

**Toronto  
Curling  
Association**

**Annual Report  
2018-2019**

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## From the President

This has been a year of building for the Toronto Curling Association and I am proud to be among a group of enthusiastic people who are dedicated to growing the sport of curling throughout Toronto and the Greater Toronto Area.

We started off the year with several planning and vision meetings where many solid ideas were contributed. This has led us to a more precise focus on development of curling in the Toronto area from supporting more novice-based programming to sustainability of current curling facilities and much more. Our goal is to strengthen our current resources and events while looking towards the future of extending our programs (i.e. outdoor curling, better dissemination of learn to curl information, new website, etc.) I would like to say a personal thank you to all Board members for your thoughtful contributions and many hours to establish this vision.

Here are some items of note from the 2018-2019 season:

**TCA Membership.** In August 2018, the Weston Golf & Country Club suddenly announced that it would be discontinuing curling at its facility effective immediately. St. George's Golf & Country Club has announced that it will close its doors to curling at the end of the 2019-20 curling season. The TCA was in full support of CurlON's initiative to reach out to the GMs of the country clubs across Ontario via a symposium held in winter 2019 with the hope that it would create better awareness of the business side of the game and the advantages to maintaining a curling program within each existing facility.

**West End Curling Committee.** The TCA has been in full support of the WECC's efforts to establish a new curling facility in the Toronto area, with particular attention paid to the west side of the city. We are looking forward to having one of their committee members join our Board this coming season to further intertwine our two groups throughout the process.

**TCA Championships.** The Championship Chairs and their committees successfully hosted five championship events for the 2018-2019 season. Many thanks to Maureen Condon, Director of Championships, for supporting all the Championship committees and for each committee's tireless work to bring fantastic curling events to the Toronto area.

**TCA Youth Championships.** This year's event was revitalized to bring back the glory of past years where it was not just about the competition on the ice, but also the fun aspect off the ice. Many thanks to Grant Cowan for running a highly successful event, as well as bringing back the trip to Switzerland as the main prize starting with this year's event.

**Sponsorship.** This was identified as a key issue and great attention has been paid to working on this topic including speaking with key contacts and establishing a viable, long-term financial solution. More on this can be found in the Sponsorship section. We thank our many sponsors that have supported the TCA this past season, with special thanks to Goldline who is a strong supporter of many areas of curling and events throughout the Toronto area.

**Surveys.** Two surveys were administered by the TCA in winter 2019. The reasoning behind them was to build an understanding of the curling demographics in the Toronto area with practical applications, such as sponsorship proposals. The first survey was for the curling community in GTA and had over 870 responses. The second was directly to club managers, which we will continue to obtain results into this curling season. Great thanks to all who participated in these surveys and contributed to the continued growth of curling knowledge in the Toronto area. Results of the survey to the curlers can be found in a separate report.

**Ice Donation Honorariums.** The honorariums to thank clubs hosting TCA Championship events have continued to receive a positive response. They will be increased for the coming season to continue to strive towards providing as much support to the curling facilities as possible. These honorariums were funded through a TCA Facility Fee added to event entry fees.

**Grand Slam of Curling.** Our partnership between the TCA and the Grand Slam of Curling has been strengthened, as the GSOC continues to support the TCA youth via money collected through the Players' Championship, as well as coming on board as a strong supporter of the TCA Youth Championships. We are continuing to delve into the partnership to bring the best possible service to the people of Toronto and the GTA.

**Youth Interclub Leagues.** My sincere thanks to Dave Rooney for his many years of work running the youth leagues in the Toronto area. Your selfless dedication in creating a wonderful experience for the young curlers in Toronto and the GTA is incredibly appreciated.

It was a pleasure to serve the Toronto Curling Association in my first year as President, after serving several years as the Director of Communications. Many thanks to the support of all the TCA Board Members, especially Grace Bugg in the transition, with special thanks to the many hours of behind-the-scenes work of Vice President and Communications Director Melissa Hogg Cunningham, Championships Director Maureen Condon, Treasurer John Headley, and Board Member at Large Cory Randell.

