MEOW WOLF
2020
IMPACT REPORT
Established in 2008 as an art collective, Meow Wolf has grown into a leader in immersive art and entertainment. From the beginning we formed Meow Wolf to provide a supportive and creative home to artists of all kinds.

2020 was unlike any other year for Meow Wolf. Like many businesses, we were forced to close the doors of Santa Fe’s House of Eternal Return in March and did not re-open. Despite this significant challenge, we remain dedicated to making a positive impact in our local community.
As a Certified B Corporation, we strive to provide positive social and economic benefits to our communities. COVID-19 brought financial challenges to Meow Wolf, leading us to adjust and change our impact strategies.

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.

In this Impact Report we’ll review the positive impact we’ve made in 2020.

Ali Rubinstein, Chief Creative Officer
Carl Christensen, Chief Financial Officer
Meow Wolf Office of the OCEO
Meow Wolf is proud to be part of more than 3,500 business committed to doing Business for Good. We know we wouldn’t be where we are today without the tremendous support from our community of visitors and artists.

To document our commitment to responsibility, we have converted our legal designation into a Delaware Public Benefit Corporation and have certified as a B Corporation. Our external 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
・ Respect for Artists
・ Respect for the Environment
・ Respect for our Employees
One of our biggest initiatives during 2020 was to complete and submit our B Corp Assessment for re-certification. We did this in October 2020 and are working on verification to remain a B Corporation.

This effort includes thousands of hours of staff time and our long-term commitment to being a responsible business.
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 in Santa Fe.

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 living wages and benefits.
- Produced 7 Community Voices films highlighting arts organizations in Santa Fe.
- Honed our strategy for impact and published our priority areas.
- Supported more than 409 organizations by contributing $635,000 in funding and 3,300 free visits to House of Eternal Return.

2020
- COVID-19 brought significant challenges to our business and we closed the doors of the House of Eternal Return.
- Submitted B Corp Re-Certification to continue verified corporate responsibility.

2021 GOALS
- Open Meow Wolf Las Vegas
- Open Meow Wolf Denver
- Re-Certify as a B Corporation
Meow Wolf is a social-impact art project that fuels a business, and a business that fuels a social-impact art project. We provide strategic and targeted support to our creative communities, focused on supporting historically marginalized people and delivering creative inspiration to our partners.
We believe that community engagement is about building strong relationships that last and grow over time. Our work in this area encompasses a wide range of initiatives.

- Employee Volunteerism
- In-Kind Support
- Monetary Donations
- Passes and Auction Items
- COVID-19 Relief Efforts
- In-Kind Support

During 2020, Meow Wolf responded to the effects of the pandemic and the majority of our community support focused on direct COVID-19 relief for indigenous communities.

1,932
Hours of Community Service

638
Free Passes Distributed prior to COVID-19

10
Direct supplies drives and donations for COVID-19 Relief

$72,850
Distributed In Monetary Donations
Community Investments

With the financial challenges COVID-19 brought to our business, we made a decision in early 2020 to fulfill our existing financial commitments to local partners, but not make any new commitments. In 2020, Meow Wolf invested over $72,850 into projects that positively support artists and long-term arts decision-making in our communities. We typically focus these investments on supporting artists directly and supporting free art programming for historically marginalized people.
Here are a few of the projects we funded in 2020:

$50,000 to Artist Housing:
The Siler Yard Arts + Creativity Center combines affordable live/work rentals for artists, access to tools, and economic development resources into a one-of-a-kind housing project in Santa Fe. This project is years in the making and led by Creative Santa Fe, New Mexico Interfaith Housing, MAKE Santa Fe, National Endowment for the Arts, and countless others.

$15,000 to Decision Making Data:
We collaborated on a long-term project with the City of Santa Fe, Creative Santa Fe, Thornburg Foundation, and the Santa Fe Community Foundation to fund The Santa Fe Data Platform. This platform was created to leverage the power of data to make the best possible evidence-based decisions regarding policies, economic growth strategies, programs and appropriations to support our community.

$72,850 In Monetary Donations
As soon as the pandemic hit, Meow Wolf jumped into action to support our local community. In March we started working with Christus St. Vincent Hospital and Make Santa Fe to assess whether Meow Wolf could help produce personal protective equipment (PPE).

We also want to acknowledge that Indigenous people are disproportionately being affected by the pandemic. Meow Wolf prioritized partnerships with many local Indigenous groups to provide direct support.

