

Starting Leagues in a COVID- 19 World

**USBC
Associations
and League
Officers**

Opening Thoughts.....

- COVID-19 has changed the dynamics of operating bowling leagues like never before.
- The enclosed best practices and recommendations are a summary of principles in partnership between USBC, BPAA and interviews with proprietors and associations around the country.

Opening Thoughts.....

- We will be discussing the following sections
 - ✓ Center Management Communication
 - ✓ League Bowler Communication
 - ✓ Conducting League Meetings
 - ✓ Suggested League Formats & Ideas

Opening Thoughts.....

- It is recommended that you continually monitor and follow guidance and comply with all federal, state and local government agencies that are setting policy for your business to operate.
- The content shared in this guide is developed from operations taking place in many states around the country, with various jurisdictions and not all the best practices shared will be applicable to your association/centers/leagues.

Opening Thoughts.....

- **It is not the intent or recommendation that you and your centers try and execute all the recommendations.**
 - ✓ It's not practical to execute all of the ideas
 - ✓ Bowling centers are a small business, and it's their choice first and foremost to operate in their best interest
 - ✓ Leagues decisions are to align with the centers requirements

Opening Thoughts.....

- As we begin this once in a lifetime league kick off, it is important to understand there are 3 types of people you will be dealing with....
 1. Those that WILL bowl no matter what the circumstances
 2. Those that will NOT bowl no matter what (until there is a vaccine)
 3. Those that are UNSURE (this is the largest of the 3 groups and you need to make them feel comfortable)

Communication with League Bowlers

BEFORE YOU START



Contact each bowling center in your association

Phone
In person
Video Chat



Find out if they have had direct contact with their league secretaries yet

How did they contact them?
(Phone, email?)
If they have not, when do they plan to contact them?



Any information the center may have on how many leagues/teams plan to return will help



Follow your centers social media accounts

Schedule time to check them
Minimum twice per week

Communication with League Bowlers

- Data is King – if you are going to communicate with your league bowlers you must have their data including address, email, phone number, etc.
- Associations – pull this out of WinLABS immediately for last season
 - ✓ If you need help, contact your Regional Manager.
- League Officers & Centers – contact your local association manager for this info immediately.

Communication with League Bowlers

- Call ALL your league bowlers BEFORE the league starts
 - ✓ Communicate what your centers are doing to be safe
 - ✓ Ask if they are returning this fall
 - ✓ Don't rely on the team captains
 - ✓ Trust but verify (if a team captain says the team is coming back or if an officer says the league is coming back)

Communication with League Bowlers

- Educate and communicate to your league bowlers that it is very likely that sometime during this league season there will be a vaccine.
 - ✓ Gives them a sense of hope
 - ✓ Lets them know these modifications are temporary

Communication with League Bowlers

- Email league information to ALL league bowlers.
- League officers – consider a letter to the bowlers within your league
- Associations – consider mailing a first-class letter in partnership with your centers to ALL league bowlers updating them on each center’s safety measures being taken and league formats being offered.
 - ✓ Consider this a marketing investment

Communication with League Bowlers

- When communicating to your league bowlers focus on the square footage.
 - ✓ Bowling lanes take up a lot of square footage, use that to your advantage now...
 - ✓ The average bowling center is 1,000 square feet per lane!
 - ✓ Each center will be different, but promote each positively

Communication with League Bowlers

- Call campaign to league bowlers
- Task a committee to support these efforts
 - ✓ Plan on extra time for calling! It's not just about the league start date and time.
 - ✓ Schedule call times when there is a likelihood, they will be home
 - Evening leagues call from 6 PM – 9 PM
- If you do this later in the fall, call the members who did not come back to say bowling missed them and hope they will join again in the spring.

Communication with League Bowlers

- Have a voice mail script ready
 - ✓ Many people do not answer their phone and you need to have a set script that is not too long but communicates the key message.
 - ✓ Express you hope they've been doing well.
 - ✓ Why it's safe to come back and bowl league.
 - ✓ When the league begins.
 - ✓ Call back information.

Communication with League Bowlers

- Communicate your centers' league efforts via social media.
- Communicate on social any incentives your centers have for bowlers to come back and visit.

League Meetings

League Meetings

- It's critical for league meetings to be in conjunction with center management.
- With government regulation involved, centers have protocols they have to follow which must be relayed to leagues.
- This is a partnership now more than ever

Conducting League Meetings

- Consider meeting and bowling the same night, and host meeting on the lanes with proper distancing.
- Present leagues with 2 or 3 options to vote on how they want to social distance.
- They center may choose to determine league distancing format, communicate that and why it's safe and a great option.
- It may be smart to push back the meeting date and start date a few weeks
 - ✓ Best to be cautious to have more customers feel both they and you are ready

Conducting League Meetings

- Continued...
- Important to have ALL bowlers in the meeting NOT just team captains.
- Discuss free bowling with the center after league meeting if not held same night as starting league play to encourage attendance.
- Management or Ownership should host and/or attend ALL league meetings even if held off site.

