

AGENCY CASE STUDY

SilverRock Resort

Background

When the City of La Quinta, Cal. conceived its \$450 million municipal development project, to include a championship golf course designed by Arnold Palmer, they turned to McMurry to name, brand and market the championship golf course in a hyper-competitive southern California golf market.

Success Achieved

In collaboration with the resort and the Arnold Palmer Design company, McMurry leveraged its strategic, design and PR talents to create the SilverRock Resort and Arnold Palmer Classic Course brand, host the grand opening, what Arnold Palmer called “... *the most successful grand opening he has ever been involved with,*” and market the course to national audiences. SilverRock Resort soon achieved “must play” status among golf vacationers. The course is also now an official host course of the Bob Hope Chrysler Classic.

