



Minnesota Hockey Executive Director Report

Glen Andresen – April 25, 2021

Diversity Project

With our primary focus on navigating the Return to Play, our efforts for Diversity and Inclusion have unfortunately not been at the forefront of this season, as we would like them to be. However, we have continued to take steps with the naming of Jeff Baidoo as our Equity Advisor. Jeff has been active with USA Hockey's Diversity and Inclusion efforts.

The Hockey Without Limits clinic, in partnership with the Minnesota Wild and defenseman, Matt Dumba was our first major diversity initiative of 2021. The event took place at the Roseville Oval on February 27, which was Hockey Day Minnesota 2021. Players that were invited to the clinic came from the Herb Brooks Foundation Rink Rats program and the New Directions program.

Jeff, Scott Gray and myself have also had ongoing conversations stemming from some incidents within the Eastview association, which we will address with the Board this weekend.

GIRSO Project

Our proposal to the University of Minnesota's Global Institute for Responsible Sport Organizations (GIRSO) Social Innovation in Sport Competition (SISC), which seeks proposals from sport entities (e.g., professional sport organizations, for profit organizations, athlete foundations, players' associations, non-profit sport organizations, community sport organizations, intercollegiate athletic departments, high school athletic departments) for partnerships for the 2021–2022 academic year, was accepted.

However, due to students learning remotely at the University of Minnesota, there was difficulty in getting student groups to sign up. The Sports Management department approached us and asked if we would be willing to move the project to the Fall semester of 2021. We said yes, knowing that if done, a project like this needs to be done right.

GIRSO SISC Partnerships are intended for sport entities interested in collaborating with the University of Minnesota on developing and implementing a social innovative strategy to address a particular social priority in their respective community. We remain excited for the potential of this initiative once launched.

Region / State Tournament Merchandise Update

Region Tournaments –

- Northwest Designs provided apparel at Region sites for the 10th consecutive year.
- 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
- 2017 Total Sales: \$144,296 – 2017 commission: \$36,074 – Gear Up contribution: \$2,000

- 2018 Total Sales: \$129,214 – 2018 commission: \$32,304 – Gear Up contribution: \$2,000
- 2019 Total Sales: \$142,028 – 2019 commission: \$35,507 – Gear Up contribution: \$2,000
- 2020 Total Sales: \$174,068 – 2020 commission: \$43,517 – Gear Up contribution: \$2,000
- 2021 Total Sales: \$188,952 – 2021 commission: \$47,238 – Gear Up contribution: \$2,000

State Tournaments –

- Signature Concepts provided apparel for the 10th consecutive year, with zero onsite sales
- 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 has not been able to reconcile all transactions just yet, so we only have preliminary sales numbers thus far.
- Contract details:
 - MH will receive 30% of all internet sales.
 - 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
- 2017 Online Sales: \$107,963 – Rebate to MH \$32,388 – Check to MH: \$19,675
- 2018 Online Sales: \$100,769 – Rebate to MH \$30,230 – Check to MH: \$15,565
- 2019 Online Sales: \$101,280 – Rebate to MH \$30,384 – Check to MH: \$19,910
- 2021 Online Sales: \$113,000+ – Rebate to MH \$33,900 – Check to MH: \$33,900

Region & State Tournament Live Streaming

This year, MNHockey.Tv served as our streaming partner for Region and State Tournaments. This partnership started last season, but due to Covid, only a handful of Region Tournaments were streamed. This season, there were 10 Region tournaments streamed, and for the first time ever, all 14 State Tournaments for the quarterfinals, semifinals and finals.

There were a few minor hiccups and communication issues, but overall, the streaming was well received. There will be many lessons learned from this past season, but here are some other highlights.

- 93 total State Tournament games broadcast at all locations
- 1,884 purchasers
- \$25,500+ in total revenues. Check back to Minnesota Hockey will be roughly \$6,375

State Tournament coverage and promotion

In 2021, Minnesota Hockey hosted 14 state tournaments at eight locations. The weekend was a great success and a great reward to those who worked so hard all year to make sure this season was finished and players got the chance to compete for a State championship:

- *Commemorative State Tournament Program* – For the ninth year, tournament programs were the same at all locations. Because of the quick turnaround from Regions to State, we were unable to publish rosters in the magazine, but roster sheets were provided for each location to insert into the programs.
- *MNHockey.Tv* – please see above
- *In-Arena* – The presence at the Tournaments in the arena was enhanced with banners and dasher boards. We did not have PA announcements this year in an effort to take some of the responsibilities off tournament hosts to focus on Covid protocols.
- *Feedback* – As usual, the overwhelming majority of feedback was positive and people said they had great experiences.

Skate for State Display at Xcel Energy Center

The Skate for State display at Xcel Energy Center will be updated to include all of the jerseys of our 2021 state champions. For obvious reasons, we won't be able to invite all of our state champions to a Wild game this season.

***Gear Up Minnesota* Equipment Grant Program**

We are kicked off our fourth year of the Gear Up Minnesota program with DICK'S Sporting Goods as our title sponsor. The program was announced in our newsletter in early April. Following the application and review process, gift cards to DICK'S will be sent out to associations to use toward the purchase of starter gear for Mites and 8U players.

