The logo for MEOWWOLFF is displayed in a colorful, stylized font. The letters are in various colors: M (pink), E (blue), O (yellow), W (green), W (pink), O (yellow), L (blue), and F (green).

MEOWWOLFF

The year 2021 is written in a large, bold, dark blue font, centered on the page.

2021

The words "IMPACT REPORT" are written in white, uppercase letters inside a dark blue rounded rectangular button.

IMPACT REPORT

## A Letter from our CEO

Established in 2008 as an art collective, Meow Wolf has grown into a leader in immersive art and entertainment. From the beginning, Meow Wolf has provided a supportive and creative home to artists of all kinds, and inspires creativity in our community.

In 2021, Meow Wolf grew from having one location in Santa Fe to becoming a multi-state business and attraction. The opening of our new exhibitions in 2021 – Las Vegas' Omega Mart in February and Denver's Convergence Station in September – is a testament to the dedication of our employees, collaborating artists and communities. We are grateful for all we have accomplished together.

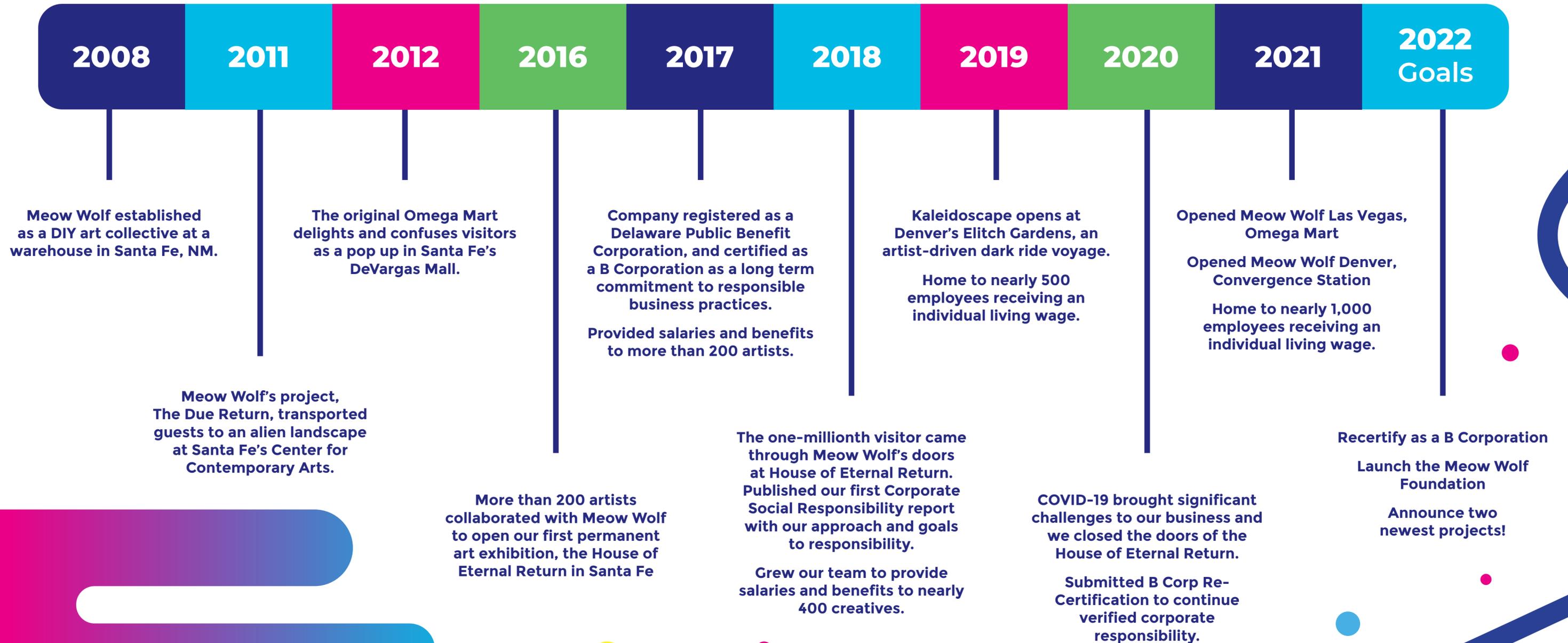
I joined Meow Wolf in early 2022 as the Chief Executive Officer to be part of the symbiotic relationship between social impact and business. Meow Wolf being a B Corp was a huge selling factor for me joining. Our belief in the power of art to drive social impact is not only who we are, but a competitive advantage.

**In this Impact Report we'll review the positive impact Meow Wolf has made in 2021.**

**Jose Tolosa**  
**Chief Executive Officer**  
**Meow Wolf**



# Timeline



## Corporate Responsibility

The B Corp Assessment is the Gold Standard for corporate social responsibility.

