

2019/20 Curl BC

ANNUAL REPORT & FORECAST



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MEMBER ENGAGEMENT

END 1: Curl BC serves as an advocate for the curling industry in BC, working with its members to act as a collective by sharing best practices, support services and educational programming.

Membership

Goals:

- Engage with and provide support to member facilities across BC and ensure they are aware of the benefits of membership
- Build collaborative working relationships with member facilities, curlers and other internal audiences.



Our House is Your House

Curl BC has stepped up face-to-face visits with member clubs. Issues discussed have included: club governance, club operations, grant applications, camps, workshops, membership reporting and more. Many more clubs got their reports in on time, or contacted Melissa Sim to make arrangements for reporting.

A number of clubs have connected with, or are actively working with Jack Bowman, on gaming grant applications or other grant applications, including:



Teri Palynchuk, Vice Chair of Curl BC, presents Bob Franklin with his Elsie MacKenzie Award



Keith Parry from Comox won the Ron Houston Award in 2019

- Nelson
- Kamloops
- Oliver
- Richmond
- Salmon Arm
- Penticton
- Langley
- Victoria
- Quesnel
- Hope
- Esquimalt
- Prince Rupert
- Curl Mackenzie
- Cranbrook
- Grand Forks
- Ashcroft

Curl BC also met with the Juan de Fuca Curling Association regarding a proposal for a regional curling facility.

There were also meetings with Glen Meadows and Juan de Fuca on the creation of a GM JDF Memorial Masters Open Bonspiel with funding for at least 5 years.

There was a change in Curl BC Awards ceremonies from banquet to club 'parties'. Curl BC organized award presentations at:

- Kamloops Curling Club/Business of Curling Symposium – Ray Olsen, Anita Cochrane Award
- Nanaimo Curling Centre – Bob Franklin, Elsie MacKenzie Award
- Sparwood Curling Club – David Endicott, Pat Kennedy Award, Irene Endicott, Judie Roberts Friendship Award
- Oliver Curling Club – David McCombe, Janette Robbins/Sport BC Presidents Award
- Comox Valley Curling Club – Keith Parry, Ron Houston Award, Club of the Year Award
- Smithers Curling Club – David Mould, Club Volunteer of the Year
- Chilliwack Curling Club – Official of the Year, Terry Bodman (w/ Patti Caldwell, presenting)
- Trail Curling Club – Kootenay Savings Credit Union, Sponsor of the Year Award
- Quesnel Curling Centre – Club of the Year Award, Barkerville Historic Park and Town, Sponsor of the Year
- Prince George Curling Club – Vonda Hofferdt, Official of the Year

MEMBER ENGAGEMENT

Education

Goal:

- Ensure educational programming meets clubs' and curlers' needs and continues to be "Best in Class".

A total of 29 BC curling centres were represented at the 2019 Business of Curling Symposium held in Kamloops from June 7-9. The weekend kicked off with a fun-filled golf tournament and also featured a silent auction. The symposium featured seven educational sessions on topics ranging from strategic planning to social media management, lounge operations and ice plant safety.

Clubs also took part in the networking opportunities and mingled with Jim Cotter, there representing Goldline, and Travis Melnychuk, there representing belairdirect, one of Curl BC's terrific sponsors.

Additionally, 35 curling centres accesses education programming from Curl BC throughout the year. There were officiating updates, Making Ethical Decisions courses, Forward Foundation events, webinars and more.

We held an Ask the Coach mentorship session with HP Director Melissa Soligo with 10 coaches in attendance.

Train the Trainer Pilot events saw 17 coaches participate. This included a Stick Curling session and a Mixed Doubles session - and both involved coaches and competitors.

At our 2019 Rockslide Summer Curling Camp 96 campers took part in three days of learning and fun. In addition to new coach mentors, returning guest coach Karsten Sturmey was there . There was a video conference with team Kerri Einarson and we also hosted a guest presentation by world junior champion Tyler Tardi.



