

Executive Summary

Kanar Gaming Enterprises is a nonprofit social club that facilitates the operation of interactive participatory events, principally a live action role playing game that is known as Kanar. It has operated in southeast Michigan for over twenty years, but not always as a nonprofit social club.

Interactive Participatory Event: An activity, usually of game format, that is created by the physical interaction, collaborative efforts, and mutual agreements of its participants. As long as the participants are in agreement on the body of rules that govern the event and the nature of the event itself, an interactive participatory event exists. Some notable examples of this are live action role playing, paintball, sports in general, and historical reenactment.

Though KGE is welcoming to all forms of interactive participatory events, its specialty is fantasy-themed live action role playing. As an organization, KGE seeks to foster live action role playing and share it with all who are interested in the hobby. By expediting this experience through sound fiscal management of member owned assets, KGE creates an environment for the live action role playing experience. With a strong community of members, the willful suspension of disbelief necessary to participate in the hobby is reinforced by the cultural norms of the community.

Kanar Gaming Enterprises is managed by a five person board of directors that are elected by the membership. The board of directors then manages the assets and activities of KGE, appointing volunteer staff. There are two groups of staff at current, known as KGE Staff and K1 Staff. KGE Staff are focused on the wellbeing of the club and its members. K1 Staff are directly concerned with the operation of the live action role playing game “Kanar”. Any and all positions require a member to be in good standing and to have been a member for at least two years.

KGE is a resilient organization with small annual expenses. On occasion it has large non-standard expenses that are directly related to some form of improvement to assets. Over the years KGE has weathered large fluctuations with the number of members that have actively participated in the organization. While revenue is decidedly non-standard, KGE consistently budgets to achieve the goals of its membership. Members of KGE are generous and resourceful, willing to share their time and expertise for the betterment of the club as a whole.

What We Are

Mission Statement

Kanar Gaming Enterprises is a non-profit organization that seeks to popularize interactive participatory events through the development and maintenance of a regional membership. Kanar Gaming Enterprises accomplishes this by promoting a strong community within its membership, establishing and following sound business practices, managing assets specifically devoted to participatory events, and hosting games upon designated lands.

Who We Offer Membership To

We seek members that want to engage in interactive participatory events and have a desire to share that collaborative experience with others.

Environment

Our environment is the community that wants to engage in interactive participatory events including but not limited to Live Action Role Play and Reenactments. The market is growing, with more and more organizations and groups being formed yearly. As some of these groups are formed, many fizzle out due to lack of serious funds, lack of effort by its members, or directional shifts that do not work with its membership. Kanar Gaming Enterprises has a steady stream of income, dedicated membership, and a positive momentum by its membership.

Business Standing

Kanar Gaming Enterprises is a nonprofit 501c7 social club. All members have a share in the success of this club. We do not discriminate joining this club based on race, class, or gender. As a social club, it has an obligation of:

- Membership of individuals
- The existence of personal contact
- Commingling
- Fellowship among members
- Sharing of active interests amongst members
- Sharing of goals by members justifying the existence of the organization

Marketing

Services

Kanar Gaming Enterprises facilitates the running of a live action role playing game known as Kanar. This consists of nine interactive events and one banquet through the course of a given year. The events typically occur once per month, starting in March and ending in November. Each event is the length of a weekend, with the exception being the June event, also known as Weeklong, which runs for ten days from the start of one weekend to the end of the following weekend. The banquet is known as Winter Feast, which lasts one evening.

To participate, one must become a member of KGE, a cost of \$20 per year. Being a member affords one access to the facilities and events, coverage under liability insurance maintained by KGE, and voting rights upon attainment of veteran status (2 years). Each event charges a participation fee of \$20 for the maintenance of the property, necessary services provided by KGE, the cataloging and maintenance of appropriate paperwork for each member, any and all additions to atmosphere, and all potential future projects or improvements proposed by the membership itself. Winter Feast sets its own cost according to its budget with there being both a member cost and a higher non-member cost.

