

Dear friends, patrons, and lovers of The Secret Alley:

It's hard to believe The Secret Alley has been around for ten years now, but not so hard to believe when we think of the enthusiasm each one of you has brought to this strange, little world. Although it's been an incredible decade, it has also been bittersweet, as we have watched other unique art spaces, eclectic businesses, and good friends fall victim to the ever-rising cost of rent in San Francisco.

Now, we are facing a massive rent increase of our own that could mean the end of the Alley. We're already working on a solution, but we NEED your participation.

The news was especially disheartening considering that The Secret Alley has been working towards becoming a nonprofit and laying the groundwork for future expansion. We decided to reflect on lessons we've learned throughout the years to find a solution.

The Secret Alley began in 2005, when three friends and I walked into a space at 180 Capp Street. The space was barren and in disrepair, but the rent was cheap -- which meant it was the perfect place to house our unruly creative energy.

The four of us built this place to act as a workshop, a cinematic set, an escape, and a place to collaborate on our own ideas. But we quickly saw this place turn into something bigger. It became a beacon for all other creative, wandering dreamers and doers.

When you walk into The Secret Alley today, you'll find filmmakers, sketchers, painters, makers, activists, a community radio station, a gallery, and independent artists of all types -- all fulfilling their passions in an inspirational environment like no other.

We're not ready to end this journey, and we don't believe the Mission is ready to lose another beloved art space.

Instead of treating our rent increase like the end of times, we decided to do what we do best. We decided to create something new. And this time, we decided to create something new for you -- the amazing community that keeps The Secret Alley thriving today.

We are building an arcade that pays homage to 1980s and 1990s arcades, but in true Alley fashion, this arcade won't just be an arcade. The space, called "Observation Deck," will be an old, abandoned arcade housed in an observation deck overlooking outer space.

The Observation Deck membership:

We're offering a limited amount of memberships (100) by invitation only.

For ~~text~~ **\$75 a month** or **\$350 annually** (that's two FREE months!) you'll get :

- Open access to the Observation Deck -- featuring a dozen free-play arcade cabinets from the 1980s and 1990s -- from 12pm to 1am daily!
- Open access to the arcade's Snack Zone -- featuring a free self-serve hot dog ferris wheel supplied with vegan or beef dogs, plus buns, condiments, and beverages!
- One guest per week!
- A monthly newsletter announcing what's happening at The Secret Alley!
- 15-minute chair massage with a certified massage therapist! Massages will be available on one specified day each month, which will be announced in the monthly newsletter.

If you're one of the first ten people to purchase an annual membership, you can have a party with ten guests at the arcade!

Sweet, huh? We sure think so.

The arcade will be open to members beginning in early June, **but we need your help now.**

To become a member:

- Submit payment for **annual** or **monthly** membership.
- Within 24 hours, you'll receive an email confirming receipt of your payment.
- Within 7 days, you'll receive a welcome email where you'll find:
 - The opening day of the arcade;
 - Logistical information on how to access the arcade;
 - Simple rules for keeping the arcade cool.

Since you're a trusted friend of The Secret Alley, you're welcome to share this invitation with a small handful of friends who you think would be super stoked about the arcade, **but please don't publicize widely.**

Questions ? observationdeck@thesecretalley.com

On behalf of those who helped build The Secret Alley and those who continue to keep this place growing, I cannot thank you enough for your support and for continuing the spirit of community here in the Mission.

Here's to another ten years of The Secret Alley and keeping the arts alive in San Francisco.

XOXO

Noel Von Joo

