

Minnesota Hockey Executive Director Report

Glen Andresen – September 19, 2015

2015 Minnesota Hockey Golf Benefit

The 2015 Minnesota Hockey Golf Benefit was held at Bunker Hills on Tuesday, July 21. Once again, we had spectacular weather and a good time for all. We once again filled the tournament with 32 foursomes, although one group cancelled on the day of.

- We had 10 Championship sponsors this year: Districts 1, 2, 3, & 6, Kris Lindahl Realty, Total Hockey, Touchpoint, CCM, Minnesota Wild and Rink Systems
- We netted about \$14,000 this year. The plan is to increase the entry fee and sponsorship fees slightly next year. We have been at the same price point for at least four years, and relatively speaking, our fees are fairly low.
- A special thanks to those who helped secure raffle items for the day. We had some really great prizes that were awarded.
- We appreciate everyone's support of the event.
- I'd like input from participants on Bunker Hills as a venue. Keller Golf Course in Maplewood has expressed interest in hosting.

Communications Plan

We have renewed our communications partnership with Touchpoint Media, which will include production of our newsletter, content for website, commemorative State Tournament Program, production of *Minnesota Hockey Journal* and ancillary creative projects.

We are also in the process of finalizing our web hosting request for proposal (see below).

Our summer open rates for the newsletter were 23.32% in June (23.41% in 2014), 21.48% in July (24.32% in 2015) and 20.02% in August (23.77% in 2014). Our click rates were 9.10% in June (7% in 2014), 8.47% in July (9.13% in 2014) and 4.96% in August (5.23% in 2014).

Our website traffic continues to increase. In the three summer months we had 122,067 visitors, which is a 24.8% increase from last year, and a 67.9% increase from two years ago. Our mobile site traffic has also spiked significantly with 61,228 visits, which is up 74.2% from last year and 205.6% from two years ago. We now have 35,078 mobile users, which is up 65.1% from a year ago.

State of Hockey Show/Website

We will continue our advertising relationship with Fox Sports North, however we've been in discussions regarding a new show that will begin airing called the State of Hockey, which will tell hockey stories from around the state at all levels.

The Minnesota Wild is also launching a State of Hockey venture that will include a new website, also to tell the stories and provide coverage for all levels, including youth and high school hockey.

Both organizations will be utilizing us for story idea brainstorming, and we will have a lot of input in what does or does not get showcased.

Little Wild

The Little Wild Learn to Play program, in conjunction with the Wild, Total Hockey and CCM, is officially up and running for the second year. We've got 720 new players trying hockey right now, and once again, the reviews have been overwhelmingly positive.

Once again, Terry Evavold, Wes Bolin and their ADM crews have been outstanding for their handling of the coaching and practice plan aspect.

The program will wrap up the first week of October, and there are plans in the works for a Little Wild graduation skating party at Xcel Energy Center on Sunday, October 11.

Corporate Partnerships

It was a good year overall when it came to corporate partnerships, as we brought in \$471,894 in corporate revenue, up from \$383,000 last year. All of our partners that were up for renewal have done so, with the exception of Lifetouch. We have added Hiway Federal Credit Union, TRIA/WCHA, Domino's, Gold'n Plump, AT&T and Sauce Hockey. We are also very close to finalizing a partnership with Aspire Beverages.

Please be aware of the following deals provided by Domino's Pizza beginning on October 1:

Three or more large one-topping pizzas for \$8 each (team deal)

Two medium one-topping pizzas, marbled cookie brownie and a 2-liter of coke for \$19.99 (hockey family deal)

Hockey Day Minnesota

Duluth's Bayfront Park will be the host of Hockey Day Minnesota in 2016. The date will be Saturday, February 6. The teams playing will be Duluth Denfeld vs. Eveleth-Gilbert, and Duluth East vs. Lakeville North. There will not be a Girls' game this year due to the timing being too close to playoffs.

Let's Play Hockey Equipment Drive

The date of this year's drive will be Saturday, October 3. We welcome any volunteers willing to help out at the distribution, or the equipment sorting on Thursday, October 1 at the Berger warehouse.

Cross-Ice Marketing Plan

A large portion of our marketing and event efforts this year will be the promotion of the benefits of cross-ice hockey for mites. This will include Mite Nights at Xcel Energy Center as well as a Mite Tournament at Xcel Energy Center presented by Hiway Federal Credit Union.

We will be putting together videos, articles, an infographic and utilizing the big voices in hockey to continue to celebrate cross-ice hockey for Mites.

Chevy Youth Hockey Clinic

I'm happy to report that Chevy has renewed its partnership, which is great news. We will have our first Chevy Youth Hockey clinic of the season on Saturday, December 19 at Xcel Energy Center. We also plan to hold a clinic this year in Duluth and the Fargo-Moorhead area later in the year.

Disabled Hockey Night

The Minnesota Wild will host Disabled Hockey night on Saturday, September 27. As in past years, both intermissions will feature a Special Hockey game, and a Sled Hockey game. There will also be program sellers, and recognition in the arena throughout the night.

NHL Stadium Series

On Thursday, I met with representatives from the NHL and the Wild to discuss youth hockey involvement during the Stadium Series game featuring the Wild and Blackhawks on February 21 at TCF Bank Stadium.

The actual ice will have very limited availability until after the event ends. However, there will be some ice made available to us in the days after the game. There will also be an auxiliary rink next to the main rink that

will be used throughout the game day that will feature youth hockey participation. We will be utilizing that in many ways.

There will also be about 1,100 tickets to the feature game, and another 1,100 tickets for the Alumni game featuring the Wild/North Stars against the Blackhawks. We are currently working with the Wild to figure out the best way to distribute these limited view seats, but the NHL would like to have them filled by youth hockey players in their jerseys/jackets and hats.

Website Request For Proposal

Derek and I are in the process of sharing our recommendations for our website hosting agreement after going through the RFP process late this summer. We received eight responses to the RFP, including from NGIN, our current provider.

Following this weekend, I hope to have this completed and moving forward.

Gear Up Minnesota! Event at Mariucci Arena

Total Hockey has had a desire to host an event to get some media exposure around the Gear Up program, and we are moving forward with a Mite jamboree style event at Mariucci on Saturday, October 24. Games will be played from 1 to 3 PM, and then kids will be allowed free entry to the women's game against UMD at 4 PM. There will also be a men's game at 7 PM that night. Tickets will not be provided, but the program will be recognized during the game.

Employee Handbook

Our employee handbook has been completed and approved by the Admin Management committee. It will be shared with the current staff members and all new staff members. A special thanks to Nick Nyhus, Dan Beckman and Dave Margenau for their input in this process.