

Minnesota Hockey Executive Director Report

Glen Andresen – April 16, 2016

Region / State Tournament Merchandise Update

Region Tournaments –

- Northwest Designs provided apparel at Region sites for the fifth consecutive year and had their highest sales total ever.
- MH receives 25% of gross sales. If sales exceed \$75K, Northwest Designs contributes \$2K to *Gear Up Minnesota!* Minnesota Hockey incurs zero expense.
- 2012 Total Sales: \$99,429 – 2012 commission: \$19,886 – Gear Up contribution: \$1,000
- 2013 Total Sales: \$129,342 – 2013 commission: \$31,042 – Gear Up contribution: \$1,000
- 2014 Total Sales: \$121,822 – 2014 commission: \$29,237 – Gear Up contribution: \$1,000
- 2015 Total Sales: \$141,360 – 2015 commission: \$33,926 – Gear Up contribution: \$1,000
- 2016 Total Sales: \$148,424 – 2016 commission: \$37,106 – Gear Up contribution: \$2,000

State Tournaments –

- Signature Concepts provided apparel at State sites for fifth consecutive year
- Most sales occurred via online presale, but some merchandise was provided for on-site sale. Hosts were required to provide volunteers to sell merchandise on-site.
- Signature Concepts also produced 25 state champion hats at all 14 locations that continue to be a big hit for the champion teams.
- Signature Concepts also had their highest sales total ever.
- Contract details:
 - MH will receive 30% of all internet sales.
 - MH will pay for all merchandise sold on-site and will keep all sales revenue.
 - MH receives a \$2000 clothing credit from SC
- 2012 Online Sales: \$85,090 – Rebate to MH: \$25,357 – Check to MH: \$7,201
- 2013 Online Sales: \$98,450 – Rebate to MH: \$29,542 – Check to MH: \$16,201
- 2014 Online Sales: \$83,997 – Rebate to MH: \$25,200 – Check to MH: \$7,751
- 2015 Online Sales: \$96,910 – Rebate to MH \$29,073 – Check to MH: \$16,921
- 2016 Online Sales: \$113,548 – Rebate to MH \$34,064 – Check to MH: \$21,920
- Total Net Profit from Online Sales: \$35,531
- Estimated On-site Sales: \$13,512:
- **Total Estimated State Profit: \$35.431**

Minnesota Sports Broadcasting Network

The Minnesota Sports Broadcasting Network provided internet video coverage of State Tournament championship brackets this year at the 12U A, 14U A, Pee wee A, Pee wee AA, Bantam A, Bantam AA and Junior Gold A levels. MSBN also broadcasted all Junior Gold championship games. Numbers were huge again this year. Over the past three years, we've gone from 32,268 to 44,466 to 47,710 this year. This year's total views were 3,244 views higher than last year, a 7.3% increase and 15,442, or 47.9% higher than 2014. This year we had a single game record more than 3,200 visits, which is more than we used to get in entire tournaments. The breakdown is below with the previous year's numbers in parenthesis.

Here's the breakdown of tournaments:

Bantam AA Tourney: 11,708 (8,678)

Pee Wee AA Tourney: 6,311 (6,650)

Bantam A Tourney: 7,466 (4,803)

Pee Wee A Tourney: 7,588 (7,869)

Junior Gold Tourney: 4,899 (5,735)

Girls 14U Tourney: 4,531 (3,922)

Girls 12U Tourney: 5,207 (6,217)

State Tournament coverage and promotion

In 2016, Minnesota Hockey hosted 14 state tournaments at 10 locations. The weekend was a great success with continued improvements this year:

- *Commemorative State Tournament Program* – For the fourth year, tournament programs were the same at all locations. They were color magazines featuring every team roster and logo as well as tournament brackets.
- *Tournament App* – The Minnesota Hockey tournament app was available for the second year. For the Android, we had 1,354 unique users and 18,196 sessions. For the iOS Version, we had 3,557 unique users and 52,179 sessions.
- *Fox Sports North* – I was on the FSN pregame show prior to the Wild game on March 24 to highlight Youth Hockey Night and our 2016 State Champions.
- *MSBN coverage* – please see above
- *In-Arena* – The presence at the Tournaments in the arena was enhanced with banners, dasher boards and apparel stands. Also had PA announcements to thank our supporters.
- *Tournament Host Packets* – I've heard many comments from tournament hosts how helpful the tournament hosting packets have been, which has really streamlined the process and made the experience so much better for hosts and teams alike.

