



ABBOTSFORD CURLING CLUB

2021-2022 SEASON SURVEY

SUMMARY FOR MEMBERS



ABBOTSFORD CURLING CLUB

2021-2022 SEASON SURVEY SUMMARY FOR MEMBERS

NOTE FROM THE BOARD OF DIRECTORS

Thank you to everyone that took part in our survey in Spring 2022. The Board of Directors and various committees have been reviewing the responses, and implementing changes. Our goal is to continue to grow our membership, provide a safe and pleasant atmosphere at the club, and ensure our members have a great club to curl at for many years ahead.

This document provides a summary of the survey responses, and some comments from the Board on how the responses have been affecting the upcoming season.

There are still many ideas to evaluate, and we may contact members who offered follow-up discussions about their responses throughout the season. We are always open to discussions, ideas, and improvements we could make for the club.

Good luck to everyone in their 2022 – 2023 season, and we'll see you around the club.



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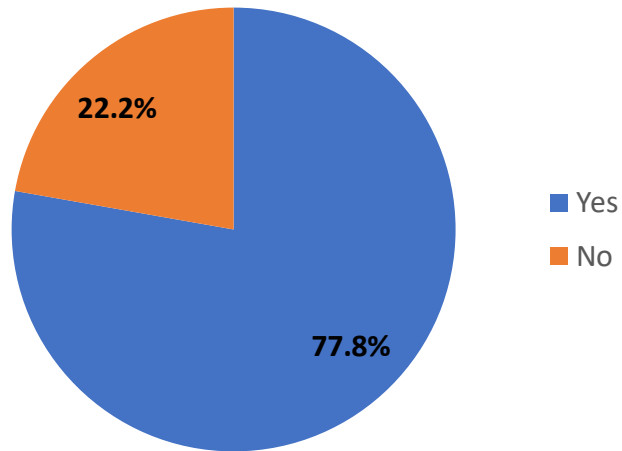
SECTION 1: ABBOTSFORD CURLING CLUB SURVEY

1.1 Are you curling at the Abbotsford Curling Club this year, for the 2021-2022 season?

Reponses 234

Yes 182 (77.8%)

No 52 (22.2%)



For responses from active curlers, see Section 2. For non-curler responses, see Section 4.



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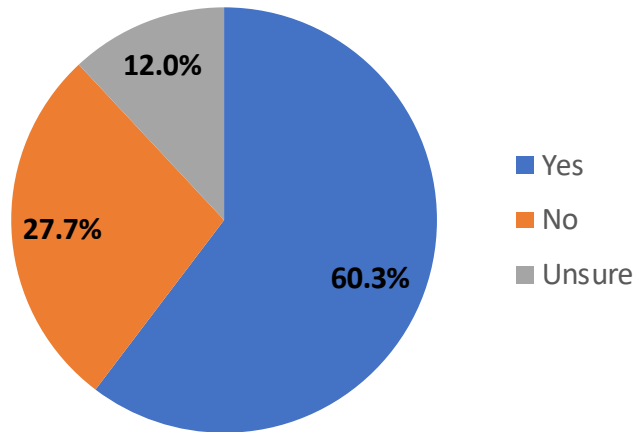
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SECTION 2: 2021-2022 ACTIVE CURLERS

2.1 Are you a voting member of the ACC? You are a voting member if you have paid the ACC membership fee (separate from league fees).

Reponses 184

Yes	111 (60.3%)
No	51 (27.7%)
Unsure	22 (12.0%)





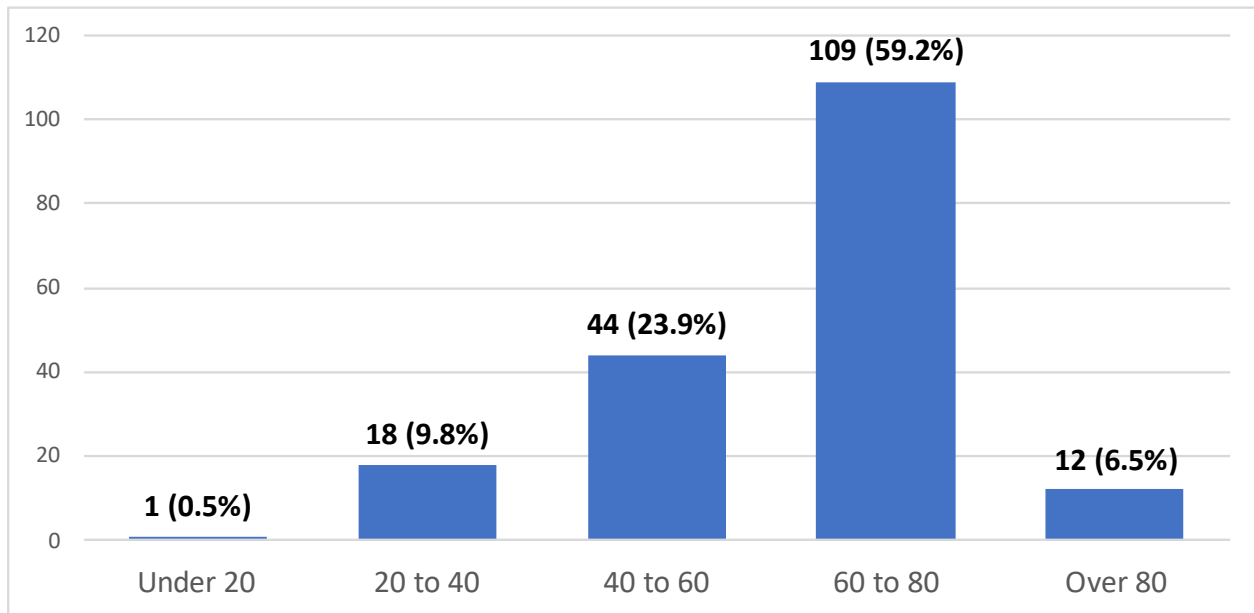
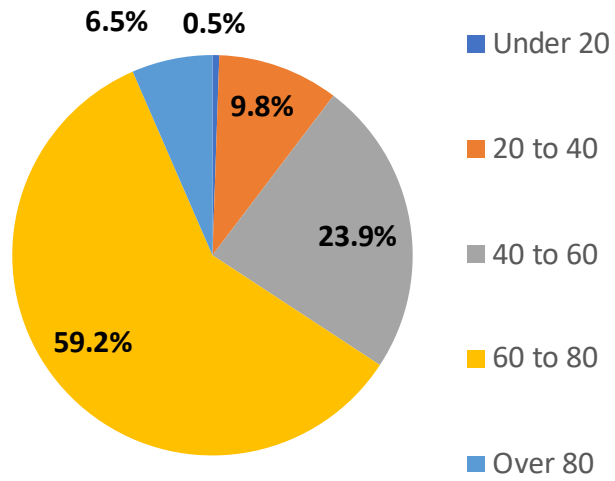
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2.2 What age range do you currently fall within?