The 2019 Business of Curling Symposium in Kamloops



A coach camp at Vancouver Curling Club

Course/Workshop	Number of Workshops	Number of People	Location of Individuals by Region
Coaching - Club Coach	6	51	2, 3, 9, 11
Club Coach Youth	3	26	4, 5, 11
Coaching - Competition Coach	3	23	5, 9, 11
Making Ethical Decisions	4	37	1, 4, 5, 9, 10, 11
Competition Coach Evaluation	9 evaluations	9	3, 7, 9, 11
Officiating - Level 1 Technical	5	50	4, 5, 8, 9, 11
Officiating - Level 1 Practical	29 certified	29	1, 3, 4, 5, 7, 8, 9, 11
Officiating - Level 2 Technical	2	7	4, 8
Officiating - Level 2 Practical	7 certified	7	1, 8, 11
Ice Tech - Level 1	2	19	3, 4, 8, 9, 10, 11
Ice Tech - Level 2	1	3	3, 4, 11

PARTNERSHIPS

END 2: All levels of government, business and the media – along with other like-minded community organizations – embrace curling as an integral part of the BC community.

Government

Goals:

- Maximize access to annual and one-time grants from the Provincial & Federal Governments
- Maximize matching infrastructure grants from all 3 levels of government
- Advocate for curling in BC with all 3 levels of government and Regional Districts.



Curl BC staff

After last year's successful triennial evaluation by viaSport, where Curl BC was rated one of BC's top performing PSOs, we received a record \$421,000 in Provincial Grants.

Curl BC also facilitated a \$100,000 hosting grant for the 2021 Tim Hortons Brier to be held in Kelowna.

Curl BC continues to work with the City of Coquitlam and corporate sponsors to advance the Business Plan for a new Regional Curling Hub. A business case and feasibility study were completed.

Curl BC is working in close partnership with viaSport and the Government of British Columbia on Guidelines for the Return to Curling in the wake of Covid-19.

Philanthropic

Goal:

- Create more awareness of opportunities to increase fundraising for curling in BC.

The National Sport Trust Fund, managed by Sport BC, has been rebranded as the BC Amateur Sport Fund. The number of curling projects, which enables donors to receive a tax receipt, has increased from 11 to 15, with funds established for the following clubs: Cranbrook, Parksville, Nelson, Peace Arch, Quesnel, Richmond, Royal City, Victoria, Williams Lake and Salmon Arm.

An additional \$2,118 was added to the Curling for Life Endowment Fund raising the total capital gifts to this fund to over \$52,000 since its inception in 2010.

For the first year, Curl BC organized a Golf Tournament in Kamloops in conjunction with the Business of Curling Symposium to support of the Endowment Fund which netted over \$2,500.

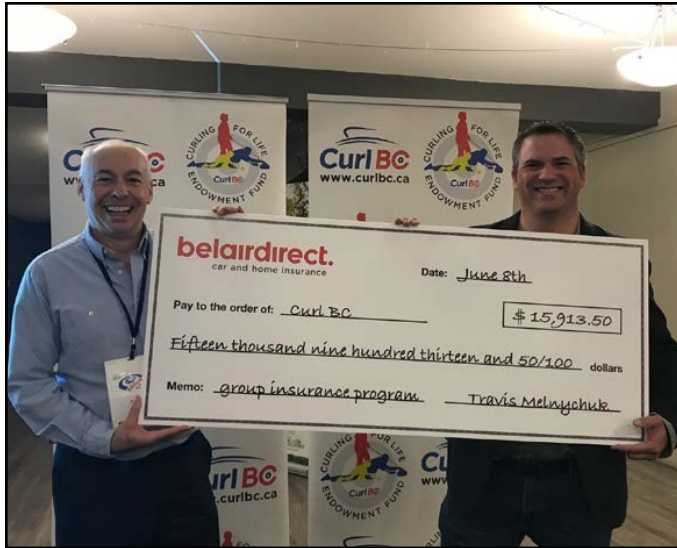


Among the people who took part in the golf tournament and silent auction was BC Men's champion Jim Cotter, pictured here with Marg Mackenzie, Curl BC Governor from Regions 1 and 2.

