



Toronto Curling Association

Annual Report

2021-22

Contents

- 1. The Year in Review 3
- 2. Scotties Bid Planning and Facility Partnerships 4
- 3. Financial Report 5
- 4. Youth Development 6
- 5. West End Curling Committee..... 7
- 6. Events 8
- 7. Board Members 11

The Year in Review

Melissa Hogg Cunningham, President

It was another eventful year in our curling facilities and at the TCA. How amazing to have curling return last fall! Even though we had to adjust to evolving restrictions based on pandemic conditions, our clubs were up and running and we began our journey back to more normal times.

The Board undertook a number of key initiatives to grow interest in curling and support our member facilities. Highlights include:

- Engaging over 4,000 diverse participants in curling through our Peel Curls initiative funded by an Ontario Trillium Foundation grant;
- Introducing hundreds of participants to curling at the Big Brothers Big Sisters fundraising event at the Bentway in April;
- Participating in the City of Toronto's Stakeholder Reference Group to support and advocate for curling facilities in under-served areas such as the West End;
- Developing our partnerships with key sponsors, including Goldline, and other organizations such as Crocikurl and Pinty's Grand Slam of Curling in preparation for next year's events;
- Working with the City of Mississauga on a future Canadian Scotties bid; and
- Collaborating with GTA Facility Managers to share information related to their operations.

We also completed Phase 2 of our website refresh to build-in functionality that will help existing and potential curlers find a league and facility that best meets their needs; provide more information and resources about curling; allow for a streamlined approach for collecting and displaying bonspiel information with new search capabilities; increase the promotion of our sponsors...and more!

It truly takes a community to achieve success. To all the amazing staff who run our curling facilities - thank you for all that you do to keep curling vibrant within your club and community. Thank you to the many volunteers who serve on the TCA Board and on event committees. Your commitment and dedication have made it possible for the TCA to carry out its work and support its mission to grow interest and participation in curling across the GTA.

Special thanks as well to: Maureen Condon, Leslee Vivian and George Karrys for supporting our digital channels; Bailey Whissel, Founder of Bailey Whissel Marketing Agency for his services in evolving our website; Wes Johnson for his ongoing support in transitioning our web services; Jalen Solomon, our inaugural communications intern, for helping us stay on top of our communications activities; and Adrienne Cunningham for her bookkeeping support.

It has been my pleasure to serve on the TCA Board and I know that many accomplishments will be realized by this dedicated team in the upcoming year.

Scotties Bid Planning and Facility Partnerships

Sean Holman, Vice President

For the 2021/2022 season, I focused on a couple of key initiatives: planning for a bid for a future Canadian Scotties Tournament of Hearts and leading the facilitation of the monthly meetings with our Facility Managers.

Canadian Scottie's Tournament of Hearts

Tourism Mississauga approached the TCA to spearhead a bid for a future Canadian Scotties Tournament of Hearts. Mississauga is committed to hosting major events to raise its profile. Kruger, the parent company of Scottie's, has their head office in Mississauga and Tourism Mississauga believes that hosting the event near Kruger's head office in the GTA will bring opportunities that other locations will not be able to. Planning is proceeding and, given a variety of considerations, we are targeting a bid for 2026.

In preparation for submitting a bid, meetings have been held with Tourism Mississauga to define a critical path and roles and responsibilities. Discussions have also taken place with organizers of the 2023 Brier in London Ontario. This group has extensive experience in successfully bidding for, and hosting, major curling events. Valuable knowledge was gained in this meeting and the organizers are prepared to share information going forward.

In the 2022/2023 season, additional planning will continue and we will start to build a bid committee.

Facility Manager's Meetings

With the retirement of John Majnarich, General Manager of the Richmond Hill Curling Club, I took on the role of facilitating the regular meetings with the Facility Managers. Meetings were well attended and continued to provide the opportunity for sharing operational information to help to drive consistency and best practices. Some key discussion items included:

- Covid protocols (vaccination requirements, rules of play)
- Ice rental fees for roving leagues
- Ice fees for TCA events
- Youth programs

These meetings will continue in 2022/2023 season.

