THE SAGINAW SPIRIT HOCKEY CLUB

SPIRIT

Your Region. Your Team. You're Invited

CHL

NHL

OHL

COVENANT
HealthCare
MBS
MIDDLETON
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Saginaw Spirit Mission Statement

Providing the Great Lakes Bay Region with world-class sports entertainment to ensure it is a better place to live, work and play. Partnering with the community to develop premier student athletes into successful people. Committed to excellence on and off the ice.

HERE TODAY, NHL TOMORROW!

The Canadian Hockey League (CHL) is the premier development hockey league in the world with 60 teams located in Canada and the US. The CHL is made up of the WHL in the west, the OHL in the central region and the Q in the east.

The Saginaw Spirit and the Flint Firebirds are valued teams in the CHL/OHL system. These teams are important to our communities in which we play and the thousands of Michigan residents who are our fans. Our teams also make a considerable economic impact on their communities. The Saginaw County Convention and Visitors Bureau has determined that the Saginaw Spirit's economic impact exceeds $15 million annually. That is in visitors staying in Saginaw hotels, eating in Saginaw restaurants, shopping and utilizing Saginaw attractions, etc. Similar figures will likely be applicable to the Flint region from the presence of the Flint Firebirds.

The Saginaw Spirit and the Flint Firebirds provide affordable entertainment to the residents of our communities; along with generating significant economic activity for businesses in our area and are fully involved in supporting community charities. For example, the Shocks and Saves Charity Hockey Game in Saginaw was established to support heart health of the community residents. Before a home Spirit game, local cardiologists and paramedics, each form a hockey team with three Detroit Red Wing Alumni playing on each team. The Spirit, along with local charities and community leaders, will sell tickets and sponsorships for this event. This results in over $450,000 raised to support heart health awareness, over 180 AED's have been installed in high traffic locations throughout the Saginaw area that have been deployed 19 times and have saved 12 lives. The United Way, homeless shelters, breast cancer awareness and education, mental health awareness and education are a few other initiatives that the teams in Flint and Saginaw lead in their communities.

Our teams are also anchor tenants for the Dort Federal Credit Union Event Center in Flint and the Dow Event Center in Saginaw, supporting the expenses of those facilities so that they can be available for concerts, conventions and other events which generate even more economic activity.

The CHL Player Experience

Our leagues provide more players to the NHL than any other program. The CHL's primary goals, however, are player protection, providing competition and coaching to advance our players in hockey as far as their talent and work ethic allow, teaching players leadership skills and supporting their education to ensure success in life.

When families are first involved with the Spirit and Firebirds in our league, we make a commitment with pride--if you give us your boy, in four years we will give you back a young man who will be positioned to reach his potential in sport, education and life. We educate our student athletes at Heritage High School and SVSU in Saginaw and Grand Blanc High School and Mott Community College in Flint. We demonstrate and teach each player to learn to give back to Saginaw and Flint, as we encourage them to do things for other people as they educate their way to exceed their career ambitions, whether that be as a professional hockey player in the NHL or as a fireman, electrician, doctor or

lawyer. Giving back to others, whether it be our veterans at the VA Hospital, homeless children living in our homeless shelters or just a smile to a fan that makes their day, are key ingredients to teaching our young student athletes valuable life's lessons that they will carry with them for their lifetime.

Developed with the Support of Hockey Families

We refer to all of this as the CHL Player Experience. It was developed with the support of parents, players and those involved in student athletics. It is important to understand that all of our players are student athletes. They start when they are 16 and play while attending high school at Heritage High School in Saginaw and Grand Blanc High School in Flint. When they graduate from high school, they attend Saginaw Valley State University in Saginaw and Mott Community College in Flint.

Families of elite athletes of all sports are challenged by the costs of sport. They are concerned with player safety. While they want their children to pursue their passion for the sport, they want to ensure that they will receive an education and acquire leadership skills.

In our league, families are relieved of the economic burden of elite sports. All equipment, coaching and training is paid for by teams. Most players are away from home living with billet parents compensated by the teams. The CHL and its teams must therefore focus on ensuring that players are supervised in a home with qualified and trusted billet parents. These billet parents develop long lasting relationships with the players and their families.

Education and Scholarships

CHL Teams, including the Saginaw Spirit and Flint Firebirds, cover all educational expenses during a player's years with the league and provide scholarships after they complete their playing career.

