1st year Pilot Program

• 2018 - one year Pilot Program approved
• Two components of Pilot Program
  * Ice Time on Friday and Saturday
  * Provide youth discount to all ice time.
• Today the Blue Mountain Curling Centre reports on our Pilot Year and seeks the Town of The Blue Mountains “TBM” continued support.
Blue Mountain Curling Centre “BMCC”

• A Public Community Curling Centre – building a sense of community
• A Learning Centre – introducing and providing instruction to residents in the sport of curling
• Not a Competitive Private Curling Club – unlike Meaford or Collingwood – charging a variety of fees.
Building Sense of Community

• Our Mission:
To promote the growth of Curling within the Town of The Blue Mountains

• Our Vision:
A vibrant Beaver Valley Community Centre where young and old can come together to enjoy the healthy and social recreational activity of curling, as well as other sports.
BMCC 1st Year Achievements

• Members contributed Core Funding and 100’s of Volunteer hours to make it work.

• Completed year in a Fiscally Competent manner.

• Met All Financial Obligations to Town
  – Fees Paid          $ 27,114.57
  – Pilot Subsidy Benefit $ 16,587.35
  – Total Curling Revenue $ 43,701.92
BMCC 1st Year Achievements

• Introduced Youth Curling to TBM
• In cooperation with local schools, Beaver Valley Community School and Headwaters Academy in Heathcote - introduced 177 local elementary school students to curling through multi-week programs.
  - Program included both classroom and 3 on ice instruction sessions
BMCC 1st Year Achievements

• Established BMCC as a local learn to Curl, non-profit group.
• Recognized by Ontario Curling Association “OCA” as the TBM Accredited Curling Facility
• Achieved Mission and Vision Objectives
• Launched “Try It” Program – Nearly 300 local residents paid $10.00 and received an Introductory Lesson, Equipment & Ice Time to try Curling
BMCC 1st Year Achievements

• Nearly 100 Local Residents joined the BMCC for lessons and friendly curling Jitneys

• Attracted & Successfully facilitated in partnership with the OCA the inaugural Ontario Challenge Series

  Comprises the Women’s & Men’s “Ontario Challenge Cup” & “Club Cup” - 48 Teams in First Year – Competition modeled for 150 Teams.

THEY WANT TO COME BACK !!
BMCC 1ST Year Achievements

• Initial success attracting groups to Curling Adventures – meeting Sport Tourism Objectives and supporting local business.
• Grew interest in and demand for Curling by Local Residents across all Age Groups
• **Bottom Line** – Succeeded in our Pilot Program Year
BMCC Next Season and Beyond

• BMCC wants to be treated like all other community service user groups.
• We do not believe Public = Free
• BMCC wants to be a contributing partner to all aspects of our community and the facilities we use.
Year 2 Objectives

• Partner with TBM to promote Curling and all related aspects of Sport Tourism
• Enter into a transparent Memorandum of Understanding with TBM defining all the terms and conditions of our relationship in a living document, facilitating our future growth and development together.
Year 2 Objectives continued

• Secure, on a rolling 5 year basis, an Ice Time commitment with TBM.

• Accommodate the increased demand for elementary school curling from Beaver Valley Community School “BVCS”
  – Grades 4 to 8
  – Introduce one or more BVCS Curling Teams
Year 2 Objectives continued

– BVCS has asked to expand program scope to five on ice session for each group – in addition to classroom sessions

– Increase number of local BVCS students potentially up to 300 – nearly a 100% increase over last year

– Strive to meet Board Parameters for Program Continuity

• Continue involvement of Headwaters Academy
Year 2 Objectives continued

• Planning for 3 x 5 week semesters each with four or more groups of students collectively using 6 to 8 hours of ice time each curling Friday.

• We need to work around Professional Development “PD” days and School Holidays.

• Addressing these factors is complicated by curling only on Fridays
Year 2 Objectives continued

• Continue learning and fun Jitney Programs and Bonspiels for Beginners
• Fill the 100’s of volunteer hours needed including instruction for youth and others.
• Continue “Try It” program for Local Residents
• Work on developing options for Events For Life and Special Olympic Participants
• Work on developing a Seniors Program
Year 2 Objectives continued

• Establish and Confirm acceptance into a variety of available Grant Programs for students so that every student who wants to, is able to participate in the program.

