



Minnesota Hockey

Membership Development Report

June 24-25, 2016



The Minnesota Hockey Membership Development Committee continues to make a significant and effective effort to increase the awareness of and participation in hockey through the utilization of available Minnesota Hockey and USA Hockey growth programs.

2 & 2 Challenge

Minnesota had 47 associations complete the 2 & 2 Challenge in 2015-16, including 41 of them achieving gold status. This was the second most associations we've had complete the challenge in a single season. These associations will be receiving starter equipment and starter sticks from USA Hockey this summer. The complete list of associations is available below.

Below are the dates and details for the 2016-17 2 & 2 Challenge which is now open for registration.

Welcome Back Week – Sept. 19th-25th - Minnesota is now aligned with the national dates for WBW
Try Hockey For Free Days – Nov. 12th & Feb. 25th – Only one THFF event is required this year for 2+2
Transition Program – following THFF – USA Hockey will be offering the membership discount again

Here is a breakdown of associations who completed the 2 & 2 Challenge in the 2015-16 season:

<u>District 1</u> City of Lakes Edgumbe	<u>District 5</u> River Lakes Sartell St. Michael-Albertville	<u>District 9</u> Faribault La Crescent Northfield St. Peter Waseca	<u>District 11</u> Duluth * Two Harbors
<u>District 2</u> Forest Lake Mounds View Roseville St. Paul* Tartan	<u>District 6</u> Bloom. Jefferson Bloom. Kennedy Burnsville Chaska Chanhassen Eden Prairie	<u>District 10</u> Andover Anoka Becker-Big Lake Mora Princeton	<u>District 12</u> Ely *
<u>District 3</u> Armstrong Cooper Delano Mound Westonka Orono Osseo-Maple Grove	<u>District 8</u> Apple Valley Eagan Eastview ^ Farmington Inver Grove Heights Sibley South St. Paul		<u>District 15</u> Brainerd Fergus Falls Little Falls Northern Lakes* Park Rapids
<u>District 4</u> None			<u>District 16</u> Bemidji Hallock*

^ Silver Status

* Bronze Status

Grant Update

Grow the Game Award – The Membership Development Committee has received 24 and reviewed 22 grant applications so far in the 2015-16 season. 18 associations have been approved for funds through our grant programs, totaling \$19,300.

Gear Up Minnesota! – The grants for *Gear Up Minnesota!* have been finalized and communicated. We will be distributing 360 sets of starter equipment (10 of which are goalie gear) to over 60 youth hockey associations. A full distribution report is on the last page.

Little Wild Learn to Play

The Little Wild Learn to Play is off to a fantastic start. Registration opened on May 10th and 12 of 16 locations filled on the very first day. We are now one month in and have over 900 players registered for the program.

USA Hockey 8U Membership Report

As reported in April, Minnesota's 8 & Under membership has grown for the third straight season, bringing us to our highest 8U total ever. We set new records for total Boys 8U and Girls 8U membership individually and combined, as well as records for new 8U players in a single year.

A total of 91 Minnesota Hockey associations grew at the 8U level last year with 36 communities growing by at least 14 players.