

ENHANCING MEMBER SERVICES





Introduction

The 2023-24 curling season continued to make positive strides. We saw our sport continue to rebound from the 2020-22 pandemic restrictions. The number of curlers new and returning — increased to greater than pre-pandemic numbers. Also, 5 clubs have rejoined Curl BC since 2022 bringing the number of member facilities back up to 89.

On the competitive side, we held 19 BC Championships including the 2024 BC Winter Games U-16 curling event in Lhtako Quesnel. Also, Vernon Curling Club played host to the 2023 Canadian Senior Championships.

The 2024-25 season promises to be exciting and diverse with Kelowna set to host the 2025 Montana's Brier and Vancouver ready for the Invictus Games 2025 first ever wheelchair curling event. We look forward to working with you to help curling continue to thrive throughout BC.

Club Governance and Risk Management

As an organization, Curl BC is extremely fortunate to draw from such a talented and dedicated group of leaders, and their efforts are essential to what we do. We owe them a debt of gratitude for their commitment to advancing the sport of curling in British Columbia.

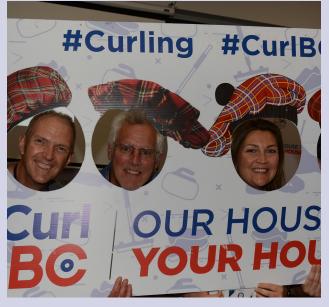


Connecting with our Members

Curl BC has always fostered frequent and useful communication with our members, and the last year was no exception. Foremost in this effort is Member Facility Mailout to our club managers, administrators, presidents, and board members, which covers topics such as report templates and reminders, insurance reminders, yearly meeting dates for zone meetings and coffee chats, access to google drive resources for our members, and professional development opportunities. Throughout the past season, the mailout's open rate increased to 66% with fewer mailouts being sent this past season.

We also connected with our member facilities in real time via video conferencing, with our zone meetings and coffee chats drawing 135 participants and 20+ clubs each meeting to connect with Curl BC and each other.

The Curl BC Managers & Operations Network on Facebook was another great way to get our message out. We grew by 20 members with 253 posts, sharing stories to celebrate member successes, announcements, opportunities for funding/development.



Business of Curling Symposium

Curl BC's three-day symposium provided attendees with a wealth of information, guidance, and food for thought. Perhaps just as importantly, it connected, in-person, curling professionals from across the province, making connection and friendships which can only serve to strengthen the sport of curling. The theme was 'A Bright Future for Curlingin BC'.

Safe Sport

Our Safe Sport program continues to protect our members and prevent injuries, with criminal record checks process for over 100 individuals.



The Business of Curling

Over the past year, our Business of Curling projects have helped member facilities with the business end of running a curling club. We also had seven clubs participate in our new Governance Essentials online training program.

Additionally, our consultant Jack Bowman provided 193 hours of service and support to 9 member facilities across BC in areas of policy development, risk management, revenue generation, strategic planning and insurance.

Curling Promotion

As always, Curl BC promotes member bonspiel and event dates and information. During the 2023-24 season, 40 member facilities promoted their events and activities on our provincial bonspiel site, https://www.curlbc.ca/bonspiels-events/. These events were also shared on our social media accounts, putting them before our Facebook, Instagram, and X (Twitter) followers.



Growth in Participation

During the past season, Curl BC has seen big advances with our Diversity, Equity, and Inclusion programs and activities.

• *Canadian Women in Sport Gender Equity Playbook* This is for sport leaders who want to make their sport more inclusive. After a three-month course, and much reflection and discussion, Curl BC believes strengthing our internal core and building the foundation are crucial to grow the game. We will be working on these to makes sure curling is inclusive.

• Try Wheelchair Curling

Curl BC continued to partner with GF Strong to provide access to wheelchair and stick curling. In all, over 15 events were held from September to March, with many new individuals introduced to wheelchair curling and stick curling.

Program contractor Barb Zbeetnoff worked with a team of coaches to deliver Try and Learn activities to grow adaptive participation in Richmond, Vancouver and Esquimalt.

• Girls Rock

Curl BC, along with Curling Canada ran and lead a successful Girls Rock Program with an all-female instructor team. This was an amazing opportunity for 37 girls to try curling at the Golden Ears Curling Club in Maple Ridge back in March.



