

**City Minor Hockey League
Comparison**

**Alpena, MI
Racine, WI**

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Executive Summary

Location Recommendation: Racine, WI

► Background

The Federal Hockey League is attempting to expand its Western Division. Locations have been narrowed down to Alpena, MI and Racine, WI. The **purpose** of this report is to evaluate both locations and recommend which city is best for expansion. Minor league hockey teams **have the most success** in communities :

- that Are smaller and thriving
- with no current major league or university sports teams
- predicted to be stable and/or growing (income/population)
- that have existing local dining options

► Recommended Action

Of the two locations, **Racine, WI offers the most potential**. This community has no major league/university sports teams with only one minor league football team for men. The population size has **remained steady** for the past 10 years and is estimated to have a slight decrease in population of 0.8% in the next 10.

Household income has continued **to increase** in the past 10 years with projected total increase by 13.1% in the next 10. There are many local and **fast-food restaurant options** with a little over \$1,000 being spent on dinner dining out. This community offers stability and the possibility for continued growth with the introduction of a minor league hockey team.

► Rejected Option

Alpena, MI showed promise due to similar dining out expenditures and no major sports teams. **However**, Alpena's population has steadily declined for the past 10 years with continual decline in the next 10.

There are **fewer** local restaurant options, and the community consists mainly of retirees, established mature couples, and families making moderate or low-income which suggests limited spending on dining out. Future growth in this community appears limited.

Next Steps

1. Research available practice space
2. Research available real estate
3. Research the reach, size, and popularity of the Racine Raiders.

Methodology

Demographic Data

To begin evaluating both cities, we gathered demographic data from the following sources:

- ▶ U.S. Decennial Census: 2000 and 2010
- ▶ 2020 estimated and 2025 data from Gale Business DemographicsNow

Consumer Data

To help us understand consumer behaviors and profiles, we used the sites including:

- ▶ Consumer Expenditure Food, Beverage, Groceries (from Gale Business DemographicsNow)
- ▶ Mosaic Population Summary Index Report (from Gale Business DemographicsNow)

Consumer Data (cont.)

- ▶ Simmons Entertainment, Leisure, Dining Summary Report (from Gale Business DemographicsNow)

Open Web Research

We also used information available on websites including:

- ▶ Yelp
- ▶ Google Maps
- ▶ Racineraiders.org

Demographics

Stable Income

Racine, WI has had an overall increase in median household income between 2000 and 2010 from \$38,144 to \$38,547 with an estimated income growth for 2020 and 2025 by \$47,202 and \$53,362 respectively according to Gale Business DemographicsNow. This combined with steady homeownership with only a 1.6% loss in homeowners in the area suggests that this community is stable with the chance to grow financially.

Stable Population

Furthermore, Racine's population, while decreased by 3.9% between 2000 and 2010, is estimated to remain steady from 2020 to 2025 with only a 0.8% loss in population. Additionally, while there has been some population loss there was an increase in total housing units for the area between 2000 and 2010 by 1% with no housing unit increases or decreases estimated from 2020 to 2025 suggesting that the market is stable.

Racine, WI	2000	2010	2020 (est.)	2025 (project.)
Median Household Income	\$38,144	\$38,547	\$47,202	\$53,362
Population % Owner-Occupied		42.20%	36.50%	36.10%
Total Population	82060	78891	79219	78611
Population Growth (%)		-3.90%	-0.42%	-0.80%
Housing Unit Growth		1.00%	-0.10%	0.00%

Source: Gale Business DemographicsNow Complete Summary Report, Aug. 11, 2021 • Created with Datawrapper

Racine Raiders and Sports Entertainment

Racine has no known major league sports sponsored by the National Hockey League (NHL) or any other major league. There are also no known university sports teams in the area. Racine does, however, have a minor league football team known as the Racine Raiders.

This team is a recognized 501c(3) not-for-profit organization according to the racineraiders.com website and are on multiple major social media platforms such as Facebook, Twitter, and Instagram with a total of 8,920 followers between all platforms.

Additionally, Racine's participation in sports (playing and/or participating) increased by 21% in 2020 with a base average of 100 for the entire U.S.

This shows that for now, the Raiders do not offer any immediate competition and that Racine is a community interested in sports.



