



Association of Performing Arts Presenters

November 1, 2007

Dear Members:

We are writing to share some changes to the membership dues for the Association of Performing Arts Presenters (Arts Presenters) that will take effect on December 1, 2007.

Two years ago Arts Presenters lowered entry level dues from \$450 to \$150, and expanded the dues scale to create more access to association membership. Through the recent Strategic Review and assessment process, we have learned that this structure is not sustainable. Membership dues revenues have declined by more than \$151,000, with 67% of members paying less than they had in 2005. We now find that our ability to serve members, continue to deliver great value and advance the needs of the membership has been significantly weakened.

As a result, the Board of Directors has voted to approve an increase in the lowest dues levels to \$300; and, those paying less than \$450 today, will also have adjusted dues levels. All of these revised dues levels are still well below the assessed cost of serving a member, \$797. The Board of Directors has also charged our Membership Committee and membership staff with implementation of a plan to annualize dues by the end of 2008, as well as the development of a complete restructuring of membership dues to be presented to members by 2009.

To find out exactly how these dues changes might affect you, visit the "Join/Renew" section of our website: www.artspresenters.org.

We encourage you to visit our FAQ's page on the Arts Presenters website at www.artspresenters.org. Or, for further information, we invite you to contact Membership Manager, Sue Noseworthy with any questions – either at snoseworthy@artspresenters.org or via phone: 202-207-3841.

Our attempt to increase access through lowered entry level dues has had unfortunate and unintended consequences. We appreciate your understanding the need to take this immediate action, and the need to review the entire dues structure over the course of the coming year, as well.

Thank you in advance for renewing your membership in the association. We look forward to continuing our commitment to serve you and to help you to meet your organization's and community's future needs.

Sincerely,

Sandra L. Gibson
President and CEO

Lisa Booth
Chair, Board of Directors