



September 10, 2020

To Our Boulders Community:

Over the summer, we instituted a new feedback process. We have [three online comment boxes](#), and two physical comment boxes (one in each location), and we gather feedback via email and Facebook. All comments wherever we get them are uploaded to the digital boxes, and it's our intention to respond to these on a regular basis. We don't respond to every comment directly, though we try to address all comments by theme in our response. Priority comments - about safety & inclusion, about urgent facility matters, or specific problems that need to be addressed - are dealt with in real-time. Some of our most pressing current comments are addressed by category, below.

This has been a disrupted and dynamic time, with the active COVID-19 pandemic as well as continued social unrest creating a chaotic environment for us all to navigate. Through it all, we've been overwhelmed with gratitude at the ongoing support we've seen from all of you.

Thanks again for being a part of our Boulders community. Please feel free to reach out at any time. We are honored to serve our community of climbers in Madison, and appreciate each and every one of you for who you are.

Sincerely,

Boulders Climbing Gym

Safe Space Feedback:

Comment: *In respect for BLM, songs that use N word are/can be offensive - white people don't need to be "reinforced" or be let to imply hearing that word is OK.*

Response: Thanks for bringing this to our attention. In both gyms, we run Spotify for our music, and while some of our staff have specific playlists many of the songs we play are chosen by the service itself. We've alerted our team to avoid songs like these, and if they happen to come up on the playlist we will skip them.

General Feedback:

Comment: *I am a member of boulders gym, and lucky to still have a job in the current climate. I want boulders to still be here! What's the best way to support you right now? I know you are doing a lot of different things, but what's going to help the most?*

Response: THANK YOU! Yes, it's been a rough go, and we're fortunate to have so much support, both from our community and also from our landlords, creditors, and bank. This said, we're grateful for everyone who's been able to support us through membership, to everyone who's contributed to our tip-jar and purchased gift cards, and to all who are buying our limited-edition apparel and related items. We've had to pivot to being more promotional - more frequent sales of all of these things - because we can't support day passes and programs well at this time so we're still missing major portions of our typical revenues. To help us, please buy what you can from us, when you can. Because of all of you, we're doing much better than neighboring restaurants and retailers by comparison, so please share the love to them, too. There's no upside for us to being the last business standing Downtown.

Comment: *Would it be helpful for there to be more signage/communication about mask expectations? And what is the expectation for staff to respond to these incidents/consequences for the patron not following the policy? Thank you!*

Response: We've been very serious about our mask policy, and we have empowered staff to act on any indication that someone isn't in compliance. We have (rarely) asked people to leave, and will do so any time it's warranted. We've increased signage and have frequent posts on social media to set the tone, and hope that this has improved.

Comment: *Just wanted to say it's been really great getting back to the gym these last few weeks. All the sanitizing procedures and protocols make me feel really safe. You guys are doing an awesome job!*

Response: Thanks for the comment! And for noticing! We're trying hard during these very trying times. Our number one task is to keep our community safe.

Comment: *Please consider selling single use face masks for folks who forget their mask or show up with something unsuitable. Selling \$20 masks isn't a good option for someone who just needs one for a single gym session.*

Response: We have disposable masks available at both gyms for those who need them. However, we're a bit flabbergasted at this point that people go out in public and into confined spaces without having their own. We offer masks for sale,

primarily as a service to our members, and because we've found some cool masks that we want to share. We purchase them at full retail (not at wholesale), and we primarily have chosen to purchase masks from companies that are supporting good causes. We've not marked them up hardly at all, as we're not trying to make money on them; we just need to cover our costs. We'd prefer not to be in the mask business at all, so as soon as everyone starts wearing them 100% of the time for as long as it takes to beat the virus, we'll be happy to stop offering masks for sale. ;)

Route-Setting Feedback:

Comment: *I think route setting has been pretty good since the re-opening and I like the new grading circuit Downtown.*

Response: Thanks! We're getting a lot of comments about this, with an equal number who love it and an equal number who hate it. For the moment, we're primarily doing it this way as part of our COVID-19 response, so it will continue for a bit longer, and afterwards we'll evaluate whether we'll continue forward with this system.

Comment: *If only there was an ordinal grading system everyone was familiar with that could be used for grades... Oh well, I guess colors will have to do.*

Response: Yes, see the preceding comment. We're pretty committed to this method for the time being, as it helps us manage our route/problem rotation for COVID-19 mitigation. This said, we've also been able to avoid the ongoing arguments about whether a problem was "really" a V2 +/- or a V3, as both are in the same bucket. No system is perfect and we're going to get critiques either way. Please bear with us as we use this system to help assure that we're rotating holds more frequently on the heavily trafficked problems.