

NO: **F042**

COUNCIL DATE: **December 10, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **December 4, 2012**

FROM: **General Manager, Parks, Recreation and Culture
General Manager, Finance and Technology**

FILE: **8200-01**

SUBJECT: **2013 Optimist International U-18 Curling Championships – Request for
Funding Assistance**

RECOMMENDATION

It is recommended that the Finance Committee recommend that Council approve financial support to the Optimist Junior International Curling Club (The “Club”) in the amount of \$3,200 from the Council Initiatives Fund to assist with the costs that the Club will incur in hosting the 2013 Optimist International U-18 Curling Championships all as generally described in this report.

INTENT

The purpose of this report is to obtain approval to provide financial support for the Under 18 Curling Championships that are being held in Surrey and Langley in March 2013.

BACKGROUND

At its meeting on October 1, 2012 Council considered a request from the Optimist Junior International Curling Club (the “Club”) to appear before Council regarding the Under 18 Curling Championships. Council at that meeting referred the matter to the Parks, Recreation & Sport Tourism Committee. Representatives of the Club appeared before the Parks, Recreation & Sport Tourism Committee at its meeting on October 17, 2012 at which time they requested funding from the City to offset some of the costs associated with hosting the 2013 Optimist International U-18 Curling Championships which will be held jointly at the Cloverdale Curling Club and the Langley Curling Club from March 27th to 31st, 2013 (see Appendix “A”).

Over the 12 years since its inception, the U-18 Curling Championships has grown from a Western Canadian championships event to an international event. The current format includes 12 male and 12 female teams from Canada, the USA, Asia and Europe. The event, which is held every two years, was previously hosted in Surrey/Langley in 2003. It has also been hosted in Calgary, Winnipeg, Regina and Toronto.

DISCUSSION

The 2013 Optimist International U-18 Curling Championships will be held jointly at the Cloverdale Curling Club and the Langley Curling Club from March 28th to March 31st, 2013. Teams representing BC, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, the Territories and Atlantic Canada will be involved along with teams from the USA, Europe and Japan.

The event will include a Coach and Athlete Development Camp led by expert Canadian Curling Association National coaches. This is an important cornerstone of the Championships.

The 2013 Championships will have a positive economic impact in Surrey and Langley with each of the 24 teams involving an entourage of at least 13 people along with fans. It is estimated that the local economic impact will be in the order of \$400,000 related to the event.

The Club has requested \$17,000 to support the event to assist with accommodations and other associated expenses. The budget for the event is \$118,000.

The following is a list of events that have been held in Surrey over the last few years for which Council has provided financial support through the Council Initiatives Fund:

Surrey Minor Hockey Provincial Championships	\$ 3,000
Canadian Youth Chess Tournament	\$ 1,000
2011 Canadian Boys Golf Championship	\$10,000
Hargobind International Wrestling Championship	\$11,000
Canada Cup Field Hockey Tournament	\$ 2,500

The Parks, Recreation and Sport Tourism Committee reviewed the Club's request during its meeting on November 21, 2012 and resolved to recommend to Council that funding in the amount of \$4,200 be provided to the Club. The minutes of this Committee meeting will be included on the same Council agenda as this report.

The Club also applied to the City for a grant under the One-Time Community Grant Program. A grant to the Club for the subject event has been approved by the Finance Committee in the amount of \$1000 under the City's One-Time Grants Program.

Based on the above-referenced resolution of the Parks, Recreation & Sport Tourism Committee and the fact that a grant to the Club of \$1000 has already been approved under the One-Time Grants Program, it is proposed that Council provide additional financial support in the amount of \$3,200 to the Club for the subject event and that this be taken from the Council Initiatives Fund.

Status of the Council Initiatives Fund:

Appendix "B" provides the status of funding in the Council Initiatives Fund on an assumption that Council will approve the recommendation of this report.

SUSTAINABILITY CONSIDERATIONS

Supporting the hosting of 2013 Optimist International U-18 Curling Championships in Surrey will assist in achieving the objectives of the City's Sustainability Charter; more particularly, Charter action item SC12: *"Encourage and facilitate volunteerism and participation in community activities by persons of all ages, abilities and cultural communities."*

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve financial support to the Optimist Junior International Curling Club in the amount of \$3,200 from the Council Initiatives Fund to assist with the costs that the Club will incur in hosting the 2013 Optimist International U-18 Curling Championships all as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager
Finance and Technology

Appendix "A" – Correspondence from the Optimist Junior International Curling Club
Appendix "B" – Status of the Council Initiatives Fund

Correspondence from the Optimist Junior International Curling Club

Optimist Junior Interclub Curling League is proud to host the

2013 Optimist International U-18 Curling Championships*



March 27th to March 31st, 2013, in Surrey and Langley, British Columbia

*Sponsored and organized by Optimist Junior International Curling Club, a registered society incorporated pursuant to the provisions of the Society Act of the Province of British Columbia, operating under the name and title of 2013 Optimist International U-18 Curling Championships

#328 19528 Fraser Hwy, Surrey, BC V3X 8P4 *Phone: 604-533-2819 *Fax: 604-533-2820 *Email: akersey@telus.net

Request to Surrey City Clerk to Appear Before Council as a Delegation

September 21, 2012

Office of the City Clerk
14245 – 56th Avenue
Surrey, BC V3X 3A2

Attention: Ms. Jane Sullivan

Dear Ms. Sullivan:

I would like to appear before the City of Surrey Council as a delegation representing the Optimist Junior International Curling Club. We will be hosting the 13th annual Optimist International U-18 Curling Championships in Surrey and Langley from March 27th to 31st, 2013.

