ONTARIO 5 PIN BOWLERS' ASSOCIATION
"SURVIVAL" PLANNING MEETING
APRIL 2, 2006

PRIORITY – FINANCE – GROUP 1

1. What do we need to do?
   - Things To Start:
     - Cost of tournament - office
     - Look at cost of compared with income
     - Review prizes
     - Set up program for membership to increase
     - Get proprietors on same page.
     - Look at benefit package
     - More sponsorship – smaller

   - Things To Reduce or Delete:
     - Cut out luggage to winners – not needed.

2. Goal Statements:
   - To increase membership
   - To lower operating cost from top to bottom
   - To obtain more sponsorship funds – more smaller rather than larger

3. Priority Actions and Initiatives:

Strategy/Initiative	Priority	Timeframe
#1 –		
Reduce tournament age to 16	MD	ST
Welcome Wagon - Howie	MD	MT
Involve Media – local & national	MD	MT
#2 –		
Review prizes versus gift cards	MD	MT
Need for luggage?		
Winner Report – certificate requested?		
Look at cost of benefits	CD	MT
Cost of membership cards	MD	ST
Eliminate 1 tournament	MD	ST
Look at better interest rate	MD	ST
Certificates – cutting out		
#3 –		
Look to bowling suppliers	MD	ST
Look for smaller contributions from new companies	MD	ST

4. Barriers and Solutions:

Barriers	Solutions
Media	Communication Ambassador
Prizes	Perceived Value
Cost of Benefits	Just review what is available or may be subsidized by the employee
Cost of Membership Card	Sponsor something else

PRIORITY – FINANCE – GROUP 2

1. What do we need to do?
   - Things To Start:
     - Sponsorship – e.g. Kelsey, provincial advertisement – flat donation and ½ coupon – brings in customers
     - Marketing – hiring marketing firm, possibly a volunteer
     - Assessments – fairly distributed – possibly per member
     - Volunteers – recruitment
   - Things to Maintain or Enhance:
     - Promotions and education – website
     - Structured awards program
     - Sponsorship – selling spots on our website to advertise
   - Things To Reduce or Delete:
     - Remove the road block but needs to be identified first.

5. Goal Statements: Increase Financing
   - To increase membership – set an obtainable goal – 10%
   - To obtain sponsorship at all levels
   - To increase fund raising (set an obtainable goal – 10%)

6. Priority Actions and Initiatives:

Strategy/Initiative	Priority	Timeframe
• To increase membership:		
#1 – Education		
o Benefits of membership	MD	LT
o Tournaments		
#2 – Eliminate Road Blocks	MD	ST
#3 – Open Communication Lines	MD	ST
• To obtain sponsorship at all levels:		
#1 – Sell space on website	CD/SD	MT
#2 – Advertisement on Bowling Shirts	SD	MT
(Research to be prepared)		
• To increase fund raising:		
#1 – Draw on people outside of bowling community	CD	LT
#2 – Provincial tournaments – Open (Bonanza Bingo)	CD	LT
#3 – Local level fundraising ideas:		
o Bulldog game		
o Casino Trips		
o Texas Hold'em tourney		
o 649 Elimination Draws		
o 450 Game (3 games, perfect game)		
o Bingo Card – Prize selling squares		
o Brackets		

7. Barriers and Solutions:

Barriers	Solutions
Communication	Refer to goals
Support	Lack of proprietor support
Knowledge (Lack of) & Understanding	Education/Visual
Mentoring	Explaining bowling industry
Commitment	Keep it fun, keep them interested
Time	
Money from Bowlers	Draw outside the bowling community