Corporate Sponsorship

Goals:

- Maximize revenue and fully sold out program
- Include direct benefits to member clubs



Peter Muir, Chair of Curl BC, accepts a cheque from belairdirect's Travis Melnychuk.

Cash sponsorship increased to a record \$163,000 along with \$81,500 in contra sponsorship for a total of \$244,500 in corporate support.

New partners included Original 16 as the presenting sponsor of the BC Club Challenge, CHEK as the Official TV Broadcaster for the BC Men's & Women's Championships, the City of Cranbrook which provided Western Financial Place for the BC Men's & Women's and Wawanesa Insurance which replaced Travelers as the sponsor of the National Curling Club Insurance Program. Long time sponsor Best Western renewed for another three years.

Optimist Clubs of BC, led by Al Kersey, raised another \$12,440 through their annual raffle which will be used to support junior curling in BC.

External Communications

Goals:

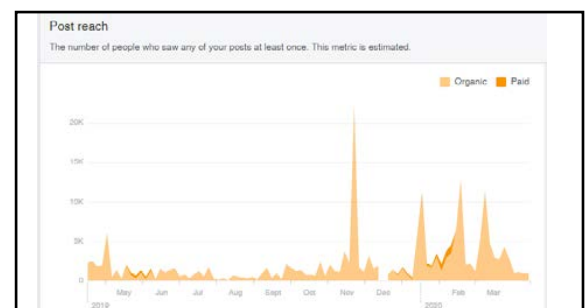
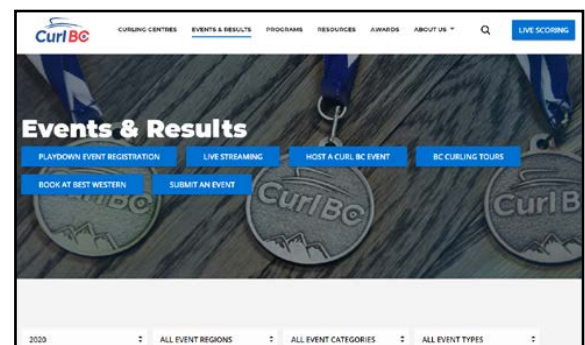
- Continue to build collaborative working relationships with external organizations and media.
- Raise curling's profile in BC and build our audience.

Curl BC launched a new website in August 2019 and website traffic remains steady with over 87,943 unique visitors and over 627,304 page views. The website is mobile-responsive and includes an events calendar that allows people to search by date, event type, category and region.

Our playdowns.curlbc.ca site continues to be a great resource not only for curlers and their families interested in keeping up-to-date with the latest scores, but also for the media.

Curl BC's social media accounts have seen an increase in followers. This year Curl BC's followers rose to 2,620 on Facebook and 1,897 on Twitter. Curl BC's Instagram followers rose to over 1,507 followers. Curl BC saw more than 28,980 engagements on our Facebook page during the January to March competitive season.

BC curling events and announcements have continued to have been regularly reported on, with more than 60 unique press releases sent and at least 200 individual reports during the 2019-20 season across the province.



Facebook post reach

PARTICIPATION

END 3: Curl BC collaborates with member curling centres to develop and grow curling as a Sport for Life.

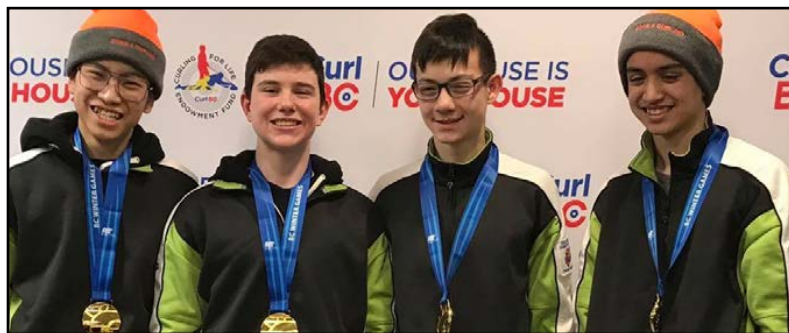
Youth Development and Retention (U15 - Fundamentals & L2T)