**DANIELLE INGLIS – PRESIDENT**

## Championships

Our volunteer-based Championship Committees were successfully chaired by:

- Sandra Booth – TCA Day Women’s Championships, November 13-15, 2018
- Joanne Stewart – TCA Levesque Wealth Planning Business Women’s Bonspiel, November 17-18, 2018
- Grant Cowan – TCA Youth Championship, December 27-29, 2018
- Bill Baker – TCA Goldline Men’s Championship, January 12-19, 2019
- Gerry Hawkins and Monica Sloan – TCA Mixed Championship, February 6-10, 2019

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 centres for continuing to welcome curlers to their facilities and for providing excellent playing conditions and hospitality to those who participated.

We thank and appreciate our sponsors for this season:

- Goldline
- Delmanor Senior Communities
- Levesque Wealth Planning
- Living Assisted Services
- Weston Curling Members
- Meridian Credit Union
- Mosaic Home Care
- Mulmur Springs Farm
- Rogers Sportsnet Grand Slam of Curling
- The Hartley Family
- Radical Road Brewery
- Melitta
- Red Coats Moving
- Asham
- David Cunningham Danielle: I don’t believe that Bayview needs to be recognized as this was a personal donation
- Golf Away Tours
- Last Rock Curling Supplies

The events were successful due to the leadership of the Chairs and the support and cohesiveness of their committees.

- The **TCA Day Women’s Championship** was a full 32 team event; two games, breakfast and lunch each day. Thursday’s final consisted of 12 teams. Lunch was provided for the finalists on Thursday with prizes presented following the luncheon. There was one banner and one trophy.

The Championship winner was Brenda Johnston's team with Sandra McManus, Robin Stewart and Dorothy Douglas representing the St George's Curling.

The Day Women changed their format to eliminate the division between Open and Senior and added a free lunch each day. They are happy with the result this season as the Championship was full, so no changes to the event for next season. As it is the Day Women's 60<sup>th</sup> and Unionville's 100<sup>th</sup> anniversaries in 2019, the Day Women are creating a video with pictures from past events to be shown this season. The bonspiel started in 1959 with Unionville as the host Club. Sandra Booth is staying on as Day Women's Chair.

The Day Women appreciate and thank their event sponsors; Delmanor Senior Communities, Mosaic Home Care, Red Coats Moving, Radical Road Brewery, Mulmur Spring Farms, Goldline, and Melitta. We would also thank the curling centres supporting the event; Toronto Cricket, Leaside, York, Unionville, Oakville, Thornhill and Donalda.

- The **TCA Business Women's Championship** would like to thank Dixie Curling Club and Tam Heather Curling Club for hosting the 2018 bonspiel. Last season's bonspiel was a huge success. The bonspiel was filled with 24 teams competing over two days. The winners of the bonspiel were Alison Goring, Cheryl McPherson, Mary Chilvers and Cheryl Maloney from Bayview Golf & Country Club.

The continued sponsor support from Goldline and Mosaic Home Care is greatly appreciated. At this time, the committee would like to announce that Linda Levesque of Levesque Wealth Planning has withdrawn her sponsorship of this bonspiel. We would like to thank her for her very generous support of the bonspiel and the curlers over the years. A donation from Weston curlers was made to support the upcoming 2019 event, but a title sponsor of \$2,000 would be required to continue after next season.

We would like to thank Leaside Curling Club who will be hosting games on Saturday, November 16, 2019 and York that will be hosting the semi finals and finals on Sunday, November 17, 2019. We will be celebrating our 18<sup>th</sup> year this season.

Plans are underway for this season's bonspiel with the aim of 24 teams. New rule for the 2019 event is that ties on the Saturday will be broken by a draw to the button. A complete set of rules is posted on the website.

Joanne Stewart is staying on as Business Women's Chair.

- The **TCA Youth Championship** went well and will be bigger and better next season. It was drastically changed from two years ago when 14 teams said they wouldn't be back. Many teams stated it was a great event this season. There is a problem with youth events as they are either highly competitive or casual, and there is nothing in between. This event was a round robin with a four-event breakdown, so something for different experience levels. The event was full. The men's winner was Team J. Jones and the women's winner was Team Belliveau. The mixed doubles exhibition event went well. For mixed doubles, teams were chosen randomly; this was well received with great parental involvement. The inaugural alumni party went well too. Thank you to the Oshawa Curling Club for hosting this great event.

The sponsor support from Goldline, Rogers Sportsnet Grand Slam of Curling, Asham, Hartley Family, Weston Curlers and Last Rock Curling Supplies is greatly appreciated.

