



# 2021 Annual Report

April 2020-March 2021

**Prepared by  
Curl BC Staff**





# ABOUT CURL BC

## Mission

Striving to support clubs throughout British Columbia, Curl BC continuously advances participation, competition and performance excellence in curling as an active, fun and social sport for life.

## Vision

Every British Columbian has experienced curling.

## Values

Family: We are a community that acts like a family; connected and passionate about the sport of curling.

Excellence: We are committed to meeting or exceeding the highest standards at all times.

Commitment: We align personal and corporate goals so that the Curl BC community will successfully serve all curlers.

Integrity: We are fair, consistent and forthright.

Respect: We show respect by communicating, cooperating and collaborating with all of our members, partners and stakeholders.

Transparency: We act openly, professionally and inclusively.

# 2020-21 AT A GLANCE

## AN UNPRECEDENTED SEASON

72%

Percentage of member curling facilities in BC that opened their doors

9%

Percentage of curling clubs in BC that remained open all season

## KEY CHALLENGES:

Covid-19 requirements for operation

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The shut-down of adult team sport in November and December 2020

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# Best practices in governance & risk management

Curl BC partnered with Technical Safety BC and facilitated two clubs taking part in an Ammonia Safety Awareness pilot program. We also promoted access to webinars for professional development including on Diversity, Equity and Inclusion and Women on Boards.

## 1

### NEW COLLABORATION

Curl BC strengthened ties with Curling Alberta to support Peace region clubs and to plan joint board training opportunities.

## 74%

### RISK MANAGEMENT

Seventy-four percent of clubs surveyed had created a risk management plan after Curl BC advised the creation of one and provided a template.

## 3

### PILLARS

Curl BC is committed to a safe sport environment for all individuals. We have made enhancements by building on 3 pillars of: awareness, prevention, and action



# Leadership in curling education

Curl BC offered blended learning, which saw both virtual and in-person training, for the first time for the Competition Coach course. Officiating training also went online.

## 40 TRAINED COACHES

Through virtual delivery Curl BC was able to provide training for 40 coaches in British Columbia.

## 75 SKILLS TRAINING

Across 3 webinars, we saw a total of 75 participants attend our sessions on different topics such as Mixed Doubles Strategy and running Learn to Curl programs.

## 39 MEMBERS IN NETWORK

The Curl BC Coach Network Slack Channel was introduced this past season. The network has 39 members who are able to share best practices with each other.



# Connecting through brand-based communications

There was an overall increase in frequency of meetings and emails with member curling facilities in order to facilitate the distribution of Covid-19 related information.

**10**

## **CURLING CONNECTIONS**

Curl BC's newsletter, The Curling Connection typically goes out 11 times per year but was paused in the spring due to Covid-19 uncertainty.

**5,717**

## **125TH ANNIVERSARY**

Posts marking the top 125 moments of curling in BC garnered 5,717 likes on our social media channels. The campaign helped Curl BC maintain some engagement despite the lack of events.

**6,988**

## **ZOOM MINUTES**

Curl BC held Zoom calls with members totalling more than 6,988 minutes. That's more than 116 hours of meetings!



# Growth in participation

Members had access to a number of new programs and services offered by Curl BC.

## 86

### MEMBER FACILITIES

A total of 86 clubs across BC are members of Curl BC including, for the first time since amalgamation, seven Peace region clubs.

## 5

### CLUBS PILOT PROMO

Five clubs that had remained open in March piloted a coordinated Start Curling promotion which ran on Facebook and Instagram.

## 3

### NEW YOUTH PROGRAMS

Curl BC piloted the new U12 Blizzard Program and Passion Curling's U15-U21 Development Program. Curl BC also worked with Darryl and Kate Horne on the complete overhaul of the BC Skill Awards Program.



# Professionally-run competitions

Curl BC was unable to run championship events but did coordinate BC Curling Tour events in the fall when events were allowed.

## 41

### BC EVENTS PLANNED

Curl BC would like to applaud the efforts of all the committee chairs, managers, officials and volunteers who contributed to the planning of 41 playdown and championship events that were not able to proceed.

## 130

### ATTEND WEBINAR

Curl BC reached out to the competitive curling community to ask for feedback on playdowns. 130 people attended a webinar and we received hundreds of questions and comments. Ultimately the feedback and a decline in regional event participation across all categories over several years helped us to determine that open championships were welcome in most categories.

## 4

### BROADCASTS

Curl BC would have partnered with Roll Focus Productions and CHEK to broadcast four live curling games had Kamloops 2021 events been able to proceed.



# Excellence in high performance

Curl BC worked with Curl Manitoba, Curl Sask and CurlOn to create an inter-provincial program in 2020-21. The program was well received.