- $7,000 in staff donations to the Navajo Nation COVID-19 Relief Fund.
- 800 KN95 masks donation to the Navajo Nation, Pueblo of Cochiti and Pueblo of Jemez.
- 1000 Nitrile gloves donated to the Navajo Nation, Pueblo of Cochiti and Pueblo of Jemez.
- 500+ Pounds of food and supplies donation to the Pueblo of Jemez and Pueblo of Cochiti.
- 1,300+ Meow Wolf face masks and gaiters donation to the Navajo Nation.
- 192 Toys for the holidays donated to the Santa Fe Indigenous Center.
- 100+ Pounds of food and supplies donation to the Las Vegas Indian Center.
- 300+ Pounds of food and supplies donated to the Blackrock Chapter House on the Navajo Nation.
- 100+ Pounds of food and supplies donation to the Santa Fe Indigenous Center.
RESPECT FOR COLLABORATING ARTISTS

At Meow Wolf, artists are at the core of who we are and the focus of our social impact. We are committed to creating opportunities for a wide and diverse group of local, national and international artists to participate in our exhibitions, in community projects, and to build long-term relationships with our company.
We’re artists who love collaborating with other artists. Together we create special projects, events and beautiful exhibitions. Though we couldn’t get together in-person in 2020, our signature work with artists continued. Our goal of artist collaboration is to hire diverse artists and provide our large platform for their work and storytelling.
Pay equity among our collaborators is a priority. This year we worked on our artist fee model to benchmark our artist payments among national groups. We also worked with consultants to review our RFP process for inclusion and clarity, and will continue to assess these as our company grows.

In 2020 we collaborated with hundreds of artists in Santa Fe, Las Vegas, and Denver.
Upgrades to the House of Eternal Return

Each year, Meow Wolf’s flagship experience in Santa Fe, the House of Eternal Return, hires local, national and international artists to create new art and upgrade our exhibition. Though we were closed to the public during the pandemic, we worked with some amazing artists to bring more creativity to Santa Fe.

Artist Paolo Puck works in felt, creating larger than life, often pastel-colored sculptures of mythical characters. We worked with him to bring his sculpture “Sarah” to Meow Wolf Santa Fe to delight our guests. His work inspires us with the power of storytelling...we’re all just creatures anyways.
TRASH TEMPLE

We worked with artists Corrinne Loperfido and Damon Williams on their first large scale installation and first collaboration, Trash Temple. Made entirely of found and recycled materials. It has no glue, only screws, and uses only free or recycled paint. The work really speaks to the moment we are in as a world with landfills filling up, a lack of recycling, and the realities of climate change. Their art is giving new life to trash, and will be a physical relic of garbage in hopes that we might reevaluate our relationship with waste.
During 2020, Meow Wolf’s second permanent exhibition in Las Vegas titled Omega Mart was in the final stages of completion. We collaborated with more than 60 local, national and international artists to make this project come to life. Here are a few stories about our collaborators!
CLAUDIA BUENO

Renowned for creating immersive technological wonders using light, sculpture and sound, Claudia Bueno created two installations inside Omega Mart titled “Pulse” and “FractaLife.” Born in Venezuela and living in the United States, Claudia is inspired by nature and the interconnectedness between all living things. Pulse is comprised of countless white line drawings that are meticulously intertwined and superimposed on 60 glass panels. When illuminated, they mimic scores of nautilus spirals, coral, vines, and botanics that sway and throb in glowing masses. We’re in awe of the way Claudia brings together art and nature.
Las Vegas artist and fourth generation Nevadan, Heather Hermann collaborated with Meow Wolf to design some otherworldly art pieces for the Las Vegas exhibition Omega Mart. Her art deco neon inspired artwork transports visitors through portals and parallel dimensions. Her pieces are located on the facade of Omega Mart inside AREA15 and give visitors glimpses of what’s in store. Heather’s work inspires us to pay homage to the past with futuristic style.
Meow Wolf’s Denver project is our most ambitious project to date. We held our first ever open call for proposals in 2018 and expect the project to open in Fall 2021.

OPEN CALL

In 2018, guided by our Denver Community Advisory Committee, we held our first ever open call. This request for proposals was open only to Colorado based artists and we received over 1,000 submissions. Our team took months to review and we selected over 110 locals to work with us in the Denver exhibition.
INSTALLATION

Though we haven’t announced our collaborators, Meow Wolf has kept busy with the installation and construction of our exhibition. We continue to work with our internal artists, and support our collaborators during the pandemic. We are proud to have retained all of our collaboration artists and begun to safely install their incredible artwork.
Meow Wolf is actively working to incorporate sustainability measures and environmental stewardship into operations at all of our exhibitions and production facilities.
We believe in science and that business should take action to support our environment. In 2020, Meow Wolf has worked to expand our commitment to the environment through a series of targeted actions. Though we are a start-up, we are investing in the long-term sustainability of our company.

CALCULATING OUR CARBON FOOTPRINT

Throughout 2020, Meow Wolf worked to begin regular tracking of our carbon footprint. This includes tracking energy, water and waste at all of our facilities.

