



ECONOMIC IMPACT STUDY





SPRINGFIELD THUNDERBIRDS ECONOMIC IMPACT

"As the Thunderbirds' Presenting Sponsor, and as the manager of the MassMutual Center, we witness first-hand the impact the team has on our local economy. For over 30 nights each season, the T-Birds draw thousands of hockey fans to downtown Springfield, filling the bars and restaurants along Main Street and MGM. The success of the Thunderbirds - both on and off the ice - is a story that should be celebrated. In just seven years, we have gone from nearly losing professional hockey to having one of the AHL's most admired franchises."

-Chris Kelley, President, MGM Springfield

In April 2016, the City of Springfield received devastating news: the Springfield Falcons were moving to Arizona, leaving the city without an AHL franchise for the first time since the 1950s. Local residents and business owners braced for a major hit to the downtown economy, with the MassMutual Center going dark for nearly 40 nights per year and downtown businesses losing out on game-going customers. Within weeks of that announcement, however, a group of local businesspeople and community leaders joined forces to purchase another AHL franchise and save professional hockey in Springfield. The ensuing seven years have seen success both on and off the ice: record attendance, a Calder Cup Final appearance, memorable celebrity appearances, community events, and even the AHL All-Star Classic. Recently, the T-Birds engaged the UMass Donahue Institute to quantify this impact and utilize economic data to bring this success story to life.

T-BIRDS IMPACT BY THE NUMBERS

\$126 million
overall economic impact

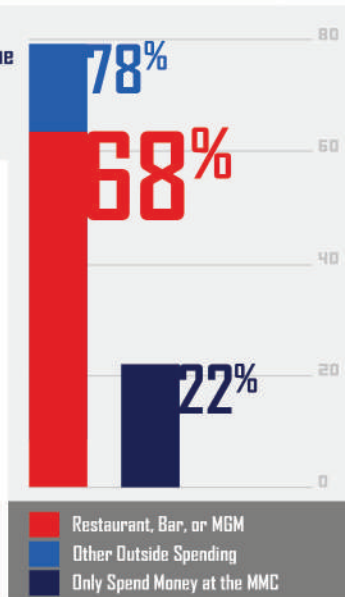
\$76 million
cumulative personal income created

\$10 million
contribution to state and local taxes

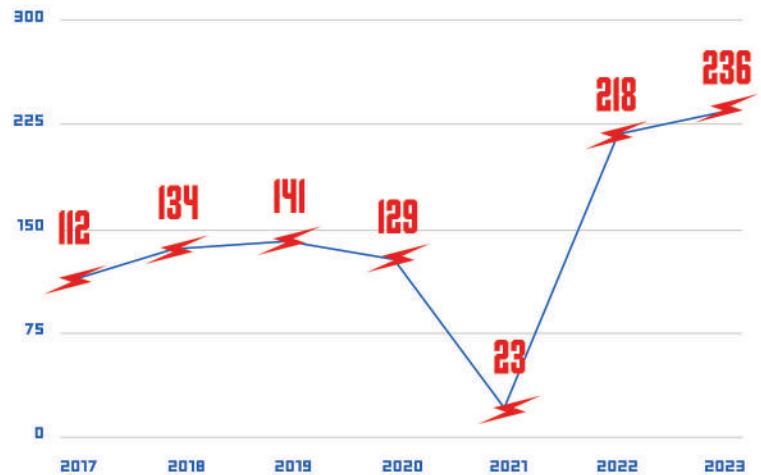
IMPACT BEYOND THE ARENA

PATRON GAME NIGHT SPENDING

- 78% of fans spend money on something other than hockey when they go to a game
- 68% of fans are spending money at a bar, restaurant, or MGM Springfield
- Median spending by fans outside the arena is \$40/person
- Every \$1 of T-Birds revenues is estimated to yield \$4.09 of additional economic activity in the Pioneer Valley
- In the two most recent seasons, attendees spent more outside the arena than they did inside the arena
- Over the entire analysis period, outside spending was approximately 80% of inside spending



