2019 In historic downtown Utica FANTOSTIC SECISON







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"I really don't know how you do it," but the venue just gets better every year. The stadium has become a community gathering spot where a baseball game happens to be played. It's clean. It's safe. It's convenient. It's affordable. And it's fun. I honestly can't think of another place in the region that offers more."

Albert L.

JIMMY JOHN'S FIELD

Founder's Letter FANtastic Season!



When I started the United Shore Professional Baseball League (USPBL), I was excited about bringing developmental professional baseball for Major League Baseball to Metro Detroit. We built an amazing ballpark in Jimmy John's Field in historic downtown Utica and were given the Phoenix Award for Community Impact. We continue to grow our attendance figures each year and I want to personally thank all of our fans and fantastic partners for making Jimmy John's Field your summer destination.

What a spectacular third season we had at the ballpark. We produced 61 sell outs out of 75 games and increased groups and summer picnics to over 1,000 in 2018. The Birmingham Bloomfield Beavers repeated as champions as they triumphed over the Eastside Diamond Hoppers who made their first-ever title game appearance. The season witnessed a single-game attendance record of 4,499 and we had five of our largest crowds during the year, averaging 3,400 fans per game.

Our brand awareness reached new heights in 2018. We had our first-ever highlights on ESPN, the World Wide Leader in Sports, with two of our players making spectacular catches that appeared on the Emmy Award Winning ESPN SportsCenter Top 10 Plays. Our media coverage more than doubled in 2018 as we reached over half-billion people with news stories and over \$2 million worth of publicity value.

With the USPBL designed as a developmental finishing school for players trying to make it to the Majors, we have produced 25 players that signed with Major League Baseball organizations over the first three seasons. That number certainly exceeds my expectations, especially considering that many of these players would not even be playing baseball without this great opportunity. We are very excited about the progress in a short period of time.

Our fans once again enjoyed the USPBL Collector's Stamp Book and USPBL Player Cards in 2018. This is a great opportunity for us to help educate our great fans on how talented these young players are in the USPBL.

Our fans continue to rate us very high in service, safety and entertainment. Over 90 percent of our fans gave us an excellent rating for fun at the ballpark.



Safety has always been something we pride ourselves on and 98 percent of our fans said they felt very safe, while 96 percent said they felt our cleanliness of the ballpark was excellent. There is no other venue that adds as much value as we do for the price, and 91 percent of our fans said our overall ballpark entertainment was excellent.

The 2019 season will begin on May 10 and will run through Sept. 8, the best months for weather in Michigan, and almost all of our games would be on weekend dates. All GRZELAKOWSKI

four teams – Birmingham Bloomfield Beavers, Eastside Diamond Hoppers, Utica Unicorns and Westside Woolly Mammoths – will play at Jimmy John's Field. Our players will continue to share the diamond with our loveable bat dog, JJ, The Field General and our star-powered USPBL Dance Crews. We will also be featured on ESPN platforms once again and will continue to grow our fan base.

KIEST

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.

Andy Appleby

Chairman and Founder United Shore Professional Baseball League





2018 Was A Game Changer for the USPBL FANtastic Season!

- We produced 61 sell outs in 75 games
- A new all-time, single-game attendance record of 4,499
- Five more players signed by Major League Baseball organizations during the 2018 season to push the total to 25 since 2016
- Chris Dula of the Utica Unicorns set the all-time USPBL fastball record with a pitch registering at an amazing 102 mph
- Two plays featured on ESPN's Top 10 Plays
- Ten games featured on ESPN3
- The very popular inaugural USPBL Dance Crew performed at all 75 games
- JJ, The Field General, our resident bat dog, was at all 75 games and was the ultimate star of the show
- The new Short Hops Craft Beer Garden was a big hit with fans
- Our new Speed Pitch Machine in the Kids Zone was a fantastic new addition loved by kids of all ages
- We grew our Kids Club significantly and included a new MVP Club
- Our USPBL Reading Program reached nearly 50,000 kids in Southeastern Michigan
- Approximately 1,000 groups held outings at the ballpark from companies to churches to little league teams to non-profits holding fundraisers to high school marching bands and youth sports teams
- Our 26 suites were completely sold out for the last two months of the season
- Over 1,000 charities and non-profits were able to leverage the ballpark to raise funds for their causes



Short Hops Craft Beer Garden

View highlights video at the following URL: bit.ly/USPBLReview_2018



61 Sell Outs



JJ The Field General



USPBL Dance Crew



USPBL Reading Program

Baseball Operations FANtastic Season!





Chris Dula sets USPBL record by clocking a 102 mph fastball!