Chevy Youth Hockey Clinics

We have plans to host a Chevy Youth Hockey Clinic on Saturday, May 1 at Xcel Energy Center. However, it is likely to be rescheduled with the NHL making schedule adjustments for the Colorado Avalanche and it is possible the Wild may now need to host a home game on May 1.

Little Wild Learn To Play Program

After not being able to host the Little Wild program in 2020, it is back this April, and will be held once again in September, which is the usual hosting time. For this Spring, there are 14 locations serving as hosts including:

Bloomington, Brooklyn Park, Coon Rapids, Dodge County, Duluth, Eden Prairie, Hastings, Minneapolis, Plymouth, Rogers, Rosemount, Shakopee, St. Paul and Woodbury

A few locations had to postpone sessions in Week 2 due to curfews being put in place. However, makeup dates have been scheduled for all affected locations and each site will have four on-ice sessions as promised.

Minnesota Hockey Golf Tournament Update

The 2021 Minnesota Hockey Benefit Golf tournament will take place at Bunker Hills on July 13. Look for a Save the Date email to come to you shortly.

Upcoming in April—June

- HP 14 & 15 Festivals, CCM NIT and Final 54 weekend –April 23 – 25
- Budgeting process – May-June
- USA Hockey Annual Congress – June 9 – 12 – Virtual

Legacy Fund

Despite all of the challenges over the past year, it's been great to have the Minnesota Hockey Legacy Fund provide some bright spots for some of our players in need this season. The committee has met twice since September, and has approved more than \$10,000 for nine families that are experiencing tragedies or hardships that affect their ability to play hockey.

If you are aware of any situations that you think would provide us some great candidates, please don't hesitate to let the committee know, or encourage an association representative to fill out an application on behalf of a family in need.

Newsletter/Website/Social Media

Top 10 Newsletter Articles (Sept. 2020 – March 2021)

Title	Clicks
Return to Play Updates Announced	13,300
MH Announces New COVID-19 Rules	11,829
2021 State Tournament Locations Announced	8,505
Phase 5 Rules & Guidelines Released	8,359
MH Statement on Jan. 4 Return	8,134
Region & State Modifications Announced	7,331
2020 Tier I League Playoff Preview	4,634
MH Announces Phase 6 COVID-19 Guidelines	4,771
HECC Certified Splashguards Permitted	3,834
Misconceptions of Moving Up	3,201

Newsletter Open Rates

	January	February	March
2016-17 Season	19.12%	17.89%	17.08%
2017-18 Season	19.29%	15.93%	15.81%
2018-19 Season	18.35%	17.60%	17.35%
2019-20 Season	16.11%	16.18%	17.52%
2020-21 Season	20.72%	21.12%	16.90%

Newsletter Click Rates

	January	February	March
2016-17 Season	4.14%	3.90%	3.16%
2017-18 Season	4.58%	3.45%	2.63%
2018-19 Season	3.97%	4.00%	3.18%
2019-20 Season	2.51%	3.14%	2.76%
2020-21 Season	4.51%	4.20%	2.28%

Newsletter Click to Open Rates

	January	February	March
2016-17 Season	21.66%	21.78%	18.49%
2017-18 Season	23.75%	21.64%	16.62%
2018-19 Season	21.66%	22.76%	18.31%
2019-20 Season	15.59%	19.41%	15.74%
2020-21 Season	21.77%	19.87%	13.49%

Web Traffic (Total) – September-March

	Sessions	Users	Pageviews
2019-20 Season	854,138	419,024	2,190,718
Change	+2.57%	-0.26%	-0.73%
2020-21 Season	876,127	417,953	2,174,644

Web Traffic (Mobile Only) - September-March

	Sessions	Users	Pageviews
2019-20 Season	567,569	279,431	1,258,448
Change	+7.97%	+6.27%	+5.59%
2020-21 Season	612,828	296,959	1,328,840

Instagram

- 3,500 followers (+750 since Fall 2020)

Facebook

- 8,100 Likes (+700 since Fall 2020)
- Top 5 Posts
 - Congrats to State Champs – 4,400 reached; 110 reactions
 - Thank Local Ice Scheduler – 4,100 reached; 370 reactions
 - Playing Time Article w/ Heather Mannix Late Bloomer Quote – 3,800 reached; 180 reactions
 - Registration Open for HP – 3,500 reached; 55 reactions
 - State Championship Sunday Matchups – 3,100 reached; 250 reactions

Twitter

- 19,500 Minnesota Hockey Followers (+1300 since Sept. meeting)
- Top 5 Tweets
 - Richard Emahiser Condolences – 79,000 impressions, 3,400 engagements
 - Coach Mike Ryan Condolences – 72,000 impressions, 530 engagements
 - Only 2 Days to Little Wild Registration – 59,000 impressions, 670 engagements
 - Thank You to all Volunteers After State – 44,000 impressions , 1,000 engagements
 - Never Too Late Camp Announcement – 42,000 impressions, 660 engagements
- 5,662 High Performance Followers (+500 since Sept. 2020)