Reponses 184

Under 20	1 (0.5%)
20 to 40	18 (9.8%)
40 to 60	44 (23.9%)
60 to 80	109 (59.2%)
Over 80	12 (6.5%)





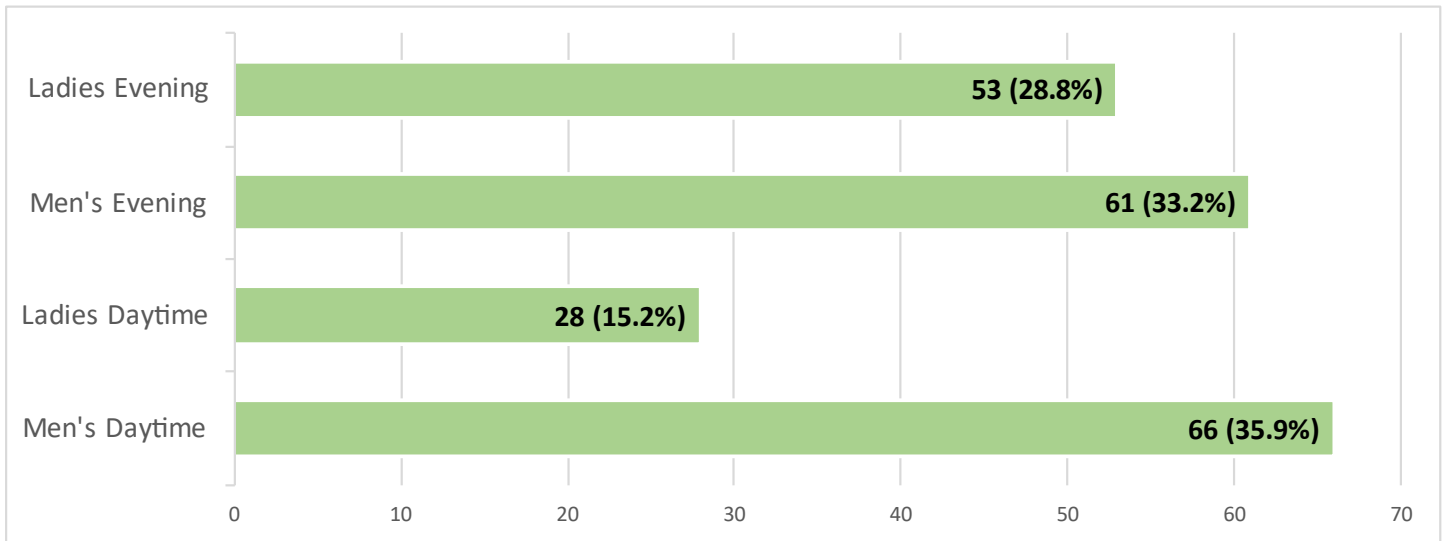
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2.3 Which league(s) do you currently play in? Check all that apply.

Reponses 184
Total Checked 208

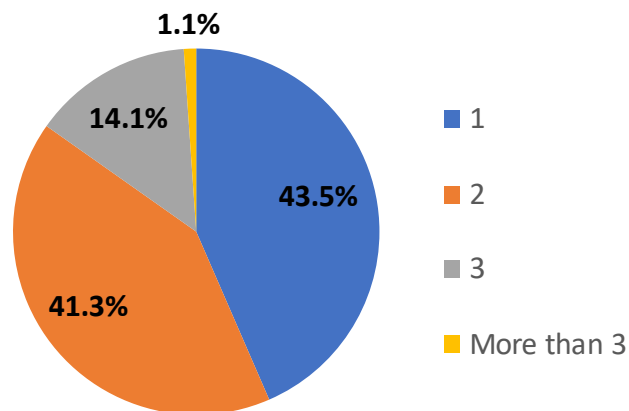
Men's Daytime 66 (35.9%)
Ladies Daytime 28 (15.2%)
Men's Evening 61 (33.2%)
Ladies Evening 53 (28.8%)



2.4 How many times per week do you curl?

Reponses 184

1 80 (43.5%)
2 76 (41.3%)
3 26 (14.1%)
More than 3 2 (1.1%)