• Women in Curling Summit

Curl BC supported the Women in Curling Summit hosted at the Golden Ears Winter Club, lead by Women in Curling Leader, Diane Dezura and chaired by Julie Provost-Herndier and Shannon Joanisse. The event brought together 50 participants to connect and learn from 10 accomplished Women in Curling across BC on topics such as Olympic journeys, mental side of the game, curling for life and much more.

• Curling Day in BC

Last year's Curling Day in BC was celebrated on Saturday November 4, 2023. Across the province, clubs hosted curling camps, bonspiels, and try curling events to celebrate our sport.

Communications

The 2023-24 curling season was a great one for Curl BC's communication team, with plenty of exciting on-ice action, helpful information, and educational opportunities. We also saw increases in all aspects of digital media and one of our BC Championships was seen on Telus Optik TV for the first time ever.

Social Media

As far as social media, Curl BC has seen increased traffic across all platforms. On X (Twitter), Curl BC posted a total of 370 tweets over the past year—a little over one a day—and 261,300 impressions (the number of times they were viewed on individual news feeds).

Facebook, continued to see growth with our year-long post reach (the number of people who view any given post) topping off at 486,800, an increase of over 134% from a year ago. We also saw our Facebook page gain 518 more followers to 4,585, a 10% increase from a year ago.

Instagram also helped get the Curl BC message out. Over the past year we created 485 Instagram posts, while gaining 252 new followers with a reach of 11,100, all up from a year ago.

Website

We continue to see positive feedback on our website while trying to make it more user friendly. In all, www.curlbc. ca was visited by 84,387 unique users over the 2023-24 season, with 576,808 page views. The average visit time was just under three minutes, with the audience skewing 52% male/48% female. The largest age demographic was 25-44, with 51% of views, followed by the 18-24 bracket, with 29%.

Curling Connection

Curling Connection, our electronic monthly magazine, connects curlers across British Columbia and keeps them up-to-date about the latest happenings in our sport. It saw a great open rate (viewers who opened the email) of 38.7% per issue and in actual clicks (viewers who clicked on the web link to read further) with an average click rate of 305 individuals per issue.



THE CURLING CONNECTION

January, 2024

Happy New Year from Curl BC!

Television and Streaming Coverage

With scores of championship games broadcast over a number of platforms, Curl BC gave its viewers plenty of exciting curling to watch.

Our coverage of the 2024 BC Men's and Scotties BC Women's Championships in Esquimalt last January saw preliminary games streamed live on Curl BC's YouTube channel, with the semi-finals and finals broadcast live on CHEK-TV.

For the live preliminary draws, there were a total of 35,000 views on YouTube. For the two semi-final games, there were 26,400 combined views on YouTube and www.cbcsports.ca, and 65,600 combined views for the two championship finals.

For the live over-air broadcasts on CHEK, the women's semi-final saw an average of 1,800 fans tuned in at any given minute, with the men's semi-final gathering 7,300. The two final championship games saw the women pull in 4.600 viewers, while the men drew an average audience of 7,900*.





Along with streaming iPads, Curl BC used their newlyacquired mobile broadcast unit this season, to provide enhanced streaming with better picture, sound, and commentary.

In all, our streaming equipment has enabled us to stream more than 700 individual games this season—on our YouTube channel as well as having the BC Senior Curling Championships shown on Telus Optik TV, a first!

* Source: NLogic 2+ Total Canada

Education

The 2023-24 season saw a great growth in the Curl BC Coaching program. Curl BC trains coaches through the both the Competition Coach stream and the Club Coach Stream.

Coaching

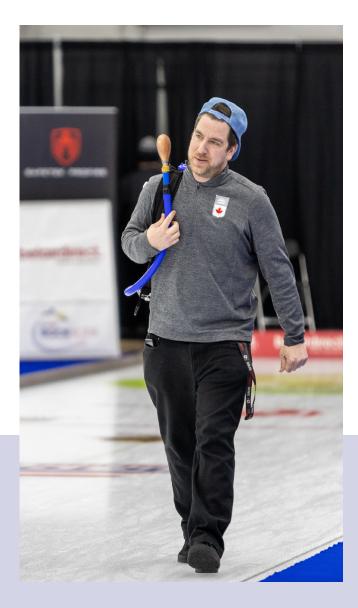
There were 71 coaches trained this year through the Competition Coach course, 59 coaches took the Club Coach Course, and 31 took the Club Coach Youth Course. These numbers reflect a doubling of coaching course participation from the previous year.

