

CURLING CANADA: BUSINESS OF CURLING

CURLING FACILITY PROFILE

Date: _____

Name of Curling Facility: _____

Number of Sheets of Ice: _____

Type of Facility:

Please indicate (x) all that apply.

Category	Yes	No
Municipal / Public with no membership. League or user fees only.		
Private – members only.		
Semi private – members and non members		
Not for profit		

Description of your Membership / User Groups:

Group	# of curlers
Men	
Women	
Mixed only	
Daytime only	
Youth (20 & under)	
Renters / Commercial	
Others	

Comments:

**Our facility has been in operation since?
(Year of incorporation): _____**

Please list the top three success stories of your facility's operations during the past two years:

1.

2.

3.

Comments:

What significant issues or challenges has your facility faced during the past two years?

1.

2.

3.

Comments:

The following areas will provide a snapshot of your operations. This profile will assist in determining your strengths and where you may need to make changes or improvements. There are no right answers as every curling facility will differ in terms of various needs and priorities.

BUSINESS PLANNING

Please indicate (x) in the appropriate box

Activity	Yes	No
The facility has an annual plan that has been approved by the members.		
The facility has identified mission, vision and value statements that guide the decisions of the board.		
Is there someone in the facility who would be responsible to oversee the implementation of the plan?		
Does your facility use the annual plan to guide the budget each year?		
Is your membership involved in the annual planning process?		

Comments:

What do you think are the strengths of the facility's operations?

What are the limitations?

COMMUNICATION

Please indicate (x) in the appropriate box

Activity	Yes	No
We have a plan in place to help us communicate to our membership.		
We regularly evaluate the effectiveness of our communication activities: i.e. Email, social media, newsletters, notice boards, brochures/flyers etc.		
We consult with our members on a regular basis to ensure their interests are reflected in the programs and services we offer.		
We have the volunteers and finances to support the communication activities.		
We contact our external stakeholders on a regular basis: i.e. Media, sponsors, advertisers, suppliers, etc.		

Comments:

From a management perspective what do you think are the strengths of the facility's communications?

What are the weaknesses?

VOLUNTEER MANAGEMENT

Please indicate (x) in the appropriate box

Activity	Yes	No
The majority of volunteer positions have job descriptions identifying roles, responsibilities, skill & time requirements and authority guidelines.		
We have enough volunteers involved in the curling facility's activities.		
We appreciate and recognize the efforts of volunteers.		
When recruiting volunteers, we determine what skills our members have then use those skills to fill the volunteer positions.		
We have a volunteer management plan in place that outlines recruitment, retention and recognition strategies.		

Comments:

From a management perspective, what do you think are the strengths of the facility's volunteer management program?

What are the weaknesses?

MEMBERSHIP RETENTION:

Please indicate (x) in the appropriate box

Activity	Yes	No
We set membership targets each year.		
We retain at least 85% of our members each year.		
We recruit at least 20% new members each year.		
We reward our current members who help recruit new members.		
We contact all members who choose not to return the following year.		

Comments:

From a management perspective what do you think are the strengths of the facility's efforts to retain membership?

What are the weaknesses?

REVENUE GENERATION:

Please indicate (x) in the appropriate box.

Activity	Yes	No
We set revenue targets each year.		
Our facility has the majority of its revenue come from two sources.		
We actively search out new sources of revenue each year.		
We have at least two revenue generating strategies that involve external partners.		
We try at least one new revenue generating program each year.		

Comments:

From a management perspective what do you think are the strengths of the facility's revenue generating activities?

What are the weaknesses?

BOARD PRACTICES:

Please indicate (x) in the appropriate box

Activity	Yes	No
Board members are aware of their roles and responsibilities on behalf of the membership.		
Our board is knowledgeable about the wants, needs and interests of our membership.		
We have policies in place that help the board make informed decisions.		
Board meetings are a good use of my time – as a board member.		
Our board provides an in-depth orientation for new board members to ensure they feel part of the team.		

Comments:

I believe the strength of the board is...

Our limitations include the following...

Board Profile:

1. **Board size (directors / executive) & length of terms:**

2. **Are there defined roles for each director?**

3. **Are there limits for number of consecutive years for Board members?**

4. **Do you incorporate succession planning?**

5. **In recruiting new Board members do you pursue desirable skill sets?**

Staffing Profile:

1. **Do you have a Manager? If not go to question # 3.**

2. **Is the Manager a full time year round employee or seasonal contractor?**

3. **How is your ice installed, maintained & removed for the curling season i.e. staffing?**

4. **What other paid staff roles do you have?**

5. **Who is responsible for the facility maintenance? (municipality, owners, members...)**

6. **Are you a stand alone facility or part of a multiplex with shared staff?**