



# Minnesota Hockey

## Membership Development Report

### September 18-20, 2015



The Minnesota Hockey Membership Development Committee continues to make a significant and effective effort to increase the awareness of and participation in hockey through the utilization of available Minnesota Hockey and USA Hockey growth programs.

We are excited to report that 53 associations have registered for the 2 & 2 Challenge. Three more associations have registered for only Try Hockey for Free Day, bringing the total number of THFF sites to 56. Last year, we had 64 associations participate in the 2 & 2 Challenge and a total of 68 Try Hockey for Free sites.

Here is a breakdown of participating associations for the 2015-16 season:

#### District 1

City of Lakes  
Edgcumbe

#### District 2

Forest Lake  
Mounds View  
Roseville  
St. Paul  
Tartan

#### District 3

Armstrong Cooper  
Delano  
Hopkins  
Mound Westonka  
Orono  
St. Louis Park\*

#### District 4

None

#### District 5

River Lakes  
Sartell  
St. Cloud  
St. Michael-Albertville  
Willmar\*

#### District 6

Bloom. Jefferson  
Bloom. Kennedy  
Burnsville  
Chaska Chanhassen  
Eden Prairie  
Waconia

#### District 8

Apple Valley  
Eagan  
Eastview  
Inver Grove Heights  
Lakeville  
Sibley  
South St. Paul

#### District 9

Albert Lea\*  
Austin  
Faribault  
La Crescent  
Northfield  
St. Francis  
St. Peter  
Waseca

#### District 10

Andover  
Anoka  
Becker-Big Lake  
Cambridge-Isanti  
Mora  
Princeton

#### District 11

Esko  
Two Harbors

#### District 12

Ely

#### District 15

Alexandria  
Brainerd  
Fergus Falls  
Little Falls  
Northern Lakes  
Park Rapids

#### District 16

Bemidji  
Hallock

\*Try Hockey For Free only

## Minnesota Hockey Growth Grants

The Membership Development Committee received and reviewed 25 grant applications during the 2014-15 season. The committee approved 21 grants totaling over \$35,000 in contributions toward growing the game in Minnesota.

Associations benefitting from the grants included Brainerd, Cambridge-Isanti, Dino Mights, Duluth, Greenway, Inver Grove Heights, Mahtomedi, MAML, Moose, Mound Westonka, North Metro, Northern Lakes, Prior Lake, Sauk Rapids, Shakopee, St. Cloud, Tartan, Warroad, Wayzata, Willmar and more.



## Girls' Hockey Weekend

On October 10-11<sup>th</sup>, the IIHF is hosting the third annual World Girls' Hockey Weekend. Events can be held on or off the ice. Any association that is registered for the 2 & 2 Challenge and participates in this event will receive additional rewards from USA Hockey upon completing the challenge.

Last year, there were 27 events in Minnesota and 25 associations participated. We have seven events registered so far this season: Albert Lea, Bemidji State, Chaska Chanhassen, Mankato, St. Peter, Sibley and WHAM.

## Little Wild Learn to Play

The Little Wild program has been a huge success so far. We expanded to 12 locations this year and are now impacting nearly 720 kids. Each of the locations are now underway, and we're working with local associations on converting all of these kids into Mites/8U for the upcoming season.

## Other Initiatives

- We have played a key role in expanding the impact of Total Hockey's First Stride program (a local try hockey event where Total Hockey provides equipment) in the greater Twin Cities area. There are 13 of these events being held this fall. Three of them have taken place already and have reported fantastic turnouts.
- We're in the process of planning a kickoff and celebration event for *Gear Up Minnesota!*. The event is currently scheduled for Saturday, October 24<sup>th</sup> at Mariucci Arena.
- As a part of this summer's push to spur growth, we have focused on face-to-face meetings with association boards and R&R leaders. We have in touch with over 30 selected associations and have either met or are scheduled to meet with nearly 20 of them.