The United Shore Professional Baseball League was designed as an innovative developmental finishing school for players seeking to make it to the Majors. Our players come from all across the country, with 44 states represented in 2018. 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 25 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, soreness 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 three 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 4,500 innings with just one major-throwing related injury in three seasons. Every year the pitchers in the league have increased their average fastball, going from 1.04 MPH to 1.40 MPH, and improving that to 1.46 MPH faster in 2018.

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.



Cody Brown – RHP Unicorns Seattle Mariners

"Playing in the USPBL was a game changer for me because it gave me another chance to keep playing baseball, when it was looking like I was done for good. Between the coaches and working with Justin Orenduff on my mechanics and lower half movement, I became a whole new pitcher from when I got here to when I left. If I had not come to the USPBL, I probably would be done playing baseball and not where I am today. I am very thankful for the opportunity."

Jake Mayer - RHP Unicorns Seattle Mariners

"The USPBL has done more for me in my baseball career in the few short weeks that I was there, than anyone out there. From the moment that I arrived they made me feel at home, they supplied the tools to work hard, and supplied me with the knowledge to improve. The amount of work that the USPBL has put in for me behind the scenes is incredible. There is no way I would be where I am without them taking a chance on me, and broadcasting me to the Mariners."

Our Teams FANtastic Season!

The United Shore Professional Baseball League currently features four teams playing at Jimmy John's Field in historic 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.



Birmingham Bloomfield Beavers

The Birmingham Bloomfield Beavers are the Oakland County crosstown rivals to the two Macomb County home teams and their mascot is Buzz. The Beavers have eight players that signed contracts with Major League Baseball organizations since 2016. Birmingham Bloomfield produced the best regular season record in all three seasons of the USPBL, and they won back-to-back championships in 2017 and '18 under the direction of Manager Chris Newell.



Eastside Diamond Hoppers

The Eastside Diamond Hoppers and their mascot Ribbi represent a strong fanbase from the east side of Metro Detroit. The Diamond Hoppers have had seven players signed to contracts by Major League Baseball organizations since 2016. The Hoppers made their first-ever USPBL Championship Game appearance in 2018 and are led by Manager Paul Nocce, a former MLB player that was part of the 1990 Cincinnati Reds World Series Championship Team.



Utica Unicorns

The Utica Unicorns are the hometown team at Jimmy John's Field and their mascot is Lancelot. The Unicorns have a large fan following at the ballpark, with Unicorns gear being worn with pride all over the ballpark. The Unicorns won the 2016 USPBL Championship and lead the way with 10 players signed with Major League organizations since 2016. Manager Jim Essian spent 12 seasons as a player in Major League Baseball and took over as Manager of the Chicago Cubs in 1991.



Westside Woolly Mammoths

The USPBL's fourth team – the Westside Woolly Mammoths – made their debut in 2017. The prehistoric themed team was the first of the USPBL teams to have a play featured on ESPN's Top 10 Plays when Drew Kitson's over the wall catch hit the Emmy Award Winning Show, SportsCenter on May 27, 2018. The Mammoths feature alternate uniforms that bring in orange and animal print designs that harken back to "The Flintstones" – all independent league unique and trend setting and their mascot is Woolly.





Anatomy of Jimmy John's Field

12-Private Patio Cabana Suites

7-Founder's Level Suites

5-Premium Dugout Suites

2-Manager's Suites

24-Diamond Tables

3-Summer Picnic Areas

Elevated Grass Berm Seating Area

Kid's Playground and Wiffle Ball Area

Speed Pitch Machine

Short Hops Craft Beer Garden



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



Live music from the Dana St. Clair Stage





Jimmy John's Field from behind home plate



Jimmy John's Field from right field

Jimmy John's Field FANtastic Season!



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 country. 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, seven Founder's Level Suites, five Premium Dugout Suites, two Manager's Suites, twelve Private Patio Cabana Suites, eighteen On-Field Diamond Tables and six Park View Diamond Tables, three Summer Picnic, Group and Birthday Areas, a Grass Berm Seating Area, a Wiffle Ball Field, Speed Pitch Machine and Kid's Playground Area. The ballpark also features a State-ofthe-Art Scoreboard, Concert Quality Sound System and high-end VIP Club.

New to 2018 was the very popular USPBL Dance Crews and the lovable resident bat dog, JJ The Field General. They performed at all 75 games and entertained fans at the highest level. JJ was featured numerous times on local TV stations, Fox 2 Detroit, WDIV-TV (Channel 4) and WXYZ-TV (Channel 7).

Jeremiah says...

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

Donald says ...

"I was down from the Upper Peninsula visiting family and took my daughter to the game. Beautiful stadium, very competitive baseball. Loved it. Great experience. Will definitely be back!"

Mary says ...