Conducting League Meetings

- As a creative option for a league meeting, possibly even for a center that is still closed.....
 - ✓ Host your league meeting in the parking lot
 - ✓ Grill some burgers and hotdogs
 - ✓ Stay connected with your league bowlers

League Meetings

- In Summary...
- League officers should
 - ✓ Talk to their center management first
 - ✓ Be open to listening to the league members concerns
 - ✓ Hold the league meeting in partnership with the center
- League officers should not
 - ✓ Speak for the entire league.
 - ✓ Make policy for the entire league without the league members voting.
 - ✓ Conduct a league meeting without center management being in attendance.

Suggested League Ideas & Formats

Suggested League Ideas & Formats.....

- Good Lane Courtesy, **IS** Social Distancing!
 - Create natural social distancing by using concourse and bowler's area!
 - Be flexible with length of season – third's, half's, allow new bowlers to join anytime during the season.
 - Be flexible with pre and post bowling – allow anytime.
 - Be flexible with members per team until vaccine is available
 - ✓ Example: Have 5 member teams but only 3 bowl per week.

USBC Rules Modifications Due to Covid-19

- Rule 18 Bowling Ball – Altering Surface Exception
 - ✓ Use of Isopropyl Alcohol (only) to disinfect your ball



No other “performance cleaners” allowed without permission

Suggested League Ideas & Formats.....

- USBC modified rules to allow for nearly every idea when it comes to how a league could operate
- Options to consider
 - ✓ Conduct league bowling as normal – team on odd lane is assigned bowlers area and team on even lane is assigned a table on the concourse. Still bowling cross lane.
 - ✓ Conduct league bowling with 2 teams on a pair BUT with NO cross lane – team on odd lane is assigned bowlers area and only bowls on odd lane and team on even lane is assigned a table on the concourse and only bowls on even lane.

Suggested League Ideas & Formats.....continued

- ✓ Conduct league with 1 team per pair of lanes – 1 team bowls on a pair of lanes normal cross lane.
- ✓ Conduct league with 1 team per pair of lanes – 1 team bowls on a pair but ONLY using odd lane NO cross lane.
- ✓ Skipping pair between teams – teams 1 & 2 bowl on lanes 1 & 2 – team 3 & 4 bowl on lanes 5 & 6 – lanes 3 & 4 dark.
- ✓ Split league into Every Other Week League – where only ½ of the league bowls each week.

Suggested League Ideas & Formats.....continued

- ✓ When using any format other than traditional league play consider regressive scoring to determine weekly points versus traditional head to head scoring.
- ✓ When using any format other than traditional league play, standings determined by winning % and allows for teams to join at any time.
- ✓ Split larger leagues up to bowl on multiple days – even consider days that you may have not traditionally had leagues and held the lanes for open play. Offer discount lineage if league splits days.

Suggested League Ideas & Formats.....

- Welcome Back League – sole intent is to get people back to bowling if they are not comfortable. Low cost, flexible short season, no prize fund.
- Good option to put in a spot where a league voted not to bowl till January.

Suggested League Ideas & Formats.....

- For senior leagues, work with your center to promote the league as “Special Senior Operating Hours”
- Follow the retail and grocery store model and dedicate league time JUST for seniors to bowl league and close to the public.
 - ✓ Gives seniors a sense of safety
 - ✓ Center is normally slow anyway
 - ✓ Allows league to distance however they like
 - ✓ Optics make you look like a hero!

Suggested League Ideas & Formats.....

- Other league ideas to discuss with your centers
 - ✓ Offer “Mask Required” and “No Mask Necessary” leagues.
 - Don’t be the mask police, but make league bowlers feel safe
 - ✓ During league warm up, mark on floor where “on deck” bowler should stand. Only 1 “on deck” bowler at a time.
 - ✓ Reduce team size to increase distancing and allow to bowl as normal league format, (trios, doubles)

