



**MEOWWOLF**

**DENVER**

**2018 CORPORATE SOCIAL  
RESPONSIBILITY**





In 2008, a group of artists came together as a DIY art collective to create art and community in Santa Fe, NM. We formed Meow Wolf to provide a supportive and creative home to artists of all kinds. We are now home to nearly 250 artists across all disciplines including architecture, sculpture, painting, photography, video production, virtual and augmented reality, music and audio engineering, narrative writing, costuming, performance, and more.

Meow Wolf believes that artists should be paid and benefitted the same as any high-demand professional. Meow Wolf believes that successful companies, no matter how DIY and hard working, are obliged to provide support to their communities. For us, support looks like continually opening new portals for our community - in Santa Fe, Denver, Las Vegas, and beyond - to explore, create, and dream big for high community impact.

As we build and grow in Denver, Meow Wolf is making a commitment to our guests, employees, neighbors, and planet that we will be leaders in ethical business practice. 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 developed a Corporate Social Responsibility strategy for Denver.

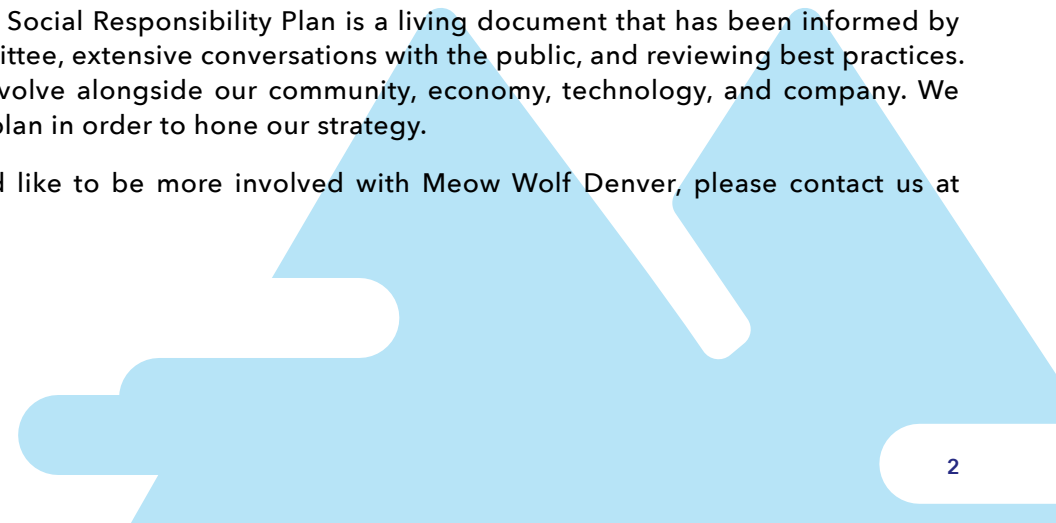
We will focus on four areas where our commitment and scale can make the biggest impact:

- Strengthening **Respect for Communities** by supporting and creating social impact
- Creating pathways and employment opportunities to increase **Respect for Artists**
- Operating an eco-friendly business model that has **Respect for the Environment**
- **Respect an Inclusive Economy** through responsible and local hiring practices

Meow Wolf's Denver Corporate Social Responsibility Plan is a living document that has been informed by our Community Advisory Committee, extensive conversations with the public, and reviewing best practices. This document will grow and evolve alongside our community, economy, technology, and company. We welcome dialogue around this plan in order to hone our strategy.

If you have feedback, or would like to be more involved with Meow Wolf Denver, please contact us at [Denver@MeowWolf.com](mailto:Denver@MeowWolf.com).

