



CURLING ALBERTA

March 5, 2020

Dear Club Manger and/or President,

Before August 2018, there were four separate governing bodies for curling in Alberta. In a unanimous vote by all the members of our province's various curling clubs and associations, it was decided that a single, unified governing body would serve and strengthen Alberta's curling community better.

Curling Alberta was born out of that vote, and we are thrilled to have the mandate of supporting and advancing curling across the province. We exist not only to inspire the curlers of today and tomorrow, but to provide meaningful benefit to the clubs that keep curling strong in our communities. We do that by offering professional development opportunities, curling programs, discounts, access to competitions, and marketing and communications support. Membership in Curling Alberta also supports clubs by opening access to new sources of funding, which can be used for important priorities like infrastructure upgrades and technician training. In addition, we work with clubs to advocate for the future of curling in Alberta, ensuring that we honour the sport's rich history, promote its benefit to community life and empower anyone who wants to participate to explore the power of sport through curling.

Working in collaboration with clubs, we are proud and eager to lead the way in securing the long-term sustainability of curling in Alberta's sports landscape. The things we can accomplish together are exciting, for us and for all clubs and curlers across Alberta. But to maintain the important benefits that clubs and curlers receive through Curling Alberta, Curling Alberta itself needs to be sustainable and financially viable.

In order to keep providing our services and driving increased participation and success in curling across the province, Curling Alberta has found that we need to introduce a per-curler fee to support our operations. This will bring Curling Alberta in line with the funding model of other provincial curling organizations across Canada. Each curler will be responsible for paying the fee, which will take effect for the 2020-2021 season, with individual clubs to collect the fees from their members. Starting now, Curling Alberta member clubs will be required to collect fees from curlers for the 2020-2021 season.

We are committed to making this process as simple for our club partners as possible. In the coming months, we will have more information on what the fees will be, what member information we need clubs to collect, and when and where the information and fees should be sent. We have included a brochure with this letter to address some of the questions we think clubs may have at this stage.

We are thankful for the dedication, commitment and enthusiasm that every club shows for the sport and its future in Alberta and would like to encourage this moving forward. While we understand that any change is hard and that this may raise some concerns, we are confident that this is the right move. We look forward to working together to expand opportunities and overcome some of the shared challenges facing clubs around the province, and we welcome you to contact us with any questions.

Sincerely,

Curtis Fairhurst, President

Jill Richard, Executive Director