Goal:

- Increase youth participation in the sport of curling at all levels, from new curlers to developing strong recreational and/or competitive curlers



The 2020 BC Winter Games in Fort St John were a success with boys' teams from all eight zones and girls' teams from seven of eight zones. A coach mentorship program was held in conjunction with viaSport. Twenty-four coaches took part in two pre-game webinars and coaches were assisted at the Games by coach Mentor Barb Zbeetnoff and assistant Coach Mentor Logan Miron. Podium search testing was done at the Games.



2020 also saw the pilot of the Hit, Draw, Tap program in BC. Nine children took part during the combined BC Men's and Women's Championships in Cranbrook. Volunteers from Elkford and Cranbrook did a great job of coordinating the event. Curl BC is looking forward to building on the great start of the pilot and bringing Hit, Draw, Tap to the Brier in Kelowna.

Team Rempel (above) and Team Fei (below) won gold at the BC Winter Games

Provincial and Regional Marketing Plan for Participation and Inclusion

Goal:

- Together with member facilities, increase and develop opportunities in both able-bodied and adaptive curling for current curlers and new curlers, especially new Canadians and persons aged 25-45.

There was an increase in the number of curlers of all ages in BC to 23,219.

Curling Canada hosted Curling 101 programs at six BC clubs. Curl BC facilitated Club Coach Workshops in the lead-up to these events which were designed to encourage new curlers to try the sport. A total of 225 new curlers took to the ice at Golden Ears Winter Club, Hope Curling Club, Nanaimo Curling Centre, Cranbrook Curling Club, Oliver Curling Club and at Cowichan Rocks. Rocks and Rings floor curling events were also held at schools near these centres reaching 2,545 students.



Photo courtesy Rock Solid Productions

PARTICIPATION

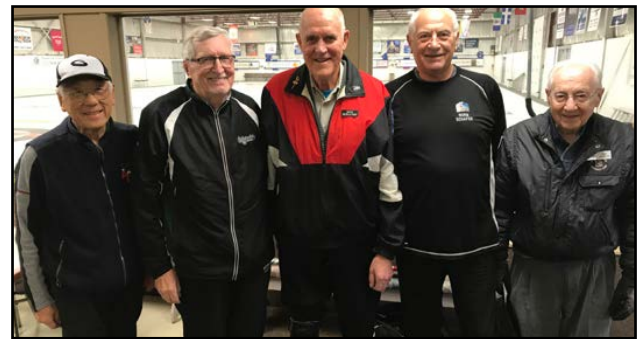
Curl BC obtained a viaSport Community Sport Program Development Fund of \$3,000 last season to help Delta Thistle Curling Club set up a wheelchair curling league which made great progress this season. The season kicked off with a free open house session. The weekly wheelchair session regularly drew a minimum of 8 participants. At Christmas a wheelchair user's coffee group held a party at the club, raising money for the group and, most importantly, introducing lots of new people to the sport. Approximately 12 people participated and some tried it for the first time or played to teach others.



Wheelchair users at Delta Thistle Curling Club

The other clubs which accessed the viaSport Community Sport Development Fund, putting \$12,220 into the sport, were:

- Prince George Golf and Curling for post secondary Learn to Curl
- Vanderhoof Curling Club for open house/open curling days
- Golden Ears Winter Club for beginner curling programs aimed at recruiting and supporting young girls and women
- Invermere District Curling Club for a junior curling program for 8-18.



Curl BC was also awarded funds to introduce New Canadians to curling (with Vancouver Curling Club, deferred due to Covid-19), and with Delta Thistle Curling Club and the Canucks Autism Network to introduce people living with autism and their families to curling.

