

IMPACT REPORT 2022-2023



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INTRODUCTION

Since it was founded, Chapel Thrill Escapes has been defined by **two main goals: to provide UNC students with the opportunity to practice their creative, collaborative, and entrepreneurial skills, and to give back to the Carolina community in the form of satisfying, affordable entertainment.** During the 2022-23 fiscal year, we have taken great strides and achieved multiple successes across both of these goals. In this Impact Report, we aim to share with you the value that these achievements have created for our organization, our members, and our community.

Over the past year, **Chapel Thrill Escapes built and launched our second-ever physical escape room, 'Rameses in Wonderland,'** made possible by the culmination of months of hard work from the talented students on our building and business teams. From the set design and puzzle building to marketing and the acquisition of funding, **every step Chapel Thrill took was made possible by the efforts of the over forty students that wanted to build a unique experience for the Carolina community.**

Since its opening in February, 'Rameses in Wonderland' has been a massive success. **In just three months, we served well over 500 customers,** from UNC students and families to student organizations and faculty. **We hit a 95% occupancy rate in our first week, and have run over 100 total rooms since then.** Not only that, but every single review we received since launching has been a glowing five stars a glowing five stars, , a testament to the expertise and dedication of our building team.

There are so many responsible for our successes this year. Without funding from sources like **1789** and the **Undergraduate Student Government**, we wouldn't have been able to purchase building materials or equipment for the room. Without the aid of **Carolina Housing**, we likely would never have secured a room in a prime location on campus. Without the support of our fellow **Tar Heels**, we wouldn't have a community to serve and grow with. Without the **amazingly talented and hardworking students** that make up our organization, we wouldn't exist at all. Thank you all for everything you have done, and **we look forward to serving Carolina for many more years to come.**

MESSAGE FROM OUR CEO

Advancing Thrilling Innovation. These three words are the product of Chapel Thrill Escapes and the words that our organization lives by. After multiple years of business hardship, the result of a pandemic that sent us all home for remote work, and leadership change that couldn't have come at a more impractical time, we returned. We returned as a stronger organization with a new team that designed new organizational guidelines. We returned and withstood multiple setbacks such as funding, space allocation, and brand erosion. We returned and built a new, custom-themed, hand-crafted escape room on UNC Chapel Hill's campus.

For the past year, Chapel Thrill Escapes has impacted hundreds of people and has built community amongst families, friends, teams, and organizations who have played our room. Our own team has **advanced**. We are bigger than our 2019 team, boasting over 30 members with interdisciplinary backgrounds. Sample a few members of our team; from chemistry to computer science to performing arts, each has a common love for escape rooms.

The experience of building an escape room has been **thrilling**. From groundbreaking day to mere hours before our escape room launch, the team has poured hundreds of hours into building a beautiful escape room. There have been many late nights spent working on colorful puzzles, developing financial projections, lining up decor across the walls, and preparing a launch party. Chapel Thrill Escapes features UNC's finest creatives who have a healthy disregard for the impossible.

The escape room is **innovative**. I believe there are very few escape room experiences that compare in quality of design, puzzles, and thematic storylining. Our reviews reflect this effort. Our team took the time to carefully analyze our likes and dislikes from our past escape room experiences. We delved into quantitative data to help us determine our room's flow and style. And we've built something that is truly one-of-a-kind.

We greatly appreciate our team, our players, and our supporters. Please enjoy our 2023 Impact Report. It will give you a better idea of the power and impact of Advancing Thrilling Innovation at Chapel Thrill Escapes.

