

**Toronto
Curling
Association**

**Annual Report
2017-2018**

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From the President

With millions of fans glued their TVs to watch curling during broadcasts from the Olympics to the Scotties, it's difficult to comprehend the challenges our sport faces at grassroots levels. On the one hand, many newcomers come out to learn to curl events. On the other, some clubs close their doors to the sport. For years, curling at several country clubs struggled to maintain their membership levels and remain sustainable in somewhat unfriendly environments. In the fall of 2017, it was announced that Scarboro Golf & Country Club would be closing its doors to curling. Rumours about other clubs closing or thinking about closing became commonplace. Losing six sheets of ice when the interest in curling is growing world-wide is difficult to understand. Now the Toronto area has been rocked by the closing of the curling section at Weston Golf and Country Club.

We need a call to arms. It is more important than ever for the TCA to work with its member clubs at the grassroots level to ensure that the sport is sustainable in the remaining member clubs. We need to work hardest where environments are less curling friendly in places like country clubs that are having difficulty understanding or recognizing the value that their curling sections provide.

All who love curling need to celebrate the world wide successes of the sport and the development of elite curlers while doing everything to make sure that the grassroots levels can continue to flourish too.

Here are some items of note from the 2017-2018 season:

TCA Membership. Scarboro Golf and Country Club announces that it will close its doors to curling at the end of the season.

TCA Championships. The team of Championship Chairs and their committees for successfully hosted five championship events for the 2017-2018 season. Thank you to all of them, especially to Jeanette Soo, Director of Championships, for supporting all the Championship committees. Together with our sponsors and all those who curled in these events they deserve a huge round of applause for keeping the spirit of the game alive and contributing to the health of the sport of curling in the Greater Toronto Area.

Sponsorship. Sponsors continued to be the lifeblood of TCA Championship events, making them possible and successful. The ongoing support of Goldline is integral to the TCA. They support all our Championship events and have done so for years. Levesque Wealth Planning continues to support the

Business Women's Championship. Delmanor continues to support the Mixed Championships, Day Women's Championship and Men's Championships. Mosaic continues to support the Day Women's Championship and the Business Women's event. Mulmar Springs Farm continues to sponsor the Day Women's Championships. The Men's Championships welcomed Living Assistance Services to its list of sponsors. UOIT signed on as the main sponsor of the Youth Championships. Thank you to all our sponsors.

Ice Donation Honorariums. Honorariums were introduced to thank clubs hosting TCA Championship events. These honorariums were funded through a TCA Facility Fee added to event entry fees.

Outdoor Curling. A decision was made by the City of Toronto to discontinue the delivery of outdoor curling at their two locations in the city. The initiative between the City of Toronto and the TCA to host an introduction to curling at Nathan Philips Square was called off at the last moment due to unfavourable weather conditions. An initiative between Parks Canada and the TCA to host an introduction to curling at the Rouge National Park was also called off at the last minute due to unfavourable weather conditions.

Youth Championships. A new look and feel to the Youth Championships was hosted by Oshawa Curling Club and Oshawa Golf & Country Club thanks to the effort of championship chair Jonathan Giancroce. This year's event will be chaired by Grant Cowan.

Grand Slam of Curling Players' Championship. An informal partnership exists between the TCA and the Grand Slam of Curling. Their event is promoted through TCA member clubs and event volunteers are organized by the Players' Championship local organizing committee: Paivi, Chris and Jason. In return we receive a portion of event program sales and a generous donation to our junior development programs. This year the money was used to support our Goldline/Interclub League championship events.

Youth Interclub Leagues. Thanks to Dave Rooney for all the work he does to organize and run the youth interclub leagues.

It was a pleasure to serve the Toronto Curling Association for two years as President, after serving several years as the Director of Championships. Thanks to the support of all the TCA Board Members and special thanks to the many hours of behind the scenes work of Vice President and Communications Director Danielle Inglis, Championships Director Jeanette Soo, Treasurer John Headley, and Board Member at Large Cory Randell. It is my pleasure to hand over the role of President to Danielle Inglis who I am sure will do a wonderful job.

Good curling to everyone!

GRACE BUGG – PRESIDENT

Championships

Our volunteer-based Championship Committees were successfully chaired by:

- Sandra Booth – TCA Day Women’s Championships, November 14-17, 2017
- Joanne Stewart – Levesque Wealth Planning Business Women’s, November 18-19, 2017
- Jonathan Giancroce – TCA Youth Championship, December 27-29, 2017
- Bill Baker – Goldline Men’s, January 13-20, 2018
- Gerry Hawkins and Monica Sloan – TCA Mixed, February 7-11, 2018

Thanks to the ongoing volunteer efforts of our Championship committees and our valued Championship sponsors, the TCA delivered five high-quality, multi-day championship events open to all participatory skill levels. We also express our sincere appreciation to our host curling centers for continuing to welcome curlers to their facilities and for providing excellent playing conditions and hospitality to those who participate.

