

National Curling Club Survey 2018

Results – Main Summary



- 1) Total number of responses: **232 curling clubs**
- 2) Breakdown:
 - Alberta **(23)**
 - British Columbia **(27)**
 - Manitoba **(18)**
 - Ontario **(86)**
 - Prince Edward Island **(5)**
 - Saskatchewan **(13)**
 - Quebec **(29)**
 - New Brunswick **(9)**
 - Newfoundland & Labrador **(1)**
 - Northern Ontario **(19)**
 - Northwest Territories **(1)**
 - Yukon **(1)**
 - Nunavut **(0)**
 - Nova Scotia **(0)**
- 3) Number of sheets of ice per club - breakdown
 - Two sheets **(13)**
 - Three sheets **(34)**
 - Four sheets **(94)**
 - Five sheets **(19)**
 - Six sheets **(43)**
 - Seven sheets **(2)**
 - Eight sheets **(22)**
 - Nine sheets **(2)**
 - Ten sheets **(1)**
 - Twelve sheets **(2)**
- 4) Facebook presence: **118 of 211 respondents listed a web site address (55.9%)**
- 5) Twitter: **47 of 211 respondents listed a web site address (22.3%)**
- 6) Dedicated Facility:
 - **172 of 232 respondents listed their facility as curling-only (74.1%)**
 - **43 of 232 respondents listed their facility as part of a recreation complex (18.5%)**
 - **12 of 232 respondents listed their facility as a golf & curling club (5.2%)**
 - **Others (5 of 232):**
 - **curling & tennis (1)**
 - **curling & squash (2)**
 - **curling & yacht club (1)**
 - **curling & reception hall / theatre (1)**



7) **Arena Floor:**

- 80 of 232 respondents listed their arena floor as sand (34.5%)
- 152 of 232 respondents listed their arena floor as concrete (65.5%)

8) **State of Other infrastructure**

- **Heating System in Club House:**
 - No response: 12 of 232 (5.2%)
 - Good shape: 156 of 220 (70.9%)
 - New in the past 3 years: 37 of 220 (16.8%)
 - Needs replacing: 27 of 220 (12.3%)
- **Heating System in Arena:**
 - No response: 22 of 232 (9.5%)
 - Good shape: 140 of 210 (66.7%)
 - New in the past 3 years: 29 of 210 (13.8%)
 - Needs replacing: 41 of 210 (19.5%)
- **Ice Scraper**
 - No response: 4 of 232 (1.7%)
 - Good shape: 155 of 228 (68.0%)
 - New in the past 3 years: 46 of 228 (20.2%)
 - Needs replacing: 27 of 228 (11.8%)
- **Stones**
 - No response: 1 of 232 (0.4%)
 - Good shape: 165 of 231 (71.4%)
 - New in the past 3 years: 26 of 231 (11.3%)
 - Needs replacing: 40 of 231 (17.3%)
- **Water Re-circulation**
 - No response: 27 of 232 (11.6%)
 - Good shape: 126 of 205 (61.5%)
 - New in the past 3 years: 10 of 205 (4.9%)
 - Needs replacing: 15 of 205 (7.3%)
 - Don't have water re-circulation: 54 of 205 (26.3%)
- **Jet Ice (or other water treatment)**
 - No response: 1 of 232 (0.4%)
 - Good shape: 149 of 231 (64.5%)
 - New in the past 3 years: 37 of 231 (16.0%)
 - Needs replacing: 11 of 231 (4.8%)
 - Not applicable: 34 of 231 (14.7%)
- **Roof**
 - No response: 1 of 232 (0.4%)
 - Good shape: 130 of 231 (56.3%)
 - New in the past 3 years: 33 of 231 (14.3%)
 - Needs replacing: 60 of 231 (26.0%)



- 9) **Lighting; describe your arena lighting:**
- No response: 10 of 232 (4.3%)
 - LEDs: 78 of 222 (35.1%)
 - Mercury Vapor: 13 of 222 (5.9%)
 - Metal Halide: 10 of 222 (4.5%)
 - T5 Fluorescent: 66 of 222 (29.7%)
 - T8 Fluorescent: 55 of 222 (24.8%)
- 10) **Since 2010, have your curling stones been re-conditioned, sharpened, inserted or replaced**
- YES: 128 of 232 (55.2%)
 - NO: 104 of 232 (44.8%)
- 11) **If you answered YES to 10), were you satisfied?**
- YES: 119 of 123 (96.7%)
 - NO: 4 of 123 (3.3%)
- 12) **How much are your property taxes:**
- No response or do not pay taxes: 64 of 232 (27.6%)
 - \$5,000 or less: 79 of 168 (47.0%)
 - \$5,000-\$10,000: 40 of 168 (23.8%)
 - \$10,000-\$15,000: 14 of 168 (8.3%)
 - \$15,000-\$20,000: 11 of 168 (6.5%)
 - More than \$20,000: 24 of 168 (14.3%)
- 13) **How much is your annual insurance bill:**
- No response 11 of 232 (4.7%)
 - \$2,000 or less: 16 of 221 (7.2%)
 - \$2,000-\$4,000: 39 of 221 (17.6%)
 - \$4,000-\$6,000: 40 of 221 (18.1%)
 - \$6,000-\$8,000: 36 of 221 (16.3%)
 - \$8,000-\$10,000: 31 of 221 (14.0%)
 - More than \$10,000: 31 of 221 (14.0%)
 - Don't pay the insurance bill: 28 of 221 (12.7%)
- 14) **How much was your electricity bill for January 2017:**
- No response 12 of 232 (5.2%)
 - \$1,000 or less: 7 of 220 (3.2%)
 - \$1,000-\$3,000: 54 of 220 (24.5%)
 - \$3,000-\$5,000: 65 of 220 (29.5%)
 - \$5,000-\$7,000: 18 of 220 (8.2%)
 - More than \$7,000: 25 of 220 (11.4%)
 - Don't pay the insurance bill: 51 of 220 (23.2%)
- 15) **Is your arena heated, and is so, how?**
- No response: 1 of 232 (0.4%)
 - YES: 194 of 231 (84.0%)
 - NO: 37 of 231 (16.0%)
 - If yes.....
 - Electricity: 40 of 194 (20.6%)
 - Natural Gas: 128 of 194 (66.0%)



- **Hot Water: 8 of 194 (4.1%)**
- **Oil: 3 of 194 (1.5%)**
- **Propane: 7 of 194 (3.6%)**
- **Heat Recovery: 3 of 194 (1.5%)**
- **Don't know: 5 of 194 (2.6%)**

16) What is the total membership of your curling club? Include all regular players who pay a membership or rental fee for the season. Include groups who rent your ice on a weekly basis. Do not include school groups who attend as part of their school's physical education programme:

- **Did not answer 5 of 232 (2.2%)**
- **Less than 100: 26 of 227 (11.5%)**
- **101-200: 76 of 227 (33.5%)**
- **201-300: 45 of 227 (19.8%)**
- **301-400: 20 of 227 (8.8%)**
- **401-500: 18 of 227 (7.9%)**
- **501-600: 8 of 227 (3.5%)**
- **601-700: 12 of 227 (5.3%)**
- **701-800: 7 of 227 (3.1%)**
- **More than 800: 15 of 227 (6.6%)**

17) Has a class graduating from the Rocks & Rings™ program been at your club to follow up on their gym experience with an on-ice try curling?

- **Did not answer 10 of 232 (4.3%)**
- **YES: 62 of 222 (27.9%)**
- **NO: 160 of 222 (72.1%)**

18) Do you have an established relationship with any school (elementary, high school, college/university)?

- **YES: 193 of 232 (83.2%)**
- **NO: 39 of 232 (16.8%)**

19) How much are you charging for an unlimited curling membership for the entire 2017-2018 curling season?

- **Not applicable: 55 of 232 (23.7%)**
- **Less than \$150: 8 of 232 (3.4%)**
- **\$151-\$250: 23 of 232 (9.9%)**
- **\$251-\$350: 38 of 232 (16.4%)**
- **\$351-\$450: 47 of 232 (20.3%)**
- **\$451-\$550: 27 of 232 (11.6%)**
- **\$551-\$650: 20 of 232 (8.6%)**
- **More than \$650: 14 of 232 (6.0%)**

20) Annual fee for One Night a Week of curling for adults (do not include mixed-only leagues)

- **Not applicable: 24 of 232 (10.3%)**
- **Less than \$150: 11 of 232 (4.7%)**
- **\$151-\$250: 55 of 232 (23.7%)**
- **\$251-\$350: 71 of 232 (30.6%)**
- **\$351-\$450: 42 of 232 (18.1%)**
- **\$451-\$550: 21 of 232 (9.1%)**
- **More than \$550: 8 of 232 (3.4%)**



- 21) Fee for a Full Season of One-Night-a-Week for Adults Learn-To-Curl League or a Rookie League.
- **Not applicable: 121 of 232 (52.2%)**
 - **Less than \$100: 18 of 232 (7.8%)**
 - **\$101-\$200: 34 of 232 (14.7%)**
 - **\$201-\$300: 37 of 232 (15.9%)**
 - **\$301-\$400: 19 of 232 (8.2%)**
 - **More than \$400: 3 of 232 (1.3%)**
- 22) Fee for a Half Season or less One-Night-a-Week for Adults Learn-To-Curl League or Rookie League:
- **Not applicable 114 of 232 (49.1%)**
 - **Less than \$50: 7 of 232 (3.0%)**
 - **\$50-\$100: 51 of 232 (22.0%)**
 - **\$101-\$200: 47 of 232 (20.3%)**
 - **More than \$200: 13 of 232 (5.6%)**
- 23) Annual fee for during-the-day curling Monday to Friday
- **Not applicable 72 of 232 (31.0%)**
 - **Less than \$100: 9 of 232 (3.9%)**
 - **\$101-\$200: 43 of 232 (18.5%)**
 - **\$201-\$300: 56 of 232 (24.1%)**
 - **More than \$300: 52 of 232 (22.4%)**
- 24) Fees for Under 12 years of age or Little Rocks?
- **Not applicable 44 of 232 (19.0%)**
 - **Less than \$50: 51 of 232 (22.0%)**
 - **\$50-\$100: 87 of 232 (37.5%)**
 - **\$101-\$150: 43 of 232 (18.5%)**
 - **More than \$150: 7 of 232 (3.0%)**
- 25) Fees for Youth Under-18 years of age?
- **Not applicable 15 of 232 (64.7%)**
 - **Less than \$50: 29 of 232 (12.5%)**
 - **\$50-\$100: 94 of 232 (40.5%)**
 - **\$101-\$200: 86 of 232 (37.1%)**
 - **More than \$200: 8 of 232 (3.4%)**
- 26) Does your club charge supplemental fees over and above the annual membership fee?
- **Initiation Fees: 14 of 232 (6.0%)**
 - **Capital Assessment: 39 of 232 (16.8%)**
 - **Lockers: 149 of 232 (64.2%)**
 - **Volunteers: 18 of 232 (7.8%)**
 - **Shares: 9 of 232 (3.9%)**
 - **None of the above: 71 of 232 (30.6%)**
- 27) Do you offer a payment plan or other payment options for membership fees?
- **YES: 123 of 232 (53.0%)**
 - **NO: 109 of 232 (47.0%)**



28) Since the year 2010, has your membership....

