

Minnesota Hockey Executive Director Report

Glen Andresen - June 22, 2013

2013 Minnesota Hockey Golf Benefit

The 2013 Minnesota Hockey Golf Benefit will be at Bunker Hills on Tuesday, July 23. The tournament is filling up with foursomes, but some space remains. Still waiting to get some confirmation from some Minnesota Hockey districts, so please let me know if you are in and at what level.

Thus far, we have Touchpoint, Minnesota Wild, CCM and the National Collegiate Hockey Conference as Championship sponsors.

We currently have 11 hole sponsors, but we are again waiting to hear from some districts who had hole sponsorships last year.

Communications Plan

We are in the process of finalizing a partnership renewal with Touchpoint. They were exceptional partners over the past season in providing support with the newsletter, website, tournament programs and creative work. We are talking about increased support in social media for this year so we can better get our story out to those that don't subscribe to our newsletter.

I have also developed a communication strategy that is being implemented as to how we can utilize all of our communication channels. Included in this will be the creation of a Minnesota Hockey infographic (in progress) as well as a Minnesota Hockey promotional video. The video will tell our story and will include interviews with important figures in Minnesota Hockey.

Branding Recap

A group - many who were involved in the original Minnesota Hockey branding process two years ago - will be getting together within the next couple weeks to go over what changes and improvements have been made over the last two years, and where we can continue to get better. We will have a full report at the September meeting.

Website

We saw significant improvements in our website traffic this year over last year. We had 613,710 visits from September 1 to June 1. That's a 67% increase from a year ago.

We will be talking to Sport Ngin about creating a mobile site as we've seen nearly 25% of our traffic come from mobile users. This will only increase, so we should be capitalizing on it.

Gear Up Minnesota! Equipment Grant Program Update

Minnesota Hockey finished its third year utilizing the *Gear Up Minnesota!* granting program. Total Hockey and the Minnesota Wild Foundation were the signature supporters along with contributions from West Bend Insurance, Subway, Northwest Designs and Fruchi. Thanks to their generosity, The *Gear Up Minnesota!* program will be granting 346 sets to 33 associations across Minnesota. Each set is valued at \$200 and includes everything other than skates and a stick.

The amount of equipment sets was down this year in large part due to the lack of Minnesota Wild funding. But this should not be an issue in 2013-14.

- 1) Emails will be sent to associations that attended the Growth Workshops in April. A separate email will be sent to the remaining associations to let them know about this initiative.
- 2) An email will also be sent to arena managers asking them to be aware that the local association may be contacting them with the hope of securing a free hour of ice
- 3) Follow up calls will be made to remaining associations

We want to continue to build more personal relationships with our associations and these communications should help with that.

Schwan's Cares Fundraising

We are currently working on details on a partnership with Schwan's (which recently partnered with USA Hockey) to provide a unique fundraising opportunity to all of our associations. Rather than having to go door-to-door, worry about delivery or handling of any money, participants will only be asked to distribute a link to family and friends.

For every purchase of home delivery products, a percentage goes back to the association. The hope is that this benefits those associations that have more difficulty raising money.

The local associations will benefit, as will Minnesota Hockey for its help in distributing the information to our members. The details are still being worked out, but Schwan's may present to selected District or association meetings.

Mission 10,000 Rinks

This program, which will provide grants to associations, schools and/or parks looking to upgrade or build outdoor ice rinks, will look to get going in time for next summer:

- We have budgeted \$10,000 to seed the program
- It will be promoted in partnership with the Wild
- The Wild and Minnesota Hockey are currently working together to increase funding via a premier partner as well as supporting partners.

Hockey Day Minnesota

Elk River has been selected as the host of Hockey Day Minnesota in 2014. The date is to be determined but the aim is January 18. I have spoken with the Elk River contacts about a Disabled Hockey demonstration at some point on the Handke Pit location.

Submissions to host the event in 2015 were due on June 14: Eveleth, St. Cloud and Waconia submitted bids. Duluth and Bemidji want to be considered for future years.

Let's Play Hockey Equipment Drive

The date of this year's drive is being determined