Meow Wolf is proud to be part of more than 4,000 business committed to doing Business for Good. As a company, we value being a good neighbor, a good employer and providing strong support to our creative community.

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**. As a B Corp, we have a triple bottom line of supporting financial, social and environmental wellbeing for our community and our employees. 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:**

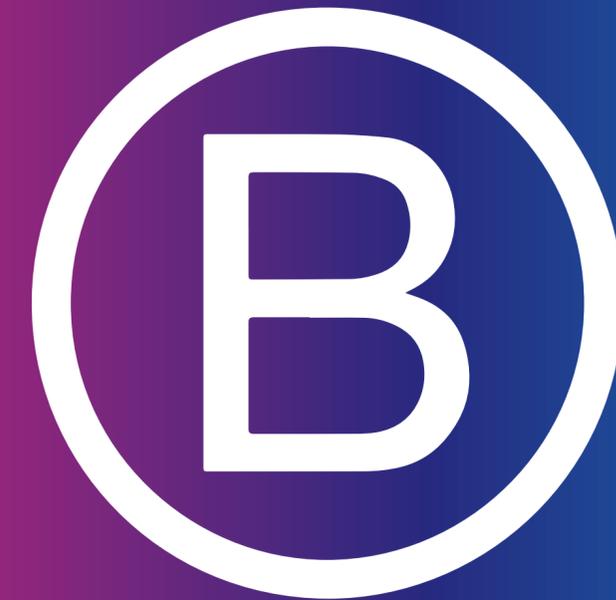
- Respect for Community
- Respect for Collaborating Artists
- Respect for the Environment
- Respect for our Workers

## Corporate Responsibility

### B Corp Certification

Our big impact project in 2021 was to verify our B Corp Assessment, which we submitted in Fall 2020. This is a strenuous process of providing documentation to verify our company processes and answers. Once verification is complete in early 2022, Meow Wolf anticipates increasing our score and beginning the process to set new goals to continue our corporate responsibility efforts.

Certified



Corporation™

# RESPECT FOR COMMUNITY

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.

## Respect for Community

## Our Approach

We believe that community engagement is about showing up to build strong relationships that last and grow over time.

Meow Wolf's community efforts deliver creativity and inspiration to support historically marginalized people and communities. We focus on supporting artistic expression and access to the arts.



Convergence Station staff volunteering to clean up World Water Day South Platte River in Denver, Colorado

## Respect for Community

## Our Approach

Our work in this area encompasses a wide range of initiatives. We respect and support our creative community through these efforts:

- Employee Volunteerism
- In-Kind Support
- Passes and Auction Items
- Monetary Donations
- Developing community partnerships

**2,817**

Hours of  
Community  
Service

**142**

Nonprofit  
organizations and  
community partners  
supported

**31,188**

Free Passes  
Distributed

**\$1,508,238**

Donated through  
in-kind and financial  
contributions

A stylized graphic of a hand with fingers spread, rendered in a gradient of colors from yellow to purple. The hand is positioned on the left side of the page, with a thick dark blue outline. The background features abstract shapes and lines in yellow, orange, pink, and blue.

## Respect for Community

## Investments

Meow Wolf provides strategic funding and monetary support to local partners.

In 2021, Meow Wolf invested over **\$1,508,238** into projects that positively support artists and long-term arts capacity building 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 2021:**

**Respect for Community**

**Investments**

## Little Free Libraries

In partnership with the City of Santa Fe and spearheaded by City Councilor Signe Lindell, Meow Wolf's artists designed, fabricated, and painted four Little Free Libraries that were installed at public parks across Santa Fe. These pieces will function as part of the Little Free Libraries program, where neighbors can take and return free books, and serve as community art.



**Unveiling of Ben Ortega's Little Library in  
Santa Fe, New Mexico**

## Respect for Community

## Investments

### Juneteenth

To recognize this important day, Meow Wolf collaborated with the **Live Above Win Daily Foundation** in Albuquerque to support their annual Juneteenth event. Along with a direct financial investment, Meow Wolf artist, Syd Mejia, designed the official Juneteenth t-shirt and a water bottle, and Janell Langford designed another t-shirt for her brand, Obsidiopolis, and was on site for the event to sell prints and clothing celebrating Black women.

Meow Wolf also commissioned Albuquerque poet laureate Hakim Bellamy to write an article, [General Order No. 3](#), which was shared publicly on our platform and with all Meow Wolf employees, encouraging folks to learn more about the significance of Juneteenth.



