Taking my family to Jimmy John’s Field was the most positive experience I’ve ever had with them at a sporting event!”

Jeremiah H.

Our fans also enjoyed the introduction of our first series of valued USPBL Baseball Cards and our first USPBL Collector’s Stamp Book. As the USPBL grows, we will continue to implement more features to educate our fans about the great young players in the USPBL.

The 2018 baseball season will begin on May 11th and will run through September 9th, the best months for weather in Michigan. In 2018, the USPBL’s four teams will again play out of Jimmy John’s Field, as we continue to make progress on plans for the USPBL’s second ballpark. In 2018, the USPBL players will be sharing the field with our very own bat dog – JJ, the Field General – who will be performing fun duties at every game. We will be one of only 2 or 3 ballparks in the whole country to have our own resident bat dog!

We look forward to seeing the ballpark bring families, friends and coworkers alike together to enjoy America’s pastime. It is also a wonderful place to do business as in this day and age you have a much better likelihood of entertaining your best customers and employees if they can bring their family with them. We believe this ballpark is a crown jewel and THE place to be for families in Macomb and Oakland County.

Andrew D. Appleby
Chairman and Founder
United Shore Professional Baseball League
Baseball is about talent, hard work, and strategy. It’s about love, integrity, and respect.

United Shore Professional Baseball League
Put on your game face!

The United Shore Professional Baseball League (USPBL) was designed as an innovative developmental finishing school for players seeking to make it to the Major Leagues. Our players come from all across the country, with 48 states represented in 2017. The quality of the players and the baseball is very high, and USPBL players are scouted regularly by Major League teams. Since the USPBL was launched in 2016 it has been an amazing success, as 20 players have been signed by Major League organizations.

Mission
To identify an untapped market of very high performing college seniors passed over by Major League Baseball along with players released by MLB Organizations and work with them to improve their skill set. Our proprietary development programs are designed to position our players for success at the highest level of baseball.

Process
1- Evaluate player deficiencies.
2- Create a plan that accelerates player development.
3- Demonstrate our development system is improving player skills.
4- Aggressively market players to MLB Organizations.

Development Tools
We utilize the knowledge and skill of our baseball staff together with the resources and technology provided by tools such as the Delivery Value System (DVS) and FlightScope. DVS offers a proprietary method to evaluate a pitcher’s mechanics (DVS Score), an arm care system built to increase shoulder motion, and a throwing program that prescribes safe throwing distances, core strength protocols, and stresses the repeatability of mechanics. DVS was recently published in Orthopedics medical journal for its research into the pitching delivery.

The research of the DVS Scoring System, aided by Duke University orthopedic surgeons, proved to predict injury risk in professional baseball pitchers using a statistical model based on video analysis evaluating delivery mechanics in a large population. Over the last two seasons, the USPBL has had exclusive use of the DVS System to give pitchers the opportunity to improve performance and eliminate injury risk. Since using the DVS System, pitchers in the USPBL have combined to throw over 3,000 innings without a major-throwing related injury. In 2016, pitchers’ average fastball increased 1.04 MPH and in 2017 the average fastball increased 1.40 MPH.

FlightScope allows the USPBL to establish benchmark metrics of our players and track their progress over the course of the season. All players in the USPBL are able to track how they are progressing concerning the most valuable performance analytics.

*The 2017 USPBL season was hands down the best experience of my professional baseball career. I would like to personally thank the league for an unmatched opportunity to showcase my pitching ability and for developing me into the person/player that I am today. I want to thank my Manager Paul Noce for signing me early to thank my Manager Paul Noce for signing me early and I am extremely excited about what my future has in store for me.*

Randy Dobnak – RHP Unicorns – Minnesota Twins

*“I am very grateful for everything everyone has done for me while playing in the USPBL. Because of the USPBL, I got a second chance with an affiliate organization (Atlantic Braves) and for that I will be forever grateful."*

Kevin Madden – LHP Beavers – Minnesota Twins

“Baseball is about talent, hard work, and strategy. But at the deepest level, it’s about love, integrity, and respect.”

Pat Gillick

2018 United Shore Professional Baseball League
There may be people that have more talent than you, but there is no excuse for anyone to work harder than you do.

