

NO: **F004**

COUNCIL DATE: **FEBRUARY 24, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **February 11, 2014**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **8200-01**
General Manager, Finance and Technology

SUBJECT: **2014 Optimist International U-18 Curling Championships – Request for Funding Assistance**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council approve financial support to the Optimist Junior International Curling Club (The “Club”) in the amount of \$4,500 from the Council Initiatives Fund to assist with the costs that the Club will incur in hosting the 2014 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 Optimist International Under 18 Curling Championships that are being held in Surrey and Langley in April 2014.

BACKGROUND

Representatives of the Optimist International Curling Club appeared before the Parks, Recreation & Sport Tourism Committee at its meeting on January 15, 2014 at which time they requested funding from the City to offset some of the costs associated with hosting the 2014 Optimist International U-18 Curling Championships which will be held jointly at the Cloverdale Curling Club and the Langley Curling Club from April 2nd to April 6th, 2014. Correspondence requesting to appear and copies of the Power Point presentation and budget are attached as Appendix “A”.

Over the 13 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 two consecutive years in the same community, was previously hosted in Surrey/Langley in 2013. It has also been hosted in Calgary, Winnipeg, Regina and Toronto.

DISCUSSION

The 2014 Optimist International U-18 Curling Championships will be held jointly at the Cloverdale Curling Club and the Langley Curling Club from April 2nd to April 6th, 2014. Teams representing Canada, USA, Asia, and Europe will experience 5 days of development opportunities, round robin competition and challenge for world seeding.

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 2014 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 \$500,000 related to the event.

The Club has requested \$6,000 to support the event to go towards facility use, advertising, promotion and 3 team lunches during the event.

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
2011 Canadian Boys Golf Championship	\$10,000
Hargobind International Wrestling Championship	\$11,000
Canadian Youth Chess Championship	\$ 1,000
Canada Cup Field Hockey Tournament	\$ 2,500
Optimist International U-18 Curling Championship	\$ 3,200
2013 Women's BC Open Water Polo Tournament	\$ 5,000
Cloverdale Skating Club	\$ 5,000
Enneven Management SX Cup Tournament	\$ 4,000

The Parks, Recreation and Sport Tourism Committee reviewed the Club's request during its meeting on January 15, 2014 and resolved to recommend that the General Manager bring a report forward to Council requesting support for the Championship. 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 \$2,000 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 \$2000 has already been approved under the One-Time Grants Program, it is proposed that Council provide additional financial support in the amount of \$4,500 to the Club for the subject event and that this be taken from the Council Initiatives Fund. This amount represents the cost associated with the ice rental for the Cloverdale Curling facility.

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 the 2014 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 \$4,500 from the Council Initiatives Fund to assist with the costs that the Club will incur in hosting the 2014 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

*Optimist Junior Interclub Curling League is proud to host the
2014 Optimist U18 Curling Championships**



April 2 to 6, 2014 in Surrey & Langley, BC

#328 - 19528 Fraser Hwy. Surrey BC V3S 8P4 * Phone: 778-988-4337 * Fax: 604-533-2820 * Email: akersev@telus.net
www.u18curling.ca

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

**Optimist U18 Curling Championships
Surrey and Langley, British Columbia Canada April 2nd to 6th, 2014**

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 participants honing their competition skills and serve their individual Long Term Athlete Development needs. Establishment of a surplus funds legacy will 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 2014 Optimist U18 Curling Championships will be held jointly at the Cloverdale Curling Club and the Langley Curling Club, British Columbia from April 2nd to 6th. Both venues are 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 2 teams, USA participation will be reduced to 2 teams from their current allotment of 6.

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

*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 2014 Optimist U18 Curling Championships.

*Optimist Junior Interclub Curling League is proud to host the
2014 Optimist U18 Curling Championships**



April 2 to 6, 2014 in Surrey & Langley, BC

#328 - 19528 Fraser Hwy Surrey BC V3S 8P4 * Phone 778-988-4337 * Fax 604-533-2820 * Email. akersev@telus.net
www.u18curling.ca

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

September 25, 2013

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 14th annual Optimist U18 Curling Championships in Surrey and Langley from April 2nd to April 6th, 2014.