Sincerely,

Sameer Rao

Sameer Rao
Former CEO



MESSAGE FROM OUR EXECUTIVE DIRECTOR

I took on the role of Executive Director in the second semester of my freshman year. Although extremely daunting, the people I met and worked with made it all so rewarding. It's a privilege to lead and work alongside my team, and reminds me of why I came to Carolina in the first place—**its people**. Everyone at UNC comes from different walks of life, with many different niche interests, and my team here at Chapel Thrill Escapes is the perfect example of that. We embody how all of these varied, seemingly disparate passions can work together in a common space with a shared goal. **Together, we created a unique experience that over 550 community members have gotten the chance to enjoy.**

Our impact can also be seen within the organization itself, as working on a new room lets our members experience real-life project development and completion. For example, we had members like Brittany, a UNC Chemistry PhD student, work with other undergraduate students to build a tech-heavy puzzle using RFIDs. This same puzzle was then prepped for the room by Emily, another build team member, who ensured the puzzle fit the artistic theme of the room. Each and every other puzzle our team developed for our escape room has a similar story behind it. From the puzzles to the immersive décor, everything that makes up the `Rameses in Wonderland` room exists because of months of hard work and dedication of our team.

The multidisciplinary nature of the project allows students to come together to create while also collaborating with others whom they otherwise might not have. Furthermore, **as a 501(c)(3) nonprofit, any money that is made with the final product goes right back into funding students' projects for the next year.** Without financial constraints, students are able to focus on improving their skills, learning from others, and creating an experience rather than a product.

From brainstorming sessions to hours spent decorating the room and working on puzzles in the makerspace, Chapel Thrill Escapes is *the* space that fosters **student creativity and innovation.**

Sincerely,

Mariana Chavez-Guerrero

Mariana Chavez-Guerra
Executive Director



OUR 2023 LEADERSHIP



"I'm excited to continue working with a diverse, collaborative team to push the envelope on creativity through what we offer to the Chapel Hill community."

Major: Statistics and Analytics & Computational Physics

Riley Harper
Chief Executive Officer

riley.harper@unc.edu
(919) 426-7404



"I love getting to watch members grow in their skillsets and make their unique ideas come to life. I'm thrilled to watch this process happen again this year!"

Major: Psychology & Human Development & Family Sciences

Mariana Chavez-Guerrero
Executive Director

mariana.chavez-guerrero@unc.edu
(479) 224-1676



"I'm looking forward to meeting, working with, and learning from my team this semester!"

Major: Computer Science

Rohan Kashyap
Chief Financial Officer

rkashyap@unc.edu
(919) 637-5601



"I'm excited to continue promoting student creativity and entrepreneurship within the Carolina community! "

Major: Computer Science, Hispanic Linguistics, & Translation and Interpreting

Nolan Welch
Chief Operations Officer

nwelch@unc.edu
(919) 744-5123



"I'm excited to continue working with a diverse, collaborative, and creative team to share our interdisciplinary projects to the Chapel Hill community."

Major: Business Administration & Statistics and Analytics

Karina Samuel
Chief Marketing Officer

karinas@unc.edu
(954) 860-6611



"I've loved getting to see so many people's ideas come to life and be enjoyed by the Chapel Hill community. I'm excited to see what this upcoming year will bring!"

Major: Communication Studies & Political Science

Tia Pulikal
Chief Marketing Officer

tpulikal@unc.edu
(919) 323-1482



"I'm excited to continue working with a cool team to build challenging, fun, and memorable escape rooms in creative ways!"

Major: Computer Science

Sameera Poddutoori
Building Team Member-At-Large

spoddutoori@unc.edu
(919) 473-6115



"I'm thrilled to work with an amazing team with a diverse background to build a cool escape room and push the boundaries of creativity within the Chapel Hill community"

Major: Neuroscience

Royal Bao
Building Team Member-At-Large

pbao@unc.edu
(832) 446-5342



"I'm thrilled about the opportunity to collaborate with a dynamic team of students on Chapel Thrill Escapes, and bring exciting adventures to life."

Major: Economics

Aser Moustafa
Secretary

amoustafa@unc.edu
(914) 536-2286

IMPACT BY STUDENTS

Chapel Thrill Escapes would be nothing if not for our club members. Everything from puzzle design to building the room to marketing to financing is done by our members, which is why part of our mission has always been to give back to those members by providing them with an opportunity to learn and practice their creative, entrepreneurial, and collaborative skills.

