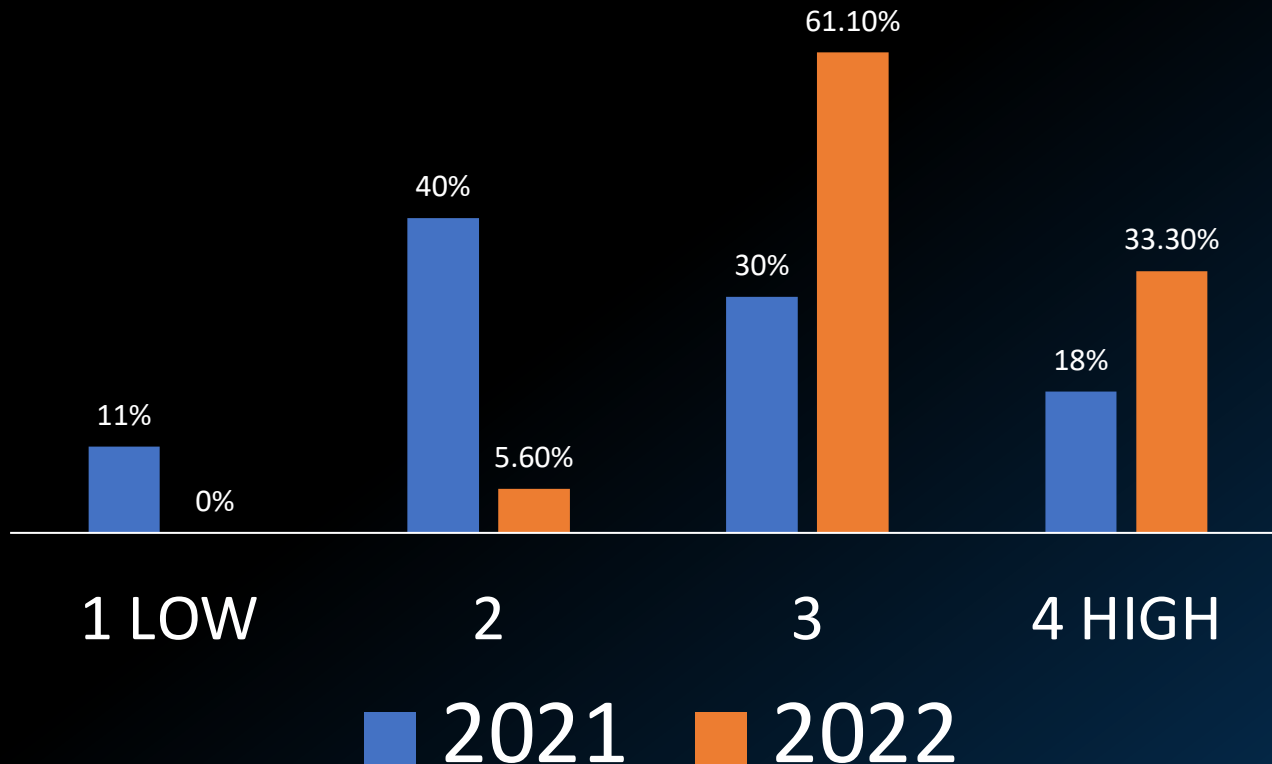


2022 STATE OF THE INDUSTRY & ANNUAL MEMBERSHIP MEETING

- 4:30pm Call to order, Introductions
- 4:35pm Treasurer's report
- 4:37pm President's report
- Data: How are we doing?
 - Introduction of new Board Members
 - 2021 Report Card & Future Initiatives
 - Member benefit & ROI review
- 5:00pm Close Meeting
- Q&A session and group discussion
- Online questions
 - How does HAA see a potential war impacting the industry?
 - What successes of 2020/2021 are here to stay for the future?
 - Audience questions
- 5:20pm OSCARES (Reserved tables!)

