



# Toronto Curling Association Annual Report

2010-2011

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## 2010-2011 TCA Bonspiels

This season, the TCA ran a total of five bonspiels:

1. Toronto & District Day Ladies
2. Business Women
3. The Dominion Junior / Bantam
4. Men's Goldline
5. Mixed

These bonspiels were open to curlers of all different levels throughout the GTA and beyond.

This year was challenging due to the continued economic and declining sponsorship situations. Sincere thanks are extended to the many volunteers who served on the organizing committees for these events. In particular, the chairs of these committees deserve special recognition: Virginia Warren (Toronto & District Day Ladies); Joanne Stewart (Business Women & Mixed); Dave Thomas (Junior/Bantam); and Bill Baker (Men).

### **Toronto & District Day Ladies:**

Participation: 47 teams (24 in the Senior Division and 23 in the Open Division) began the bonspiel on Tuesday. From a financial point of view - and given that the bonspiel ran without a sponsor - this event did very well.

- Although enrollment was down slightly from prior years, the committee feels that with 47 teams it is still worth running the event.
- The 2011 bonspiel will be held from November 15-17<sup>th</sup> with Leaside Curling Club being the host club on the final day.
- Dixie will be hosting the 2012 T&D Ladies' Bonspiel.

### **Business Women:**

Participation: 24 teams (20 teams from TCA member clubs and 4 teams from outside clubs)

- Delmanor Senior Communities was a partial sponsor of the bonspiel.
- Date for next season November 19 –20 2011. Dixie Curling Club will be hosting on Saturday and Richmond Hill Curling Club is hosting the finals on Sunday.

### **Junior / Bantam:**

Participation: 24 Jr. Men's and Jr. Women's teams, 28 Bantam Boys teams and 24 Bantam Girls teams

- The 2010 Bonspiel was again a success due to the quality of the curlers.
- As a sponsor, The Dominion was again very supportive.
- Tam Heather Curling Club, Oshawa and Leaside will be providing ice for this year's event.

**Men:**

Participation: Open section: 160 - Seniors section: 76 - Senators section: 54

Entries were up in total with the Senators hitting a new high.

- Having everyone pull together led to a very successful event and many accolades from the participants.
- Goldline remains very supportive with offers to encourage more team entries and help with supporting online entry and payment this season .
- Dates for 2012 are Jan 7-14 at St-George's Golf & Country Club.

**Mixed:**

Participation: 42 teams in the open and 28 teams in the senior for a total of 70 teams

- The feedback received from the participants indicates that this bonspiel was very successful.
- Dates for next year are: February 22 – 26, 2012 and the host club will be Scarborough Golf & Country Club, which is celebrating its 100<sup>th</sup> anniversary.

**Key points for the upcoming season:**

- Sponsorship: any support and input as it relates to finding sponsors is greatly encouraged:
  - Anyone who knows of an organization that might be interested in providing some funding towards any of our events should not hesitate to contact Elizabeth Woolnough.
- Succession plan: as a constant, our bonspiel committees are always looking for new volunteers to step in, to provide assistance as well as new and exciting ideas on how to make our events even better:
  - Should you or anyone you know would like to become involved, please don't hesitate to contact any TCA board member.
  - A section within our website has also been introduced to feature this new approach of soliciting some volunteers for our many committees.

## **TCA Financial Report**

See Separate Attachment.

## Youth Development

### TCA/Goldline League

In 2010/11, the Junior TCA/Goldline League ran an 8 team league.

The championship spiel was held in April at Toronto Cricket Skating & Curling Club, with Weston beating out St. George's in the final. Joe Corrado would like to thank all the TCA member Clubs who donated ice this past season.

The TCA Goldline league is open to all TCA member clubs for juniors who are 20 years of age or younger as of December 31, 2011. Nine teams have already signed up, so there is room left for four more teams. If you are interested or required further information, please contact Joe Corrado at [jcorrado@idirect.com](mailto:jcorrado@idirect.com)

### Bantam Interclub Mixed League

The TCA Bantam Interclub Mixed Curling League concluded its 31<sup>st</sup> year of play in early April with 24 teams participating in two divisions from across the Greater Toronto Region. After the conclusion of a nine game regular season, Richmond Hill and Weston Golf & Country Club graciously hosted the year-end bonspiel with the Malfara team from Weston winning the main event final. Thanks are extended to the many parents, volunteers and curling clubs from across the region who supported the players and all of the games played this past season.

The TCA would like to thank Perry Marshall who convened the league this past year.