"What an enjoyable time we all had at Jimmy John's Field. I was thoroughly entertained, found the field lovely, friendly, well attended by the staff and the masses. We had some food (bratwurst, - yum!), drinks, strolled, and relaxed. I LOVED the fireworks and the kids running the bases and all the in-game entertainment. What a bang for the buck! So family friendly, and all kinds of nice details, mascots, restaurant, seating choices. Very impressed."

Nicole says ...

"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 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!"





Angie says ...

"I wanted to thank you again for a wonderful evening last night. We were so impressed by the player talent and every detail you have put in to the league. Declan and his friends loved being able to be on the field for the player introductions, running the bases and the fireworks. Matt was so impressed with the overall family environment, the Dole Whip (dessert) and the craft beer selection. Addison loved JJ the dog, catching a ball and the stamp collection. My favorite were the local Michigan touches and the entire feeling of community all coming together on a Friday night to celebrate an American tradition, thank you for inviting us to be a part of it!"

Tim says ...

"I have to say that it was my first time at Jimmy John's Field and what a great experience. Leading up to our visit I heard nothing but great reviews about your product and surely it did not disappoint. It is a first-class venue with a great atmosphere. The staff was super friendly and the product on the field was fun to watch. My family had a blast! You guys definitely left a great impression on us and thank you very much for being great hosts."

Hunt says ...

"The atmosphere, family feel, and service was outstanding. This was our first time going to see a game, only due to our crazy schedule. We certainly will be back."



Tracy says ...

"The Sorrentino family had the best time Saturday night! Everyone was so friendly and accommodating. We were loving our servers, the best service we have had in a long time! The Vince & Joe's food was amazing and the ballpark looks even better than last year! We will definitely return for some fun!"

Linda says...

"I cannot say enough good things of how much we absolutely love JIMMY JOHN'S FIELD!!! EVERYTHING about going to the game is top notch! The ballplayers are exciting. Every seat provides a good view, the tickets, concessions and parking (free) are all affordable. Love the mascots and entertainment. Awesome place to take the grandkids, family and friends. Thank for making it the best in town! Plus, it is close to home!"

"I want to thank the USPBL for giving me the opportunity to continue my career and get showcased to affiliated scouts. I could not have achieved this without the help of the USPBL and the work Mr. Orenduff put in with me."

100

Jesse Stinnett, Signed by Colorado Rockies organization on August 16, 2018

Premium Business Environment FANtastic Season!



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 the ballpark, 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
- 24 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 2018, corporate marketing and entertainment at Jimmy John's Field included:

- More than 200 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.
- Over 60 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 800 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
- Pavilion Naming Rights
- Kids Run the Bases Sponsorship
- USPBL Dance Crew
- JJ The Field General
- Speed Pitch Machine
- 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, T-Shirts, 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 three 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 barbecue and drinks.
- Tickets located in your party area.

Other Group Options:

Birthday Packages - Non-Profit Fundraising Events -Church Group Outing



Corporate Client Testimonials:

"I wanted to let you and the entire team at USPBL and Jimmy John's Field know that last year's company picnic was the most successful in the history of our organization. The outing to JJ Field is still talked about today as being one of the best times any of our employees have had. Everyone had an incredible time. And especially noteworthy were the many, many comments I received on how very cool it was for everyone that we got to [go on the field and] hold the big flag for the anthem. Needless to say, I just had to do it again this year." **Bob Check – President**

Check Corporation

"We all had a wonderful time at our event and hope to return! We also would like to say a HUGE thank you to our sales representative for all of his excellent customer assistance. He was professional, knowledgeable, detail oriented and took the time to answer all of our questions. Our event was very successful and we had a great turn out. The players came over to say hello to our group and we really enjoyed getting to say hello. The food tasted wonderful, was kept at the proper temperature and there was plenty for everyone. Our staff was able to relax, walk around and everyone enjoyed the meal and drinks. The mascots were a hit with the children (and adults) who were present and we all had a great time posing for pictures. Thank you to the entire staff for a wonderful and memorable event." **Katie Smith**

Human Resources Generalist Wright Tool Company

"I just wanted to let you know that everyone had a great time at our first Jimmy John's (Field) outing! It went so well that we've decided to make it an annual event. Thanks so much for all your help in coordinating things for us. Everyone was so nice and very accommodating while we were there."

Diana Mackmin

Executive Office Manager – Corporate Specialty Steel Treating Inc.

"Thank you so much for all you and your staff did for our organization's event. The attending families had a great time! The Jimmy John's (Field) staff go above and beyond to help things run smoothly. The employees' commitment to satisfying guests is obvious. A job well done!" Jessica Rafalski

Armada Baseball Association

Community Asset FANtastic Season!