Abbotsford Curling Club staged a Youth vs Experience event showcasing Masters curlers vs youth curlers. The event was promoted by Curl BC and picked up by the local media. The event was won by the master curlers but lots of fun was had by all!



The participants at the youth vs experience event in Abbotsford (middle and bottom)

Curl BC has also been in talks with the blind curlers about further promotion of their leagues.



Terry Vandale (with her husband Don) was presented with the Ray Kingsmith Award in Cranbrook

Congratulations to Terry Vandale, of Elkford, a former Chair of Curl BC, who was presented with the Ray Kingsmith (builder) award at the 2020 Scotties BC Women's Curling Championship in Cranbrook.

As part of the 2020 celebrations of 125 years of curling, Curl BC is planning the inaugural Curling Day in BC event on November 7, 2020. Clubs have the option to celebrate all week or choose a day close to November 7 that works best for the club's schedule. All the clubs who participate in the event will have their names put into a draw for \$1,000 worth of educational funds. The events may look different from what we hoped before Covid-19 but it will still be a great time to celebrate our sport.



PERFORMANCE

END 4: Guided in their pursuit of the podium pathway by Curl BC regional and provincial programming, committed performance curlers will realize their full potential and thereby help inspire the next generation of curlers. (Train to Train, Train to Compete, Train to Win)

Athlete Development and Achievement

Goals

- Create and provide a culture of excellence through training and development opportunities for identified athletes
- Enhance and guide teams to podium performances at national and international competitions

In 2019, Curl BC was presented with the Curling Canada Foundation Cup in Ottawa. The cup was for posting the best average performances at the four Canadian youth curling championships: the New Holland Canadian Junior Under-21 Championships and Canadian Under-18 Championship.

The High Performance Program had participation from 19 teams from Men's, Women's, Junior, Mixed Doubles, U18 and BC Winter Games categories. Of the teams in the program, four teams achieved gold medals, three achieved silver and one achieved bronze. Two teams that medalled at the BC Winter Games in Fort St John are showing interest in furthering their development by applying to the 2020/21 HP program.

Due to Covid-19 many national events were cancelled or rescheduled so we do not know how some of our teams would have fared at Canadian Championships. But some of our younger athletes had successful seasons on the tour. Team Brown was ranked 8th overall on the CTRS list and Team Tardi was ranked 14th on CTRS.

Tyler Tardi and Dezaray Hawes were also successful at winning a spot at the national Mixed Doubles competition through the NexGen program. The nationals were subsequently cancelled.

Competition	Championship Team Members	Canadians
BC Junior Men	Hayato Sato, Matthew McCrady, Joshua Miki, Jacob Umbach, Coaches: Brent Pierce & Bryan Miki	
BC Junior Women	Kaila Buchy, Jaelyn Cotter, Katelyn McGillivray, Cassidy Schwaerzle, Samantha McLaren, Coaches: Tom Buchy & Jim Cotter	
BC Scotties	Corryn Brown, Erin Pincott, Dezaray Hawes, Ashley Klynchuk, Dailene Sivertson	
BC Men	Jim Cotter, Steve Laycock, Andrew Nerpin, Rick Sawatsky, Brad Wood	
BC Wheelchair	Bob Macdonald, Alison Duddy, Gary Cormack, Vince Miele	Cancelled
BC Senior Men	Wes Craig, Steve Waatainen, Keith Clarke, Craig Burton	Cancelled
BC Senior Women	Donna Mychaluk, Victoria Murphy, Shirley Wong, Janet Suter	Cancelled
BC Winter Games Boys	Kazune Eugene Fei, Adam Fenton, Evan Fenton, James McCreedy, Coaches: Fuji Miki & Brad Fenton	No nationals
BC Winter Games Girls	Hannah Rempel, Vivian Schmeekle, Megan Rempel, Lauren Cochrane, Coach: Wendy Cseke	No nationals
BC Mixed Doubles	Steph Jackson-Baier & Corey Chester	Cancelled
BC Master Women	Janet Klebe, Kerri Miller, Laurie Shimizu, Donna Christian, Coach: Vic Shimizu	Cancelled
BC Master Men	Craig Lepine, Neil Houston, Craig McLeod, Kevin Jeannotte, Coach: Karen Lepine	Cancelled
BC Stick	Cliff Bryanton & Blaine Olson	Cancelled
BC Women's Stick	Deb McLaughlin & Dianne Mouncey	Cancelled

