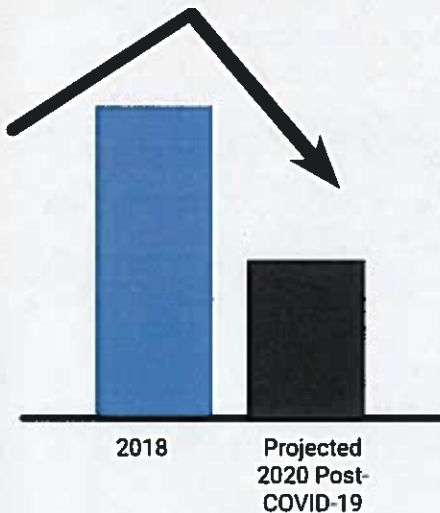


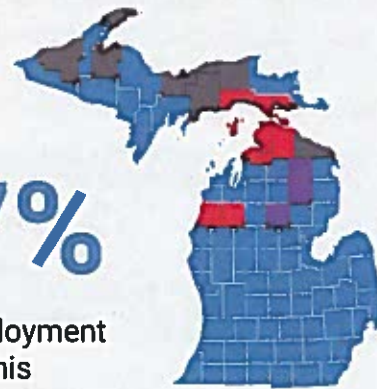
REBUILD MICHIGAN'S RECREATION, SPORTS, AND TOURISM INDUSTRY

Economic Impact of Michigan Tourism



22.7%

Michigan's unemployment rate, April 2020. This percentage rate is the **highest** since 1976.⁷



2018: Northern Michigan's tourism industry had an economic impact of \$4 billion.

2020 Post COVID-19: Northern Michigan's tourism industry is expected to lose **\$2 billion** in contributions to the state's economy.



Northern Michigan's tourism industry supports the employment of **50,000** Michiganders.⁶

59% of total hotel-supported jobs in Michigan have been lost due to COVID-19.¹

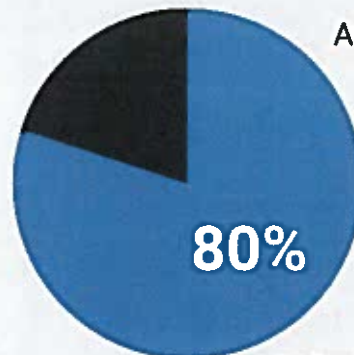


Michigan's restaurants are projected to lose more than **\$1.2 billion** in sales in just April 2020 alone.³

In Michigan, outdoor recreation annually generates **\$26.6 billion** in consumer spending.⁵



On average, **2.5** people travel with each athlete to competitions, showcasing the value of sports tourism to communities.²



According to a study conducted by Huddle Up group, 80% of survey respondents reported that they **would feel safe** allowing athletes to participate in sports again by Labor Day.² Northern Michigan's recreation, sporting, and tourism events are naturally a good fit for the challenges of today because they lend themselves to **a safe environment** with a focus on outdoor recreation.

Our Mission: The Great Lakes Sports Commission (GLSC) is a non-profit organization dedicated to promoting Michigan as a premier destination for recreation, sports, and tourism.

Our Vision: The GLSC builds on the natural energy and attraction of sport and recreation to strengthen the economic vitality, health, and quality of life in Michigan communities. We hope to grow the Northern Michigan Tourism and Sports Fund into a sustainable loan and grant fund to assist infrastructure and events that will impact the entire state. We strive to create global attention, economic growth, talent attraction, and improved quality of life in our great state.

Our Goal: To build a sustainable funding source for the GLSC's revolving loan fund that directly supports Northern Michigan's tourism and sports industries. Following the events of the coronavirus pandemic, the GLSC is fully invested in helping to strengthen the economy of our state by making Northern Michigan a premier destination for world-class recreation, sports, and tourism.

Our Proposal: To invest \$30 million into the Northern Michigan Tourism and Sports Fund through a modest investment from Michigan's Recreational Passport Program, which will ensure the integrity of the program, and also to seek matching contributions from current and future projects.

A Strategic Investment For Michigan

- **Supports** community revitalization
- **Enhances** Michigan's brand
- **Increases** fund availability for future projects
- **Attracts** visitors and investors to the region
- **Aids** hard-hit tourism industry following state shut down
- **Expands** Michigan's economy
- **Rebuilds** the \$2 billion loss to Northern Michigan's tourism industry

GLSC 2020 Investments in Michigan

Since it's inception in 2019, the GLSC has already underwritten two significant projects:



A contribution to a match-grant project for the Great Lakes Equestrian Festival that has the potential to bring \$124 million to Michigan.



The Pine Mountain project was approved by GLSC board members in early 2020 and is projected to contribute \$16 million to Michigan's economy.



**Become part of
Michigan's
recovery plan!**



www.greatlakesportscommission.org