what impact do you see it having?

TABITHA FURYK: So as we expand our footprint in St. Augustine, the Boys & Girls Club have a current center there, the player center, and they want to add a new teen center because the population is growing in that area and there's just a need to kind of separate those age groups.

With the new teen center, we're sort of putting an emphasis, as you'll notice, again, on the options for these kids. A lot of times in the classroom, they're not getting as many options, so this is going to be offering some technology and tutoring in this space. It's a great gathering space for arts, performances, and again, we're going to put a focus on the STEM technology and the robotics labs and really just provide some things these kids aren't getting otherwise, and that'll happen right down the road here in St. Augustine.

Big commitment we're making there, and we're excited to see how that program grows.

CHRIS REIMER: Newly announced is a partnership with Provision Packs. What does this organization do that stands out, and what's the connection that you'll have?



TABITHA FURYK: Yeah, so as I talked about the Blessings program, when we came here, we learned about this amazing organization called Provision Packs, and this is locally grown and locally supported, and we're really proud to be a part of it. Feeding kids has always been a passion of ours, so this is giving us an opportunity to, again, expand the footprint and feed more kids.

We're glad to announce that we're going to feed 100 children here -- Rick is part of the program and he gets me choked up every time we talk about it. We're going to feed 100 additional kids that weren't being fed otherwise, so currently they're feeding 170 children, and that's going to grow to 270 kids for the 26-27 school year. They are passionate about it.

I know we have folks that pack some of those bags and volunteer right here at Hammock Beach and in Flagler County, so we know that it's important in this community, and we're just really happy to be a part of it. They're doing great work, and as you guys realize, when you're hungry -- or when you're thirsty for cocktails. But when you're hungry, it's hard to focus. These kids are going through that same thing. So when you're able to feed them, their test scores are going up. Their attendance is going up. Overall it's better for the school; it's better for the kids; it's better for us. As these kids get better and stronger, it improves our community.

We're excited about that, and I just want to mention one other one. So the Flagler County Education Fund. As you may have heard, it's a big push in our nation to really get kids kindergarten ready. Unfortunately we're not doing a great job of that, and I love that Flagler County is at the forefront of trying to move their community ahead and knowing how important that is.

We have invested \$50,000 into this program to really help kick-start this, and what we're trying to do is, again, provide the resources, transportation access to really educate the parents and give the tools to the educators so that they can help these kids truly from birth to third grade so that they can be ready to learn in kindergarten and much stronger readers moving forward. A great program, and I cannot wait to see how that turns out.

CHRIS REIMER: What do you hope these partnerships communicate about the commitment that the foundation has to Northeast Florida?

TABITHA FURYK: I think one of the things that we touched on at the beginning, Adam mentioned, and I kind of want to hammer in, is that this tournament is truly about having a great time. There's world-class golfers. There's great food, great music. All of this is great fun, right?

We're all having a blast. Some people have said, it's like an adult spring break.

But at the end of the day, all of these funds are going towards charity, and we're making a difference in people's lives. So I think what I want to take away and what I want you guys to all realize and to kind of appreciate during the week is that we are making a difference, whether it's from sponsorship, buying an individual ticket, whatever it is. You are doing your part to make a difference.

I think the new -- hearing your stories, the new relationships, new memories that are created, both at the tournament and through these charities, I think, are what are most impactful.

Jacksonville has been very philanthropic and I'm always amazed by the great things we've been able to accomplish, and hearing everyone's passion here in Flagler County, I cannot wait to see where we go from here. So thank you, guys.

CHRIS REIMER: Well, thank you, and I think all of our new friends here in Flagler County will learn very quickly how inspiring you are, Tabitha, and how much you put into what this tournament does to give back to the community.

Thanks for sharing, and I think we all look forward to hearing some of those stories of impact as we go through tournament week.

We've touched on fan experience for the fun. We've touched on charity for kind of the heartbeat. Let's talk some golf.

Jim, when we announced the move last fall, you said Hammock Beach had all the ingredients to become a player favorite. Now that field is taking shape, what are your hearing from players who are coming to the Ocean Course and experiencing the resort?

JIM FURYK: Yeah, I think there's a history here, as well. '07 and '08 there was a Champions Tour event here. The golf course, for the folks that played it, Jay Haas, some of the guys that are still out on the Champions Tour, they remember it very well. A lot of great comments.

Players are talking to me, calling me, texting me, what can we expect, tell me about the golf course, tell me about the resort. We've got so many wonderful things to say. All you have to do is look outside, see the ocean, six holes that touch the beach. It's an amazing golf course.