- **Increased: 81 of 232 (34.9%)**
- **Decreased: 79 of 232 (34.1%)**
- **No change: 72 of 232 (31.0%)**
- **Why the increase:**
 - A full time manager overseeing the operation and well paid staff that allows for positive member experience. A recognized elite player within the community supporting the club as the business leader at the club and within the community and the club facility was part of the revitalized renovations. NEW concrete pad, NEW lounge and NEW lights and NEW junior program equipment and NEW look! GREATLY HELPS!
 - Adult Learn to Curl program has resulted in steady new membership replacing older curlers.
 - Adult Learn to Curl, more marketing expenditures
 - Afternoon league and youth (due to coaches and youth steering committee effort
 - Better marketing and more curling options such as shorter seasons and learn-to-curl.
 - Better presence on the internet / social media
 - Brand new facility in 2012. Because we are 12 sheets very little curling at 9:00pm at night. 9:15pm draw used to be number one complaint
 - Business Plan and effort
 - Club expanded from 2 to 4 sheets in 2010. Introduction of learn to curl. Marketing club (mail-out and offering a deal to try curling)
 - Fun Leagues. Shorter games. Improved community engagement.
 - *Groupe 30 a 50 ans plus élevé*
 - Half season novice leagues with amended rules
 - Hard work of volunteers. Selling the sport as affordable. Making the club a fun and social place to be. Exploit all of the national championships in the Fredericton area. Arena ice for little rockers and juniors
 - In 2010 all our mills closed, we are slowly increasing from about 80 back up to almost 100
 - Increase in Mixed curling
 - Increase in our daytime seniors and Friday Ladies program. Other nights are axed during the week and were also at max in 2010. Our junior curling is at max and has been for 10 years with programs 5 times per week Weekend curling only on bonspiels.
 - Introduction of Adult Learn to Curl Program
 - Learn to Curl
 - Learn to curl program One new rental league
 - Learn to Curl program, combined with new "rookie" league
 - *Les ligues de jours sont de plus en plus populaire, notre tournoi d'initiation (4-bouts), membres remplaçants*
 - Marketing campaigns, change in fee structure, change in corporate structure
 - Marketing/novice programs
 - Most new members are senior retirees
 - New Junior program
 - New management, better ice conditions, membership drives.
 - New members running the competitive night
 - Open houses and word of mouth.
 - Other city clubs closing
 - Our L2C program and local promo/advertising
 - Population increase and another club closed
 - *Promotion nouveau membres, plus de retraites*
 - Significant upgrades to lounge & cafe, ice quality - best in city!
 - Social curling no schedule, no scores lots of pot lucks
 - Steady growth due to influence of our Adult Learn to Curl program.
 - Very active marketing program has increased membership
 - We are doing new recruitment and open houses



- We believe there are a few reasons: families that used to curl "pre-kids" now have kids that are old enough to stay home so these families are returning. Our Board has really worked to market curling in the Municipality and our RM Recreation Contacts have assisted with this. We have "loosened" the format of Mixed League to only requiring the Skip or Third to be of the opposite gender or must be a Junior Curler of either gender - this flexibility has been well received; we have promoted Jr. Curling through community and schools, and have run learn-to-curl sessions.
 - We did not renew several rental contracts so that we could have the ice time for our graduating Rookies (learn To Curl), which they filled.
 - We implemented a 2 for 1 fee for new mixed curlers on Friday nights, which increased membership, and many of these new curlers have stayed and joined other leagues.
 - We initiate a membership drive. Added 50 members
 - We lose members due to life events, typically. But in the same breath, we have gained a healthy number of new members since introducing our Beginner League last season.
- **Why the decrease?**
 - Age and demographic.
 - Age and new member "churn" related.
 - Age and other interests.
 - Age of members. Not understanding the game and or clubs. No one sets expectation.
 - Aging curling population. No recruitment program
 - Aging demographic. Parents more involved with their kids activities. National Hockey League team returning to area.
 - Aging membership but learn to curl and development league are helping.
 - Aging membership.
 - Aging membership.
 - Aging membership. Younger generation is not as interested in curling... yet.
 - Aging membership...not enough younger adults curling.
 - Aging population, 2 other facilities close by that offer cheaper rates due to all volunteer facilities.
 - Aging population, many people only curl once a week vs. the 2 or 3 they use to curl, and snowbirds.
 - Aging population.
 - Aging population. Population decreasing.
 - Attrition...lack of youth coming in 2010 to 2015. Last two years going back up.
 - Average age increasing & people moved to find work.
 - Change in demographics people are not retiring as young as they did; most people are working into their 70s and do not have the energy for extra curricular activities; Increase cost of living so funds are sometimes an issue; we do offer payment plans for curling dues. No one wants to curl late draws anymore; they would soon curl over the dinner hour; once they are home from work they do not want to go out again.
 - Changing age demographics, and the lack of juniors
 - City in population decline, and demographic switch - becoming one of the oldest cities per capita in the country
 - Commute is getting bad, some people can't make it to the club for the early games and some say they can be out at the club late because of the need to get up & go.
 - Competing clubs, Aging Demographics
 - Cost, age of members.
 - Demographics (aging population) small population base. Seemingly less interest in sporting activities overall.
 - Demographics.
 - Difficult to attract younger curlers.
 - Fee restructuring
 - In our small town we don't see a big influx of new curlers. We have an aging curling membership that some are only curling half a year as they are retired and go away in January and February and some have



family priorities like taking care of aging parents.

- Industry closings and cutbacks in area. Women's hockey, not enough time in the day for families to commit to membership, cost of living.
 - Large pulp mill closure and relocation of families.
 - Less people in town, kids playing other sports all year around.
 - Losing our veteran curlers and the younger (20-30 year olds) generation is not curling.
 - Mixed league decline but other leagues maintaining - older couples unable to continue in the sport, less younger people living in city-
 - No juniors lost them to Hockey, Age most of our members are 45+ and some are now snowbirds in the winter
 - Not getting enough younger curlers.
 - Not sure. People too busy!! Running with kids, as leagues in hockey are getting bigger so parents don't have time to do their sports??
 - Old age and medical reasons.
 - Old curling people die.
 - Older curlers leaving or dying and younger people do not want to commit to a full season. Curling used to be taught in schools here but no longer so newcomers do not come with any experience.
 - Older members retiring and younger members kids in hockey programs.
 - Other clubs offering discounted pricing to entice curlers, don't really know how they are doing and keeping up with upkeep of equipment I think most of these clubs are one major failure from closing. (Manitoba)
 - Our curling was closed for 3 years while a new one was being built. Some of our previous members stayed where they went when our Club closed. Some retired from curling.
 - Our membership has gradually decreased for years but went up in 2017/18 by about 10 members. The reason appears to be cost, age, etc.
 - Our membership is unfortunately mostly seniors and due to health and other affects of aging, we lose many every year.
 - People getting older are outpacing the new players coming in.
 - People move away, age and job loss leaving less disposable income.
 - People moving or ageing. Poor recruitment program for new members.
 - People moving to bigger cities, people going south and some just want change. Membership getting older.
 - Retirees think they can travel whenever they want, they die, and our community doesn't offer good paying jobs so that young people can curl. Plus young parents take kids to hockey because they are NHL bound you know.
 - Significantly - unknown
 - Significantly. Population trends.
 - They built a hockey rink in the town and members went to play hockey.
 - Time. Dynamics of the community. Many parents with kids who are involved in a lot of things and need to travel. Many kids in a lot of activities. Currently our senior program is doing the best as far as membership
 - Too few new members compared to those who have left.
 - Unable to recruit new members and older generation is retiring. New curlers recruited have babies and stop curling.
 - We eliminated day curling. We have since re-established.
 - We offer youth leagues on Sunday afternoons only, we say no to a lot of kids who ask for an after school league as we don't have a volunteer to run that.
 - Wish we knew!
 - Work, kids and health
 - Younger members are not replacing aging members. Symptom of many clubs.
- **No change comments:**
 - Consistent with a few minor ups and downs.
 - *Curling a la télévision et plus de retraites.*



- Cycles up and down depending on the year.
- *Fermeture récente du club Longue Pointe.*
- Increased with the start of Learn to Curl program but leveled out with losing aging members due to various health reasons.
- It has fluctuated but is on an upward trend right now. Three factors for recent increase: aggressive advertising, great curling school, more people moving into the area, particularly retirees.
- It is now about the same as 2010 but went down and is now back up.
- *Ligues de jour.*
- Membership dropped from 2010 to 2014 due to normal attrition and lack of marketing. Membership has increased in the last 4 years due to a very successful adult Learn to Curl program and improved marketing.
- New members replace retired members balancing out the stats.
- Seniors have died off, but little rocks have increased.
- Very consistent numbers. Our membership has shown little changes for the past 10 years.
- Went up shortly after 2010 but back down to 2010 numbers in recent years.

29) Since the year 2010, have your rental groups (those who rent ice each week all year)....

- **No response: 9 of 232 (3.9%)**
- **Increased: 44 of 223 (19.7%)**
- **Decreased: 24 of 223 (10.8%)**
- **No change: 148 of 223 (66.6%)**
- **Don't have rentals: 7 of 223 (3.1%)**

30) What database program / software do you use to collect and store information about your members?

- **No response: 28 of 232 (12.1%)**
- **Curling Club Manager: 21 of 204 (10.3%)**
- **Curling.io: 3 of 204 (1.5%)**
- **Curling Manager: 14 of 204 (6.9%)**
- **Microsoft Excel: 88 of 204 (43.1%)**
- **Microsoft Access: 11 of 204 (5.4%)**
- **By hand: 16 of 204 (7.8%)**
- **Other: 51 of 204 (25.0%)**

31) How many curlers do you have every week? This includes anyone curling once a week. It also does not matter if one person plays 4 times per week. Simply identify the number of players in each regular time slot and add them up. For example, you have 12 regular draws each week in a 4-sheet club and each league is full. You would have 32 people times 12 leagues = 384 players per week. Remember, only the regularly scheduled weekly leagues regardless of status.

- **Did not answer: 41 of 232 (17.7%)**
- **Less than 100: 17 of 191 (8.9%)**
- **101-200: 40 of 191 (20.9%)**
- **201-300: 36 of 191 (19.8%)**
- **301-400: 23 of 191 (18.8%)**
- **401-500: 21 of 191 (11.0%)**
- **501-600: 10 of 191 (5.2%)**
- **601-700: 7 of 191 (3.7%)**
- **701-800: 7 of 191 (3.7%)**
- **801-900: 5 of 191 (2.6%)**
- **901-1000: 8 of 191 (4.2%)**
- **More than 1000: 17 of 191 (8.9%)**



32) During your latest recruiting efforts, did your membership committee or Board of Directors target any group in particular for recruitment?

- **No answer: 12 of 232 (5.2%)**
- **YES: 77 of 220 (35.0%)**
- **NO: 143 of 220 (65.0%)**
- **If YES, what groups?**
 - 18-40 year for our fun leagues.
 - 18-40 year olds.
 - 20-30 year olds.
 - 25 to 35 year olds.
 - 25-45 year olds.
 - 25-55 year olds.
 - *50+ et les jeunes 25-35.*
 - Adults 20-60, best return on investment.
 - Adults over 18.
 - Ages 20-45 year olds.
 - All people under 35 years old.
 - Children 8-18, Men and Women 25-35 year olds.
 - Children aged 5-9 year olds.
 - Children aged 6-11 year olds.
 - Day members and juniors for 2017-2018 - Young person under 35 years old for 2016-2017 - We are planning Ladies for next year.
 - *Écoles secondaires*
 - Every group possible.
 - High school kids
 - *Hommes et femmes 25-45.*
 - House hockey league men 20-50.
 - Indigenous communities.
 - *Jeunes du primaire et les industries.*
 - Juniors and couples.
 - Juniors.
 - Juniors.
 - Ladies Only Learn to Curl night and a 55+ daytime Learn to Curl, in addition to all Learn to Curl clinics.
 - Men & women 21 plus new to curling.
 - Men and Women 25 year olds.
 - Men and women aged 20-40 year olds.
 - Millennials.
 - New curlers, new Canadians, young adults.
 - New curlers, one-time curlers, both male and female, 35-60 year olds.
 - New residents in our community,
 - New-comers to area,
 - Newcomers (age 55 plus) and Juniors 13-17.
 - Non-curlers any age/gender.
 - Not particularly, other than targeting within the neighborhood.
 - Our Day Ladies targeted the public for recruitment.
 - Over 50, men and women.
 - People aged 20-50 year olds.
 - Players from our annual community bonspiel.
 - Retirees - club will contact any new retiree to see if they wish to join.
 - Retirees who have recently moved into the area, young people on social media.
 - Seniors 55 plus, junior high school age.



