



Minnesota Hockey

Membership Development Report

June 19, 2021



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.

Membership Update

The USA Hockey Membership report has been published. Below are a few of the notable statistics.

	Total 8U	New 8U	Total 7-8	Total 6U	Boys 8U	Girls 8U
2019-20	18,586	6,677	8,937	9,649	13,615	4,971
2020-21	17,041	5,585	8,321	8,720	12,268	4,773
Change (%)	-1,545 (8.3%)	-1,092 (16.4%)	-616 (6.9%)	-929 (9.6%)	-1,347 (9.9%)	-193 (4.0%)

Minnesota Hockey’s retention at the 9-14 age groups was near 100%, but it’s clear the pandemic had a major impact on association growth initiatives. Our total 8U number is the lowest since 2014-15, and more concerning the New 8U numbers, which were the hardest hit, was the lowest since 2001-02.

Affiliate Growth Leader Group

USA Hockey’s Affiliate Growth Leader group participated in Annual Congress for the first time this past week. The group is hosting phone calls periodically with the goal of sharing ideas and best practices on a national scale. Derek Ricke has been invited to participate and presented on some of the best practices of Minnesota Hockey and its associations in hosting and promoting Try Hockey For Free events. We also had the opportunity to provide feedback on USA Hockey’s member toolkit for the upcoming season.

Little Wild Learn to Play

The Little Wild Learn to Play program hosted about 600 players at 14 locations this spring. The number of players per session were lower than previous years due to COVID-19 restrictions, but it was a welcome return for the program after it being cancelled in the fall of 2020.

Another session will be held this September to return Little Wild LTP to its standard timing, and there will be 20 locations with up to 60 kids again. Ten locations have filled already. However, there are still openings in Brooklyn Park, Coon Rapids, Delano, Dodge County, Duluth, Hastings, Mankato, Minneapolis, Roseville and Sartell.

Grant Update

Gear Up Minnesota! – Gear Up Minnesota applications window has now closed. We received 45 applications, and they are in the final stages of the review and allocation process. We should be set to notify recipients in late June or July and will distribute the DICK’S Sporting Goods gift cards by the end of August.

Pass the Puck Grant – The Membership Development Committee has received and reviewed 30 grant applications so far in the 2020-21 season. 23 associations have been approved for funds through our grant programs totaling \$28,100.