



EX9.5.26 ONTARIO CURLING ASSOCIATION

1400 Bayly Street, Unit # 10, Pickering, ON L1W 3R2

October 21, 2019

City of Toronto

His Worship Mayor Tory & Toronto City Council Members

SPORT OF CURLING in the CITY OF TORONTO MASTER PLAN

The sport of curling has a long rich tradition in the City of Toronto and one of its major benefits is the sport is self sufficient and generally operates without the support of taxpayers dollars. Over the past 183 years, since the founding of The Toronto Curling Club in 1836, curling has been a prominent recreational outlet for all ages and stages of athletes in Toronto while creating positive economic activity for the City.

Over 2 million Canadians curled last year and that number has been growing since 2015. Meanwhile in the City of Toronto curling has been losing facilities for various reasons including: land values for other projects, culture at Country Clubs, aging infrastructure, increased hydro costs and municipal taxes. It is disappointing that a sport that has not relied on municipal taxpayer funding (actually has been a positive tax input to the City's coffers) would receive no consideration in the proposed City's Master Plan.

The overall effects of the loss of curling to the City of Toronto is restricted access to recreational activities for youth and seniors who are participating to be healthy and active during the long winter months. In the "Implementation Strategy for the Parks and Recreation Facilities Master Plan 2019-2038" – Ice Facilities are identified as decreasing in use and an aging stock of City-owned and operated arenas. This provides an excellent opportunity for the City to review their facilities and partner with the sport of curling to increase the use of these facilities. A combined effort to increase the activity of ice sports will benefit the City in increased revenue per facility as the sport of curling attracts a robust membership who participate on a nine-month winter basis. With the increased diversity of Toronto's population moving curling venues from the traditional Member Club facility to open public recreational centres will expose the sport to more cultures and allow a diverse public to participate in one of Canada's leading winter sports.

In the "Parks and Recreation Facilities Master Plan 2019-2038" the strategic direction for curling rinks is that the City will continue to accommodate curling within its existing inventory of facilities, where feasible. Major reinvestment in curling facilities is not a priority. The recommendations are to:

- #20 Maintain existing curling facilities and re-evaluate needs prior to major capital investment.
- # 21 No additional curling facilities are recommended.





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Since the recommendations made in 2017, curling has lost another three facilities equaling 18 sheets which is the ability to serve over 2,500 recreational athletes in the City. The fact that each of these facilities were private member organizations and did not rely on the City to provide any funding or support is a serious and egregious failure to the curling community. Under section 3.8 of the report, Arenas are shown to be extremely low in off-peak daytime usage and that unused prime time hours are equivalent to approximately six (6) arenas. These unused prime time hours and the extremely low off-peak daytime usage could be combined and offered to the curling community that has a proven track record of being self-sufficient and not a tax burden to the City. A review of the potential for curling to incorporate one or more of these under-utilized facilities would help the sport attract many new participants and continue the long-term viability of the sport in the City of Toronto.

CurlON is a willing partner to work with and support the West End Curling Committee in growing the sports impact to the community while creating positive economic activity for the City. We ask that due to recent changes in availability the City of Toronto review their master plan and work with the curling community to help offer the sport of curling to Toronto residents.

Respectfully,

A handwritten signature in dark ink, reading "Elaine Brimicombe".

Elaine Brimicombe
Chair – Board of Directors

A handwritten signature in dark ink, reading "Stephen Chenier".

Stephen Chenier
Executive Director