



PGA Tour looking to consolidate headquarters, alter development of Ponte Vedra property

By Stuart Korfhage
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The PGA Tour announced Tuesday that it was applying to “modify the development plan” of its property in Ponte Vedra Beach. The change could include moving the headquarters.

According to a release from Kirsten Sabia, vice president of integrated communications for the tour, there is an option of putting the headquarters at a nearby location on County Road 210.

“This filing will allow the PGA Tour to explore options of consolidating our headquarters in St. Johns County on CR 210 by conducting due diligence relative to the viability of our existing property,” Sabia said in a release.

Currently, tour employees use space in 17 different buildings throughout Ponte Vedra Beach and St. Augustine.

In a separate email to The Record, Sabia said it's still early in the process in deciding the future of the headquarters.

“At this time, we are in the exploration stage for our headquarters consolidation,” Sabia said. “Today’s filing will allow us to conduct due diligence relative to the viability of our existing property.

“We are looking at the potential of a new building for the sole purpose of housing our staff in one place.”

The PGA Tour moved from Washington in the late 1970s with three employees who took one house in the Players Club development, Sabia said.

“Given the global nature of our business, a consolidated headquarters facility is a priority, and the filing is a step in our research process,” Sabia said. “We have been examining all options to meet the exciting changes facing our organization.

“While we have not finalized any plan, we are certainly excited for the potential opportunity to grow in Florida, and we will continue to generate positive economic and social impact for St. Johns County.”