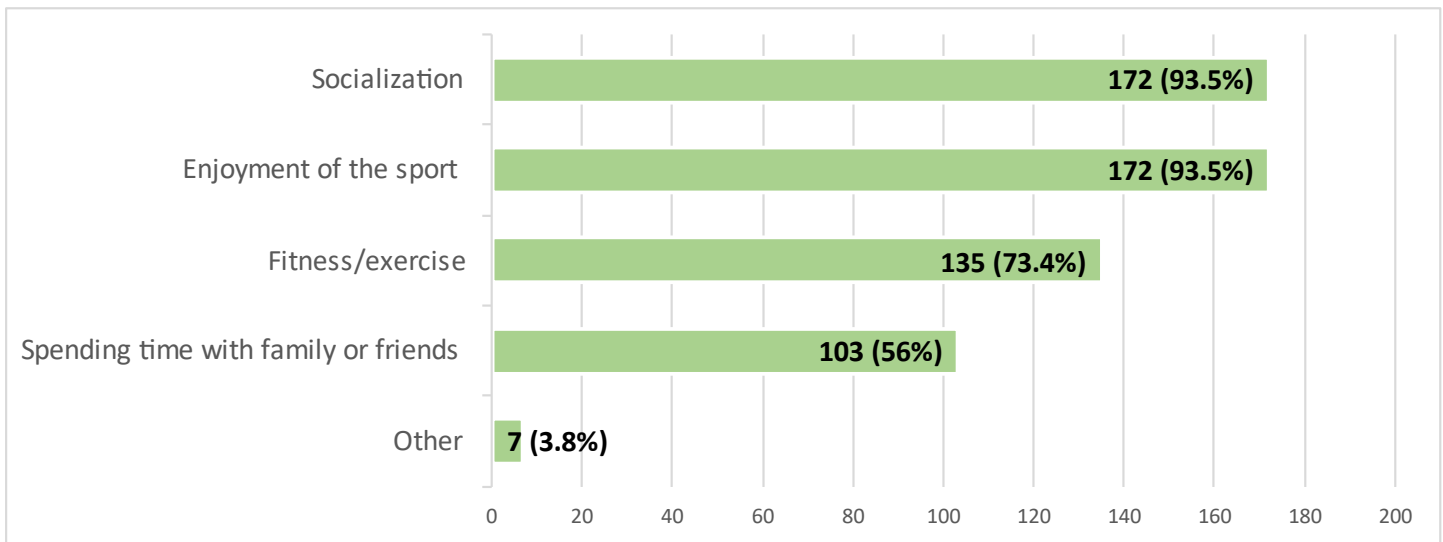


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2.5 What keeps you curling? Check all that apply.

Reponses	184
Total Checked	592
Enjoyment of the sport	172 (93.5%)
Fitness/exercise	135 (73.4%)
Socialization	172 (93.5%)
Spending time with family or friends	103 (56%)
Other (See below)	10 (5.4%)



Other Responses:

- Competition and bonspiels
- Gets me out of the house and into the community
- Learning and improving my skills
- Meeting new people
- Something me and my spouse can enjoy together.
- Teaching school student groups
- The challenge of the sport
- Volunteering at the club



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2.6 We welcome all ages of curlers, but we would like to attract more curlers in the 20 - 50 age range. Do you have any suggestions to bring in more members?

Please note that Question 2.6 and Question 2.8 have the same response, provided below, as many suggestions are applicable to multiple age groups.

We had a lot of great suggestions, and our Membership Committee has reviewed all the responses. Some of the ideas that have been incorporated into this season's plans so far are listed below.

- Increase social media advertisements and engagement.
- Ensure the website is up to date with league info, how to register, event info, and Learn to Curl / Try Curling opportunities.
- Advertisements in Coffee News, with Parks and Rec, and newspaper. Other advertisement opportunities will be explored when the arise.
- Looking to obtain a sign for the front of the building.
- Organized Try Curling and Learn to Curl programs, including one for a group of retired teachers, and follow-up with the participants after the event to encourage them to join a league.
- Contacting local schools to organize a Rocks and Rings program.
- Using the club as a Pro-D venue for teachers' professional development activities. We have contacted the Abbotsford Teachers Association offering to host a Pro-D event sometime this year.
- Plan some fun, one-day mixed events, such as a Novice Bonspiel or one-day Fun Spiel.
- The club has been registered to have an entry in next year's July 1 parade.
- In addition to our open social leagues, four new leagues are planned for the 2022-2023 season:
 - Stick leagues Tuesday and Wednesday, 1:00 – 3:00pm (2 games per session)
 - Novice/Open league Friday 1:00 – 3:00pm
 - 8-week Open/Family league Sunday 6:00 – 8:00pm