Our goal in 2021 is to continue tracking and calculate our Scope 1 GHG emissions.
B CORP CLIMATE COLLECTIVE

We continue our work as part of the B Corp Climate Collective. This group is made up of more than 50 sustainable business leaders in the U.S. and Canada, and we met earlier this year at Taos Ski Valley (the only Certified B Corporation Ski Area in the World) to re-center our work on climate justice. Together, we believe that combating climate change starts with acknowledging the disproportionate impacts of climate change on historically marginalized communities. We collaborate with this group to amplify actions, learn, share best practices, and advocate for our planet.
Solar Stories

We’re doing our part to use and invest in sustainable energy! In 2017, Meow Wolf installed a solar array on top of our building at the House of Eternal Return. We’ve consistently maintained, tracked and improved our electrical generation to be a more green company.

- Metric Tons of CO2 emissions avoided in 2020: 121
- With solar panels on our roof, we generate 171,000 kwh/year of energy: 240
The biggest positive impact on our environment comes from these solar panels. In 2020 we generated 171,000 kwh of electricity. This accounts for 121 Metric Tons of CO2 emissions avoided from the atmosphere - the equivalent of taking 26 passenger cars off the road.

We also installed a new monitoring system, which helps us track our energy production and energy usage to ensure our panels are at full capacity.
Meow Wolf will be increasing our efforts to support our planet for the long-term. We honed our strategy in 2020 and will begin with measurement of our emissions. Then we plan to focus on strategies to offset emissions, and reduce our carbon footprint.

### TAKING TARGETED ACTIONS

**MEASURE**
- Track our emissions

**OFFSET**
- Purchase verified carbon credits to avoid and remove emissions across the globe

**REDUCE**
- Cut our brand’s carbon emissions

**TAKING TARGETED ACTIONS**

- Tracking energy and water usage at our facilities and offices in Santa Fe
- Establishing Exhibition Sustainability Guidelines for the operations of our exhibitions
- Creating Building & Construction Sustainability Guidelines for the physical build of our new locations
- Reuse of 90% of our packing and shipping materials for our exhibitions
- Eliminated single-use poly bags from our merchandise shipments
Meow Wolf’s employees are talented, creative, diverse and into collaboration. We value our team and believe that our company should benefit the people who show up for us everyday.
Benefits

Our team is the creative energy that keeps our business going. We strive to provide social and economic benefits to all of our employees and will continue to grow our workforce with wellbeing at the forefront.

100% of employees receiving an individual living wage.

$17 Our company minimum hourly wage.

95% Full-time employees.
We believe in civic engagement and have provided all employees with time off to vote. All FTE staff were provided with a company holiday on Election Day, and non-exempt staff were provided with 2+ hours off to vote. We also hosted voter registration agents at our offices, and shared details frequently on where and when employees could cast their ballots.

The Meow Wolf team is an incredible group of people. In 2020, our team volunteered more than 1,932 hours with local nonprofit organizations in all of our communities.

We provide a great benefits package to our team, including healthcare, dental, vision, disability, paid parental leave, a 401k and much more!
With the national call for racial justice, Meow Wolf has invested in our journey to be a more diverse, equitable, and inclusive organization.

We know we have work to do, and we know we cannot go on this journey alone. In 2020, we engaged a DEI Consultant to support the initial assessment of our company to begin our staff healing process. We will review the assessment and recommendations from our consultant in early 2021 to inform our long-term strategy.
All people should be able to access and enjoy our exhibitions. We are actively working to make our projects and corporate culture more accessible to people with disabilities. We’ve partnered with Denver-based Artful Access to implement more accessible design into our experiences and provide training for our team. We are also working with Opportunity Village, a nonprofit organization based in Las Vegas to hire people with different abilities for our team and provide training for all new staff.
PAY EQUITY AUDIT

In 2020 Meow Wolf worked with a third party firm to perform an internal pay equity audit. This audit is looking at internal factors such as gender, race/ethnicity, and job function to help Meow Wolf level the playing field and ensure that all staff are being paid fairly. The audit is also looking at local and national pay benchmarks for creative professionals to help us understand our industry.

CULTURAL APPROPRIATION

In our work to be a more inclusive company, we acknowledge that we have not done enough to honor indigenous peoples whose land we live, work, and build upon. We worked with an internal expert and member of the Las Vegas Paiute Tribe, Fawn Douglas, to deliver a workshop on Cultural Appropriation to our Creative Directors and Art Directors.
To some, 2020 may feel like a lost year. To Meow Wolf, this was a year of impact.

We made progress this year to uphold our values and ensure positive social and economic benefits for our workers, artists, and communities, and we look forward to continuing to hone our impact.

2021 will include some big milestones for us including opening new worlds in Las Vegas, Nevada and Denver, Colorado. The work continues and we look forward to creating an even bigger impact next year.

To read more about our impact visit meowwolf.com/about/community