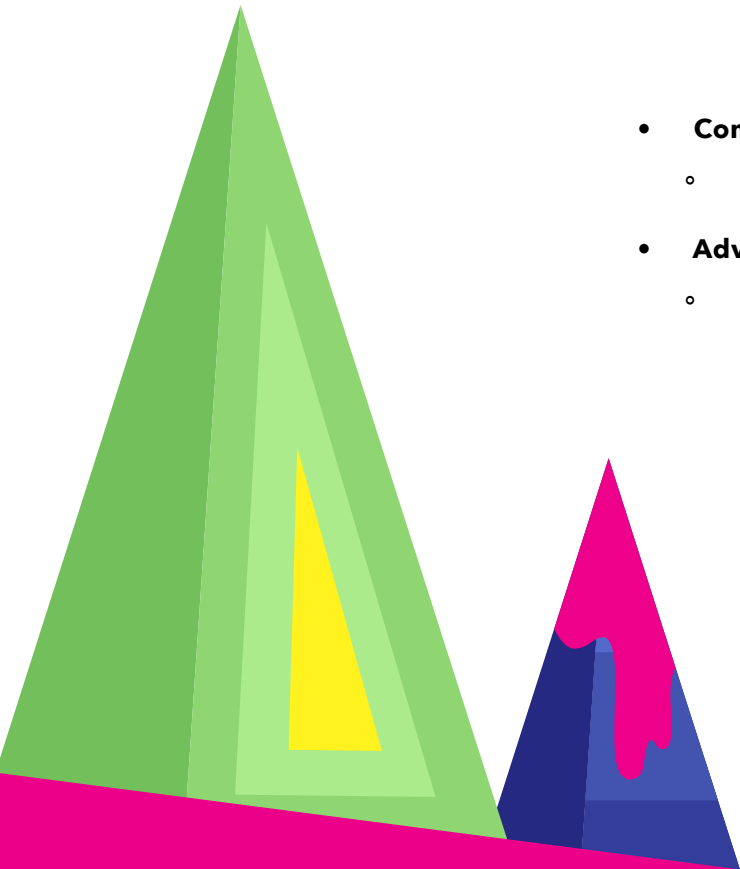
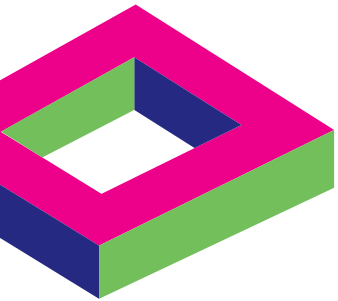
Vince Kadlubek  
Chief Executive Officer  
Meow Wolf, Inc



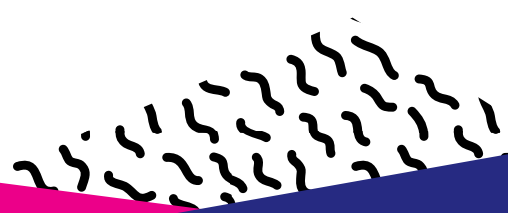
# RESPECT FOR THE DENVER COMMUNITY

*At Meow Wolf, a primary metric of our success as a business is our lasting community impact. We strive to support our community through a multi-faceted approach, including direct donations, community meetings, opportunities for artists, and being a catalyst for change. Meow Wolf is focused on building strategic relationships, partnerships and networks throughout Denver, so we can be a supportive force for the community.*

- **Community Advisory Committee:** In May of 2018, we formed a 15 member Community Advisory Committee (CAC) comprised of Sun Valley residents, community leaders, artists, nonprofit professionals, and business owners to inform how we grow in Denver. This committee will continue to meet monthly for the next two years to inform our Corporate Responsibility plan, philanthropy, outreach strategy, and events.
- **Community Outreach and Engagement:** We currently have eight Denver residents who have joined our Denver staff team, and we will continue to bring Colorado voices into our company. The Meow Wolf Denver team has had over 200 conversations with community leaders and organizations to build community and partnerships. By the end of 2019, our team will engage in over 300 meetings to continue these conversations and expand our outreach.
- **Philanthropy and Sponsorship:** The Denver community has a vibrant local art and philanthropy scene that supports, among many initiatives, youth resilience and creativity through programs in the arts. Our focus is to direct donations to and form strategic partnerships with organizations and non-profits who have existing programs that focus on underserved and marginalized youth to support their community work and expand access to programming.
  - We pledge to investing a percentage of the Meow Wolf Denver profits directly back into the Denver community through donations, sponsorships, and projects.
  - To date in 2018 we have donated \$250,000 to Denver events, non-profit organizations, and projects.
  - In 2019, we will donate an additional \$250,000 to sponsor organizations and projects, particularly those with a focus on Sun Valley, underserved youth, and the arts.
    - **Non-Profit Organizations:** Our priority for philanthropic efforts is to support high impact programs and projects that offer culturally relevant services to low income youth and youth of color. The CAC will advise on how our funds can be distributed to ensure that the process is equitable.
    - **Event Sponsorship:** We will balance our philanthropy by supporting established community events that focus on the arts.
    - **Programs and Workshops:** Central to our vision for Meow Wolf Denver is a large programming and workshop facility inside the venue. This space will open in 2021 with a focus on being an open community space, with free and low cost rental options.
    - **Education:** Once we open our facility, we will have a robust school and education program, which will offer free or greatly reduced ticket prices for public school field trips and school programs.
    - **In-Kind Support:** We will offer our staff's time and facility space to help organizations with the following in-kind support: Programs and Workshops, Fundraising, Marketing, Materials, Public Art, and Passes/Field Trips.



