

Executive Summary

The Sherwood Park Curling Club set out its goals and objectives for 2017-2020 in a Strategic Business Plan ([see Strategic Plan](#)). This document reports on the achievements of the Club over this 3 year period and identifies areas where further investments are needed.

The SPCC was extremely active over the past 3 years and made great strides in achieving or progressing on the majority of the goals set out in the 2017-2020 Strategic Business Plan. Of the 25 objectives set out, the Club achieved 14, has made good progress on 8, postponed 2 and was unable to achieve 1. Below is a list of some of the highlights:

- A 5 year Lease agreement for use of facilities within GARC, was signed with Strathcona County.
- Hired a highly qualified Head Ice technician and raised the level of training of our assistant ice technicians.
- Obtained grants from the Government of Alberta for improvements to the ice making equipment.
- Purchased and installed new equipment to improve ice quality.
- As indicated in the SPCC March 2020 membership survey, 94% of those surveyed replied that the curling ice was good or excellent.
- Maintained a successful, ongoing program of curling training and clinics.
- Ran a successful Junior Curling program.
- Hosted a range of successful bonspiels and 'elite' curling events.
- Strengthened efforts to sustain and improve the food and beverage service provided in the SPCC lounge area.
- Provided a Pro-shop service for the convenience of members and other curlers.
- Optimized ice and facility rental opportunities.
- Continued improvements of the governance and management of SPCC through the review of structures, procedures, and documents as well as the development of new policies and procedures.
- Ensured competitive curling fees and financial sustainability of the Club.
- Staffed at sufficient levels on the administrative team to ensure high service levels.
- Improved information management with the Implementation of ' Curling Club Manager ' registration system, including a personal risk waiver as part of registration process.

- Continued efforts made to improve Member's safety and awareness of risks. (Decision made in March 2020 to end the season earlier, to protect Members in light of the COVID virus.)
- Continued improvements being made in Human Resource Management documentation and procedures.
- Awarded Curling Alberta's ' Club of the Year ' for the 2018/2019 curling season.

**SPCC Executive
June 19, 2020**

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