Derek Jeter

In 2018, the USPBL will feature four teams playing at Jimmy John’s Field in downtown Utica – the Utica Unicorns, the Eastside Diamond Hoppers, the Birmingham Bloomfield Beavers, and the Westside Woolly Mammoths. As the USPBL develops additional ballparks in the years to come, every ballpark will always feature two home teams, which will give our league the benefit of having home games every weekend and on only the best days of the week (Thursday to Sunday) and in the very best months for weather in Michigan.

Utica Unicorns
The Utica Unicorns logo and mascot Lancelot were developed to be lovable enough so that we fully expect every girl under the age of 12 in Metro Detroit to fall in love with the Unicorns, but yet fierce enough to appeal to boys as well. The Unicorns have a large fan following at Jimmy John’s Field, with Unicorns gear being worn with pride all over the ballpark. The Unicorns will again be managed by Jim Essian in 2018. Following a Major League playing career, Jim also had a Major League managerial stint with the Chicago Cubs in 1992.

Eastside Diamond Hoppers
The Eastside Diamond Hoppers logo and mascot Ribbi feature the first-ever use of the orange, black and green color scheme in professional sports. The fun-loving “fly” ball catching frog has helped the USPBL set sports merchandising records. The Eastside Diamond Hoppers will once again be managed by Paul Noce in 2018.

Birmingham Bloomfield Beavers
The Birmingham Bloomfield Beavers are the Oakland County crosstown rivals to the two Macomb County home teams. The logo, colors, and uniforms were designed with a bit of an edge to even include Yankee pinstripes, but mascot Buzz is loved by kids of all ages. The Beavers won the USPBL Championship in 2017 and will again be led in 2018 by Manager Chris Newell.

Westside Woolly Mammoths
The USPBL’s fourth team – the Westside Woolly Mammoths – was introduced in the 2017 season. The Mammoths feature a logo and mascot - Woolly Maze – designed to make a prehistoric splash! Core team colors are dark and light blue with red accents. Alternate uniforms also bring in orange and animal print designs that harken back to “The Flintstones” – all independent league unique and trend setting. The Westside Woolly Mammoths will again be managed by Shane McCatty in 2018.

Put on your game face!

Our Teams

2018 United Shore Professional Baseball
Stadium Features:
• 2,000 Box Seats
• 12-Priv. Private Patio Cabana Suites
• 4-Summer Picnic Areas
• 7-Founder’s Level Suites
• Elevated Grass Berm Seating Area
• 5-Premium Dugout Suites
• Kid’s Playground and Wiffle Ball Area
• 2-Manager’s Suites
• 30-Diamond Tables

Accessibility:
• Located in Historic Downtown Utica
  adjacent to M-59
• VIP Parking for Suite and Season Ticket Holders
• Ample Parking within a Short Walk and Easy exit after games

Unique Characteristics:
• Concert Quality Sound System
• State-of-the-Art HD LED Scoreboard
• Home Plate 37 feet from Backstop—one of the closest in America

Anatomy of Jimmy John’s Field
325 feet to Right Field
400 feet to Center Field
325 feet to Left Field
37 feet from Home Plate to Backstop

It was very friendly & helpful. Food & drink prices were very reasonable. Keep up the good work!

Marilyn Gilpin

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It is a fantastic ballpark! The staff was very friendly & helpful. Food & drink prices were very reasonable. Keep up the good work!

“Put on your game face!”

Marilyn Gilpin

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Jimmy John’s Field
Put on your game face!

State-of-the-Art-Ballpark
Our fans participating in the fun at Jimmy John’s Field experience one of the most technologically advanced and well-appointed ballparks of its size in the county. Jimmy John’s Field has a total capacity of 4,500 fans per game, with approximately 2,000 box seats between first and third base, 7 Founder’s Level Suites, 5 Premium Dugout Suites, 2 Manager’s Suites, 12 Private Patio Cabana Suites, 18 On Field Diamond Tables, 12 Park View Diamond Tables, 4 Summer Picnic, Group and Birthday Areas, a Grass Berm Seating Area, and a Wiffle Ball Field and Kid’s Playground Area. The ballpark also features a State-of-the-Art-Scoreboard, Concert Quality Sound System and high end VIP Club.

Average household income is just over $52,000, which is the third highest in Michigan. While located in Macomb County, the ballpark also has the advantage of being located directly on the M-59 expressway, with 150,000 cars passing by daily and providing easy access to most anywhere in the Metro Detroit area. Quite simply, the demographics are perfect for the family entertainment environment of professional baseball.

“Put on your game face!”