Obsidiopolis artist, Janell Langford with Albuquerque Juneteenth Organizer, Jeremy Jasper



Juneteenth design by Obsidiopolis for 2022 Juneteenth T-Shirt

**Respect for Community**

**Investments**

## **Being a Good Neighbor**

Meow Wolf values being a good neighbor to our communities. Our Denver exhibition, Convergence Station, is located in Sun Valley, one of the most culturally rich and diverse neighborhoods in the metro area. This community also faces many challenges, with many families being immigrants, refugees, and the average household making less than \$12,000 per year. In all of our Denver initiatives, we have prioritized supporting Sun Valley and have taken the next step by collaborating with the Sun Valley Community Coalition to create our first Good Neighbor Agreement (GNA). This agreement outlines how Meow Wolf Denver will support Sun Valley and continue to be involved in our neighborhood.

## Respect for Community

## Investments



Convergence Station staff volunteering to clean up in Sun Valley Neighborhood in Denver, CO



*Its impact on our neighborhood extends well beyond its generous donations. Meow Wolf models its commitment to building community and partnership by attending our neighborhood meeting and really listening, participating in events and authentically engaging with our residents.*

**Jeanne Granville**  
President, Sun Valley Community Coalition



## Respect for Community

### Educational Programming

Supporting creative learning and the next generation of students is core to Meow Wolf. This year we offered a variety of educational programs to people of all ages through our partnerships. We intend to grow in the coming years to expand our program offerings.

Our artists and employees contributed more than 100 hours of time, with some of our highlights including:

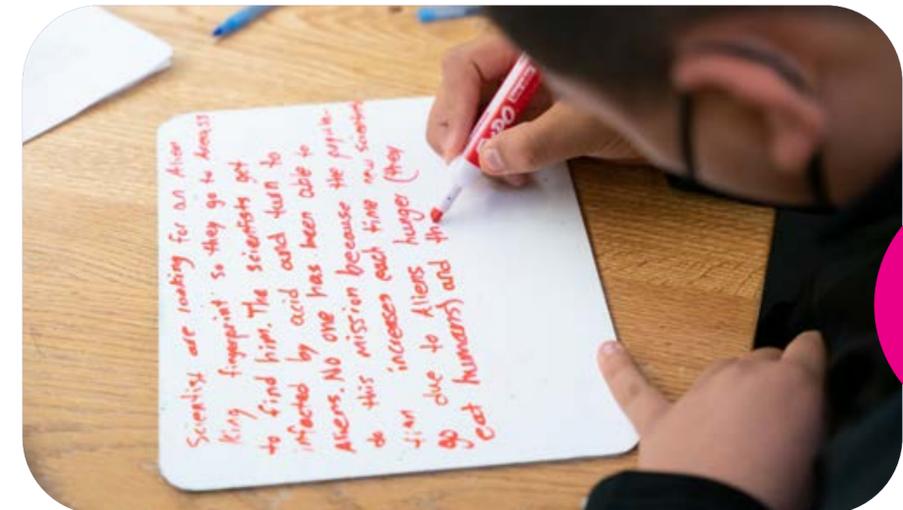
- 3 Narrative Workshops at El Camino Real Academy in Santa Fe
- 1 Arts Leadership Workshop with the University of New Mexico
- 2 Creative Workshops with the University of Texas
- 3 Professional Development Workshops for our Summer Interns
- 2 Recycled Artmaking Workshops
- 1 Workshop with New Mexico United
- 2 Mentorships with students at the University of New Mexico



Family Fiesta kids art workshop with artist, Xochil Xitlalli



Student working on a narrative for Billiam Rogers' Immersive Storytelling work for Breakthrough Santa Fe



Billiam Roger teaching an Immersive Storytelling workshop for El Camino Real Academy Middle School in Santa Fe, New Mexico

The background features a vibrant, abstract design with various shapes and colors. A prominent dark blue banner with rounded ends spans across the middle. The design includes large, overlapping shapes in shades of purple, pink, orange, and yellow, along with smaller circles in blue, green, and yellow. A thick, dark blue wavy line curves across the bottom and right sides of the page.

# RESPECT FOR COLLABORATING ARTISTS

At Meow Wolf, artists are at the core of who we are and a main focus of our impact. We are committed to creating opportunities for a wide and diverse group of local, national and international artists to participate in our exhibitions, community projects, and to build long-term relationships with our company.

## Respect for Collaborating Artists

### We're artists who love collaborating with other artists.

Together we bring creativity to our communities through special projects, impactful stories, engaging events and beautiful exhibitions. Even through the pandemic our signature work with artists continued. In total, Meow Wolf hired 273+ independent artists as contractors in 2021.

The goal of our artist collaboration program, extending beyond our exhibitions, is to hire diverse artists and provide our large platform for their work and stories. We hire visual artists, performers, graphic designers, musicians, and more to collaborate with us.

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.