If they do not attend school and maintain their marks they are not permitted to play. To support their education, teams provide academic advisors who monitor their performance, meet with teachers and tutor players. We are proud that high school graduation rates of CHL players are significantly higher than all national averages in both Canada and in the USA.

We also guarantee all players a scholarship after their hockey career. Every player in our league receives a full year scholarship for each year he plays. As a result of their time in our league, most receive three or four year scholarships which can be used for a university or technical school of their choice. Last year alone, our 60 teams in the CHL, spent over 6 million dollars in university, college and technical school scholarships.

HERE TODAY,
NHL TOMORROW!

Player Safety

The CHL is focused on more than just hockey success. We are focused on player safety. We instituted the first rules in high performance hockey limiting blows to the head. We regulate concussion protocols and medical surveillance. We entered into a relationship with the Mental Health Association to assist players with mental health issues. We have instituted programs on respect in sports and respect for women. We offer training on media relations and counselling from team chaplains.

The Issue

A class action claim has been commenced by a lawyer in Toronto that alleges that all CHL players are "employees" as defined by employment legislation in Canada and the US. The claim is that 16 or 17 year old student athletes playing hockey while attending high school are "working" and that they are covered by minimum wage, overtime, holiday pay and vacation pay provisions.

The CHL class action claim is for $180,000,000. Possible damages are mounting at a pace of as much as $17 million per year.

Although we respect and recognize the importance of employment laws, no one involved in sport believes that employment legislation was intended to apply to student athletes. Frankly, the legislative framework is not designed to cover athletes. If employment standards were to apply, so would occupational health and safety, workers' compensation and other pieces of workplace legislation. The possible application of "employment" legislation to student athletes would lead to impractical results including legal disputes not rationally contemplated by those involved or by any member of the public. Should a high school athlete cut from a sports team be able to bring a wrongful discharge complaint? Is occupational health and safety an appropriate forum to discuss the safety of skates, sticks or trying to block a 90 mile an hour slap shot?

The Risk

As indicated, those involved in student athletics firmly believe that amateur sport is not "work" and student athletes are not employees. We are, however, mindful of the delays experienced in class action litigation and understand that an action may take several years to resolve. In addition, the class action raises novel issues that a judge will have to decide. We are concerned that the legislation currently does not provide a clear definition of "work" and "employee" – likely because an application of the legislation to student athletics was never contemplated by legislators.

If the CHL class action suit succeeds, there will be a catastrophic impact on junior hockey and on all student athletics. Basically, the action claims that because CHL teams control where and when the athletes play by scheduling practices and games, decide who plays, and receive revenue from event tickets and sponsorships, the teams ought to be

HERE TODAY, NHL TOMORROW!

considered employers and therefore, the players ought to be considered employees. A precedent which finds that athletes are employees will devastate student athletics.

If CHL players are found to be employees then it is critical to understand that the United States Hockey League and all amateur sport including high school, college and university athletics would be threatened. Competitive soccer and high school football teams all control where and when the athletes play by scheduling practices and games, decide who plays, and receive revenue from event tickets and sponsorships.

Some CHL teams will simply not be able to survive the financial impact of the class action law suit. Teams in smaller communities like Flint and Saginaw will be particularly vulnerable. Teams that do survive will be forced to move away from a "parental style" relationship to a paid employment model. Scholarship programs, payments for billeting, equipment and training will have to be eliminated or substantially changed.

A Common Sense Solution

We request that the state of Michigan, support a common sense solution to this issue by confirming that employment legislation was never intended to cover student athletics. Student athletes play for their high school, college or community league for the love of the game – they know that it is not employment and are fully aware they will not be paid for their play.

Several Governments have already reviewed this issue and provided legislation to confirm that athletics are not covered by employment legislation. Washington State, British Colombia, Saskatchewan, Nova Scotia, New Brunswick, Prince Edward Island and Quebec have all either already passed legislation or have announced their intention to do so in the next six months.

Lemieux, Crosby and McDavid are all hockey heroes who played in our program. Some of our players went on to play and live in Michigan like Steve Yzerman and Brendan Shanahan. We are equally proud of the thousands of former players who have used their CHL scholarships to become engineers, lawyers and leaders in business and government.

We need your help to ensure our program will continue to work to the benefit of student athletes and communities like Flint and Saginaw. Without your support, our program may not be able to survive in its current education and family focused structure.

