



IMPACT REPORT 2019

IN 2008, A GROUP OF ARTISTS CAME TOGETHER AS A DIY ART COLLECTIVE TO CREATE ART AND COMMUNITY IN SANTA FE, NEW MEXICO.

We formed Meow Wolf to provide a supportive and creative home to artists of all kinds. Meow Wolf's House of Eternal Return opened its doors in 2016 after more than 200 artists helped achieve the 30,000-square-foot art installation. Our 500,000+ visitors per year are encouraged to explore, play, and take in a new kind of immersive storytelling experience.

Now, we are home to nearly 500 artists across all disciplines, including architecture, sculpture, fabrication, painting, photography, video production, virtual and augmented reality, music and audio engineering, narrative writing, costuming, performance, art education, and more. We believe that artists should be paid and benefitted the same as any high-demand professional, and that successful companies should provide long-term support to their communities. For us, support looks like continually opening new portals for our creative community—in Santa Fe, Las Vegas, Denver, Washington D.C., Phoenix, and beyond—to explore, create, and dream big for creative community impact.

As we build and grow, Meow Wolf is making a commitment to our guests, employees, neighbors, and planet that we will be leaders in responsible business practices. We aspire to transform the meaning of 'business as usual' to include improving the quality of life for local community members while being an environmental steward. These are not side commitments; they are central components of our business model, which is why we certified as a B Corporation in 2017 and continue to grow and hone our impact.

ALI RUBINSTEIN, CARL CHRISTENSEN AND JIM WARD
MEOW WOLF OFFICE OF THE CHIEF EXECUTIVE OFFICER



meowwolf.com



Timeline

2008

Meow Wolf established as a DIY art collective at a warehouse in Santa Fe

2011

Meow Wolf's project, *The Due Return*, transported guests to an alien landscape at Santa Fe's Center for Contemporary Arts

2016

More than 200 artists collaborated with Meow Wolf to open our first permanent art exhibition, Meow Wolf's *House of Eternal Return*

2017

Company registered as a Delaware Public Benefit Corporation, and certified as a B Corporation to continue community ethos

Provided salaries and benefits to more than 200 artists

2018

The one-millionth visitor came through Meow Wolf's doors at *House of Eternal Return*

Published our first Corporate Social Responsibility plan for the Denver project that outlines our goals and areas of support

Grew our team to provide salaries and benefits to nearly 400 artists

2019

Home to nearly 500 artists receiving livable wages and benefits

Produced 7 Community Voices films highlighting arts organizations in Santa Fe

Honed our strategy for impact and published our priority areas through new Community, Artist Engagement, and Philanthropy Priority website pages

Supported more than 409 organizations by contributing \$635,000 in funding and 3,300 free visits to *House of Eternal Return*

2020 Goals

Recertify as a B Corporation

Open Meow Wolf Las Vegas



Corporate Responsibility

Meow Wolf wouldn't be where we are today without the tremendous support from our community of visitors and artists. As a company, we value being a good neighbor and providing strong support to our creative community.

In 2017, we converted our legal designation into a Delaware Public Benefit Corporation and have certified as a B Corporation. As a B Corp, we have a triple bottom line of supporting financial, social and environmental well-being in our community and for our employees. Our external social impact goals center around the social component of being a B Corp, while our environmental and financial initiatives remain within our business.

We focus on four areas where our commitment and scale can make the biggest impact:

- **RESPECT FOR CREATIVE COMMUNITIES** - collaborating with and supporting local artists and nonprofit groups.
- **RESPECT FOR ARTISTS** - creating training and development pathways, employment opportunities, and livable wages.
- **RESPECT FOR THE ENVIRONMENT** - operating an eco-friendly business model.
- **RESPECT FOR OUR EMPLOYEES** - providing employment benefits and maintaining thoughtful hiring practices.



Community

The year 2019 was big for our community engagement and social impact efforts.