## Respect for Collaborating Artists



**Shayna Cohn in front of her work, Sparkle Cave,  
at Convergence Station in Denver**



**Miguel Rodriguez working on his mural  
at Omega Mart in Las Vegas**

## Respect for Collaborating Artists

**273+**

Independent artists  
we contracted

**\$825,347**

Paid to artist for the production  
of Omega Mart

**115+**

Colorado artists contributed  
to Convergence Station

**\$280,232**

Paid to artist in  
New Mexico

**171**

Denver Artist  
Collaborations

**65**

New Mexico Artist  
Collaborations

**58**

Las Vegas Artist  
Collaborations

**\$2,461,146.96**

Paid to artist for the production of  
Convergence Station

## Respect for Collaborating Artists

## Denver

Our Denver exhibition, Convergence Station, is the largest to date with 4 floors of interactive art making up dozens of unique environments including rooms, wormholes, spaces, and Meow Wolf's signature portals. It took more than 300 creatives to create these spaces, with more than 115 from Colorado.

Denver natives David Ocelotl Garcia and Cal Duran created "Earth Spirits of the Subconscious Mind," an atmosphere combining multiple mediums for Convergence Station.

The symbolism in the art evokes Garcia's Mexican roots. "In my tradition, there's this tribal word called nahual. Nahual basically translates to your 'spirit animal', but it's much more than that. In Mexican culture, your animal self is not a separate entity. You're one and the same. It's like your primitive instinct and your intuition – all of this – is your nahual."



"Earth Spirits of the Subconscious Mind" installation

## Respect for Collaborating Artists

Denver



“Mongovoo Temple” installation

Betart Collective, comprised of Eriko Tsogo, her parents, and sister all collaborated to envision a “portal to ancient Mongolia” for Convergence Station.

“Mongovoo Temple” is lined with tsam masks, each representing a Buddhist god. “Mongovoo Temple” crosses generations and space, and “transcends personal ego,” shares Eriko. “It’s not just a Betart Collective project—it’s a Mongolian project.”

## Respect for Collaborating Artists

## Sustainability

We support creative projects at the intersection of art and our environment.

### Sustainable Artmaking

Meow Wolf has been a fan of artist Corinne Loperfido for years. Her work uses recycled and found materials to create beautiful art, environments, attire, and much more. This year, we worked with Corinne to produce a series of public videos to educate and inspire.

Together, we have completed two videos on [Rethinking Materials](#) and [Compostable Art Materials](#) for artists and families to learn and enjoy. We aim to inspire inspiration to rethink our everyday materials can be fun and engaging through art making and creativity.



"Trash Temple" installation by  
Corinne Loperfido

## Respect for Collaborating Artists

## Sustainability



“Pikai”, artwork by Luis Varela-Rico

### E-Waste to Art

Electronic waste, or e-waste, is one of the growing challenges facing our modern world. E-waste contains chemicals that can be harmful to people and our environment when disposed of improperly. This is why we teamed up with Goodwill of Southern Nevada to recognize International E-Waste Day by creating a unique art sculpture to encourage people to dispose of their e-waste responsibly!

We commissioned Las Vegas artist Luis Varela-Rico to create a one-of-a-kind sculpture entirely out of e-waste provided by Goodwill. Varela-Rico’s sculpture, appropriately named “Pikai: Saving the Earth from E-Waste”, will be a testament to the importance of proper recycling for years to come.