We had great participation and feedback from our coach mentorship program this past season. This program involved two of our Coach Mentors, Barb Zbeetnoff, and Logan Miron work with our BC Winter Games 16 Coaches (Head Coaches and Assistant Coaches) from each zone. The program consisted of multiple webinars, and in person professional development. Coaches were able to learn from each other and our coach mentors while collecting professional development points.

This past season we recruited and trained 10 new Coach Developers who are in training to facilitate courses throughout the province and conduct coach evaluations.

In addition to the in person NCCP courses, Curl BC also uses the Coach Developer Coaching team to teach Making Ethical Decisions. 22 people took the Making Ethical Decisions Course this past season.





Ice Tech

Our Curl BC Ice Tech Program is supported by Norm Scott (Education Coordinator) and Mike Merklinger (Championship Coordinator). This past season we ran one Level 1 (Assistant Ice Technician Course) in Terrace where 18 individuals were trained, and two Level 2 courses in Elkford and in Vancouver where 25 individuals were trained. Curling Canada Runs the Level 3 (Championship Ice Technician course) which none were offered this past season.

Officiating

Our Curl BC Officiating program supported by Phil Mckenzie (Championship Coordinator) and Henry Wong (Education Coordinator) was able to certify 28 people in the Level 1 (Time Clock and Observer. train 19 people in Level 2 (Game Umpire), certify 9 people in Level 2 (Game Umpire), 1 for the level 3 (Chief Umpire), and put 7 Officials through the Mentorship program. The mentorship program consisted of officials attending webinars and having the opportunity to go to the BC Winter Games to train under the Chief Umpire at the Games.



Camps

This past season consisted of a return to our week long Rockslide camp which was hosted in Chilliwack BC. The camp was full of fun and skill development where 63 youth curlers participated in the camp and 12 coaches in the coaches camp.

In-season we hosted 3 smaller youth camps in Port Moody, Summerland, and Prince George where 53 youth athletes participated in. The camps provided not only a great environment for learning but also a place where newer coaches could participate and learn from coach mentors.

Youth Programs

• Hit Draw Tap:

We saw an even greater response than the previous year with our Hit Draw Tap Competition and training opportunity for youth ages 8-13. 40 young curlers from were able to participate in the event held at the Langley Curling Club coinciding with the BC Mixed Championships.

Curl BC offers multiple youth programs and resources for Member Facilities to utilize in their junior programs. We saw great participation with our YDP (Youth Development Program) BC Skills Awards Program, Blizzard Program (From Passion Curling), and the Curling Canada U9 Fundamentals Programs. Over 20 facilities utilized these programs. An additional 6 Member Facilities utilized the U12 Curling Canada Rockstars Program.

The following Badges were given out to athletes as part of the Skills program throughout the province:

Bronze	Silver	Gold	Badge Total
39	21	12	410







Participation

1234

The 2023-24 season saw curling continue to grow in BC. saw the numbers of curlers compared to 2022-23, which saw a huge jump back from the pandemic. It's clear that the game of curling is in good shape in BC.

Overall, curling recorded a total of 23,431 curlers during the last twelve months, with both Campbell River Curling Club and Comox Valley Curling Clubs seeing record numbers of regular curlers. Over 33,000 unique individuals reported trying curling the past season!

We also identified 362 Special Olympics curlers, and saw over 750 U13 curlers—truly, the future of the sport—both up signifcantly over the past season.

Curl BC's 2023-24 Championship Teams



2024 BC Scotties Womens' Champions Team Grandy



2024 BC U18 Girls' Champions Team Fitzgibbon



2024 BC U21 Womens' Champions Team Bowles



2024 BC Masters Mens' Champions Team Craig



2024 BC Stick Champions Team Sears/Campbell



2023 BC Mixed Doubles Champions Team Reese-Hansen/Chester



2024 BC Winter Games Champions - Girls Team Yoo



2024 BC U21 Mens' Champions Team Fenton



2023 BC Seniors Mens' Champions Team Dangerfield



2024 BC Women's Stick Champions Team Saul-Fowler/Burton



2024 BC Women's Club Champions Team Olsen



2024 BC Winter Games Champions - Boys Team Jaeger



2024 BC Mens' Champions Team Schneider



2024 BC U18 Boys' Champions Team Beck



2024 BC Masters Womens' Champions Team Shantz



2024 BC Seniors Womens' Champions Team Gushulak



2024 BC Mixed Champions Team Tanaka



2024 BC Men's Club Champions Team Guignard

Competition

Curl BC was pleased to partner with 10-member facilities (Victoria, Salmon Arm, Esquimalt, McArthur Island, Quesnel, Cranbrook, Penticton, Langley, Kelowna) to successfully deliver 13 BC Championships including BC High School Sports in 4 Curl BC zones (2,3,5, and 6). Thank you to the host committees, communities and volunteers for ensuring players, fans and the community benefitted from hosting these events.