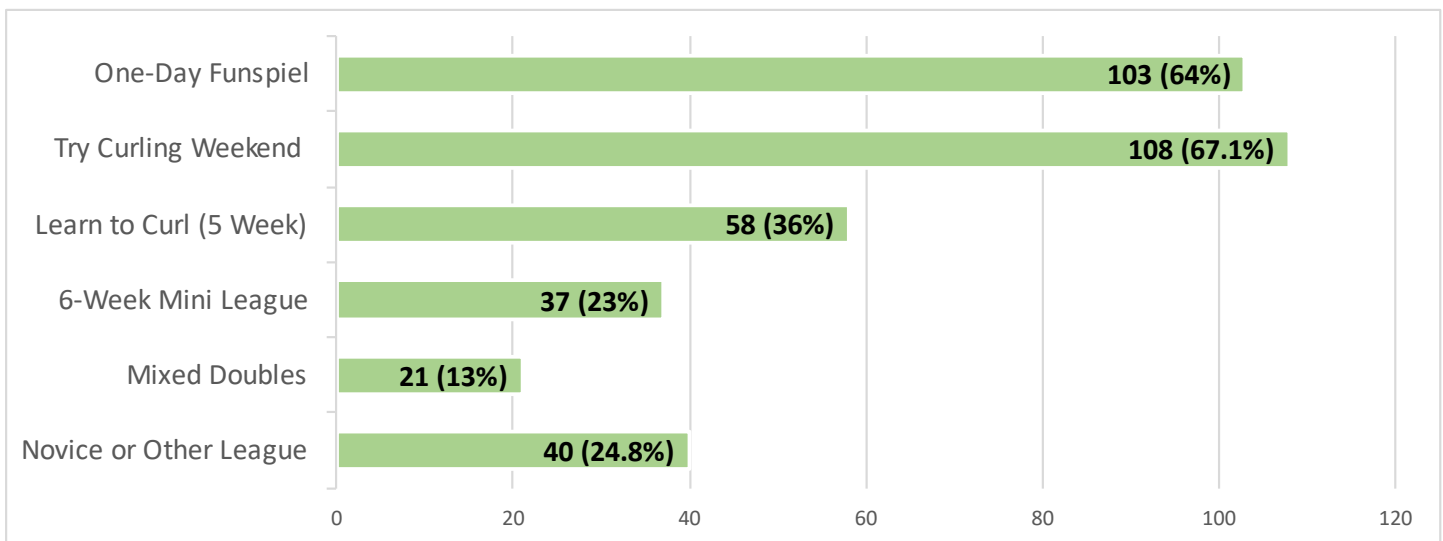


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2.7 Active curlers are the best recruiters for new curlers! Which of the following activities would you be willing to bring a friend, family member, or coworker to?

Reponses 161
Total Checked 375

Novice or other league (full year)	40 (24.8%)
Mixed doubles	21 (13%)
6-week mini league	37 (23%)
Learn to curl program (5 week program)	58 (36%)
Try curling weekend (free 1-hour learning and game session)	108 (67.1%)
One-day funspiel (all experience levels)	103 (64%)
Other (see below)	8 (5%)



Other Responses:

- Bring non-curling friends to enjoy curling club events such as Grey Cup or Super Bowl parties
- Junior curling
- Two day fun spiel (gives you evening to socialize and talk it up)
- Short commitment ideas initially. Once they try it, those who like it will move on with longer commitment plans. Committing to a 5-6 week program when they don't know if they'll like it is a deterrent without the one or two time trial initially.
- Stick curling league
- Encourage an active membership committee. Provide continuity for beginner curlers to enter established leagues.



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2.8 Do you have any other suggestions for increasing membership?

Please note that Question 2.6 and Question 2.8 have the same response, provided below, as many suggestions are applicable to multiple age groups.

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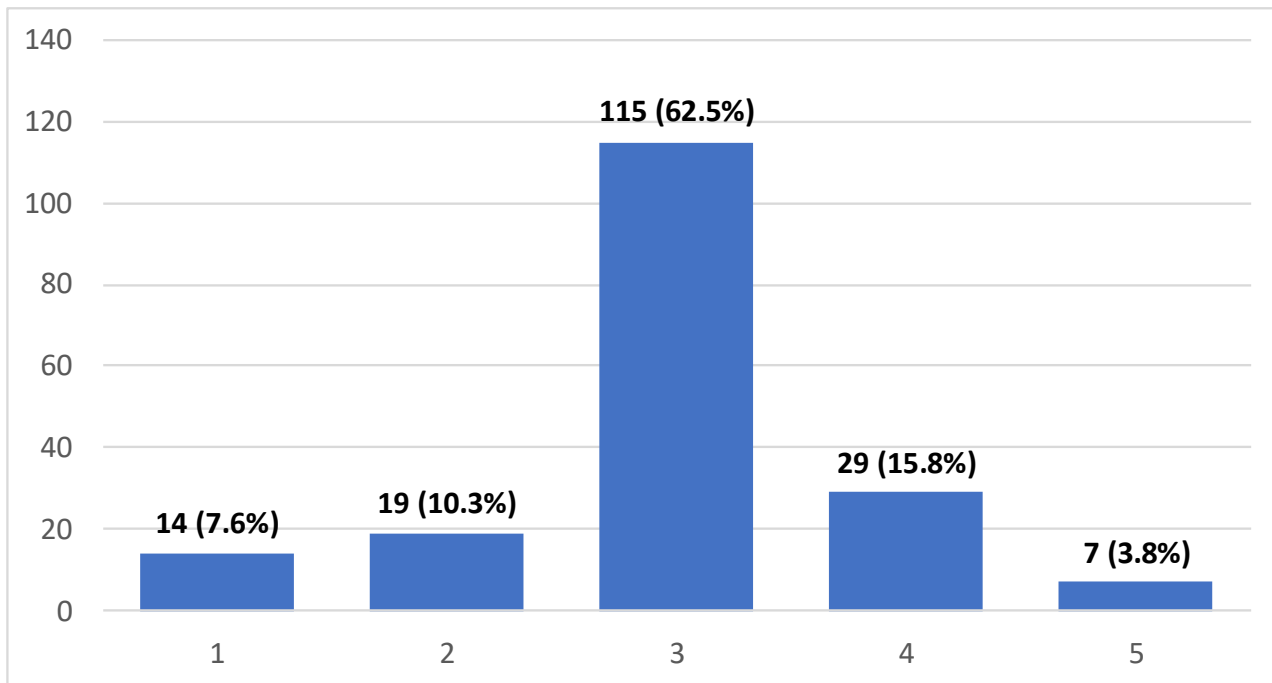
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SECTION 3: FUNDING AND FUNDRAISING

3.1 How would you rate the current league fees? 1 = Too Low, 3 = Just Right, 5 = Too High

Reponses 184

(Too Low) 1	14 (7.6%)
2	19 (10.3%)
(Just Right) 3	115 (62.5%)
4	29 (15.8%)
(Too High) 5	7 (3.8%)