- Seniors.
- Seniors.
- Seniors.
- Seniors.
- Targeting Young Adults...mainly women aged 25 to 50 years old.
- *Tous les groupes d'âge.*
- Under 12.
- Under 18.
- Usually mixed ages 30-45 years old.
- We send out curling notices to entire town & area.
- We worked on little rocks and junior curlers.
- Women
- Women 20-50 and Men 20-35 year olds.
- Women for Thursday Night ladies league- as well as younger men.
- Women, ages 35-55 years old.
- Young adults under age 50 year olds.
- Young couples for mixed leagues.
- Youth age 7 to 18 years; Zero experience adult curlers.
- Youth and new Canadians.
- Youth, young adults, new to Canada.
- Youth.
- Youth.
- Youth.

33) Does your club have a committee or person responsible for membership recruitment?

- **No answer: 38 of 232 (16.4%)**
- **YES: 178 of 194 (91.8%)**
- **Do nothing: 16 of 194 (8.2%)**

34) Briefly describe what you do for a Try Curling Day at your club:

- **No answer: 45 of 232 (19.4%)**
- **YES: 171 of 187 (91.4%)**
- **Don't do it: 16 of 187 (8.6%)**
- **Descriptions:**
 - 30 minutes focused on balance and launching from hack. Get them playing as soon as possible.
 - 30-minute lesson with tours and snacks provided.
 - 4 Funspiels per year where you can invite anyone. Free curling for first 5 weeks for new curlers. If you stay past 5 weeks you pay full membership.
 - A basic training session, including what the game is about and basic rules and then actual ice time.
 - Ad in newspaper, on radio, Facebook, TryCurlingNow, Twitter, emails.
 - Ad in paper, free 2 hour clinics 4 times per year.
 - Advertise & Instruct.
 - Advertise heavily. Arrange for coaches and helpers. Allow anybody who wants an opportunity to throw rocks.
 - Advertise on Facebook and local papers, Curl On, open house, brief teaching.
 - Advertise on Facebook; informal instruction with approx. 3-4 instructors. Runs about a 1 1/2 hour.
 - Advertise on the radio and through Facebook. Go directly onto ice and start lessons. We keep it simple. And then play a couple of ends.
 - Advertise through radio ads.
 - Advertise with flyers and will try radio.
 - Advertise word of mouth.



- Advertise, off ice introduction and on-ice participation.
- After advertising an event, we start by bringing people into our lounge to give a brief description of how to play, we go through a safety discussion, participants sign waivers and then we bring them on the ice - 4 people to one of our coaches and we demonstrate the basics and then get them throwing rocks without being to technical on the instruction. After, we invite participants back to our lounge & review our learn to curl programs.
- An evening jitney for new members, learn to curl clinics for 2-4 week sessions.
- At the start of the season the club has learn to curl for a week.
- *Au début de la saison et après les fêtes nous faisons des essais libres.*
- Basic on ice instruction, sweeping, delivery, etiquette, all free.
- Begin season with learn to curl (free).
- Brief review of safety, get into delivery position, throw a few rocks, 2 or 3 end game.
- Certified instructors, short intro lessons off and on ice, finishing with game play and socializing in lounge. Depending on the date/time, sessions range from 1.5 hours to a full 7-hour day.
- Coaching clinics and practice times.
- Curling clinic in the fall before regular leagues start.
- *Des bénévoles expliquent hors glace les principales règles et d'autres sur la glace montrent les techniques de glisse et autres rudiments et par la suite des tirs de pierres sont faits par les futurs joueurs.*
- Do a "Bring-a-Friend" day with curling and snacks or pizza.
- Do a specific day; we encourage members to find spares that are not regular curlers.
- Drop in curling, start of the season clinics.
- Early season have instruction on the ice for all those interested. We also have a league where they play a game for a minimum fee and schedule 4 nights with instruction.
- *Enseignement de base du curling.*
- *Essai le lancer des pierres sur glace.*
- Evening curling instruction 3-4 nights at Open House.
- Explain the game and basics of curling.
- Family Day - sponsored by the Recreation Centre.
- Flyers, Community Event Calendars, Lawn Signs, Facebook Post, Mobile Sign.
- For the first time; in 2018, we are running 3 x 2 hour "Try Curling" get acquainted sessions on Ontario Family Day.
- Free curling clinics; youth bring a friend; youth curler parent events.
- Free curling clinics.
- Free curling four times a year along with a social event.
- Free ice time with instructor, optional drop in times.
- Free intro to curl - 3 sessions three times a season - try throwing rocks for an hour with a push to join our learn to curl.
- Free learn to curl clinics.
- Free Learn to Curl Program on Sundays.
- Free Learn-to-Curl Day in September and January/February.
- Fun event. Show basics. Have pizza. Explain membership.
- Give a quick lesson and play a couple of 6 end games with supervision lunch.
- Give some basic instructions for 1/2 hour and then play 2 ends.
- Have held Open Houses, advertising free curling, lessons, providing equipment for use. Special first year rates for new members attending. Have had entertainment and draws for free membership.
- Have offered free instruction, coffee & donuts.
- Have open house with novice clinic; learn to curl program through the local 55 plus centre, junior free 6-week curling program through schools, novice clinic to start the season se well.
- Host a clinic for beginners and bring a friend to curling.
- Host a learn to curl clinic.
- Host an open curling clinic first week of the season.



- Host meet & greet for newcomers. Explain the game, instructors give some on-ice instruction.
- Include a meal for a social outing.
- Initiation avec instructeur.
- Instructors on ice showing basics.
- Intro talk/instruction, on-ice basics, refreshments.
- Introduce people to the game in a fun and friendly manner.
- Introduction, security, trying on the ice with an instructor, short game if possible.
- Invite new people to come out and try walking, throwing, sweeping, and moving rocks. We have 4-6 "instructors" on ice and 3-4 in the lounge to answer questions.
- Invite people in; give them a tour and then a brief introduction to curling. If a non-curler, we try to get them to sign up for L2C. If a curler, we talk to them about our leagues.
- Last year we had drop in stick curling Wednesday mornings.
- Learn to curl clinic.
- Learn to curl for newcomers at beginning of season.
- Learn to curl session taught by club coaches.
- Learn to Curl.
- Local advertising, posters, school visits, wine and cheese.
- *Nous offrons 4 heures d'essai 4 fois par saison.*
- Novice 3-day clinic, two introductory curling leagues.
- Off-ice instruction followed by on-ice with coaches.
- Offer a couple Sundays before the season and offer learn to curl program.
- Offer a structured program a couple times a year as well as a weekly drop in league to try out the sport.
- Offer Clinics at \$5 Fee.
- Offer community bonspiel with instruction and lunch.
- Offer for free, short intro lesson, get them on the ice throwing, get mini games going
- Offered free curling on specific nights to come and try curling.
- *On donne les règlements de sécurité, les règlements du jeu, on pratique la glisse, on pratique les lancers, on laisse jouer en restant proche pour aider et répondre au question.*
- Once a month open house to try curling.
- One evening early in the year as a learn to curl session.
- One-hour intro session, safety, sweeping, sliding, throwing.
- Online ads with links to sign up, teach basics, play 2 ends, food & refreshments.
- Only the program that Curl BC offered.
- Open curling every Sunday, open to the community curling 3 times a year.
- Open funspiel at start of season.
- Open House at beginning of season and open house on family day.
- Open House at beginning of season.
- Open House every fall. We have volunteer help instruct on the ice. We bring food trucks into parking lot attract new people during our open house; we also contact a craft brewery on day of open house for tasting. On Olympic years we have an Open House on the last day which draws lots of people we then have a 3 or 4-week fun league.
- Open house on family day.
- Open house to start the season, no charge with instructors to teach
- Open house twice a year
- Open House twice a year with coaches available to teach.
- Open House week, open house days, free coaching on demand.
- Open house with instruction - small groups.
- Open house with instructors and opportunities to try various curling skills, for all ages. Plus coffee and treats.
- Open house, serve snacks, in-class instructions about safety, how curling works, sweeping, delivery. Then we spend 1 1/2 hours on ice instructions.



- Open house.
- Open house...try curling.
- Open houses throughout the season.
- Open Houses.
- Open ice on Tuesdays to Teach members how to curl.
- Open ice slot, volunteer or hired instructor, free of charge.
- Open ice, instructors, equipment provided.
- Organize a curling and social night every Friday.
- *Passe les règles et video de base, montré un tire, comment balayer, supervisé un bout.*
- People must register. Instruction (groups of 8) and a chance to play a short game.
- *Porte ouverte rencontre et présentation du club.*
- *Portes ouvertes, pratique libre, offre de formation, tournoi invitation aux entreprises et organismes.*
- *Portes ouvertes.*
- Prior to our season opening, we offer a number of free Learn to Curl Clinics. In addition we do it again in January. We are able to sign new curlers into our 8 Week Novice League, which eventually filters into our regular leagues.
- Provide 2 hours of curling with an instructor.
- Provide equipment and coaches. Provide some off-ice instruction and then spend time on the ice. Approximately 60 minutes in length
- Provide instructors, equipment and fun!
- Recreational curling invites people to league night.
- Run an open house.
- Stress safety, demonstrate, and get them to try.
- Sunday afternoon open ice.
- Sunday night drop-in learn to curl sessions.
- Teach new people to curl using a structured process that takes about 30 minutes, and then allow them to try a fun end or two.
- Teach people the basics of parts of a sheet; basics of sweeping; basics of a slide; then throw a couple of rocks.
- The town has a drop-in curling program, where people can come and try curling. Our club hopefully will get curlers from this group.
- *Théorie; démonstrations: technique de glisse, lancer de la pierre, balayage; essais des techniques démontrées; joute.*
- There is the opening for Rookies Rock - learn to Curl in early October that is advertised heavily thru local media and with OCA help this year with try curling now. We also invite public in for 4 fun social bonspiels every year.
- This is our first year and we have had 4 Try curling days. We do 1.5 hour sessions following the Curling Canada template. After each on-ice session we spend some social time with the group and discuss our Adult Learn to curl program as well as the other leagues available. We have also introduced a social league on Fridays so encourage them to attend.
- Those interested in trying curling, can come in and get a one on one with our staff / junior leaders. We offer family drop in times on Sundays at 3:30 - 5pm and we have one of our junior leaders help beginners on the ice. We have come out and try it on Family day. We really don't do a lot of come out and try it for adults as we are focused on so many school groups throughout the day that we are limited with ice.
- *Tournois avec des non membres.*
- trycurling.com.
- Two (2) hour guided practice.
- Two (2) hours of instruction and one (1) of hour curling.
- Two free "learn to Curl" with instructors.
- *Un instructeur apprend au joueur la base de la glissade, comment donner le tour à la pierre et les règles de base du jeu et la sécurité sur les glaces.*