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“I wanted to share how amazing your staff is at Jimmy John’s Field. I grew up a few miles down the road and came to Sunday’s game, May 28, with my family. (We live in Lansing now). I can only compare your customer service to the Disney experience. We will be back.” – Amanda

“I and my family are newcomers to the Jimmy John’s Field experience. We have taken in two games that for a day and the night game featuring wonderful fireworks. All I can say is... Super job! Memories were made for my daughter and granddaughter that will last a lifetime. Your entire venue was perfect in every way. I’m pleased to have you as my new “Go to” stadium.” – Rudy

“I just want to let you know that our Clinton Valley Little League outing at Jimmy John’s Field was a huge success. Kate was absolutely wonderful with organizing the whole day and directing us with where to go and what to do. Her thoroughness was impressive and appreciated. The two players that played with the boys, Randy Wayne and Alex Knic, were absolutely phenomenal! They didn’t just play wiffle ball with them, they went out of their way to make it fun and memorable for them. They definitely gained 25 new young fans! I wish Randy and Alex all the best of luck in their baseball endeavors. Lastly, the entire Jimmy John’s staff was extremely polite and helpful. In all, the day was fun, exciting, and defensively a memory for all that attended. I look forward to our next event at Jimmy John’s Field.” – Steve

“Thank you very much! The people associated with the USPBL have always been very helpful and courteous. Between, MiLB, MiLB and unaffiliated teams, I’ve seen baseball in more than 50 cities and you guys rank among the very best, if not the best.” – Steven

“I have had numerous colleagues attend games this season and our company has had at least two functions at the stadium. I am writing to you as yesterday was the first game I attended with my family and I wanted to share my thoughts. In one word, IMPRESSIVE, and that is an understatement. From the parking, shuttle, reasonable ticket and food prices and cleanliness of the stadium, it was wonderful. Add to that the access to the players, mascots, Blackjack the frisbee dog, running the bases, and kid’s club, it made it a great day! And by the way, the staff is OUTSTANDING! Everyone was extremely friendly and helpful, from the parking lot attendant in Lot A to the shuttle driver, Blackjack’s owner, the ticket checker, ushers, EVERYONE that was working there. When I met you, you said there was a significant amount of detail that went into the planning. It was noticed and appreciated. I wish you and the USPBL continued success as my entire family is already looking forward to returning for more games this season.” – Bryan
“You have the most dedicated team members. You don’t see that type of CUSTOMER SERVICE anywhere today. The Band, Sky Diver, Flyover, the Color Guard and the list goes on...made me proud to be a partner with you. My family did not want to leave.”

Ray

Premium Business Environment

While Jimmy John’s Field is a top-notch family entertainment venue, it also is the perfect environment for corporate marketing and entertainment. Everyone wants to bring their kids or grandkids to Jimmy John’s Field, which makes it much easier for area businesses to get their top clients and customers to join them for an evening of socializing in a fun and relaxed environment.

Corporate marketing and entertainment opportunities at Jimmy John’s Field include:

- Sponsorship & Advertising
- 26 Luxury Suites
- 30 Premium Seating Diamond Tables
- Premium Seating Front Row Club and Platinum Club Season Tickets
- Group Outings – Company Summer Picnics, Client Entertainment Events, Branding and Marketing Events, Employee Recognition Events, Non-Profit Fundraising Events, Church Outings
- Private Events on Non-Gamedays (Private Batting Practice Events, Meetings, Holiday Parties, etc.)

In 2017, corporate marketing and entertainment at Jimmy John’s Field included:

- More than 170 sponsors with partnership packages that allowed them to entertain customers, clients, employees and other key constituents in our Luxury Suites and with Group Outings in our Patio Picnic Areas.
- 58 local businesses with contracts for Luxury Suites and Diamond Tables at the ballpark, and more than 100 local businesses and organizations that rented Luxury Suites on a single game basis, for corporate entertaining.
- More than 300 local businesses with Season Ticket Packages.
- More than 700 local businesses and organizations that held Group Outings in one of the Patio Picnic Areas at the ballpark – including customer entertaining, employee summer outings, church outings and non-profit fundraising events.