GOAL 1: Support

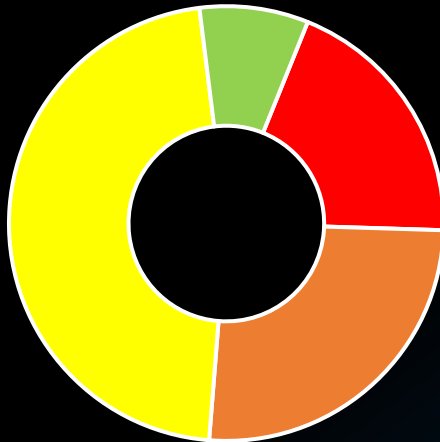
Overall, how would you rate the HAA on how we're supporting our industry at this moment?



GOAL 2: Member ROI

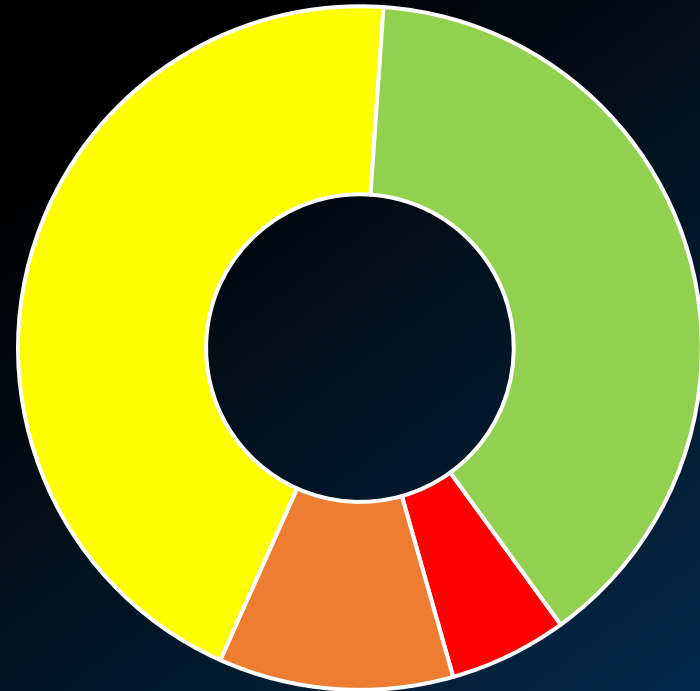
Overall, how pleased are you regarding what you get as an HAA member?

2021



1 LOW 2 3 4 HIGH

2022



1 LOW 2 3 4 HIGH



Spencer Terry
PRESIDENT



Cody Bailey
VICE PRESIDENT



Terri Bernstein
TREASURER



Robert Alexis Garcia
SECRETARY



Krista Brower-Wood



Michael Edwards



Ben Gagne



Allen Hopps



Ashley Long

**YOUR
BOARD OF
DIRECTORS**



Eddie McLaurin



Brett Molitor



Travis Rhoad



Alex Rodriguez



John Schwarz Jr.



Jim Werner



Brent Wilson

HAA Vendor Membership Program

NEW +
IMPROVED

VENDOR PACKAGES

GHOUL Package / \$350+ Donation

- **1 FREE ANNUAL MEMBERSHIP**
 - Discounted Extra Memberships for your company
- One 10 min. Video Seminar of YOUR Products or Company for our Members per year
- Included in 1 HAA Vendor Email Blast
- Included in the HAA Official Vendor List
- Vendor Description in HAA Members Only Page with links to your website
- Optional: 5% Discount to our members

MONSTER Package / \$600+ Donation

- **2 FREE ANNUAL MEMBERSHIPS**
 - Discounted Extra Memberships for your company
- One 20 min. Video Seminar of YOUR Products or Company for our Members per year
- Included in 2 HAA Vendor Email Blast
- Included in the HAA Official Vendor List & mention in Auction
- Vendor Description in HAA Members Only Page with links to your website
- Access to post in the Members only Facebook Page
- Product Placement in OSCARES Awards
- Ad in the HAA Screamzine Magazine / Email
- Optional:
 - 5% Discount to our members



DONATE & START ENJOYING THE BENEFITS!