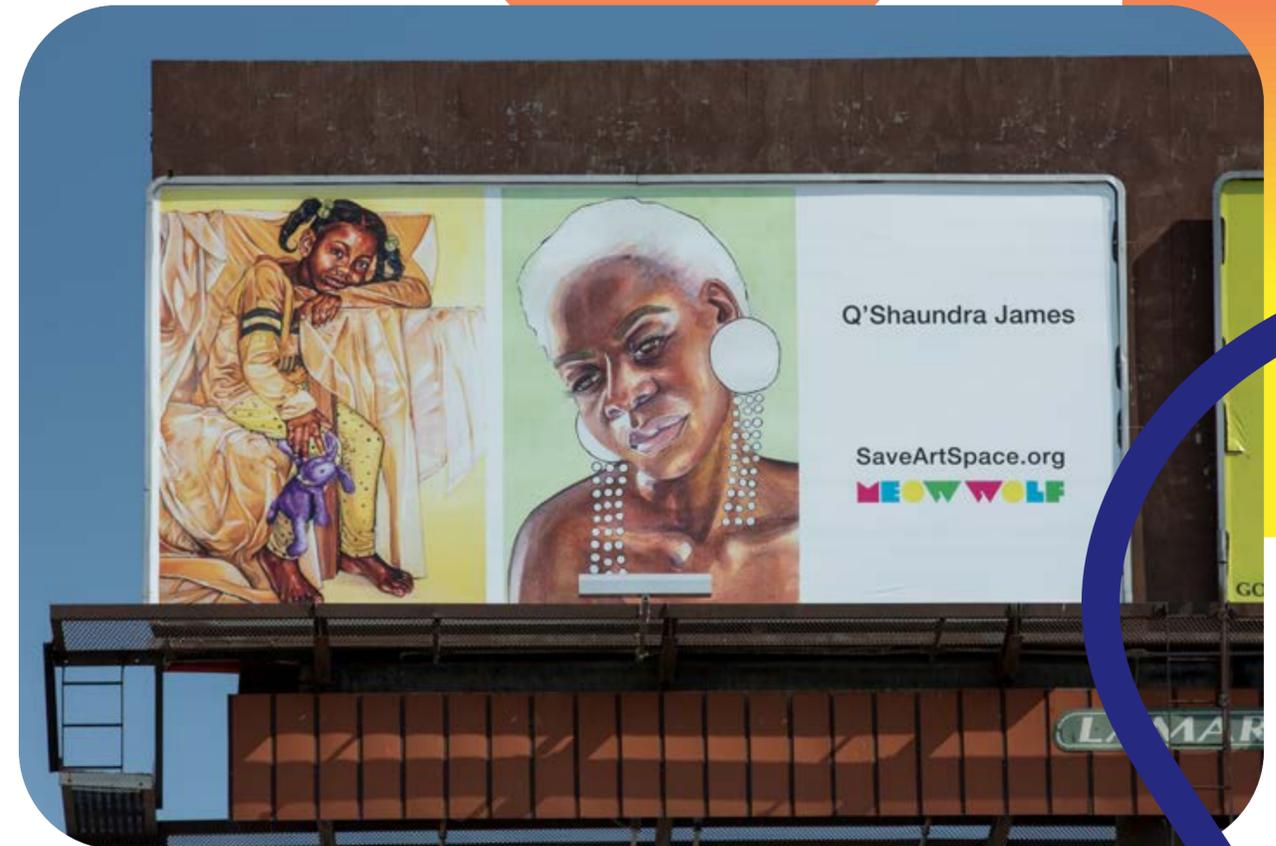
## Respect for Collaborating Artists

## Public Art

We work with artists to bring more public art to our communities.

### SaveArtSpace with Billboards

Nonprofit SaveArtSpace has a mission to support artists and has featured 399 artists on 696 billboards across the United States, and their list now includes Las Vegas, Nevada! Meow Wolf worked with SaveArtSpace to secure advertising space across the Las Vegas Valley, and hosted an open call for local artists to be featured on the billboards. We selected 10 local artists whose work was installed on the billboards this fall, and we created a [mini-documentary](#) to showcase their incredible work!



SaveArtSpace Billboard by  
Q'Shaundra James

**Respect for Collaborating Artists**

**Sustainability**



**Amanda Phingbodhipakkiya in front of her mural, "LIMITLESS", in Albuquerque, NM**

## **Findings: Women in Science**

This year, Meow Wolf worked with internationally-recognized artist Amanda Phingbodhipakkiya to support a series of murals celebrating women in science. Funded by the Heising Simons Foundation, Amanda's murals are inspired by women at the cutting edge of research in subjects like dark matter, metaphysics, and so much more. Meow Wolf and Amanda produced public murals in Denver and Albuquerque to inspire girls and young people in science.



## RESPECT FOR THE ENVIRONMENT

We believe in science and Meow Wolf is actively working to incorporate sustainability measures and environmental stewardship into operations at all of our exhibitions and production facilities.

## Respect for the Environment

We believe in sustainable business practices that benefit our planet and community.

In 2021, 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.

**Facilities**

**Materials**

**Community**

# Respect for the Environment

## Cleaning up our community

Trash and waste are piling up at landfills across the country and in our oceans, harming our environment and wildlife. It's also piling up in our neighborhoods and communities, and Meow Wolf is actively taking steps to clean up these spaces. We participated in more than 10 volunteer opportunities focused on cleaning up our environment, including:



Trash collected for Earth Day at our facilities in Santa Fe and Las Vegas



Trash collected with the Santa Fe Watershed Association to clean up the Santa Fe River Watershed



Trash collected around our Denver facility



Trash collected during the Sun Valley community cleanup in Denver



Trash collected during National Public Lands Day in Las Vegas

## Respect for the Environment

We are using clean solar energy to power our exhibition.

### Solar Powered

This year, Meow Wolf continued to invest in our solar panels installed at our House of Eternal Return in Santa Fe. These panels were originally installed in 2017 and have continued to produce clean energy for usage at our facility.