Finance Update

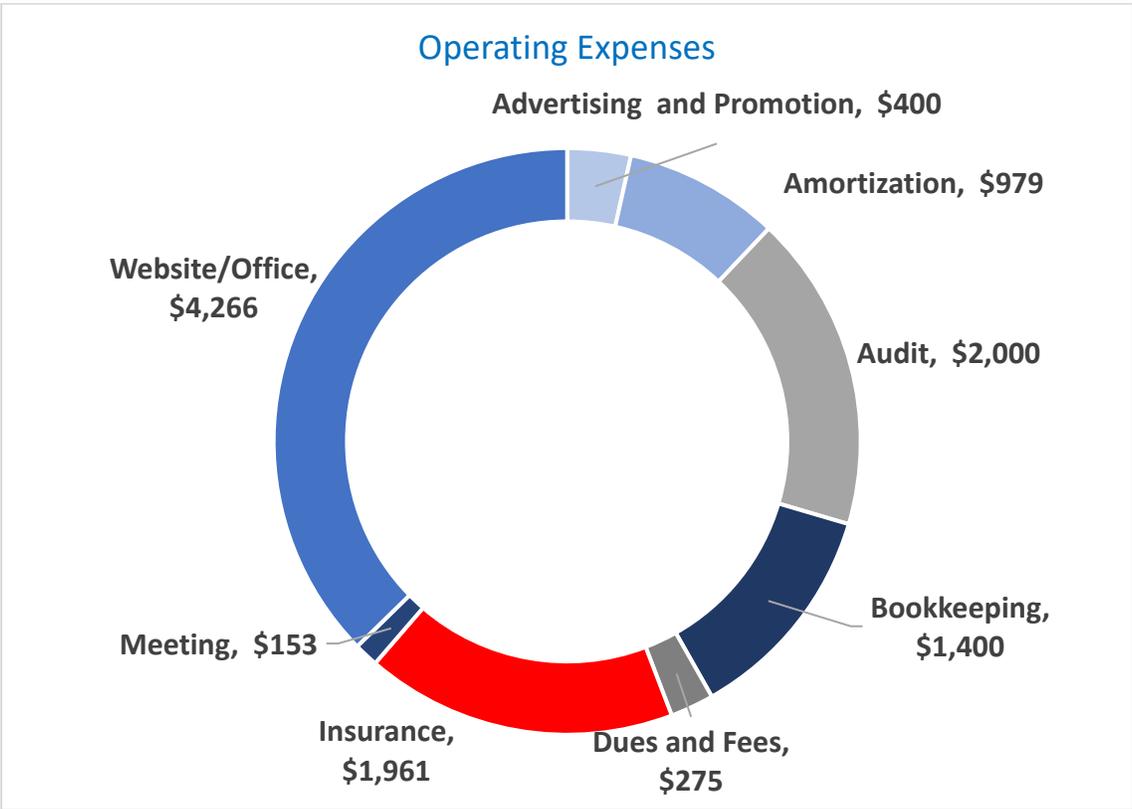
Michelle Wettlaufer, Finance Director

Revenues

Our revenues this year comprised of two elements: annual membership fees to member curling facilities (\$9,825) and revenue from our Ontario Trillium Foundation Grant (\$19,170) (see below). Membership fees are used to run our operating expenses.

Operating Expenses

Our annual operating expenses consist primarily of insurance, office costs, including our website enhancements, audit, bookkeeping, amortization, and other miscellaneous costs, totalling \$11,100, which is the same as fiscal 2021. Details of our operating expenses are as follows:



Ontario Trillium Foundation Grant

As previously reported, in 2020, the TCA was awarded an Ontario Trillium Foundation Grant to promote Curling in the Peel Region with a target reach of 5,000 participants.