The TCA Bantam Interclub Mixed league is open to all TCA member clubs for curlers age 16 years or younger as of December 31, 2011. Any clubs interested in entering a team should contact Perry Marshall (Weston Golf & Country Club) at [perry\\_marshall@yahoo.ca](mailto:perry_marshall@yahoo.ca)

**NOTE:** Both the Goldline and Bantam interclub mixed leagues will consist of 8-9 league games hosted by various TCA member clubs throughout the curling season, generally on Sunday evenings, followed by a Championship Play-off League Final Bonspiel. Both conveners are looking for a person or persons to help convene either of these leagues for this coming season.

### TCA Orphan Clinic

The TCA hosted the 5th annual Orphan Clinic in April which was held at Oakville Curling Club. Twenty eight curlers participated. The clinic helped TCA Bantam and Junior curlers meet Junior curlers from other TCA clubs in hopes of forming some new teams for next year's Bantam and Junior Bonspiel season. The TCA would like to thank Oakville Curling Club for its support this year.

For this upcoming season, the Orphan Clinic will be held in early April, potentially in conjunction with The Ontario Junior Curling Tour Executive. It will be held at a TCA member club to be determined at a

later date. The clinic is for both Bantam and Junior curlers with a series of short clinics on and off the ice. Its goal is also to introduce curlers to other juniors interested in forming local teams and to inform the curlers as to competitions and leagues available for them throughout the season.

### **U-18 International Optimists' Bonspiel**

Optimist International is an association of more than 2,900 Optimist Clubs around the world dedicated to "Bringing Out the Best in Kids." Adult volunteers join Optimist Clubs to conduct positive service projects in their communities aimed at providing a helping hand to youth. With their upbeat attitude, Optimist Club members help empower young people to be the best that they can be.

From March 30 – April 3, 2011, Toronto played host to the U-18 International Optimists' bonspiel. Twenty four teams from across Canada, several U.S. states and Japan participated in the event. Thanks are extended to St George's Golf and Country Club and Weston Golf and Country Club for providing ice for this event. Toronto will play host to this event again in 2012.

## **2010 Junior Lottery Report**

The 2010 Junior Lottery was very successful. The changes introduced in 2009 to the structure of the sale of tickets, combined with an increase in the prizes, allowed the TCA to distribute more money to its member clubs.

The format for the 2010 lottery was unchanged from 2009. Ticket prices were 1 ticket for \$5 and 3 tickets for \$10 (prior to 2009, ticket prices were 1 for \$1, 3 for \$5 and 15 for \$10). Sales in 2010 were up relative to 2009: the gross amount collected was \$14,010, which was an increase of around \$1,700 or 12%. There were 4 prizes, with a total value of \$3400.

Net proceeds from the lottery was \$10,335, which resulted in \$6,060 being distributed to the participating clubs. The remaining funds raised are used by the TCA to fund the LiteRocks program, support the TCA Bantam and Junior leagues as well as to fund other needs and opportunities as they arise. The 2011 Junior Lottery will be structured the same as 2010.

## **2010-2011 Marketing and Promotional Activities**

### **TCA Club Survey**

Our last survey was completed in January 2010; we expect to do another survey again this season. With so much enthusiasm generated by the Canadian success at the Vancouver Olympics, we are interested to see if this has translated into increased membership at our GTA clubs.

### **Curling Ice Expansion**

When it seemed that for years we heard only about curling club closures, we were thrilled to see that the trend may be reversing. York Curling Club in Newmarket expanded from 4 sheets to 6 sheets last season. And the TCA is delighted to welcome a new member: King Curling Club in Schomberg. After years of curling on arena ice, curling leagues in Nobleton and Schomberg now have a new 4-sheet club at which they can curl.

### **TCA Programs and Services**

In order to better promote its programs and services to curlers at TCA member clubs, the TCA purchased advertising in club rosters at several clubs last season, and is doing so again in 2011/12.

Last year, the TCA's website was enhanced this year to allow clubs to enter their open houses and other events directly on the website. Many clubs have already entered their bonspiel information onto the site; we encourage those who haven't to do so as soon as possible.

For the upcoming season, the one big change that will impact virtually all TCA clubs is the availability of on-line registration and payment for the TCA Goldline men's bonspiel. We are thrilled that Goldline volunteered to do the development work in support of this feature. Payment of entry fees will be processed via a TCA Pay Pal account. This initiative should reduce a lot of the work required now, both by the TCA and the clubs, to invoice and collect entry fees. We expect that this functionality will be extended to the junior bonspiel in time for next season.

The other feature that we are going to add to our website is a section that outlines volunteer opportunities with the TCA board and its bonspiel committees.

Visits to the TCA website continue to hold steady with the busiest months being January to March and the summertime being quieter. Live scoring of TCA Bonspiels continues to be very popular.

### **Media**

The TCA was quoted in articles in the Toronto Sun and the Thornhill Liberal. There were also numerous pictures of the men's Goldline featured in SNAP magazine.