



Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
 Must be filed by March 31
 Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
 Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) ADVENTURE CREATIVE GROUP, GBC

2. The public benefit corporation's board of directors has reviewed and approved this report. (YES)

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information); Note: Use additional sheets if needed. (Required)

ATTACHING B-CORP ANNUAL REPORT THAT DOCUMENTS REQUIREMENTS AS A GBC, ADVENTURE USES B-LAB AS A THIRD PARTY STANDARD.

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Signature of Public Benefit Corporation's Chief Executive Officer

3/24/21

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

SCOTT@ADVENTURECREATIVE.COM

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

SCOTT MITCHELL

218-838-1616

Contact Name

Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?

Yes No



ADVENTURE™

General Benefit Corporation
2020 Annual Report

We move active brands forward.

Strategy and creative design that's human for brands with a soul.

We started Adventure with the Mantra "Be Better." We've lived it. It's part of our DNA. And now it's manifested into a purpose-driven focus for our company.

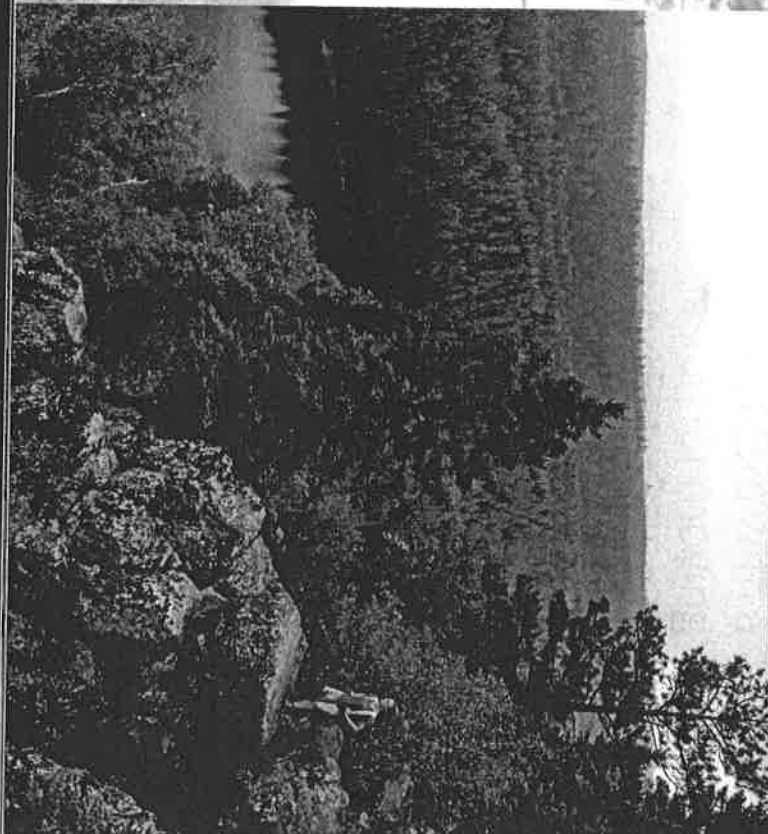
Adventure celebrates a rich history of operating under the base fundamentals of a General Benefit Corporation balancing purpose and profit. This year we formalized our positive impact on the world and industries we serve by becoming a recognized B Corporation; an appropriate 15-year celebration of our values, mission and purpose everyone within our organization has contributed throughout our history. As a B Corporation, Adventure is legally required to consider the impact of our business and work decisions on all stakeholders. Now we formally join like-minded organizations that strive to make a difference.

We are excited to share our company purpose and performance in this annual report. Because together it takes a committed community.



Scott Mitchell
FOUNDER, CEO
03.22.21





WHO WE ARE

Adventure is a strategic & creative consultancy that generates traction for active-lifestyle brands using a unique combination of end-to-end strategy, co-creation and industry expertise.


We are a shamelessly optimistic group of creative and strategic problem solvers with a passion for moving active brands forward.

We are small yet mighty, with the full-service capability of a large agency and thinking prowess of a business consultancy.

- Founded in 2005
- Proudly independent
- Experienced staff—average of 16+ years in the industry
- Category enthusiasts
- Entrepreneurial approach



We are a shamelessly optimistic group of creative and strategic problem solvers with a passion for moving active brands forward.



01

Our Vision

To help create
a world that
invites all people
to experience
the freedom and
restorative power
of nature.

02

Our Purpose

To bring joy
and discovery into
people's lives.

03

Our Values

- Integrity
- Passion
- Perseverance

Adventure is proud to work with leading national and international outdoor recreational and active-lifestyle brands. Contributing to the growth, profitability and success of these brands is our visible output. Passion, insight and values is our behind-the-scenes input.



