

Golden Ears Winter Club Business Plan 2008-2009

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1.0 Our Vision....

To create a sense of fellowship, belonging, and pride in curling club membership, through opportunities for socializing, healthful participation, challenges, and partnerships

2.0 Our Mission....

To foster and promote the game of curling, sportsmanship and fellowship to everyone.

3.0 As a committee, we are ambassadors of the Golden Ears Winter Club on the ice, off the ice, socially and in business. In all situations:

- § We demonstrate commitment, honesty, integrity and respect,
- § We practice good sportsmanship and sport etiquette, and
- § We are fair, inclusive and ethical.

4.0 Services we provide....

- § Organized league play.
- § Host bonspiels and competitive playdown events.
- § Teach and train adults through learn to curl & children through school program.
- § Coordinate Junior program.
- § Prepare and maintain ice.
- § Coordinate facility rentals
- § Host school PE programs
- § Coordinate Pro shop and concession sales
- § Link members to provincial and national associations (through affiliation fees)
- § Develop and maintain relationships with partners
- § Represent the club on community initiatives, e.g., 2010 committee, Chamber of Commerce and other Public Relations initiatives
- § Host international training
- § Oversee financial management of GEWC
- § Coordinate janitorial maintenance and operation of the club
- § Provide member newsletters and roster books
- § Coordinate advertising
- § Coordinate curling awards program
- § Support specialized curling, e.g., wheelchair curling
- § Coordinate volunteers
- § Coordinate and maintain lounge and dry floor rental space for outside user groups

5.0 Goals

5.1 *Membership Recruitment*

Strategic Objective To increase club membership tot he full number that the club can accommodate

Measures T increase the number of members by 10% by 2009-2010 season

Action	Responsibility	Timeline
1. Develop and promote a special event program designed to attract new members, e.g.;		a) September b) March
a) Bring a Buddy Day b) Other incentives or programs (TBD)		
2. Host a League Coordinator's orientation and information night	Manager	Mid/Late August, each season
3. Develop an advertising and promotion campaign to be coordinated with the Chamber of Commerce		

5.1.1 *Membership Development*

Strategic Objective To increase current members participation in club activities

Measures Attendance at socials, bonspiels and in league play

Action	Responsibility	Timeline
1. Define membership benefits	Board of Directors	Sept 2008
2. Develop a plan to incorporate more social events into club activities		
3. Develop a recruitment campaign to increase member involvement in local bonspiels		
4. Increase participation of curlers in more leagues		
5. Develop a process for advancing novice curlers to regular leagues		

5.2 *Volunteer Development*

Strategic Objective To include more members as volunteers in club programs
 Measures Recruit and train 15-3- new volunteers in 2008-2009

Action	Responsibility	Timeline
1. Investigate and access training and resources available from the Parks and Leisure Services volunteer Coordinator		
2. Develop a program to recruit, retain, and recognize volunteers		

5.3 *Strengthening Partnerships*

Strategic Objective T maintain effective relations and communications with all partners
 Measures The relationship is described as good or excellent by both partners
 The partnership is recognized as valuable and positive by both partners

Action	Responsibility	Timeline
1. Educate club members on the benefits that the partnerships with Planet Ice, Chamber of Commerce, Ridge Meadows Minor Ball Hockey Assoc., Cyclelogics motorcycle group, etc provide, a) article on business plan b) Newsletter updates		a) b) ongoing
2. Plan opportunities to promote and celebrate partnerships, e.g, renewal of the club's Agreement with the District		Begin in & ongoing

5.4 *Financial Management*

Strategic Objective To maintain the long-term financial health of GEWC
 Measures § Financial objectives are appropriately established and achieved
 § Board members understand and can communicate GEWC's current financial status
 § Board members understand and can communicate GEWC's long-term financial goals

Action	Responsibility	Timeline
1. Project annual revenues and expenses over the next: a) 2 years b) 5 years	Treasurer	
2. Review league fees over the next:	Board of Directors	

- a) 2 years
 - b) 5 years
 - 3. Develop a fundraising plan (e.g. rock insurance) with defined targets
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5.5 *Resource Management*

Strategic Objective	To Efficiently allocate and maximize use of club resources
Measures	<ul style="list-style-type: none"> § Revenue acquired through ice rentals § Revenue acquired through lounge renta § Revenue acquired through dry floor rentals § Revenue acquired through parking lot rentals

Action	Responsibility	Timeline
1. Review scheduling of ice for maximum effectiveness		
2. Explore opportunities to generate revenue through ice rentals, e.g. Funspiels		
3. Explore opportunities to generate revenue through lounge rentals, e.g., weddings and meetings		
4. Explore opportunity to generate revenue through dry floor rentals		
5. Explore opportunities to generate revenue through parking lot rentals		