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 \$111,000 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.

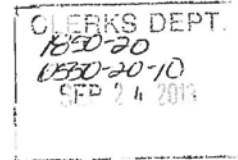
The presentation includes a diagram of the Canadian Sport for Life (CS4L) movement depicting the Long Term Athlete Development (LTAD) model as a continuum for Optimist youth curling development. Our Showcase Optimist project is the Optimist U18 Curling Championships, designed to create community-wide awareness of our mission to address the issues of "Why Youth Curling?" listed in the handout.

The presentation will close with a request for \$6,000.00 funding support from the Council Initiatives Fund to go towards facility use, advertising, promotion and 3 team lunches during the event. We will also complete a City of Surrey Community Grant application for \$2,000.00.

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

Respectfully submitted,

Al Kersey, President - Optimist Junior International Curling Club
Administrator - Optimist Junior Interclub Curling League
Member - Optimist U18 Curling Championships Steering Committee



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

*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 2014 Optimist U18 Curling Championships.

REGULAR COUNCIL - PUBLIC HEARING MINUTES
MONDAY, OCTOBER 7, 2013

I. CLERK'S REPORT

4. Delegation Requests

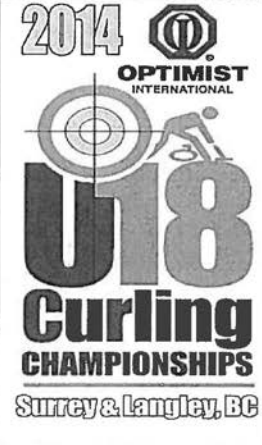
- (b) **Al Kersey, President, Optimist Junior International Curling Club**
File: 1850-20; 0550-20-10


Requesting to appear before Council regarding hosting the 14th 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 Villeneuve
Seconded by Councillor Gill
That Al Kersey, President, Optimist Junior
International Curling Club be heard as a delegation before the Parks,
Recreation and Sport Tourism Committee.

Carried

RES.R13-2207



2014  **OPTIMIST INTERNATIONAL**

U18
Curling
CHAMPIONSHIPS

Surrey & Langley, BC


*Optimist Junior Interclub
Curling League
is proud to host the*

Optimist U18 Curling Championships*

*April 2-6, 2014
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 2014 Optimist U18 International Curling Championships.
Optimist Junior Interclub Curling League Administrator: M. Kersey 778-988-1337 ok@ojic.ca

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



**OPTIMISTS-
BRINGING
OUT THE BEST
IN KIDS**


**IN CURLING, A
CHILD DOES
NOT NEED TO
BE BIGGER,
FASTER OR
STRONGER TO
GROW FROM
PLAYGROUND
TO PODIUM**

Why Youth Curling?


Why "Youth Curling Development" and "Optimists - Bringing out the Best in Children" is such a perfect fit. Why core values that represent some of the many inherently positive values connected with the game of golf for an individual are multiplied exponentially with the game of curling for a whole team.

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 valuable cross-training for a number of other sports.
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 Sharkey - Optimist Junior Interclub Curling League
Please make an opportunity to meet with me at your next convenience and please do not hesitate to call 778-388-4337 or email sharkey@oaks.net with any and all questions and volunteer ideas.