KILLER Package / \$1000+ Donation

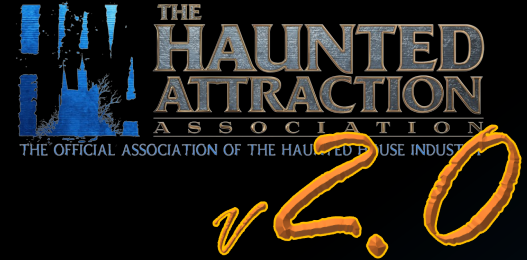
- **3 FREE ANNUAL MEMBERSHIPS**
 - Discounted Extra Memberships for your company
- One 30 min. Video Seminar of YOUR Products or Company for our Members per year
- Included in 3 HAA Vendor Email Blast
- Included in the HAA Official Vendor List with Exclusive Mentions in the HAA Auction in Transworld
- Vendor Description in HAA Members Only Page with links to your website
- Access to post in the Members only Facebook Page
- Ad in the HAA Screamzine Magazine / Email
- 5 Minute Spotlight before Online 30 Minute Panel/Class / Limit to first 12
- Premier product placement in OSCARES Awards
- Optional: 5% Discount to our members

v2.0

Vendor Donation ROI for the HAA Auction

Plan-Overview

(HAA's Mission)



PROMOTE

- **Marketing:** The Industry, other attractions & HAA itself
- **Networking:** Leveraging a Facebook Members only group for mixers, trainings, info sharing
- **Vendors:** Increasing overall ROI and signal boost to vendor members
- **Events:** Continue current events, and begin planning a future HAA members only event/production and/or co-sponsored event

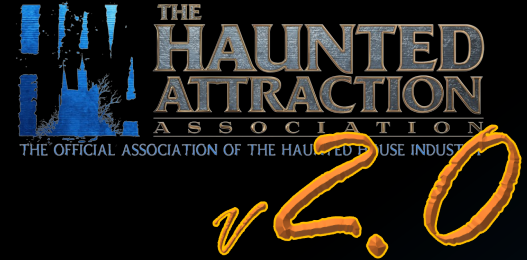
PROTECT

- **Chaos Classes:** Ensuring our industry continues to have access to a top-rated safety program
- **Resource Library:** Develop a multi-use document with both Operations and Human Resource guides applicable to both new and existing attractions with variable attendance levels
- **Accountability:** By 2023, draft member and vendor accountability measures to ensure industry-wide comprehensive standards are being met

EDUCATE

- **In-Person** Education/trainings: CHAOS classes at both Transworld and Midwest Haunters
- **Online** Learning/Resource sharing: Monthly panels/mixers/content with Members + Board Members
- **Outreach:** More marketing to better showcase HAA member benefits, scholarships and events
- **Accessibility:** Increased Board Member access skills assessment, overall diversification of the board
- **Further Education Development:** By 2023, Online and/or in person actor training certification program

Report Card 1 of 3



PROMOTE

ACHIEVED

Year 1

Year 2

Year 3

- **MARKETING:**

- Facebook Members-only Group: Easier reach, access, increased resource sharing
- Greatly increase overall HAA content
 - Online panels & mixers (Member + Board Members)
 - Clipped content from HAA Transworld annual events
- Continue pens and pads at Exclusive Transworld Seminar Sponsored Classes
- Media:
 - Continue PR Campaign and Crisis plans, while leveraging cost effectiveness
 - Increase knowledge of these member benefits
- Evaluate Top Haunts program, with multiple levels/tiers

- **NETWORKING:**

- Using new Facebook Members only Group:
 - Host mixers, trainings, resource sharing
 - Increased access to board members and other shared knowledge
- Member directory –(now available via the Facebook group)