In total, we contributed more than \$635,000 in funding and gave away more than 3,300 free passes (valued at \$145,000) to 409 different organizations. We also began more-targeted support to focus our impact in the arts, and established an internal review committee of staffers from across Meow Wolf who are responsible for vetting each request. We brought more transparency to the process for our local partners and potential partners through new website pages—our [Community](#), [Artist Engagement](#), and [Philanthropy Priority](#) pages—that outline and explain our efforts.



Overview



\$635k

IN FUNDING TO NONPROFIT ARTS ORGANIZATIONS

- \$385,000 in Santa Fe and Northern New Mexico
- \$82,000 in Denver, Colorado
- \$32,000 in Las Vegas, Nevada
- \$160,000 through our annual DIY Fund to art spaces across the country

409
ORGANIZATIONS
SUPPORTED IN 2019

- 222 nonprofit organizations
- 107 small businesses
- 54 schools
- 25 government entities

3,300

PASSES AND FREE VISITS FOR SCHOOLS, NONPROFITS, & FAMILIES

- 1163 passes to nonprofit organizations
- 1351 passes distributed to New Mexico Public Schools
- 435 passes to support local businesses
- 216 passes to support local government



Engagement

For Meow Wolf, community engagement is about showing up for and listening to the needs of each community.

We're proud to continually find ways we can not only support our local nonprofit groups and businesses, but engage them to discuss important topics for our communities.

**OVER
500
MEETINGS**

We held over 500 meetings with businesses, nonprofit organizations, and artists to help be a supportive force and connector in our communities.

**329
VOLUNTEER
HOURS**

We engaged Meow Wolf staff in over 26 volunteer opportunities in Santa Fe, accounting for over 329 hours of volunteer service in our community.

**24
COMMUNITY
CONVERSATIONS**

We focused on listening to the local communities in our announced markets, including:

- 14 Community Conversations in Denver
- 7 Community Conversations in Las Vegas
- 2 Community Conversations in Washington D.C.

More are planned while we build and grow our projects.

**11
LOCAL
COLLABS**

We collaborated with 11 local businesses and groups in Santa Fe to feature interactive storytelling in their space: Santa Fe Community College, the City of Santa Fe, KSWV Radio, Santa Fe Railyard, Big Star Books, Form and Concept, Double Take, Iconik Guadalupe, Big Adventure Comics, Puzzah!, and Sky Coffee.



David Loughridge Learning Center

The David Loughridge Learning Center inside our Santa Fe location continued to grow and flourish throughout 2019. We honed our craft of providing engaging art as therapy programs to locals and visitors alike. In total, we saw over 55,000 people visit our Learning Center in Santa Fe for free-choice-based arts programming or workshops.

55k
VISITORS

10k
HOURS
FREE ART-MAKING

174
PROGRAMS &
WORKSHOPS

- 3 full-time and 3 part-time staff members
- 100 artists we collaborated with for paying workshops and free offerings
- 10 fundraiser workshops where we collaborated with local nonprofits to showcase their amazing work and provide financial assistance, raising over \$10,000
- 18 off-site workshops Meow Wolf led in the community
- \$48,000 total in-kind donations through the Learning Center and its staff



COMMUNITY

Community Voices

We launched our Community Voices video series to showcase and bring awareness to small-scale nonprofit organizations serving our community in northern New Mexico. Through this video series, in 2019, we featured 7 organizations and invested over 5,000 hours of time connecting, filming, and building community. As a direct result of the videos we've seen the organizations collectively raise over \$250,000 in funding from new sources to support their work.