Many of the projects our members work on are projects that they will encounter in the real world after graduation. For example, one of the puzzles our build team designed and built required the use of arduinos, which tested their technical and creative skills. Another example is the 10k and the many funding proposals our members made during the year. Through these proposals, our finance team was able to practice financial planning, budgeting, and presenting to investors and business executives. They also had the opportunity to network with industry professionals and build a set of contacts that will serve them both in Chapel Thrill Escapes and after graduation.

It can be very difficult to find opportunities on-campus to build your professional skill set and gain real-world experience as an undergraduate student, especially during the school year. That is the exact opportunity Chapel Thrill Escapes provides to its members. From technical and creative skills to financial literacy and marketing to strategic planning, Chapel Thrill Escapes gives its members a safe space to learn and grow so that they may become future leaders in the real world.

"Chapel Thrill Escapes is like no club I've ever been a part of. As a member of the building team, I was given so many opportunities to express my opinions and creative visions in a judgement-free space with other people who were just as enthusiastic about the escape room as I was. Building Team leaders were so effective at keeping the project on track, but gave members so much freedom to get hands on with the room. I never felt like my hand was being held, and there was always so much trust and respect between every member, which helped give the club the feeling of an official business. It was that professionalism combined with the lighthearted and fun work environments that made Chapel Thrill Escapes such an amazing experience."

-Will Kleinschmidt, UNC Student and Chapel Thrill Escapes Build Team Member



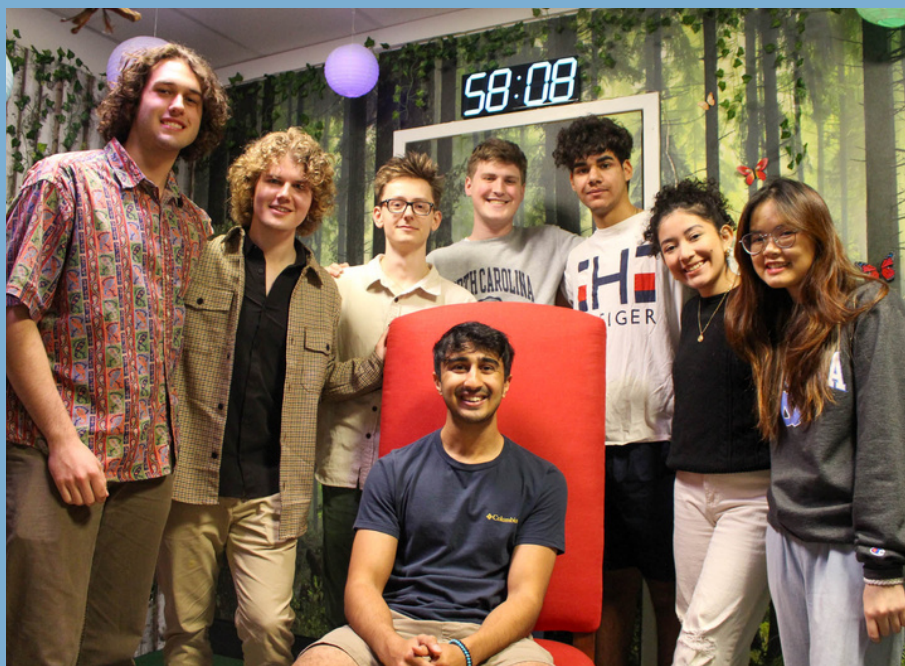
IMPACT FOR STUDENTS

Affordable, engrossing, on-campus entertainment can be challenging to find for the average UNC student. Beyond events occasionally run by other student organizations, Carolina does not have many opportunities for students to enjoy themselves without spending quite a bit or without going off-campus. Chapel Thrill Escapes provides students with all three things. Our escape room is exciting and entertaining, as evidenced by our exclusively five-star reviews. Thanks to our location in Cobb Residence Hall, we are just a short walk for any student living on campus.