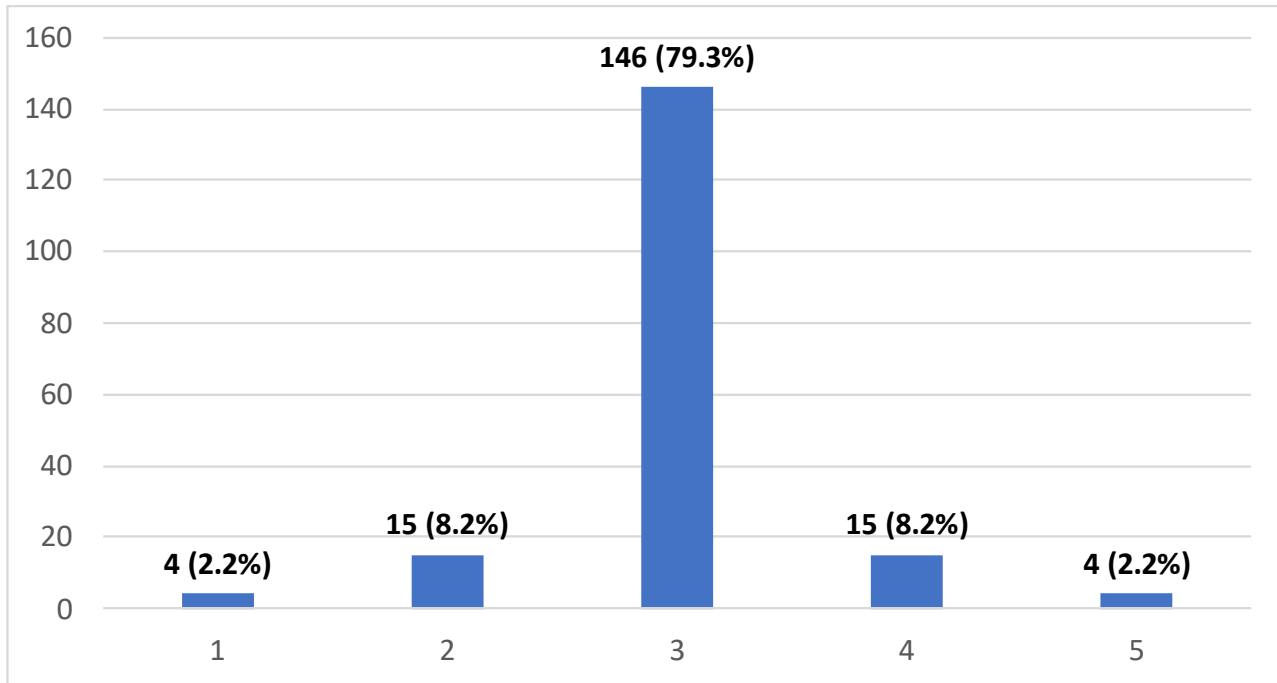


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3.2 How would you rate the current lounge prices? 1 = Too Low, 3 = Just Right, 5 = Too High

Reponses 184

(Too Low) 1 4 (2.2%)
2 15 (8.2%)
(Just Right) 3 146 (79.3%)
4 15 (8.2%)
(Too High) 5 4 (2.2%)





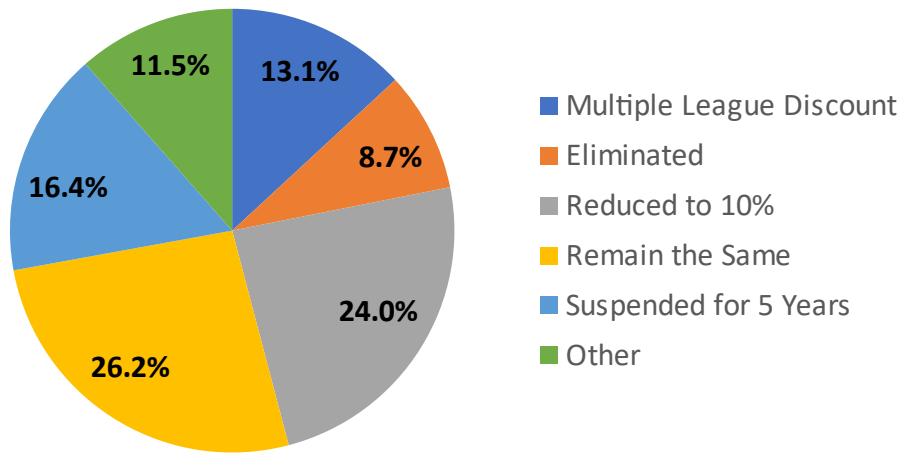
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3.3 Curlers who have purchased a club membership receive a 15% discount on league fees each year. Should this be:

Reponses 183

Change from a discount on all leagues, to a discount for multiple leagues	24 (13.1%)
Eliminated	16 (8.7%)
Reduced next year from 15% to 10%	44 (24%)
Remain the same next year at 15%	48 (26.2%)
Suspended for 5 years and then reviewed	30 (16.4%)
Other (see below)	21 (11.5%)



The Board has decided that there will be no change to the membership discount at this time. It remains at the same dollar amount discount, which is approximately 15%. This may be re-evaluated in the future.

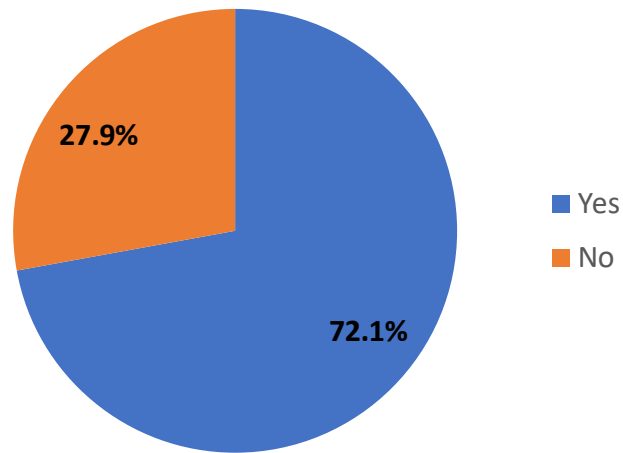


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3.4 Would you be willing to pay a modest short term league fee increase, reviewed annually?