Our event will host 24 teams invited from Canadian Provinces, the United States, Asian Pacific countries and Europe. Twelve under-18 men's and twelve under-18 women's teams will experience 5 days of development opportunities, round robin competition and challenge for world seeding.

The event budget is \$118,000 and a full benefit presentation will be submitted to the Office of the City Clerk.

An Executive Summary of the Optimist International Championships is Page 2 of this letter and I will provide a package of stellar accolades that we've received from famous curlers and a well-known television broadcaster.

The PowerPoint presentation will take up to 5 minutes and allow up to 5 minutes for questions and answers.

The presentation includes a diagram of the Canadian Sport for Life (CS4L) movement depicting the Long Term Athlete Development (LTAD) model as a continuum for Optimist youth curling development. Our Showcase Optimist project is the Optimist International U-18 Curling Championships, designed to create community-wide awareness of our mission to address the issues of "Why Youth Curling?" listed in the handout.

The presentation will close with a request for \$17,000.00 funding support from the City of Surrey to go towards hosting the event. We will also complete a City of Surrey Community Grant application.

Please do not hesitate to contact me immediately if you require further information or if I may answer specific questions.

Respectfully submitted,

Al Kersey, President – Optimist Junior International Curling Club
Administrator - Optimist Junior Interclub Curling League
Member – Optimist International U-18 Curling Championships Steering Committee

REGULAR COUNCIL - PUBLIC HEARING MINUTES
MONDAY, OCTOBER 1, 2012

I. CLERK'S REPORT

6. Delegation Requests

- (b) Al Kersey, President
Optimist Junior International Curling Club
File: 1850-20; 0550-20-10

Requesting to appear before Council regarding hosting the 13th annual Optimist International U-18 Curling Championships in Surrey and Langley, the benefits it brings and to request for funding.

It was Moved by Councillor Hunt
Seconded by Councillor Gill
That Al Kersey, President, Optimist Junior
International Curling Club, be heard as a delegation at Parks, Recreation and
Sport Tourism Committee.

RES.R12-2167

Carried

2013 Optimist International U-18 Curling Championships*



March 27th to March 31st, 2013 in Surrey and Langley, British Columbia

*Sponsored and organized by Optimist Junior International Curling Club, a registered society incorporated pursuant to the provisions of the Society Act of the Province of British Columbia, operating under the name and style of 2013 Optimist International U 18 Curling Championships
#328 - 19528 Fraser Hwy, Surrey, BC V3S 8P4 *Phone: 604-533-2530 *Fax: 604-533-2820 * Email: akerxyc@telus.net

Page 2 of Request to Appear as a Delegation before Surrey City Council

Optimist International U-18 Curling Championships Surrey and Langley, British Columbia Canada March 27-31, 2013

Executive Summary of the Event

This competition began in 2001, providing a much-needed major competition to encourage and develop young curlers in the sport that so many of us love and which has given us so much. In 12 years, the event has grown from Western Canadian Championships to the international event that we are eagerly and enthusiastically continuing in British Columbia. This major event has been hosted in Cloverdale and Langley, BC; Calgary, Alberta; Winnipeg, Manitoba; Regina, Saskatchewan; Toronto, Ontario and is now returning to Surrey and Langley for 2013 and 2014.

These championships invite 12 male & 12 female teams from Canada, the USA, Asia and Europe. The participants represent the finest Under-18 curlers in the world. They may even have inspired, in part, the concept of the first Youth Winter Olympics in Innsbruck, Austria 2012. Participating Canadian teams are from British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Northwest Territories and Atlantic Canada. Each year, the event holds invitations for as many as 8 international youth teams with 4 representing American states, 2 representing Asian countries and 2 representing European countries.

Our showcase event is staged entirely by volunteers drawn from Curling Clubs and Service Clubs coordinated by one event staff administrator. The hours that are contributed by these volunteers total in the thousands. The Optimist Clubs, and their members, truly live and operate by their motto: "Friend of Youth" so the young athletes may compete fully immersed in "The Spirit of Curling".

Until now, there has been a major individual benefactor, but this funding source will not continue and the event must now "stand on its own two feet". In August, 2012, the Optimist Junior International Curling Club, chartered member of the Optimist International® organization, was incorporated as a fundraising vehicle to deliver this event as a community service project dedicated to bringing out the best in kids.

An integral part of the event is the international development camp, carefully tailored to assist the participants in honing their competition skills and serve their individual long term athlete development needs. There will also be the establishment of a legacy fund with any surplus to provide funding for instruction and development of youth curlers in the host region and province - the most important benefit of hosting and sponsoring this event.

The 2013 Optimist International U-18 Curling Championships will be held jointly at the Cloverdale Curling Club and the Langley Curling Club, British Columbia from March 27th to 31st. Both venues will be within easy driving distance from Abbotsford and Vancouver International Airports. The two Curling Clubs are less than 20 minutes apart. The event will host 24 teams from Canada, the USA and the Pacific (Asia, Australia, and New Zealand). Should Europe send two teams, USA participation will be reduced to four teams from their current allotment of six.

"Curling is Fun. Compete Fun. Improvement is Fun."