Sincerely,

Craig M. Goslin

Craig Goslin
President/ Managing Partner/ Governor
Saginaw Spirit Hockey Club

5789 State Street • Ste.2 • Saginaw, MI 48603 • P: 989-497-7747 • F: 989-799-9426 • saginawspirit.com

OHL Official Supplier to the NHL

CITY OF SAGINAW

Office of the Mayor
1315 S. Washington Avenue
Saginaw, MI 48601

October 5, 2017

To Whom It May Concern:

The purpose of this letter is to provide my support of the Saginaw Spirit initiative to confirm that their players are student athletes. The Saginaw Spirit Hockey Club is a critical organization to the City of Saginaw and to the Great Lakes Bay Region. We ask the State of Michigan to support the team's initiative to secure the future of our teams.

The Saginaw Spirit Hockey Club supports the academic development and educational goals of its players. The Spirit roster consists of players between the ages of 16 to 20 years old. The high school aged players attend Saginaw Heritage High School and college aged players attend Saginaw Valley State University. Saginaw Spirit players that do not sign an NHL contract also receive an education scholarship, paid in full by the Spirit, at the university closest to their home town.

Since the Saginaw Spirit hit the ice in 2002, they have made a positive impact in the Saginaw community. The Spirit organization has stimulated economic growth in our community, provided sustainability for the Dow Event Center, and has made generous contributions to several non-profit organizations throughout the Great Lakes Bay Region.

Each season, the Saginaw Spirit's home games bring thousands of fans to the downtown Saginaw area, allowing local businesses the opportunity to sell their products and services. Saginaw Spirit events at the Dow Event Center stimulate economic activity in Saginaw and generate millions of dollars annually in commerce through hotels, restaurants, merchandise sales, advertising, and ticket sales.

The Dow Event Center is known throughout the Great Lakes Bay Region as the venue for conferences, concerts, and many other forms of entertainment in our area. The Saginaw Spirit is the anchor tenant, and extremely important to the Dow Event Center's viability. Without the Spirit as the lead tenant, it would be economically difficult to maintain this prominent facility for our community.

The Saginaw Spirit also recognizes the importance of giving back to the community. The Saginaw Spirit Foundation has been created to support various charities, local schools, and community events. Spirit players visit schools and are actively involved in working with young people in the Great Lakes Bay area. The Spirit Foundation also partners with community organizations to raise money and awareness for various causes. Some examples of this would be the annual Pink Out game aimed toward breast cancer research, and the Shocks & Saves game which raises awareness for heart health and purchases life-saving AED units to be placed throughout the region.

The City of Saginaw loves hockey and is delighted to be the home of the Saginaw Spirit hockey club. As the Mayor of the City of Saginaw, I am proud of the Saginaw Spirit organization and the impact it has made in our community. Saginaw Spirit hockey provides world-class sports entertainment and amusement for families, and develops a team of hard-working young men who achieve their goals and support the community in which they live. It is with great pride that I offer my support of the Saginaw Spirit Hockey Club in confirming their status as student athletes.

Sincerely,

Dennis D. Browning, Mayor
City of Saginaw

SAGINAW COUNTY
CHAMBER
OF COMMERCE

October 2, 2017

To Whom It May Concern,

I'm writing this letter on behalf of the Saginaw Spirit asking the State of Michigan to confirm their players as student athletes, thus securing the future of the team in the Great Lakes Bay Region. When the Saginaw Spirit came to the region in 2002, the team quickly became a cornerstone in the community promoting economic activity, property development and community involvement.

The Saginaw Spirit are critical to the economic activity of the Great Lakes Bay Region in helping generate millions of dollars of commerce. Each game thousands of fans and tourists come into the region frequenting local hotels, restaurants, bars and shopping areas. Furthermore, as the main tenant in the Dow Event Center, the presence of the team allows the facility to stay operational, thus being able to host other events, including concerts, weddings and other entertainment acts. The loss of the Spirit as the main tenant would make it extremely difficult to maintain the facility for our community.

Furthermore, the Saginaw Spirit has helped spur property development throughout Downtown Saginaw. The addition of the Huntington Bank Event Park, located across from the Dow Event Center and the improvements made to the Temple Theatre wouldn't have been possible without the Spirit.