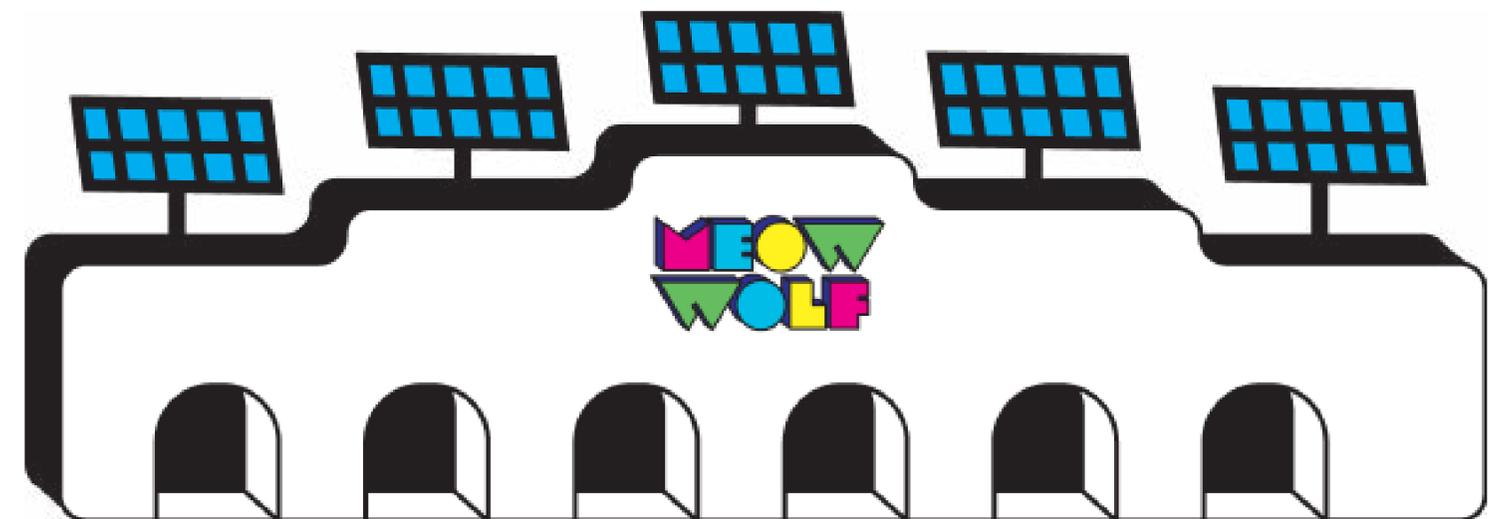
In 2021, these panels produced 166 MWh of electricity, which equates to saving 118 Metric Tons of CO2 from entering our atmosphere. Meow Wolf will continue to explore solar energy as an option for all of our owned buildings.

118

Metric Tons of CO2  
emissions avoided in 2021

240

Solar panels on our roof, that generated  
166,000 kwh/year of energy



## Respect for the Environment

Our corporate facilities are going green.

### Green Studio

We go green everyday at our primary production facility in Santa Fe. This building is LEED Silver Certified, which is the gold standard for green building and energy efficient practices. We use a water catchment system that collected 50 gallons of water we reclaim each time it rains. We also have a geothermal system that uses a VRV recovery system to save on heating and cooling in the facility.



## Respect for the Environment

### Art with Recycled Materials

Though Santa Fe's House of Eternal Return utilizes a lot of recycled and found materials, one of our biggest challenges with new projects is creating work that is up to fire code. Fire-rated materials must be used in new installations for the safety of our employees and visitors, which makes reusing materials a challenge.

This year, Meow Wolf has prioritized using recycled and found materials while creating one of our new projects. We established a goal of using 30% recycled or reclaimed materials on this project, and we have exceeded our goal. This project will help inform our creative approach towards future permanent exhibitions in an effort to create more green artwork.

### Eliminate Aerosols

Meow Wolf has started to target items used everyday in our facilities that contribute to greenhouse gasses. Aerosol cans used in freshening our restrooms is a source of emissions that can easily be mitigated. We installed the NoMO Air Purifier and Deodorizer inside all of our restrooms at our manufacturing facility. This chemical-free freshening uses activated charcoal, which can be used with the swipe of a hand. These are also battery-powered and can be recharged as needed. We have eliminated aerosol cans!

## Respect for the Environment

### How Meow Wolf Facilities Stayed Clean in 2021

Sustainability is important to Meow Wolf, and we are actively looking for more ways to implement environmentally-conscious practices into our every-day operations. Here's a few ways in which we minimized our environmental impact in 2021 through facilities practices:

#### ART WITH RECYCLED MATERIALS

##### LEED Certified

Our creative studio is a LEED-certified building, which is the gold standard for green building and energy-efficient best practices.