FUNDING SUPPORT APPLICATION

To City of Surrey

from

Optimist Junior Interclub Curling League

for

*2013 Optimist International U-18
Curling Championships**

March 27-31, 2013

**Surrey and Langley, British Columbia
Canada**

Optimist Junior Interclub Curling League Administrator – Al Kersey 778-988-4337 akersey@telus.net

**Sponsored and organized by Optimist Junior International Curling Club, a registered society incorporated pursuant to the provisions of the Society Act of the Province of British Columbia, operating under the name and style of 2013 Optimist International U-18 Curling Championships*

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LETTERS OF PARTICIPATION AND SUPPORT

2013 OPTIMIST INTERNATIONAL U-18 CURLING CHAMPIONSHIPS*

**Sponsored and organized by Optimist Junior International Curling Club, a registered society incorporated pursuant to the provisions of the Society Act of the Province of British Columbia, operating under the name and style of 2013 Optimist International U-18 Curling Championships*

A) Executive Summary

This competition began in 2001, providing a much-needed major competition to encourage and develop young curlers in the sport that so many of us love and which has given us so much. In 12 years, the event has grown from Western Canadian Championships to the international event that we are eagerly and enthusiastically continuing in British Columbia. This major event has been hosted in Cloverdale and Langley, BC; Calgary, Alberta; Winnipeg, Manitoba; Regina, Saskatchewan; Toronto, Ontario and is now returning to Surrey and Langley for 2013 and 2014.

These championships invite 12 male & 12 female teams from Canada, the USA, Asia and Europe. The participants represent the finest Under-18 curlers in the world. They may even have inspired, in part, the concept of the first Youth Winter Olympics in Innsbruck, Austria 2012. Participating Canadian teams are from British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, the Territories and Atlantic Canada. Each year, the event holds invitations for as many as 8 international youth teams with 4 representing American states, 2 representing Asian or Southern Pacific Rim countries and 2 representing European countries.

Our showcase event is administered and staged entirely by volunteers drawn from Curling Clubs and Service Clubs coordinated by one event staff administrator. The hours that are contributed by these members total in the thousands. The Optimist Clubs, and their members, truly live and operate by their motto: "Friend of Youth" and slogan "Bringing Out the Best in Kids" so the youth may compete fully immersed in "The Spirit of Curling". In 2010, the Optimist International organization recognized these championships with their official "Program Seal of Approval" to ensure stability going forward. Until now, there has been a major individual benefactor, but this funding source will not continue and the event must now "stand on its own two feet".

An integral part of the event is the international development camp, carefully tailored to assist the participants in honing their competition skills and serve their individual Long Term Athlete Development needs. There will also be the establishment of a legacy fund with any surplus to provide funding for instruction and development of youth curlers in the host region and province - the most important benefit of hosting and sponsoring this event.

This funding application for \$17,000 will help to afford these youth the opportunity to represent their country, territory, province or state in championships that have been developed solely for their specific age group. There is no other event like this in the world. Your support will assist with athlete development, accommodations and other associated championships competition expenses as well as allowing the development of legacy funding for the youth curlers locally and provincially. You will receive a benefits package as outlined in Section "F" of this proposal.

B) History

Historically, the only major curling competition for youth has been the national and world junior competitions for athletes under 21 years of age. A youth curling forum, attended by representatives from across Canada, met in 1999 and determined that there was a need for a major competition for curlers under 18, high school age.

Within 2 years, in 2001, the Calgary Youth Curling Association created and staged the first ever Optimist Western Canadian Championships; they also hosted this event the following year. Cloverdale and Langley, British Columbia hosted the next two events. It was in BC that the seeds for developing an international event were planted with invitations accepted by Washington State in 2003 and Japan in 2004.

Calgary again hosted the event as a 24 team (12 boys plus 12 girls teams) in 2005 and 2006. They also welcomed teams from the USA and Japan. Then the Championships moved to Winnipeg for 2007 and 2008, welcoming Atlantic Canada and Quebec for more overwhelmingly successful competition and camaraderie. This set the scene for the trek west to Regina in 2009 and 2010.

The 2011 and 2012 Championships saw participants from all the provinces from BC to Quebec, Northwest Territories and Atlantic Canada. We also had six regional USA championship teams and two Asian championship teams. We were most interested to learn from members of Japan's coaching team that they were the only two national teams to compete in Japan or internationally in the months after the March 11, 2011 earthquake and tsunami. The reason, we were told, was that they were Japan's youth, their future.

Each year we have built on the success of the previous year, with increased participation and higher standards. These standards are raised annually based on an intensive system of feedback and change formula of "Where did we go right?", "What went not so well?" and "What are your ideas for next time?" Our "2 years at each host location" formula has contributed to the evolution of an unparalleled athlete development experience that the U-18 Curlers will remember for the rest of their lives.

C) The 2012 Championships

The 2013 Optimist International U-18 Curling Championships will be held jointly at the Cloverdale Curling Club and the Langley Curling Club, British Columbia from March 27th to 31st. Both venues will be within easy driving distance from Abbotsford and Vancouver International Airports. The two Curling Clubs are less than 20 minutes apart. The event will host 24 teams from Canada, the USA and the Pacific (Asia, Australia, and New Zealand). Should Europe send two teams, USA participation will be reduced to four teams from their current invitation of six.

Teams will represent Canada from British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, the Territories, and Atlantic Canada. Previous USA teams have represented Alaska, Connecticut, Massachusetts, Michigan, Minnesota, North Dakota, Pennsylvania, Washington and Wisconsin. Asian or Pacific representatives may once again challenge Japan's top national high school representatives. All teams, as part of their entourage, include coaches, parents, friends and fans.

