

Off-Season Uses for your Curling Rink, Clubhouse & Property

In most curling clubs the curling season lasts from September to April. Therefore, most curling clubs have the potential to be used during the period from May through August for other activities. These activities can generate revenue for your club.

Obviously the potential for you to generate revenue will be influenced by :

- a) The floor of your curling rink (sand or cement)
- b) The size of your curling lounge, and whether it is air-conditioned
- c) The size of your property
- d) The ownership of the facility / property
- e) Other recreation facilities in your community

There are two categories of activities that can use your curling club facilities, one-time activities (e.g. a dance) and on-going activities (e.g. daycare).

The following are some ideas to help you if your club is considering generating more revenue by using the curling club's facilities in the off-season.

CURLING PROPERTY:

Your outdoor property may be divided into two areas (parking lot and other). Some potential activities for either area include:

- Horseshoes
- Bocce
- Beach Volleyball
- Croquet or extreme croquet
- Lawnbowling or extreme lawnbowling
- Basketball
- Batting cage(s)
- Summer picnics
- Trade show
- Flower show
- Arts and Craft show
- Antique show / sale
- Car show
- Horticultural sale
- Farmers market
- Yard sale
- Dog show
- Parking space for trucks & trailers

Many of these activities have the potential to create a club and/or league.

CURLING LOUNGE or CLUBHOUSE:

Many factors influence the activities that can use your lounge area. These include the size, access to bar and kitchen facilities, air-conditioning etc. Some potential activities are:

- Craft show
- Book fair
- Job fair
- Auction
- Dinner theatre
- Rehearsal location for theatrical / music / dance groups
- Games clubs (bridge, euchre, scrabble etc)
- Recreation program
- Daycare
- Summer Day Camp
- Social events
- Seminar
- Education / Training program

CURLING RINK:

Not all clubs have a floor that is suitable to use during the off-season. Many clubs have a sand based floor, and some cement floors are painted and/or treated to protect the surface. Obviously it is not recommended your club change from a sand base to a cement floor unless you are sure you can generate sufficient additional revenue to cover the cost of construction and maintenance.

If your curling rink has a usable cement floor it may entertain many of the same activities as the other areas, including:

- Shows
- Sales
- Social events
- Storage

What you need to know:

You need be aware of the hourly and daily costs to operate your facility, this includes all the utilities, staffing and maintenance costs. A rental fee must be based on covering all costs, being competitive and making a profit.

An appropriate representative of your local Parks and Recreation Department can help you assess whether or not your curling club can be used more. This person will be aware of all the recreation facilities in your local area. They will also have knowledge of the supply and demand for your type of facility. Your local Chamber of Commerce and/or Business Association(s) are other sources of information.

This may sound OK - but all this takes time and effort from a group of people who are already 'overworked' and 'tired' after the curling season. One option is to contract this initiative to a retiree or mature student. A proper, well thought out agreement, and marketing plan could make this a win-win situation for everyone involved.