- *Un tournoi en début de saison.*
- Use Curling Canada guide & demonstrate both on and off the ice for an entire week.
- Usually have an open house with instruction provided.
- Very casual, offer free ice for those interested in trying it.
- Volunteers teaching the basics of curling from safety to game play.
- We advertise throughout the community in various ways. We generally have an open time slot for people to attend. When they arrive we have our volunteers offer them some food and drink, go over the basic safety and instruction on what curling is and how to play. Then we set them up with the proper equipment and take them onto the ice.
- We did this for kids. Went to schools with rocks and rings and then after gym time we took kids to club.
- We do have a number of corporate rentals that provide exposure for our Adult Learn To Curl program.
- We do one at the first of the year and we offer drop in on Wednesday nights and also offer instruction sessions every Wednesday night.
- We have 4 nights before curling starts where people can drop in.
- We have a learn to curl curriculum (2 hours)
- We have a try curling week - one-week prior to start of curling in October, new members can come out each night and get instruction.
- We have an Open House. We advertise in social media and radio. We have volunteers available to give people tutorials.
- We have had drop in learn / try to curl where we have club members volunteer to help anyone that wants to try curling.
- We have learned to curl only.
- We have no luck with that but do have some when we offer Learn to Curl.
- We have open curling every other Friday night.
- We have open house at beginning of year and can come on Sunday mornings when we have practice times available.
- We have six \$5 Fridays, we have free lessons, and we accept new curlers into 2 leagues.
- We have tried an open house concept, bring a friend curling idea but do not seem to have success at this.
- We have two evenings in October and one 'Burger' Saturday that we advertise. We have experienced curlers available to teach/assist and encourage. Our total turnout last fall was five people, two of which have joined.
- We have two free try curling days a year. One fall and one spring.
- We hold a free curling clinic at the beginning of the season.
- We hold a Try Curling night free.
- We hold open houses, send out pamphlets, advertise on Facebook, and advertise in the newspaper. We have several members that have been trained by the OCA that give demonstrations and on ice instruction to the people that come to the club.
- We offer a BBQ during our Saturday "Kinks Out Clinic" during Open House Week in October.
- We offer Learn to curl all season long.
- We offer Try Curling days at the start of the season (this year it will be at the same time as our open house); we also offer a public family day event and weekly Learn 2 Curl (casual drop-in try curling events).
- We really target schools for in-school curling and use Curling and Cocktail nights to get new people out.
- We run 2-hour sessions with instruction and a short game multiple times a year.
- We run a number of fun shot bonspiels for non-curlers to try curling throughout the year.
- We tried to have fun family night but they were not we'll attended.
- We will get someone to help new curlers anytime.
- Welcome table, Waiver forms, equipment, 1 instructor to 4 students, food, and league information.
- Work with the new Canadians group.



35) During your recruiting efforts, what methods did you use and which of these methods did your club find most successful in getting people in the club to try curling?

- **No answer: 26 of 232 (11.2%)**
- **Mainstream Media: 139 of 206 (67.5%)**
 - **Successful (54.7%)**
 - **Unsuccessful (45.3%)**
- **Social Media it: 160 of 206 (77.7%)**
 - **Successful (81.3%)**
 - **Unsuccessful (18.7%)**
- **Member-Get-A-Member: 105 of 206 (51.0%)**
 - **Successful (73.3%)**
 - **Unsuccessful (26.7%)**
- **Promotions: 91 of 206 (44.2%)**
 - **Successful (62.6%)**
 - **Unsuccessful (37.4%)**
- **Other answers: 8 of 206 (3.9%)**

36) Does your club operate a youth or little rock curling program (12 years of age and under):

- **No answer: 2 of 232 (0.9%)**
- **YES: 168 of 230 (73.0%)**
- **NO: 62 of 230 (27.0%)**
- **Average number of players per club = 24**

37) Does your club operate a junior curling program (ages 13-17):

- **No answer: 3 of 232 (1.3%)**
- **YES: 186 of 229 (81.2%)**
- **NO: 43 of 229 (18.8%)**
- **Average number of players per club = 25**

38) Does your club operate a mixed doubles league?

- **No answer: 3 of 232 (1.3%)**
- **YES: 68 of 229 (29.7%)**
- **NO: 161 of 229 (70.3%)**
- **Average number of players per league = 31**

39) Do you have a scheduled rookie or novice league for Adult curlers with 0-3 years or experience?

- **No answer: 3 of 232 (1.3%)**
- **YES: 70 of 229 (30.6%)**
- **NO: 159 of 229 (69.4%)**
- **Average number of players per league = 32**

40) Does your club host invitational or open bonspiels that you as a club organize:

NOTE: we experienced a 'glitch' in the survey template delivering unreliable results. We will not publish any results for this question.

41) Do you offer skill development programs / clinics for novice and intermediate curlers throughout the curling season?

- **No answer: 1 of 232 (0.04%)**
- **YES: 156 of 231 (67.5%)**
- **NO: 75 of 231 (32.5%)**



- 42) Does the club have trained instructors / coaches to deliver programs / clinics?
- **No answer: 2 of 232 (0.09%)**
 - **Yes, we have more than enough instructors: 67 of 230 (29.1%)**
 - **We have a few instructors but could use more: 122 of 230 (53.0%)**
 - **Not enough: 41 of 230 (17.8%)**
- 43) Do you have a curling equipment pro shop on site?
- **YES: 118 of 232 (50.9%)**
 - **YES, but limited offering: 16 of 232 (6.9%)**
 - **NO: 98 of 232 (42.2%)**
- 44) Do you have a Point of Sale system at the curling club?
- **YES: 87 of 232 (37.5%)**
 - **NO: 145 of 232 (62.5%)**
- 45) Do you have WiFi service available to members & guests?
- **No answer: 1 of 232 (0.04%)**
 - **YES: 182 of 231 (78.8%)**
 - **NO: 49 of 231 (21.2%)**
- 46) Do you operate with paid or contracted staff?
- **YES: 199 of 232 (85.8%)**
 - **NO: 33 of 232 (14.2%)**
- 47) If you answered yes to Question #46, what positions?
- NOTE: we experienced a 'glitch' in the survey template delivering unreliable results. We will not publish any results for this question.**
- 48) Salaries MANAGER
- **no response: 131 of 232 (56.5%)**
 - **less than \$20,000 per year: 25 of 101 (24.8%)**
 - **\$20,001 - \$30,000: 20 of 101 (19.8%)**
 - **\$30,001 - \$45,000: 12 of 101 (11.9%)**
 - **\$45,001 - \$60,000: 26 of 101 (25.7%)**
 - **more than \$60,000: 18 of 101 (17.8%)**
- Salaries ICE TECHNICIAN
- **no response: 90 of 232 (38.8%)**
 - **less than \$20,000 per year: 54 of 142 (38.0%)**
 - **\$20,001 - \$30,000: 34 of 142 (23.9%)**
 - **\$30,001 - \$45,000: 23 of 142 (16.2%)**
 - **\$45,001 - \$60,000: 17 of 142 (12.1%)**
 - **more than \$60,000: 14 of 142 (9.9%)**
- 49) Does your club have a capital reserve where funds are held for replacement of critical equipment?
- **No answer: 4 of 232 (1.7%)**
 - **YES: 164 of 228 (71.9%)**
 - **NO: 64 of 228 (28.1%)**



50) Does your club operate in the non-curling season?

- **No answer: 1 of 232 (0.04%)**
- **YES: 128 of 231 (55.4%)**
- **NO: 103 of 231 (44.6%)**

51) If you answered yes to Question #50, what type of off-season activities do you have?

- **Weddings: 69 of 232 (29.7%)**
- **Socials / Anniversaries: 100 of 232 (43.1%)**
- **Meetings: 79 of 232 (34.1%)**
- **Rental of the arena floor: 66 of 232 (28.4%)**
- **Other:**
 - a yard sale on the ice surface in the off season
 - art show
 - auctions, community garage sale
 - ball hockey, homeshow
 - *camps de jour pour les jeunes*
 - card evenings
 - caribana costume and float manufacture
 - city project
 - clothing shows
 - curling camps, summer spiels
 - *divers et garderie pour enfants*
 - dog training
 - dry-land training for strength conditioning group.
 - fair, antique show, food shows
 - farmers market and Bingo
 - flea market
 - flea market, fair, 4H
 - full service restaurant trade shows, concerts, full marina facility
 - garage sales, 4H and Scouts
 - garage sales, trade shows
 - Global Trade Expo-speakers, Bridge Club Tournament, Bocce Tournament
 - golf show, clothing show, wrestling event, etc
 - graduation, summer fair
 - harbour City rollers; BC Summer Games (dance parties, volunteer appreciation); quilters
 - high school prom
 - home show and mineral show
 - kids Camp
 - kids programs
 - kids summer camp
 - local fair board
 - outdoor show
 - outside grassed area around the building for music concerts



- pickleball
- *pickleball, activités sociales*
- quilting guild
- shuffle board
- shuffleboard
- shuffleboard, pickleball, dog shows
- soccer Camp 6 weeks in summer
- social club
- stamp show, quilt show, etc.
- summer ice, music festival
- trade Show in May; Fire & Water Music Festival; Recreation Center children's summer day camps
- trade shows
- trade shows "Lifestyles"
- trade shows, celebrations of life, religious festivals, corporate events
- trade shows, charitable events
- trade shows/ pickle ball/roller derby

52) Is your curling club responsible for the operation of the bar?

- **YES: 210 of 232 (90.5%)**
- **NO: 22 of 232 (9.5%)**

53) If you answered yes to Question #52, what do you serve?

- **Draught beer: 139 of 232 (59.9%)**
- **Local craft beer: 139 of 232 (59.9%)**
- **Non-alcoholic options (other than soft drinks): 169 of 232 (72.8%)**
- **Wine: 193 of 232 (83.2%)**
- **"Good" wine: 71 of 232 (30.6%)**
- **Cocktails: 125 of 232 (53.9%)**

54) Do you accept credit and/or debit cards in the lounge or for membership fees?

- **No answer: 2 of 232 (0.09%)**
- **YES: 136 of 230 (59.1%)**
- **NO: 94 of 230 (40.9%)**

55) Does your club accept on-line payment for memberships, services and/or other charges?

- **No answer: 1 of 232 (0.04%)**
- **YES: 87 of 231 (37.7%)**
- **NO: 144 of 231 (62.3%)**
- **Other:**
 - e-transfer on trial this year
 - e-transfers
 - e-transfers
 - e-transfers are accepted
 - e-transfers for the purchase of our annual holiday raffle tickets.
 - e-transfers,



- I recently implemented a PayPal Account for a bonspiel that I am in charge of and it has worked out really well. Unfortunately, some board members are against updating how money etc. is handled and refuse to look at POS Debit/credit card machines as the costs may be prohibitive.
- not yet, but we hope to in time for next season
- trying to set this up for next season
- we accept online e-transfers
- working on e-transfer for next year though!

56) Does your club have a food service operation?

- **YES: 146 of 232 (62.9%)**
- **NO: 86 of 232 (37.1%)**

57) If you answered yes to Question 56), describe the operation (i.e. only open for bonspiels; serve lunch and dinner daily).