Community Asset

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:

- Three Movie Nights in 2018
- Numerous Boy Scout, Girl Scout and Family Campout Nights on the field
- Baseball games, tournaments, All-Star Games and championship games involving more than 80 different collegiate, high school, youth and adult baseball teams
- Our Annual Brew & Fall Fest that witnessed over 1,000 participants
- Numerous 5k Races
- Numerous youth baseball clinics
- Community Festivals
- High School Marching Band performances



Boy Scouts, Girl Scouts and Family Campouts on Jimmy John's Field

"Very impressive! The whole concept of taking a useless piece of land and making it into a much needed suburban venue for the whole family is fantastic." Jeff G. - Machining & Fabricating Inc.

Jimmy John's Field and the USPBL truly have become part of the fabric of the local community, and a focal point and gathering place for a wide variety of community activities.

"The USPBL & Jimmy John's Field has baseball fans funneling into our downtown district. Having professional baseball in our small town has increased our presence in the region and has given us a foothold in the world of professional entertainment venues. Not only did Utica gain an amazing multi-million dollar baseball stadium, it gained Andy Appleby. Andy can be seen every night, at every game, greeting fans, giving tours, running from end to end of the stadium, even picking weeds in efforts to make the stadium the show piece that it is. Jimmy John's Field has been an overwhelming success for the City of Utica. We are 'Baseball City'."

- Thom Dionne, Mayor, City of Utica



OAKLAND PRESS

Five Things You Need to Know about the USPBL - Paula Pasche, The Oakland Press

1. It brings "fan friendly" to a new level, averaging 3,400 fans per game. "There's never a dull moment," said Chris Newell, manager of the top-seed Birmingham Bloomfield Beavers. "Andy Appleby couldn't have written this out any better. It really is second to none. I've been to other independent minor league venues even as of late and I would suggest everybody in minor league baseball take a weekend, all these owners take a weekend, bring your marketing department and be a part of what we do and you'll make a lot more money than what you're already making and you'll get a lot more fans in the stadium, it's unreal."

2. "It's the perfect family environment. I've met a lot of great people that I've met at the stadium. I'll see them at the gas station or grocery store and they keep talking about they can't wait to come back," Newell said. "Of course I'm thinking that's what everybody says and then two days later they come up and see me in my dugout. Like I said, if a family or a kid is on the fence to whether or not they're a true baseball fan, come to Jimmy John's Field, come to a Beavers game and your son will fall in love with baseball, it is really that magical."

3. This year five of the players were signed to Major League Baseball contracts which brings the total to 25 over three years. "If you and I were having this conversation two years ago I would have said, 'Hey if we can get one or two players signed to a Major League organization I'd be happy'," Appleby said. "Now we've had 25 players signed. Our whole philosophy is so different from any other in the sense that any other league like ours the teams wouldn't spend 10 bucks on player development. We spend a million dollars a year on player development.

"We've got the latest muscular-skeletal, advanced strength and conditioning, sabermetrics, video analysis. We have darned near 20 people in our analytics department alone because that's what translates for these Major League teams — they want to know all these crazy stats like exit trajectory. We even do that. That philosophy is such that we're taking these players that in many cases just barely missed getting drafted out of college but we're fundamentally changing them. Our whole mission is to make every kid better and we have. Virtually every pitcher that has come to our league in the last three years is either with us still or leaves throwing at an all-time high in velocity. A lot of that has to do with Justin Orenduff, our director of baseball operations."

4. Championship weekend is baseball reality. "This is reality TV times 100 at a ballpark. I don't mean that in the Dance Moms or Kardashian way, I mean that in the real way," Appleby said. "This is true blue sports, meritocracy and the players run out every pop-up. They don't give us any trouble whatsoever. They're completely focused on trying to get signed by a Major League club. So what that means is it's really, really good baseball especially for these particular three games because like any sports team, the teams get very tight-knit particularly over a 4- to 5-month season and we try to make it as big-time as we can for the players. We have a big championship USPBL trophy. Every player that wins — and the Beavers won last year and got their own championship ring including the manager Chris Newell with their name on it. It's a real cool thing that we have going on here. Of course from a fan perspective we've created the nicest ballpark in the country by far."

5. After championship weekend, the work is not over. The managers of the four teams are responsible for recruiting and signing players, many who come right from college. "I attend the California Winter League, I manage winter ball out there for a month. I've been fortunate enough to get enough great players over the last two years that have been integral parts of our championship runs," Newell said. "I definitely utilize that option and avenue, at the same time I've been blessed to develop a lot of great relationships with college coaches throughout the country. They trust me and our relationship is so good they want to send me guys. If I'm full and if those guys are good for the league, I like having those guys in the league I'll refer them to another manager."



"When I asked the kids what was the best part of their day, they said all of it!!! In specific though, running the bases, meeting the mascots, sitting behind home plate to watch the action, meeting the Owner, playing in the kids park and the great ballpark food! We all really had a great time, thank you so much for creating another great memory that will be cherished for a lifetime!"

Dan D.