Competitions Marketing Plan

Goals

- *Ensure playdowns meet Curl BC's guidelines*
- *Ensure BC Championships are well organized and consistent with the Curl BC brand and provide benefits to the host facilities.*
- *Leverage national and international curling events hosted in BC*

Curl BC leveraged grant funding to livestream five BC Curling Tour events. Working with Marcio Cerquinho, we built our YouTube following ahead of our championship events, allowing our athletes the opportunity for exposure and giving club, event and provincial sponsors a bigger audience.

Curl BC designed and printed new signage, including two new backdrops, which were used for team photos. The signage and backdrops were well received by athletes and host facilities.



Members of Team Brown pose in front of Curl BC's backdrop after their Scotties win in Cranbrook

Curl BC partnered with CHEK to broadcast our men's and women's curling championships in Cranbrook. We worked with Roll Focus Productions and Shaw to produce the shows. The BC Men's, BC Women's, and BC Junior Curling Championships also streamed on cbc sports.ca and via the CBC Sports app.

Langley Curling Club hosted the 2020 Canadian Junior Championships. BC had two junior men's (Team Sato, Team Tao) and one junior women's (Team Buchy) participate in the 2020 New Holland Canadian Junior Championships. The organizing committee was led by long time builder of the game Nigel Easton.

Prince George and Kelowna curling clubs were prepared to host the Women's Worlds, Mixed Doubles Worlds and Senior World Curling Championships before Covid-19 halted the season. They would have put on an amazing show and we look forward to the cities hosting great events in the future!

We are also looking forward to our 2021 Scotties BC Women's Curling Championship, presented by Best Western, and our 2021 BC Men's Curling Championship being hosted by McArthur Island and Kamloops curling clubs at the McArthur Island Sport and Event Centre.

Coach Development

Goals:

- *Have high quality coaches working with BC's competitive curling teams.*
- *Maintain a highly qualified group of consultant coaches*

The Rockslide Coach Camp, which was targeted at Certified Competition Coaches, was a 4 day coach camp that ran concurrently with Rockslide Curling Camp, providing mentorship and maintenance of certification opportunities with the Rockslide Coaching Team for BC's up and coming competition coaches. Four coaches took part in the event.

BC coach Chris Summers joined the Advanced Coaching Diploma program through the Canadian Sport Institute. As well, BC coaches Katie Witt and Melissa Soligo were involved in the Coach Enhancement Program. Two coaches, Allison MacInnes and Paul Tardi were involved in the Next Gen program with their teams.

Nine coaches became Competition Coach certified this year by completing an on ice evaluation with a Curl BC Coach Developer. Professional development opportunities were offered throughout BC.

THANKS FOR A GREAT 2019/20 SEASON!

STAFF

Scott Braley | CEO

Melissa Soligo | HP Coach & Director

Will Sutton | Competitions Manager

Rebecca Connop Price | Communications & Marketing Manager

Kim Dennis | Education and Camps Coordinator

Melissa Sim | Member Services Manager

Lindsay Shannon | Administrative Coordinator

Maimie Li-Cleto | Financial Coordinator (Part-Time)

OFFICERS

Peter Muir | Chair & Governor at Large

Teri Palynchuk | Vice Chair & Regions 8, 9 & 10 Governor

Neil Campbell | Vice Chair & Governor at Large

Keith Switzer | Finance Committee Chair & Governor at Large

GOVERNORS

Marg MacKenzie | Regions 1 & 2

George Horner | Regions 3, 4 & 7

Burga Anderson | Regions 5 & 6

Dale Gregory | Region 11

Janice Mori | Governor at Large

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