I think it's going to set up great. It's going to look wonderful on television, but more importantly, I think our guys are



going to love the golf course. It's a great setup. The Nicklaus Company and Jack did a wonderful job.

Somewhat wide fairways out here but needed along the beach with the wind, and in typical Jack fashion, second shots are quite difficult. The hole locations, the green complexes.

I will say that of all the golf I've played and all the travels I've had, if you look to the state of Florida, this resort and this golf course -- I mean, you look at the 9th and the 18th holes, the real estate here on the ocean, and I will say I'll put the 9th hole up as one of the best holes in the state of Florida. It may be my favorite. Just from start to finish, it's beautiful. If you're talking about the greatest holes in this state, No. 9 has to be in that discussion.

I think you wrap that together, I think the way that the resort was put together, the event lawn. In most instances, a resort is built right on the water, and here we've got all this space, the views. It gives us such a great opportunity to kind of set up our entertainment for the week.

I think from a golf course perspective, it's going to be second to none. We have a great history with our event for five years. I think this is going to allow us not only to grow our footprint, say, from a charitable aspect, but I think it's going to allow us to grow our footprint amongst our players, and twice now we've been voted the players' favorite event.

I think that's a testament to Tabitha and our travels and kind of picking bits and pieces from every event I've played throughout my career, and it's a testament to our team, with Adam's leadership, and their attention to detail and everything they do for the players and what we provide.

We want our fans to enjoy it, as we talked about, and the players like nothing more than to play in front of 10,000 people. Getting the community involved, the membership here has been amazing, getting folks to enjoy to come out everything that we have to offer, it kind of is a big recipe for success and something I can't wait and I'm looking forward to.

CHRIS REIMER: This tournament has a history of welcoming traditionally some of the best fields that we see year in, year out on PGA TOUR Champions, but we have some newcomers this year. Who are some of the first-timers?

JIM FURYK: The rookies. These kids come out and they just kind of wreck the party. It's interesting on the Champions Tour, when you turn 50 and all of a sudden you're the young guy. You go from -- when I turned 50, my

memory was like, the young guys coming out on the PGA TOUR and asking me about, wow, I just looked it up, you played Tom Watson at this event and finished second, and they make you feel like you're their grandfather.

Then you come out to the Champions Tour and all of a sudden you're like a spring chicken. They're like, you don't understand how much everything hurts, just wait until you turn 55 or 60.

It's always kind of nice. The good news for us is we get a nice fresh group coming in every year. You're looking at this year, Zach Johnson, Ben Crane, Henrik Stenson, new to the event. Zach is kind of having an unbelievable year, four wins, second on the Schwab Cup. He and his best friend Stewart Cink are kind of leading the way. Ben Crane is an amazing -- follow his social media feeds; he's entertaining. I think he's going to add just a nice burst of fun to our tour.

I had an opportunity to see Henrik at The Open Championship in Southport, England, and kind of walking the course and kind of doing my homework for television, and I bump into Henrik and Fanny on a golf course. Talk about a blast from the past for me. Walked a couple holes with them and reminisced and talked.

He's so excited about the Champions Tour and kind of coming out. In his mind, one of the funniest comments, he said that he's getting the ankle bracelet off. He served his penance there for a year after playing the LIV and then coming back, and he said, I'm so excited. I was just like, hey, whatever we can do, whatever our tournament can do to make your time better. But we're excited to have him back out on the Champions Tour. He's a great player and also a great personality.

CHRIS REIMER: We got some numbers from our friends at PGA Champions, just with the current committed players, there's a dozen PGA TOUR major winners, 50 winners from the PGA TOUR, almost 250 combined TOUR wins. So this truly is the legends of the game will be here.

What do those commitments say about this tournament's reputation? You mentioned it being a two-time winner of the players' favorite. Why is that, and what do the players love about this tournament?

JIM FURYK: Yeah, I think all together. One, our team provides such a nice experience. That's from the golf courses that we're able to play, all the way down to the food, the locker room experience, just making sure that when you look at the best events -- you hear the Masters talking about or the U.S. Open talk about the Open Championship where they're trying to provide the best

 . . . when all is said, we're done.®

experience. They want that top-notch. Well, we're looking at all the events on our tour and the Champions Tour, our team travels throughout the year, we pick an event or two that we like to go visit. We kind of like to pick and choose our spots from all the other events and kind of wrap it up into the Constellation FURYK & FRIENDS. We try to leave no stone unturned and we try to create an experience for them that they'll really enjoy.