There will be a Coach and Athlete Development Camp led by expert Canadian Curling Association national coaches providing the participants with a quality level of assistance that may not otherwise be accessible. This is an extremely important cornerstone of the Championships and the Legacy.

Best Western Properties has been selected to host the teams, the Ramada Surrey Langley will host the followers and the gala banquet will be held at a facility to be named. Transportation will be arranged between the hotel and curling venues.

The Optimist Club members are information hosts, hotel hosts, travel hosts, ticket takers, program sellers, souvenir and 50/50 sellers, administrators, etc. They generally provide everything that can be provided to the participants to ensure that their stay, not only in British Columbia, but also in Canada, is an outstanding experience and one that will be remembered for the rest of their lives.

D) The Economics: Requirements and Impacts

The 2013 Optimist International U-18 Curling Championships will again have a major economic impact in the host Surrey and Langley region and the Province of BC. Each team has a coach, parents, fans and friends, all of whom have hotel rooms here, eat here, shop here, fuel up here, take taxis here, etc. We anticipate that besides the 24 teams of participants, there will be an accompanying entourage of about 9 people per team.

The room nights will total in excess 400; meals in excess of 2,600; shopping on average of \$25.00 per person and sundry items of some \$50.00 each. The direct economic impact locally and provincially will be in excess of \$400,000.00. The ripple effect for Surrey Langley Area, the Province and Canada can be assessed using a number of various multiplying formulas.

The budget for the 2013 Championships is projected as follows:

Income		
Funding and Sponsorships	\$115,000.00	
Gate Receipts	5,000.00	
Sundry	10,000.00	
(Banquet/Silent Auction/ 50/50 draws)		
Merchandise	<u>5,000.00</u>	
Total Income		\$135,000.00
Expenses		
Accommodations	\$40,000.00	
Meals/Banquet/Ceremonies	25,000.00	
Transportation	8,000.00	
Facility Rental	7,000.00	
Development Camp	5,000.00	
Team Services	10,000.00	
(Photographers/apparel/medals/ Interpreters/plaques/crests/prizes)		
Administration	15,000.00	
(Staff/Printing/Meeting/signage)		
Merchandise	<u>8,000.00</u>	
Total Expenses		<u>\$118,000.00</u>
Legacy Fund		\$17,000.00

E) The Legacy

The Optimist International U-18 Curling Championships, since inception, have been a unique long term athlete development experience designed to encourage participation of youth in curling for the future. The championships have grown from humble beginnings to an unparalleled first class Canadian and International event. Revisiting its original roots and initial goals requires the establishment of a legacy fund to assist in the instruction and development of young curlers in the province, across the country and internationally. The surplus from this showcase event will allow for the establishment of such a fund.

The Optimist International® organization and the U-18 Steering Committee have made special efforts to ensure that the championships align within the Canadian Sport for Life (CS4L) movement Long Term Athlete Development (LTAD) model designed for Sport Canada by the Coaches Association of Canada (CAC) and anticipated in government grant funding application documents.

The establishment of programs for young curlers as a result of the legacy from this event has already taken place in the other provinces that have hosted the Optimist International U-18 Curling Championships.

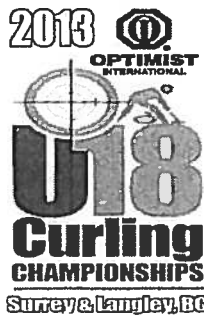
Although it is wonderful to host such an event, in the end, we all must make sure that the real winners are the kids. The establishment of this fund ensures a strong future for our youth.

F) Partnership Visions and Partnership Benefits

Being a partner in The Optimist International (OI) U-18 Curling Championships offers you a unique, high profile platform to clearly demonstrate your support and enthusiasm for the 120 youth involved. Each year, more than 6,000 youth enter local competitions in their quest to the OI U-18. Partnering to support these championships also provides you with an opportunity to be part of the legacy going forward which will be recognized for years and decades to come.

As a major funding provider in the event, you will be offered the following:

- Opportunity to display the City of Surrey logo and link to your Website from our National Website: www.u18curling.ca for the entire season and from the Event Website for the length of the Championships
- In-Ice logo at the Cloverdale Curling Club
- Sponsorship recognition on the Sponsor Board that is featured at the Cloverdale and Langley Curling Clubs, the Hotel and the Banquet
- One full-page ad in the Event Program
- Media promotion preceding and during the event
- Invitation to Sponsor a Team Meeting (to provide food and beverage) and to provide a brief address
- Four invitations to the banquet
- Four event passes with reserved seating and signage on back of seats
- Participation in Opening and Closing Ceremonies
- Permission to use the Optimist International U-18 Curling Championships* Logo for your promotions.



**Sponsored and organized by Optimist Junior International Curling Club, a registered society incorporated pursuant to the provisions of the Society Act of the Province of British Columbia, operating under the name and style of 2013 Optimist International U-18 Curling Championships*

2013 Optimist International U-18 Curling Championships*



March 27th to March 31st, 2013 in Surrey and Langley, British Columbia

*Sponsored and organized by Optimist Junior International Curling Club, a registered society incorporated pursuant to the provisions of the Society Act of the Province of British Columbia, operating under the name and style of 2013 Optimist International U-18 Curling Championships

#328 - 19528 Traver Hwy, Surrey, BC V3S 8P4 *Phone: 604-533-2839 *Fax: 604-533-2820 * Email: akervan@telus.net

City of Surrey Sponsorship Request for 2013 OI U-18 Curling Championships Event

Introduction

The Optimist Junior Interclub Curling League is proud to be hosting the "Optimist International U-18 Curling Championships" in the Cloverdale Curling Club and Langley Curling Club, British Columbia, from March 27 to March 31, 2013. Our OI U-18 slogan is: "Curling is Fun. Competition is Fun. Improvement is Fun."