Membership

Kanar Gaming Enterprises draws its membership primarily from the region of southeast Michigan, with a few members from western Michigan, central Michigan, the Saginaw Bay area, and northern Ohio. Any and all adults are welcome to become members, creating an age range of 18 to 60+. The majority of our membership has an appreciation for medieval/renaissance history, fantasy themed works of fiction, outdoor activities, and hands-on hobbies. Membership and initial attendance is primarily fostered by word of mouth.

Competitors

Kanar is not the only live action role playing game in the area. These are some notable competitors:

Shadowed Realms – Shadowed Realms runs out of Pinckney, Michigan and was started by a former member of KGE. As such, it is very similar in scope and function to Kanar. There are KGE members who also actively participate in Shadowed Realms, and prior members of KGE that enjoy Shadowed Realms. Due to this cross-migration, Kanar and Shadowed Realms have a cooperative relationship. Some key differences are age limitations and cost. Shadowed Realms has a minimum age of 16 as opposed to KGE's 18. Shadowed Realms also costs more than KGE in both yearly dues (\$35 vs. \$20) and in event fees (\$25 vs. \$20). Shadowed Realms is also run as a sole proprietorship, whereas KGE is a non-profit.

Nero Detroit – The local Nero chapter runs at various campsites and parks around the region. It is similar to Kanar in interactive role-playing, but uses a less aggressive combat system. KGE has little interaction with Nero and Nero players. This is due to rarity, not any ill will. Nero chapters are run in a franchise fashion and have the tendency to be short lived. As a franchise, event fees for Nero usually go to supporting expenses and the profit margin for the person running it. At current, Nero Detroit charges \$50 per event.

Dagohir – Dagohir has multiple small chapters across the region which communicate and interact with each other. It is a national live action role playing brand, which focuses on pitched battles and camping. Dagohir charges \$3 per day of event, or \$5-10 for a campout. A proportion of KGE members past and present were previous Dagohir attendees. The key difference between Dagohir and Kanar is the greater amount of immersion that Kanar has.

Alliance – Alliance is another national live action role play brand with a single chapter that runs in and around Chelsea, Michigan. It is similar to both Nero and Kanar in function. At current, this chapter is around fifty members, though that may change in the future. Alliance chapters can vary in their yearly membership dues and event costs, although the head chapter in Pennsylvania charges \$30 for membership dues and \$70 per event with a prepay discount of \$10.

Carps – Carps is a live action role playing game that operates around the Chelsea and Brighton area. It runs its events in local camps. It follows a similar style to most other live action role playing games in southeast Michigan. Carps has a loyal membership of what looks to be around 20 people, but could be more. It charges \$30 for a weekend event.

Mind's Eye Society – Mind's Eye is an organization that runs very role play heavy games in the White Wolf setting. They offer little to no physical combat, resolving such things with a rock paper scissors mechanic. KGE has had previous members that have been part of Mind's Eye Society. To be a member of Mind's Eye Society costs \$20, though their website does not say whether this is a yearly or one time only fee.

Others – There are other live action role playing games of various sizes that run within the region. Each one is a little different in flavor and function. The majority of them hold events in different parks and camps, or on property owned by a member. They also vary in stability, with some having been around at least a decade to others that are still in their infancy.

Though these groups are listed as competitors, KGE fully supports their success. Live action role playing is a hobby beloved by its practitioners and anywhere that it flourishes enriches that hobby. In the future, KGE will seek to have a greater connection to the live action role playing community and getting to know other games running in the region is a good way to do that.

Niche

In the region of southeast Michigan, KGE has been running in some form or another for the past twenty odd years. This longevity has created a rich culture and large, diverse community. Community is a key aspect of KGE and has often been the framework upon which everything else rests. With many members that have participated for over ten years, the common reason they state for continuing to attend is to visit friends.

The consistent and constant running of Kanar has also created a deep and compelling story that spans those twenty odd years of its existence. This creates a sense of being in a place and time. The majority of that history is shared through oral tradition, reinforcing the immersion of the setting.

KGE owns the forty acres that Kanar is played on, a rarity within the live action role playing community. This allows for the building of structures associated with groups within the membership, a freedom of movement per each player that is not often seen, and a level of interaction that can often be greater than other live action role playing games.