Best of all, **our escape room costs less than a dining hall swipe** for on-campus students!

In addition our room is uniquely connected to the Carolina community. Our “Rameses in Wonderland” escape room not only incorporates parts of UNC’s culture and community, but also further showcases the creativity and ingenuity of its students.

Thanks to Chapel Thrill Escapes, students now have a new place to enjoy themselves on campus without breaking the bank. Families now have a fun way to spend an afternoon together on-campus. Student organizations now have a unique activity to help their club members bond. In all these ways and more, the affordable entertainment Chapel Thrill Escapes builds off of and adds to the Carolina community.



"I had a great experience at Chapel Thrill Escapes - the theme was interesting and unique and the puzzles were challenging. I loved the theme this time around: Rameses in Wonderland. The staff were friendly and helpful; they were always happy to help you out with a hint when you were stuck. It was great learning about the organization too: a small start-up of students who built the vast majority of the room at our very own Makerspaces. Overall, I highly recommend Chapel Thrill Escapes' challenging and fun escape room!"

-Gabrian Chua, UNC Student and BLUE Residential Learning Program Participant

OUR 2023 PARTNERS

CAROLINA HOUSING

"As far as we know, UNC Chapel Hill is the only campus in the country with a student-run escape room in a residence hall. Carolina Housing, as one of the founding partners, has witnessed the incredible growth of this amazing campus resource over the years. This past spring semester, we were thrilled to offer our first "Residence Hall Week" when over 250 residents got to experience the room. We are excited to offer this again early in the fall semester and are doubling the number of residents who can participate. This is just one example of the strong partnership we have and one we look forward to continuing."

Allan Blattner
Executive Director
of Carolina Housing



The Carolina Housing logo, featuring the word "carolina" in a lowercase, dark blue serif font and "HOUSING" in a uppercase, light blue sans-serif font, stacked vertically.

BEAM

"Building the escape room has brought together students who are familiar with BeAM and students that have never visited the makerspaces. Through Chapel Thrill Escapes' room building team, the experienced makerspace users were able to introduce new users to the makerspace and collaborate on creative maker projects together. Members of the build team designed and built several fantastic puzzles in the BeAM makerspaces (e.g. 3D printed chess pieces, laser-cut mazes, etc.) that were ultimately used in the final iteration of the escape room. By working on projects in the makerspace, the Chapel Thrill Escapes team modeled real-world applications of making for other users outside of the organization. Thanks for being a great example of how to use design and making to create a significant impact on campus."

Anna Engelke
Education Program
Manager of BeAM



The BeAM logo, featuring the letters "B", "E", and "A" in a dark blue sans-serif font, with a stylized blue horizontal bar between the "E" and "A". Below this, the words "BE A MAKER" are written in a smaller, red, uppercase sans-serif font.

1789

"Innovate Carolina has been involved with Chapel Thrill Escapes since the first group of students had the idea for an escape room on campus. As 1789 Hub members, the group took advantage of mentors, resources, and funding. 1789 Hub is a community for all UNC students interested in innovation and entrepreneurship managed by Innovate Carolina. The team applied for and received funding from the 1789 Student Venture fund to support both physical escape rooms. They also represented UNC in the ACCelerate Festival of Innovation and Creativity in partnership with Innovate Carolina in 2022. Chapel Thrill Escapes utilizes innovative approaches to partner with multiple offices, learns from experience and has grown a successful business on campus. Their interdisciplinary and diverse team is a great example of teamwork, creativity and entrepreneurially-minded students working together to accomplish a goal. It is a pleasure to support a group of students year after year who are gaining skills they will use in their future professions while providing a fun, interactive experience to our campus and the Chapel Hill community."

Kimi Yingling
Assistant Director
of Innovation Hubs



THE MEANTIME COFFEE CO.

