

Proposal #3 in the Asylum management's devious plans to Increase Revenue while Generally Making Stuff Better*: Asylum at All Hours – Changes to Membership Structure!

Problems/Needs we are trying to address:

- *Crowding:*
 - Use of the shops tends to be highly concentrated in Monday-Thursday evenings and Weekend afternoons, to the point where it's unappealing to work during those times.
- *Under-use:*
 - At other times of day/week (Weekdays before 5, all day Fridays, early Weekend mornings) the space is relatively underutilized.
- *Arbitrary Restrictions:*
 - Individuals with restricted memberships (Nights & Weekends and Weekend Warriors) have expressed frustration that they're not allowed to come in when no one's around, and forced only to be at the Asylum when it's most crowded.
 - On management's side, we prefer to avoid having constraints that we're not prepared to enforce (such as a membership ending at 7 or 11pm).
- *Not enough options:*
 - Weekend Warrior members are currently limited to shelf storage for their space use options.

Features of this plan:

- Eliminate the Nights & Weekends Membership option.
- Expand Weekday access to 24-hour, Monday - Friday.
- Expand Weekend access to 24-hour, Friday - Sunday (adding Friday to the weekend).
- Offer Weekend users the possibility of renting studio spaces in conjunction with other part-time members.

Advantages of this plan:

- We eliminate the monetary incentive for people to only come in at busiest times.
- We increase users' flexibility to shift their use times to avoid rush hours.
- We increase safety in the shops during off-hours by increasing attendance at those times.
- We significantly increase value for Weekend users by adding to their available use times and space use options.
- Less crowding in the shops and greater value in memberships gives us space in which to push for increased membership numbers, increasing revenue (which pays for cool stuff) while spreading the burden over a larger number of people (keeping costs low for the users).

Possible disadvantages/inconveniences of this plan:

- Nights & Weekends users have to choose between Weekdays and Weekends.
- Nights & Weekends users occupying 50 sq ft spaces who primarily want to use the space on Weekends and don't want to/can't share their spaces would have to bump up their membership to Unlimited, which might be a financial strain.

- If most of our Nights & Weekends members choose to switch to the newly expanded Weekend memberships, we could potentially lose rather than gain revenue.
- Expanding the accessibility of after-hours (i.e. here when staff isn't) use to almost all of our members could increase our insurance liability.

Actions we are taking to address the disadvantages:

- Surveying current Nights & Weekends members to see if this proposal impacts them in a negative manner, and which of the available options they are likely to choose.
- Discussing possible pricing changes to capture the increased value in the Weekdays and Weekends memberships (see the following section).
- Talking to insurance providers about the possible impact on liability.
- Collecting alternative proposals from you!

Currently Under Discussion (Pricing Changes): [See excel spreadsheet for details](#), and feel free to play around with formulas!

- Increase prices for the Weekday and Weekend memberships somewhat, to capture increased value. Possibly to \$120-125 for Weekdays, and \$75 for Weekend access.
- Consider eventually (9 months from now? 12 months from now?) having all membership types (Unlimited, Weekday, and Weekend) priced consistently at \$25/days-of-the-week-of-membership, i.e. \$175 for Unlimited, \$125 for Weekdays, and \$75 for Weekends.
- Consider increasing the percentage of the Student and Hardship discounts we provide (currently 20%), to make sure that the lowest barrier to entry remains low.
- Consider offering discounts to a wider range of individuals: the elderly, individuals earning under \$30k per year -- or higher.
- Consider whether or not Weekends members should be able to rent pallet storage spaces on their own.

Where we are in the decision-making process:

- Still very much in development! As you can see, we're still considering a lot of options. We look forward to your feedback to help guide us to a final proposal.

How you can participate:

- If you have feedback on this proposal, have suggestions for alternative solutions to these problems, or if you're a current Nights & Weekends member willing to help us out by giving us some data to work with, please [enter your feedback into this form](#)!

*If you believe that this proposal fails in its stated goal to Generally Make Stuff Better, please don't hesitate to use the form linked above to let us know!