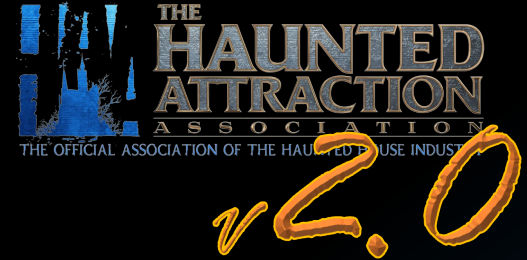
- **VENDORS:**

- Increase overall ROI on all vendor donations for the HAA auction
- Offer marketing opportunities to signal boost to vendor members based on Vendor Auction Deck.

- **EVENTS:**

- Continue current Auction, State of the Industry/Annual Meeting and OSCARES Awards
- Create more immersive production for OSCARES in 2022 with member-only food
- Begin planning a future HAA members only event, like an After Hours Party THUR night at TW.

Report Card 2 of 3



PROTECT

ACHIEVED

Year 1

Year 2

Year 3

- **CHAOS & SAFETY**

- Continue all CHAOS classes
 - Transworld to host 4 hour CHAOS certification requirement class
 - Begin teaching 1 CHAOS class at MHC. 1-2 CHAOS classes by 2022.
 - Create benchmarks for recertification that matches government standards

- **MEMBERSHIP RESOURCE LIBRARY**

- Continue current resource access
- Membership directory (now available via the Facebook group)
- Operations Safety Guides
 - Homeland Security crowded spaces, active shooter, etc.
 - 9+ additional guides and info
- Customer Language/Rules/Signage
- 10+ Human Resources Templates and Policies for Staff
 - Waivers, NDA's, Intellectual Property, Conflict of Interest, Drug policies, etc.
- Feasibility study for a Certified Vendor Program to help members make buying decisions

- **STRENGTH IN NUMBERS**

- Member operational accountability measures-better protection of the industry if we're all following the same expectations
- Leverage increased numbers for lower rates/discounts for insurance, large vendor purchases, national brand discounts, operational costs, etc.
 - In progress as of 2022

- **BOARD DIVERSIFICATION & ADVISORY COMMITTEES**

- Board of Directors skill spreadsheet to ensure knowledge in all areas
- Increase specific skills, knowledge and broader expertise
- Create top topic advisory committees of members + board members (Marketing, Legal Assistance, Home Haunting, Vendors, etc.)

Report Card 3 of 3



EDUCATE

ACHIEVED

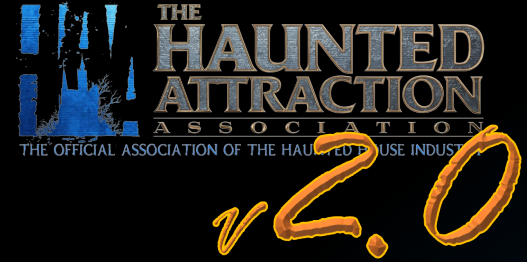
Year 1

Year 2

Year 3

- **TRAINING: IN-PERSON**
 - CHAOS classes
 - Continue to teach our 4 hour class at Transworld
 - 1 hour credit class at MHC. 1-2 one-hour classes at MHC
 - Continue growing opportunities for in-person trainings
 - Transworld classes – ensure at least 2 board members share/teach
- **TRAINING: ONLINE**
 - 12+ internally produced or shared video classes/conversations/mixers/panels annually
 - Marketing, Safety, Legal, Budget/Financials, Sponsorships, etc.
 - Made up of member & board member panelists
 - Attraction attendance size specific mixers and best practice meetings
 - Offer online 1 hour CHAOS credit seminar
- **OUTREACH:**
 - Continue hosting scholarships at OSCARES (*2023 APPLICATIONS OPEN SOON)
 - Continue Auction, State of the Industry, OSCARES events
 - Offer Check-in surveys and member outreach to keep pulse on our direction
 - Increased education of HAA benefits, tools/resources, and both owner and non-owner membership levels
- **BOARD MEMBER ACCOUNTABILITY**
 - Increased expectations and commitment of board members
 - Easier access to the board of directors to ask questions via Facebook group page
- **ACTOR LEVEL CHAOS TRAINING PROGRAM**
 - Feasibility study and facilitator/teacher RFP's
 - Industry wide classes, facilitated by expert actor members + board members
 - Training classes for safety, weapons use, sexual harassment, emergencies, health & hygiene and more.