7
**NONPROFITS
FEATURED**

Moving Arts Española,
Reading Quest, Dollars
for Schools, Santa Fe
Community College, Girls
Inc., The Mountain Center,
and Native Realities

**OVER
\$250k
RAISED**

Over \$250,000 collectively
raised directly by the
organizations we featured
through new funding
sources to support their
incredible work

1
**CNN
TOP 10 HERO**

1 CNN Hero nomination for
Roger Montoya as a direct
result of our video featuring
Roger's work with Moving
Arts Española

\$133k
**IN-KIND
DONATION**

\$133,157 in-kind value
of videography and post
production editing to the
organizations featured



DIY Fund

2019 also marked the third year of our annual DIY Fund.

This fund is a one-of-a-kind funding mechanism for small-scale arts groups across the United States. To date, our DIY Fund has supported over 350 organizations in three years with over \$400,000 in funding for safety improvements and projects that support artists directly.

\$160k
TO 160 ART GROUPS

\$160,000 to 131 small-scale arts groups across the United States

116
ORGANIZATIONS
IN OUR COMMUNITIES
SUPPORTED

Supported 116 organizations located in our communities, including: 42 in New Mexico, 4 in Nevada, 46 in Colorado, 14 in Phoenix, and 10 in the Washington D.C. metro area

6
DIY GROUPS
FEATURED

Highlighted 6 DIY Fund groups and stories through our platform



Artist Engagement

In 2019, we solidified and grew our artist engagement team. This team's sole focus is researching and connecting with local artists in our announced markets. They help integrate artists into our exhibitions, along with curating locals into special projects that we help produce with community partners.



**OVER
253
PERFORMERS
ARTISTS +
REGIONAL / LOCAL
COLLABORATORS**

50 for regular programming at House of Eternal Return

5 for our annual upgrades at HoER

15 working with us in the Las Vegas exhibition

4 Santa Fe artist collaborators from the low rider community on projects

1 Santa Fe Pride artist collaborator

1 Santa Fe teenager sponsored for competing at the World Breakdance Competition

1 Santa Fe-sponsored local musician nominated for a Latin Grammy

1 Denver artist collaborator for special project

2 international artists

4 in Denver for our Kaleidoscape ride at Elitch Gardens

1 Santa Fe artist collaborator working with us on Halloween events

2 local indigenous artists

20 for the New Mexico United game

1 Albuquerque teenager sponsored for competing at the BMX World Championship

7 Santa Fe for the Meow Wolf produced Dia de los Muertos event

5 creative collaborators from Washington D.C. who visited Santa Fe to advise on concepts for the project

5 Recovery Santa Fe's Rally for Recovery

10 for our Denver rave in light Dark Palace

1 Denver native for a mural at the Oriental Theater

21 for our festival Taos Vortex



Environment

As a B Corp, environmental stewardship is a pillar of our success as a company, and we acknowledge that due to our rapid growth this work is really just beginning for Meow Wolf. In 2019, we marked the expansion of our internal team and capacity to lead our environmental sustainability efforts. We look forward to continued growth to become a better steward of our precious resources.

Within the B Corp Community, we are taking on a leadership role to address climate change. In 2019, we attended the B Corp Climate Leadership Summit, and joined the B Corp Climate Collective to learn from and work more closely with national leaders in sustainability efforts.



SANTA FE'S HOUSE OF ETERNAL RETURN:

100%
RECYCLING

100% recycling of plastics, aluminum and paper from visitors

100%
**BIODEGRADABLE
OR REUSABLE**

100% biodegradable or reusable serving materials for visitors

40%
**SOLAR
ENERGY**

Produced 40% of our energy from solar panels installed in 2018

- Switched out lighting in our lobby and exhibition to energy-saving LED and fiber
- Reuse of art making materials in our Learning Center



Ethyl the Whale

In 2019, we are proud to have partnered with Santa Fe Community College to introduce a life-sized 82-foot-long blue whale to their campus on Earth Day.

"Ethyl" is made entirely of hand-recycled plastic trash and steel, and sends a strong message about the importance of protecting our planet for future generations.