## 20 HIGH PERFORMANCE TEAMS

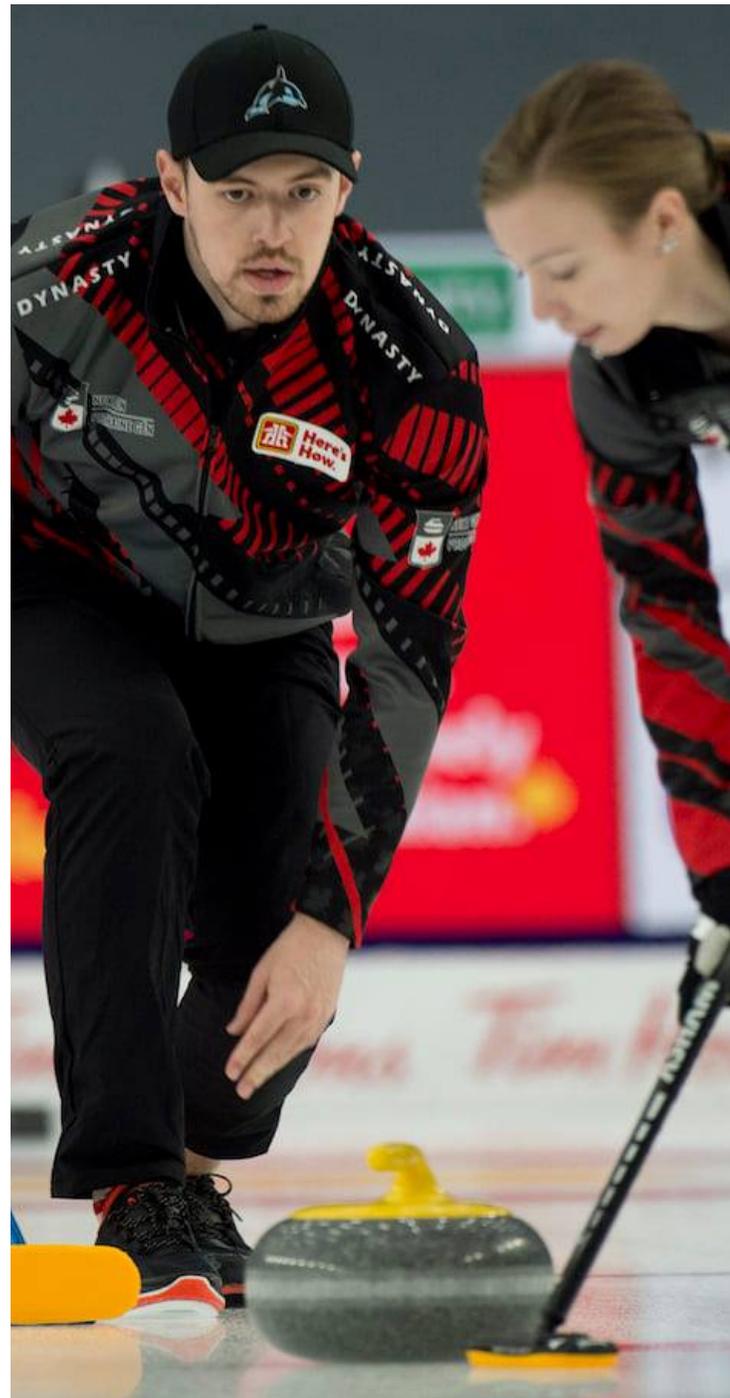
High Performance Director Melissa Soligo worked with four Next Gen U35, four Next Gen U21 and five Next Gen U18 teams. There was an additional seven HP & development teams.

## 68 NUMBER OF DAYS IN CALGARY BUBBLE

BC athletes and Curl BC staff spent 68 days in the Hub City in Calgary. The bubble lasted for 80 days.

## 6 + 24 WEBINARS

Curl BC hosted six High Performance Webinars and teams participated in an additional 24 webinars hosted by sport partners.



# Sustainability through revenue generation & good governance

Curl BC was able to access federal and provincial funding that became available because of Covid-19 and assist clubs to access grants, fundraising opportunities and more.

## 100%

### SPONSORSHIP RETENTION

All major sponsors maintained despite Covid-19 with many extending their agreement for a year.

## \$764,910

### GAMING GRANTS

Curling Clubs accessed Community Gaming Grants totalling \$764,910 as well as \$3,443,598 in Community Economic Recovery Infrastructure Program (CERIP) Grants. Core and High Performance grants maintained at their same levels.

## 5

### NEW BCASF PROJECTS

Cranbrook, McArthur Island, Parksville, Powell River and Victoria utilised Curl BC's BC amateur Sport Fund (BCASF) projects to issue tax receipts to 355 curlers who donated a total of \$56,000 in unused dues. There are currently 10 active club BCASF projects of which five are new.



# Increased collective community investment

Curl BC believes in reaching out to increase our interactions with external partners.

## Inviting CONVERSATIONS

Curl BC welcomed discussions with municipalities about the way curling contributes to a community. This season our discussions have included Burnaby (new landlord), Coquitlam, Kamloops, Langford, Prince George, Richmond and Vancouver.