In addition, to this we worked with the Barriere Curling Club to stage the Canada Winter Games Mixed Doubles Qualifier and the Quesnel Curling Centre to stage the BC Winter Games. Zone and Open qualifiers were also held in 4-member facilities (Lake Cowichan, Enderby, Royal City and Delta).

Participation in competitive curling continues to be an area of focus for Curl BC. We were pleased to see 7 Zones represented at the 2024 BC Winter Games. along with 8 teams competing in the inaugural Canada Winter Games Mixed Doubles Qualifier. Categories of events that saw increases in participation numbers based on the previous year include U18 Girls and Stick Women's. We successfully increased the awareness and profile of our events and teams through the publication of draw or daily event updates, photography at events, and through livestreaming at all BC Championships, Multi Sport Games events and select qualifier events.

Thanks to the 8-member facilities who submitted bids to host Curl BC events by the 2024 Event Hosting Request deadline. Zone, Open BC Championships or Multi Sport Games competitions were held in 7 of 8 Curl BC zones during the 2023 season. Progress was made to establishing BC championship dates further in advance with a goal of having the 2024-25 calendar of events available in advance of the 2023-24 season ensuring host committee have the appropriate time to plan for all areas of responsibility. We increased our potential pool of chief umpires with the implementation and addition of the Deputy Chief Umpire role at BC championships.

For 2023-24, Curl BC will promote increased participation at the Club, Seniors, Masters, Mixed, and Stick championships; host open championships for U15/16, U18, U21, Mixed Doubles and Wheelchair; maintain open qualifiers for the Men's and Women's; maintain zone qualifiers for BC Winter Games every second year; and develop event-specific marketing plans for all categories of events.

BC Curling Tours

This season saw exciting developments in the BC Curling Tours. New events were added to the Mixed Doubles, Men's and Women's schedules. Four Men's and four Women's teams were elated to qualify for the curling championships through Tour Events this season. Curl BC accessed provincial hosting grants and worked with various organizing committees to support them in accessing grants at the local level to help fund tour events. Thank you to the member facilities and community leaders who organize the BC Curling Tours providing opportunities in 5 of 8 Curl BC zones (2,3,4,6,8).

Committees

Thank you to the volunteers who have joined the Athletes Committee, Youth Advisory Committee and Competitions Committee. These committees have received feedback submitted through various channels and are working to improve and enhance the competition experience for all.

Work with Affilliated Groups

It was a pleasure for Curl BC to work with affiliated groups like BC Firefighters, BC School Sports, BC Games Society and 55 Plus Games. Curl BC can provide affiliated groups assistance with promotion, registration, scoring and streaming platforms to enhance the profile of events. We are pleased to provide access to a pool of officials, ice technicians, and other volunteers for events across the province.

2023-24 British Columbia Champions

2024 BC Men • Catlin Schneider, Sterling Middleton, Jason Ginter, Alex Horvath 2024 BC Women • Clancy Grandy, Kayla MacMillan, Lindsay Dubue, Sarah Loken 2024 BC U21 Men • Adam Fenton, Thomas Reed, Chris Parkinson, Miles Reed; Brad Fenton, coach 2024 BC U21 Women • Emily Bowles, Meredith Cole, Gabby Brissette, Mahra Harris, Logan Miron, coach 2024 BC U18 Boys • Kaiden Beck, Ethan Chiu, Nolan Beck, Koen Hampshire; Dale Hofer, coach 2024 BC U18 Girls • Erin Fitzgibbon, Morgan Bowles, Ashley Fenton, Ella Wang, Bryelle Wang, Len Chong, coach 2024 BC Masters Men • Wes Craig, Ron Schmidt, Tony Anslow, Victor Gamble 2024 BC Masters Women • Penny Shantz, Cindy Curtain, Danielle Shaughnessy, Donna Mychaluk 2024 BC Seniors Men • Neil Dangerfield, Mike Wood, Darren Boden, Glen Allen, Andy Jarzebiak 2024 BC Seniors Women • Diane Gushulak, Grace MacInnes, Danielle Shaughnessy, Cory Atchison, Allison MacInnes, coach 2024 BC Stick • Derrell Sears, John Campbell 2024 BC Women's Stick • Kathy Saul-Fowler, Louise Burton 2024 BC Mixed • Cody Tanaka, Sarah Wong, Joshua Miki, Amanda Wong 2024 BC Mixed Doubles • Taylor Reese-Hansen, Corey Chester 2024 BC Club Men • Jeff Guignard, Chris Faa, Patrick Prade, Chris Gomes 2024 BC Club Women • Lori Olsen, Tiffany Olsen, Lisa Robitaille, Madison Pentilla, Leanne Andrews 2024 BC Winter Games - Boys • Owen Jaegar, Spencer Rempel, Noah Wielgosz, Brenden Hruschak, Tyler Jaeger, coach 2024 BC Winter Games- Girls • Jeanne Yoo, Betty Parkinson, Emilia Cho, Lily Newman, Ken Krause, coach