People

Our Social Bottom Line includes valuing the mental, social and physical health of every employee, client and consumer as we work to bridge the opportunity gaps to get all people active in the outdoors.



Profit

For our Economic Bottom Line, we seek every opportunity to use our success and the success of our clients as a force for good while optimizing the broad interests of community stakeholders and their beneficiaries to support equitable micro-communities.



Planet

As part of our Environmental Bottom Line we practice Conscious Consumerism — “Mattannuta” — a defining principle of Buddhist Economics.

REMOTE WORK

Remote-working has been a big part of Adventure's culture from the beginning. Our employees have always been encouraged and supported in balancing their personal adventures with their work at Adventure. This has included traveling through Australia, studying abroad in England, pursuing higher education goals on the east coast, relocating to different states and more — all while remaining closely connected to the Adventure team. This flexibility offers freedom and empowerment to our employees while improving retention with a "borderless" work environment and structure.

This year we formalized our remote working environment, re-designing our Minneapolis and Seattle office working spaces to support enhanced collaborative discovery, planning and creation environments for teams.



Providing an enhanced work-life balance for staff and their families

Retaining employees who choose to relocate



Reducing overhead, while enhancing staff talent levels by being geographically neutral

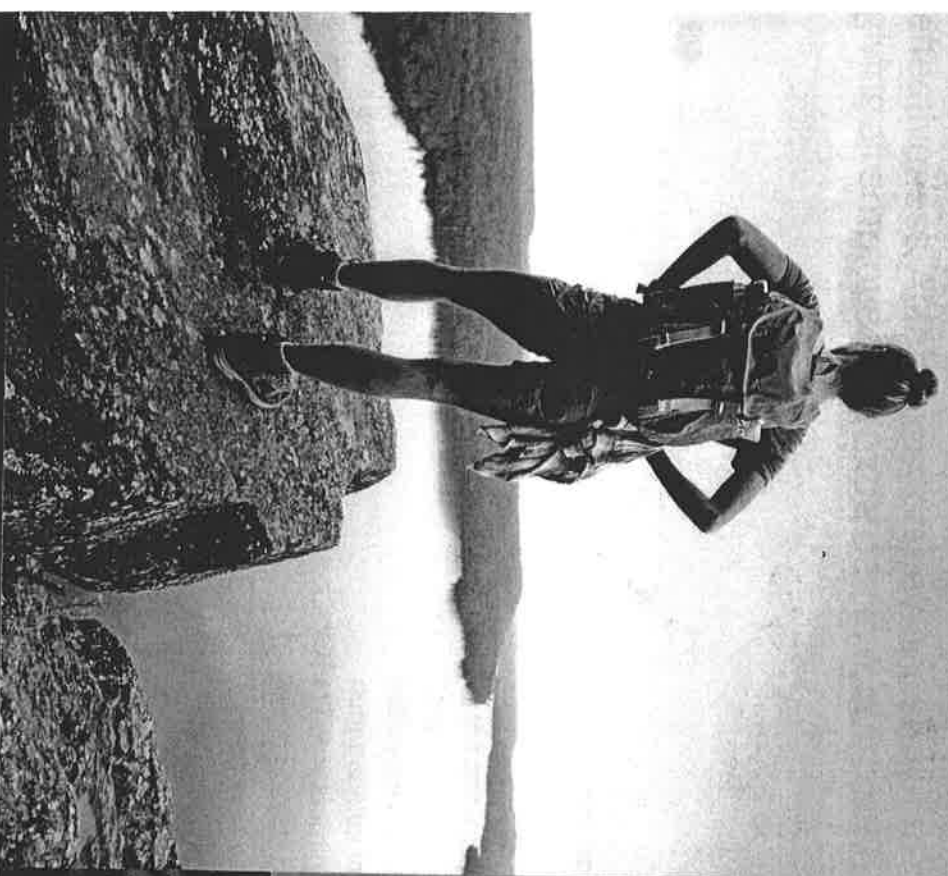
Creating leading co-collaboration processes, remote technology and new Minneapolis office functionality



Significantly reducing carbon emissions from personal and corporate travel

Significantly reducing consumption, waste and carbon emissions by closing two other physical offices in St. Cloud and Brainerd
Recycling office equipment and materials into the local professional community

And just as you start to
catch your
breath,
it's taken away
completely.



FIND YOUR
TRUE NORTH

#ONLYINMN

m EXPLORE
MINNESOTA



02

WORK LIFE BALANCE

Unlimited time-off policy (take what you need and earned, but leave no one hanging).

