

Parks and Recreation Department

2025 Farmers Insurance Open and Genesis Invitational Update

Municipal Golf Committee
March 20, 2025



Farmers Insurance Open

Background

Early Years (1952–1967)

- Originally founded as the San Diego Open.
- First played at San Diego Country Club before rotating through several local courses, including Singing Hills, Mission Valley Country Club and Rancho Santa Fe Golf Club.

Torrey Pines Municipal Golf Course (1968 – Present)



Farmers Insurance Open

Background

Sponsors

Andy Williams (1968 – 1985)
Shearson Lehman Brothers (1986 – 1991)
Buick Invitational (1992 – 2009)
Farmers Insurance Open (2012 – 2026)

Host organization

Century Club of San Diego (1961)

Responsibilities

Tournament Organization and Execution
PGA Tour Liaison
Player Relations
Tournament Build
Financial Success



Farmers Insurance Open

Partners/Responsibilities

City of San Diego

- Golf Course Maintenance
- Tournament Preparation/Setup
- Agronomic Execution
- Special Events Permit
- Police
- Fire
- Paramedics
- Traffic Control



Farmers Insurance Open

Partners/Responsibilities

The Lodge at Torrey Pines

Food and Beverage, Locker Room

Torrey Pines Club Corp

Merchandise, Carts and Range

Hilton La Jolla Torrey Pines

Accommodations, Meeting Space

Scripps Hospital

Parking, Medical

UCSD

Gliderport Staging Access

Coastal Commission

Event access to Torrey Pines City Park

The Alexandria

Parking



Genesis Invitational

Overview

- Hosted at Riviera Country Club in Palos Verde, CA since 1926
- Relocated to Torrey Pines due to the January 2025 wildfires in LA
- Less than three weeks to prepare
- Tiger Woods Foundation worked with the Century Club as the host organization
- City staff delivered a championship-worthy golf course



Tournament Comparison

Event Recap

Category	Farmers Insurance Open	Genesis Invitational
Dates	January 22-25, 2025 Wednesday - Saturday	February 13-16, 2025 Thursday - Sunday
Course(s) Played	Torrey Pines (North & South)	Torrey Pines (South Course)
Number of Players	156 (Open)	70 (Invitational)
Total Purse	\$9 million (est.)	\$20 million (est.)
Winner's Share	~\$1.62 million	~\$3.6 million
Champion	Harris English	Ludvig Aberg
Format	72-hole stroke play	72-hole stroke play
Cut	After 36 holes	Not a full-cut
Field Strength	Strong but open field	Elite, limited, top-ranked players
Viewers	1.4 million	3.4 million



Questions

