

# Minnesota Hockey Executive Director Report

Mike Snee – April 30, 2011

## 1. Sponsorship Update

### FY11 Minnesota Hockey Sponsorships – as of 04/27/11

<u>Partner</u>	<u>\$ Amount</u>	
Minnesota Wild	\$70,500	
Minnesota Wild 50/50	\$12,660	
Total Hockey	\$25,000	
Total Hockey	\$15,000	Starter hockey equipment vouchers for Gear Up Minnesota!
Total Hockey customers	\$0	This will be a bigger priority in 2011-12 for Total Hockey
Prairie Island	\$34,144	This is the same Wild program sales matching commitment as in the past. In FY10 it was \$57,500. Program sales were significantly lower this year because of a different format of program and fewer people at the games.
Prairie Island	\$10,000	Disabled hockey contribution
Kemps	\$30,000	
Reebok CCM	\$25,000	(budget relieving trade)
Nat. Dizzy & Balance Center	\$10,000	
RBC Wealth Management	\$6,800	This # may go up a bit. All \$ were raised through Wild jersey auction will be used for Gear Up Minnesota!
Brakebush Chicken	\$6,000	
Shock Doctor	\$4,750	
The Sports Authority	\$4,000	
3M	\$2,000	
Lorenz Bus	\$1,900	Through 04/15/11 - Pay for performance
No Name Steak	\$1,000	
CSM Lodging	\$TBD	Pay for performance
UofM Athletics	\$500	
Maravonda Coffee	\$0	Pay for performance
Liberty Mutual	\$0	Pay for performance

- Exciting upcoming meetings include Old Dutch, Dairy Queen, and Reebok CCM (corporate)

## 2. Discernment II – Minnesota Hockey Branding Project

The project with Corky Hall / Stellus Communications is moving along. Getting meetings arranged has been more challenging than anticipated but according to Corky the meetings have been very productive once they occur. Below is an update summary from Corky:

### From Corky

So far, I have completed interviews with 8 members, and I have 3 more being scheduled. Our expectation is to interview 15-18 members. While it has been harder than your team had anticipated to provide me with members to contact, they're getting the job done! Based on the 8 completed interviews, here's what they're thinking and feeling. Remember, these are findings not implications:

- Minnesota Hockey is seen as wise, career hockey guys who govern the local associations across the state and try to create an even playing field. They are caring and supportive, yet "set in the ways." There is no one that is against community-based hockey or giving everybody the opportunity to play hockey! They connect Minnesota Hockey with growing-up in Minnesota themselves, their local community, their social circle, their high school, the nationally-renowned high school state tournament, USA Hockey, etc.

- Local associations vary greatly in the ability of their leadership, the number of kids and level of competition, and how closely they do or do not follow the guidelines provided by Minnesota Hockey re: coaches, playing time, skills development, etc. These local associations are at the root of Minnesota Hockey's ultimate success or failure.
- Competitive brand choices (i.e. Minnesota Made, Fire, Showcase, Edge, Flames, etc.) are not all seen the same. Some (i.e. Minnesota Made) are seen as much more aggressive and disciplined, and more focused on the individual than is Minnesota Hockey. Yet others (Minnesota Selects in St. Cloud) are seen as great places to sharpen your skills against better competition, while also emphasizing team play, and widening your hockey circle (be it kids or parents). All are seen as having more consistent levels to compete against than is experienced in many of the weaker local associations. Also, the specific coach their child would get plays a big role in the choice they make between these competitors. Because these brands are seen as high-end performance, fast, and sleek there is a pride and prestige associated with playing for these brands. These brands also raise the "performance stress level" for both parents and kids.
- Members realize things are changing with competitive choices abounding, but they feel like everything is hearsay – there's no authority they trust to help them make the best decision for their family. They struggle with having their child focus on only one sport vs. being more well-rounded with multiple sports. They clearly want their kids to be close to their neighborhood friends and local community, but they also want the freedom to reach out for the best alternative available for their child.

### **3. Gear Up Minnesota! Equipment Grant Program Update**

Minnesota Hockey will soon be making approximately \$36,000 of hockey equipment grants this spring to associations throughout Minnesota. 38 total grants applications were received and grants will be awarded in the next two weeks. Another media event(s) will be held next fall (similar to Proctor and Sauk Rapids) to raise more awareness for *Gear Up Minnesota!* and to increase registrations #s.

