



Service, Community, and Support: Answering the Call

July, 2011

The Community has asked for:

- A 'community center' available to everyone
- More variety in our events
- A more flexible programming schedule
- Support for more specialized members of our community
- A less expensive option to attend APEX



Answering the call: A new business model

- **A monthly membership fee**
- Covers entry to all events at APEX (barring special events).
- Flat fee that is easier to budget.
- No annual membership fee.

Fee Options

- \$35.00 per month non-recurring
- \$25.00 per month recurring
- \$20.00 per month (\$250.00 a year paid in advance)

More Benefits to you

- APEX can finally be our “Community Center”
- Allows membership to attend a variety of events rather than making decisions based on budget
- You no longer have to choose!
- Attendance is no longer an issue

The breakdown

- 4 Monday Nights: \$24.00
- 4 Saturday Parties: \$60.00
- 2 discussion groups: \$6.00
- Saturday Workshop: \$30.00
- 2 evening workshops \$12.00
- Rope Gym: \$6.00
- _____
- **TOTAL \$138.00**

- **VS \$25.00 for EVERYTHING**

More...

- Attending anything beyond 1 Monday Night, and 1 party each month (\$21.00) SAVES you money!

Community Involvement

- Get 10 or more members together, and you can throw your own event!
 - Charity events/fundraisers
 - Special occasions
 - PALS, TNG, DV8, Amazons, Mens etc
 - Specialized fetish parties
- Any member can sponsor an event at APEX
- Members can throw their own parties
- Members can use the space any way they like
- **NO RENTAL FEES!**

Sponsored Parties

- No rental fees
- No collecting at the door
- Charge whatever you like
- No insurance

Community

Removing the financial criteria to Programming decisions means APEX can:

- Deliver specialized Programming
- Return to education
- Accommodate more members

Volunteer Discount

- Volunteers who give 8 or more hours a month will receive a discount on their membership!
- They can **ATTEND** events whenever they like, not just **WORK** them.

Reciprocity

Card holder of a reciprocal club who lives more than 100 miles away from APEX will have the option to pay-per event.

If someone is visiting for a period of time, they can have the option to pay \$35 and attend everything during that month!

Making it easy...

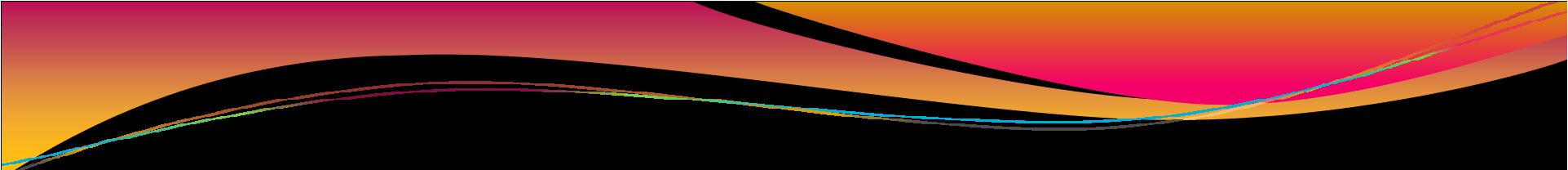
- In addition to orientations at the space, Orientations will soon be offered online!

Into the future...Success

- Paid staff: General Manager/Operations help
- Focus on mission
- More events
- A greater variety of events
- More services, for the same price!
 - Space Improvements
 - Fire play
 - A wet room
 - Hoist for suspensions

What APEX needs from you

- Your knowledge and experience
- Your participation
- Your ideas
- Your support



“Success is focusing the full power of all you are on what you have a burning desire to achieve.”

-Wilfred Peterson

The Art of Creative Thinking (1991)