• Maintain, Expand and Diversify our outreach for Sponsorship of the BMCC to support program offerings including youth curling in TBM
Year 2 Objectives Continued

• In conjunction with the OCA implement an Instructor Training Program to offer the best experience for persons wishing to learn and improve their curling

• Participate in the OCA Business of Curling Program learning how to strengthen the BMCC and our relationship with the Town and learn about other clubs operating in Shared Facilities and adopt Best Practices.
Year 2 Objectives Continued

• Continue Operating as a Non-Profit in a fiscally competent manner

• Establish our Charitable Status through a sponsorship by the Canadian Curling Association through the National Sports Trust Fund.

• Register as an eligible Ontario Trillium Foundation Recipient by May 22nd deadline.
Year 2 Objectives Continued

• Apply in conjunction with TBM for a Trillium Foundation Capital Grant (due June 12th) for capital funds for equipment and upgrades to the Beaver Valley Community Centre to facilitate ongoing Curling activities and support the attraction of Curling Bonspiels.

• Secure ownership on a joint basis with TBM of the Tournament Curling Rocks we accessed this year through the OCA
Year 2 Objectives Continued

• Continue working with the OCA to have the Ontario Challenge Series Bonspiel return to the TBM on a yearly basis and assist in its growth to 150 teams.

• Launch the “Shoulder Season Bonspiel Task Force” with the participation of Local Businesses, Associations and Community Groups (many already committed) and ask TBM Economic Development to join the Task Force. Leverage our success to attract more.
Attracting Bonspiels in TBM in Shoulder Season – Why Us

Potential - 5 Ice Sheet Layout
Tournament Curling Stones
500+ Arena Seating
Community centre space
Proximity to 100’s of quality hotel rooms

Diversity of local dining recreational activities and other attractions.
Spectators already drawn to area
Proven track record with major events
Shoulder Season Space
Attracting Bonspiels

• Bonspiels provide a bridge for tourist flow between Thornbury / Clarksburg and the Village unlike other events such as World Cup

• Task Force is intended to engage and integrate local partners to showcase and promote our capabilities and interest in staging successful Bonspiels in TBM
Future of Beaver Valley Arena

• BMCC is concerned about the Arena’s future – accepts being part of the solution.

Based on Town Budget

• Facility is utilized less than 50% of time
• Taxpayer Subsidy – $350,000 to $500,000 per year after curling revenue.
• Today subsidy equals 2.3 to 3.4% of TBM Budget – increases 10%+ without curling
• Unaware of a Business Plan to Improve Arena Utilization or Revenue Profile
BMCC Needs Year 2 & Beyond

• To Be Treated Like Everyone Else
• Partnership between TBM and BMCC
• Living Transparent Memorandum supporting Curling in TBM Facilities and Ice Time Rentals on a 5 year rolling basis
• Town accepts BMCC Invitation to join Shoulder Season Bonspiel Attraction Task Force
BMCC Ice Time Requests

• 2019/20 Ice Time working around PD Days and School Holidays
• First Semester – Oct 18, Nov 1, 8, 15, 29
• Second Semester – Dec 6, 13, Jan 10, 17, 24
• Third Semester – Feb 7, 14, 21, 28, Mar 6
• Saturdays – Member Bonspiels Nov 2, Jan 25, Mar 7
• Tentative Timing for Challenge Series Cup Mar 31 to April 5 Inclusive
BMCC Needs Year 2 & Beyond

• Town to now Purchase from BMCC Ice Making and Maintenance Equipment BMCC loaned to Town to use during the Pilot Season $ 2,947.04
• If TBM and Board of Education renews agreement for reciprocal asset usage for youth programs these rates would apply to rates charged to BMCC for Youth Curling Programs
• If Not – 45% youth discount is applicable to ice time rental rates while ice used by youth.
• If unused sheets during youth slots are used by Members – sheets priced on a prorated basis
BMCC Needs Year 2 & Beyond

- Applicability of any frequent facility user discounts to BMCC Charges – previously 10%
- TBM to enroll personnel in OCA Ice Technician Development & Certification Program to have 2 persons accredited and maintained as Level 3 Technicians
- TBM working with BMCC to obtain Trillium Grant(s) & any other funding opportunities
- TBM to work with BMCC to ensure best practices are instituted and International standards achieved and maintained for curling.
BMCC Needs Year 2 & Beyond

• Town to commit to purchase up to an 80% interest in the BMCC Tournament Curling Rocks. Objective to have five sets of Tournament Rocks to support a major Bonspiel configuration
BMCC In Action
Thank You for Your Support

• The BMCC thanks the Town of the Blue Mountains for their support during our Pilot Program Year

• With continued support from the Town, the BMCC will continue to offer Curling for all age groups in The Town of The Blue Mountains.

Thank-You