



Centre I.C.E. • Howe Arena

CENTRE I.C.E. ARENA

Involved Citizens Enterprises

1600 Chartwell Dr. Suite A Traverse City, Michigan 49696

November 20, 2017

The Honorable Rick Snyder
Governor of Michigan
Romney Executive Office Building
111 S. Capitol, P.O. Box 30013
Lansing, MI 48909

Dear Governor Snyder,

We represent Involved Citizens Enterprises (I.C.E.), doing business as Centre I.C.E. Arena, a 501(c)(3) non-profit that operates Centre ICE Arena and Howe Arena near Traverse City. We host several professional, adult and youth hockey programs in addition to other ice related sports and businesses within our complexes. We are writing to ask for your support for SB 523, the Northern Michigan Regional Tourism and Sports Fund legislation, because we know first-hand the impact that youth, adult and world-class level competition can have on a local economy.

For the past 20 years, Centre I.C.E. has hosted the Detroit Red Wings fall training camp in Traverse City. In that time, along with the Detroit Red Wings organization, we also co-founded the annual NHL Prospect Tournament which has grown to become the largest prospect tournament in the world. These events have had not only a positive economic impact by way of the amount of tourists and visitors they bring to the area (nearly 5,000 hotel room nights between the training camp and prospect tournament), but have brought value to our community by offering an annual glimpse of elite level competition, and by providing a world-class ice arena that is used by the community year around. In fact, additional room nights from youth to high school level tournaments bring an additional 5,000 room nights to our area the rest of the year.

This fall we found out that Centre I.C.E. will need to spend an additional \$220,000 in NHL mandated safety upgrades to keep both the Red Wings' training camp and the NHL prospects tournament. These unexpected costs are exactly why a sports commission that serves northern Michigan is necessary. Without the ability to cover the costs for the upgrades, we risk losing not only on a unique sporting experience, but a program that helps our facility operate and keep ice costs down for our community and its youth.

With that in mind, we offer our full support of SB 523 and the creation of a regional tourism and sports fund in northern Michigan.

Sincerely,

Terry Marchand
Executive Director
Centre I.C.E.