##### Water Catchment System

Installed downspouts off of our roof in our creative studios, collecting 50 gallons of water every time it rains.

##### Geothermal System

Part of our heating and cooling system uses a VRV recovery system to save energy in our creative studio.

# Respect for the Environment

## IN OUR EXHIBITIONS

### Composting

In our Denver Exhibition, we have a weekly compost pickup for HELLOFOOD's compost, and use compostable serving-ware reducing waste and CO2 emissions.

### Water Conservation

In our Santa Fe Exhibition, we've taken several water conservation measures since 2017, that reduced our usage by 25%, including low flow toilets, low flow faucets, drip irrigation, and sustainable landscape design

# Respect for the Environment

## Climate Journey

Meow Wolf will be increasing our efforts to support our planet for the long-term. In 2021, Meow Wolf worked with a third party ([Apex Group](#)) to complete a Scope 1, 2 and 3 GHG Emissions footprint. This means calculating our company greenhouse gas emissions and is the first step in going carbon neutral. Now that we have our carbon footprint, we will be calculating how much carbon would need to be offset by the company to be Carbon Neutral by 2030.

### 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

# Respect for the Environment

1

**MEASURE**

Track Our Emissions

**WE ARE  
HERE!**

2

**OFFSET**

Purchase verified carbon credits  
to avoid and remove emissions  
across our sites.

3

**REDUCE**

Cut our brand's  
carbon emissions.

# RESPECT FOR OUR WORKERS

Meow Wolf's employees are creative, diverse, resilient and seriously into collaboration. We value our team and believe that our company should benefit the people who show up for us everyday.

The background features a vibrant blue-to-purple gradient. It is decorated with various abstract shapes: thick blue wavy lines, rounded rectangular bars in yellow, orange, and pink, and several solid circles in yellow, blue, green, and pink of different sizes.

## Respect for Our Workers

We have the best employees, and believe strongly that we must provide benefits that increase the social and financial wellbeing of our team.

Our team brings passion, creativity and experience to their work every day, and ensuring our employee core feels creatively nurtured and well is one of our biggest priorities. This year, we grew our employees to nearly 1,000 Shrimps!

## Respect for Our Workers

As our company expanded to new communities, we hired 630 new members to our team in 2021, with the majority hired as part of our new operations at Las Vegas' Omega Mart and Denver's Convergence Station. All employees are paid an individual living wage and are provided with benefits including healthcare, 401k plans, and flexible work schedules.

**630**

New employees  
hired in 2021.

**40%**

Of employees  
identify as BIPOC

**\$17.51**

Our company  
minimum hourly  
wage.

**~1,000**

Total employees as of  
December 2021.

**2817**

Hours of employee  
volunteer service.

## Respect for Our Workers

Meow Wolf believes in cultivating a culture of creativity.

### Showcasing our Las Vegas Employees

Though many of our employees do not work as artists in their daily jobs at Meow Wolf, we know that many are creators whose work deserves to be supported and recognized.

We partnered with the First Friday Arts Festival in Las Vegas this year to showcase the incredible artwork of six of our employees. For most, it was their very first time publicly showing and selling their art. Our Las Vegas Artist Liaison, Robin

Slonina, walked all the sponsored artists through the process of creating their display, setup, and vending, and successfully shared their art with the community.

We also revamped our conference room in Las Vegas to be a rotating employee art gallery. This will change seasonally and feature the work of our amazing employees.

## Respect for Our Workers



Omega Mart staff member displaying their art at First Friday's in Las Vegas, Nevada

“

*Selling at First Friday helped me to get me work out in the community. I gained more exposure along with each sale, and gained seller experience for future events. Specifically, I gained connections to other potential buyers that actually reached out after the event to buy my work.*

— Jasmin  
Las Vegas Retail

”

## Respect for Our Workers

Meow Wolf believes in cultivating a culture of creativity.

### Union Negotiations

In 2020, Meow Wolf voluntarily recognized the Communication Workers of America (CWA) as the union bargaining entity for the Meow Wolf Workers Collective (MWWC). Leadership at Meow Wolf and the MWWC have come together to reach an agreement, which includes wage increases across the bargaining unit, additional rest periods, participation in the company 401k match and the All staff appreciation plan, layoff protections, and a labor management committee.

### Volunteer Service

We aim for our employees to be involved with our community partners through volunteer opportunities to get our teams engaged across all of our locations. Several of our employees donate their time and resources not only by attending volunteer opportunities organized by Meow Wolf, but also by serving on boards of organizations and donating their time for artistic contributions such as leading workshops, graphic design, photography and much more.