- **Community Accessibility:**
  - **ADA:** As we design and build Meow Wolf Denver, we are prioritizing cross-disability access to ensure that all visitors can fully participate and enjoy the exhibition. The Denver exhibition will be 90% ADA accessible.
  - **Resident Discounts:** We will offer a variety of discounted admission rates and free passes in order to ensure that our neighbors and community are able to visit Meow Wolf Denver.
    - **Colorado Reduced Admission:** Colorado residents will receive a 10% discounted admission any time they purchase tickets with a valid Colorado address.
    - **Seniors and Veterans:** Seniors and military veterans will receive discounted admission each time they purchase a ticket.
    - **Colorado Discount Days:** Once a month, we will offer 50% admission discount to Colorado residents who show a valid form of ID.
    - **Sun Valley Residents:** We will partner directly with Sun Valley organizations, non-profits and businesses to develop plans and distribute free passes on a recurring basis to residents. This includes Denver Housing Authority, Rodolfo "Corky" Gonzales Branch Library, Earthlinks, Sun Valley Community Kitchen, and the Sun Valley Youth Center.
- **Community Opportunity**
  - In 2019, we will explore programs that can provide training, internships, and other access for Sun Valley and West Denver residents to increase their access to jobs both at Meow Wolf and in the arts.
- **Advocating for Community Priorities**
  - In addition to soliciting feedback from Sun Valley and West Denver communities, we have been intentional about listening to the concerns of the people who call Sun Valley and West Denver home. While we cannot solve these issues alone, we plan to be a part of finding solutions by working with policy leaders and advocating for the local community. Some of the resident priorities are:
    - Access to affordable quality childcare
    - After school and summer opportunities for youth
    - Access to healthy, culturally relevant foods
    - Stable, safe, and quality housing options
    - Employment opportunities for youth and adults
    - Safe, walkable neighborhoods and reliable transportation



# RESPECT FOR ARTISTS

*Artists are core to who we are at Meow Wolf. We are committed to creating opportunities for a wide and diverse group of Denver artists to participate in the project, building long-term relationships with our company. We also understand the unique challenges that artists face in Denver, including gentrification, the increasing cost of living, and lack of living-wage jobs, and we will advocate for shifting a larger societal narrative about the financial worth of artists.*


