

Frequently Asked Questions

What is the New Moose Experience? What are we building?

The New Moose Experience (our temporary project codename) is a facility that is home to a uniquely integrated community experience designed to serve the unmet needs of today's young working families. Under one roof, it unites three high-demand service offerings:

1. Shared workspace (also known as coworking).
2. A healthy and delicious kitchen-market-café.
3. Flexible, learning-oriented childcare.

These service offerings will be complemented with educational programs for the community of facility users and guests, as well as outreach programs and supporting services for charitable organizations operating in the surrounding community at large.

How many will there be?

While we are starting with one, these facilities will eventually be located around North America, primarily in small- to medium-sized metropolitan areas (with populations of 200,000 to 500,000 residents), which are among some of the fastest growing cities for young families. Our initial goal is to establish at least 10 to 15 of these facilities.

Who is this for?

The New Moose Experience facility has been designed primarily for young working families, especially those that are part of the growing workforce of more than 30 million independent contract employees, freelancers, and small-business owners, but it is open to anyone and everyone. Moose has always been about the needs of working families. In order for Moose to continue to grow in relevance and address the needs of families – especially those with young children in the home – we needed to reimagine and expand our notions of “gathering place” and “membership.”

What will it be called?

We have developed a name and brand system that captures and conveys this vision well. We'll be announcing it very soon.

Why are we doing this NOW?

The composition of domestic life for the entire family is changing before our eyes – but none of our peers among the other fraternal or service organizations (to the best of our knowledge) has figured out how to effectively reach this market. We want to move quickly to meet these unmet needs of families so Moose will be relevant to as many people as possible, for generations to come.

How is this benefiting the Moose?

The New Moose Experience facilities benefit the Moose in two ways. First, they allow us to grow and extend Moose to a new audience – young working families – that we cannot broadly reach with our traditional lodges. Second, profits from the operations will become a stable, ongoing funding mechanism for Mooseheart Child City and School as well as providing funding for programs based on Mooseheart values – including the expansion of our beloved Tommy Moose program – to children across North America.

Is this replacing the Lodges?

No! The New Moose Experience will not replace the current lodges. Instead, it is a fresh, additional way for Moose to engage and become relevant and supportive in the day-to-day lives of this generation of young families and future generations to come. Even while launching this new direction, however, the Moose is continuing to work on programs and initiatives that will benefit the current membership base, as well as the lodges and chapters that are the lifeblood of our Fraternity.

Is this new effort taking resources away from the current membership and lodge system?

No. This new effort is intended to expand the Moose's reach to new audiences and into new communities through our existing investment program. It will not interfere nor disrupt our current membership or lodge system.

When will the first one open?

These New Moose Experience facilities are fast becoming a reality. We anticipate opening the first location in late 2017 or early 2018.

Where will the first one be located?

Several Midwest locations are being evaluated presently and are under negotiation. We will announce the first location when we have completed negotiations.

Will Moose Lodge members be members of these new facilities?

This new community structure will be entirely different. The New Moose Experience will welcome everyone in the community, including Moose Lodge members. Best of all, individuals and families will be able to subscribe to monthly packages for special shared workspace, childcare, and cafe access privileges.

Will Moose Lodge members have special privileges or discounts at these facilities?

While the New Moose Experience services and programs have not yet been completely finalized, we intend for Moose Lodge members to enjoy some exclusive incentives and status.

What is shared workspace or coworking?

Shared workspace, also known as coworking, is a fast-growing industry serving the needs of independent workers, freelancers, displaced employees of larger corporations (such as regional salespeople or other remote jobs), and small-business owners. Freelancers and small-business owners are the fastest growing segments of young “Millennials” (people aged 20 to 36) with families. It is projected that a majority of workers in the near future will be independent workers – “1099” employees – who contract their skills and services to organizations both small and large.

Coworking facilities feature workspaces such as desks, offices, and meeting areas that are shared among the users of the facilities. This allows independent workers and small-business owners to get the benefits and productivity of a full-featured corporate office without the expense of leasing or building their own office and equipping it.

Users of coworking facilities typically share their expertise with one another by forming support groups to help people grow their profession or business. In addition, the operator of the shared workspace itself provides educational programs to its users, ranging from business to parenting topics and almost everything in between.

What is flexible, learning-oriented childcare?

Flexible, learning-oriented childcare is a form of childcare that allows parents to pay only for the time they need to use childcare. Unlike traditional daycare, which confines its services to the five workdays and typically between the hours of 7am to 6pm, flexible childcare is available from 7am to 9pm or later, Monday through Saturday.

In addition, unlike traditional daycare that requires expensive monthly tuition and extended commitments, flexible childcare is available for as little as one hour at a time, at a time of day that is most needed by the parent. This is especially well-suited for parents that work from home but might have client meetings or other commitments during different parts of the day. But it is also ideal for parents with non-traditional or changing work schedules – like shifts at a hospital or retail – that traditional daycare simply can’t (or won’t) accommodate.

What is the “learning-oriented” part of “flexible, learning-oriented” childcare mean?

Learning-oriented childcare means that – for as much or as little time a child is in our care – they will experience formal early childhood development principles that ready them for pre-school or kindergarten and beyond. Nearly every activity and interaction is guided by a methodology and curriculum designed specifically to meet the learning needs of very young children. For the New Moose Experience, the childcare curriculum is actually inspired by the core values taught and instilled at Mooseheart Child City and School.

What are the food-and-beverage offerings?

The New Moose Experience facility will feature a kitchen/market/café. It will be a full-service or quick-casual restaurant with high-quality, well-prepared, delicious comfort food – much like a Main Street bistro or your favorite local diner. It will also have a quick-serve café that provides coffee, snacks, and other beverages throughout the day as well as a marketplace that has fresh, packaged take-home meals and other food offerings that allow people, especially parents, to pick up, take home, and quickly prepare and serve nutritious and delicious meals for the whole family.

Food-and-beverage offerings will also be available to those who work and eat within the coworking space. In addition, the New Moose Experience facility will include a full-service bar for evening and weekend guests. Lastly, the facility will offer catering for meetings and events, as well as provide nutritious meals to the childcare program.

Who is doing all this work?

Two years ago the Supreme Council and Moose International leadership engaged a national team of creative brand, experience, and hospitality-development professionals to help guide us through our aspirations for this New Moose Experience. Eventually, a separate board of directors, under the authority of the Supreme Council, will be established to govern and guide the ongoing deployment of this new initiative.

Did the Supreme Council consider other ideas?

Yes. The Supreme Council, along with Moose International leadership, reviewed scores of other ideas over a year's time. After careful financial modeling and market research, the Supreme Council unanimously selected this business concept as the go-forward program to address the needs of young working families and continue to grow the Moose's presence in communities across North America for generations to come.

Does Tommy Moose have a role?

Yes, and a big one! Tommy Moose will become the "poster-Moose" for building community-character in children. Through our own research, we learned a lot about Tommy Moose and how children want to help when they see other children facing a crisis. As a result, Tommy Moose is getting an upgrade and a re-design. His role in helping first responders help children overcome fear and anxiety in times of stress will be growing, too, and he'll be a key character in our learning-oriented childcare experience.

When can I expect to hear more about the New Moose Experience?

New information will be directed to the Moose International website (www.mooseintl.org) and our magazine, *Moose*, as it becomes available, but updated progress will be reported at each Association Mid-Year Conference in the spring and at the 2017 International Moose Convention in Tampa, Florida.

Questions? Call or email.

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