- 7 days a week 11:00 to 11:00
- 9am to early afternoon mid-week, then 4 - 9:30pm. 9am-10:30pm Saturday, 10am-3:30pm Sunday
- bonspiel
- bonspiel and rentals
- bonspiel lunches, lounge rental dinners if requested
- bonspiel only
- bonspiel, events, during league play.
- bonspiels
- bonspiels
- bonspiels
- bonspiels
- bonspiels
- bonspiels & monthly steak BBQ after curling
- bonspiels & snacks
- bonspiels and club functions
- bonspiels and other curling events, banquet hall events
- bonspiels and other special events
- bonspiels and super league
- *bonspiels et fin de semaine*
- bonspiels only
- bonspiels only
- bonspiels only
- bonspiels only
- bonspiels only or other functions booked by management
- bonspiels or fundraising events.
- bonspiels or rental events
- bonspiels, brunch et dîner de noel
- bonspiels, events, and regular Friday night dinners



- bonspiels, lunch and dinner for certain leagues
- bonspiels, other events
- bonspiels, special events, Monday Eve, Tuesday lunch dinner, Thursday lunch
- bonspiels/daily coffee snacks-new facility 80 seat restaurant-open 7 days a week year round-full catering kitchen
- bonspiels/events and some leagues
- bonspiels/volunteer workers and some food donations
- breakfast, lunch and dinner
- by event either volunteer or catered
- catering company rents the kitchen
- *chef lors de locations ou événements*
- concession open daily (lunch/dinner), in addition, a full catering kitchen serves meals for 25-400 people approx. 80 times a year
- contracted out, looking at other options
- contracted to external provider
- contracted, open during curling times
- *cuisine utilisée 2-3 fois semaine + bonspiels*
- daily concession
- daily evening service & bonspiels
- During ALL curling GAMES including league, and events.
- *en tout temps on a sandwich, chocolat, chips, fromage, noix et arachides lors des tournois, il y a régulièrement un service de repas plus complets*
- events and bonspiels
- F&B are open breakfast to dinner every day of operations.
- for after league games always and daily from 2pm - close (1 am).
- for bonspiels
- for spiels and memberships
- Full kitchen only for bonspiels, snacks on league nights
- full service restaurant open 7 days a week
- full-time chef cooking group meals on demand
- independent food provider on-site
- it is run independently during our regular curling draws and bonspiels
- kitchen available for special events and rentals
- kitchen only for bonspiels
- leased out to local family Restaurant
- limited to rentals & spiels
- lunch and bonspiels
- lunch and dinner
- lunch and dinner



- lunch and dinner daily
- lunch and dinner daily. banquets
- lunch and dinner daily. side restaurant
- lunch and dinner served daily
- lunch Thursday-Sunday, dinner daily
- Lunch Tues & Thurs; Dinner Wed & Fri; Bonspiels; Mid-season & end of season league celebrations; rentals
- lunch& supper at bonspiels, pot lucks, etc
- mostly lunches, and all bonspiels
- multi-Purpose, multi-Outlet, year round food and beverage operation that contains both casual and upscale offerings
- not daily, only for events / spiels we bring in a caterer
- only at bonspiels
- only available for booked events
- only bonspiels or clinics
- only catered options for bonspiels
- only during bonspiels
- only during bonspiels and Interclub where we host teams from other clubs.
- only for bonspiel
- only for bonspiels
- only for bonspiels
- only for our bonspiels
- only on events
- only open during bonspiels and OCA events
- only open for bonspiels
- only open for bonspiels
- only open for bonspiels
- only open for bonspiels
- only open for bonspiels and inter-club events
- only open for bonspiels and some club events.
- only open for bonspiels.
- only open for bonspiels/tournaments
- only open for Seniors League
- only special events
- Open 10am to 11pm
- open 7 days a week 9-9 and special events
- open 7 days, lunch and dinner
- open 8:00am to 9:00pm daily throughout the winter season
- open all day, every day



- open as required - Manned by volunteers
- open Daily
- open daily
- open daily and is contracted out. The facility rents the space. We are guaranteed rental money however they get the profits from sales.
- open daily as part of the country club operations
- open daily for all meals if curling is on
- open daily for breakfast and lunch. Open extended hours during bonspiels.
- open daily lunch and dinner
- open during all scheduled league play and bonspiels
- open during the curling season (lunch and dinner)
- open every day for breakfast, lunch, dinner, bonspiels, windups and special functions
- open for bonspiels
- open for bonspiels
- open for bonspiels
- open for bonspiels and events
- open for bonspiels and events, i.e. Christmas parties etc
- open for bonspiels and fundraisers
- open for bonspiels and other events
- open for bonspiels only
- open for bonspiels only, run by volunteers
- open for bonspiels or club rentals
- open for evenings and funspiels and events
- open for leagues and bonspiels
- open for mens, ladies league play and all bonspiels
- open for special events
- open for spiels
- open most of the day. Lunch, dinner and close after the late draw goes on the ice.
- open only for bonspiels and rental events
- open only for special events
- open part time, Ladies lunches, Wednesday dinners, bonspiels
- open week days and weekends for spiels/events
- open year round
- opened daily for dinner, open all day for bonspiels
- our caterers provide all our needed, food service
- rentals and fund raising
- *repas pendant les bonspiels et les soirées sociales*
- rink kitchen open all the time. Run by the curling club during bonspiel
- run by local caterer - open for bonspiels, leagues and rentals



- senior day time lunch, bonspiels and competitive night league
- serve lunch
- *service de traiteur*
- *seulement événements spéciaux*
- *seulement lors des tournois*
- *seulement ouvert pour les bonspiels et certains tournois (déjeuner et dîner)*
- sub-contracted out
- the club holds 2 large suppers each year in recognition of sportsmen and sportswomen. We also host a Salmon Supper each summer. occasionally provide suppers for outside groups.
- the kitchen is open when our leagues are running
- *tous les jours*
- used only for bonspiels and weddings and other social activities
- we have a caterer that operates out of the club
- we offered Canteen services during three bonspiels this year.
- we provide appetizer type foods that can be prepared with a small fryer, as well as bagged chips, popcorn and a few other things. We provide soup and a bun for some leagues - mostly seniors during the day.

58) If you sell sponsor advertising, describe where the advertising is located (i.e. in the ice)

- **Arena walls: 183 of 232 (78.9%)**
- **In the ice: 181 of 232 (78.0%)**
- **Scoreboards: 102 of 232 (44.0%)**
- **Clubhouse: 37 of 232 (15.9%)**
- **Publications: 52 of 232 (22.4%)**
- **League sponsors: 117 of 232 (50.4%)**
- **Others referenced:**
 - Web pages
 - Stones & handles

59) Describe other fundraising activities and the financial impact on the club's operation?

- 300 Club, progressive 50/50; steak and lobster night
- 4 fundraisers during year/helps a great deal
- 50/50, draw tickets for prizes. Very important to raise funds for the future replacement fund.
- 50/50 draws (for bonspiels) and pull tickets that are available at set times. The impact is not great, as these are minor fundraisers We do have a casino that we work every 2 years.
- 50/50 draws, gift basket draws, draw to the button contest - all gather perhaps \$1500
- 50/50 during special events
- 50/50 is big
- 50/50 tickets weekly and generate approx. \$5000.00 each season
- 50/50, draws
- 50/50's / poinsettias sales = 5%



- annual community bonspiel, 50-60 teams annually over 11 day period, 50% of our annual revenue almost
- annual Fundraising dinner, league sponsorships
- annual reverse dinner draw, VLTs restaurant and banquet operations, chase the ace
- annual themed gala and silent auction \$4000 & currently working on a "donation tree" leaves can be purchased at differently levels - \$1000, \$500, \$350 or \$200
- Assist with local fair at beer tent
- auctions - 50\50
- banquet with live and silent auction, yard sale, pizza sale, Paint night
- bingo, 50/50
- bingo and cash calendars are sold, significant positive impact
- bingo to pay junior ice time 10,000
- bonspiels raffles etc approx. \$20,000 in fundraising
- bonspiels, 50/50, yard sale, comedy night,(\$20.000.00)
- book sales, flower sales, Dinners, golf tournament, community events.
- car rally euchre bocce ball Europe trips community service bar tending club rentals selling rock handles
- cash calendars (2K), Drive 4 UR Community (3K)
- cash draw of 2-\$1000 draws and \$500. Every member has to sell a book of tickets
- casino every three years
- casino funding
- casino raises \$30,000 every 3 years
- casino, big chunk of revenue - required for operation
- casino, grey cup pool
- casino, pull tickets, outdoor advertising
- casinos, Juniors events, Raffles,
- casinos. Every 3 years nets us \$25,000
- Chase The Ace for the previous 2 years and has helped our club do upgrades to the ice shed and head house
- Chase The Ace draw
- Chase The Ace this year
- Chase The Ace, approx. \$4000 last time
- chicken and Wine Bonspiel brings in 1/3 of clubs lounge bar revenue into club in two afternoons and evenings. Revenue ranging from \$10,000 to \$22,000 in recent years (at \$5 per drink)
- chiller fundraiser dinner, junior raffle, had varying impact depending on event
- comedy nights etc
- *cotisation des membres et services de bar et cuisine représentent la majorité es revenus annuels.*
- dances, helping to new floor funding
- day curlers / day ladies do great fundraising and then select what they want to buy for the club. is



cutlery or security system

- dinner on each Friday - open to member and non members
- dinner/dances, Bonspiels, raffles, Silent Auctions, etc.
- dinners
- dinners, poker nights
- donations from community organizations, raffles, 50/50 draws
- donations from local businesses - approx. \$6,000/year
- donations of members for facility upgrades we also have a grant application pending.
- donations,
- donor wall, community garage sale, bake sales, community dance
- each leagues, dances, donor board,
- earthquake kits, meat purchase, 50/50
- engraving of rock handles - helped with the cost of a major renovation project
- event hosting provides 60-70 percent of operating budget
- farming project shared with arena \$30 000 a year
- flea market profit goes into our Capital fund.
- *frais de remplacements, moitié - moitié*
- Friday Card Draw- Has paid for most of our repairs the last two seasons
- Friday evening socials, 3 bonspiels, rentals, weddings, celebration of life (2), catering to a few events
- fun fair, ticket sales, horse races canteen
- fundraising for a \$100,000 roof . Expect to complete within 6 months
- gaming
- garage Sales, Auctions, Markets 8% of revenue
- golf day, dances, vendors exhibiting - between \$5,000 & \$10,000
- golf tournament
- golf tournament
- golf Tournament, Tea Sales, bonspiels
- golf Tournament. Minimal impact at this time
- golf tournaments,
- grant applications and donations exceeding \$800,000 since 2015 have had a significant impact on our ability to make large and medium sized facility improvements.
- grants
- grants & other fund raising activities
- Grey cup pool
- Grey cup raffle
- Helps to keep our members league costs down
- hold large annual raffle draw, funds go to capital projects
- holiday raffle (\$7,000), 3 chase the ace raffles (\$1560.00)
- hosting GSOC - raised \$50,000 and increased member involvement



- in house bonspiels, bar, 50/50 & 'magic square' (like a turkey shoot) draws
- in-club bonspiels
- live Auction, raffle and Silent Auction
- locations des salles et location des glaces : 30% des revenus du club
- loonie Auctions. Best "bang for the buck"
- lotteries
- lottery tickets for youth curling
- lottery tickets, bonspiels, jitneys
- make chicken pot pies, major year end banquet and auction
- meat roll off, Liquor for Year. (\$2500)
- Mug Board (mugs with personalized names on the wall)
- multiple events worth 30k in the budget
- operate bars at local events, major income (20% of revenue)
- our clubhouse rentals and bonspiels are our main source of income.
- paint night for juniors. bingos. and break open tickets.
- paint socials and raffles, not a significant impact on the club's operation
- pond spiel, charitable lottery +\$54000/year
- quiz Night in the spring helps pay the bills.
- raffle draws help maintain our bank account
- raffle once a year and have a silent auction at the mixed bonspiel.
- raffle tickets, football pool, request for money donations from members (as of Jan 2018), silent auction. Generates small amounts of money, although we are hoping the request for money donations will see high dollar amounts.
- raffles
- raffles
- raffles
- raffles
- raffles - \$3,000.00 per year.
- raffles within the club and non-curling social events adds about \$10,000/year
- raffles- moderate income, 50/50 weekly -moderate income
- raffles, 50/50s, mostly
- raffles; Host Provincial events and raise monies through sponsorship
- rentals are a make or break situation for us - our membership like many places is suffering. We are a low-income area and young people can't afford to curl. We currently are doing raffles for Blue Jay/Leaf games and the income will be significant.
- rentals during summer months
- run a trip of the month raffle through SLGA. this covers a portion of our lease with our Town.
- sausage grind sale and ticket draws.
- season long 50/50 - \$1600/season



