

Moneris  <sup>®/MD</sup> + 



# climb base5

- Climb Base5 is Metro Vancouver's largest climbing gym
- The gym places a huge importance on community, connection & creativity
- Climb Base5 has been using Moneris products & services since 2020

## Line of business:

- Gym

## Products used:

- Moneris Go
- V400C





## Climb Base5<sup>®</sup> : The heart of the climbing community

Climb Base5 is a rock climbing gym with locations in North Vancouver and Coquitlam, B.C. The gym has grown while focusing on being pillars of the community, building strong connections and taking a creative approach to the business. In addition to the two locations, Climb Base5 will be making appearances at events with their portable climbing wall.



**We ensure the environment breeds empowering and supportive individuals to not only climb with, but to come together as community and strengthen oneself well beyond just the physical.**

- Danielle Poggi, owner of Climb Base5



# Background

Community. Connection. Creativity. These are the pillars of Climb Base5, Metro Vancouver's largest rock climbing gym. The gym thrives because of a community of climbers joining together each day to do what they love while inspiring those around them. The climbers make connections that build relationships and when the community intertwines, creativity is born.

The two locations in North Vancouver and Coquitlam invite climbers, ranging from beginners to experts, to come together and experience the art of climbing. The gym offers multiple programs; including children's programs, group parties and fun and challenging events. All of these programs are centered on promoting a healthy lifestyle incorporating the gym's key pillars of community, connection and creativity.





# Community

Danielle Poggi, the owner of Climb Base5, tells the story of the business. Poggi took over ownership of Climb Base5 in 2014 (formerly a rock climbing gym under a different ownership.) When she originally took over the business, it was struggling. She changed the business name to reflect her approach to the sport. Poggi wanted people to know that the first focus of the gym was to support climbing and climbing enthusiasts. The word 'base' was chosen because she wanted the gym to be a welcoming ground for climbers to meet, establish a connection and build meaningful relationships within the climbing community. Many climbers would leave and come back to Climb Base5 for the meaningful connections within the community. She knew there needed to be a drastic change when she took over ownership, which led to building the mission of the business upon the pillars of community, connection and creativity. Today Climb Base5 continues to place an emphasis on inclusivity, having fun, discovery and growing and developing each day.

"We ensure the environment breeds empowering and supportive individuals to not only climb with, but to come together as community and strengthen oneself well beyond just the physical," says Poggi.

Poggi immersed herself in this business because she has been climbing for most of her life. She has climbed in countries across the world; including Canada, the United States, Slovakia and Mexico. Being a part of different cultures (whether trying new foods or attending events) and growing lifelong friendships with the community of climbers are invaluable experiences according to her.

# Connection

Poggi lives a far distance from the gyms so she is not physically at the business every day, but makes the most of her visits. “The real joy is being there because I get to talk to our managers, staff, customers and other gym owners. It’s an opportunity for me to really slide into their world and understand the business from their perspective,” she says. Learning about their lives makes each day special and there is always something interesting happening at the gyms. One notable moment at the gym was sending Alannah Yip off to the Olympics. She has been climbing with the gym from the time she was nine-years-old.

It is important to Poggi to connect with her staff on a deep level. She wants to understand what is happening in their lives and find out what is important to them – it does not have to be related to climbing. “Sometimes asking uncomfortable questions are the moments when you get to really know people and learn a lot about them and about my business at the same time.”

Poggi’s own personal story very much mirrors what she has accomplished through the purchase and transformation of Climb Base5. Her vision has made her business more authentic and welcoming, in addition to helping her recognize her own true self. Having undergone a gender transition, Poggi says that her experience has created a deeper connection between her and the employees. Her co-workers helped alleviate her fear during her transition and empower her to continue following her heart and embrace who she is. Poggi is now more excited than ever to visit the gyms because being authentic has made her experiences, particularly in her role as the owner of Climb Base5, so much richer.





# Creativity

One of Poggi's favourite aspects of climbing are the endless possibilities for creativity. "I am passionate about climbing because the movement captures my imagination."

She prides herself on encouraging each person who enters the gym to unleash their creativity. When a climber walks through the area, they are surrounded by walls with rocks imperfectly placed to invite creativity. Climbers are faced with infinite opportunities to approach the movement of each climb. They can use their strength to test their limits or can approach the activity leisurely. Climbing teaches participants that if the mind is opened, their capabilities and resilience are ready to work if they set themselves free. For Poggi, the gym is much more than showing up for some physical activity; it is also about embracing the art of climbing, being inspired by the techniques of others and growing on one's journey.

# Why Moneris?

Moneris stood out to Climb Base5 because it was clear that they were more than a company that offers products and services. Poggi's journey began with Moneris when she was looking at numbers and immediately felt some changes within the business needed to be made. She was seeking a company that would best support her business needs. The initial contact with Moneris entailed comparing numbers to Poggi's payment processor at that time.

"My first impression of Moneris was customer service representatives were much more than just 'representatives.' The emphasis Moneris places on establishing meaningful relationships with their customers is transparent during day-to-day interaction," says Poggi. She said she quickly learned the representative valued establishing a connection and really understanding the business and that led to earning the trust of Climb Base5 from the very beginning of the business relationship. Poggi said when she speaks to a Moneris customer service representative, it is clear that Moneris makes it a priority to consider the best interest of the gym.

"Moneris customer service representatives become the teammates that work hard with us to achieve the winning goal," says Poggi.







Climb Base5 is using the V400C countertop terminal at both locations. The terminal has been beneficial for the business for its accessibility features, including larger fonts, reduced colours, high contrast displays and audio for cardholders facing screens. In addition, the gym uses the portable Moneris Go terminal when they bring their trailer (including their retail store and climbing wall) to events. The company decided on Moneris Go because of the features of the terminal including the Cellular and Wi-Fi connectivity and the long battery life. For Poggi, it is important to have an efficient wireless terminal set up because there can be at least 400 children attending climbing events on any given day.

# Looking forward

Moving into the future, the company is considering creating an online store through Moneris to offer gym members and others the opportunity to purchase merchandise. Poggi is looking forward to the flexibility of using Moneris Go as the company books more events with their portable climbing gym and retail store. The business will continue to welcome people to a gym where they can continuously learn, grow and discover.





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