This year the committee has secured a title sponsor in Goldline and the event is now "TCA Goldline Youth Championships". With the huge success of last year's event, the exact same format and itinerary will be maintained. The most exciting change this year is as a result of the work of Andrew Brett from Goldline and the youth committee to renew our relationship with the Swiss Curling Association. We are proud to announce that this year's winners will be going to Switzerland, as they had done for so many years previously. We have a new TCA Youth Championship logo with Goldline listed. The committee has built a new website for the event, which is linked to the TCA website. Two new sponsors have also signed on: StuSells Realty and Hart-Well Electrical. As well, the remaining funds from the Weston curlers is allocated to this season. The plan is to expand to 40 teams as a U-21 event.

Cassandra Cowan has taken on the Youth Chair role and Grant Cowan is staying as an advisor.

- The **TCA Goldline Men's Championship** introduced a Novice division that was well received with 14 team entries. Each team may have cumulative curling experience of up to 20 years. The target is 24 teams next season. The Open division entries continue to decline. While the perception is that you curl "every evening", evening draws are only held on Monday, Tuesday and Thursday, and teams in the east play their weekday games in the east to minimize travel and vice versa for the west. Teams do crossover east vs. west on the opening Saturday to give teams a chance to play at clubs where they otherwise may not have a chance to play. The winners were Greg Balsdon's team from Richmond Hill for the Main division, Dave Thomas' from Leaside for the Seniors, Greg Ward's team from Chinguacousy for the Masters, Vic Suzuki's team from Richmond Hill for the Grand Masters and Justin DeMerchant's team from Whitby for the Novice.

The committee appreciates and thanks their event sponsors; Goldline, Delmanor Senior Communities and Living Assisted Services. We would also thank the curling centres supporting the event; Mississauga (host), Annandale, Bayview, Dixie, Donalda, East York, High Park, Leaside, Oakville, Oshawa Golf, Richmond Hill Royal Canadian, St. George's, Tam-Heather, Thornhill, Toronto Cricket and Unionville.

Next season is the 125<sup>th</sup> anniversary of the TCA Men's Championship. As it is Unionville's 100<sup>th</sup> anniversary, they will be one of the main host clubs. Unionville will host the Masters and Grand Masters finals and High Park will host the Novice, Open and Seniors finals. Because of High Park's configuration with five sheets, the schedule for the finals may be changed next season. High Park is considered the oldest curling club in Toronto so it will be good to see the anniversary event there. Danielle: I would remove this reference; better to confirm if the Mayor will attend versus being invited. The committee is looking for old trophies.

Bill Baker is staying on as TCA Goldline Men's Championship Chair.

- The **TCA Mixed Championship** had a few unexpected changes that made for a great deal of extra committee work this season. First, the host club had to change from Weston to Bayview due to the unexpected closure of Weston. Gerry, Monica and their committee had to find a new host in September. This was after the posters had been distributed to add to the confusion. We really appreciated Bayview stepping in as the new host club. At the start of the event, bad weather forced a change from four days to three days. Many thanks to Judy MacLellan and Maureen Condon who found extra ice to cover all games in three days and the curling centres that were generous to give their extra sheets. The format worked well, so the committee is considering this change for the coming season. There were 26 Open teams and 26 Senior teams who participated, down from previous seasons.

The winners were Team Frank van Biesen from Dixie for the Open event and Team Doug Miller from Tam Heather for the Senior event.

We appreciate the support from a new sponsor, Meridian, that came onboard this season and continued support from the Delmanor sponsorship. The sponsor support from Goldline, Red Coats Moving, Golf Away Tours, David Cunningham, and many more event sponsors, is also greatly appreciated.

Thanks to Bayview (host), Leaside, Dixie, Oshawa Golf and Thornhill for being so generous with their facilities to ensure the event was successful.

Gerry Hawkins and Monika Sloan are staying on as Co-Chairs for the TCA Mixed Championship.

- The new Mixed Doubles Chair, Ikoro Huggins – Warner, is forming a committee to host an event this season.

MAUREEN CONDON – CHAMPIONSHIP CHAIR

## TCA Youth Leagues

Last season the TCA Interclub League once again drew a large number of enthusiastic young teams with additional clubs participating in the league. Indications are the league will continue strong again next season.