The curlers are girls and boys aged 17 and under as of December 31, 2012. By this age, improvement and achievement have become key elements of "FUN". To this end, post-provincial and post-national competition provides both a goal and a vehicle. Our Optimist International sponsored championships fulfill a very real need for a major curling competition at this age level. As in marketing, each element of the continuum "Showcase-Awareness-Trial-Development-Competition-Showcase", is essential to the success of attracting and retaining youth as they learn and develop life skills through sport.

"Friend of Youth" is the motto of Optimist International®. The Optimist Junior International Curling Club has incorporated to become the title sponsor of this event. This Optimist Club formalizes a partnership that benefits both youth and the community. Optimist Clubs of the Lower Mainland in BC have supported our Optimist Junior Interclub league for 17 years. Curling communities across Canada and around the world will reap the benefits of these international championships (I have a story to tell you about youth curling support in Japan). The Optimist Magazine, published 4 times per year, with a circulation of 90,000, has featured our event.

Background

The first annual events were headlined as "Optimist Western Canada Juvenile Curling Championships" and were deemed overwhelmingly successful. Male and female teams were invited from Northwest Territories, Yukon and the four western provinces. Calgary Youth Curling Association hosted these two events.

In 2003, Optimist Junior Interclub Curling League hosted the third annual event and the title became "Optimist International Juvenile Curling Championships". Teams from eight regions were invited from Ontario westward and Washington State. With the inclusion of American teams and the endorsement of Optimist International®, we could appropriately add "International" to the title. We received formal permission the following year.

2004 Optimist International U-18 Curling Championships

The title changed, replacing Juvenile with a more appropriate reference to "U-18". In all, twelve regions were invited representing territories and provinces from across Canada, nine American States and even Japan!

2013 Invitations

Our invitation list has been further re-written to accept applications from the Asia-Pacific region and Europe (eastern and western regions).

Skills Development

In addition to the competition, there is a strong skills development component for the teams and for their coaches. We have been fortunate to have a number of renowned National Training Coaches from the Canadian Curling Association to design and coordinate the development camp program each year. This ensures a well-balanced combination of training and competition.

"Curling is Fun. Compete. Fun. Improvement is Fun."

2013 Optimist International U-18 Curling Championships*



March 27th to March 31st, 2013 in Surrey and Langley, British Columbia

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City of Surrey Sponsorship Request for 2013 U-18 Championships Event (page 2 of 2)

Budget

Teams, for the most part, must pay their own travel expenses and are most appreciative of funding support from many local Optimist Clubs. Funding support from the City of Surrey is being sought to underwrite a portion of the \$118,000 budget established by the Event Committee to provide accommodations and to cover the costs associated with hosting this event.

Sponsorship

We invite Mayor, Council and staff to assess how their sponsorship could help to market the City of Surrey and their collective vision. A sponsorship of \$17,000 is requested to assist the Optimist International U-18 Curling Championships to benefit youth curling development for years to come. In consideration of the City's sponsorship, we provide an attractive package and great visual presence to a targeted market.

Why This Is So Important

- ◆ To ensure the future of curling through development of strong, viable and effective youth programs
- ◆ To attract youth, and retain them in sport by creating a very strong incentive and goal, combined with realistic expectations
- ◆ To provide opportunity to improve and achieve through instruction, coaching and meaningful competition
- ◆ To develop athletes to ensure national success at Olympic and Worlds, which in turn attracts youth to the sport – a feeder system enhances this development. We believe that Canadian Sport for Life (CS4L) Long Term Athlete Development (LTAD) model anticipates this type of initiative.
- ◆ Provincial and school curling programs are sufficiently advanced to accommodate this exciting step into the post-provincial arena.
- ◆ Since the target group is high school age, a greater opportunity is provided for curling to work more closely with school programs.
- ◆ Other sports such as baseball, soccer and hockey provide testimony that youth benefit from sport development at this age.
- ◆ There is value in creating several age/skill levels for youth participation and competition.

Value

We have every reason to believe that you will find this opportunity to participate in an exciting community and international event, worthwhile. We invite you to join us in fulfilling the compelling purpose that we are pursuing, with passion, energy and commitment.

The Future

A biennial forum is held in November, to discuss progress in developing the event. A Steering Committee ensures the overall integrity of the event. The championships will continue to be: international, invitational, U-18 and gender specific. They will continue to be held for about 5 days as closely as practical to March 31 of each year. Curling teams to be invited will be chosen by the hosting organization. Host teams will fill spare pools, host visitors and replace invited teams unable to attend. The event will advance to a new host curling community after every second year.

Information and Sponsorship Opportunities

For more information or to discuss our community grant application further, please contact Steering Committee Member, Al Kersey at 778-988-4337, Fax 604-533-2820 or akersey@telus.net.

"Curling is Fun. Compete – Fun. Improvement is Fun."

