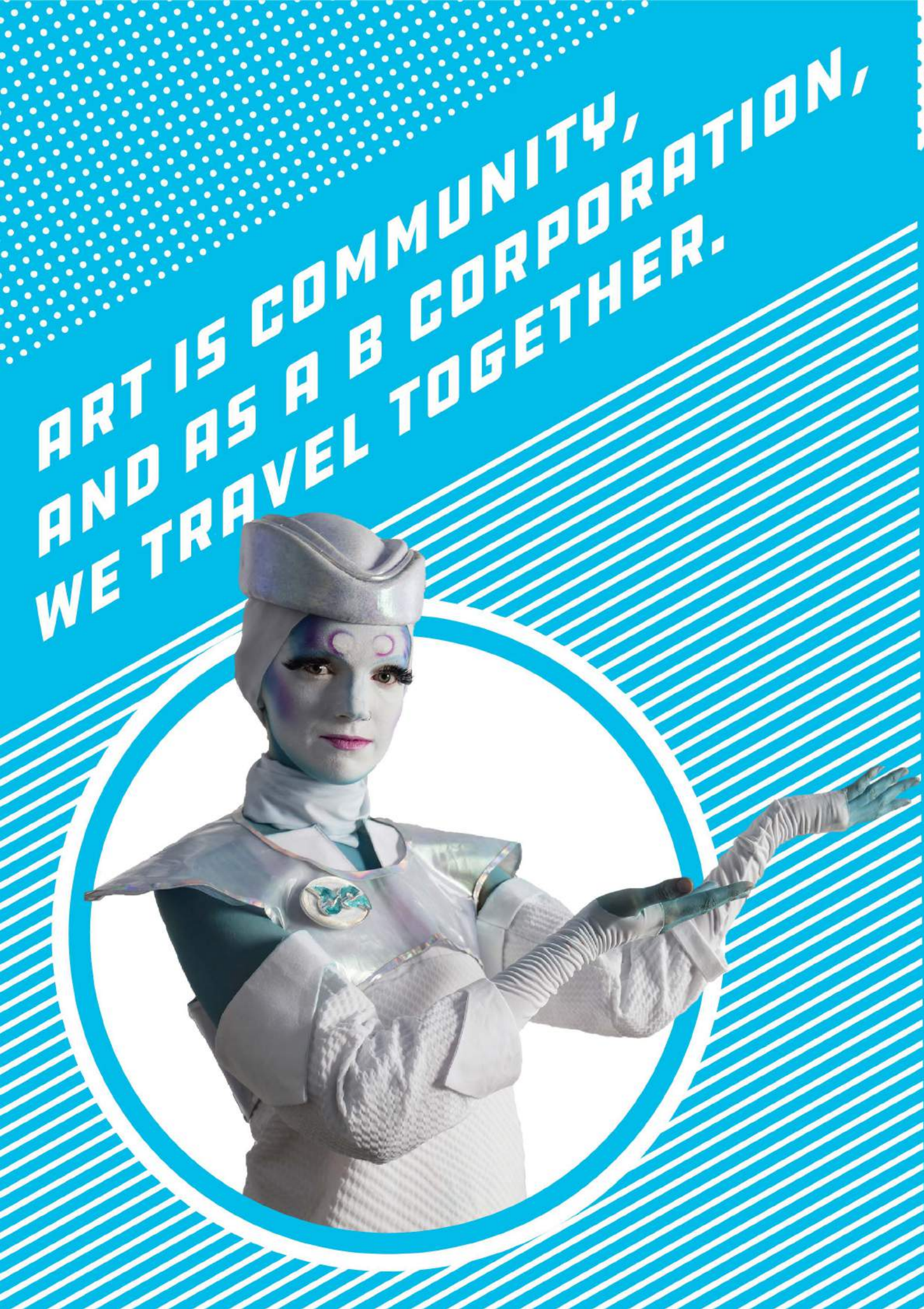




2017
B CORP
IMPACT
REPORT





We provide artists a **supportive home** to bring their boldest ideas to life.

And we're continually opening **new portals** for our community—in Santa Fe and beyond—to explore, create, and dream big for high impact.





About Us

Meow Wolf is a Santa Fe-based arts and entertainment company that creates unforgettably immersive, interactive experiences that transport audiences of all ages into fantastic realms of story and exploration.

We strive to be a visionary **Public Benefit Corporation & B Corporation** in the way we support the artists we employ, the audiences we serve, and the creative communities we foster across the country.

2008

- Started as a DIY art collective in Santa Fe.

2016

- Opened our first permanent art experience, the House of Eternal Return, and attracted more than 400,000 visits in first 12 months.

2017

- Registered as a Delaware Public Benefit Corporation Jan. 1, 2017 and certified as a B Corp that summer.

[See our score here.](#)

- SUPPORT ARTISTS:** Grew our staff exponentially, providing salaries and benefits to more than 200 local artists.

- BUILD COMMUNITY:** Increased community outreach, donating to nonprofits and public schools, working with students on collaborative art pieces, and providing discounts and extended learning opportunities to locals.

- GREEN OUR HOME:** Retrofitted our exhibition with solar panels and other energy efficiency components.

Within a decade

- We're on track to become a leading creative brand in the world, one of the largest worldwide employers of artists, and a multibillion dollar company providing themed entertainment and creative experiences on the level of Disney, Universal, and Marvel.

SUPPORT ARTISTS:
Meow Wolf
is the rare
company that
views **artists**
as essential to
every aspect of
our business.