A lot of that really goes into the event itself and how the community wraps themselves around it. I'll kind of stress that our guys love playing in front of crowds and people, and what the Champions Tour is really good at, it's a much smaller kind of intimate event, and that interaction. We realize how lucky we are to play a game over the age of 50, and that interaction with our fans, that interaction with the community really sticks out on the Champions Tour, as well as in our pro-ams.

I think that's kind of what makes the wheel go around and what's so special about our tour in general, let alone our event.

CHRIS REIMER: Obviously it's an incredible experience for the players. We've talked about the fans, but one really cool experience is the champions breakfast that happens every year. You bring in just an incredible list of guest speakers. It's kind of a pinch-me moment for the guests that get to attend that event, true bucket list to interact. This year you've got a special guest coming from the champions breakfast. Just talk through that.

JIM FURYK: We sure do. I'm proud to say that Lee Trevino is going to be our guest this year at the champions breakfast. Surely a champion. I think if I have it right, he won 29 events on the PGA TOUR and 29 events on the Champions Tour. I had to look that up because it seemed like it wasn't right. But I think I got it right.

I mean, obviously one of the greatest ball strikers of all time and one of the great personalities of our game. But really a wonderful ambassador for the game of golf. It's been years since he's played on the Champions Tour, and yet I see him on the road quite a bit. I see him at events a lot. He's always holding court, chatting. I see him giving lessons out on the Champions Tour when we were in Houston.

I love the man, and I love being around him. He's very charismatic, so I'm very proud to have him at the event.

I'll tell you one of my funnier stories about Lee Trevino. My son and I have been fortunate enough to play in the PNC event down in Orlando each and every year. I get a chance to see Lee and his son there every year. We had a

chance to play with them last year.

I hadn't seen Lee in probably six to eight months, and he walked in the locker room. You can always hear him coming before he gets there. You hear him before you see him. But he walked in the door, and I was like, Lee, how you doing? I hadn't seen him in a long time. Went over, gave him a hug. He said, Jim, I'm doing so good, I can't wait to get up in the morning and hear what I have to say.

Then he turned around and walked out of the room, and it left my son speechless. He goes, Did he just say that? I go, And he meant it; trust me, he meant it.

Why I bring up that story is I think he is the absolute perfect person for our breakfast. Everyone knows that a great interview is really -- you ask the right questions and you let that person go, not going to be a problem with Lee. I'll say that right off the bat.

Peter Jacobsen won't have to say much and Lee will take over the show, and I think our guests and the folks at the breakfast are just going to enjoy it. I love the man to death, and I'm so proud that he's coming and going to join us.

CHRIS REIMER: As good as he was at golf, he may be a better storyteller, and that's saying something.

We'll open it up for questions.

Q. Can you contrast Timuquana versus here, the type of winner you might think would change based on the course?

JIM FURYK: I think a lot of it is going to depend on the elements. This golf course obviously being on the ocean, on the beach, it's going to depend a lot on the wind. I could see -- we have such a wide variety of players on our tour. I could see in calm weather, I could see someone overpowering a golf course. You've got the Stewart Cinks, Henrik Stenson, Darren Clarke, guy that bomb it and still fly the ball 300 yards. On a nice windy day, all of a sudden that brings in a lot of different elements, guys that can control the golf ball, flight it down, turn it both ways, right to left, left to right.

The golf courses are quite a bit different in that respect. Timuquana, tree-lined fairways, a little tighter golf course, kind of the Donald Ross greens perched up, a lot of chipping around the greens. I think you're going to see a lot of similar here with the collection areas around the greens and the chipping areas but a little bit more bigger scale in the design as far as a lot wider fairways in instances, and I think that's needed.



I really think the design took the weather, the elements into effect, and it really -- it's a well-designed golf course.

Types of players, I mean, if you're going to make me pick right now, I'm going to say Stewart Cink or Zach Johnson. They're the two dominant players on our tour. They tend to win the majority of the events right now, and I think this golf course sets up well for both players.

I'm excited to kind of see how it plays and put it into tournament mode and how the PGA TOUR and Champions Tour sets the golf course up, which will be key.

Q. Jim, we just heard the passion. Tabitha was talking about the impact this has had a on the community. When you look back at your career, your legacy, major champion, Player of the Year, where does this fit into that legacy?

