

# Virtual Education Series: Arena Club Management Chat Summary

Presented by Sandra McMakin, September 20<sup>th</sup>, 2023.

*Please note, this is intended as a supplement to the recorded video on YouTube. This is a summary of the discussions in the chat that reference and were referenced by speakers during the session. If you're looking for more information on the session, please visit the [Virtual Education](#) webpage of the USA Curling website or watch the [YouTube recording](#).*

*If you have questions about this or other Virtual Education sessions, please send them to USA Curling's Member Services Manager, Lauren Rich: [Lauren.Rich@usacurling.org](mailto:Lauren.Rich@usacurling.org)*

- One club's arena increases the ice temperature for them ahead of curling
- "Does anyone know any other benefits to flooding the arena?"
  - Some arenas don't like to flood because building the ice thicker is more expensive to carry
  - Flooding also requires downtime and may require support staff
  - Some arenas agree to let curlers participate/help with flooding
- What is edging? (Picture of an edger was shared)
- Most practical uses of scrapers (Ice King/Ice Boss) for arena clubs is likely limited to bonspiel prep. Scraping is not well-suited for regular league play due to time limitations and risk to the blade on shared-use ice
- Ogden Curling has a trailer and ice making equipment, they travel to bonspiels to make ice
- Slack is recommended for virtual warmroom/club communications.
  - They have discounted/free non-profit pricing
  - Google suite also has free resources for non-profits
- Name tags, team name magnets for scoreboard, and pins are all fun, small perk that can make people feel included
- Derby City's arena let them paint a large "Home of Derby City Curling Club" mural on the front of their building
- "LoneStar pays per year with fixed number of the ice hours per year with pre-selected priority days for leagues, and priority main annual Spiel. They have leagues Sunday AM & PM, Tues/Thurs/Fri PM. Also lunchtime reserved Thurs/Fri/Sat that can be used for corporate events and member practice for unused sheets."
- "At Morgantown Ice Arena we don't have a contract currently, but the rink charges us \$10/person for any publicly advertised event (like LTC.). For a private event it's per hour, but we have yet to book any of those (not sure of the price.)"
- "Long Island Curling pays strictly per hour - our arena hasn't been very interested in how many people come or what we're doing, they just want to know when we want to book.
- Silicon Valley partners with host arena for corporate events. Arena books the events, SVCC staffs the events to teach the groups. SVCC volunteers get gift cards to the arena's restaurant/bar.

SVCC gets a portion of the event revenue credited back towards ice rental fees. Benefits both organizations

- Another club rents ice time during the day to offer corporate events directly. Volunteer instructors get gift cards as well.
- Suggestion to partner with adaptive non-profits to provide recreation opportunities, many rinks have incentive to diversify their sporting offerings
- Ogden conducted market research for retrofit v. new construction and found a difference of about \$2M
- Off-ice social ideas (just for fun, or keeping in touch with byes, off-season, rink maintenance times)
  - Watch parties
  - Social gatherings at a local brewery
  - Scottish festivals
  - “Broomstacking Practice”
  - Trivia nights
- Car shows and fundraisers with other non-profit partners bring visibility to curling
- Suggestion to support other arena clubs by bonspielsing at other arena clubs and not just DI clubs
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- Links to discussed items:
  - Arena Curling Development Interest: <https://forms.gle/w5r2nsyqsnYPMCAt8>
  - Our-House Content Platform: <https://ourhouse.usacurling.org/> (includes a number of resources designed specifically for Arena Clubs)