- sell tickets on a vacation as a fundraiser.
- selling rock handles; bottle drives raffles, dances; kids xmas with santa
- selling tickets for 50/50 draws at bonspiels and club events; selling tickets for draw prizes at bonspiels and club events
- silent auctions, and trivia nights
- some Raffles, Local grocery store gift cards and other events. These events vary from year to year depending on who has the enthusiasm.
- *souper benefice*
- spring Gourmet Dinner
- steak sale
- successful recycling program. We gather metal, batteries, and electronics. Our team sort, strips and hauls the "junk". Over the past 3 years we have raised \$20,000.00.
- summer beef on a bun brings in about \$800
- summer yard sales, Friday night curling socials, special event days (super bowl, olympics, family) that we also included Try curling. These events have increased not only our income but also our exposure to non-curlers. would not have survived without these ventures.
- *Tournoi de bonne entente fait avec les commerces.*
- trivia Night, Comedy Night, golf tournaments, Fun-Spiels(to encourage new members)
- trivia night, raffle, sausage sale These things would raise about \$800-\$1000 each
- various activities throughout the year with the goal of raising \$10,000 per year. We have achieved this goal for the past 7 years. We organize events (trivia nights, do raffles, host curling events (junior provincials) etc. It is getting harder and harder though as many volunteers are needed and we have less volunteers.
- various raffles and 50/50's such as "bartenders delight", "grey cup", "Hockey Pool", Calcutta auctions during bonspiels, monthly 50/50 draws; raising around \$10k/yr
- we are non-profit and are able to work Bingo sessions. This raises some decent money and helps greatly.
- we have had book sales, etc to support rock refurbishing
- weekly 50-50 draw, donations and fundraising from bonspiels and other social events.
- wine tasting and dances
- work at a casino once every 3 years - very important revenue
- yard and bake sale, provide bar services to local events. Couldn't operate club without them
- yard Sale, Bar operation, Bonspiels, Ice and hall rentals
- yard sale, golf tournament, raffles, 50/50, paint night, new year's party
- Yuk Yuk night, Euchre night, meat fundraiser, various bonspiels account for about 20% of revenue

60) How is your club governed?

- **Board of Directors 207 of 232 (89.2%)**
- **Part of a larger organization: 24 of 232 (10.3%)**
- **Privately-owned: 1 of 232 (0.4%)**



- 61) Your Board of Directors is comprised of:
- **No response: 2 of 232 (0.9%)**
 - **Up to 8 Directors 82 of 230 (35.3%)**
 - **Between 9 and 12 Directors: 138 of 230 (60.0%)**
 - **More than 12 Directors: 12 of 230 (5.2%)**
 - **No board of Directors: 3 of 230 (1.3%)**
- 62) We have a business and/or strategic plan in place and we actively refer to it.
- **YES: 87 of 232 (37.5%)**
 - **NO: 145 of 232 (62.5%)**
- 63) We have roles and responsibilities for all our Board members
- **No answer 1 of 232 (0.45%)**
 - **YES: 191 of 231 (82.7%)**
 - **NO: 40 of 231 (17.3%)**
- 64) We are aware of our Constitution and Bylaws and review them regularly
- **No answer: 2 of 232 (0.8%)**
 - **YES: 190 of 230 (82.6%)**
 - **NO: 33 of 230 (14.3%)**
 - **Don't know: 7 of 230 (3.0%)**
- 65) Has the club attended a Curling Canada Business of Curling Symposium since 2010?
- **YES: 107 of 232 (46.1%)**
 - **NO: 97 of 232 (41.8%)**
 - **Don't remember: 28 of 232 (12.1%)**
- 66) We survey our membership to identify their needs
- **No answer: 2 of 232 (0.9%)**
 - **YES: 144 of 230 (62.6%)**
 - **NO: 86 of 230 (37.4%)**
- 67) We have job descriptions for our volunteers
- **YES: 125 of 232 (53.9%)**
 - **NO: 107 of 232 (46.1%)**
- 68) In the past seven years, we have successfully applied for and received a grant in the amount of:
- **None: 72 of 232 (31.0%)**
 - **Less than \$5,000: 36 of 232 (15.5%)**
 - **Between \$5,000 & \$20,000: 56 of 232 (24.1%)**
 - **More than \$20,000: 68 of 232 (29.3%)**
- 69) Tell us what barriers you face to build your business.
- A disturbing lack of young adults with the time and the stability to actually curl on anywhere near a regular basis. Three quarters of our membership are over 55.
 - Age demographic, cost,
 - Aging building
 - Aging curling base
 - Aging curling populations
 - Aging demographic



- Aging facility, sand floor in shed area means can't rent that out in off season, not accessible building
- Aging facility; increased regulatory bodies safety upgrades for ammonia plants
- Aging infrastructure maintenance costs
- Aging membership, electricity is single biggest expense by far, loss of government aid for recreation
- Aging membership, tough to attract 25-45 age demographic. Rising electrical costs.
- Aging population, competition from other sports
- *Aller chercher les membres entre 25 ans à 35 ans.*
- Always have to replace turnover, high electric bills
- An aging and declining membership. There are fewer curlers especially young curlers and the grass roots of curling have declined significantly. Another barrier is the lack of volunteers to be on the board of directors and to organize events.
- An inability to attract more younger curlers; our seniors membership is high by comparison.
- As part of this larger recreational facility we must work within the management and financial framework and the broader priorities of the RA facility.
- Attracting 20-40 year olds. Making the sport/club not just appear to be for elderly players
- Attracting members (particularly youth)
- Attracting new league curlers
- ATTRACTING QUALITY STAFF, ABILITY TO PAY ATTRACTIVE WAGE DUE TO UNREASONABLY LOW MEMBERSHIP FEE LEVELS, ESPECIALLY DAYTIME.
- *BATISSE PRENDS DE L'AGE, MEMBRES PRENDS DE L'AGE, RELEVÉ COMMENCE À ARRIVER MAIS PRENDS PAS DE RESPONSABILITES*
- Building is a rental limited to what we can do and old building so costly
- Building repairs
- Can't get the bodies in building big hockey and other sports area small rural club another club 15 minutes away
- Change of demographics in area / less control because we don't own the facility and it is an older building / public transit / need to do more market research on young adults
- Changing Demographics
- Changing Demographics
- Changing membership demographics
- Competing with other recreational activities; lack of control of facilities (lounge, etc.); getting message out to potential new curlers
- Competition from neighboring communities
- Cost...Hydro...Aging Community.
- Costs of running a curling rink and not being able to build a reserve fund to replace equipment and upgrade facility. Dropping membership
- Could use 30 percent more usage and curling members
- Cultural, housing prices (people move away)
- Curling isn't popular with the younger generation
- *D'avoir de nouveaux membres et la rétention*
- Declining number of curlers, no young adults curling
- Declining population and industry
- Declining population, hockey first town
- Demographics of the area
- Demographics, finding volunteers & high lease payment
- *Développement urbain*
- Disinterest in the community. Competing with too many other sports.
- Diversification des loisirs et le coût relié à l'activité plus élevé en comparaison avec d'autres
- Dwindling population base to draw from; most juniors will move away from community
- Expenses are more than income - we ended last season several thousand in the red. We are going all out to



increase membership.

- Facility is leased from Municipality. We try to maintain enough members to pay this lease as well as employees
- Farmers Market ties up our parking lot each Saturday in off-season making it tough to book some events.
- Financial & Promoting Membership
- Financial. Age of building. Declining membership.
- Finding new members, great T.V. coverage does not bring new curlers, any interest in curling, why?
- Finding volunteers
- Finding volunteers for juniors & beginner curlers
- First we need to complete sale so board & new owner isn't in limbo. Once completed, increase membership, particularly younger members in both golf & curling. Upgrade all facilities to catch up on 10 years of decline.
- Funding
- Getting new members in a small community
- Getting new members in the door
- Getting people to come out to try curling
- Getting younger
- Getting younger people to curl they are too busy
- Getting younger people to curl. Under 40 years
- Grants require audited statements, which we can't afford, getting new volunteers to step up or old members to change their views. Increasing cost of utilities and maintenance repairs
- Growing and maintaining league numbers.
- Growing membership
- Having the people to help with the building of the business. It is hard for a core group to do the work themselves.
- High facility costs and aging infrastructure, declining bar revenue will result in increased membership fees. Large portion of membership are seniors on fixed income -- will be challenging as we are forced to increase fees
- Higher costs to maintain. Hydro, water, insurance. Not enough new members being recruited to cover rising costs.
- Hydro costs, aging population, non competitive attitude
- I would like to see us at 600 + members, one of our issues is to find enough volunteers. We floated the idea of charging a \$50 / member fee that gets refunded if they volunteer. Too many people quickly said here is my \$50; that was not what we wanted.
- I would say the only barrier would be not having control of our own icemakers. They are municipal staff. Although this really doesn't affect our growth
- Ice time available for Juniors
- Ice time, as our leagues are full in prime time. Curlers are not interested in curling after 9:00 pm. Daytime is not full as most people work or are not available in the daytime.
- Increased electrical costs, municipal costs such as water and taxes, new government regulations such as annual inspections, TSSA costs, aging demographics in city, less large corporations in city that used to run independent leagues, maintenance costs for snow removal, equipment upkeep, increased bar costs, maintenance of ice surface due to sand floor, and issues with building being below ground level, etc
- Increasing fixed costs such as hydro. Replacing high cost capital equipment.
- Increasing membership
- Just the overall cost of hydro, propane, staff and the day-to-day operation. The capital costs associated with running and maintaining a curling club
- Keeping early 20's to mid 40's to keep curling, cost of rink operation
- Lack of availability of middle aged people (all busy ferrying their kids to hockey, judo, volleyball etc)
- Lack of capital and lack of people
- Lack of curlers due to hockey/holidays/apathy



- Lack of interest in the sport. A club building with an uncertain future and the need to find a funding to move to a new facility. Clubs in nearby towns constantly spreading to the public not to join our club as our facility is already closed or closing this year.
- Lack of members
- Lack of members and lots of expenses. Tough to keep going
- Lack of Membership, Hydro Costs, Huge operational expenses especially in winter months
- Lack of money to do crucial repairs and to pay enough staff (rely on volunteers greatly)
- Lack of new members, shortage of rentals
- Lack of people
- Lack of volunteers
- Lack of volunteers stepping forward to help
- Lack of volunteers. Lack of members. Lack of interest to participate.
- *Le desintéressement au sport*
- *Le fait que nous soyons un entreprise incorporée avec actionnaires nous empêche de recevoir des subventions. Plusieurs actionnaires ne jouent plus au curling.*
- *Le recrutement de nouveau membre*
- Leased space - no control over lounge/canteen
- Less current members curling, 11 other curling clubs in City of Edmonton.
- Limited marketing funds
- Limited resources due to the small size of the community and an aging population.
- Living in a small community, with a limited number of young people.
- Location
- Low membership
- Low population, young adults claim they don't have the "time"
- Lower memberships, financial worries, aging infrastructures
- Maintain Membership Numbers
- Maintaining the youth who tend to move from the area
- Many other curling clubs located near us
- Marketing dollars, volunteer burnout, hydro costs, utility costs, minimum wage increase
- Member dues are too low
- Members are older and older. Resistance to change. A lot of activities are base on Volunteers - feeling of belonging to the club needs to be developed
- Membership
- Membership is getting older, very few young members
- Membership recruitment, utility costs
- Membership retention is biggest obstacle, too much turnover
- More staff / invested volunteer members
- Mostly costs of doing business in Toronto. Hydro, Gas and water costs
- Need grants/funding to fix major ice problem, replace roof, etc - its an old building and we need to update. Also need to address dwindling numbers of curlers and attract new blood.
- Need to form a committee
- New people in our area commute to Toronto to work so there schedule does not have time for evening curling
- No local hotels to run large bonspiels and a membership that struggles with change in an economical time that requires adjustment.
- Not a large immediate population base; conflicts with other popular sports - primarily hockey; curling rink is old and limited resources and controls to produce great performing ice; seasonal as our facility is sand floor and lounge not air conditioned so can't be used off-season
- Not able to attract younger members (20 to 55 year olds)
- Not enough new curlers. Between the age 20 and 40. NO progression opportunities for Jrs. Not a university city



