



P.O. Box 1375
Bradenton, FL 34206
Phone: 941-744-5465
Email: info@mmg.management
www.traversecityhorsheshows.com

October 6, 2020

The Honorable Steve Marino, Chair
House Commerce and Tourism Committee
P.O. Box 30014
Lansing, MI 48909

Dear Chairman Marino and members of the Committee:

Thank you for the committee hearing on HB 6185 and the opportunity to submit this testimony in support of Representative Cambensy's legislation.

My name is Matt Morrissey and I am one of the Managing Partners of Traverse City Horse Shows LLC which owns and manages the Flintfields Horse Park outside of Traverse City, where, this summer, we ran eleven weeks of top level horse shows including the Great Lakes Equestrian Festival (GLEF), one of the premier horse jumping events in the United States.

You will likely hear a good deal of testimony about the history and economic impacts of sports and recreation in northern Michigan. As a third generation member of our family company that has managed world-class horse shows for decades, I can speak directly and passionately about the economic and community benefits of investment in high-caliber sports and recreation facilities.

In 2017, GLEF undertook an economic impact study of the equestrian festival. The findings showed \$123 million in direct and indirect economic impact on the Community from the six weeks of horse shows that year. In addition, through a partnership with the Great Lakes Sports Commission and others, this year, we were able to attract and secure the 50th Anniversary of the American Gold Cup, the longest running American Grand Prix, from the state of New York. This expansion of the horse shows allowed for three additional weeks of championship-level riding opportunities, economic opportunities through tourism, and an optimal way to showcase Michigan to world-class athletes, successful business owners, and a global spectator base.

House Bill 6185 would provide a unique but tested way for northern Michigan to continue investing in world-class sports and recreation related infrastructure and events, much needed for our regional economy in the wake of Covid-19.

We appreciate the opportunity to share our perspective on HB 6185 respectfully ask for your support.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Morrissey", is written over a printed name and title block.

Matt Morrissey
Managing Partner
Morrissey Management Group
Traverse City Horse Shows