### **4. Minnesota Hockey Golf Tournament Update**

The 2011 Minnesota Hockey Benefit Golf Tournament will be at Bunker Hills in Coon Rapids on Tuesday, July 19th.

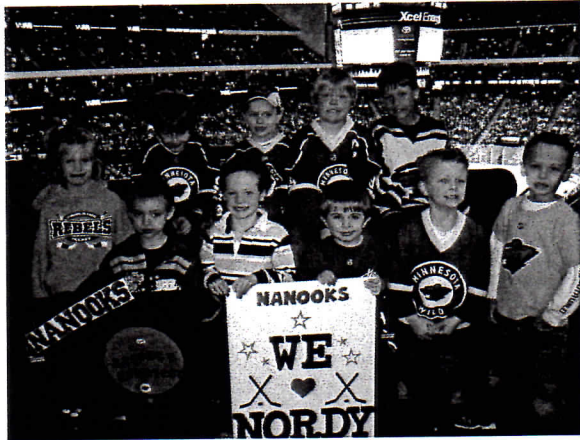
- There will be no increase in the standard entrance fee.
- I am meeting with 1980 Gold Medal Olympian John Harrington on May 5<sup>th</sup>. We hope to utilize 4-7 of his 1980 teammates to help raise additional money at the 2011 Tournament.
- Silent Auction – Nancy Wefler will be overseeing this year's auction. **Any contributions you can make – golf course foursomes, hotel stays, sports tickets, restaurant certificates, etc. – are much appreciated!!**
- Participant gift for 2011 – A golf shoe bag with the MH logo on it was a suggested possibility for 2011. CCM Reebok will again be donating baseball hats. The consensus is it would be nice to offer a gift but we will not lose/gain any golfers because of the gift.

### **5. 3M Excellence in Coaching Update**

We received 57 nominations this year. New to the 3M Excellence in Coaching program this year, one nominated youth coach was honored during a Minnesota Wild game. Each coach received four game tickets as part of the recognition. Similar to this past winter, all coaches and nominators will again be invited to a Wild practice and lunch next year.

## 6. **Respect & Protect – Brain Injury Prevention Awareness Campaign**

The second season of the Respect & Protect program was a success. The final Respect & Protect secret scouting stop was at Champlin Park. Winners from all stops during the year attended a Wild game in a suite. The National Dizzy & Balance Center has expressed an interest increasing their investment to give more support to Respect & Protect next year.



## 7. **Hockey Day Minnesota**

Tentative locations have been determined for Hockey Day Minnesota in 2012 and 2013. 2012 is scheduled for Lake Minnetonka (near Maynards) in 2012 and Maynards in 2013. A public announcement will happen soon, likely during a Twins Live pregame show on Fox Sports North.

## 8. **ADM Clinic at Xcel Energy Center**

Along with USA Hockey, Minnesota Hockey staged a Red, White & Blue ADM clinic at the Xcel Energy Center as part of the Hockey Day Minnesota festivities (Saturday, February 12<sup>th</sup> 2011). The clinic was videotaped for future training and educational uses. Also, a portion of the clinic was shown on Fox Sports North during the Wild Live pregame show on March 14<sup>th</sup>.

## 9. **Minnesota Hockey Membership Town Hall Meeting.**

The first Minnesota Hockey Town Hall Meeting occurred on Saturday, March 12<sup>th</sup> at the RiverCentre in St. Paul in conjunction with the MSHSL Boys State Hockey Tournament. The event included a Minnesota Hockey update from Dave Margenau, a Recruiting & Retention presentation by Kevin Erlenbach, Shari Olson, and Scott Gray and an ADM presentation by Ken Martel. Approximately 30 people attended the Meeting.

## 10. **Regional / State Tournament Merchandise Update**

Member and volunteer satisfaction with the Regional/State Tournament merchandise program seemed better this past year than in 2010, however it was not completely satisfactory. A pre-ordering option for the State Tournament was received well. A Request-for-Proposal will soon be prepared and distributed for 2012 Regional/State Tournaments. We have met with Northwest Design of Bellevue, WA (they provide merchandise for Wisconsin state tournaments) and Signature Concepts of Minneapolis (they run Goldy's Locker Rooms and work with several youth sports tournaments) and both companies will be preparing proposals for 2012. It is likely that Custom Lettering will as well. The new VP of Tournaments will be involved in this process since it resides in that committee. Minnesota Hockey's Regional and State Tournament merchandise program has got to improve!