We thank and appreciate our ongoing sponsors, who are returning for the 2017-18 season:

- Delmanor Senior Communities
- Goldline
- Levesque Wealth Planning
- Living Assisted Services
- Mosaic Home Care
- Mulmur Springs Farm

To the Chairs and their committees, a job well done.

Additional Championship sponsors are needed to support our TCA Championships. Title sponsors are needed for the following championships:

- Day Women
- Youth
- Mixed

For the 2017-18 Championship season, entries were down for the all the events.

The Day Women’s event was short eight teams. To understand this, the Day Women committee put out a survey to their curlers to solicit feedback on how to improve the event. Based on the feedback, the decision by the committee was to introduce new format for the upcoming season for 32 teams with no age restrictions. It will be a three-day event with three games guaranteed. Lunch will be provided on the Tuesday and on the Wednesday. Thursday’s finale will consist of 12 teams. Lunch will be provided for

the finalists that day with prizes presented following the luncheon. There will be one banner and one trophy.

The Levesque Wealth Planning Business Women championships was short two teams and was due in part to a conflict with the OCA Trophy playdown event. The Business Women's event will be keeping the same format for the upcoming season with a cap of 24 teams.

The Goldline Men's Open event was down in entries (88), Seniors had 64 entries, Master and Grand Masters divisions were full with 32 teams each. To encourage more entries, there was discussion regarding introducing a 32 team Novice League. The curling clubs have been approached to solicit feedback regarding the format before a decision can be made.

The Mixed event was also down in participation; 32 in the Open and 24 in the Seniors. Some of the lower participation was due in part to a competing OCA event the same weekend. Their draw master updated the draw to accommodate the lower numbers, eliminating some byes and have meaningful playdowns. This allowed for the Sunday playoffs to be played in a shorter timeframe which seemed well received by the participants.

The TCA Bantam/Junior Championships was renamed to the TCA Youth Championship and changed its format to a modified triple-knockout within a pool system last year. The TCA also partnered with the Ontario Curling Council to create the TCA – OCC mixed doubles event. For teams eliminated from the triple knockout, they were partnered with another individual for mixed doubles. The event ran the U18 events in the two Oshawa clubs (Oshawa Golf and Country Club and the Oshawa Curling Club). Registration was lower than expected, with 45 teams registering for the event (23 women's teams and 22 men's teams). It ran at a loss but was a successful event. The Oshawa Mayor came to present volunteer awards. Jonathan was also able to secure the University of Ontario Institute of Technology (UOIT) as their sponsor. In an effort to increase the profile and participation in the Youth Championship, a press conference was held in Oshawa announcing the event and invitations to provincial and local politicians have been sent out. Thanks to Jonathan for his new creative approach to generating interest and awareness for this event. Jonathan also decided to step down as chair for the upcoming season due to personal commitments. We thank Jonathan for all his hard work.

We welcome a new chair, Grant Cowan, for stepping in on short notice. Grant has run many successful youth events over the last few years, so he is a well-seasoned veteran at this and is already known to many in the youth community. Cory Randall will be his TCA contact helping Grant with the event.

Our main host club facilities for this upcoming 2018-19 TCA Championship season are:

- Toronto Cricket Skating and Curling Club – TCA Day Women's, Nov 13-15, 2018
- Dixie Curling Club/Tam Heather Curling Club – Levesque Wealth Planning Business Women's, Nov 17-18, 2018
- Oshawa Curling Club – TCA Youth Championships, Dec 27-29, 2018
- Mississauga Golf and Country Club – Goldline Men's, Jan 12-19, 2019
- TBA (original host club was Weston Golf and Country Club) – TCA Mixed, Feb 6-10, 2019

Our Championship committees require an influx of new volunteers to assist with planning. In particular, the day-of operations at each event. All TCA clubs are urged to invite their respective member ranks to step forward and join us in helping our region carry on its strong tradition of planning and delivering high-quality tournaments. Anyone interested in joining a committee should contact the respective committee Chairs.

Soliciting ice for the TCA Championship events is becoming increasingly difficult to secure due to curling clubs' reluctance to provide ice without sufficient reimbursement and having fewer curling clubs available to approach for ice. Further consideration to action needs to be pursued.

JEANETTE SOO – DIRECTOR, CHAMPIONSHIPS

Communications

Three principal areas comprised the Communications portfolio in 2017-18:

1. Website

- We were pleased to have journalism student Maggie Macintosh join the team as a web writer this past season and appreciated her efforts to produce more online content for the website.
- We continue to invite any TCA members to email updates@torontocurling.com with any stories, updates or photos that would be relevant for the website.
- TCA clubs continue to use the bonspiel posting system regularly. Posts are moderated to avoid spam and double postings. Clubs are encouraged to continue to use the system to get word out about events they are hosting at their clubs at <http://www.torontocurling.com/events/#club>
- The online registration and payment for all TCA Championships has continued to be helpful during the 2017-18 season and will be continued through subsequent seasons.
- Many thanks to Wes Johnson for his continued support hosting and maintaining the technical aspects of the website.