We employ over 300 people: more than 200 artists and creatives full time, and over 80 operational employees at our Santa Fe exhibit—all receiving **living wage salaries** and benefits.



Our **employee benefits** serve our team and also the Santa Fe community. Benefits include: 100% health coverage, dental insurance, gym membership, classes at the local community college, discounts at local shops and restaurants, and more.

Many employees also **share ownership**. 125 co-owners hold stock options that account for almost 15% of the company.

60 artists **show their work** in the House of Eternal Return **gift shop**, earning 60% of the profit, at rates much better than traditional galleries and payments to artists.

We **support local creatives**, with more than 50% of our vendors in state.

SUPPORT ARTISTS: TEAM MEMBER PROFILE:

Meow Wolf helped me re-create my career in production arts, exit the welfare system, and find new confidence.

I dropped out of film school in my junior year at UNCSA, had two kids, and spent many years trying to rebuild my creative career. After seeing a Meow Wolf exhibition in 2011, I realized they were doing what I wanted to do: set design outside of theater and film, for purely experiential art.

I joined the group in 2015 during the build of the House of Eternal Return. After it opened, I joined the operations team. Last July, I moved from operations to our Creative Studios team, in art production. Last year, I sold collaged and refashioned clothing and postcard images of my art at the gift store, making great returns. At the moment, I'm learning lots of new skills to create our work: including software, tools, and material mediums.

—Lisa “Newt” Russell, Art Production



OUR ARTISTS HAVE SHARED OWNERSHIP OF THE IP THEY HELP CREATE.

Nick Toll was a contributor to the *House of Eternal Return* and is a full-time employee.

Last year, he developed a new product, the *Experience Tube*, “an analog social media device,” which received wild success in the news and sold out instantly. Nick owns 100% of the IP for the *Experience Tube*.







BUILD COMMUNITY:

**We bring others
along for the ride.**

It is core to Meow Wolf's mission to inspire others to create, particularly young people who might lack access to outlets. As we grow, we are able to engage our communities in impactful ways.





Our vision of community engagement is to:

- Support artists across the country doing amazing work.
- Contribute to local schools and nonprofits.
- Inspire young people to create at the David Loughridge Learning Center.
- Reach out and take part in Denver and Las Vegas communities as we prepare for our next exhibitions.

DIY Recipient: Seventh Circle Music Collective

We were amazed when hundreds of arts collectives applied for our inaugural DIY fund, which allocated more than \$250,000 last year to 100+ groups. Recipient Seventh Circle Music Collective wowed us with their multiuse, community oriented music space, record store, and art gallery.

Seventh Circle supports some of Denver's finest underground musicians and provides a safe space for all. The collective received \$5,000 from Meow Wolf, which they put toward venue expenses. These would otherwise have come from higher ticket prices, so the fund helped the group keep entry affordable.



Nina Otero Installation

Working in collaboration with **Meow Wolf** teaching artists, 270 5th, 7th, and 8th graders co-created a large-scale, **otherworldly installation** at Nina Otero, a public school located in the less served southside of Santa Fe.

Our team of visiting artists presented students with a design challenge: Six interdimensional portals opened at their school—what's on the other side? Students created creatures, landscapes, and narratives, culminating in *Mad Bubble*, a 600-sq.-ft immersive installation.



Milagro Middle School

We partnered with talented young artists from Milagro Middle School to create a **new mural** in our exhibition. With one of our concept artists, Milagro students tried a new way of art making: They pulled random words from a hat and used those pairings to imagine new beings and ideas, which were then collaboratively translated to paint.



As we transport guests out of this world, we're taking care of this planet.

GREEN OUR HOME: It is critical for our company and for our environment that we keep a sustainable footprint.



In 2017, we:

Installed 240 solar panels that provide ~44% of the energy used at House of Eternal Return, partnering with Positive Energy, a fellow New Mexico B Corp.

Made energy efficient improvements, including POV paint, reuse of materials, and rainwater capture.

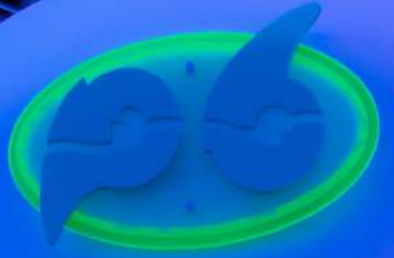
Decreased our water use in 2017 by 25%.

Remodeled new offices for energy efficiency, including all LED lighting, a high efficiency HVAC system, and geothermal tube heating.

Used biodegradable serving materials everywhere; and recycled 100% at all of our locations.



EXIT



Bermuda



MOVING AHEAD AT HYPER SPEED

2018 and beyond

Support Artists:

- **Build the company** by adding 140 more creatives and artists to total 400 employees in 2019
- **Employ 100 additional artists** for each of the Denver and Las Vegas locations to create our new exhibitions
- **Increase merch sales** to \$2 million, with a majority going to local artists and suppliers
- **Increase revenue sharing** to over 70 local artists and creatives in the gift shop

Build Community:

- **Support nonprofits and DIY groups** across the nation with at least \$250,000 given to DIY and \$500,000 to nonprofits and organizations annually
- **Provide 2,000 free passes** to the community
- **Facilitate 720 hours of free art-making** through our Learning Center program
- **Host 8,000 students** during field trips

Green Our Home:

- **Save at least as much energy** as 2017, 69.1 Megawatts. Ideally increase savings by 25% more
- **Improve water savings** a further 10%, at least







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