

Dakota Curling Site Planning Committee

April 2024

SWOT Analysis

Strengths

- Only curling club within 20 miles
- Strong membership base
- Equipment is paid off lowering future facilities costs
- Low base rent
- Landlord wants to work with us

Weaknesses

- Warm Room too small
- Only four sheets
- Higher than average fees and dues compared to other metro-area curling clubs
- Varying ice quality among sheets
- No room for expansion
- Roof is deteriorating

SWOT Analysis

Opportunities

- Warm Room can be added to
- Winter Olympics to take place in February 2026
- Curling rink could be converted to a concrete base and used in the summer for pickleball or something similar
- Lower rent costs could allow us to reduce member dues
- Establishment of a Dakota-specific niche

Threats

- Potential for new curling rink at Viking Lakes

Who Do We Want To Be?

Other curling clubs occupy a lane

- Chaska is seen as high end, has an attached restaurant
- St. Paul is the oldest curling club, historical

Issues affecting perception

- Smaller than other venues
- Less competitive teams
- Lower quality ice due to poor insulation
- Higher dues than other venues
- Amenities on par or below competitors

Where Do We Want To Be? 3 Options

- Relocate in 2025
 - Few options
 - Expensive (~\$3M+)
- Short term (2 year) renewal with intent to relocate
 - Provides more time for fundraising
 - Still have an issue with finding a new location
 - Allows us to start fresh and re-shape perception
- Long term (5-7 year) renewal
 - Potential for investment from Landlord on improvements
 - Current space can potentially be re-worked to better suit needs
 - Lower cost (~\$500K)

Long Term Renewal Explored

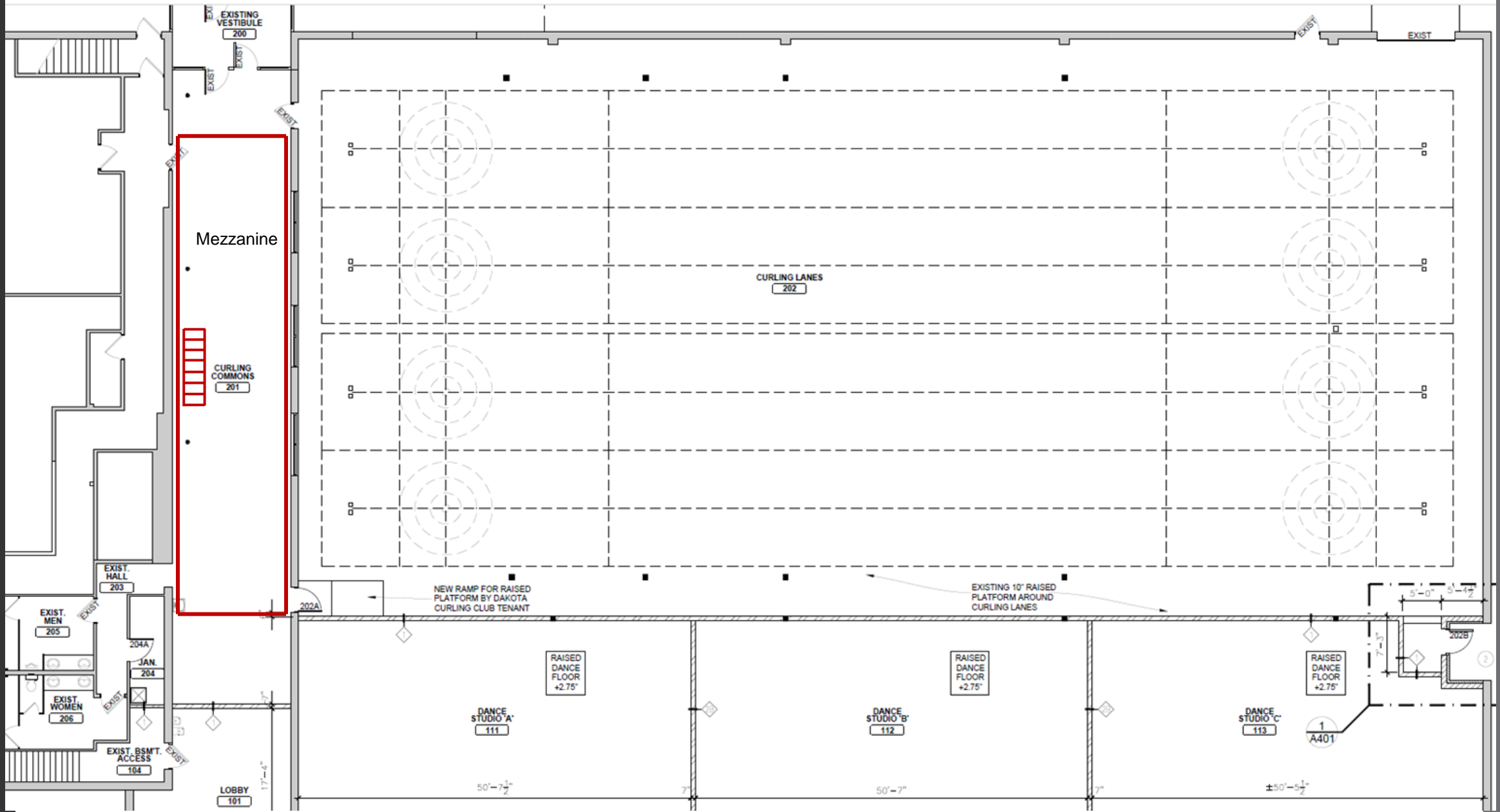
Ways to improve space

- Mezzanine (expensive)
- Better insulation (less expensive)
- Drinking fountain (practically free)
- Need to perform survey for member feedback

Niche

- Quality > Quantity
- Exclusive
- Focus on 'club'

Expansion Option



Next Steps



Member
survey



Space plans



Lease
negotiation



Fundraising

Member survey

Dakota Curling Club member survey

We need your help to gauge enthusiasm for improvements to club facilities. Your feedback is important as the board explores areas to improve and enhance the curling experience in 2024-2025 curling season and beyond. In appreciation of your response, please enter your email at the end of the survey to be entered in a raffle to win a \$50 gift card toward future bar purchases. Please note, that your answers will remain anonymous.

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Not shared

* Indicates required question

How satisfied were you with the curling experience you've had at DCC?

Not very 1 2 3 4 5 Very much

How important are these options to you?

1 = not important 5 = Very important