



Hi Everyone!

I wanted to notify you of updated pricing for the Rogue Exercise Class Membership. The new pricing will be effective February 1st, 2023.

I think all of you know that we love what we do, and I certainly would do this for free because I love it so much, but I can't ask anyone else to do that.

So that you all understand where we are coming from, over the past couple of months our rent, electric and gas rates have all gone up.

In addition, we are "growing up" as a business. We have been successful over the past few years even though it has been challenging, I am proud to say we have been "in the black" each year, but we do have some financial goals to reach so that we are a sustainable program and continue to exist as long as we are needed.

Our financial goals are:

1. To have 3-6 months of operating costs saved so we can handle any challenges that arise in the future
2. Pay off our EIDL loan that Rogue received during covid which allowed us to stay open and not lay off our employees at that time, and to pay our basic bills and stay in business.
3. Start offering more PTO to our team (we currently pay for major holidays and the week between Christmas and New Years). We want our team to be able to take time off to travel and spend time with their family and friends because that is what will support them in having the energy to be the best team member when they are here at Rogue
4. We are starting a 401k this month, so that we can all save towards our retirement!

I always want to be very transparent with all of you about our operations, if any of you would like more information about Rogue operations, please let me know!

Here is the updated pricing, each level of membership (except unlimited) will be going up by \$20/month:

- 1 class/week: \$180/month
- 2 classes/week: \$240/month
- 3 classes/week: \$300/month
- 4 classes/week: \$340/month
- 5 classes/week: \$380/month
- Unlimited classes: \$440/month (this level will stay the same)

If the change in membership pricing is a burden to you, please let me know. We can have a conversation about what works for you!

We also plan to start a non-profit in 2023 so that we can raise funds to help provide scholarships and subsidize memberships so that everyone is able to attend the number of classes/week that best supports their health and goals.

Please let me know if you have any questions!

-Claire