Skate for State Display at Xcel Energy Center

The Skate for State display at Xcel Energy Center has been updated to include all of the jerseys of our 2016 state champions. As mentioned above, all of our State Champions were invited to the Wild game on the 24th and were honored during the first intermission.

Let's Play Hockey Expo Booth

We had another very busy weekend at the Let's Play Hockey Expo. Once again, we had two booths, one being a State Tournament/Chevy-themed booth. There was a vehicle display here and we mostly let the Chevy folks handle this side of the booth. They continue to be very happy with the exposure they get at this event.

The other booth was once again ADM-themed and had some interactive dryland drills that were run by various staff members and volunteers.

Thank you to everyone who gave up their time over the weekend to help out at the booth!

Gear Up Minnesota! Equipment Grant Program Update

Minnesota Hockey is now in its sixth year utilizing the *Gear Up Minnesota!* granting program. Total Hockey and the Minnesota Wild Foundation were the signature supporters along with contributions from Subway and Northwest Designs. Thanks to their generosity, The Gear Up Minnesota! program will be granting a to be determined number of sets to associations across Minnesota. Each set is valued at \$200 and includes everything other than skates and a stick.

This year's evaluators included Katy Benoit (Total Hockey), Rachel Schuldt (Minnesota Wild), Shannon Webster (USAH), Jeff Wright, Scott Gray, Steve Oleheiser, Derek Ricke and myself. Thanks to all of them for their time and support of the program. We will be ranking and awarding the sets to associations next week.

Chevy Youth Hockey Clinics

For the first time, we took our Chevy Youth Hockey Clinics north this year, with one event on Saturday, April 9 in Moorhead, followed by another the very next day in Duluth.

There continues to be a great turnout of kids for these events, and the coaching staffs led by Wes Bolin do an outstanding job. Chevy continues to be extremely pleased with these events and how popular they've become.

Little Wild Learn To Play Program

Minnesota Hockey is once again partnering with the Wild, Reebok/CCM and Total Hockey on the Little Wild program. After the success of last year's program, we are growing the number of locations from 12 to 16:

Repeat hosts: Woodbury, Plymouth, Prior Lake, St. Cloud, Duluth, Bloomington, Coon Rapids, Rochester, Lakeville and Bemidji

New hosts: Eden Prairie, Minneapolis, Vadnais Heights, Moorhead, Forest Lake and Rosemount

Wes Bolin is close to finalizing all of the head coaches at each location and we are well ahead of where we were last year in the planning phases. The Wild will be starting their marketing of the program next week with the playoffs in full swing. Registration will likely open the week of May 10, and we expect all locations to sell out once again.

Minnesota Hockey Golf Tournament Update

The 2016 Minnesota Hockey Benefit Golf tournament will take place at Bunker Hills again on July 19. Look for a Save the Date email to come to you shortly.

Kraft Hockeyville

Minnetonka was one of 10 finalists named in the Kraft Hockeyville contest. In being named, Minnetonka will get \$10,000 toward arena improvements. The winning community will get \$150,000 in arena upgrades.

We sent out a press release on April 12, the first day of voting. We also included in our newsletter, an Eblast to all of our members and a social media push. Voting in Round 2 begins Tuesday, April 19.

Corporate Partnerships

We had another great year in partnerships in 2015-16, especially with the renewal of several partners, the biggest being Chevy. We also added to large partnerships with Hiway FCU and Domino's Pizza. TRIA and Sport NGIN also signed on to be presenting partners of our Association Leaders Conference on May 7.