- *Nous sommes locataire du bâtiment mais l'équipement de réfrigération et les pierres nous appartiennent. Étant locataire nous ne sommes pas admissibles à aucun programme de subvention pour le remplacement de notre unité de réfrigération. N'ayant qu'un permis d'alcool temporaire 4 jours pour OSBL toute autre activité en dehors de nos ligue régulières ne nous rapporte aucun profit de vente d'alcool.*
- Obtaining grants for major upgrades due to our share structure
- Of course attempting to get new young members
- Old building
- Older generation of Curler who remember the good old days of curling at midnight with 3 draws a night.
- Other sporting activities such as hockey
- Our biggest challenges are increasing membership / attracting new curlers and keeping curling affordable.
- Our club is entirely run by a volunteer board, members of which remain on the board for an average of 3 years. The only Board Member that has been on the Board for many years is the Treasurer. While always well meaning, some board members are more effective to get things done than others.
- Our directors
- Our local population is close to their own community.
- People don't see curling is an option at our club
- Population is elderly and additionally, we are unable to attract the younger people living here who seem to be too busy with work and kids to curl.
- Probably none as well we are full!
- Raising costs
- Raising funds so we can improve the curling experience
- Raising money for capital/infrastructure projects
- Recruiting new and younger members
- *Recrutement d'adolescents et d'adultes entre 20 et 45 ans*
- *Relève*
- *Relève pour des responsabilités de gestion du club*
- *Relève, Contrôle de l'humidité, Contrôle de la température, Règlements sur les gaz réfrigérants*
- Remote location and change is hard for people
- Renovation costs and maintaining membership interest
- Rink is not insulated. 2. Refrigeration plant limits operating season. 3. Not the focus sport for club funds. 4. Many clubs within the area
- Rising costs
- Rising costs,
- Rising energy costs, equipment replacement costs, aging facility and repair/upgrade costs
- Salaries in our communities, parents that feel their kids are going to the NHL and don't take time to curl, and ESPECIALLY THE HIGH COST OF HYDRO.
- Seniors not wanting their fees raised yet costs are going up. Clubs offering too low of fees that if they actually paid attention would see that it doesn't cover their costs.
- Shift work, 7 on 7 off or 4 on 4 off. Population is an issue
- Situation du club. On est mal situé, personne à part les membres ou les personnes qui viennent jouer des tournois savent ou on est
- Size of town and age of residents
- Small club, rising costs, older building, aging membership
- Small community
- Small local population
- Small local population; 10 curling clubs in the region; aging population; younger people not picking up curling
- Small Rural area - population not growing
- Small rural population competing with hockey
- Small town, interest in curling in a hockey town, aging population
- Static population growth, depressed economic region where a large percentage of the population works shift,



- high competition-5 clubs all under an hour drive from us, 4 within 20 minutes, low demographic density
- The cost to run/operate and the resultant entrance fees to cover these costs, growth of Membership and interest,
 - The demographics are changing and we need to attract the aboriginal and new immigrants to our sport.
 - The old "curling CLUB" mentality--I'm a member, therefore I am entitled
 - The raising of funds to match the grant is a big undertaking
 - The stigma of being a country club
 - There is another curling facility within 5 km of our club. This means that potential members are making comparisons, as are existing members. To stay competitive, we emphasize that we are "curling only" and can offer a slightly lower cost as our additional facilities (clubhouse area) are not as sophisticated as a country club. We also compete with 3 facilities that lie within 20 km of us. Another barrier is that people are not as willing to volunteer their time lately, and as a not-for-profit organization this means that we cannot offer the programs that we would like to offer.
 - Too few members and thus too few volunteers
 - Too much to do, too few people, not enough time
 - University policy
 - Utilities cost, Marketing, aging equipment
 - *Vieillessement de la batisse et son entretien*
 - Volunteer base, membership recruitment
 - Volunteer time; lack of funds for manager; disinterested members to help with volunteering
 - Volunteers to organize events. We have many people willing "to do" work when we need them. However attracting planners/organizers or board members is difficult.
 - Volunteers, The old guard not willing to change
 - We always need new members, aging physical plant i.e. arena floor, roof, refrigeration equipment, aging member's lounge, washrooms.
 - We are a very small community so we don't have a very big base to gather new curlers.
 - We are all volunteers and time and people are scarce.
 - We are at a point that some of our equipment will need renewing, \$\$\$.
 - We are having problems getting the next generation into golf & curling.
 - We are located in a community that houses many new Canadians that are not familiar with the game plus there are 11 clubs within the local area for people to choose from.
 - We are not the only facility on the city and none of the facilities work well together.
 - We can't guarantee anything with our ice plant being so old. We have no money to replace plant. Our main concern is the plant. However, we are still hopeful with our little rocks.
 - We don't have any more ice time available
 - We have several barriers such as: Age of our membership, municipal taxes, parking and cooling system changes to name a few.
 - We just need more curlers
 - We lack the population, aging population to increase our business
 - We REALLY need help funding a new facility!
 - We struggle with people waiting until the last minute to register for almost everything. Keeping teenagers and young adults
 - Youth of community leave after high school

70) Tell us your biggest success story!

- *100 ANS EN 2020.*
- 18 new members in one night.
- 18 years of year end banquets and auctions, and now chicken pie fundraisers.
- *2 présentation du tankard provincial 2013-2015.*
- 32 participants (sold out) in each of our last several years for our learn to curl program.



- A 100 year old building and club that had not been maintained held by private shareholders, turning that around to a public club changing the culture, getting an infusion of cash and upgrading the club more than just the ice plant to make it more appealing to new members.
- A success story is the fact that we have consistently hosted our two main invitational Bonspiels, namely the Men's Butterfly and the Ladies Valentine's for more than 50 years! The Senior's Mixed Bonspiel has also been very successful and although it started more recently, it is growing in popularity each year!
- Active after-school curling for grades 4 to 6, success at high school curling, keeping the doors open.
- Adult Learn to Curl has brought in new members who are enthusiastic volunteers.
- Adult Learn to Curl league (started 6 years ago) instrumental in continuing to attract new members. Also, in 2016 successfully raised enough money through a syndicated mortgage to get club out from under the bank.
- Adult learn to curl program implementation.
- Adult Learn to Curl. Strong growing program. the lifeblood of the club.
- Al Hacker, Rick Lang! Team McCarville! our involvement with community.
- As mentioned before, we have raised a significant amount of money through recycling. It is hard work, but the club members and community at large have embraced our efforts and contribute their metal, batteries and electronics on a regular basis. We started by collecting our pop cans, and have ended up tearing apart washers, metal sheds, and fences!
- Attended Binbrook Fair this past summer and had 30 people join our fall Learn to Curl program with many signing on to complete the season.
- *Avoir pu s'entendre pour un bail de 10 ans avec le Club de Golf en 2017 car auparavant c'était une entente annuelle qui se finalisait en septembre, donc toujours dans l'incertitude de débiter une nouvelle saison et non propice à moderniser nos équipements.*
- Becoming "Barrier Free" our "Elevator project - one of our wheelchair curlers Ellis Tull was selected to Team Canadian last season and went to South Korea for the worlds.
- Beginning construction on five more sheets of ice to continue to grow our membership.
- Built a brand new 12 sheet facility in 2012 and are currently debt free.
- Built a new facility in 2017.
- Canadian Junior and Canada Games teams developed in our club.
- Club faced some financial struggles and is now stable again. Going into year three of a full time GM. We have also established a very strong relationship with the city
- Community club feeling in a big city.
- Complete replacement of our rink piping, headers and chiller system also re-leveling of the sand base all with donations by club membership totaling nearly 150K!
- Completion of 2 year \$438,000 renovation project including many cost savings upgrades.
- Creation of an intermediate league.
- Curling school has helped us build our membership.
- *Dernièrement, le fait que nous avons appliqué à la lettre le programme "Lean 2 Curl" de Curling Canada est sans doute notre plus grande histoire à succès.*
- Eight years ago we installed a new curling floor using all volunteers for significant less money than it would have cost to have it professionally installed. And this past summer we fundraised and installed a new ice plant.
- Every year we organize a major Open Bonspiel for Juvenile.
- Excellent volunteer base and junior program.
- Facility improvements in 2016 and 2017.
- Financial recovery and membership increases since 2015. turning a profit every season since 2015
- Finding a new owner committed to rebuilding curling, tennis & golf club, hopefully using some of the resources available through Curl ON & the curling community in general.
- First Learn to curl league had 17 women attend...15 signed up and we started our first ladies league in years!
- Four years ago two younger members planned and pulled together the biggest fundraiser in our history, raising almost \$5000 in one night.....this was our first annual gala.
- Four years ago, we were in rough shape. New management turned it around, We now run as a business.



People are accountable; our curlers feel like they belong. We also rebranded last summer and the community got behind us!!

- Friday evening offer of 2 for 1 membership, daytime senior's league, active junior and little rock program.
- Friday social league and day time curling.
- Fun Leagues! Shorter games to emphasize fun and sociality have been a terrific success at our club. Waiting leagues year after year.
- Getting better local coverage and knowledge about the game of curling and the social aspects of the game.
- Getting the 2018 Manitoba Winter Games along with accessing the many grants we have over the past few years.
- Getting the roof replaced and wheelchair accessibility and washrooms added.
- Grant for LED lighting of \$20900
- Great ice conditions created by volunteers.
- Great ice.
- Great Volunteers, Strong membership, Facility renovated and continually upgraded, Hosting Men's WCT event 6 years,
- Have held many fun curling weekend events, have been able to keep curling going with small increases in membership when other clubs are shutting doors and youth curlers participating in adult leagues weekly.
- Have hosted the 2007 Scotties and the 2017 Fire Fighters Nationals
- Have hosted the Northern Ontario Men's Provincials twice now.
- Hosted many events Canada Cup to Grand Slam Challenge.
- Hosted the 2003 Canada winter curling games.
- Hosted the Provincial Scotties in 2017 and our Junior Program.
- Hosting 2011 provincial men.
- Hosting a national event.
- Hosting district and Southern Alberta playdowns.
- Hosting events Tankard.
- Hosting Manitoba Canola growers' Junior event 2016.
- Hosting many successful major events.
- Hosting minor OCA events in our community and the club and its community enjoying the events.
- Hosting profitable National events.
- Hosting Tankard 2010 and Canadian Juniors 2012
- Hosting the 2014 Ontario Mens Tankard
- Hosting the GSOC, 3400 school groups and trying to host the 2019 U18 Jrs - currently getting the contract signed!!
- Hosting the NB Mixed and Travelers. We all feel like a family and a great team of curlers.
- Huge project for building renovation in 2016.
- I would like to think our biggest success story is our overall growth in the last 8-10 years. Including having 3 successful (sold-out) bonspiels. Mixed 24 teams. Women's 24 teams. Men's 40 teams (we could get more if we had control of our ice maintenance).
- *Il y a quelques années, nous avons plus de \$200,000 à mettre en rénovation du toit et du système de refroidissement. Nous avons fait une demande au membre pour des dons et des prêts, la réponse a été un grand succès. Nous avons réussi à faire toute les rénovations nécessaires.*
- In July of 2017 our board went to the press claiming the high cost of hydro was causing them to close the doors. A few non board members gathered the troops, created a new board, which has been working diligently to try new things, engage the current members etc. As of today we are operating in the black and are optimistic that we can continue the progress into the 2017-18 season.
- Increasing membership after it was falling off.
- Increasing membership since the wildfire.
- Increasing the number of primary school classes has been our biggest achievement in the past year.
- Last year we successfully ran the High School Provincial Championship, which was a very successful event.



