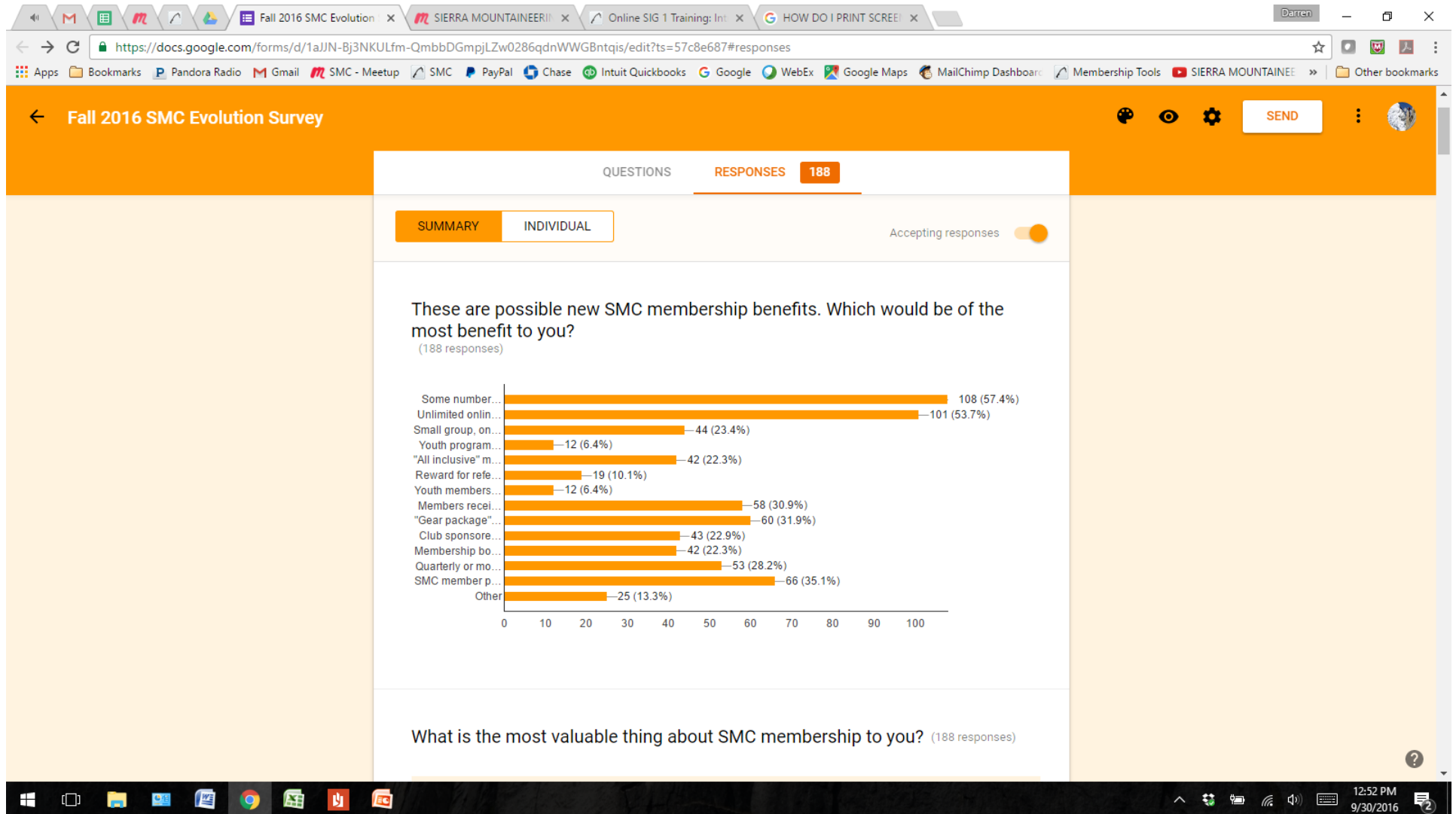


Ranked responses to Question 1" These are possible new SMC membership benefits. Which would be of the most benefit to you?":

- #1 Some number of RSVP Guarantees over the course of a year for paid membership 108
- #2 Unlimited online training included in paid membership 101
- #3 SMC member profiles including skills ranking, events attended, climbing skills, climbing interests and location viewable by all 66
- #4 "Gear package" purchase deal - Members select items for 40% off within MTN, SIG, or RCK gear package groups 60
- #5 Members receive a designated mentor 58
- #6 Quarterly or monthly social events 53
- #7 Small group, online, climbing-specific physical fitness training 44
- #8 Club sponsored trail work days and crag clean ups 43
- #9 "All inclusive" monthly membership with unlimited access to online training, RSVP guarantee, expeditions, etc. 42
- #10 Membership bonus - new and renewing members get a \$30 gift card off any \$100 purchase at from our retail partner 42



For the other two questions, the responses were compiled into similar categories.

Summary: "What is the most valuable thing about SMC membership to you?"

#1 Training, Learning: mentioned 73 times

#2 Connections, Meeting Like Minded People, Community, Trust, Quality and Safety: mentioned 60 times

#3 Climbing Events, Expeditions: mentioned 55 times

#4 Finding Partners, Meeting Experienced Climbers, Mentors and ELs: mentioned 52 times

Summary: "If you are not currently a full member of SMC, what can the club do to help you become one?"

#1 EVENTS: More events, more beginner events, help me get on them or try them out: mentioned 13 times

#2 SO CAL: More So Cal events and training: mentioned 11 times

#3 ENABLE PARTICIPATION: Want RSVP guarantee, try it out beforehand, connect first, lower prices: mentioned 11 times

#4 FIX PROCESSES: Take my training into account, hard to get in, no difference between levels, confused, need clarification on processes: mentioned 8 times