The costs of membership and event fees for KGE are lower than most other live action role playing games in the region. Even though the costs are lower, this does not imply a loss of quality as the amount of immersion, interaction, and story is usually equal to or greater than other live action role playing games. This cost savings comes from not incurring the large expense of renting camps and campsites for weekends, and creates more value for a KGE member.

Promotion

KGE has expanded its membership through word of mouth alone, leading to a tight knit but slow growth community. Knowledge of KGE can also be found through its website: www.kanar.org, and through mention on www.larping.org. Previously KGE has not sought to advertise due to interpretations of its non-profit status. Recent review has led to a new interpretation, which may allow for future advertising to potential members. As always, KGE seeks to promote itself through an atmosphere that is welcoming to all people who show an interest in live action role playing.

Operations

Production

As a social club, Kanar Gaming Enterprises facilitates the running of interactive participatory events upon its property. The interactive participatory event that KGE focuses on is for the live action role playing game Kanar, also known as Knights And Nobles And Rogues. KGE can seek to facilitate other interactive participatory events, pending the approval of its members.

The running of an interactive participatory event operates in this fashion. An event is scheduled by the Board of Directors for a specific date, to start at 5pm on Friday and end on a subsequent Sunday at 5pm. Through their duties, the Building & Land Director will ensure the property is ready, the Quartermaster will prepare and make available all necessary props and costumes, and the Game Master will organize and delegate all interactive gameplay. When the event starts, the Safety Director will act as first responder for any and all injuries, the Play Master will act as a referee for all members participating and oversee all training of new members, and the Game Master will continue to manage all interactive gameplay.

Personnel

Kanar Gaming Enterprises maintains a volunteer staff of veteran members in order to effectively manage its operations. There are currently two classifications of staff, KGE Staff and K1 Staff. KGE Staff is responsible for ensuring the safety of members and the care of assets. The KGE Staff consists of the following positions:

- Safety Director – Responsible for safety assessments and first aid response
- Building and Land Director – Responsible for state of lands and evaluation of structures both present and future
- Quartermaster – Responsible for care, cataloging, and expansion of costumes and props
- Web Administrator – Responsible for maintenance of the website

KGE has the ability to support multiple interactive participatory events which will be recognized as K1, K2, K3, etc. KGE maintains a live action role playing game known publicly as Kanar and designated as K1. It is maintained by the K1 Staff which oversees Game Play Operations, Mechanical Operations, and Character Book Operations. The K1 Staff is made up of the following positions:

- Game Master - Responsible for developing scenarios and managing member created/ member ran scenarios, documenting game setting, and managing non-player characters to facilitate interactive game play during hosted KGE game play events

- Play Master - Responsible for developing, managing, adjudicating, and reviewing game rules and mechanics for hosted KGE game play events
- Character Book Director - Responsible for maintaining and updating character information for hosted KGE game play events

Inventory

Kanar Gaming Enterprises is comprised of both physical property and electronic property.

Physical Property - Kanar Gaming Enterprises owns 40 acres of land at 10418 Plank Road, Milan MI 48160. On this land are multiple wooden shacks, a few tarp structures, and various wall structures. We own multiple tools to help maintain the land. Kanar Gaming Enterprises owns many various props and garb to help run events on the land.

Electronic Property - Kanar Gaming Enterprises has a website that is maintained by staff. Along with that, heads of staff have an email address. Kanar Gaming Enterprises also maintains a list of documents that are considered crucial for maintaining the game.