- **Paid Opportunities**
  - We believe all artists should be paid a living wage for their work. We will offer opportunities to Denver artists on a full time, part time and contract basis for design, build, fabrication, and maintenance of the exhibition.
  - Once the exhibition is complete, we will provide on-going full and part-time job opportunities and contract work.
  - Meow Wolf is committing to showcasing and supporting local artists in our Gift Shop. We are developing an open application process with the goal of featuring 100 Colorado based artists in the Denver Gift Shop by the end of 2021.
- **Showcasing Local Talent in The Exhibition**
  - We are dedicating 40% of our Denver exhibit space to the work of artists from Colorado.
  - Meow Wolf Denver will prioritize and recruit diverse Colorado-based artists to submit proposals for the Denver Project. We have taken community feedback and input from our Community Advisory Committee to ensure a process that is inclusive to artists from a variety of backgrounds, and equitable to artists of color.
  - We are intentionally building a diverse group of allies and community leaders who are helping connect artists of color and/or from underserved communities into the exhibition through art and narrative.
  - We will hold two Ask Meow Wolf Workshops in 2018 to help local artists to prepare successful proposals and to provide feedback directly from Meow Wolf Art Directors.
  - We encourage artists to get in touch with us at any point in the process, and we have open communication channels at [meowwolf.com/get-involved](http://meowwolf.com/get-involved) and [denver@meowwolf.com](mailto:denver@meowwolf.com).
- **Catalyst for Change**
  - Meow Wolf strongly supports local artists, and will advocate for increasing the value of artists and art in the greater Denver community.
  - We will fairly compensate every artist for their work.
  - We will leverage our relationships to create more paid opportunities for local artists.
- **The DIY Fund**
  - Meow Wolf's DIY Fund will continue supporting DIY art and music collectives that typically do not receive outside funding, with a focus on funding Denver-based collectives.
  - We will establish local partnerships with DIY collectives to support their members and the community they create.
- **Culture of Respect and Inclusion**
  - We have adopted inclusive and proactive practices to hire and partner with artists who are people of color
  - Our company culture is one of respect and inclusion of a wide variety of artistic disciplines and experiences, through both formal training and self-teaching
  - We actively work to prevent cultural appropriation in our spaces and at our events

# RESPECT FOR THE ENVIRONMENT



*Meow Wolf is growing our business with renewable resources, conservation, and environmental stewardship as a pillar of our strategy. We believe that conservation efforts are essential to the long-term sustainability of our company and of our neighborhoods in Santa Fe and now in Denver. Additional environmental concerns, such as transportation and space usage, are also addressed in the following sections.*



- **Materials selection and reuse**
    - 100% biodegradable and/or reusable serving materials
    - 100% recycling at all of our locations
    - Selecting and utilizing local vendors and suppliers
    - Employee training and education on sustainability practices
    - Training opportunities to support a closed loop waste management system
  - **Energy Use**
    - Implementation of LED lighting and energy-saving lighting controls
    - High-efficiency VRF heating and cooling system, energy recovery fresh air ventilation and smart building controls
    - Installing solar panels on the facility by 2025, and striving for 30% energy generation from renewable sources
  - **Carbon Reduction Measures**
    - Selection of an urban infill site, with close proximity to light rail, bus lines, bike and pedestrian paths
    - Incentivizing employees to use public transportation, including MyRide cards
    - Encouraging employees and visitors to utilize alternative transportation, including biking, walking, public transportation and ride-share
    - Re-use of existing site paving materials
    - Development of safe and accessible outdoor public spaces
  - **Water Use**
    - Installing water refill stations and low flow plumbing fixtures
    - Selection of drought-tolerant and native plant species where possible, with low-gallonage irrigation
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# RESPECT FOR AN INCLUSIVE ECONOMY

*Meow Wolf anticipates being a major employer and contributor to the local economy in Denver. Our hiring practices will be designed to build a workforce that is diverse from top to bottom, with a priority on employing artists, Sun Valley residents and residents from neighboring communities. Meow Wolf Denver will be a business leader championing fair and equitable employment practices.*

- **Gender and Racial Equity:**
  - Meow Wolf Denver will prioritize hiring women and people of color to work throughout the company, in particular in positions of leadership, as well as building organizational policies and practices centering on equity and inclusion.
- **Women & Minority Owned Contractors:**
  - Meow Wolf Denver has committed to have 30% of our subcontracts come from Women and Minority Owned Businesses. This is higher than industry averages.
- **Safe Workplace:**
  - Members of the LGBTQ community will be welcomed to work at Meow Wolf Denver as a safe work space. Our staff will be trained to support LGBTQ people, and affirm their basic needs for an affirming work environment.
  - Meow Wolf will welcome employees with diverse cultural backgrounds.
  - Employees will be supported in accessing mental health care.
- **Living wages:** Meow Wolf's Denver wages will be scaled for the Denver economy and with input from our Community Advisory Committee
- **Employee benefits:** Employees will be provided with health insurance, flexible work hours, paid time off, opportunities for advancement, access to higher education, and supportive policies for parents and caregivers.
- **Local hires:** Meow Wolf Denver will spend 2019 designing hiring practices that ensure jobs for Sun Valley residents and neighboring zip codes.
- **Disability Inclusion**
  - We will actively enforce necessary policies, procedures, and pathways for people with disabilities to have employment opportunities