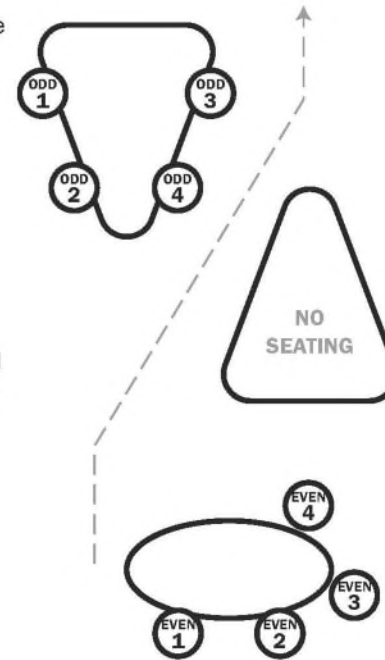
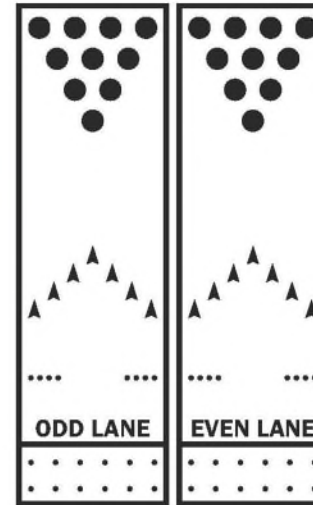
Suggested League Ideas & Formats.....

- Seating options to help social distancing
 - ✓ Visit your centers to discuss seating options
 - ✓ Distancing accomplished through assigned seating.
 - Each team gets own table or area to sit.
 - Consider signage that says reserved for "lane # or team #"
 - ✓ This will help you talk to members about it

LEAGUE RULES FOR SOCIAL DISTANCING

1. To promote social distancing during practice, the center has **increased practice time to 15 minutes**. The team that is scheduled to bowl on the even lane will be permitted to practice for the first seven minutes, while the opposing team waits in the concourse area. After the first seven minutes of practice, teams are given one minute to switch areas. The team schedule on the odd lane is given the last seven minutes to practice, while the even lane waits in the concourse area, their assigned area for the competition. While practicing, teams are required to space out in the bowler's area with at least 6' in between individuals.
2. The team that is scheduled to bowl on the odd lane will be assigned to the bowler's seating area. The team that is scheduled on the even lane will be assigned to the concourse seating area. See the diagram on the right.
3. To limit the number of people in the building, **spectators will not be allowed**.
4. **Bowling is a form of exercise, and masks will not be required while you are bowling**. Also, masks are not required while you are consuming food and beverage. We encourage masks while you are not on the approach bowling or if you are not eating and drinking. Masks will be required to enter the building, and anytime bowlers leave the bowlers area until government regulations are lifted.

CONTINUED ON BACK



5. The center has adopted a bowling format to provide social distancing and safe play. Teams will be bowling PBA style. To start the game, the team with the arrows pointing to the odd lane will bowl their first frame while the other team sits. Once they complete their first frame, the other team will then bowl two frames. Each team will then bowl two frames at a time for the duration of the game.
6. Each bowler should self-monitor for any symptoms of illness and should not enter the center if he or she is actively experiencing any symptoms. Please see CDC recommendations below.
7. We have taken enhanced health and safety measures. Bowlers must follow all safety instructions while at the center. An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the Centers for Disease Control and Prevention, certain persons with underlying medical conditions are especially vulnerable. By visiting the Summit, bowlers voluntarily assume all risks related to exposure to COVID-19, and the center disclaims all liability therefrom.

Please reach out to our league coordinator if you have any questions or concerns. We thank you for your cooperation, and we look forward to a safe and fun bowling league season at The Summit. Learn more about our safety initiatives at [PlayAtTheSummit.com/our-commitment](https://www.playatthesummit.com/our-commitment)

CDC recommendations to help prevent the spread of COVID-19

- Stay home if sick.
- Be alert for symptoms. Watch for fever, cough, shortness of breath, or other symptoms of COVID-19.
- Use social distancing (stay at least 6 feet away from others).
- Wash your hands with soap and water for at least 20 seconds when you arrive and when you get home.
- Take precautions – like wearing a mask as much as possible when not eating, drinking, or exercising. Maintain a proper social distance if you are around people who don't live in your household, especially when other social distancing measures are difficult to maintain.
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Always cover your mouth and nose with a tissue when you cough or sneeze or use the inside of your elbow and do not spit. Throw used tissues in the trash. Immediately wash your hands with soap and water for at least 20 seconds.



Safety Protocols.....

- **Have a plan IN ADVANCE of how you are going to handle if a bowler in a league tests positive for COVID-19.**
 - ✓ Center level responsibility, though the leagues should be in alignment on expectations if this were to occur.
 - ✓ For leagues, consider adopting in the rules so league members have an expectation if something happens.

Closing Thoughts.....

Partner with your centers to
communicate with your
bowlers

Leagues can be perfectly
positioned to provide a
safe experience!