



December 2, 2020

Dear Club Managers and Presidents,

In April of 2020, Curling Alberta announced that its Board of Directors decided to postpone the transition to an individual curler fee until the 2021-2022 season in response to the COVID-19 pandemic. For this season, the affiliation fees were to remain status quo according to the number of sheets of ice in each club, as well as the size of the community in which each club is located. Since that time, the pandemic has continued to change our world and our businesses. With the aim to further support the curling clubs within our boundaries through these difficult times, **we are pleased to advise you that although your Curling Alberta membership dues will be collected as per the usual process and timeline, the funds will be returned to you upon your submission of your club's membership/participation data to Curling Alberta.**

It is important to note that Curling Alberta will continue to collect Curling Canada's Individual Membership Fee (IMF) of \$2 per member and remit to our national body (i.e. Curling Canada's IMF will not be included in the refunds). It is also important to note that the Board of Curling Alberta still plans to introduce a per-curler fee for the 2021-2022 season. Information of the transition to the individual curler fee is available on [Curling Alberta's website](#).

We believe that the primary benefits to this strategy are threefold. Firstly, Curling Alberta's support set out in this manner recognizes the uniqueness and independence of each curling club. Rather than attempt to accommodate such a diversity of clubs with a one-size-fits-all program or service, each curling club is enabled with an opportunity to freely reallocate Curling Alberta's membership dues internally based on their unique needs and challenges as they manage their operations through the pandemic. There are no assumptions in this approach, only flexibility.

Secondly, any clubs who have elected not to open this season will be able to maintain their membership with Curling Alberta in a simple manner. As we have already found in facing the pandemic, it will continue to be crucial in the time ahead to stay connected as a curling community to best support each other. By providing a simple solution for clubs who would otherwise likely decline their membership this season to instead maintain membership and access to all the related benefits, we can all stay united as we all prepare to face the future with still so much uncertainty.

Thirdly, our entire sport will benefit by establishing momentum toward an appropriate and complete database of membership/participation information. A provincially centralized database will allow us to:

- Understand the composition and needs of the curling population and design effective strategies to address them.
- Meet reporting requirements of our government funding partners including the Government of Alberta and Sport Canada which we are legally responsible to collect.
- Advocate for common interests with key decision-makers and varying levels of government.
- Ensure we are wisely using scarce resources to increase participation, the popularity, and the perceived value of curling in the community.

More information and an FAQ on how it will all work is enclosed with this letter. Please be assured that our collecting of information will completely respect privacy/privacy laws.

In closing, we extend our thanks to all of you for the passion and day-to-day effort you put into our sport and our communities. Curling Alberta hopes that this move will provide a measure of clarity to your future and serve to highlight our positive momentum. We know that everyone is facing challenges and difficult decisions, and that will be the case for some time to come. As always, please reach out to Curling Alberta if you need help. From our team to yours, thank you for your ongoing support and partnership.

Sincerely,

A stylized, handwritten signature in black ink, appearing to be 'S. Young'.

Steven Young, President

A handwritten signature in black ink that reads 'Jill Richard'.

Jill Richard, Executive Director