



Minnesota Hockey

Membership Development Report

April 23, 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 8U Membership report is expected to be available in June. Below is the 8U membership update from USA Hockey's winter meetings for Minnesota.

8U: 9-Month Total was 8,227, which is down 694 (-7.8%)

6U: 9-Month Total was 8,515, which is down 1,047 (-10.9%)

Given the shutdown in Minnesota in mid-November and timing of many Mite/8U programs, it's very possible the size of that deficit compared to last year has been reduced, but the expectation is our 8U & 6U numbers will be down significantly overall this season.

Affiliate Growth Leader Group

USA Hockey has launched an Affiliate Growth Leader group and has started 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.

Grant Update

Gear Up Minnesota! – Gear Up Minnesota applications have been announced and are now open. With the support of Dick's Sporting Goods we will be distributing gift cards to grant recipients instead of sets of equipment again. Applications will be accepted through May 31. Recipients will be announced in late June and distribution will occur in late August or early September.

Pass the Puck Grant – The Membership Development Committee has received 14 and reviewed 12 grant applications so far in the 2020-21 season. Nine associations have been approved for funds through our grant programs totaling \$10,500.