Commissioned by the Monterey Bay Aquarium and Hub Strategy & Communication with Building 180, Ethyl was created by internationally renowned artists Yustina Salnikova and Joel Dean Stockdill. Short for Polyethylene, the short name for the commonly used #2 plastics, Ethyl's dramatic size and name help bring awareness to our planet's massive issue with consumption, waste and plastic pollution.

Together, Meow Wolf and SFCC will use Ethyl for years to come for community awareness and education programs for local students and schools.



Employees

In 2019, we grew our team to nearly 450 employees, with the majority still located at our headquarters in Santa Fe, NM.

These are artists of all kinds, and we continue to value creativity, collaboration, and the collective voice of our team to guide us.

Our ongoing benefits for full-time employees include: 100% employer paid healthcare, vision, and dental coverage; free gym membership; 2 free classes per quarter at Santa Fe Community College; discounts at local shops and restaurants.

FOR 2019, WE EXPANDED OUR BENEFITS TO INCLUDE:

**\$17
PER HOUR**

minimum wage for hourly employees,
\$10 higher than the current federal
and NM minimum wage

- Partnerships with local businesses for free admission into local activities, such as soaking in the hot springs at Ojo Caliente or Sunrise Springs, seeing a show at the Jean Cocteau, or cheering on our team at New Mexico United games
- Employee performance reviews designed to give ongoing feedback and support
- Employer sponsored 401k Plan
- Trainings focused on inclusivity, including Trans 101 and Diversity trainings for all staff
- Employee standards outlined in our Employee Handbook made available to our entire team

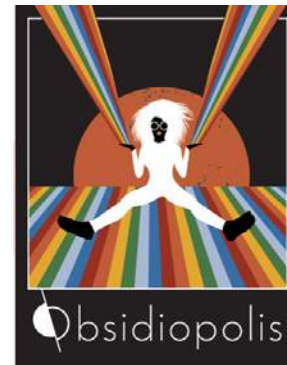


Artists: Our Brands

Meow Wolf continues to expand our platform to Meow Wolf artists, and in 2019 we have seen the growth of our own employee-supported brands to include:



CARLOS MEDINA



NICO SALAZAR'S Future Fantasy Delight grew his brand with the launch of his clothing line and a pop-up experience in Los Angeles

Musician **CARLOS MEDINA** and his band produced their first album, *El Cantador*, under our label, showcasing the music of Northern New Mexico

LEE FRANCIS of Laguna Pueblo joined Meow Wolf with his Native Realities brand. Together we are collaborating on Indigenous Pop Expo, the world's only comic expo focused on representing and supporting indigenous characters and artists

JANELL LANGFORD'S Obsidiopolis joined our brand as a collaborator on upgrades in HoER and on her "Faceted" collection of afrofuturistic clothing and merchandise

MIKEY RAE, of Legit Concerns, wrote and produced his first children's book, along with monthly free programming, "The Art of the Doodle", in our Learning Center



2019 was a big year for Meow Wolf.

We saw tremendous growth and change as a company, from the number of projects we're taking on to the number of staff on our team. This change has not altered our ethos, and we are continually grateful for the opportunity to invest in and provide targeted support to our community.

We saw over 500,000 visitors embark on their own immersive journey through *House of Eternal Return*, along with over 30,000 visitors taking advantage of a wide range of programs in our Learning Center. Meow Wolf continued our strong financial investments in local communities by contributing over \$635,000 in funding to local groups and arts nonprofit organizations, and provided over 5,000 passes and free entry to nonprofit organizations, families, groups and schools.

We honed our strategy and released our Philanthropy Priorities, philanthropy values, and more information about how to get involved as an artist.

We've got a big year ahead of us for 2020! With the opening of our Las Vegas exhibition and the constant changes of a startup, we look forward to continue supporting the local arts community and continually pushing the needle forward on the importance of supporting artists.





Read more about our work at
MEOWWOLF.COM/ABOUT or contact
us at **IMPACT@MEOWWOLF.COM**.

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