- *Le bénévolat de certain membre.*
- *Le recrutement massif de 70 membres du club de curling de Longue Pointe à sa fermeture.*
- Learn to Curl & School Program.
- Learn to Curl and open house has introduced a number of people to the game. We are running Try Curling on a spare sheet of ice on Thursday nights that is gaining traction and filling up on a weekly basis.
- Learn to curl and the development league has resulted in steady influx of new curlers over the past three years
- Learn to Curl program has grown mixed leagues over past 5 years. New rookie league a direct result
- Learn to Curl Program!!!
- Learn to Curl programs / Rookie League.
- Learn to curl.
- *Les bénévoles, dont certains passent plus de 35 heures à travailler au club. La mise sur pied de ligues de sturling a permis d'augmenter le nombre de membres qui pratiquent à la fois le sturling et le curling.*
- *Les salle de reception et le service de traiteur.*
- Lots of kids in our Grade 4-6 program. More of them continuing to curl in Grade 7+ and recent success in High School Boys provincials. Also a spark of potential new members on some last weeks of the season. More families spending time at the rink!
- *Maintien de notre memberships.*
- *Maintien du membership.*
- Major roof upgrade, title to land, recent membership drive added 25 curlers.
- Managing to bring in more rentals and having them be impressed with facility and ease of working with us.
- Manitoba Men's Provincials 2015.
- Membership drive over the past few years and the demographic around our club seems to be changing to a slightly younger membership base.
- Membership is strong. Running the club as a business.
- MODERNIZING ALL ASPECTS OF OUR CLUB (LOUNGE, CAFE, ICE) OVER 10 YEAR PLAN, INCLUDING GOING FROM AVERAGE ICE TO BEST IN THE CITY.
- Most recent, is receiving donations to help off set our accessibility project.
- Moving our Mixed Bonspiel from March to November in 2016 allowed us to include snowbirds.
- New member program, which yields us 20-30 new curlers every year.
- New membership drive for the past 5 years.
- New plant in 2017 fund raised all in 6 months.
- New roof and became barrier free.
- New roof on facility.
- *Nos jeunes filles pour le scotties*
- *Nos tournois invitations regroupant près de 200 joueurs à quelques reprises durant l'année.*
- *Notre expansion à 4 glaces en 2004.*
- *Notre programme junior, inexistant en 2007. Cette année notre équipe junior fille (Laurie St-Georges) a gagné la médaille d'argent au tournoi national junior 2018.*
- *Nous avons déjà eu un championnat canadien et espère en avoir un autre.*
- Novice leagues.
- Obtaining grants to enable us to make our club wheelchair accessible upstairs and downstairs. Also ramps on ice surface for wheelchair access.
- Obtaining grants to stay open.
- Obviously our community still likes to curl, everyone volunteering makes it our curling club and that is how it is treated
- Offering rental space and hosting fundraising events.
- Oldest continuously operating curling club in Ontario. Have an active partnership with the Fergus Pipe Band who still pipe on players to every bonspiel we hold.
- One of the largest memberships in Northern Ontario - multiple provincial champions, three national champions, hosted numerous local, regional, provincial and national championships. Club has existed since



1887.

- Ontario Scotties held at our club. A great success
- Open house drives about 10-15 new members, completely insulated, de-humidified the shed.
- Opening up leagues to any combination of male/female players. Sharing information using Facebook.
- Our annual outdoor spiel (The Pond Spiel). Three full draws of curlers of all levels and bring many people from across our province to our club.
- Our biggest story is our volunteers!!! Without them, our club would not have survived. Our members/volunteers are our foundation for a sustainable club.
- Our biggest success story has always been our Men's Invitational Bonspiel (sometimes known as the "Pie Bonspiel"). The participants play for the "Nichol Trophy" which is a trophy that has been played for since 1933.
- Our City is currently constructing us an \$11 million stand-alone 8 sheet curling facility to be opened in Sept 2018. 15 years of lobbying.
- Our club won the brier in 1950.
- Our dedicated members.
- Our events and reputation have grown recently. We hosted an SCT event that was very well received and ran with "Professionalism" (quote from a player), Curl Sask Events held at the club have also received excellent reviews. Even our recreation events like our year end "chicken and wine" went from being cancelled in 2010 due to low entries to our biggest event "fundraiser" drawing many NON-curlers to the club once a year (many repeat).
- Our facility is very highly rated by other clubs and we enjoy 100% full entries in bonspiels we host.
- Our fund raising ability to replace the roof and last year we raised \$27,000 to resurface rocks and it took 5 days to get the money raised.
- Our fundraising efforts.
- Our fundraising.
- Our Junior Program & trained competitive and community coaches.
- Our junior program grew from an average of 50 juniors to 86 juniors in 1 year.
- Our Juniors are Provincial champions, our Senior ladies have 3 provincial titles, The Kiddie Rock kids have several Gold at the Tim Claverly Christmas Bonspiel, and our club received 2 awards of Merit from Curling Quebec for excellence in our Junior program.
- Our learn to curl had 38 participants, and 18 of them signed up to become full members.
- Our learn to curl night has become our biggest success with many of the new curlers graduating to play in regular leagues.
- Our Learn to Curl program and the mail out to advertise it.
- Our marquee event, The Wild Goose Bonspiel, was almost dead. They were struggling to even try to get 16 teams to sign up. Last year, myself and a couple of the people I curl with (and travel to many clubs throughout the US and Canada to play in bonspiels) took over the event. We made it 24 teams last year (after barely getting 16 teams the year prior) and this year's event will be up to 32 teams. We have teams from Lansing Michigan, Kalamazoo Michigan, Fort Wayne Indiana, Columbus Ohio, and several across Southwestern Ontario attending. This will be the biggest bonspiel our club has ever had.
- Our mixed Friday league went from a dozen teams to over 20 teams in the last 10 years (almost three full draws on Fridays!), our annual mixed bonspiel went from 12 teams to 32 teams with a waiting list in the last five years, our juniors/little rocks numbers doubled in the last 2 years.
- Our most recent biggest success story was hosting the BC Men's Curling Championship in 2017. Our members were very proud to showcase their club and host the best Men's curlers in BC. We are looking forward to hosting the International tankard in 2019.
- Our new learn to curl program, upwards of 50 new curlers on the ice.
- Our Novice Program.
- Our U18/U15 bonspiel, always full as soon as registration opens and have international teams seeking entry
- Provincial Championships.
- Received money last year from ACOA to help put on a new roof, new dehumidifier, paved parking lot, new



- staging, LED lighting though out the whole building.
- Recent Little Rocks Championships.
 - Recent provincial hosting (U18).
 - *Remise à neuf des infrastructures et locaux.*
 - *Rénovation de notre club.*
 - Renovation of the club five years ago.
 - Rookies rock program. We have been doing this for 20 years. WE have graduated 100's of players that have gone on to find places to play at other curling clubs.
 - Some members got to nationals: travelers under 18 legions.
 - Staying financially independent, not having to be run by town / municipality.
 - Stick league membership, casual renters.
 - Strong Junior program producing prov. quality players from 2006 thru 2013 after which the coaches etc moved on with the older kids.
 - Successful grants for LED lighting, renovation of interior of club (lobby, lounge - carpeting and painting); great Municipal Rec contacts; energetic Board; great Junior Curling response since it was resurrected a few years ago.
 - Taking over the club operations from the city of Toronto.
 - The Adult Learn to Curl program. We are getting up to 60 participants per year with a 30%-50% retention rate. Our Learn to Curl teams have won Learn to Curl bonspiels for the past 2 consecutive years.
 - The expansion of our club from 2 to 4 sheets and our ability to pay off about \$300,000 in debt in the last 7 years. Our biggest success is the collective effort of many club and community members to run events, manage the club, fundraise and run learn to curl. We're an all-volunteer club with awesome members... and we have a lot of great curlers too.
 - The greatest asset we have is our volunteers we did the men's and women's provincial championships in an arena in 2013,2015. this summer we insulated our ice shed and installed a dehumidifier all on volunteer work.
 - The money we raise each year for two charity events.
 - The Morrisburg lions club donated 5800.00 toward the purchase of 48 refurbished curling stones. There contribution paid for 1 compete set(16 stones).
 - The replacement of our ice plant in 2016 on the occasion of our 40th anniversary. This was a \$160,000.00 project.
 - There are two. #1 Connecting with the town, I regularly participate in the Richmond Hill Board of Trade monthly meetings to help raise awareness in the business community of who we are and what we do. Too often we hear people say we have driven by your club for years and did not know what the club or curling was all about. This is defiantly helping, so much so that the Richmond Hill Curling Club has been nominated for a business award, (<https://www.rhbot.ca/2018-business-achievement-awards>) #2 Our Tuesday morning Special needs / special Olympic curling league, it has tripled in size.
 - *Tournoi Provincial*
 - Undoubtedly the youngest board and membership in the province - youth retention, integration, and successful Junior program. For example: I am a product of our Youth Program and I am now 36... been on the board for 9 years, President for 5.
 - Very successful rental year and very successful Open House in February.
 - Volunteers, we are able to run a provincial competition, bonspiels at a low cost.
 - WE ARE A FULL CLUB THAT HAS MINIMAL AVAILABLE ICE TIME.
 - We are full with regular leagues 7 days a week.
 - We are known as the friendly and competitive club and have been chosen to host many big events by Curling Quebec. This year we hosted the men's provincial championship and our home team won. We had several teams at the Scotties in the past few years as well as in the Mixed, Mixed Doubles and Senior and Master events.
 - We are surviving and the roof hasn't fallen in yet.
 - We did sponsored club jackets through Dynasty this year. Regular price is \$160. After a generous discount



from dynasty and \$10,000 in sponsor funds. We sold 170 jackets for \$72/ea. No profit but big enhancement of value to members.

- We gained 8 members this year over last year. We started up a Mixed Doubles league. We upgraded our audio/visual capabilities in our lounge.
- We have 2 World Champion curlers and they mentor our membership curlers.
- We have a successful super league which help keeps our rink open. We have been upgrading and renovating our rink annually with a limited income.
- We have a thriving wheelchair curling team and have hosted the wheelchair championships twice in the past 5 years and all players raved about the event.
- We have excellent coaching and skill development.
- We have gone from 4 kids curling to a total of 50 in the past 3 yrs.
- We have hosted 6 provincial events successfully.
- We have hosted several Provincial Events over the past several years and will be hosting the BC Seniors in Feb 2019. We have a great volunteer base in the community for these types of events.
- We have kept our membership consistently.
- We have members representing age groups 16 to 92 in our leagues.
- We have recently renovated our curling lounge due to an electrical fire a couple of years ago.
- We have regular kitchen hours.
- We held a charity bonspiel alongside a group of male members who challenged the Guinness world record and we raised thousands for local charities and beat the record.
- We put a new roof over our curling club and fundraised for the entire amount.
- We run a youth bonspiel during our winter carnival. This event has 24 teams.
- We're still operating.
- Wednesday night competitive, up to 14 teams now.
- Were able to secure a 3-month rental for our second floor space, which is mostly unused.
- With less members ever season we are lucky that we do still have a curling club.
- Youth program to establish curling our youth. Working relationship with the local school to allow them to have 6 weeks of phys-ed classes on the curling ice.