# COMMUNITY ENGAGEMENT STRATEGY

## Stage 1: 2018

- Community Advisory Committee formed
- Hire specialized Denver team members to perform outreach and advise Meow Wolf on relationship building and marketing strategy.
- Informational meetings with community organizations, businesses, public institutions, schools, and artists to create a landscape of the community and assess for partnerships.
- Contribute \$250,000 to local organizations and events, mainly for marketing and brand awareness activities.
- Host three public events to build relationships, transparency, and trust with the community.
- Release Meow Wolf's first Corporate Social Responsibility plan with our vision for community relationships and mutual respect.

## Stage 2: 2019

- Community Advisory Committee continues to meet monthly to set goals and policies within the extended Corporate Social Responsibility Plan, advise philanthropy, and steer community engagement.
- Present at 10 Community Events
- Stakeholder meetings with Sun Valley and West Denver community
- Sun Valley focus groups and resident gatherings
- Informational events across the Denver Metro Area
- Contribute \$250,000 in donations and sponsorships, shifting the focus to supporting community programs that engage underserved youth. This includes youth of color, LGBTQ, low income, disabled youth, immigrant youth, and other communities, primarily located in Sun Valley or West Denver.
- Support Denver's diverse art community by building two collaborative projects to work with and pay more artists.
- Develop equitable and transparent hiring strategies, focusing on employing underserved communities and artists.
- Acquire five memberships with aligned art, business, and community organizations
- Build 2020 Engagement Strategy

## Stage 3: Facility Completion

- Community Advisory Committee continues to meet monthly to set goals and policies within the extended Corporate Social Responsibility Plan, advise philanthropy, and steer community engagement.
- Implement equitable and transparent hiring practices, which include jobs and internships for the build of the facility, and in the permanent exhibition.
- Doors to the Meow Wolf Denver Exhibition open in late 2020
- Invest a percentage of Denver Exhibition profits directly back into the community through donations, sponsorships and collaborative projects.



# GOALS

## GOAL SUMMARY

AREA OF IMPACT	GOAL	STATUS	SEPTEMBER 2018 PROGRESS
Environment	Repurpose and donate as many demolition materials as possible.	New Goal	We have not yet broken ground on the Meow Wolf Denver site, but will be looking for all opportunities to limit waste..
Environment	Advocate and find partners for investments into the landscaping along the Platte River surrounding our facility	New Goal	We have had several meetings with the City of Denver and Mile High Connects to discuss partnership and revitalization.
Environment	Reduce our environmental impact by utilizing 100% biodegradable and compostable materials at all produced events.	New Goal	
Environment	Select local vendors for 75% of our printing needs.	New Goal	
Environment	Commitment to 100% biodegradable serving materials, and 100% recycling at our Denver facility.	New Goal	
Artist	Dedicate 40% of the Denver Exhibition space to Colorado artists.	25%	We are excited to work with hundreds of Denver and Colorado artists in the exhibition.
Artist	Open our next artist Request for Qualifications only to Colorado-based artists.	Complete	Our next artist RFQ opens September 28 and is open solely to Colorado based artists.
Artist	Develop and produce two Ask Meow Wolf Workshops, geared toward helping local artists learn more about our aesthetic and how to get involved in 2018.	2	Our Ask Meow Wolf Workshops are scheduled for October, and open to any artist or community member who would like to participate.
Artist	Establish local partnerships and projects to directly pay Denver and Colorado artists \$100,000 by the end of 2020.	\$10,000	Our Artist Workshops are scheduled for October, and open to any artist or community member who would like to participate.
Artist	Develop partnerships with businesses, city and state to hire 100 local artists for community art projects by the end of 2020.	11	We have partnerships with CU Denver, and Elitch Gardens.