The goal for the summer will be to add three more large-scale partnerships, especially with the addition of our Tier 1 Leagues that should garner quite a bit of exposure for potential partners.

Hard Divider Grant Program with Rink Systems

We wrapped up the third year of our \$2,500 subsidy program. After two years of awarding 20 associations with the subsidy, we gave out 10 sets of boards this year. The decline isn't overly surprising considering the anticipation that most interested associations would jump on right away.

Our partnership with Rink Systems is up for renewal, and will be something we pursue. I believe there will be a market for these boards again, especially with many associations desiring a second set.

The 10 associations that received boards this year were: Cambridge, St. Francis, Sibley Area, Brainerd, Fergus Falls, Edina, Red Wing, Fairmont, New Ulm and Bemidji.

Chinese Hockey Group

A group from Beijing recently reached out to the Wild and Minnesota Hockey about growing the game in their area in anticipation of Beijing hosting the 2022 Winter Olympics. They intend to bring a group of 30-40 youth hockey players here this summer for a week of hockey and training.

There may be an opportunity here to utilize our ADM coaches, as well as see some bit of revenue as part of the coordination of the on-ice portion. Still some details to be worked out here, but I have met with the Wild several times about a proposal we intend to send them.

This opportunity brings up the idea of bringing in groups from other nascent hockey areas around the country/world, to see how we do things here and why we feel we are so successful in Minnesota.

High Performance Partnerships

The CCM Minnesota Hockey High Performance season is in full swing, and I'm happy to say we've got a couple new partnerships to go along with that. Sportsline Photography will be our photography partner for the 16 & 17 Festivals this weekend, and the NIT/Final 54 and 15 Festivals next weekend.

We also have partnered with FAST Hockey to stream the games for the boys and girls NIT tournaments. This could lead to a broader streaming program with them for all of our HP programs, as well as our Tier 1 competition weekends. There is no cost to us, and we get a revenue share for every game that gets broadcasted.

FAST Hockey is the premier streaming provider for college/junior/pro scouts and coaches.

Social Media Update

Social media continues to be an important tool for us in our communication and marketing efforts. Every day, we are adding new followers and seeing more interaction on our Twitter mentions.

Our Twitter followers are now at 9,195, which is up from 6,519 last year, which included gaining 1,000 followers between January and March. Over the 17 days from the start of Regions to end of State, our tweets earned over 464,000 impressions, 971 likes and 532 retweets. Two recent posts on the Wild's Skate for State night combined to reach over 75,000 people.

Our Facebook followers have climbed to 3,751, up from 2,570 a year ago. We've gained nearly 600 likes over the last three months. A recent post on sport specialization reached over 72,000, and it created 2,853 article clicks, 1,229 post likes, 389 shares and 133 comments.

Website

We continue to see great traffic numbers on our website. Steady increases across the board. With the offseason comes time for us to do a refresh of our site, which was last redesigned in the Spring of 2013:

In Season Web Traffic (Sept. – March)

Metric	2015-16	2014-15	% Change	2013-14	2 yr. Change
Visits	787,401	717,564	9.7%	619,815	27.0%
Unique Visitors	373,649	331,574	12.7%	279,386	33.7%
Pageviews	2,310,778	2,306,407	0.2%	2,259,150	2.3%

*About 57% of our total web traffic now comes from mobile devices and tablets

Region Tournament Web Traffic

Metric	2015-16	2014-15	% Change	2013-14	2 yr. Change
Visits	66,246	59,703	11.3%	53,154	24.6%
Unique Visitors	27,393	25,923	5.7%	22,596	21.2%
Pageviews	278,014	240,724	15.5%	254,161	9.4%

State Tournament Web Traffic

Metric	2015-16	2014-15	% Change	2013-14	2 yr. Change
Visits	53,597	49,112	12.9%	43,506	23.2%
Unique Visitors	24,633	23,192	12.7%	20,560	19.8%
Pageviews	209,138	240,481	-13.0%	256,956	-18.6%