Location

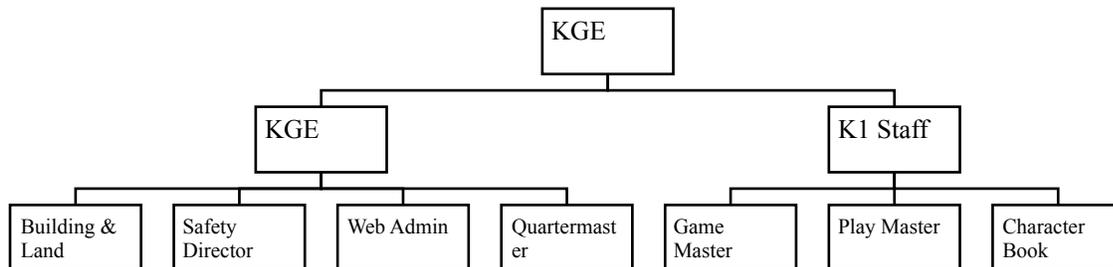
To facilitate the activities of the organization, KGE maintains lands to be used for the club sponsored events. The 40 acres of land are located near the Milan Dragway, five miles from downtown Milan, Michigan. The land provides a location that is suited well to the nature of activity that the organization engages in.

Management

Kanar Gaming Enterprises is managed by a board of directors. This board oversees the functioning of the various games along with managing all business processes. This board is comprised of 5 members:

- President – Is in charge of organization and running of the board meetings. They also maintain various contact lists of all personnel.
- Secretary – Organizes and maintains the paperwork of the corporation including meetings, notes and important documentation of each game.
- Treasurer – Organizes, maintains, and distributes the monetary assets of the corporation.
- (2) General Representatives – Act as liaisons between membership and management taking complaints and gathering information.

Each member of the Board of Directors follows the guidelines of their area of responsibility in order to guide and support the KGE Staff and K1 Staff. The hierarchy by which we operate is as such:



Kanar Gaming Enterprises receives legal advice from a lawyer. They make sure that we are in compliance with our documentation and handling of various legal issues.

Finances

Financial Position

The current financial status of KGE stands with a positive financial position. There is room to advance, with adequate current assets and no current liabilities. Our standard expenses are steady, with few signs of increasing. Our non-standard expenses have been growing, with an exceptionally high year. By comparison, most fiscal years have small non-standard expenses.

Break Even

To facilitate the operations of club activities, KGE possesses a standard cost of \$7156 annually. At current membership dues and event fees, KGE requires one of the following membership frequencies:

-36 Full year packages

-60 average memberships

Balance Sheet

Kanar Gaming Enterprises, Inc
Balance Sheet
November 1, 2014

<u>Assets</u>	<u>2014</u>
Cash	\$ 13,462.89
Prepaid Insurance	\$ 1,413.52
Equipment	\$ 5,385.66
Building	\$ 3,000.00
Land	\$143,500.00
	<u>\$166,762.07</u>
 <u>Liabilities</u>	
	\$ -
 <u>Equity</u>	
Retained Earnings	\$166,762.07
	<u>\$166,762.07</u>

Income Statement

Kanar Gaming Enterprises, Inc
Income Statement
November 1, 2014

<u>Revenues</u>	
Membership Revenue	\$14,784.00
Feast Event Revenue	\$ 1,410.00
Contribution Revenue	\$ -
<u>Total Revenue</u>	<u>\$16,194.00</u>
<u>Expenses</u>	
Operating	\$ 854.60
Utilities	\$ 3,567.80
Budget*	\$ 773.69
Insurance	\$ 1,413.52
<u>Fund**</u>	<u>\$10,917.01</u>
Miscellaneous***	\$ 1,640.65
Tax Expense	\$ 1,551.34
<u>Total Expenses</u>	<u>\$20,718.61</u>
<u>Total Gain/Loss</u>	\$ (4,524.61)

NOTES

* Budgets	2014
President	\$ 200.00
Secretary	\$ -
Treasurer	\$ 164.97
General Rep. Even	\$ -
General Rep. Odd	\$ -
Building/Land	\$ 200.00
Quartermaster	\$ 200.00
Safety Director	\$ -
Web Admin.	\$ -
Game Master	\$ -
Play Master	\$ 8.72
Character Book	\$ -
Total	\$ 773.69

** Funds	2014
Building/Land Project	\$ 4,435.66
Feast	\$ 2,431.35
Maintenance	\$ 3,000.00
Pest Control	\$ 300.00
Props Acquisition	\$ 750.00
Total	\$10,917.01

*** Miscellaneous	2014
Coin Purchase	1640.65
Total	1640.65