Optimist Junior International Curling Club



**OPTIMISTS'
GETTING
STARTED
CAMPS**

23 Camps
6 years
151 big kids
Teaching
425 little folk
to curl.

Christine Keshan



**OPTIMIST
JUNIOR
INTERCLUB
CURLING
LEAGUE**

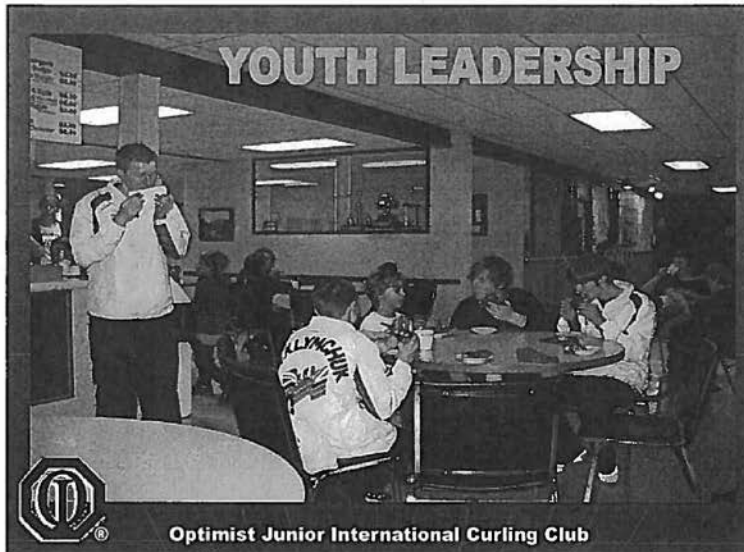
Proud to
deliver 3,000
kid-years of
FUN over 25
seasons.

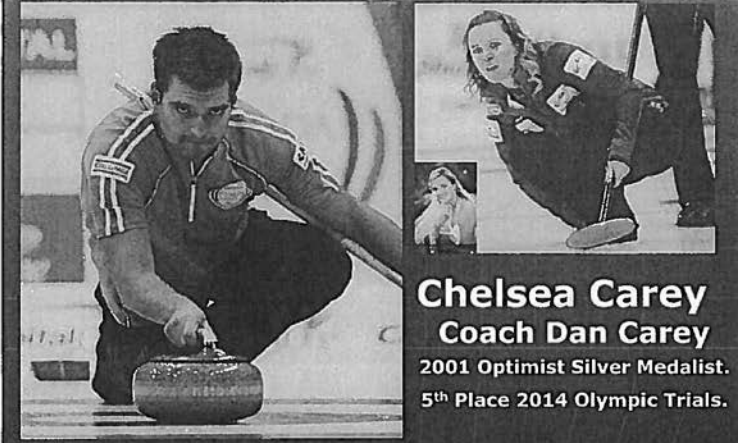


**OPTIMIST U18
INTERNATIONAL
CURLING CHAMPIONSHIPS**

Over 6,000 KIDS participate in
the journey.


24 Teams of Girls and Boys
begin at club level and
earn their invitation to
this prestigious
international event.





Chelsea Carey
Coach Dan Carey
2001 Optimist Silver Medalist.
5th Place 2014 Olympic Trials.

Matt Wozniak -Team McEwan
2001 Optimist 4th World Seed.
Runaway leader in Canadian Team Ranking System.



Team Homan
2006 Optimist Gold Medal Team.
Bronze Medal 2014 Canadian Olympic Team Trials.



Kaitlyn Lawes

2004 Optimist Silver Medalist.
Two-time Canadian Junior.
2013 Olympic Trials Champion.



2008 Optimist International U18 Bronze Medalists



Skip: Randi Ludwar Third: Ellen Bartlett
Second: Stacy Ludwar Lead: Clare Turner
Coach: Teressa Hiram Larry Pelzer
Jennifer Jones



Team Brown

2010 and 2011 Gold -
BC High School.

2011 Gold -
Canada Winter Games.

2012 Gold -
Optimist U18 International.

2013 Gold -
Canadian Juniors.

Accolades -
too numerous to mention.

Team Daniels

2013 Gold -
Optimist U18 International
Curling Championships.



"We just want to thank each of you individually for the wonderful job you do in coordinating this amazing event. We sincerely appreciate the privilege of being able to participate in this event."

- Gordon Moffatt, Coach, Team Yukon

"I was very lucky to have the opportunity to compete in the U-18 Curling Championships twice, and for this day I am so thankful for that opportunity. This competition is such a great stepping stone for curlers. At the end of the week, regardless of the outcome everyone gets to walk away with amazing memories and friendships that will last a life time."