Reponses 183

Yes 132 (72.1%)
No 51 (27.9%)

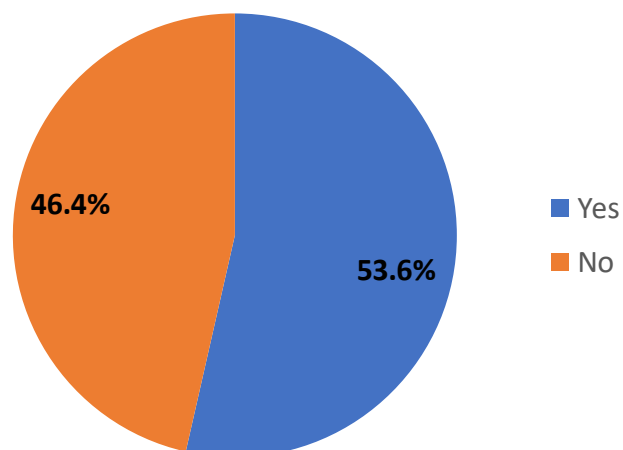


The Board has decided that there will be an increase to the daytime league fees of \$20.00 per year, to reduce the gap between daytime and evening league fees. These fees are re-evaluated annually.

3.5 Would you be willing to pay a one-time levy of \$100 next year?

Reponses 183

Yes 98 (53.6%)
No 85 (46.4%)



The Board has decided that there will not be a one-time levy of \$100 to begin the 2022-2023 season. The decision was made to wait for the year-end financial results of the 2021-2022 season and the registration results for the



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2022-2023 season. Fortunately, we did not realize a financial loss for 2021-2022 and we hope for an increased registration for 2022-2023.

3.6 Do you have any suggestions for rentals of the lounge or dry floor area during the curling off-season?

3.7 Do you have any suggestions for events, activities, or groups that may be interested in renting the lounge?

For Question 3.6 and 3.7, we received many great suggestions, and will be looking into all possibilities. This past summer we had the following rentals:

- 9 weeks (44 days) of summer camp rentals
- 50th birthday party
- 60th birthday party
- Celebration of life
- Strata AGM

With the Covid restrictions over the past couple years, we have had fewer outside rentals. As restrictions ease, we hope to host more events in the coming year.

We will also be reviewing and updating the rental information on our website, and advertising on our social media pages that we have rental space available.



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3.8 A Yard Sale and Golf Tournament are planned for spring/summer 2022. Are there any additional fundraisers you would like the ACC to consider?

The Fundraising Committee's ongoing task is to attract as much sponsorship as possible and to plan for other fundraising opportunities throughout each year. Suggestions presented in the survey will be continuously reviewed.

The yard sale at the end of last season raised over \$18,000, which helped to end the season in the black. However, this required a huge amount of volunteer hours from a few members that worked for many weeks to pull it off, and is therefore not an annual event. We will carefully consider when we want to do a similar sale in the future.

3.9 Do you have any comments or suggestions regarding increasing funding, or for potential cost savings?

Our Fundraising Committee and Board have been reviewing the responses, and will be looking to implement some in the upcoming season. Many suggestions overlap with previous questions.



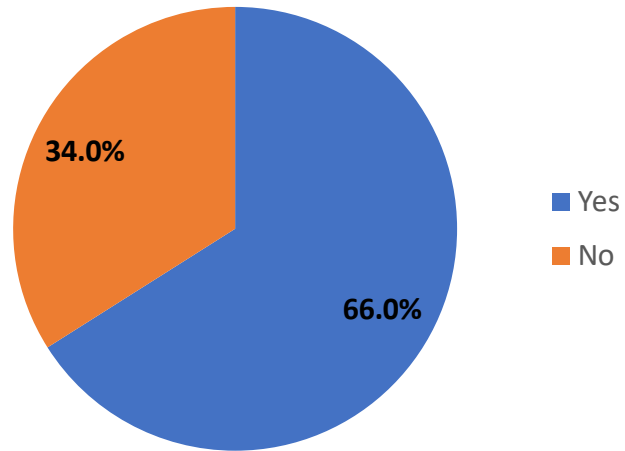
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3.10 Are you willing to volunteer for any ACC events or committees?

Reponses 156

Yes 103 (66%)

No 53 (34%)



Thank you to everyone willing to volunteer. Our committees will be contacting people as required throughout the season.



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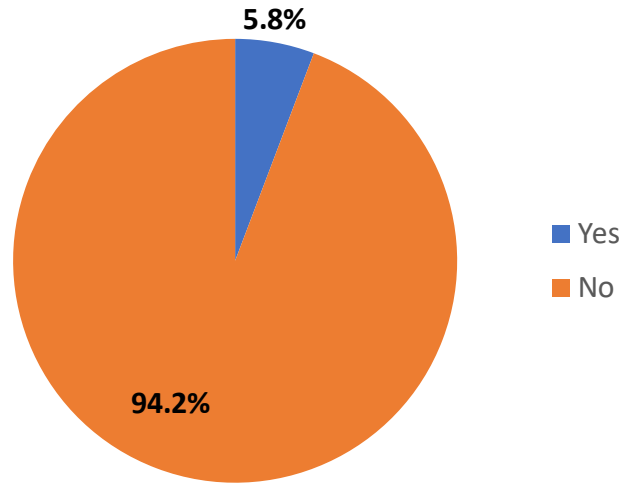
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SECTION 4: NOT ACTIVELY CURLING AT ACC 2021-2022