High Performance

With a full slate of provincial championships there was no lack of high performance play during the 2023-24 season. BC's best also competed at the national and world level, with results that show just how effective Curl BC's high performance program is.

High performance by the numbers:

In the 2023-24 season, the HP Program went to an individual application system.

In total there were 50 funded:

- 13 Elite athletes
- 12 Elite prospects
- 25 U21 and U25 Next Gen athletes

Out of these 50 athletes, 35 of them went to a national championship in Men's, Women's Mixed Doubles, U21, U18, USport and PacWest.

This year, we had 2 BC teams competing at the Scotties. Team Grandy were our BC Champions, and Team Brown, due to their excellent tour season, claimed a wild card spot at the Scotties.

• Team Brown won the Kamloops Crown of Curling and finished 2nd and 3rd in Vernon and Calgary respectively.

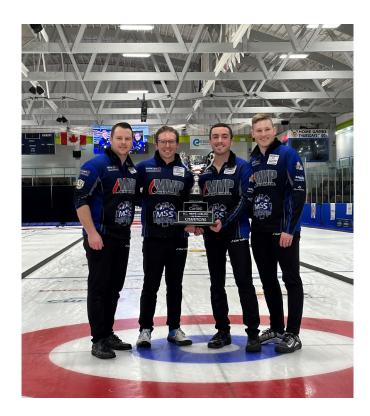
• Team Grandy won the Perth Masters this past season.

• Team Mahra Harris of the University of Victoria won the silver at the 2024 Canada West championships and earned the right to compete at the 2024 USport Championships.











Government

Core provincial funding of \$256,087 was static this past year as it has been for many years. Curl BC continued to partner with Sport BC and the other Provincial Sport Organizations (PSOs) to request additional base funding for the BC sport system over the next 3 years, but to no avail so far. Other funding provided by the Provincial Government included:

- Community Gaming grant \$143,000
- BC Fairs, Festivals & Events \$57,400
- Hosting BC \$10,500
- viaSport leadership capacity grants \$2,550

Total Provincial funding - \$470,000

At the Federal level, Curl BC accessed the following grants:

- Curling Canada events hosted in BC \$21,600
- Curling Canada high performance grant \$13,000
- Curling Canada adaptive program funding \$6,000
- CRA refund \$3,400
- Curling Canada meeting cost equalization \$1,800

Total Federal funding – \$45,800







Philanthropic

Curl BC initiated a very successful online and in venue 50/50 raffle in 2023-24 to benefit its member facilities.

Here are some of the highlights of the second year of Curl BC's very successful online and in venue 50/50 raffle:

• A total of \$178,870 worth of tickets were sold of which 50% went to 6 lucky winners, 40% to the beneficiary curling association selected by the purchaser and 10% to cover the costs of the raffle.

• 82 member facilities and 3 affiliated associations were designated as beneficiaries

• 13 of these organizations utilized portable sales units to help increase tickets in their venues

• The total sales benefitting members and affiliates was \$163,530 of which they received \$65,412

Curl BC assisted several more clubs to establish their own BC Amateur Sport Fund (BCASF) project to raise funds in exchange for tax receipts. Two BC teams qualifying for Canadian Championships also took advantage of the BCASF to raise funds to help cover their travel costs.

The Curling for Life Endowment Fund, held by the Vancouver Foundation, has received a total of \$56,290 in donations over the past 13 years and the value of the fund is now \$70,400. Curl BC receives a 5% contribution from the fund each year to benefit curling in the province.