Good luck, and good curling!

-Kaitlyn Lawes, 2014 Olympics Canadian Team Jones and two-time Canadian Junior Champion

"What makes the U-18 championships special to me was that I was able to compete against and socialize with curlers my own age and meet people with the same aspirations and goals as myself. Enjoy the experience."

-Kyle Reynolds, 2007 World Junior Champion

"Optimist International is a really great organization. Their creed is really beautiful. I have taken it to heart and strive to live by the creed daily. I would love it if you took to be an Optimist!"

Sharon Valkich, Coach, Team Washington

"I think the U-18 has been very beneficial in all my success as a curler."

-Jen Gates two-time Canadian University Champion

"The national experience that this event gave us helped shape our team for future events that we could only dream about participating in."

-Alison Kravtchuk, 2013 Olympic Trials Semi-Finalist

"Thanks for a terrific competition. I have been fortunate to have attended many national and international curling events, both as a spectator and participant. Thanks again for all of your hard work. You provided the kids with a wonderful experience that they will remember the rest of their lives."

-Nick Lamp, Coach, Team Ontario Women

"There is nothing like the first time having the BC flag on your back. It's not all about winning and who the best curlers are. It's about having fun, meeting new people and representing your province/state/country."

-Coryn Brown, 2012 Youth Olympic Games Bronze Medalist

"The U-18 championship event is an incredible experience that gives young and developing athletes their first taste of competing on a large stage."

-Matt Ng, 2007 World Junior Champion

"It is an amazing feeling the first time you are able to compete on behalf of your province on the national stage. When we made it to junior nationals I felt better prepared because of the U-18 Championships. I also made friends from across the country and world, many of whom I still keep in touch with and have subsequently played against."


-Hollie Nicol, two-time Canadian University Champion

"I truly believe that competing in the U-18 Curling Championships helped me achieve my goals, and it was definitely an event that I will never forget!"

-Kendra Lilly, four-time Northern Ontario Champion


When our daughter Jenny is asked if she had a good time while in BC? Her answer is always "It was better than my trip to Disney". So that pretty much says it all.

u18media@gmail.com



Optimist Junior International Curling Club

Respectfully, and in concert with this presentation, Optimist Junior International Curling Club has requested City of Surrey Council Initiatives Fund financial support of \$6,000 to assist with the costs that the club will incur in hosting the 2014 Optimist U18 International Curling Championships.



Optimist Junior International Curling Club

**Is Junior Curling
the Answer
to World Peace?**



Optimist Junior International Curling Club

2014 Optimist U18 Budget with 2007 - 2013 Actuals									
	2014	2013	2012	2011	2010	2009	2008	2007	
	Surrey-Langley	Toronto	Toronto	Toronto	Regina	Regina	Winnipeg	Winnipeg	
REVENUE	Budget	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Remarks
Donations	57,000	47,937	60,000	60,000	60,000	60,000	60,000	60,000	Primarily Steering Committee
Optimists	10,000	7,100	9,740	13,000	11,525	11,450	0	5,300	Local Clubs
Local Contributions	7,000	3,600	0	1,500	0	0	3,010	4,522	Local Governance, Organizations
Local Government Grants	17,000	10,900	0	0	0	0	0	0	Community, Hosting, Initiatives
Provincial Gov't. Grants	0	3,000	0	0	20,000	0	0	0	Hosting
Federal Gov't. Grants	0	0	0	0	0	0	0	0	Sport Initiatives
Program Adv/Sales	3,000	170	2,204	1,656	0	0	3,873	2,325	Program adv, sales @ \$2.00 ea
Banquet	6,000	5,860	4,945	3,499	4,502	5,575	5,575	4,431	Sales to fans/parents (~100-150p)
Gate Receipts	5,000	4,695	3,843	3,765	4,620	5,815	2,747	3,904	Event pass-\$20; draw-\$5
50/50 Draws	1,000	1,402	2,322	1,091	1,725	1,438	881	1,324	Volunteer run at both clubs
Commissions	2,000	0	4,615	4,129	0	0	8,370	2,800	Fans Hotel and Store Vouchers
Souvenir Sales	3,000	4,037	3,640	4,589	2,540	4,245	0	0	Pis, apparel, photos, other merch
Other Income	0	205	519	171	0	0	0	0	Interest, other small amounts
Total Revenue	111,000	88,906	91,828	93,400	104,912	88,523	84,456	84,606	
									<i>Prepared: January 22, 2014</i>