JIM FURYK: It's a bit of a pinch-me moment, I think, for both of us. If you would have told me when I was the age of 30 that I would have been hosting a golf tournament that was on the PGA TOUR level, that was Jack Nicklaus and Arnold Palmer when I was a young player. Now we've had a few more players, Davis Love, Steve Stricker, Tiger hosts an event, but for us, it's a pinch-me type of moment, to be honest with you, and I really have to give Tabitha kind of all the credit, the hard work she's put into it, our foundation. She really is the leader and drives that.

I'm so proud of the work she's been able to do. I don't even know how to put it into words. I would have never thought or dreamt that it would have been possible, and it's something that we kind of talked about.

About the time that I turned 40, we started our FURYK & FRIENDS event. It was a two-day event, one day of golf, concert, the food, fun, drinks, the kinds of things we always talk about about our events and how that just kind of morphed 10 years later into having a Champions Tour event, it was just kind of a vision and an idea, and we got a blessing from the PGA TOUR and Jay Monahan. And then really we have to thank Constellation. Without them, we're not all sitting here.

We flew to Baltimore, kind of talked about the event, and they saw our passion and what we were trying to accomplish, and to have them hop on board, a longstanding partner of mine for at that time over 20 years, it just was a perfect recipe to kind of get together.

Exciting for us, and again, I'm going to credit the team that we have. Champions Tour teams, we're small. We're a group of five or six and able to put on this incredible show

for this community. Proud of all their work and hard work during the year.

Q. You listed so many charities and talked about so many beautiful charities in St. Johns and Flagler. Do you have a total number that you're working with now?

TABITHA FURYK: Do I have a total? Last year we served 52 organizations to some capacity. Obviously we're growing that, so we're very excited about continuing the funding that we were doing and being able to add some new organizations here. You guys are also doing some great things in Flagler County.

Yeah, that number is only going to grow. I don't think we have a cap that we're looking at. The sky's the limit. We'll see.

Q. Anybody can answer this because you've all got experience, so whoever wants to address it, cool. We've been spoiled out at Jacksonville having it in the backyard. What is your pitch from a fan perspective coming out of Duval or northern St. Johns county, whatever. What's the best way to do this? Come in for a day, a stay-and-play type thing? What do you envision? I know it's the first time, but years down the line we're getting Duval coming down, spending a nice long week here at a beautiful resort? What's the plan? What's the vision?

ADAM RENFROE: That's a great question. I think fans would be -- it would be a miss on their part if they came this way to experience the tournament and didn't experience the resort. I think that is a huge advantage for us being here at the resort, taking advantage of all the resort has to offer.

I think we want everyone that's a part of the tournament to see what the resort offers. I think we're proud to host it here. The resort does an incredible job. Distance from Jacksonville is really not that different than where we were in Timuquana. I think if you were in Ponte Vedra Beach and driving to Timuquana, it's really the same distance to drive here.

I think a lot of us in Jacksonville don't realize how close the resort is and how this can be a very quick, great weekend getaway.

I think part of our responsibility on the tournament side is to be good partners to the resort and make sure that our guests that are seeing the resort for the first time get a great experience and leave wanting to come back.

JIM FURYK: I think a lot of it is even if you come for a day,



just getting a taste, a touch, a feel, seeing what Hammock Beach has to offer, I think that right there will get them coming back, and the stay and play is key.

Q. To that end, with the location being roughly halfway between Jacksonville and Orlando, do you see this becoming more of a regional event given the proximity to both cities?

TABITHA FURYK: We certainly hope so. That was our intention. We're certainly hoping that we get crowds from Daytona, Orlando. Again, we want to continue to grow that footprint. To go back on the opportunities for people to come, we've seen a lot of folks that they want to come to the Tuesday pro-am party to find out who they're playing with and they're going to play in the Wednesday pro-am, so they're doing an overnight, or they're coming in, playing in the Thursday pro-Am, staying the night because they want to stay and watch golf and Friday and go to the concert, or even fans are -- their country club in Jacksonville, they're getting a shuttle and they're all piling in and they're coming down to take advantage of some of the great golf and then heading back later that evening.

I think one thing we didn't really talk about, but we have some later TV times and tee times, so it does give an opportunity with those later times for folks to get up from Jacksonville, Orlando, wherever it is, and get here in time to catch a full day of golf before heading back home.

I think the time slots are working out really perfect for us for having that one-day experience as well. So we'll see. But we feel like we're in a great spot for a little bit of a destination, a stay and play for those that want to, and for other friends to band together and carpool and come down for a great day of golf.

CHRIS REIMER: I like the adult spring break idea. We should get some shirts that say that. I think it makes a ton of sense.

Thanks to our three speakers and for everyone being here.

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