The Interclub league had a total of 33 teams divided into East and West Divisions. The season included 10 regular season games plus a two game finals day a Dixie for top 24 teams and a second finals day held at Oakville for other teams based on year end standings. Included pizza and prizes for every curler in attendance. A team from Dixie won the overall title this year.

The Goldline league did not run last season due to the league losing its Tuesday night ice slot at St. George's and not being able to source a replacement. Unless ice opens up, the league will likely not run again this season. Due to the ages of the teams and their competitive weekend schedules, this league only works with a centralized location weekday time slot. There is potential for this to be a very popular league for more experienced youth teams if an applicable ice slot could be found. Goldline should be recognized once again as main sponsor for the league which helps with providing great prizes on finals day. League rules, schedules, fees info and online registration are all on TCA website under Youth Leagues tab.

After a number of years running the leagues, I have had to step away due to a heavy schedule of commitments in coming year. I can say that it has been a real pleasure watching the league grow to over 30 teams and have a chance to watch so many young curlers come up through the league and now see them at competitive curling events across the Province many weekends. Definitely an integral part of keeping curling strong in the GTA and Ontario so highly encourage clubs to strongly support the league in the future in terms of both ice time donations and encouraging youth participants at their clubs to form teams and join the league.

We have been fortunate enough to have four individuals step forward to run the league in the coming season, and will be looking for a few other volunteers to assist with running finals days. New Interclub Committee members are as follows:

Maureen Condon – Obtaining Ice from clubs for the league

Gary Parkinson – Creating and communicating the schedule

Sean Holman – Coordinating team sign-up with clubs

Jennifer Smith – Keeping weekly standings updated on website

DAVE ROONEY – CO-ORDINATOR TCA YOUTH LEAGUES

## Communications

This year, our focus was on strategy development and priority setting. An area of particular focus was our core communications assets, namely the TCA email system and our website. Both are in need of a makeover in order to be more responsive, modern and efficient in order for the TCA to better promote curling to our existing and potential members.

Work has started to transition our existing email system to a Google platform. This will dramatically improve our ability to track and update our distribution lists, reduce spam and create a much more user-friendly interface. Many thanks to Wes Johnson for his ongoing technical support as we implement this important upgrade. TCA members are encouraged to continue to share updates, stories and photos with us so may feature creative and fresh content on our site.

Discussions are well underway to refresh our website, including designing a new TCA logo. We are looking to engage our talented TCA members to assist with this work. Stay tuned for details about our 2019-20 logo contest. Those with website design experience are also encouraged to share their ideas and suggestions on how we can have a more effective web presence. We are exploring opportunities to bring a student onboard to assist in this work.

Our website continues to be a primary destination for information about competitions and bonspiels. All clubs and members are encouraged to continue to submit flyers well in advance so they may be promoted. All materials are reviewed prior to posting. Many thanks to Maureen Condon for all of her support in keeping our content up to date.

Our social media channels continued to experience an increase in followers over our 2017-18 levels.

|                   | <b>2017-18</b> | <b>2018-19</b> |
|-------------------|----------------|----------------|
| <b>Facebook:</b>  | 678            | 727            |
| <b>Twitter:</b>   | 1,131          | 1,232          |
| <b>Instagram:</b> | 405            | 498            |

A social media strategy to optimize our use of our channels to drive increased awareness and membership growth was developed with the assistance of participants in the University of Toronto Digital Strategy and Marketing Management program. The strategy is being finalized so it ready for implementation in the coming year. Included in the strategy is the development of an organic content calendar so our events, curling information and membership initiatives may be featured year-round and appeal to all of our target demographics.

Frequent and informed communication with all our TCA member clubs is critically important. Thank you to Bruce Orrell for all of his work to make sure these channels are effectively used so important information is shared on a timely basis.

MELISSA HOGG CUNNINGHAM – VICE PRESIDENT/ DIRECTOR, COMMUNICATIONS

## **Financials: 2018-19**

The TCA has continued to dedicate its efforts to help curling prosper and grow across the Greater Toronto Area.

All of the Championships were in line with the expectations of the Championship committees. The mixed doubles was not played.

Operating revenues exceeded operating expenditures for the year resulting in a surplus of \$3,696 with the overall result of a gain of \$1,785 after amortization.

