Proposal Name

Ape IRL Community Building & Expansion

Proposal Category

Ecosystem Fund Allocation

Abstract

This AIP aims to direct funds toward co-sponsoring IRL meetups to raise public awareness of ApeCoin and expand the ApeCoin community in strategic locations in the US and abroad for the calendar year 2023.

Motivation

Good things happen when $APE holders and enthusiasts get creative; amazing

things happen when they come together. While many of us interact remotely via Discourse, Twitter, and Discord, the community benefits most from IRL events (like ApeFest)… and yet, these events happen too few and far between to make lasting impacts on day-to-day communities.

With the recent success of the Bay Area Bored Apes San Francisco Meetup, the community managed to bring together 100+ ApeCoin (and BAYC) holders as well as new friends to the community, many of whom finally met in person for the first time. These connections have since matured into friendships, working relationships, and partnerships, united by a common geography, all in the name of pushing forward the network and untapped potential of the ApeCoin ecosystem.

While the event was a tremendous success, it would not have been possible without the contributions of a number of holders and community members who were committed to bringing people together. All costs were absorbed by the event organizer and community contributors, to an estimated value of $5k - $10k (event venue rental, marketing design and materials, food and beverage, t-shirt giveaway production and design, raffle giveaway donation items, entertainment, etc.).

We recognize the desire for community members to share their passions and talents with other likeminded individuals, and bringing ApeCoin holders together via IRL events and meetups is an underutilized way to foster an entire new wave of innovation and community-building. We believe these events should not be denied individual communities who lack only the funding necessary to bring ApeCoin holders and friends together through these events. This AIP aims to allocate a nominal budget for various community events in the service of this goal.

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Rationale

This proposal aims to foster community and collective innovation by helping to bring together ApeCoin holders united by common geography, and touches on multiple Guiding Values set forth by the DAO.

Boldness: in a largely online-oriented world where we have to continually remind one another to "go touch some grass," mobilizing the large-scale organization of community members requires courage and a sense of going outside of one's comfort zone for the sake of being part of something larger.

Equality, Transparency and Collective Responsibility: as with the Bay Area Apes Meetup, no one was denied access to the event, and all activities were free for all attendees (from the pizza, to the t-shirts, to the raffle entries). This fosters openness and inclusivity, and further demonstrates to the rest of the world that ApeCoin not only exists, but that its stewards are thoughtful, generous contributors to the local community.

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Specifications

Event organizers are free to utilize whatever resources best mobilize their constituents, be it via Meetup, Twitter, Discord, or other means they feel best suited to this purpose. No new technologies to this end are to be created by virtue of this proposal.

Steps to Implement

This proposal raises a number of necessary considerations:

- Potential fund recipients must provide a detailed projected budget for the event in question, outlining specific costs to be used directly in service of the event.

- Recipients must provide receipts matching these proposed expenses.

- If selected for an event co-sponsorship, there must be a trusted fund recipient. This recipient is to be an active member of the Apecoin Discourse Forum with a valid $APE wallet.

Timeline

Funds are to be utilized for events taking place within the calendar year 2023 (January 1, 2023 - December 31, 2023). Any funds not utilized in this timeframe are to be returned to the Treasury.

Overall Cost

Given the above-mentioned example of the Bay Area Bored Apes Meetup costing within a range of $5k - $10k, this proposal requests a co-sponsorship contribution of the low-end of this estimate.

That is to say, we are requesting a total of $60,000 worth of $APE be set aside for no more than 12 local community IRL events (the equivalent of one per month) for no more than $5,000 per event within the calendar year 2023. Again, any funds not utilized within this time frame are to be returned to the Treasury.

Thanks to all involved for your time and consideration.