JOB CREATION



- Since our inaugural season, the T-Birds have more than doubled the number of jobs created
- Each job at the Thunderbirds creates or supports 3.28 other jobs elsewhere in the Pioneer Valley
- Income per job is approximately \$76,000 for the Pioneer Valley

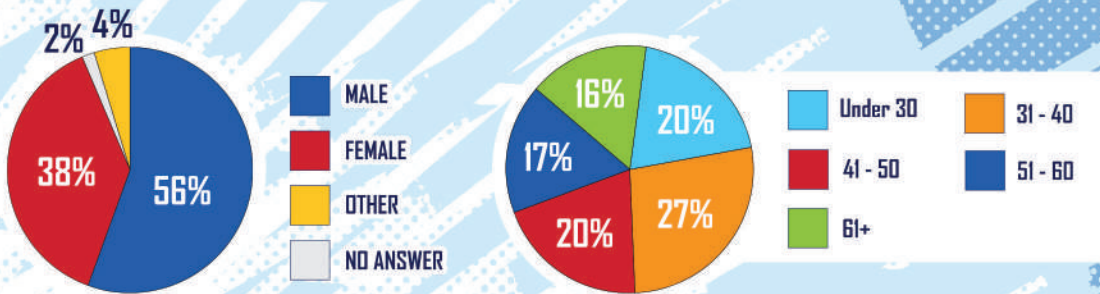
THUNDERBIRDS SOCIAL MEDIA STATS

@THUNDERBIRDSAHL



WHO ARE OUR FANS?

Study results indicate that our fan base is evenly split between all ages and genders



While T-Birds fans hail from across the country (fans from 38 states participated in the study), the vast majority come from the Pioneer Valley

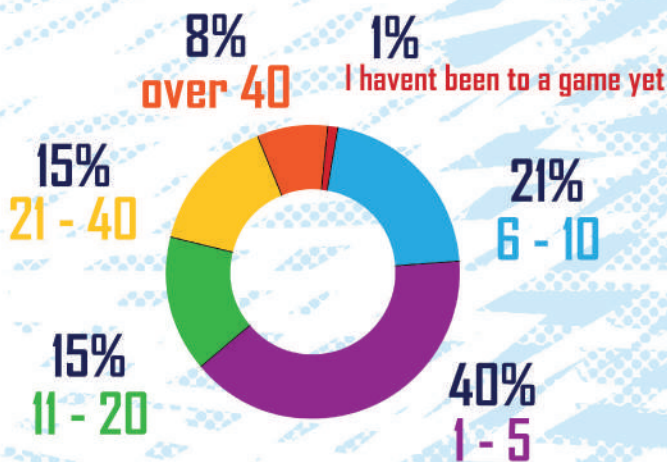


TOP 5 FAN COMMUNITIES

- 1 SPRINGFIELD
- 2 CHICOPEE
- 3 WESTFIELD
- 4 WEST SPRINGFIELD
- 5 LUDLOW

OUR FANS ARE LOYAL

More than half reported attending at least six games each season



TOP 5 REASONS FANS COME TO GAMES

- 1 The Hockey
- 2 Affordable Entertainment
- 3 Family-Friendly Activity
- 4 Theme Nights
- 5 Celebrity Appearances



It's clear that Springfield is a hockey town. As a charter member of the American Hockey League and a city that has been home to professional hockey for nearly a century, it's no wonder that 80% of fans say that the #1 reason they come to games is for the hockey. However, they also appreciate how affordable games are for individuals and families. The T-Birds offer one-of-a-kind experiences and promotions for kids (Anthem Singers, Dance Groups, School Day Game, Tunnel Teams, Blue-Line Buddies, Kids Club, etc.). Themes nights such as Pink in the Rink and Hometown Heroes are also a big draw. Celebrity appearances by stars spanning TV, movies, and sports (such as David Ortiz, Shooter McGavin, characters from The Office, Parks & Recreation, and local heroes Brynn Cartelli and Kacey Bellamy) have also been a big draw for the T-Birds' fanbase.