CITY OF SURREY
Community Grant Application
(Deadline is September 30)

FORWARD APPLICATION TO:

City of Surrey, Legislative Services, Attention: City Clerk, 14245 - 56 Avenue, Surrey, B.C., V3X 3A2

F: 604.591.8731

Name of Organization

Optimist Junior Interclub Curling League

Date:

September 26, 2012

Address: #328 – 19528 Fraser Hwy, Surrey BC

Postal Code: V3S 8P4

Contact #1

Position

Al Kersey

Administrator

Telephone 778-988-4337

Contact #2

Position

Rick Fox

Finance Director

Telephone 604-613-1779

B.C. Society Registration # S-0045339

Revenue Canada Charitable #N/A

Briefly describe the project for which this grant is requested:

The Optimist Junior international Curling Club will present the "Optimist International U-18 Curling Championships" in the Cloverdale Curling Club and Langley Curling club from March 27 to 31, 2013. The 24 teams of girls and boys are aged 17 and under. The event emphasizes improvement and achievement as key elements of "FUN". To this end, post-provincial and post-national competition provides both a goal and a vehicle.

These championships fulfill a very real need for a major curling competition at this age level. In the continuum of "Showcase-Awareness-Trial-Development-Competition-Showcase", each element is essential to the success of attracting and retaining youth as they learn and develop life skills through sport. Optimists provide a partnership that benefits both youth and the community. To present this event, the "Optimist Junior International Curling Club" has been incorporated under the Society Act of BC. After 12 years, curling communities across Canada and around the world are reaping the benefits of these overwhelmingly successful international championships.

There is a strong skills development component for the teams and for their coaches. The full day development camp, with certified national trainers, ensures a well-balanced combination of training and competition.

Funding support from the City of Surrey is sought to help underwrite a portion of the \$118,000 budget established to provide accommodations and to cover costs associated with hosting this event.

It is important: to ensure the future of curling through development of strong, viable and effective youth programs; to attract and retain youth in sport by creating a strong incentive and goal, combined with realistic expectations; to provide opportunity to improve and achieve through instruction, coaching and meaningful competition and; to provide a feeder system enhancing development of athletes ensuring national success at Worlds and the Olympics – the showcase attraction.

The Canadian Sport for Life (CS4L) movement, Long Term Athlete Development (LTAD) model, anticipates the type of initiative exemplified by this event.

A steering committee ensures the overall integrity of the event as international, invitational, U-18 and gender specific.

Duration of the Project: 5 Days Start Date: March 27, 2013 End Date: March 31, 2013

Name any other organizations or agencies working with your organization on this project:

Optimist International organization: Optimist Junior International Curling Club,

BC Society Registration # S-0060267

Briefly describe how this project will benefit the residents of Surrey:

The "Why Youth Curling?" attachment describes 10 ways this project will benefit families in the communities of Surrey. Surrey residents will benefit from international sport entertainment for 2,000, volunteer opportunities for 50, repeat opportunity for 2012 Bronze Medalists from Cloverdale, promotion of tourism, participation, marketing and youth funding legacy. Room nights exceed 400, meals 2,600, shopping \$75 each. The event economic impact will be in the order of \$0.5M.

Number of Surrey residents benefiting from or participating in the Project: 2,000

Number of Volunteers Involved: 50 Number of Volunteer Hours: 3,500

Financial Information	\$Estimate	%age of Project	Confirmed: Y or N
Total cost of Project:	118,000	100.0	Y
Your contribution:	35,000	29.5	N
Provincial funding:	10,000	8.5	N
Other sources:	56,000	47.5	N
Amount Requested from Surrey: 17,000		14.5	N

if you do not receive this grant, will the project take place? (circle one) **Yes** No

TO BE CERTIFIED BY TWO SIGNING OFFICERS:

We certify that to the best of our knowledge, the information provided in this grant application is accurate and complete and is endorsed by the organization we represent. If our organization receives a grant from the City of Surrey, we agree to the following:

1. in the event that the grant funds are not used for the project or programs as described in the application, or if there are any misrepresentations in the application, the full amount of the funding will be repaid forthwith.
2. if there are any significant changes in the funding, scope or timing of the project or program from that described in the application, the Organization will immediately notify the City Clerk.
3. The Organization will keep proper books of account for all receipts and expenditures relating to the project or program, and will make these books available for inspection by the City or its auditors upon request.
4. if the project or program proposed in this application is not commenced or not completed and there remains City funds on hand, or if the project or program is completed without requiring the full use of City funds, such funds will be repaid immediately to the City.
5. The project or program may not be represented as a City project or program, and the Organization does not have authority to hold itself out as an agency of the City in any way, except that the City has granted financial assistance to the Organization.
6. Upon completion of the program or project, the Organization agrees to submit a Final Report to the City Clerk.

EACH APPLICATION MUST ATTACH THE FOLLOWING:

- Statement of Organization's Purpose
- Name & Address of Board Members
- Detailed Budget for this Project
- Financial Statement for prior year
- Maximum 3 Letters of Support
- Other Relevant Support Documents
- Copy of Evaluation of last City grant received

Signature Title Date

Signature Title Date

GUIDELINES FOR GRANT PRIORITIES

The following factors will be used to determine priorities for allocating grants to eligible applicants:

1. The need addressed by the program/project/event, and its value to the community:

To what degree will the grant promote the well-being of Surrey residents?

See "Why Youth Curling?" attached.

How many residents will benefit?

2,000 with attendance, volunteers and participants.

Why is it important that it be done this year?

Opportunity to promote participation, tourism and marketing.

How severe are the consequences to Surrey residents of not providing a grant?