2014 Optimist U18 Budget with 2007 - 2013 Actuals									
	2014	2013	2012	2011	2010	2009	2008	2007	
	Surrey-Langley	Toronto	Toronto	Regina	Regina	Winnipeg	Winnipeg	Winnipeg	Remarks
	Budget	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	
EXPENDITURES									
Accommodations	26,000	25,683	32,949	32,510	30,020	31,200	22,830	21,899	Rooms for Teams/Spec Guests
Banquet	10,000	10,134	10,794	10,295	8,310	10,875	11,386	8,447	Team/Fan banquet, entertain, A/V
Lunches	5,000	4,506	9,315	12,996	8,317	5,988	9,764	5,875	Meals at Club for Teams btwn draws
Development Camp	4,000	3,545	3,518	2,614	656	3,009	4,692	1,322	Instructors, A/V
Ice Rental	9,000	8,386	0	0	5,000	5,000	4,769	4,700	Club usage contribution
Programs	3,000	0	3,202	3,605	0	0	600	334	Cost of printing
Souvenir- Team	7,000	6,726	4,116	5,096	4,647	5,704	4,867	4,677	T-shirts, crests, team gift bags, etc
Souvenir- Prizes	4,000	3,513	5,303	3,474	3,258	3,900	5,694	4,500	Chshp medals, clothing, banner
Souvenir- Cost of Sales	5,000	4,631	2,596	2,569	2,356	3,558	1,237	275	Goods for sale
Signage	2,000	1,538	0	0	143	540	1,568	3,693	Standing boards, van id, hotel signs
Decorations/Ceremonies	1,000	114	467	750	1,131	777	1,721	528	Club dec, Open/Close costs
Transportation	5,400	4,526	10,758	7,495	3,724	2,805	2,938	1,895	Team vans, gas, Trnsp to Bqt
Photography	3,000	3,248	3,423	4,305	1,668	1,704	3,229	1,424	Banquet ppt, comptn photos
Team services	600	600	0	447	299	98	0	0	Interpreters, misc?
Administration	9,000	8,909	1,597	1,851	1,305	139	0	0	Office, volunteer, officials, fac extras
Miscellaneous	2,000	2,391	93	2,013	716	383	606	1,099	50/50 ,other
Total Expenditures	96,000	88,450	88,131	90,020	71,550	75,680	75,901	60,668	
NET REVENUE	15,000	456	3,697	3,380	33,362	12,843	8,555	23,938	
<p>Note: In 2013, the vans were donated and the souvenir event program was outsourced to a printer who got advertising revenue.</p>									
Prepared: January 22, 2014									



2014 FINANCIAL PLAN
COUNCIL INITIATIVES

Appendix B

Description	Amount	Allocation	
		to date	Remaining
2014 Approved Budget	<u>250,000</u>		\$ 353,026
City of Bhangra Festival (Year 3 of 3)	15,000		
Break the Silence on Violence against Women (year 2 of 2)	5,000		
My Neighbourhood, My futures Initiative (year 2 of 5)	40,000		
Surrey Steps Up: Youth Engagement Guest Speaker	5,000		
BC Championship Female Hockey Association	3,250		
Surrey Fire Fighters' Historical Society	12,500		
Optimist Junior International Curling U-18 Championships	4,500		
Allocations for 2014		<u>\$ 85,250</u>	<u>\$ 267,776</u>