Corporate Partnerships

A corporate partnership with the United Shore Professional Baseball League at Jimmy John’s Field offers the following benefits:

- Generates significant local and regional exposure
- Results in thousands of positive impressions
- Solidifies your leadership position
- Creates new business opportunities
- Enables you to use the ballpark as a showcase
- Creates unique relationship marketing opportunities
- Provides public relations initiatives
- Enhances community image

Partnership opportunities include:

- State-of-the-Art Scoreboard signage
- Highly Visible Outfield Wall signage
- Left Field Pavilion Naming Rights
- Kids Run the Bases Sponsorship
- On Deck Circles
- Fun Gameday and In-Game Contests and Promotions
- Official Game Program Advertising
- First Pitch Naming Rights
- Post Game Fireworks Partnership
- Giveaway Nights (Bobbleheads, Hats, Bats, etc.)

Company Group Outings & Picnics

The United Shore Professional Baseball League offers unique, memory making opportunities for company group outings and summer picnics at Jimmy John’s Field, with four picnic areas perfectly positioned for your group outings and summer picnics at Jimmy John’s Field, with four picnic areas perfectly positioned for your group to enjoy both pre-game food and the festivities and fun of the game.

- Great for large company outings, family events, school groups and more
- Pre-game party in one of our picnic areas for a select game.
- Full barbeque and drinks.
- Tickets located in your party area.

Other Group Options:

- Birthday Packages - Non-Profit Fundraising Events - Church Group Outings
- Premium Business Environment

For sponsorships, advertising, suites or group outing information, call (248) 601-2400 or email info@uspbl.com.
Community Asset

Put on your game face!

While Jimmy John’s Field was designed and built for professional baseball, the facility is able to accommodate many other community uses. Since Jimmy John’s Field opened on May 30, 2016, the ballpark, together with the involvement and interaction of the USPBL, has become a major new community asset. In addition to featuring 75 USPBL games each summer, the ballpark also has played host to the following community events:

- 4 Movie Nights in 2017
- Numerous Boy Scout, Girl Scout and Family Campout Nights on the field
- Baseball games, tournaments, All-Star Games and championship games involving more than 40 different colleges, high school, youth and adult baseball teams.
- Our Annual Brew & Fall Fest
- Lancelot’s Not So Spooky Halloween Party
- Numerous youth baseball clinics
- Community Festivals
- High School Marching Band performances

With the development of Jimmy John’s Field, we were able to turn an unregulated landfill into a major community asset for the City of Utica and Macomb County. This past year, Jimmy John’s Field won three prestigious awards for redevelopment of the Utica landfill brownfield site:

- The 2017 Phoenix Award for Community Impact as well as the People’s Choice Award for best brownfield redevelopment in the entire country. The Phoenix Awards are recognized nationally as the award for outstanding achievement of excellence in brownfield redevelopment.
- The 2017 CREW Detroit Special Impact Award for new construction/redevelopment. The CREW Detroit Impact Awards recognize outstanding southeast Michigan commercial property developments that significantly impact their surrounding communities.
- The American Council of Engineering Companies Michigan Chapter’s most prestigious honor - the 2017 Engineering Eminent Conceptor Award.

The transformation of this site into Jimmy John’s Field marks the largest redevelopment project the City of Utica has ever seen. It has spurred revitalization of the downtown business district, creating a destination where families gather, businesses thrive, and the community can enjoy its treasured natural resources along the Clinton River.

“Dear Mr. Appleby,
I love that your card says, ‘Director of Fun’ as it perfectly suits you and the amazing family experience you have created at the Jimmy John’s Field. We had a wonderful night and you were incredibly inspiring to all of my children. On the way home there was talk of female teams and of being bat girls someday! Keep up the great work!”

Nicole

With Fraser Public Schools, I wanted to let you know what an incredible event our Fraser Night at Jimmy John’s Field turned out to be. Our families, kids, and staff all loved it. It was wonderful to see our 250 Marching Band students in the outfield for the anthem and then having fun on the hill in right field. The food for the buffet was delicious and the seating ample for our families in attendance. ABOVE ALL - the staff was incredible. Everyone was so helpful and customer centered!!! You and your team really made the night special for all of us!!!! Thank you for your efforts and for going above and beyond to make ‘our’ night memorable!!!

With Fraser Pride and Appreciation “
- Dr. Richards, Superintendent, Fraser Public Schools

For sponsorships, advertising, suites or group outing information, call (248) 601-2400 or email info@uspbl.com.

Photograph courtesy of Steve Trombley
Put on your game face!

2017 USPBL Champions: Birmingham Bloomfield Beavers

Be Social with the USPBL

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United Shore Professional Baseball League
400 Water Street • Suite 250
Rochester, Michigan 48307
(248) 601-2400
www.uspbl.com