## 11. Minnesota Sports Broadcasting Network

The Minnesota Sports Broadcasting Network once again be providing internet audio coverage of the PW A, Bantam A, 12U A, and 14U A state tournaments. Listener totals were up for each tournament compared to 2010. Below are the listener totals for each tournament.

- Bantam A – 4,349 listeners (4,913 in 2010)
- Peewee A – 3,167 (2,532)
- 14U – 1,417 (1,598)
- 12U – 1,910 (1,979)

## 12. NHL Draft

The NHL Draft is at the Xcel Energy Center on June 24<sup>th</sup> and 25<sup>th</sup>. Minnesota Hockey will be partnering with the Wild and NHL in the following:

- *ADM Clinic* – An ADM Clinic will be staged at the St. Thomas Arena on June 23<sup>rd</sup>. Several top draft prospects including a few Minnesota prospects will assist with the clinic.
- *Fan Expo* – A fan expo will occur at the St. Paul Crown Plaza on June 23<sup>rd</sup> as well. Minnesota Hockey will have a TBD marketing presence at this event as well.

## 13. Minnesota Hockey Newsletter Update (10/1/10 – 4/22/11)

- Distribution – 58,740
- Open rate – 19% (industry average is 8.5%)
- Most popular articles
  1. Potential of Late Bloomers
  2. 10 Myths About ADM
  3. Essay Contest
  4. Do Teens Need Sports Supplements
  5. RBK High Performance Program
  6. 6 Steps for Teaching Skating Techniques
  7. Gear Up Minnesota
  8. The ABC's of Goal Setting
  9. Science of Hockey Contest

## 14. www.minnesotahockey.org Update

The Minnesota Hockey website was slightly redesigned in December 2010 to give emphasis to what visitors are most interested in on our site as well as provide a higher profile for Minnesota Hockey programs and promotions. The top menu bar was also cleaned up for better ease-of-use.

### Data from 01/27/11 – 04/26/11 (89 days total)

181,390 visits (2038 visits per day)

934,537 page views

5.15 pages viewed/visit

28% bounce rate

3.42 minutes – avg. time on site

32% new visits

- 9000 visitors on Sunday, March 6<sup>th</sup>! (regional tournaments)

### Data from 09/11/10 – 01/26/11 (136 days total)

120,812 visits (888 visits per day)

561,263 page views

4.65 pages viewed/visit

38% bounce rate

3.42 minutes – avg. time on site

44% new visits

Data from 06/22/10 – 09/10/10 (80 days total)

35,505 visits (444 visits per day)

148,705 page views

4.19 pages viewed/visit

40% bounce rate

3.38 minutes – avg. time on site

45% new visits

Data from 04/19/10 – 06/21/10 (63 days total)

12,576 visits (200 visits per day)

47,546 page views

3.8 pages viewed/visit

32% bounce rate

3.05 minutes – avg. time on site

34% new visits

- Five of the top 10 pages visited were Advanced pages

Data from 03/23/10 – 4/18/10 (26 days total)

28,374 visits (1091 visits per day)

122,889 page views

4.3 pages viewed/visit

19% bounce rate

2.53 minutes – avg. time on site

29% new visits

- Six of the top 10 pages visited were Advanced pages

Data from 02/22/10 – 3/22/10

87,032 visits

594,948 page views

6.84 pages viewed/visit

19% bounce rate

4:08 minutes – avg. time on site

29% new visits

- 7,074 visitors on Sunday, March 7<sup>th</sup> – the most visited day ever of our website
- Of the top 10 pages with the most visits in this time period, eight were Tournament pages (#1 was home page and #8 was Advanced page)

Data from 12/16/09 – 1/15/10

23,839 visits

128,636 page views

5.40 pages viewed/visit

27.27% bounce rate

4:17 minutes - avg. time on site

40% new visits

*FYI – The bounce rate represents the percentage of initial visitors to a site who "bounce" away to a different site, rather than continue on to other pages within the same site.*