



April 20, 2020

Dear Petra Cliffs Members,

As many of you know by now, back on March 15th Petra Cliffs announced that we would be temporarily closing our facility for the health and wellbeing of our community members due to COVID-19; and that we would be re-evaluating this decision on a rolling basis moving forward.

In that time, Gov. Phil Scott has mandated that businesses such as Petra Cliffs close until further notice. This past Friday, April 10th, the Vermont Governor extended the *Stay at Home* order through May 15th. With this executive order, and the *Stay at Home* order now through Mid-May, our re-open date is slated for at least May 15th. This means at least 2 months of closure for Petra Cliffs.

Over the past month, with the loss of daily foot traffic and revenue from day pass sales, the complete stop of recurring youth programming with local schools, and an inability to host weekend birthday parties and any group programming... we (like many of you) have had to severely tighten our financial belts and get creative.

So, we've come up with a new membership. There is no minimum, no maximum, just individualized and personalized support for your locally owned and community-driven climbing gym.

Consider becoming a [Sustaining Member](#) while our doors are closed.

If you have had fun climbing at the facility, met friends or perhaps your partner, if our walls and community have helped a loved one find a new passion or hobby, if some of the community events we host have been inspirational and if you've found any small or large amount of value in Petra Cliffs please consider paying it forward with continued support by becoming a sustaining member of Petra.

- If you're a current member and have kept your membership active in this time, and wish to increase your support, you can!
- If you're a previous member that needed to cancel or suspend your membership due to financial hardship, perhaps the ability to determine your own individual amount allows you to continue to support your local climbing gym.
- And if you're not a member currently, but wish to support this gym, staff and community, now you can determine that amount of support for yourself.

[*You can become a Sustaining Member at any amount!*](#)

We have increased our social media presence and are regularly posting updates and news items to our webpage. If you're not yet signed up, consider signing-up for our weekly newsletters highlighting members and staff and receive special content directly to your inbox!

Petra Cliffs Climbing Center: 105 Briggs St. Burlington, VT 05401: P 802-730-7736

At the heart of the Burlington, Northern Vermont, and Lake Champlain region climbing community since 2000.

While we recognize that our initial decision to close temporarily impacts your ability to recreate on our walls, and that you may still be considering freezing or cancelling your membership, we must continue to emphasize that you all are still taken care of during this closure and that there are additional options for you so that our community and our staff can be here for you when we re-open.

If you need to consider your ability in becoming a sustaining member, but have been contemplating you own membership moving forward, please consider these options:

- If you have a Pre-paid Membership (1-month, 3-month etc.) ...
 - 1) And you have the ability to keep it current, financially assisting Petra Cliffs and its staff during this uncertain time, please do. No action required.
 - 2) If you need to freeze your membership, and then un-freeze your membership when we re-open, please complete this member change form requesting a freeze for \$8/month. [Member Change Form](#) **
 - 3) If you cannot afford the \$8/mo freeze fee, please submit your member change request on our [*COVID-19 Member Change Form](#), and we will waive the \$8/mo fee. **
(**either freeze option will retro-actively take effect from 3/16 onward)
- If you have an EFT (recurring/auto-billed) Membership, you have a few options.
 - 1) If you have the ability to keep it your membership going, financially assisting Petra Cliffs and its staff during this uncertain time, please do. No action required.
 - 2) Freeze your membership for \$8/mo (beginning the 1st of the next billing month {May 1st}) by submitting your membership change request here: [Member Change Form](#)
 - 3) Take a pro-rated amount for the *remaining days of the month of April as a Petra in-house credit that will be used towards your next month's billing cycle. Please submit this request here: [COVID-19 Member Change Form](#)
*pro-rated remaining days determined upon completion of Member change form.
 - 4) Free Freeze of your EFT membership (Beginning May 1st for EFT Members), and dues will be pro-rated when we re-open. Please submit this request here: [COVID-19 Member Change Form](#)

>> While we hate to see you go, if none of the options above are right for you at this time, please contact myself or Andrea directly.

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Please see the LINKED FORM: [COVID-19 Member Change Form](#) as a way to make some of these changed remotely.

You can stay up to date online at: www.petracliffs.com/calendar/covid19adventure

Through this difficult time, please consider sticking with your locally owned and community oriented climbing gym. We are a small, locally owned business employing 30 strong. We opened our doors to the community 20 years ago, help us make sure we can continue to do so for 20 more! We are your friends, your neighbors, in your community, and likely a climbing partner and together we all will get through this and all benefit from being together through this difficult and uncertain time.

Thank you!

Tim, Andrea, Steve and the Petra Cliffs Staff

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