The TCA partnered with Rock Solid Productions to deliver the programming. The program was executed primarily through 2021 and ended in December 2021. The COVID-19 pandemic and health requirements resulted in a need for outdoor-friendly equipment and programs. We creatively adjusted the equipment so that it could work both outdoors and indoors and ensured it could meet capacity requirements and social distancing guidelines for each group.

The Floor Curl equipment and program materials created as part of this grant went into a variety of recreation settings, including drop-in programs, school gym classes, outdoor day camps and more. As part of this process, all the locations were trained in how to teach curling in the recreation centre and were supported with manuals and program guides. A total of 6,374 curling experiences occurred with over 4,000 different participants representing a broad demographic.

The total grant was \$70,500, of which \$63,500 was received during fiscal 2021 and \$7,000 was received in fiscal 2022 upon completion of the program. The grant specified amounts to be spent on equipment, marketing and programming costs, supplies and materials and evaluation costs. In fiscal 2022, we expensed \$11,059 in support of the program delivery. In Fiscal 2021, we spent \$51,330 on the street curling equipment (\$19,470) and program set up and design (\$31,860). This program is now complete.

Youth Development

Julie Hastings, Youth Director

The TCA is committed to providing opportunities for youth development at the club level, and for emerging competitive teams.

Our Interclub Bonspiel will provide a fun and competitive outlet for club teams who are looking for experiences beyond their recreational leagues. Junior curlers will also have the opportunity to volunteer at the Interclub Bonspiel and learn about the valuable contributions that volunteers make each year.

Looking forward, we want to be a partner in helping grow the sport at the junior level and making long lasting memories for each and every junior curler in the GTA.

West End Curling Committee

John Rudd, Member-at-Large

WECC continues to actively pursue the establishment of a much-needed curling facility in Toronto's west end. We have continued our close association with the TCA in order to ensure any new facility aligns with the goals of both organizations.

Communication with our Curling Community

WECC continued to communicate with the GTA curling community and beyond via our website, Twitter, newsletter and special emails. We also had a booth at the Player's Curling Championship held in Toronto in April, which proved to be a good opportunity to interact with our curling community about our work. In May, Greg King attended the Curling Canada Symposium on Changing the Face of Curling which focussed on diversity, inclusivity, and accessibility. These principles have been hallmarks of WECC's vision, which has been shared with CurlION.

City of Toronto's Curling Strategy

Supporting the City's Curling Strategy that was launched in 2020 has remained WECC's primary focus over the past year. Based on the City's assessment that there is a significant, unfulfilled demand for curling in Toronto, the City confirmed two options in 2021 for detailed study: repurpose an existing underutilized ice arena and share an existing ice arena with its current user groups. In December 2021, the City announced they had determined neither option was feasible. They are now focusing on a city-wide ice strategy to assess ice needs for winter sports and an update is expected in September 2022.

Curling Rocks

In preparation for a new curling facility, WECC negotiated for, and took possession of, a set of curling rocks from St. Georges Golf & Country Club. Goldline Curling Supplies has kindly agreed to store these rocks at their warehouse.

Looking Ahead to Next Year

WECC will continue its strong advocacy for a new curling facility throughout the coming year. Planning is underway to run a one-time curling demo at a west end ice arena to demonstrate the viability of repurposing an arena for curling. This would need the assistance of the City, local arena user groups and the TCA. WECC will remain open to other opportunities as they arise whether or not they involve the City. This would include private partnerships and other creative ideas.

EVENT OVERVIEW

TCA Business Women's Bonspiel

Joanne Stewart, Chairperson

Date: Nov 19-20, 2022

Host Club: Dixie Curling Club

Format:

This season we have returned to our format of 24 teams, six events and 3 games guaranteed over two days. All the curlers will receive breakfast and lunch each day. The entry fee is \$340/team.

Sponsors:

- Karen Hajdur, Certified Financial Planning Professional
- Goldline
- Grand Slam of Curling
- Mosaic Home Care Services
- Cineplex Entertainment

Thank you to all our Committee Members for their dedication and hard work: Lesley Beech, Karen Hajdur, Marie Huggard, Kim McGrath, Shirley Morrison, Mary Ellen Samson and Susan Sims.

