

PROPOSAL NAME:

Ape Hospitality Group: ApeCoin Summit

TEAM DESCRIPTION:

Seth McDaniels: With over 15 years in hospitality management, Seth has led operations in several high-end hotels. He holds a degree in Hospitality Management from FIU.

Lauren Baumann: Lauren oversees sales and event planning, bringing over a decade of experience in luxury event management. She graduated from the Johnson and Wales with a degree in Hotel Administration.

Victor Basq: Victor has managed large banquet operations for over 20 years, specializing in large-scale events and culinary excellence. He studied Culinary Arts at Johnson & Wales University.

Ian Alloway: Ian serves as the night manager and group contact, with extensive experience in guest relations and facility management. He has a Bachelor's in hospitality management and currently in school for cybersecurity at University of South Florida.

PROPOSAL DESCRIPTION:

This proposal provides accommodation at the AAA 4 Diamond Hotel 'Wyndham Grand Clearwater Beach'.

Providing an extravaganza stay (for up to 300 \$APE holders on a first-come first-served basis) by the scenic gulf shore. With crystal clear blue water and white sand beaches, this could be an annual gathering space for ApeCoin DAO members to party. This proposal gives up to 300 community members a place to stay in the AAA 4 Diamond hotel "Wyndham Grand Clearwater Beach" for hosting Apecoin and Bored Apes parties, just in case someone is seasick of the Yacht Club parties.

Ownership of ApeCoin will be verified through a digital wallet check at registration, minimum ApeCoin requirements are as follows:

- 1 \$APE = entry to conference and party.
- 1000 \$APE staked = 1 hotel room based on a first come first basis.
- 2 Presidential suites will be giveaways for two lucky ApeCoin holders during the event.

Location:

100 Coronado drive

Clearwater Florida

USA

[Wyndham Grand Clearwater Beach](#)

[Wyndham Grand | Clearwater Beach Hotels | Official Site](#)

The premier Clearwater Beach hotel, Wyndham Grand Clearwater is a top destination with chic accommodations, meeting space and wedding venues.

BENEFIT TO APECOIN ECOSYSTEM:

Ape Hospitality Group aims to host a DAO only conference with \$ape holders and partner communities under one roof focused on the DAO brand apart from Yuga Labs. There's a huge misconception that still exist, many people hesitate to get involve with the DAO because they still think its just for BAYC holders. Such conferences without a high barrier of entry will create a more welcoming and IRL impact for all \$ape holders.

Through this, people can interact with each other directly as well as various working groups, create bonds and get a wider idea of what we as Apecoin DAO are doing. Everyone (pending capacity) who holds \$APE gets to experience the club parties at the hotel. We've seen a major fomo among every community outside Bored Apes during Apefest, even with the recent announcement. With this proposal, Ape Hospitality Group aims to make a place for all \$ape holders to meet, party and hang out with fellow DAO members. This will help the DAO grow the unique number of holders, and give a sense of belongingness.

The main attraction will be Apecoin DAO panels with different Working Groups (who may opt in to participate), pop-up stalls for MBA licensees and booths. This will be an exclusive DAO conference for community members and builders to get together and interact with each other. Share alphas, create memories and build.

Key Benefits Summary

- Conference and get together for \$Ape holders
- Panel discussion
- Networking with a wider \$ape ecosystem
- Pop up stalls and booth for MBA products
- Party!

STEPS TO IMPLEMENT:

1. Once approved, the author will take care of necessary items required by the hotel; such as booking, planning dates for the conference, hiring media and entertainment etc
2. Coordinating with Working Group stewards, Special Councils for the panel discussions and timing. Creating schedule for panel discussions, AMA and other activities.

Working Group & Special Council members have the option to opt in to participate in this initiative.

1. Reaching out to existing MBA licensees and coordinating with them.

Initial Setup (Month 1-2): Secure venue, finalize dates, and begin marketing. Costs: \$50,000 for marketing and initial deposits. Personnel: Project manager and marketing team. Key Milestones: Venue booked, initial marketing wave launched.

Engagement and Coordination (Month 3-4): Coordinate with stakeholders, finalize schedules for panels and activities. Costs: \$30,000 for staff and coordination. Personnel: Event coordinator, liaison officers. Key Milestones: Panelists confirmed, event schedule finalized.

Final Preparations and Event Execution (Month 5-6): Execute the final event setup, including technology setups for live streams and recordings. Costs: \$220,000 covering all logistics, catering, and entertainment. Personnel: Full event staff, technical team. Key Milestones: Event launch, live stream setup.

Project's Start Date: TBD upon approval

End Date: 6 months post-approval

Key Performance Indicators: Attendee satisfaction, number of \$APE transactions during event, participant engagement in panels.

REPORTING EXPECTATIONS:

- Initial Report (after Month 2): Updates on bookings and marketing outcomes.
- Mid-Project Report (after Month 4): Updates on stakeholder engagement, panelist confirmations, and preliminary attendee numbers.
- Pre-Event Report (before Month 6): Final preparations and expectations.
- Post-Event Report (after Month 6): Summary of outcomes, attendee feedback, and financial recap.

The proposal would be considered "fully implemented" upon the completion of the event and the subsequent evaluation of its success. This includes assessing feedback, measuring impact on the ApeCoin ecosystem, and reporting findings to the community.

OVERALL COST:

The total amount requested from the ApeCoin Ecosystem Fund = \$300,000 USD to be paid in \$APE.

Breakdown:

- Booking: \$184,000 (Rooms: \$109,000 & Conference Hall: \$75,000)
- Media and Entertainment: \$50,000
- Photography/Videography
- Music/DJ
- Lights

- Merchandise
- Catering
- Photography/Videography
- Music/DJ
- Lights
- Merchandise
- Catering
- Operations: \$66,000
- Administration
- Marketing
- Contingency
- Insurance
- Administration
- Marketing
- Contingency
- Insurance
- Additional costs are included in each implementation step as detailed above.

The AIP covers a 1-night stay for 300 \$APE holders, first come first served. The author will check proof of holding \$APE for interested people within the DAO.