Dining Expenditures

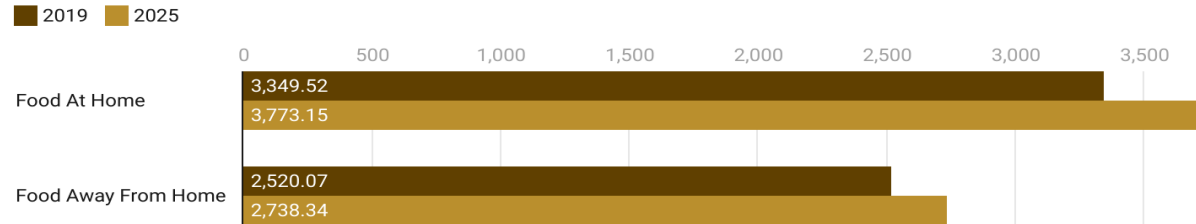
Racine, WI offers many local and fast casual restaurant options with 11 local restaurants being listed on yelp as restaurants to try and 10 local restaurants listed as the best in the city.

Additionally, according to Gale Business DemographicsNow's Consumer Expenditure, Food, Beverage, and Grocery Detail Summary Report, the average household in Racine spends \$3,349.52 eating at home and \$2,520.07 eating out.

While this trend is predicted to continue the same way in 2025, spending on eating out is predicted to increase for both eating out and eating in in 2025.

This roughly translates to \$210/month per household for a median household size of 2.4 according to censusreporter.org.

Food Expenditure In Racine,WI 2019 Totals & 2025 Projections



Source: Gale BusinessNow Consumer Expenditure Food, Beverage, Groceries • Created with Datawrapper

Persona's: Minor League Consumers

Personas are used to group individuals into a target audience. These personas do not describe a specific person but, they give us a sense of who our audience will be in this city. Below are sample personas created by Mosaic Experian based on Racine, WI demographic makeup.

Background

For a clearer picture of the community, Racine's residents are moderate to low-income families, singles, and single parents who work hard and are mindful of their spending.

The top four groups in Racine are: Family Union, Autumn Years, Blue Sky Boomers, and Aspirational Fusion.

Family Union

This group consists of middle-class families with slightly older parents. They like to have the latest technological appliances, spends money locally when eating out, and involve themselves in sports.

Autumn Years

Autumn years group consists of older, established couples 65 years and older. This group has lived in the community for over 20 years, are not adventurous, and are loyal to brands.

Blue Sky Boomers

Blue Sky Boomers are empty-nesters between the age 50-65. They invest their money conservatively and like to spend their free time in the outdoors. They shop only when necessary and spend as little as possible.

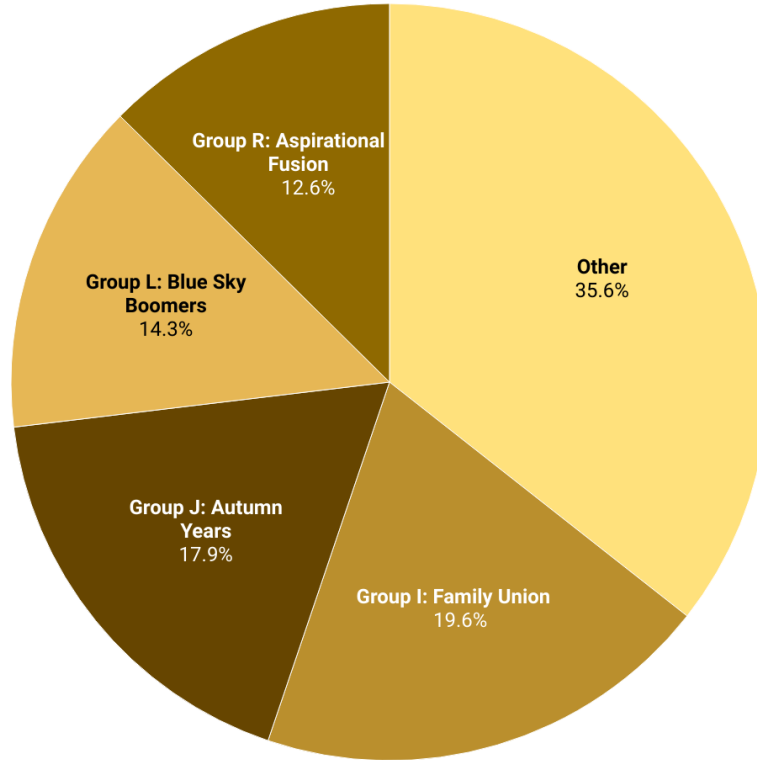
Aspirational Fusion

Those within Aspirational Fusion are under 45, single, and/or single parents who are low-income and careful with how they spend money. They enjoy socializing, video games, and music. Shopping is enjoyable for this group but happens less often.

Summary

With a combination of traditional and social media advertising with an emphasis on family, utilizing tv, radio, and some social media for advertising could be used to our advantage.