TCA Day Women's Championship

Date: November 8 and Nov 10

Host Clubs: Leaside Curling Club, York Curling Club

Format:

The event will be run as a 24-team entry bonspiel. All teams will play two games on Tuesday to establish seeding for the final day. On Thursday, teams are seeded into six events. Winners of the morning games move on to the afternoon finals. All curlers will be provided lunch on both days of curling. The entry fee is \$320/team.

Sponsors:

- Mulmar Farms
- Goldline
- Mosaic
- Radical Road Brewery

Thank you to all our Committee Members for their dedication and hard work: Jan Greenwood, Leslee Vivian, Sandra Thain, Karen Morrison and Ingrid Duncan.

TCA Goldline Men's Championship

Bill Baker, Chairperson

Date: January 7 - 14, 2023

Host club: Richmond Hill Curling Club

Format:

The format for the 2023 event will be the same as in past years. The Open and Senior divisions will be capped at 64 teams. Registration will open at end of October. Registration fee is \$150 per team for Open, Senior & Novice, and \$130 for Masters & Grandmasters.

Sponsors:

- Goldline
- Fireside Subs

Thank you to all our Committee Members for their dedication and hard work: Angie Anderson, Raj Burman, Brian Jackson, John Leermakers, Kim McGrath, Gilles Philippe, Chris Riehl.

Youth Interclub Bonspiel

Julie Hastings, Chairperson

Date: December 2022, January and February 2023 (dates to be confirmed)

Host clubs: Tam Heather Curling and Tennis Club, Dixie Curling Club

Format:

The goal of this competition is to re-introduce junior curlers to interclub play in a fun environment that will keep them engaged in the sport. This bonspiel will be hosted by 3 clubs, on 3 different Saturdays during the year and the event will be capped at 24 teams. The first 2 Saturday events will be in December at Tam Heather, and January or February at a club TBD. These will be the qualifying games for the finals day that will be hosted by Dixie in March.

Sponsors:

- Goldline

Thank you to Joanne Stewart and Sean Holman for helping with the initial planning.

The 2023 Strathcona Cup

The 2023, Strathcona Cup curling competition will be held across Canada from Jan 11 to Feb 2, 2023. This competition is the oldest international curling competition in the world, dating back to 1902. It is contested every fifth year between Canada and Scotland with each country acting as host every tenth year.

The tournament is named after Sir Donald Smith (aka Lord Strathcona). Smith was a Scottish-born Canadian businessman who became one of the British Empire's foremost builders and philanthropists in the late 1800s. He was commissioner, governor and principal shareholder of the Hudson's Bay Company, was President of the Bank of Montreal, was twice a Member of Parliament, and co-founded the Canadian Pacific Railway (he was the person selected to drive the last spike of the Canadian Pacific Railway, on November 7, 1885, at Craigellachie, British Columbia). Lord Strathcona eventually retired back to Scotland. In 1909, while President of the Royal Caledonian Curling Club, Scotland's national curling body, he commissioned a trophy for the competition between Canada and Scotland - the Strathcona Cup.

In January, 60 male Scottish curlers will be touring Canada. They will be split into three groups of 20 competing against local, recreational Canadian curlers at approximately 100 curling clubs in eastern, central and western Canada. The Central Tour will be visiting 35 different curling clubs in southern Ontario and the Montreal area, including 10 TCA clubs. A single draw of four games is held at each club. The host clubs select 16 members of their clubs to form 4 teams to compete against the Scots. The winner of the Strathcona Cup is decided by the total points scored by each country over the duration of the tour.