One of the largest ways the Spirit improve the area is their involvement in the community. Players, coaches and staff members are actively involved in improving the lives of those in our region thru their support of many charities. For example the Spirit players helped build a wheelchair ramp for a local family with representatives from the United Way, they visit schools, where they read to students and they attend youth hockey practices, where they promote leadership and the importance of exercise.

As a community leader, I can say without a doubt that the Saginaw Spirit and its players have had a positive impact on our region. Not only do they affect all of the above areas, they also provide an economical entertainment for families and members for our community. If I can be of further assistance, please don't hesitate to contact me at (989) 752-7161.

Sincerely,

Bob Van Deventer

Bob Van Deventer
President/ CEO
Saginaw County Chamber of Commerce

Great Lakes Bay Regional Convention & Visitors Bureau
515 N. WASHINGTON AVENUE, SECOND FLOOR, SAGINAW, MI 48607
989.752.7164 • 800.444.9979 • GoGreat.com

October 2, 2017

To Whom It May Concern:

Let this letter serve as our organization's testimonial in support of the Saginaw Spirit organization, its owners and staff.

We have worked with the Saginaw Spirit since they established the team in downtown Saginaw. Each year the Convention & Visitors Bureau purchase advertising as well as actively participates with the organization and team in marketing and promotional opportunities. We are season ticket holders and have also had the pleasure of renting the V.I.P. Area for special events. We have found all these efforts fruitful in gaining new international as well as domestic customers for our Region.

We have been very satisfied with our Saginaw Spirit collaborative efforts and would fully recommend establishing this type of promotional relationship to others. The Great Lakes Bay Region is stronger as a result of our marketing efforts, working with the dedicated Saginaw Spirit staff and of course the fans (both of Saginaw Spirit and their opponents).

The Saginaw Spirit organization is aware of the importance of shopping locally for their goods and services, they are philanthropic and support local charities and are committed to the advancement of youth. Economic impact to the Region is in excess of $15 million dollars annually, creating jobs within the community.

Most importantly, Saginaw Spirit players complete their high school in Saginaw at Heritage High School. They start their college future at Saginaw Valley State University as they become part of the fabric of our community. Saginaw Sprit Alumni players seem to always come back to Saginaw for game day visits to support the team. As we work very closely with the franchise, the Spirit and the OHL always will put the players development, on and off the ice, as a major priority. We are very proud to partner with the Saginaw Spirit and the OHL to be part of this process of development of the young men that become an ingredient of our home town pride as they become professional hockey players or fireman, electricians, doctors, lawyers and productive members of society.

We hope you join with us in the support of the Saginaw Spirit and the OHL.

Respectfully,

Annette M. Rummel, Ph. D./CEO

Visit Michigan's
Great Lakes Bay Region™

HERITAGE HIGH SCHOOL
ATHLETICS

Hawks — *Recognized by the MHSAA and MIAAA as an "Exemplary Athletic Program"* — Hawks

October 3, 2017

To Whom It May Concern,

The Saginaw Spirit high school aged players currently attend our school, Heritage High School located at 3465 N. Center Rd. in Saginaw, Michigan. Heritage is proud to be the home school of these student athletes that help make up the roster of the Saginaw Spirit Hockey team.

If I can be of further assistance, please contact me via email at pcryan@stcs.org . Thanks!

Sincerely,

Pete Ryan
Asst. Principal/ Athletic Director

3465 N. Center Road • Saginaw, Michigan 48603 • Phone (989) 797-1809 • Fax (989) 797-1821
Heritage Athletic website: saginaw.cyberschool.com/HHS. Then click on "Athletics"

SAGINAW VALLEY
STATE UNIVERSITY

October 5, 2017

To Whom It May Concern,

This letter is to confirm that members of the Saginaw Spirit Hockey Organization are enrolled in courses at Saginaw Valley State University. We are honored to partner with the Saginaw Spirit Hockey Organization and look forward to continuing this partnership for many years.

If you have any questions, please contact our office at 989-964-4023.

Thank you.

Sincerely,

Deborah Huntley
Provost and Vice President for Academic Affairs

7400 Bay Road • University Center, MI 48710 • USA
www.svsu.edu

SAGINAW VALLEY STATE UNIVERSITY

Office of International and Advanced Studies

October 3, 2017

To Whom It May Concern,

This letter is to confirm that Saginaw Valley State University has the student athletes that have graduated high school from the Saginaw Spirit hockey team taking classes at our university. We are honored to be the university of choice for the Saginaw Spirit. If you have any questions, please contact me at (989) 964-4473.