Top 4 Persona's In Racine,WI



Source: Gale Business DemographicsNow Mosaic Population Summary Index Report • Created with Datawrapper

Why Not Alpena, MI

Alpena, MI was our alternative city location. Although this city meets our criteria in some areas, it is less desirable than Racine, WI.

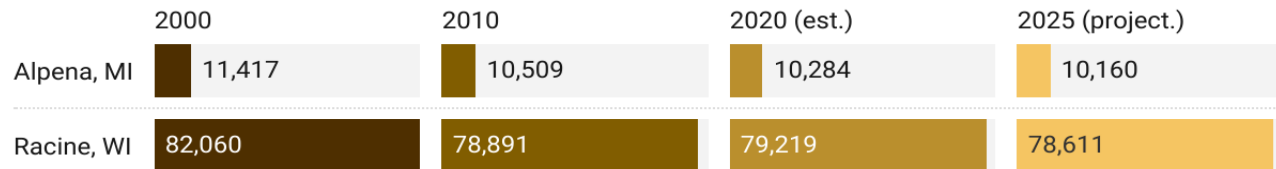
Unlike Racine, Alpena, MI has no known major league, university, or NHL sponsored sports teams. Like Racine, Alpena's food expenditure on food away from home is also estimated to increase.

However, Alpena's population decreased significantly between 2000 and 2010 from 11,417 people to 10,509 people with projections to continue to decrease by 1.2% from 2021 to 2025.

Furthermore, there **are fewer choices** of local restaurants in the area, a median population age of 42.4 according to the censusreporter.org, and primarily consists of retirees, and moderate to low-income families.

For immediate return on investment and future growth, we would not suggest moving forward with, or considering Alpena, MI as a location for future expansions. For future expansions, I suggest researching other city options.

Total Population



Source: Gale Business DemographicsNow Complete Demographic Summary Report • Created with Datawrapper

Conclusion & Next Steps

As stated in this report, we have chosen Racine, WI for placement of the new Federal Hockey League eastern expansion. Its population is stable, income is increasing, local restaurant options are available, and are is not already served by the NHL or major league/university sports teams matching our profile.

This, however, still comes with some challenges: a local football team they may become larger in size and notoriety, availability and cost of practice space, availability and cost of space for headquarter operations.

We recommend the following:

1. **Conduct further research on the Racine Raiders.** As stated earlier, the Raiders are a volunteer based minor league football team that has a small following on different social media platforms. As we know, successful minor league hockey teams thrive in areas without any major league/university teams. We should monitor this team's growth to ensure that we still will have a foothold in the community but to also to see if there are opportunities to collaborate within the community.
2. **Research available real estate.** It may be necessary to find a space to act as a headquarters for our minor league hockey team operations. Especially in the case that there are no offices existing/available in any ice rink that may be nearby.
3. **Research available practice space.** Given that we want to build an ice hockey team, it will be integral for us to look for spaces that can accommodate the size of our team as well as the practice. We also want to consider rental costs and whether the ice rink in question is already affiliated with a team.

References

- ▶ "Census Profile: Racine, WI." *Census Reporter*, <http://censusreporter.org/profiles/16000US5566000-racine-wi/>. Accessed 9 Aug. 2021.
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- ▶ *Restaurants in Racine Wi - Google Search*. [https://www.google.com/search?rlz=1C1ONGR_enUS934US934&tbs=lf:1,lf_u:9&tbm=lcl&sxsrf=ALeKk02cai9iM_iG-zv8wsliEHJvcU2IUg:1629062885083&q=restaurants+in+racine+wi&rflfq=1&num=10&ved=2ahUKEwi4v9OU_LPyAhV2q5UCHTeVBMIQtgN6BAgGEAM#rifi=hd;:si;mv:\[\[42.76733615991897,-87.74047286870118\],\[42.70404204400523,-87.90286453129883\],null,\[42.73569717713788,-87.8216687\],13\]](https://www.google.com/search?rlz=1C1ONGR_enUS934US934&tbs=lf:1,lf_u:9&tbm=lcl&sxsrf=ALeKk02cai9iM_iG-zv8wsliEHJvcU2IUg:1629062885083&q=restaurants+in+racine+wi&rflfq=1&num=10&ved=2ahUKEwi4v9OU_LPyAhV2q5UCHTeVBMIQtgN6BAgGEAM#rifi=hd;:si;mv:[[42.76733615991897,-87.74047286870118],[42.70404204400523,-87.90286453129883],null,[42.73569717713788,-87.8216687],13]). Accessed 15 Aug. 2021.