Corporate Sponsorship

Corporate sponsorship is rebounding since COVID. Great to see so many long time supporters of curling stay with the sport and some new partners join us as well:

- Best Western (since 2003)
- Belairdirect Insurance (since 2007)
- Safetek Profire (since 2023)
- Kruger Scotties (since 2000)
- Great Western Brewing Original 16 (since 2019)
- CHEK TV (since 2019)
- AMJ Campbell Van Lines (since 2013)
- Guspro Ice King (since 2016)
- CBC.ca (since 2018)
- Johnson Travel Insurance (since 2023)
- Victoria Sport Tourism Commission (2024)
- Township of Esquimalt (2024)
- Hardline (2024)
- Amica (2024)
- Peninsula Co-op (2024)
- Digital Direct Printing (2024)
- Elements Casino (2024)
- Esquimalt Firefighters (2024)
- Canadian Tire (2024)
- Mayfair Optometric (2024)
- A-Tech Doors (2024)
- CFAX (2024)
- Black Press (2024)
- Times Colonist (2024)
- Goldline Curling Supplies (2024)
- Runback (2016)

Total sponsorship contributions were \$209,000 this past year of which \$115,000 was cash.

Governance & Recognition

Governance

During the 2023-24 season, Curl BC was very fortunate to have Brenda M'Clellan step up as Chair, as well as welcome Earlene Graham and Lyle Sieg to the Board of Governors.

During the year, the board tackled the important task of continuing to update the organization's policy registry, a comprehensive document covering everything from board governance to operations to Safe Sport procedures. Through hard work and an attention to detail, the board's policy registry provides sample policies for member facilities to adopt and, along with the Constitution & By-Laws, provides the foundation for the implementation of Vision 2026, Curl BC's strategic plan.

We thank the chair and all the board members for their work in the past year.

Growth through strategic partnerships and new infrastructure

Curl BC, in concert with local clubs, continued to enhance relationships with Municipal Councils and Parks & Recreation Departments.

As mentioned above, Curl BC has worked closely with other Provincial Sport Organizations and Sport BC to promote additional funding of the sport system. Curl BC's CEO serves on Sport BC's Advocacy Committee, viaSport's Sport Volunteerism Committee, Curling Canada Operations Council's Revenue Optimization and Data Management working groups and SportMedBC's Board of Directors.



Awards

It's been an exciting season, with so many curlers, coaches, officials, and volunteers worthy of recognition for their efforts.

We also had many great applicants for the Gordon Hooey Memorial Scholarship, which was awarded in the amount of \$1,000 to Erin Fitzgibbon of the Royal City Curling Club and a new scholarship underwritten by the Pacific Coast Masters Curling Association was awareded to Kieran Stephan of the Kimberley Curling Club.

Curl BC was very proud to see one of our own staff get recognzied. Melissa Soligo was celebreated for her longtime efforts with the 'In Her Footsteps... Celebrating BC Women in Sport' award at the Sport BC's Annual Athlete of the Year Awards in February.

Curl BC's 2023-24 Award Winners

Annual Service Awards

- Sponsor of the Year: Safetek Profire
- Ron Houston Administrator of the Year: Susan Johnson (Campbell River Curling Club)
- Curling Centre Volunteer of the Year: Nick Atamanchuk (McArthur Island Curling Club)
- Curling Centre of the Year: Sparwood Curling Club

Long & Exceptional Service Awards

- Elsie Mackenzie Youth & Junior Curling Program Volunteer of the Year: Melanie Kopytko (Kamloops Curling Club)
- Judie Roberts Friendship Award: Sharon Morrison (Vernon Curling Club)
- Pat Kennedy Long Service Award: Lori Goulet (Peach Arch Curling Club)
- Janette Robbins Award: Neil Campbell (Victoria Curling Club)

Performance Awards

- Wally M'Lot Official of the Year: Luci Tremblay (Kamloops Curling Club)
- Anita Cochrane Coach of the Year Award: Logan Miron (Victoria Curling Club)
- Team of the Year Award: Team Jaeger



STAFF

Scott Braley | CEO Melissa Soligo | High Performance Director Bruce Renwick/Sherri Taylor | Competitions Manager Will Sutton | Long-Term Curler Development Manager Bryan Chan/Kevin Berar | Communications & Marketing Manager Paul Cseke | Education & Youth Development Manager Kim Dennis | Member Services Manager Lindsay Shannon | Administrative Manager Eriko Harazaki | Financial Coordinator



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OFFICERS

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GOVERNORS

Earlene Graham Morgan Lypka Terry Phillips Lyle Sieg











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