The resultant tighter budget would not leave the desired legacy for youth development.

Is there overall community support?

Absolutely. Optimist Junior Interclub is thriving and growing in its 24th season and is now beginning to expand across the province. Details will be provided on request.

2. The absence of duplication of, or competition with, an existing municipal program/service/event, and the use of existing community services or facilities to carry out the program/service/event.

Please enjoy all of the enclosed accolades. This event is unique. We have been using feedback for 12 years to set the quality bar for all other associations.

3. The cost of the program/project/event:

What is the total cost?

\$118,000.00

What is the per capita cost (residents served)?

\$30.00 per capita for 2,000 residents in Surrey plus 2,000 residents served in the Langleys.

What are the sources of funding, and what percentage would Surrey be contributing?

Optimists (29.5), Province (8.5), others (47.5) and Surrey (14.5).

Have all possible sources of funding been pursued?

We've only just begun but promise of support for the above is strong, especially Optimists.

What are the overall financial conditions of the organization, and will the lack of Surrey funding result in cancellation of the program/project/event?

The presenting Optimist Junior International Curling Club is a member of Optimist International® organization whose financial conditions remain established since 1919. Lack of Surrey funding will not result in cancellation of the event.

Is this a one-time request for funds, or will ongoing support be required?

Ongoing support will not be required but the event is hosted in the same location for 2 years in a row.

If ongoing support will be required, for how long and to what degree?

A second community grant application will be made in 2013 for the 2014 event.

4. The appropriateness, effectiveness, and quality of delivery of the program/project/event:

How well will it be organized?

2nd to none. Canadian Junior Curlers' testimony that they would choose this event over Canada Winter Games and Canadian National Championships. Al Kersey, retired Project Management Professional, is the Steering Committee member responsible for escalating the event to 24 teams and International status in 2003 and 2004 in Surrey and Langley. The Steering Committee has very proudly built on 12 feedback and lessons learned.

How many volunteers and volunteer hours will be involved?

50 volunteers and 3,500 volunteer hours.

Will there be coordination with other organizations which might be interested or affected?

The Host Stakeholders Committee includes representatives of Optimist International, Optimist Junior Interclub Curling League, Cloverdale Curling Club, Langley Curling Club and a Chief Umpire from Curl BC's pool of officials.

Has the organization previously demonstrated success with a similar undertaking?

Here in Surrey and Langley in 2003 and 2004 where we increased the event from 12 teams in 2002 to 16 teams in 2003 to 24 teams in 2004 and developed it from Western Canadian to National to International. The OI U-18 remains a 24-team event with invitations to Canadian teams, US teams, Asian-Pacific teams and European (eastern and western) teams.

5. The quality of the organization's previous and current administration and management, and the length of time and the degree to which the organization has provided previous service to the community:

Who are the officers or elected officials of the organization?

Organization Chart attached with officers and elected officials from both Optimist Junior Interclub Curling League and Optimist Junior International Curling Club. Lists of members attached.

Is the organization well-known to Surrey residents for their service?

Yes. References attached.

What is their history of service to Surrey?

24 years Optimist Junlor Interclub Curling League including the 2003 and 2004 events.

What are the future plans and goals of the organization?

Province wide growth of Interclubs plus Optimists' Getting Started Camps. Please see the continuum diagram attached depicting Optimist Junior International Curling Club long term Optimist junlor curling development program.

Has the organization previously received funds from Surrey, and did they submit an evaluation for the use of those funds?

Yes. Received \$1,500.00 from City of Surrey in 2003 but was not asked to submit an evaluation at that time. A complete event evaluation report to 2010 Legacies Now will be delivered upon request.



Why Youth Curling?

Why "Youth Curling Development" and "Optimists – Bringing out the Best in Children" is such a perfect fit.

1. In curling, a child does not need to be bigger, faster or stronger to grow from playground to podium.
2. Children dream. Count the interviews where Olympians said their dream began when they were 10 years old. The Olympics! Imagine. A 10-year old sure can.
3. In curling, 100% of the time, for every play, each player, puts in their equal share of the team effort.
4. Affiliation is a life need, a need for life, a life skill and a skill for life. Curling is an opportunity to join. Want to join a gang? Join our gang. Join when you're in 5th grade.
5. Curling is inclusive, providing the bully with a venue in which to learn leadership and providing the victims with an environment in which to thrive. Each child is on the team. This is extremely important, even pivotal, to a child of this age. Everyone plays from start to finish, in every game, and in every Optimist competition.
6. An active lifestyle, beginning age 0 to 6, is fundamental to healthy childhood development. Fundamental Movement Skills (FMS) are essential to overall physical development of children and youth.
7. A child's active start can prevent childhood diabetes associated with the 9-year old couch potato. Vigorous exercise in pre-pubescence is reported to aid in prevention of breast cancer. For optimum physical development, fast twitch muscles are best trained at age 9-11 for explosive strength used in curling for brushing reaction and leg thrust. This protocol provides the child with a valuable fundamental sport skill.
8. Going on road trips seem to be our best memories of youth development and competition, even when the road trip was only 30 minutes to the next town.
9. Children like competition so we work to get them into the league with their peers right at the beginning of their first year. After all, a curling game is a competition.
10. My friend, Greg, chides, "Al, you think junior curling is the answer to world peace." I answer, "Yes".

2011 June 16

Al Kersey – Optimist Junior Interclub Curling League

Please make an opportunity to meet with me at your next convenience and please do not hesitate to call 778-988-4337 or email akersey@telus.net with any and all questions and volunteer ideas.



