

## CHCC Ice Rationalization Strategy 2017 (Board-approved March 21)

As a fiscally responsible organization, CHCC aims to provide its users with the best curling experience at a reasonable cost. It is the responsibility of the CHCC Board to ensure that the club operates in a sustainable manner, by generating annual net profits and by dedicating those profits and accumulated capital reserves to infrastructure investments as they become necessary. On an operational basis, it is the CHCC's Board's responsibility to ensure that a strategy is in place to identify new revenue-producing and new cost-reduction opportunities.

With respect to ice usage, it is the CHCC Board's responsibility to ensure that sufficient club ice is allocated to allow all league coordinators/presidents to successfully run their programs. As the cost of preparing ice for a draw is the same whether 1, 2, 3 or 4 sheets are used, the CHCC Board has responsibility to oversee a rational allocation of club ice so that:

- full 4-sheet draws are maximized, and
- partial draws are minimized.

This would allow 'open ice' to be identified to allow:

- cost savings in terms of per-draw ice preparation, and/or
- ice to be allocated towards new revenue-generating opportunities.

By the same token, league coordinators/presidents/rental leagues have the responsibility to identify to the club the precise number of draws they need to successfully run their programs. In short, club ice will be allocated with the understanding that it will be used with full draws.

The club calendar is currently the operational tool through which ice is allocated to leagues. Rational allocation of ice to consolidate partial draws and identify open ice means that the club calendar will be used as a strategic tool, during the late summer and as league sizes are finalized around the Open House, to solidify commitments on ice usage.