## Respect for Our Workers

### Learning & Development

It's important for Meow Wolf to foster an environment of learning and inclusion. We prioritized opportunities for all of our employees to expand their knowledge in a variety of areas, including:

- CPR & First Aid Training
- Cultural Appropriation for Creatives
- Sexual Assault Awareness Training
- Transgender Cultural Fluency
- Inclusive and Affirming Practices
- Unconscious Bias
- Anti-Harassment
- Anti-Discrimination
- Local Histories of Indigenous Peoples

13

Trainings offered  
to employees.

2,817

Hours of employee  
volunteer service.

## Respect for Our Workers

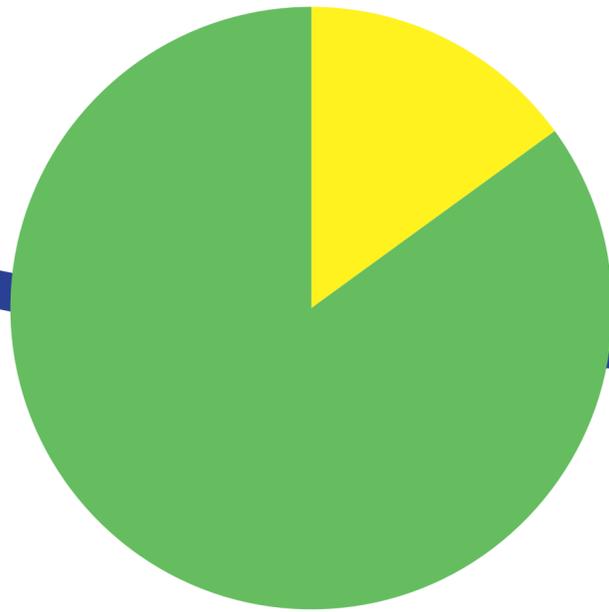
We believe in equity and inclusion. Meow Wolf has invested in our journey to be a more diverse, equitable, and inclusive organization.

### **Inclusion, Diversity, Equity and Accessibility (IDEA)**

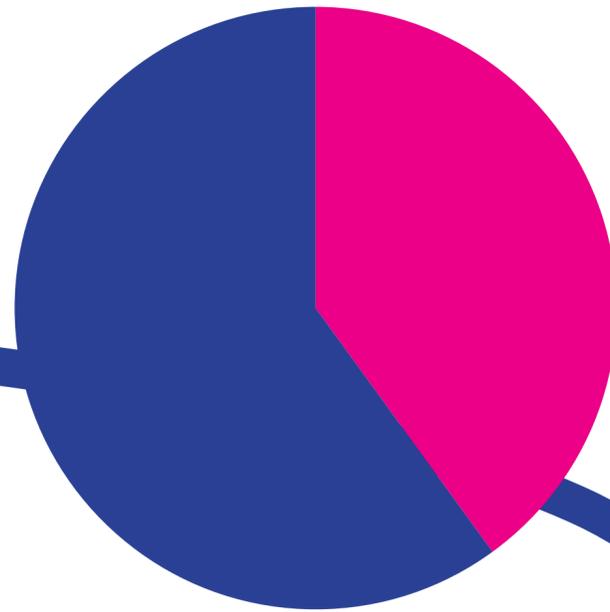
Meow Wolf has always promoted a culture of inclusion and belonging, and we know there is continual work to do to ensure that our organization is an inclusive and welcoming place for all employees. We are actively engaging employees in an IDEA working group that includes Human Resources, Attraction

Operations, and Social Impact employees! This working group helped create and implement a diverse recruitment strategy, piloted training for our employees, and generated goals for our work. We will continue to invest and grow our work with IDEA principles integrated into our company.

## Respect for Our Workers



29% BIPOC in 2020



40% BIPOC in 2021

# 53%

Of employees identify as Women

# 40%

Of employees identify as BIPOC

# 82%

Of employees are Millennials or Gen Z

# THANK YOU!

## 2021 has been a BIG year for Meow Wolf.

Our company grew tremendously to operate and support our newest exhibitions. We are now home to nearly 1,000 employees and have 3 permanent exhibitions open - Santa Fe's House of Eternal Return, Las Vegas' Omega Mart, and Denver's Convergence Station. Collectively, 1.5 million visitors passed through our doors this year to take a journey into the explorable unknown and see some sweet art.

We're excited to take the next step as a multi-state business in 2022 and see what's in store for Meow Wolf and our communities. As we expand the impact of our exhibitions, we remain committed to bringing more art to the world, to inspire creativity, and to transform our worlds.

### **Meow Wolf 2021 Impact Report**

Written by Danika Padilla, Christy Sakamoto  
and Noor-un-Nisa Touchon

Produced by Noor-un-Nisa Touchon

**To read more about our impact visit**  
<https://meowwolf.com/about/community>