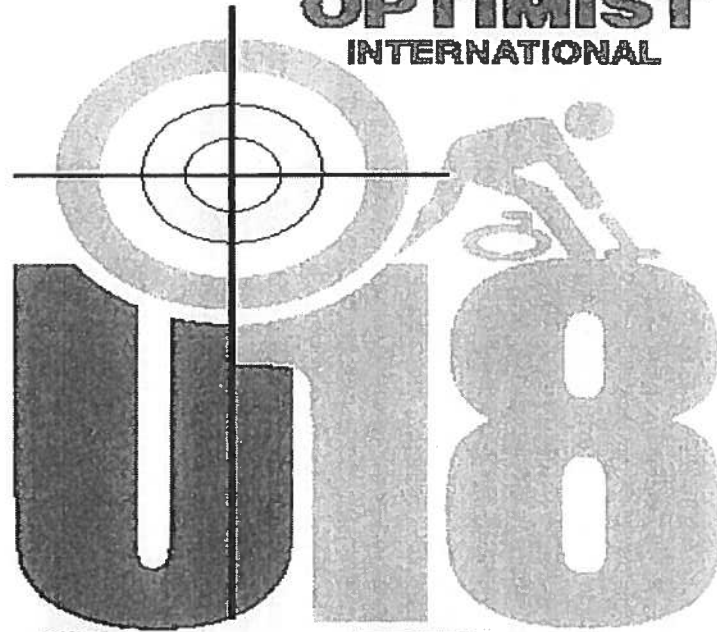
Optimist Junior International Curling Program

*Optimist Junior Interclub Curling League is proud to host the
2013 Optimist International U-18 Curling Championships*
March 27th to March 31st, 2013 in Surrey and Langley, British Columbia*

2013



**OPTIMIST
INTERNATIONAL**



**Curling
CHAMPIONSHIPS**

Surrey & Langley, BC

*Sponsored and organized by Optimist Junior International Curling Club, a registered society incorporated pursuant to the provisions of the Society Act of the Province of British Columbia, operating under the name and style of 2013 Optimist International U-18 Curling Championships
Optimist Junior Interclub Curling League Administrator: Al Kersey 778-988-4337 akersey@telus.net

"Curling is Fun. Competition is Fun. Improvement is Fun."



COACHES ASSOCIATION OF BRITISH COLUMBIA
#345 - 1367 W. Broadway Tel: (604) 298-3137
Vancouver, BC V6H 4A9 Fax: (604) 738-7175
Web: www.coaches.bc.ca E-mail: info@coaches.bc.ca

September 3, 2002

Ms. Tania Simpson
Coordinator, International Relations
Vancouver 2010 Bid Corporation
Suite 500 - 375 Water Street
Vancouver, BC
V6B 5C6

Subject: WorldHost - 2003 International Optimist Juvenile Curling Championships

Dear Ms. Simpson,

I am writing to you in support of the Evening Optimist Club of Coquitlam's application for financial assistance in the hosting of the above mentioned curling event.

Mr. Al Kersey, who is coordinating this event, has been instrumental in the development of Juvenile curling in the province of BC for many years. He is a dedicated leader who has had a significant impact on the development of curling with this age group of athletes, and whose energy and enthusiasm are difficult to match.

Al is one of the most detailed and thorough individuals that I have had the pleasure to work with. In the planning and running of an event or program, there is little that Al leaves to chance. He considers every possible scenario and ensures that an appropriate contingency has been designed into the operations to meet these occurrences. His background in the field of project management requires accuracy and details, and in these areas Al is flawless.

Al's ability to garner support from others in the curling community will also play a significant role in securing the volunteers to assist in the hosting of this event. It is recognized that the volunteer is the backbone to the success of such events. The commitment from the curling community, the Optimist clubs, and the local community, will ensure that both participants and visitors have an excellent experience.

I have full confidence in the abilities of the individual spearheading this event, and the organization with which Al is associated, to successfully host of an event the size and scope of the International Championships.

Sincerely,

Deb Nowell
President



Status of the Council Initiative Fund
2012 FINANCIAL PLAN
COUNCIL INITIATIVES

Schedule B

Description	Amount	Allocation	
		to date	Remaining
2012 Approved Budget	<u>250,000</u>		\$ 530,741
Arts Umbrella Surrey (2nd year of 3-year program)	25,000		
Arts Umbrella re: Tenant Improvements	50,000		
Sophie's Place	25,800		
Sponsor Appreciation Event	10,000		
2012 BC AAA Short Course Championship	3,000		
Rick Hansen "Many in Motion" Relay Celebration	2,000		
City of Bhangra Festival (1st Year of 3-year Program)	15,000		
Canadian Youth Chess Championship	1,000		
Transfer to City Grants Budget	20,000		
BC Summer Games - LED Display Screen	7,000		
SASSY Awards Sponsorship	2,500		
Flavors of Surrey	22,000		
Chris Mohan Memorial Youth Forum	4,000		
6th Annual Red FM Charity Walk and Run	5,000		
Canada Cup Field Hockey Tournament	2,500		
Mayor's Charity Ball	3,250		
SFU - Annual Gala Dinner	5,000		
SFU - Diwali Dinner	2,500		
Sister and Friendship City Agreements	2,000		
Optimist International U-18 Curling Championship	3,200		
Allocations for 2012		<u>\$ 210,750</u>	<u>\$ 319,991</u>