Cash reserves are currently at \$55,000 with payables lower than receivables by \$2,000 at year end.

Audited financial statements are available.

JOHN HEADLEY, CPA CGA - TREASURER

## Sponsorship

During the 2018-2019 season, the TCA Board of Directors identified sponsorship as a strategic priority for the organization. While sponsorship has been a mainstay of the TCA for many years, particularly sponsorship of our various TCA Championships, there is great opportunity to better unlock the value of TCA assets and our brand. Developing a more structured approach to sponsorship will allow us to attract greater sponsorship dollars from a greater number of sources for our Championships and youth leagues, provide better consistency and stewardship to sponsors, and enable us to unlock new sponsorship opportunities through our brand.

The TCA has started to tackle this issue by better understanding the sponsorship landscape. We have been in contact with various individuals with experience in curling sponsorships, such as Curling Canada and the Ottawa Valley Curling Association, and have also consulted with several independent sponsorship professionals.

For the 2019-2020 season, the TCA hopes to better understand the potential sponsorship value of our assets and evaluate the various alternatives to sponsorship solicitation (i.e. in-house, sponsorship agency, independent sponsorship professional) with the view of developing an action plan for our sponsorship strategy going forward.

JASON CHANG - MEMBER AT LARGE

## Executive Board Summary

### DANIELLE INGLIS – PRESIDENT

As the Coordinator, Social Media & Web Content for Curling Canada, a high performance and grassroots curling coach and reigning world mixed curling champion, Danielle continued to bring her unique experience to the TCA Executive. After five years of service to the Board in the position of Director of Communications, Danielle stepped into the role of President. Her full report is included.

### MELISSA HOGG CUNNINGHAM – VICE PRESIDENT/DIRECTOR, COMMUNICATIONS

Melissa joined the TCA executive in 2018-19 to assist in building a strategic plan that will support membership growth and build greater awareness of curling across the GTA. Her experience includes serving on Bayview Golf and Country Club's Board of Directors as Curling Director and Marketing Director, and Co-Chairing Bayview's Mixed Curling Section with her husband Jeff for the past 11 years. As the Director of Corporate Communications for the Financial Services Regulatory Authority of Ontario, Melissa is an experienced communicator who specializes in issues management and media relations, change management and building highly effective teams.

### GRACE BUGG – PAST PRESIDENT

Leaside's Grace Bugg handed over the role of President of the TCA to Danielle after spending two years as the President. Grace also served as Director of Championships for a number of years prior to her term as President.

### MAUREEN CONDON – DIRECTOR, CHAMPIONSHIPS

Maureen Condon joined the TCA Executive in 2018-19 bringing a wealth of experience to the table. She is an experienced Curling Canada official having been at local, provincial and national events, a statistician and timing Chair for the 2016 Canadian Mixed Championship, as well as a former CurlON Zone 8 representative and the Weston TCA representative. Maureen also provided many years of service on Weston's mixed and business women's committees. Maureen oversaw the activities and strategies of the volunteer Championship Committee Chairs in the execution of the TCA's Championship event series. Maureen also assisted with TCA website posts for news and events. 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.

CORY RANDELL – MEMBER AT LARGE

As a special education teacher and Special Olympics curling coach, Cory brings an educational perspective to the BOD. Cory 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. This is Cory's last year sitting on the Board.

JASON CHANG – MEMBER AT LARGE

Jason is a long-time member of East York Curling Club, having served as President from 2013-2015. Beyond his service on the Boards of the TCA and EYCC, Jason is a commentator for CurlION championships with Title Sports Live, and has also covered the TCA Men's Championship on Rogers and the World Mixed Curling Championship. On the ice, Jason competes for the Hong Kong national team and has appeared at three Pacific-Asia Curling Championships, two World Mixed Curling Championships and two World Mixed Doubles Curling Championships.

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 third year in a row.

BILL FRANCIS – MEMBER AT LARGE

The BOD was pleased to have Bill Francis back for his third 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 continued to add a strong voice to the BOD.

MICHELLE LAIDLAW – MEMBER AT LARGE (TCA CLUB MANAGER LIASON)

As manager of the Oakville Curling Club, Michelle's role brought the "curling staff" voice to life on the BOD. This is Michelle's last year sitting on the Board.