



2019/2020 Strategic Goals (updated Dec 2019)

Goal 1 – Growth The Olds Curling Club will ensure responsible and sustainable growth of the organization.

A) Good Governance to support club growth

- Executive will develop annual strategic plan – **Sept 2019 completed/Ratified at Oct AGM by membership**
- Executive will maintain sound fiscal health that supports goals within strategic plan – On-going
 - **Approval to acquire bookkeeping services – December 2019**
 - **More through reconciliation of payments with new on-line tool**
- By-law committee will conduct review of bylaws, policies and procedures – **Completed Fall 2019**
- Executive will look at succession planning for key roles within club – **On-going**

B) Increase facility usage

- Explore opportunities to work with other community stakeholders – **had discussion with Town and Sportsplex user groups regarding opening lounge area to public, expected 2020 launch**
- Increase club curling opportunities – **Humpty's Champion's Cup, support to Friday Fun Nights, increased support for Thursday Ladies, Modified mixed to open, increase league from 8 to 12 teams, Hosted Curling Clinics in 2019 (2 Clinic 101's – 56 attended and Learn to Curl), Planning for Rene and Les Sonnenberg (Feb 2020). Remarketed Grannies Spiel (did not run in 2018), event was successful with 10 teams participating.**
- Examine off-season rental options – 2020

C) Attract new members/client base

- Lower age of juniors to 6 (with parent) – piloting this year, re-evaluate for 2020
- Explore ways to engage non-members (i.e. Sportsplex users)
- Develop marketing plan for kitchen and lounge area – **Name Kitchen Contest, New Signage - by end of season**
- **Worked with Grouchy Daddy's on Hammer Burger, created more awareness/outside financial support for the club.**

Goal 2 - Communication The Olds Curling Club is committed to transparent, inclusive and effective communication with its membership

A) Communication

- Revamped website – **Completed Oct 2019**
- Leverage social media - **averaging 184 page views (94% increase), reached 4514 people last month, 24 new page followers in last month with 230 page followers (58% increase) from Dec 2018.**

B) Outreach

- Executive will promote club through **Community Showcase (Sept 5)** social and local media sources – On-going
- Executive will seek member feedback and ideas through polls and on-line survey's – **Dec 2019 and March 2020**

Goal 3 - Member Experience: The Olds Curling Club is committed to deliver fun and dynamic curling experiences dedicated to enhance the curler experience

A. Registration

- **Conducted regional fee comparison – August 2019**
- Expand registration options – **Added on-line option Sept 2019**
 - **Increasing evaluation tools with i/o curling (have demographic info)**

B. Facility & Kitchen

- Increase care and attention on bathrooms
 - **Contract Janitorial services**
 - **Revamped grooming supply baskets in ladies washrooms**
- Update Kitchen equipment – **replaced commercial grade stove – Nov 2019**
- Increase liquor selection, more craft beer options – **Oct 2019**

Goal 4 – Development: The Olds Curling Club is committed to develop Junior Curlers and provide training opportunities for its membership

A) Training

- Apply for 50/50 license to support Junior Program – **Dec 2019**
- Apply to Nu2U to support Junior Curlers – **Completed and successful (Fall)**
- Bring in Rocks and Rings to local schools – **7 schools completed (Oct 2019)**
- Bring in professional coaching for clinic(s) goal to be revenue neutral – **in progress Feb 2020**
- Apply for Curling 101 Pilot Opportunity – **Completed (August 2019)**
- Work with Olds College Bronco's on Coaching opportunities – in progress
 - **Added funding for Jr Bronco coaching assistants**
- **Work with GSOC re opportunities for Junior Curlers in conjunction with Champions Cup**

B) Equipment

- **Purchase equipment that supports youth development – budget created, applied for Community Initiatives Grant, ALGC 50/50 license for Champions Cup, Curling Canada funding (successful), and Nu2U grant (successful).**
- Ensure curling stones are well maintained for good play, **replacing rock handles – On-going**

Amendment Record

First Draft	Reviewed by Executive	Aug 2019
Finalized	Ratified by membership	Oct 2019
Mid-season updates added	Executive	Dec 2019

Red is Complete, **Green** is activity in-progress