Schedule for the TCA facilities participating in this event:

1. Cricket Club - Thursday, Jan 12 2:00 PM (followed by Opening Banquet)
2. Oakville Curling Club - Thursday, Jan 19 2:00 PM
3. Mississauga G&CC - Thursday, Jan 20 9:30 AM
4. Dixie Curling Club - Thursday, Jan 20 2:00 PM
5. King City Curling Club - Thursday, Jan 21 9:30 AM
6. York/Newmarket Curling Club - Thursday, Jan 21 2:00 PM
7. Port Perry Curling Club - Thursday, Jan 23 2:00 PM
8. High Park Curling Club - Thursday, Jan 24 10:00 AM
9. Unionville Curling Club - Thursday, Jan 25 9:30 AM
10. Donalda G&CC - Thursday, Jan 25 2:00 PM (followed by Robbie Burns Supper)

Male curlers interested in competing against the Scots should contact the Strathcona Cup organizers at their respective clubs. Spectators are welcome at all the host venues.

Board Members

MELISSA HOGG CUNNINGHAM – President

Melissa has been an active curler for over 20 years and joined the TCA executive in 2018 as Communications Director and then President. She previously served on Bayview Golf and Country Club's Board of Directors as Curing Director and Marketing Director. She also, together with her husband Jeff, co-chaired Bayview's Mixed Curling Section for 12 years. Melissa is a senior leader in communications, employee engagement and change management at RBC.

SEAN HOLMAN – Vice President

Sean joined the TCA Board in September 2020. He is a Chartered Professional Accountant specializing in finance operations focusing on continuous improvement and operational excellence. He currently works for Plexus as Director, Sourcing Analytics and Program Management. Sean is currently a Board member at Dixie Curling Club and previously coordinated the TCA Interclub league.

MICHELLE WETTLAUFER - Treasurer

Michelle joined the TCA Board as Treasurer in 2020. She is a CPA CA, CMA and has held senior financial roles in various public companies throughout her career as well as serving for six years on the Bayview Golf and Country Club Finance Committee and Curling Council. She is currently the CFO of Grant Thornton LLP. Michelle curled at Bayview Golf and Country Club since 2008 and was chair of the Bayview Little Rocks and Bantam programs for five years.

LIZ MALCZAK – Secretary

Liz joined the TCA Board in October 2022 to assist with the Secretary role for this past year. She has a Master of Information Studies and recently founded Cranbrooke Knowledge Consulting. Liz provides a variety of consulting services from records and information management and is a certified Change Management Practitioner.

JULIE HASTINGS – Youth Director

Julie is a competitive curler and NCCP certified competition coach. Julie's most successful curling season came in 2015 when her team represented Ontario at the Scotties Tournament of Hearts. Now, Julie is focused on passing on her knowledge of the game and inspiring youth to learn about curling.

LYNN D'AOUST – Events Director

Lynn joined the TCA Board in 2021 to assist with event planning preparations. Lynn has been an active curler since 1982 and has been an active volunteer for many years. She is a management consultant with extensive experience in coaching cross-cultural and cross-functional teams to be high performing. She is actively involved with the Canadian Centre for Ethics in Sport (CCES) to help promote fair play and drug-free sport.

JOHN RUDD - WECC Liaison

John has been a curler for over forty years and a competitive curling coach and instructor for more than 30 years. He has been the Head Coach of Varsity Blues Curling at the University of Toronto since 2013. John is also a Learning Facilitator and has been delivering CurlION's NCCP coach development courses for the past 15 years. He is a founding member of the West End Curling Committee (WECC), an organization dedicated to having a curling facility established in Etobicoke- York.

MARIE-LOUISE SOULODRE – Member at Large

Marie-Louise joined the TCA Board in 2021 and has supported a number of events and initiatives. She has been an active curler for 11 years and previously chaired the Business Ladies section at Bayview. Marie-Louise is a Special Needs Assistant and loves focussing on family, friends, and community.

JALEN SOLOMON - Communications Intern

Jalen Solomon joined the TCA Board in 2021 as our Communications Intern. He is currently studying economics at Western university. Jalen's interests include personal training, digital marketing, fitness, and music. The TCA greatly values Jalen's help in supporting our busy communications portfolio.