Sincerely,

Jenna B. Briggs
Director of Graduate and International Admissions
Saginaw Valley State University

230 Wickes Hall • 7400 Bay Road • University Center, MI 48710 • USA
Contact: 989.964.4473 • www.svsu.edu

From the Desk of Vince Trocheck Sr.

To whom it may concern.

I would like to take a moment to address the Journey our son and our family had while Vincent Trocheck Jr. was playing for the Saginaw Spirit in the OHL/CHL

The experience and journey that both my son and my family had while Vince Jr played hockey for the Saginaw Spirit of the OHL was an experience that will never be forgotten and will always be appreciated.

Playing Hockey in the OHL was presented to us as a development opportunity for our son as both a player and a young man.

It is truly a difficult decision as a parent to send your young son off to a new city, a new school, a billet family, and to rely so much on the people of the organization (Saginaw Spirit) to not only create a safe environment but also an environment that will help your son grow into a responsible young man. The Spirit were very upfront and transparent during our family's decision process to have Vince Jr begin this journey.

As a family we completely understood the financial education package offered to our son for any potential college that he may attend following high school. We also were very aware of the teams expectations of our son for maintaining good grades in high school as a student athlete as well as setting a good example for other students and athletes within the community during his playing years with the organization. These were all very important lessons and experiences that my wife and I cared about and believed in strongly.

Regarding the financial part of the equation that the Spirit had laid out for us prior to Vince Jr starting his playing years. There was never any confusion as to the costs that they covered and what would be involved.

Although times can be difficult during this journey, it was never said that it was going to be easy. All things that are worth it, do not come easy. As a family, when you are given the details of all aspects of what the experience will involve, you then make an educated decision whether to participate or to go another route. As a family we made the decision to have Vince Jr pursue the OHL direction knowing all potential successes and or failures. We appreciated the honesty and genuine approach that the Spirit organization took with not only our family but the other families on the team as well.

We look back at the journey and the experience and our truly pleased with our decision to have Vince Jr play in the OHL with the Saginaw Spirit. For Vince Jr and our entire family, the experience created lasting memories, lasting friendships, and a tighter bond within our own family that will last forever.

The Saginaw Spirit, the Community, the High School and the Billet family all exceeded our expectations during Vince Jr's time spent playing hockey for the Saginaw Spirit in the OHL.

Sincerely

Vince Trocheck Sr
Parent

Nancy D. Walch
1203 W. Sugnet Road
Midland, Michigan 48640

Thoughts From a Hockey Mom

My name is Nancy Walch, and I am a hockey mom. I was recently asked to write about what I, personally, took away from my son's CHL experience.

To give you a bit of background, our son, Brad, began playing travel hockey at age seven in Mid-Michigan. When his skills and interest in the sport began to really climb at age 11, we, as a family, decided to let him play for the AAA HoneyBaked Hockey program in the Detroit area. That being said, we did what we needed to do. As any AAA travel hockey family knows, the huge expenses of gas, hotels, ice time, food, hockey equipment and more is an enormous undertaking. Our commute alone to Detroit for practices took 3-1/2 hours round trip, after school, two to three evenings per week. That did not even include weekend travel to games and tournaments. This hectic pace went on for four years. A schedule like this takes its toll physically and emotionally on everyone, especially a young 11-15 year-old boy who is going to school full time.

Long story short, Brad landed in the Ontario Hockey League, playing for his home town team, The Saginaw Spirit.

As a mom, this scenario was heaven. I was not the norm, for I had my son living and going to school at home and playing in our own town. But his hockey was being taken care of! By professionals. And it was all paid for! For Brad, it was working toward his goal of playing professional hockey and doing it in the best developmental league in the world. This was student-athleticism at it's best.

The CHL experience took my boy, after years and miles of sleeping in the back seat of the car and thousands of dollars out-of-pocket, to a place where he could concentrate fully on hockey with people looking out for him every direction he turned.

There were the high school years, with a team liaison to help coordinate player's classes and assignments when they missed school for travel. There was a training regimen, with professional trainers to make sure things were done the right way, and knowledge in case of injury. There were top-notch coaches and assistants, video sessions on the ice, everything working toward these kids learning more and more about the game. There were team doctors and dentists. Concussion pre-testing. There was all the equipment – from sticks to skates and everything in between. And laundry

for that equipment! There were days to do community events — all kinds of charity and civic work that included public speaking and learning how to give back to others. There was a team chaplain!