# GOALS

## GOAL SUMMARY



AREA OF IMPACT	GOAL	STATUS	SEPTEMBER 2018 PROGRESS
Artist	Commit to featuring 100 Colorado artists in the Denver Gift Shop by 2021.	New Goal	Meow Wolf is committing to showcasing and supporting local artists in our Gift Shop.
Artist	Establish an Emerging Artist gallery in the exhibition that changes and showcases a diverse range of artists.	New Goal	
Community	Commit to 30% Minority and Women Owned businesses as sub-contractors in the Denver Project	New Goal	
Community	Create the Denver Exhibition to be 90% ADA Accessible.	New Goal	
Community	Establish 15 member Community Advisory Committee, and convene monthly meetings.	15	Our CAC is a diverse group of stakeholders, artists, and business owners in Sun Valley. They will continue monthly meetings through 2020.
Community	Create and hire a diverse team of 100 Denver based professionals to work on and advise on the Denver Project by 2021.	10	We have hired a diverse team of 10 focused on marketing and community outreach efforts.
Community	Contribute \$500,000 directly to Denver organizations, non-profits, and collectives by the end of 2020.	\$250,000	We have supported over 25 local organizations and non-profits through our philanthropy.
Community	Join five Denver based membership organizations to support local partners by the end of 2020.	1	We've joined Good Business Colorado.
Community	Plan and execute 12 Community Informational Events through 2019.	3	We have completed our CSR Release, and have two artist workshops scheduled for October.
Community	Commit to invest a percentage of Meow Wolf Denver profits directly back into the community in the form of donations, sponsorships and special projects.	New Goal	

# DENVER PROJECT TIMELINE AND ACKNOWLEDGEMENTS

## CSR ACKNOWLEDGEMENTS

We would like to thank the community of Denver, our Community Advisory Committee and countless partners who advised in the creation of our first Corporate Social Responsibility plan.

## OUR DENVER COMMUNITY ADVISORY COMMITTEE

Sheree Brown, Javier Flores, Angel Florencio, Kalyn Heffernan, Yessica Holguin, Mary Lovejoy, Carrie Makarewicz, Michelle Martinez, Hamida Mayange, Bianca Mikahn Shaw, Kia Ruiz, Kelly Shinn, Molina Speaks, Selena Ramirez, Ryan Wilson, and Luisa Zamora.

## WHAT IS THE MEOW WOLF DENVER PROJECT?

The Denver project will be Meow Wolf's third permanent exhibition, following Santa Fe in 2016 and Las Vegas in 2019. Denver will be the largest project to date. The exhibition will be a 90,000 square foot building built from the ground up and will include 60,000 square feet of immersive exhibition experiences over five floors. The building will include a full restaurant, bar, gift shop, and outdoor space among the Platte River.

## WHERE IS THE PROJECT IN DENVER?

Meow Wolf will activate an unusual and exciting site at the confluence of two important roadways and the Platte River, located just south of Elitch Gardens at the intersection of Colfax Avenue and I-25. The building will rise into a triangular space created by the viaducts of Colfax Avenue and I-25 and be visible from miles away by those who walking near the Platte or driving along either road. Sports Authority Field at Mile High is just across the river, and the Pepsi Center is within a quarter mile, just past the Auraria RTD stop.

## WHY DENVER?

Meow Wolf has longstanding ties to the community, and the more we visited, met the artists, participated in events, and understood the strengths and needs of the community, the more we felt certain Denver was the right home for the project. As we explored the possibility, the response and enthusiasm was incredible, confirming that Denver should be the place for this very special next-generation Meow Wolf immersive story exhibition.

## TIMELINE FOR DENVER

Projected opening is late 2020. Meow Wolf currently has eight Denver-based employees who advise us on our artist and community engagement efforts. We have also formed a 15 member

Community Advisory Committee of primarily Sun Valley and West Denver residents who consult with us on our corporate responsibility.

## HOW TO GET INVOLVED

As we draw closer to opening in 2020, there will be many opportunities to get involved. To submit a general inquiry, please fill out the online form at [getinvolved.meowwolf.com](https://getinvolved.meowwolf.com) or contact us via email at [Denver@MeowWolf.com](mailto:Denver@MeowWolf.com).



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