Adventure has always had an open vacation policy. But during a global pandemic, this policy was heavily leaned upon, enhancing company culture and our organization's effectiveness. At the onset of the pandemic we decreased hours without decreasing pay — giving all employees an extra day to focus on their personal health and well-being.



Provide an enhanced life balance for staff and their families

Encourage staff time outside for positive health and wellness

Promote an active lifestyle as part of our clients' brands and their identities

Value our company-wide Annual Day of Adventure where all staff explore new outdoor activities as personal development — paid by the company

Initiated a company "No Meetings Fridays" during shelter in-place orders, to help manage at-home learning, dual careers and general mental health

03

DIVERSITY, EQUITY & INCLUSION

Operating out of Minneapolis, Adventure was in the epicenter of our culture's recognition and evolving consciousness of social injustice in 2020.

Creating an Employee Resource Group early in 2020, Adventure engaged all staff to develop and execute corporate DEI initiatives. Along with our DEI consulting team, Adventure is establishing dedicated resources that will positively impact our staff as individuals, our culture at Adventure our client partners, and the world we operate and live in.



Equitably sourcing partners for their diversity and inclusion practices

Sourcing DEI partners and leading Minnesota and Washington Tourism Offices in inclusion messaging strategies

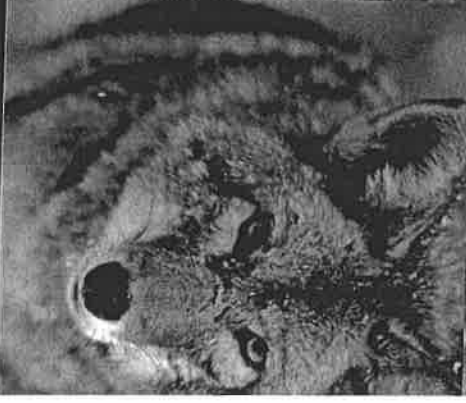
Participation in #CommitToChange with 600&Rising, an industry response to systemic racism

Staff-developed and -driven company Purpose, Mission and Value statements updated

Hired Dr. Tanya Williams and Bari Katz (a DEI consulting team) to lead Adventure in diversity sensitivity and social change process



MINNESOTA ZOO



04

SUPPORTING SMALL, LOCAL & INDEPENDENT BUSINESSES

Arguably no other industries were impacted as significantly by the global pandemic as the hospitality and active lifestyle industries.

Adventure invested heavily in support and execution of programs to encourage people to responsibly get outdoors and stay active, knowing that nature is a healing force. As vested partners in these industries, Adventure executed several programs in support of small and independent businesses, encouraging sustained early economic recovery.



Company-sponsored Let's Gear Up MN initiative encouraging purchases from local outdoor brands and independent dealers (in-kind value of \$55,000)

In-kind and cash donations of over \$80,000 to Minnesota and Washington Tourism Offices, including COVID visioning and planning

Donated over \$150,000 in-kind to UnitedHealthcare Children's Foundation (501c3), for a running total of over \$1.5 million

Supporting small local independent companies and organizations as corporate partners

Maintaining accounts payable within 15 to 30 days, regardless of our account receivables

Complete transparency of company financial planning and performance by leadership to staff



Launched and donated \$25,000 in-kind to The National Loon Center and the National Freshwater Institute (501c3), for a running total of over \$70,000

Donated over \$45,000 in-kind to the Minnesota Zoo and its Foundation

HIGHLIGHTED PHILANTHROPIC PARTNERSHIPS





66

● I DON'T WANT

TO END

UP SIMPLY

HAVING

VISITED

THIS WORLD

- MARY OLIVER

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

Adventure's Board of Directors has chosen B Lab as a third-party standard, seeking certification as a B Corporation in 2021 as a result of certification delays.

Adventure chose B Lab for its contributions in transforming the global economy to benefit all people, communities and the planet. B Lab is a leader in economic systems change; their global network creates standards, policies and tools for business, and certifies companies known as B Corps who are leading the way. Their community includes over 3,500 B Corps in 70 countries and 150 industries, and over 100,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. Having changed our Articles of Incorporation in 2020 and meeting all General Benefit Corporation requirements of the State of Minnesota, Adventure is excited to join this network in 2021. As measured by B Lab, Adventure is currently achieving a 93.6 overall impact score, and 81.3 operations score.

Adventure's Board of Directors approves this annual report.

Thank you.

Scott Mitchell

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OFFICE OF THE SECRETARY OF STATE
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Steve Simon

Steve Simon
Secretary of State