



March 4, 2020

Dear Neighbor,

The Pelican Women's Championship, a Ladies Professional Golf Association (LPGA) tournament, is coming to Belleair from May 11 to May 17, 2020. We are excited to welcome this event to our beautiful town and to share our love for Belleair with the greatest female professional golfers in the world.

Please note that the Pelican Women's Championship is a private event to be hosted on private property. The Pelican Golf Club has hired Eiger Marketing (a professional event company) to manage the event. Eiger is responsible for developing and implementing all tournament plans. While the town is involved with permitting, public safety, and communications, we are not in any way running this event.

However, in the best interests of Belleair's residents, the Pelican Golf Club and Eiger Marketing have been working closely with an LPGA Ad Hoc Committee of Belleair residents and with town staff to design the event to have the least possible impact.

We understand this event will bring an influx of attendees to Belleair, and many of you have expressed that parking is a top concern. In preparation, staff has consulted with tournament representatives and worked diligently to draft a plan which will **minimize parking within town**.

In this plan, the majority of guests will be parking outside of Belleair in lots located in Largo and Clearwater and shuttled into town. Minimal parking for vendors, staff, media, players, and emergency responders will be available in designated locations in town, but parking will largely be prohibited on roads surrounding the course. Any residents with a legitimate need to park on the street during the tournament will be able to contact the Belleair Police Department for a temporary parking permit; however, parking in certain areas may be limited based on security needs. More information on the parking permit process will be released in April and May.

A draft of the parking plan and some general information is included herein. Digital copies of this information and the traffic and site plans are available at www.townofbelleair.com/pelicanlpga.

We encourage you to review these documents and provide any feedback you may have at the upcoming public hearings on the topic. The first hearing will be held on Wednesday, March 18 at 6:00 pm and the second on Tuesday, April 7 at 6:00 pm, both in Town Hall (901 Ponce de Leon Boulevard). You may also email us directly at commission@townofbelleair.net.

Sincerely,

The Town of Belleair Commission

2020 PELICAN WOMEN'S CHAMPIONSHIP

Schedule Overview

Gates will open at 7:00 am Wednesday through Sunday and will close at sundown. For a more detailed schedule of events and ticketing information, visit www.pelicanlpga.com.

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| Setup | Grandstands and other temporary facilities will begin to be installed at the Pelican Golf Club in late April - these facilities will be removed following the tournament |
| Starting Thursday, May 7 | Access to Poinsettia Road from the four-way stop to Hibiscus Road will be closed - this segment will re-open on Tuesday, May 19 |
| Monday, May 11 | Closed to the public / practice rounds / "No Parking" signage will be placed on streets surrounding the course per the traffic control plan that is available at www.townofbelleair.com/pelicanlpga |
| Tuesday, May 12 | Closed to the public / practice rounds / Women's Leadership Summit |
| Wednesday, May 13 | First day open to the public / Official Pro-Am |
| Thursday, May 14 | Round 1 |
| Friday, May 15 | Round 2 |
| Saturday, May 16 | Round 3 / Junior Golf Show |
| Sunday, May 17 | Final Round / 18th Green Award Ceremony |
| Breakdown | Grandstands and other temporary facilities will be deconstructed and removed from the Pelican Golf Club by Wednesday, May 27 |

Attendance Expectation

While the estimated total attendees has been reported to be in the tens of thousands, please note that (1) this includes all players, volunteers, vendors, staff, and guests, (2) this number is spread over a seven day period, and (3) daily attendance is fluid and is generally split between morning and afternoon viewing groups. That being said, the anticipated count for each tournament day is provided below.

- **Wednesday:** A few hundred attendees
- **Thursday and Friday:** About 2,500 attendees per day
- **Saturday and Sunday:** About 4,000 attendees per day

Frequently-Asked Questions

Q1: Will there be any road closures during the tournament?

A1: The only road closure will be Poinsettia Road from the four-way stop east to Hibiscus Road, as this segment will serve as the entrance to the event. This area will be closed starting Thursday, May 7, and will re-open Tuesday, May 19.

Q2: Can I list my home on Airbnb, Vrbo, or other sites for tournament attendees?

A2: No. Short-term rentals are not allowed in Belleair under any circumstance, as our town's Code of Ordinances forbids them.

Q3: How can I get involved with the tournament?

A3: The tournament is currently accepting volunteers for all days and activities. Volunteering is a great way to get a behind-the-scenes look at a professional golf tournament, and experience up-close-and-personal the operations of this exciting event. To learn more, visit www.pelicanlpga.com/volunteer.

Q4: Can I buy tickets to attend the tournament?

A4: Yes, tickets are on sale now at www.pelicanlpga.com/attend for all days of the tournament.

Q5: The Town Commission is voting on a special relief permit for components of this event per Belleair's Code of Ordinances. Where can I learn more about that?

A5: Eiger Marketing is applying for relief from sections of the Code for this event, which requires two public hearings. The first will take place on Wednesday, March 18 at 6:00 pm and the second on Tuesday, April 7 at 6:00 pm, both in Town Hall (901 Ponce de Leon Boulevard). All Commission meetings are open to the public, and agendas may be viewed in advance at www.townofbelleair.com/meetings.

Additional Information

- For questions on ticketing, volunteering, attendance, and more, visit: www.pelicanlpga.com
- To view drafts of the parking plan, traffic control plan, site plan, and more documents to be reviewed by the Commission, visit www.townofbelleair.com/pelicanlpga
- To discuss the special event permit application, please attend the upcoming public hearings or contact the Town of Belleair Commission at commission@townofbelleair.net

Next Steps

Following both public hearings, additional information will be distributed in print and digital means in April and May. For the most up-to-date information, visit www.pelicanlpga.com or www.townofbelleair.com/pelicanlpga.

To stay up to date with Belleair's news, events, and more, we encourage residents to register for Belleair e-blasts (www.townofbelleair.com/eblasts) and follow us on Facebook (@tobmain).



PARKING PLAN

General Parking: Wednesday - Friday

Cost: \$5 (cash only)

[Clearwater Harbor View Center](#)

[300 Cleveland St](#)

[Clearwater, FL 33755](#)

General Parking: Saturday and Sunday

Cost: \$5 (cash only)

[Pinellas County School Board Building](#)

[301 Fourth St SW](#)

[Largo, FL 33770](#)

General Public Shuttle Information

A free shuttle will be available to take spectators to and from the General Parking locations. Shuttles will run continuously from 30 minutes before the first tee time until 30 minutes after play has ended.

Please note: There is no general admission parking on-site at Pelican Golf Club. All spectators are advised to park offsite in the General Parking location.

General Public Shuttle Bus Times

- Wednesday, May 13: 6:30 AM - 7:00 PM
- Thursday, May 14: 6:30 AM - 7:00 PM
- Friday, May 15: 6:30 AM - 7:30 PM
- Saturday, May 16: 6:30 AM - 7:30 PM
- Sunday, May 17: 8:30 AM - 6:30 PM

*Parking location and shuttle times subject to change. Please check pelicanlpga.com for the latest news and updates.