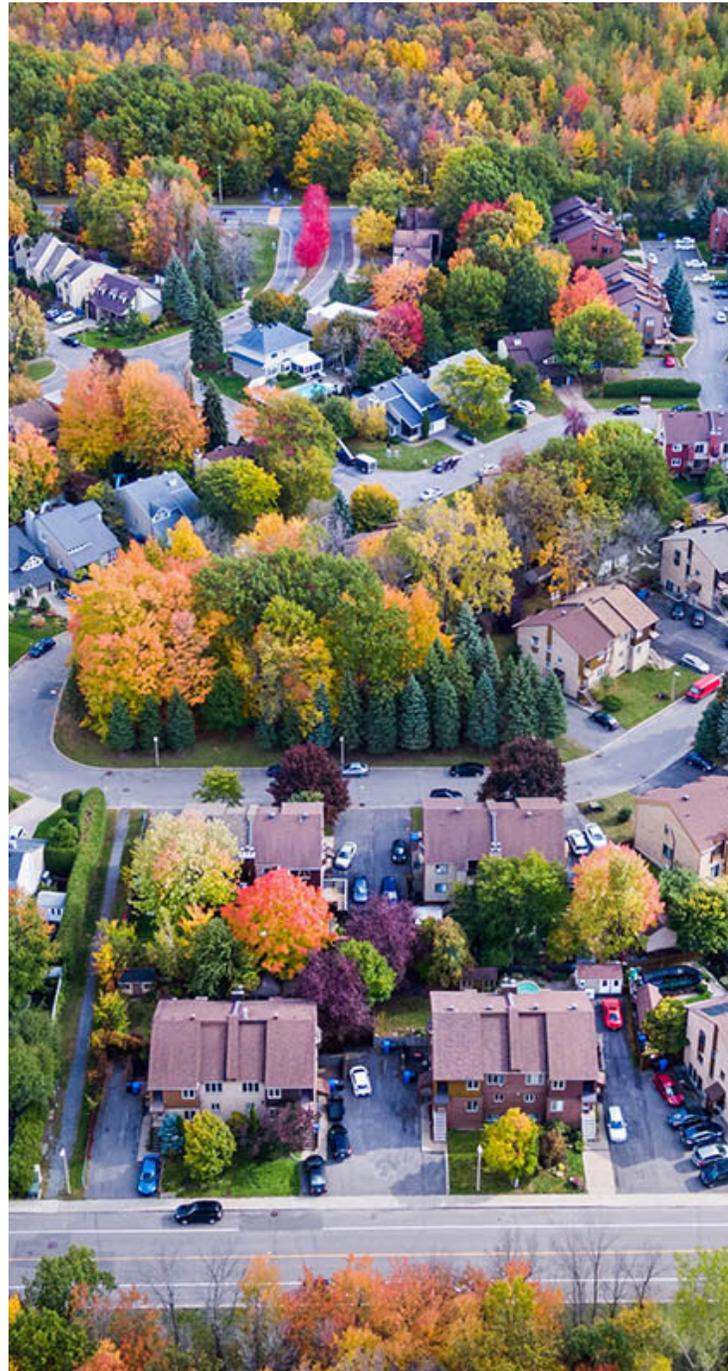
## 3 PROPOSALS FOR FACILITIES

Regional curling hubs are under consideration in Coquitlam, Burnaby and Langford.

## 4 KEY PARTNERSHIPS

Curl BC is a key member of the following collaborative groups:

- Sport BC's Advocacy Committee
- Curling Canada's Operations Council
- Curling Canada's Member Association Working Groups
- viaSport's Return to Sport Group





# Heightened community acknowledgment

Curl BC was unable to recognize athlete success in 2020-21. However, we did ensure that administrators and volunteers were thanked for their contributions.

## 4

### CURL BC AWARDS

Curl BC was able to honour four individuals with Curl BC awards. With the help of BCLC and Curling Canada we were also able to honour three community heroes.

## Timeline

### PROJECT RESEARCH

Staff have researched how a Curl BC Hall of Fame could be digitized. This concept will be re-initiated next season once Covid-19 is behind us.

## Network

### REMEMBRANCE

Curl BC created a strategic goal to establish a network of BC curling clubs which feature permanent Curl BC Hall of Fame displays. This concept will be re-initiated next season once Covid-19 is behind us.



**Thank  
you to  
everyone  
who  
made  
2020-21  
better!**

## **CURL BC STAFF**

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Scott Braley	CEO
Melissa Soligo	High Performance Director
Rebecca Connop Price	Communications & Marketing Manager
Will Sutton	Competition Manager
Kim Dennis	Member Services Manager
Lindsay Shannon	Administrative Manager
Jason Liu	Education & Youth Development Coordinator
Maimie Le-Cleto	Financial Coordinator

## **CURL BC BOARD**

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Teri Palynchuk	Chair (Region 8,9&10)
Keith Switzer	Vice Chair (Governor at Large)
Neil Campbell	Vice Chair (Governor at Large)
Terry Hawes	Finance Committee Chair (Governor at Large)
Peter Muir	Past Chair
Marg McKenzie	Region 1&2
Shaun Everest	Region 3,4&7
Dale Gregory	Region 11
Brendan Willis	Governor at Large

\*Region 5&6 seat  
vacant in 2020-21

## **OUR SPONSORS & PARTNERS**

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