

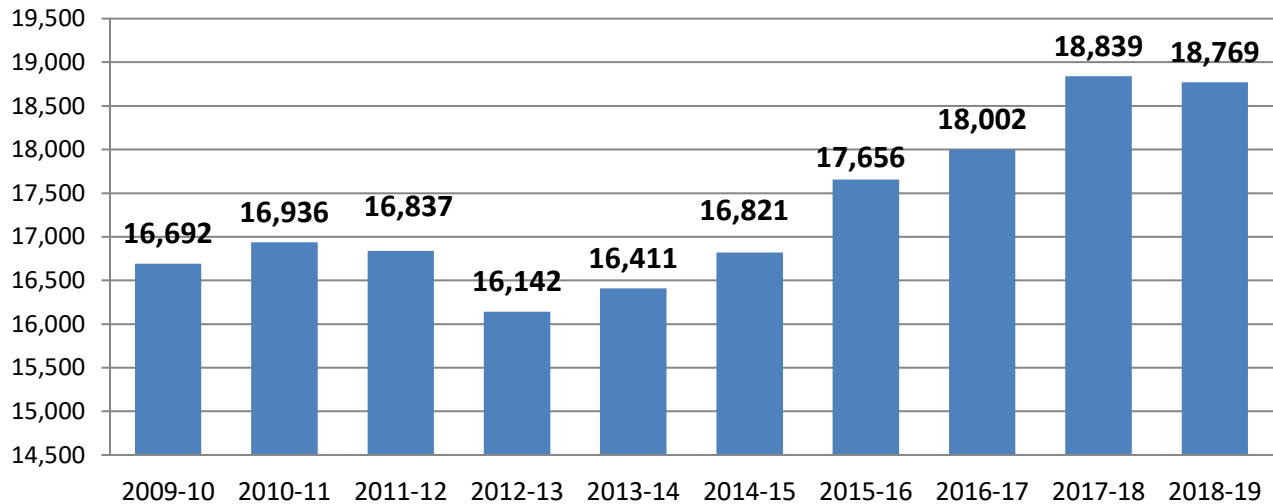


Minnesota Hockey Membership Development Report June 22-24, 2018



Minnesota Hockey recorded its first year of decline at the 8 & Under level since 2012-13, dropping 70 players (-0.4%) from last year's all-time record for Minnesota and any US state of 18,839 8U players. Much of the decline appears to be related to low number of New 8U in 2016-17.

Below is a ten-year history of the total number of 8 & Under players in Minnesota:



We did set a new record for Girls 8U at 4,911 after an increase of 111 players (2.1%). This marks the fifth consecutive year of setting a new record for Girls 8U players. Over the past ten years, Girls 8U numbers have grown by over 35%. membership individually and combined (18,839). Ten years ago, girls accounted for 21% of our total 8U players in MN. That percentage has risen to 26%, and there are now several associations over 40%, including Eveleth at nearly 50%.

A report with the 8U membership trends for each district's associations has been placed in the packet of each District Director. If you would like the digital file, contact Derek Ricke.

Little Wild Learn to Play

The Little Wild Learn to Play is off to a fantastic start. Registration opened on May 20th and 14 of 20 locations are now full. We expect three more locations to fill soon and will be working with the Wild and local associations to concentrate on the remaining three.

Grant Update

Pass the Puck Grant – The Membership Development Committee has received 31 grant applications in the 2018-19 season. 19 associations have been approved for funds through our grant programs totaling \$18,000, and three more have yet to be reviewed.

Gear Up Minnesota – Gear Up Minnesota equipment grant program closed applications on June 15th. A record 64 associations submitted applications. The applications are in the process of being reviewed by a subcommittee and will be announced in July.

Hat Trick Challenge

USA Hockey is re-branding the membership development program, previously titled the 2 and 2 Challenge. It will now be called the Hat Trick Challenge. The main focus and events of the program will remain the same. They are still working to finalize the details so registration won't open until July.

Below are the dates for the main events and programs of the Hat Trick Challenge.

Welcome Back Week – Sept. 16th-22nd - Associations will make personal phone calls to retain players.

Try Hockey For Free Days – Nov. 9th & Feb. 22nd – The Nov. date is deer hunting opener.

Transition Program – following THFF – USA Hockey will be offering the membership discount again

Bonus – IIHF Girls Hockey Weekend – Oct. 4-6 – Any on- or off-ice event is part of worldwide celebration of girls hockey.