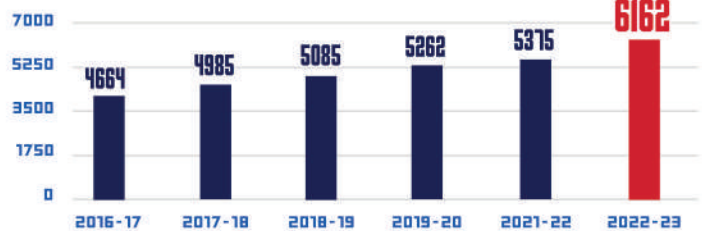
"They've turned hockey into family fun. And as a result of that, I think they have gained a number of new fans along the way."

- Mary Kay Wydra, President, Greater Springfield Convention & Visitor's Bureau

"...since the inception of the Thunderbirds, I have witnessed attendance continue to grow. Downtown traffic during the game weekends. The businesses report increased business...they are an anchor organization here that contributes heavily to the economic vitality of the downtown."

- Michelle Grout, Executive Director, Springfield Business Improvement District

AVERAGE ATTENDANCE



OUR FANBASE IS GROWING

SPRINGFIELD HOCKEY RECORD

T-Birds

COMMITMENT TO EXCELLENCE



Commitment to community is at the very core of the Thunderbirds philosophy and mission. Our organization is dedicated to having a positive impact both on and off the ice. In 2018, we established the T-Birds Foundation, a 501(c)(3) public charity, to support local initiatives in the areas of health and wellness, youth enrichment, and civil service. To date, the Foundation has made over \$300,000 in contributions to organizations and charitable events throughout the Pioneer Valley. Our players, personnel, and even our mascot Boomer have also been at the forefront of this community-first ideology, combining for more than 1,500 appearances since 2016, including more than 350 during the 2022-2023 season alone.

BUSINESS AWARDS



2016-17

Award of Excellence Recognition: Overall Ticket Sales, Season Ticket Sales
Group Ticket Sales & Corporate Sales
Achievement Awards: 10% Increase in Full Season Tickets, 10% Increase in Corporate Cash Sponsorships, 15% Increase in Group Ticket Sales

2017-18

Community Relations Initiative of the Year
Awards of Excellence Recognition: Full Season Ticket Sales & Corporate Sales
Top New Season Ticket Sales Executive - Matthew McRobbie
Achievement Awards: 15% Growth Recognition in Full Season Ticket Sales
Group Ticket Sales and Corporate Sales

2018-19

James C. Hendy Award for Most Outstanding Executive - Nathan Costa
Marketing Campaign of the Year
Achievement Awards: 15% Growth in Full Season Ticket Sales

2019-20

Ticket Sales Department of the Year
Achievement Awards: 15% Growth in Group Ticket Sales

2021-22

President's Award for Team of the Year
Achievement Awards: 600 New Full Season Equivalent Sales
83% Renewal Rate in Corporate Sponsorships

2022-23

Achievement Awards: 85% Corporate Sales Renewal Rate, 85% Season Ticket Renewal Rate
600 New Full Season Equivalents, 15% Growth in Group Ticket Revenue
and 15% Growth in Full Season Equivalent Revenue



\$300,000

T-Birds Foundation

Donations

1,500

appearances

350 during the 2022-23 season

UMassAmherst | Donahue Institute

Established in 1971, the UMass Donahue Institute is a public service, research, and economic development arm of the University of Massachusetts. Our mission is to advance equity and social justice, foster healthy communities, and support inclusive economies that alleviate poverty and promote opportunity. In collaboration with partner organizations and clients, we carry out our mission through research, education and training, capacity building, and direct services to strengthen our collective impact.

For more information, www.donahue.umass.edu.