4.1 Are you actively curling at a different club?

Reponses 52

Yes 3 (5.8%)
No 49 (94.2%)





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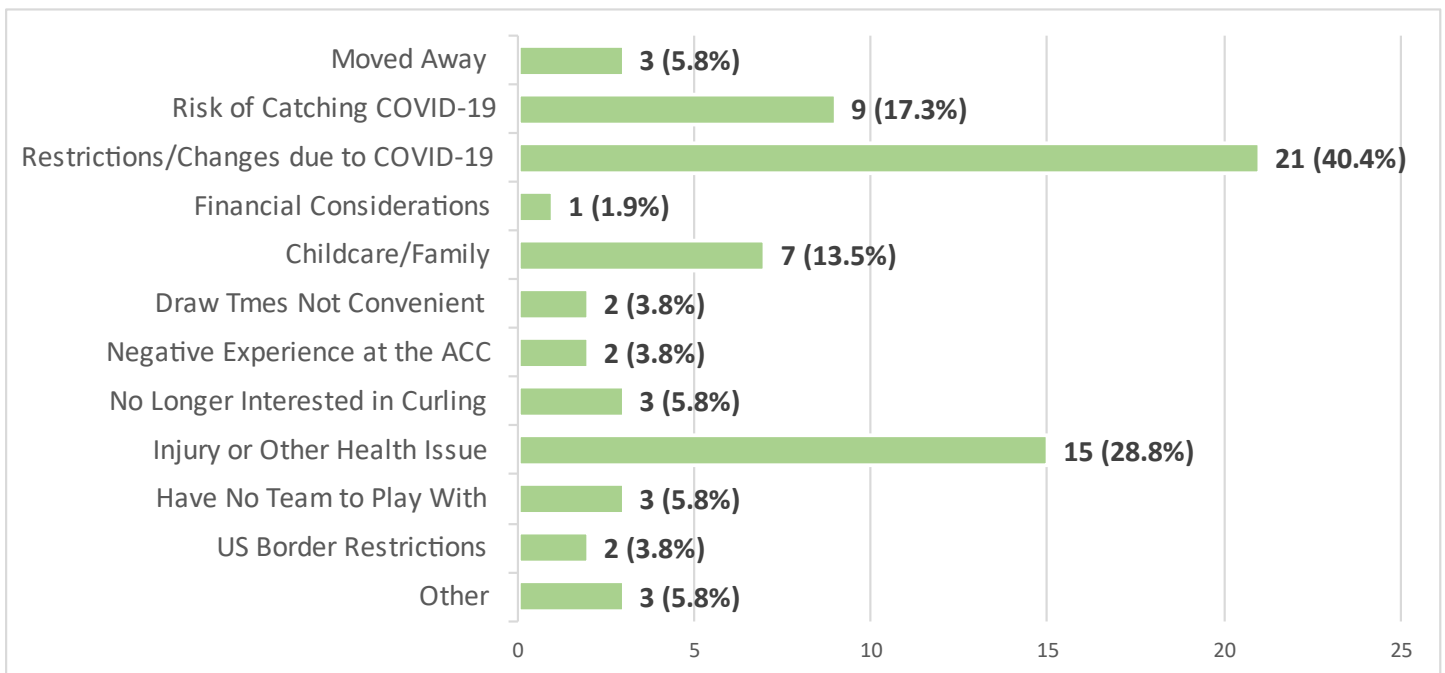
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4.2 What are your reasons for not curling this season at the ACC? Select all that apply.

	Reponses	52
	Total Checked	71
Moved away from Abbotsford or the Fraser Valley	3	(5.8%)
Do not want to curl due to the risk of catching Covid-19	9	(17.3%)
Do not want to curl due to the changes required from the current Covid-19 restrictions	21	(40.4%)
Financial considerations (e.g. fees or other associated costs)	1	(1.9%)
Childcare or other family considerations	7	(13.5%)
Draw times not convenient	2	(3.8%)
Negative experience at the ACC	2	(3.8%)
No longer interested in curling	3	(5.8%)
*Injury or other physical/health issue	15	(28.8%)
*Have no team to play with	3	(5.8%)
*US border restrictions	2	(3.8%)
Other	3	(5.8%)

*Note: These were not provided as options in the survey, but were common responses.

All 31 “Other” responses have been grouped into the categories in the table above. The full list of “Other” responses and associated category is below the chart. The category “Do not want to curl due to the changes required from the current Covid-19 restrictions” is assumed to include both curling rule changes, and restrictions such as masks and vaccinations.