"The Meantime Coffee Co. partnered with Chapel Thrill Escapes during the 2022 fall semester by featuring and promoting their "Rameses in Wonderland" latte. This was a part of Meantime's drink specials program, created to highlight local student-run organizations, the work they do, and their mission in serving the Carolina community. Chapel Thrill Escapes champions student entrepreneurship and professional development in all the work they do, something which is at the heart of Meantime's mission. By providing resources for students to create, collaborate, and innovate, Chapel Thrill Escapes transcends many barriers to entry for student entrepreneurs and creative minds on UNC's campus. Meantime is proud to have partnered with Chapel Thrill Escapes to bolster its commitment to student entrepreneurship and innovation within the UNC community."

Katie Whittington
Chief Sustainability Officer of
The Meantime Coffee Co.

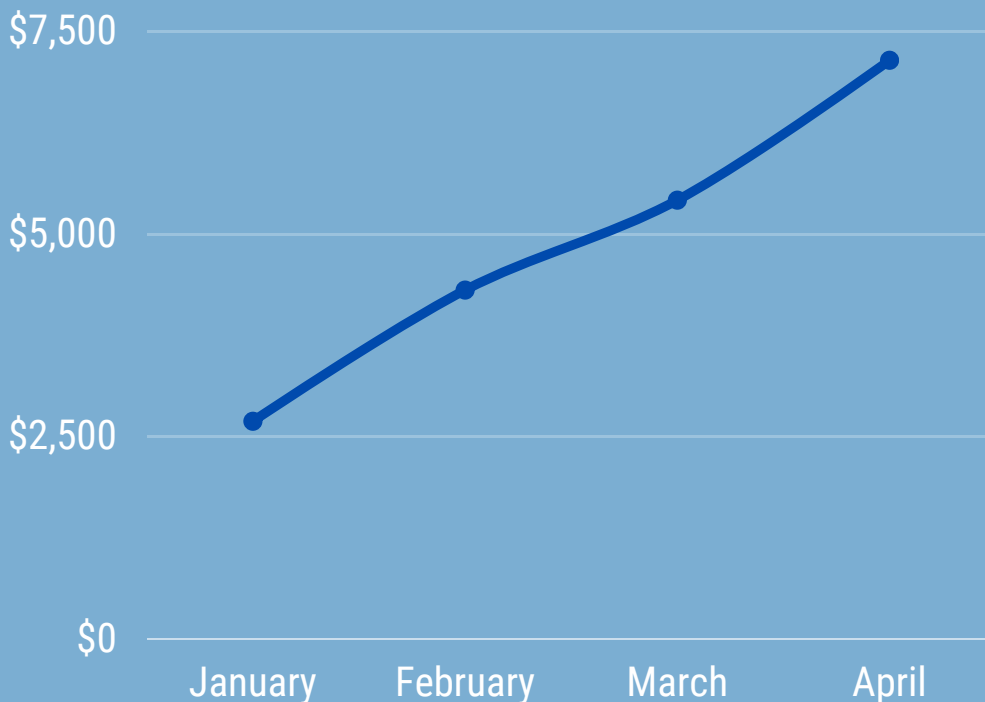


OUR 2023 PERFORMANCE

Despite only being open for a little over three months, our room has been a complete success!

Since our "Rameses in Wonderland" room launched in late January, it has been exceeding our every expectation. In just under 90 days, we have amassed almost **\$7,500 in gross sales!** With at least another year before closing it to design a new theme, we are excited to see how "Rameses in Wonderland" performs into the Summer and through the next Fall and Spring semesters!

Total Gross Sales



550+

Customers Served

151%

Room-over-Room
Growth Rate

225

Hours Worked

27

5-Star Reviews

LOOKING FORWARD

Advancing Thrilling
Innovation

During the fall semester of 2023, we will be hosting our second-ever Carolina Housing Resident Weeks. By offering two free weeks of escape room activities to all on-campus UNC students, we aim to strengthen the bonds between incoming freshmen and their new hall mates. Chapel Thrill Escapes will also be expanding to a location on Franklin Street that will allow our organization to connect with a greater portion of the Chapel Hill community than ever before.