Plans for 2022 & 2023



1. Increase overall Member ROI for Attractions & Vendors
 1. Maintain current updates and trajectory
 2. More resources, networking, discounts, opportunities
 3. Potential Home Haunt Advisory Board and potential vendor advisory board
2. Member's Only events:
 1. Facebook /Online events: 2-3 mixers, 6-8 trainings/education/roundtables
 2. Evaluation of a HAA event at Transworld (members get in for free), Sponsor opportunities
 3. At least one informal in-person meet and greet/mixer during Transworld
3. Spread the love/More opportunities:
 1. Feasibility study for a Top Haunts Program for SMALL, MID and LARGE attractions
 2. Expansion of OSCARES tiered awards to better spread top awards to SMALL, MID and LARGE attractions & vendors
4. C.H.A.O.S. & Safety
 1. Ensure 1 or more class credit is available at MHC
 2. Online 4 hour recertification class for expiring CHAOS graduates
 3. Evaluate accountability measures/guidance for members to uphold standards collectively
 4. Training classes for safety, weapons use, sexual harassment, emergencies, health & hygiene and more.
5. Feasibility study for a HAA Certified Vendor Program (make better buying decisions)
6. Power in numbers: Leverage our collaborative strength for perks
 1. Insurance, large purchases, national brand discounts, etc.

Member Benefits

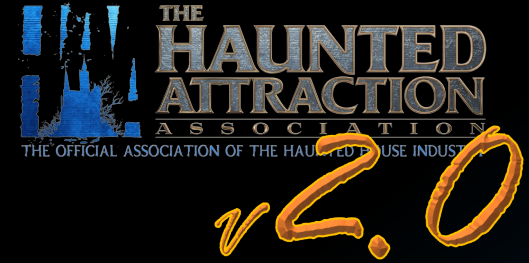
(\$6,000.00+ VALUE)

Redemption details will be updated to our website soon!

- **Haunted Attraction Association (HAA)**
- **Resources, documents, videos and more**
 - \$3,000+ savings in HR handbook templates, policies, training material and safety planning
- **\$500-\$1,000 value of free legal help annually**
 - Via the HAA legal advisory group
- **\$55 discount x unlimited staff**
 - Off the 4 Hour HAA CHAOS class
- **\$1,000 value in national & local marketing**
 - In either the Top Haunts Program or National PR Campaign
- **\$1,000 Crisis Consulting value from JK Consulting**
 - On call 24/7 fall season crisis response expert
- **\$1,000 opportunity in members-only Scholarships**
 - \$125 or \$250 HAA level members can apply

DISCOUNTS/OFFERS:

- **\$100 Hunters Toolbox value**
 - Access 2 years of their huge video library for the price of 1 year!
- **\$250 Fearworm Social Media Audit value**
 - Available Dec-Mar each year
- **\$250 Haunted Attraction Network advertising credit**
 - Annual benefit exclusively for vendor members
- **Vendor discounts**



SHERWIN-WILLIAMS.



SCAN ME!



- Get info to become a member!
- Volunteer
 - on a committee (Scholarship, OSCARES, Auction)
 - as an expert panelist for an online training
 - On an advisory committee
 - Legal
 - Marketing
 - Home Haunt
 - Vendor
- Need more information?