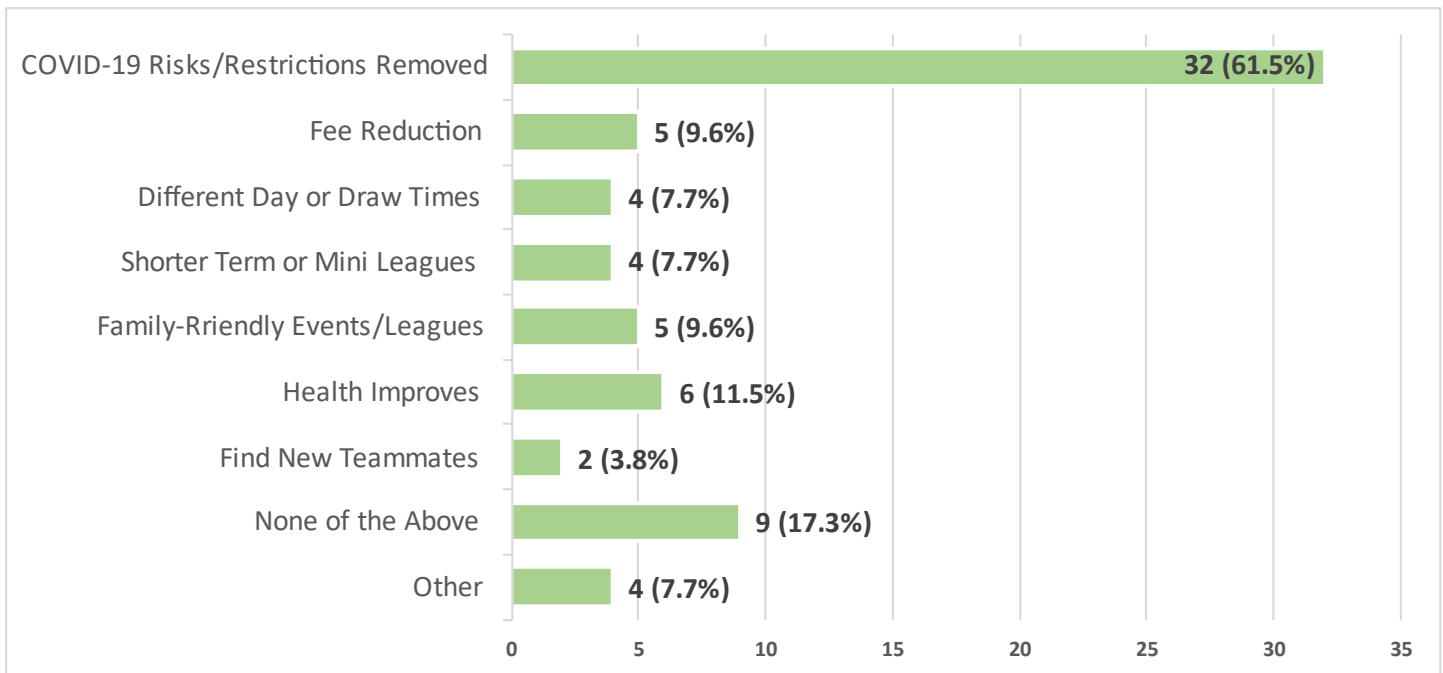


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4.3 Would you consider curling at the ACC in the future if any of the following changes were made? Select all that apply.

Reponses	52
Total Checked	71
Covid-19 risks and/or restrictions are removed	32 (61.5%)
Fee reduction	5 (9.6%)
Different days or draw times	4 (7.7%)
Shorter term leagues or mini-leagues (e.g. 5-week, 2 or 3 months)	4 (7.7%)
Family-friendly events or leagues	5 (9.6%)
*Health improves	9 (17.3%)
*Find new teammates	6 (11.5%)
None of the above	4 (7.7%)
Other	2 (3.8%)

*Note: These were not provided as options in the survey, but were common responses. All 16 “Other” responses have been grouped into the categories in the table above.



The majority of responses were related to Covid risks and/or restrictions. We are hopeful that as the restrictions are removed and risks are lower that we will see the return of some members. The club and league reps are also willing to find a team for people to play on, if they do not already have one.

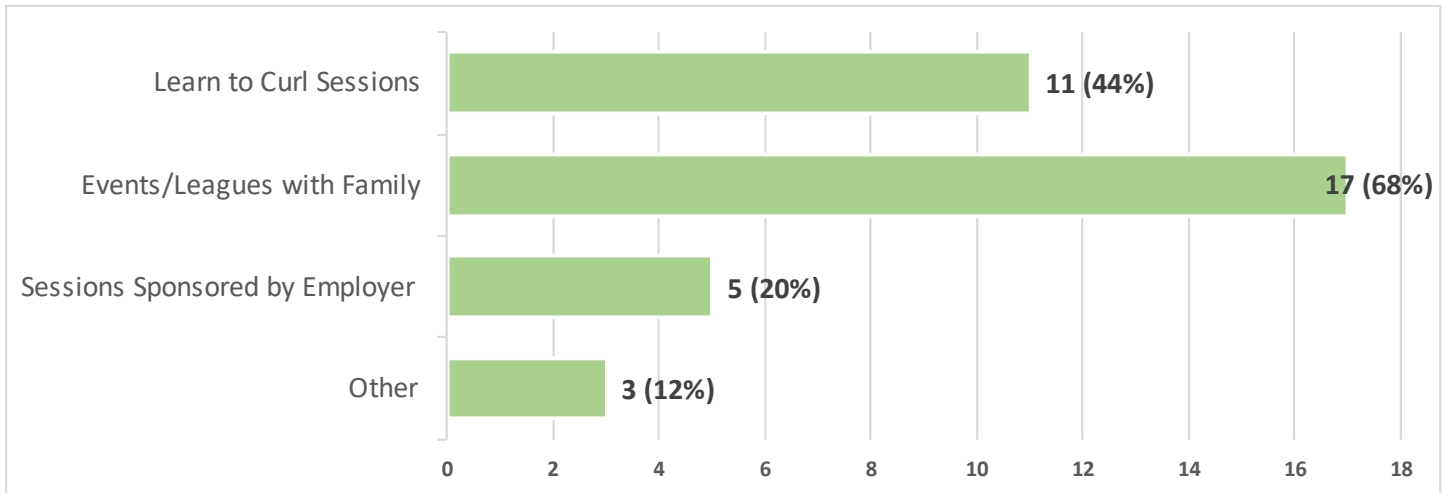


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4.4 Would you be interested in any of the following? Check all that apply.

Reponses 25
Total Checked 71

Learn to Curl Sessions for Friends or Family 11 (44%)
Events/Leagues with Other Family Members 17 (68%)
Curling Sessions Sponsored by Employer 5 (20%)
Other (see below) 3 (12%)



Other responses included improved health, more leagues, team building sessions, or a means of assembling individuals without a rink.

The club is always willing to find a team for an individual or couple to play on, and will be contacting previous curlers to find a way to encourage the return to curling.