

# CURLING ASSISTANCE PROGRAM (C.A.P.) for 2012-2013



## Suggestions to assist in the writing of your application

The CCA has put together further clarification of each of the required areas of the application form that could help you submit your best application.

The numbers correspond to the fields in the application forms.

1. **Name of your Organization:** simple, however, please submit the exact name associated with your mailing address. We do occasionally receive returned mail because of a one-word difference.
2. **Address:** same as #1 but, we would also like to have the physical address in addition to the P.O. Box Number. Couriers will not deliver to P.O. boxes. Also, software such as Google Maps, may not work as accurately.
3. **City:** self-explanatory.
4. **Province/Territory:** self-explanatory except for facilities that are part of the Northern Ontario Curling Association (NOCA). Please identify yourself as N. Ont.
5. **Postal Code:** self-explanatory.
6. **Telephone Number:** self-explanatory with area code.
7. **E-mail Address:** self-explanatory, however, please ensure it is accurate and printed **clearly**.
8. **URL address:** self-explanatory, however, please ensure it is accurate and printed **clearly**.
9. **Facebook:** self-explanatory, however, please ensure it is accurate and printed **clearly**. If you do not have a Facebook page, we suggest you create one as a marketing tool.
10. **President/Chair:** we require the name of the President/Chair **regardless** if that person is involved in the application or not. If you are a multi-sport facility, we would like the name of the president/chair of the entire facility.
11. **Signature:** this is reference to point #10.
12. **Name of person submitting application:** self-explanatory.
13. **E-mail Address of point #12:** self-explanatory, however, please ensure it is accurate and printed **clearly**.

14. **Signature:** this is a reference to point #12 and is only required if the President/Chair did not submit this application.
15. **Date:** self-explanatory.
16. **Which category:** self-explanatory but important.
17. **Amount requested:** remember you must commit to 50% of the cost of the project up to a maximum of **\$17k** for Bricks & Mortar and **\$7k** for Business Development. For example, if the project is valued at \$14,000, you can apply for \$7,000 and write that in box 17. If the project is valued at \$60,000, you can only submit for the maximum allowed (\$17k). Should you be granted an amount less than your request, you will be allowed to reduce the scope of the project appropriately.
18. **Briefly describe your project:** Simple is better for box #18. As clearly as possible, tell us what you are planning. If you are applying for Bricks & Mortar, explain the benefits to your business and if applicable, the benefits and/or impact to your community.
19. **Describe your action plan (for Business Development Applications only):** This is the critical portion of the application. There are three key areas to complete and the review team will focus on box #19 in their deliberations:
  - i) Identifying the overall objective is mandatory as we need to know what you want to accomplish. Tangible objectives are critical to not only your planning but also to our understanding of that planning. Be specific. Tell us you want “24 new curlers for the mixed league” as example.
  - ii) The steps are the **actions** you will take to reach your objective(s). This is the key to your planning. It will help the Review Team better understand your plan. Be specific, be clear, and be realistic.
  - iii) Concerning the steps in #19 ii), ask yourself these questions: who is going to do **what** and **when**. Simple as that.
20. **This box is for Bricks & Mortar applications.** The CCA would like to know a little about your business.
  - i) How do you recruit new customers? Tell us everything about your advertising campaigns and anything else you think is relevant to customer recruitment.
  - ii) In our opinion, customer service is the critical aspect to any successful curling business. We would like to know what you do to make the entire customer experience a positive one. Think of areas such as food & beverage, instruction, new member experience, communication. How do you make sure the members you recruit stay happy and committed to long-term membership? What do you do that might leave customers with the feeling of “Wow”!

iii) Long-term success for some is difficult to explain. Take a minute and think about what is happening in your community. Is it growing? What opportunities are there to build membership? Are there new ideas that can be implemented?

21. **A description of your customer base** is critical to your application. The categories are simple so please take the time to research your numbers and make sure they are as accurate as possible.

If the club does not have a gender-specific league, then simply count the number of men and women and enter the numbers.

A renter is a term describing a group of curlers who rent your ice **every week or regularly** during the season. For example, a Teacher's League or Church League.

If we haven't covered a category in your club, tell us about it.

22. **The budget** is also critical to the application form and should show the potential CCA contribution, the club's contribution, and any other third party contributor to revenue side. On the expense side, be specific.

You are also allowed to use the value of **volunteer labour hours** as part of the club's contribution. We value their time at \$20 per hour per volunteer. For example, you are looking for funds to renovate the lounge and volunteers will do the painting. The number of hours they work for you painting can be claimed as part of your club's contribution.

### **Miscellaneous & Check List**

The revenue versus expense statements for the last two full seasons should only be **one (1) page** each. We do not need every detail from a financial statement. For example, we do not need to know how much revenue you had for beer, soft drinks, snacks, and wine. Show us just the **total** bar sales on the revenue side and the **total** cost of those bar sales on the expense side.

The balance sheet is necessary to show us what kind of internal revenue the club can access. Examples of this could be: a surplus fund, a capital fund, or GIC's. A club **will not** be excluded from receiving a grant because they have "money in the bank".

Finally, read the Check List page and make sure you have included everything we need and that your application reaches us by the deadline. Incomplete or late applications will not be considered.

Good luck and, if necessary, feel free to call or write the C.A.P. Case Manager for further clarification.