After high school, it didn't stop. While hockey continued, the graduates took classes, all courtesy of the Saginaw Spirit, at a local college. Not only were they being groomed for the next step in hockey, these kids were being groomed for life.

And always at game time, they were amazing. That's the mother in me talking. But it IS about hockey, that's what these kids are there for.

Brad had chances to move further on into the next level. An injury sustained in his last season needed to be dealt with. When it came time to decide, there was the option – keep living the dream, or start another one. With about a year's worth of college credit already under his belt from his time with the team, Brad chose to continue his education with the money provided from the OHL.

This journey was something. I am so glad that my son got to pursue his dream for a game he loves, at the most elite level. And in turn, the OHL trained him for real life.

Brad graduated from Northwood University in Midland, Michigan with a degree in Finance. He went on to work for a large company using references gained as a Spirit player, and has since moved on to work in the media field. He is newly married and is of course, playing Men's League.

Respectfully submitted,
Nancy D. Walch
October 5, 2017

Education Partners

High School aged Spirit players are student athletes that attend Heritage High School, while college aged players attend Saginaw Valley State University in furthering their education

OHL Alumni Education Packages

The Saginaw Spirit provides scholarships for players after they complete their playing career.

Every student athlete in our league receives a full year scholarship for each year he plays. Additionally some players receive four years of scholarship by playing just one game.

As a result of their time in our league, most receive three or four year scholarships which can be used for a university or technical school of their choice.

SAGINAW SPIRIT

SAGINAW SPIRIT

The Saginaw Spirit is the Great Lakes Bay Regions' premiere major junior hockey team, a member team of the Canadian Hockey League and the Ontario Hockey League. The Spirit develops players for professional hockey careers in the National Hockey League and it's minor league affiliates.

The Saginaw Spirit is entering it's tenth season in the Great Lakes Bay Region, and continues to thrive on and off the ice. Nearly one million fans have witnessed a Spirit home game from Saginaw's The Dow Event Center since the teams inception.

The team arrived in Saginaw in 2002 after Richard J. Garber, Owner and President of the Garber Automotive Group, purchased the team formerly known as the North Bay Centennials. Reinvented as the Saginaw Spirit, the team quickly became a community cornerstone.

The Spirit were part of a major commitment on Garber's behalf to restore the image and economic viability of the downtown region of Saginaw city. The team's arrival helps lay the ground work for the renovations to The Dow Event Center, the Temple Theatre, Morley Plaza, the MCVI and Garber Automotive Group corporate offices and the Saginaw river front, to name a few.

The Spirit franchise also played a critical role in securing The Dow Chemical Company as the naming rights sponsor of the then Saginaw County Event Center, and provided support when the Great Lakes Loons - a class 'A' baseball team affiliated with the Los Angeles Dodgers - moved to Midland, Michigan in 2007.

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SAGINAW SPIRIT LOGOS

The Saginaw Spirit logo depicts an American bald eagle with the colors of the Stars and Stripes along its neck, on the words "Saginaw Spirit."

The 'First Logo' is used is the primary logo and is used on the away jerseys. The 'Second Logo' is worn on the home jerseys, while the 'Third Logo' is used as a shoulder patch on the special Saginaw third jerseys. The 'Third Logo' was previously used as a shoulder patch on the third jerseys.

FIRST LOGO:

SECOND LOGO:

THIRD LOGO:

LEAGUE LOGOS

QUEBEC MAJOR JUNIOR HOCKEY LEAGUE LOGO:

WESTERN HOCKEY LEAGUE LOGO:

CANADIAN HOCKEY LEAGUE LOGO:

ONTARIO HOCKEY LEAGUE LOGO:

GILMOUR
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CARAVAN
www.CaravanFM.com

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SAGINAW SPIRIT
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BAUER
Riverfront
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Economic Impact

Thanks to the support of its corporate partners, the Spirit continue to positively impact the region's economy:

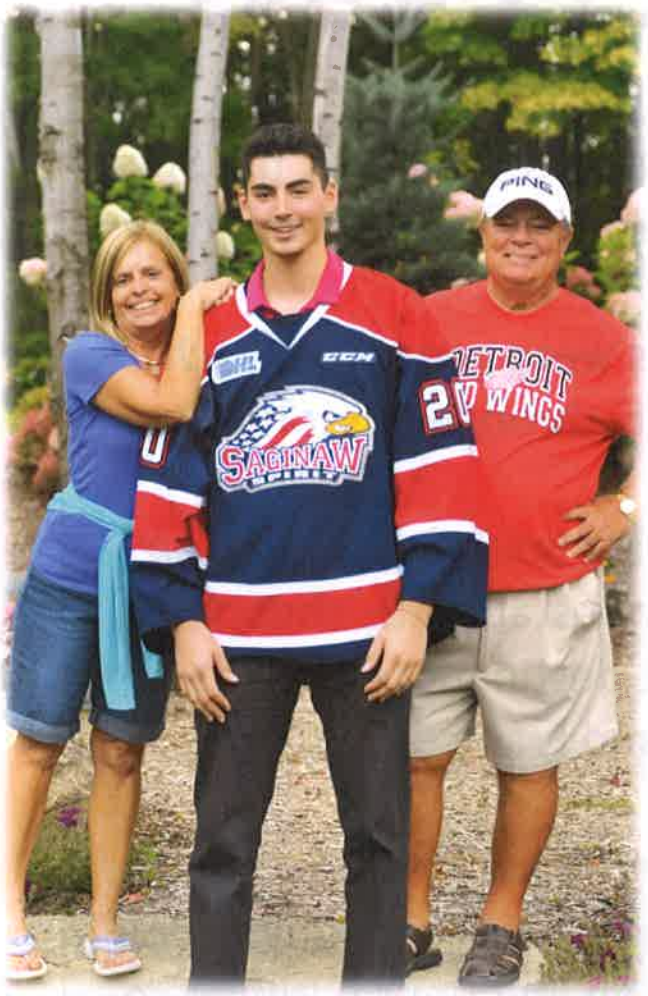
Thousands of overnight stays were generated each season directly or indirectly through Spirit hockey

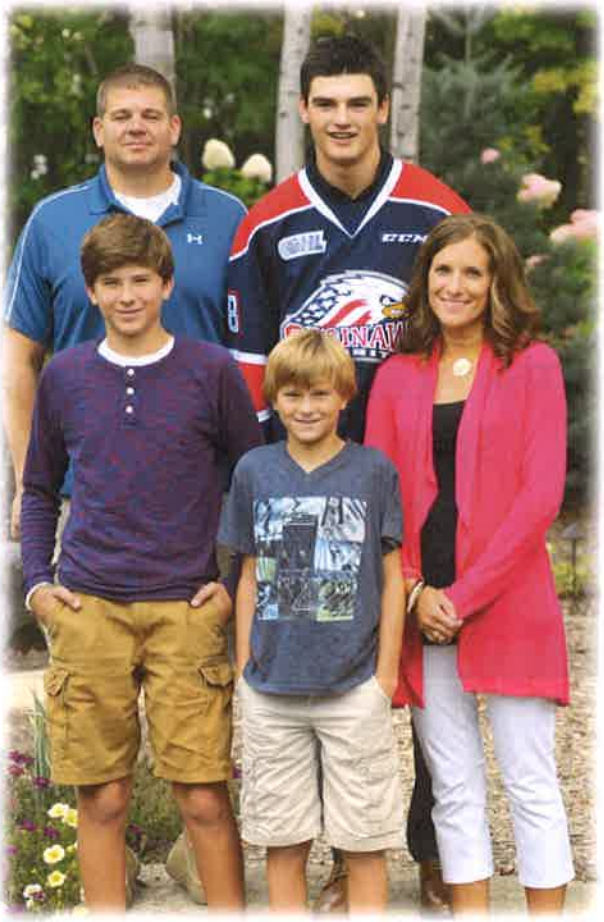
The CVB estimates that visiting Spirit fans spend an average of $110 per day in restaurants, shopping centers and local tourist destinations such as the Birch Run Outlets and Frankenmuth

The GLBCVB estimates that over $15,000,000 is spent by Spirit fans per season into the Great Lakes Bay Region. Times that by 15 seasons, the amount multiplies to $225,000,000

Visit Michigan's
Great Lakes Bay Region™

2017-2018





Billet BBQ