



OPERATIONS & MARKETING 2021-2022 MID-SEASON REPORT

2021 SPONSORSHIPS:

In May 2021, the Michigan Amateur Hockey Association launched its first Partnership Opportunities guidebook in an effort to generate sponsorship revenue for the organization. By the end of the calendar year, MAHA has successfully developed partnerships with the following companies:

- **Biggby Coffee**
- **Buffalo Wild Wings**
- **FlipGive**
- **Henry Ford Health System**
- **SquadLocker**
- **The Coaches Site**
- **T&I Credit Union**

In 2022, we will continue to pursue community partnerships that will allow us to minimize 'barrier to entry' for everyone interested in the game of ice hockey, as well as provide relevant value and services to our statewide membership.

GROWTH INITIATIVES:

The following information is based on *registered* participation records, provided by USA Hockey:

Try Hockey For Free

- *Events held prior to first National THFF date (November 6th)*
 - Participating associations – 8
 - Number of participants – 56
 - ✓ Male: 35
 - ✓ Female: 21
- *First National THFF date (November 6th)*
 - Participating associations – 35
 - Number of participants – 726
 - ✓ Male: 554
 - ✓ Female: 172

In December 2021, MAHA launched a statewide Try Hockey for Free initiative supported by local sponsor, **T&I Credit Union**, with activation provided by **Biggby Coffee**. This would allow associations to schedule additional seasonal THFF events (outside of the nationally-scheduled dates) with the opportunity to receive financial support towards ice costs and/or promotion. Results of this will be provided in the Summer 2022 report.

Hat Trick Growth Challenge

Participating associations - 29

Girls Hockey Weekend

Participating associations - 10

Association Growth Assessment

Participating associations – 10

PLAYER SAFETY COMMITTEE:

The following updates may be reported from the 2022 USA Hockey Winter Meetings:

Legislative Proposal

The Safety and Protective Equipment Committee has endorsed the legislative proposal that *USA Hockey sanctioned tournaments would be required to arrange for medical personnel to be in attendance for all tournament games. At a minimum, there shall be (1) medical personnel for every location and for every (2) sheets of tournament play.* Definitions on 'medical personnel' may undergo revisions in order to accommodate local and state laws.

Concussion Survey Database

The Safety and Protective Equipment Committee has approved a budget request from the Player Safety Committee to develop a concussion survey database to be utilized in all USAH affiliates. The database will allow affiliates to track concussion data based on completed Return to Play forms. Specifically, this process may capture key insights on occurrences by age, division, association, and/or region. This is a major step forward in providing USAH with data / trends that could influence player safety measures taken in the future.

Neck Laceration Protectors (Neck Guards)

In response to the recent ice hockey tragedy in Connecticut, the Safety and Protective Equipment Committee participated in a healthy discussion on USA Hockey's current policy on neck laceration protectors (neck guards). As of this writing, there are still many unanswered questions relating to the Connecticut incident – however, USA Hockey has a current recommendation in place in its playing rules, encouraging participants to wear a neck guard. While members of the Committee continue to weigh the pro and cons of a potential USAH mandate on neck guards, it is the current plan of the SPEC Committee to stand by the existing USAH recommendation that neck guards be worn during play.

SAFE SPORT

As the case load continues to increase with the start of 2022, the District Safe Sport Coordinators are working towards resolutions in all current open cases throughout the state.

In partnership with Michigan Safe Sport Coordinator, Rick Frescura, we are developing steps towards expediting the case resolution process in Michigan. These steps will include, but not be limited to:

- Refresh education and investigative training for all District SafeSport Coordinators
- Establishing resolution deadlines for all cases (30-45 days from report)
- Regular status calls (via Zoom) with all District Safe Sport Coordinators
- Introduction of a 'quick-response' team specializing in racial / discriminatory slur cases

MARKETING PLAN – 8-and-Under Hockey (2022-2023)

Looking ahead to the 2022-23 season, a marketing plan is being developed to achieve growth in 8-and-Under hockey participation in Michigan. In addition to advertising and grassroots promotion, the marketing plan will include strategic planning with all districts in order to achieve established growth goals through proper budgeting, resource allocation and activation.

Submitted by:

Jason Reynolds, Director of Operations & Marketing