2. Communications

- Much appreciation to TCA Club Rep Liaison Bruce Orrell who continued to be instrumental in bridging communications between the TCA clubs and the Board of Directors. We continue curling members, reps and managers to reach out to Bruce with any questions for the TCA or information about upcoming events at your curling facility.

3. Social Media

- Many thanks to Maggie Macintosh and George Karrys for their continued support of TCA social media initiatives throughout the season.
- We exceeded our targets of increasing our Twitter followers by 13 per cent from September 2017 with over 1,131 followers. The TCA Facebook page has exceeded its target goal of surpassing 650 Facebook fans with 678 fans (up from 562 fans this time last year). We more than doubled our goal of gaining 200 Instagram followers with now over 400 followers to date.
- The plan for next year is to continue ramping up social media and increase interaction with the goal of surpassing 1,500 followers on Twitter, 800 Facebook fans and reaching over 500 Instagram followers.

DANIELLE INGLIS – DIRECTOR, COMMUNICATIONS

Financials

During the fiscal year 2017/2018

The TCA has continued to support its dedication to ensure curling will prosper and grow across the Greater Toronto Area and benefit the association's member clubs.

All of the Championships showed a small loss or profit this year except the Youth Championship which showed a loss of \$3,500. The Goldline/Interclub also showed a loss of \$1,600. The mixed doubles was not played.

Operating revenues exceeded operating expenditures for the year resulting in a surplus of \$4,300 with the overall result of a loss of \$800 (before audit).

Cash reserves are currently at \$67,000 with payables higher than receivables by \$14,000 at year-end.

Audited financial statements will be out in October.

JOHN HEADLEY, CPA CGA - TREASURER

Executive Board Summary

GRACE BUGG – PRESIDENT

Leaside's Grace Bugg reprised her role as President of the TCA after spending many years as the Director, Championships. Grace appreciates the support of each of our Championship sponsors and the dedication of Championship Chairs and Committees. Her report is included.

JEANETTE SOO – VICE PRESIDENT - DIRECTOR, CHAMPIONSHIPS

A former TCA Bonspiel Committee Chair (Mixed), Bayview's Jeanette Soo joined the TCA Executive in 2013-14. Jeanette oversaw the activities and strategies of the volunteer Championship Committee Chairs in the execution of the TCA's Championship event series. Jeanette worked closely with the Treasurer and Director of Communications throughout the GTA's busy bonspiel and Championship season. Her report is included in the Annual Report.

DANIELLE INGLIS – VICE PRESIDENT – DIRECTOR, COMMUNICATIONS

As the Coordinator, Social Media & Web Content for Curling Canada and current Canadian mixed curling champion, Danielle continued to bring her unique experience to the TCA Executive. During the past five years of service, she has facilitated continuous and current TCA social media updates and TCA website. Many thanks to Maggie Macintosh and George Karrys for their communications support throughout the season. Her report is included.

JOHN HEADLEY – TREASURER

As TCA Treasurer, Richmond Hill's John Headley continued to be responsible for day-to-day management of all TCA financial affairs, including Championship event entry fee processing and expense reimbursement and processing. He also prepares the TCA's financial reports and liaises with the Association's external auditor.

MICHELLE SMITH – SECRETARY – TCA CLUB MANAGER LIASON

As the manager of the Oakville Curling Club, Michelle's role continues to bring the "curling staff" voice to life on the BOD.

CORY RANDELL – MEMBER AT LARGE

As a special education teacher and Special Olympics curling coach, Cory brings an educational perspective to the BOD. Cory Randell has served on the Board for the past six years, in the role of Director, Youth followed by Secretary and most recently as a Member at Large.

BRUCE ORRELL– MEMBER AT LARGE – TCA CLUB REP LIASON

Bruce continued to open the lines of communication as the TCA Club Rep Liaison for the second year in a row.

JASON CHANG – MEMBER AT LARGE

Jason has served on the TCA Board of Directors for six years. He is a long-time member of the East York Curling Club and served as EYCC President from 2013-2015.

BILL FRANCIS – MEMBER AT LARGE

The BOD was pleased to have Bill Francis back for his second year on the board. An active board member and curler at Royals, Bill brought a fresh perspective to discussions and initiatives.

ROB MADDOCK – MEMBER AT LARGE

A longtime member of the Toronto Cricket Skating and Curling Club, Rob Maddox added a strong voice to the BOD.