



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. File Number

2. Corporate Name: (Required)

3. The public benefit corporation's board of directors has reviewed and approved this report.

4. 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)

5. 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

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:

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:

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
2023 Annual Report

Where human-centric science
and the art of great storytelling
create authentic living brands.

Expertly Crafting Active Lifestyle Brands to Move

Our purpose to bring joy and discovery into people's lives is as relevant as it has ever been. We live in an age of rapid technological change. Worry is never in short supply with a constant barrage of bad news and existential threats. Joy and discovery are needed now more than ever. This continues to be the drum beat of our agency, not just for our employees but for the brands and consumers we partner with. We lead with a values-first approach and aim to tell stories that inspire new ways of thinking and being.

As a Benefit Corporation, Adventure is legally required to consider our impact on all stakeholders. We continue to invest in our local community with MN production crews for clients like Explore Minnesota and Minnesota Zoo, as well as local partners for services ranging from banking and CPA to our 401(k) fiduciary. As we continue to monitor BLab's changing requirements for certification that will be better geared for small and remote working organizations, we continue to invest in client relationships, community organizations and our team to live out our purpose in every way possible.



Scott Mitchell
FOUNDER, CEO
03.14.24



GIVE THE GIFT OF WONDER

GIFT CARDS | GIFT MEMBERSHIPS | DONATIONS

As we care for animals here, we invest wildlife conservation efforts worldwide. The gift of the Minnesota Zoo truly is the gift that keeps on giving. This holiday, wrap up the magic of the Minnesota Zoo.

MNZoo.org/Holiday



MINNESOTA ZOO

Explore membership levels at MNZoo.org/Membership



An Elevated Experience
 Get a fresh perspective of the Minnesota Zoo and its natural surroundings as you enjoy more than a mile of pedestrian trail, high above the animals and landscapes below.

Opening Summer 2023

TREETOP TRAIL
 AT THE MINNESOTA ZOO

Sponsored by:
HUNTING HILLS RECREATION



Come for the new Treetop Trail.

Step for this natural wonder of the Minnesota Zoo.



MAGICAL INSIDE OUT

From tropical rain forest experiences to 100+ tropical birds, welcome to a magical place for the flamingos, coral, and more. To explore this scene & more.

[LEARN MORE](#)

BECOME A MEMBER

A Zoo membership lets you enjoy this natural wonder — time and time again.

[LEARN MORE](#)

MINNESOTA ZOO

THE ANTICIPATION IS GROWING

Farm Babies | April 26 - May 19

It only happens once a year! Farm Babies offers a delightful up-close and personal experience with Minnesota farm animals and their new babies. Enjoy daily viewing and fun weekend activities. Get event details, tickets and membership pricing at MNZoo.org.

Presented by: **Apple Alices** | **Starbucks** | **Wendy's**

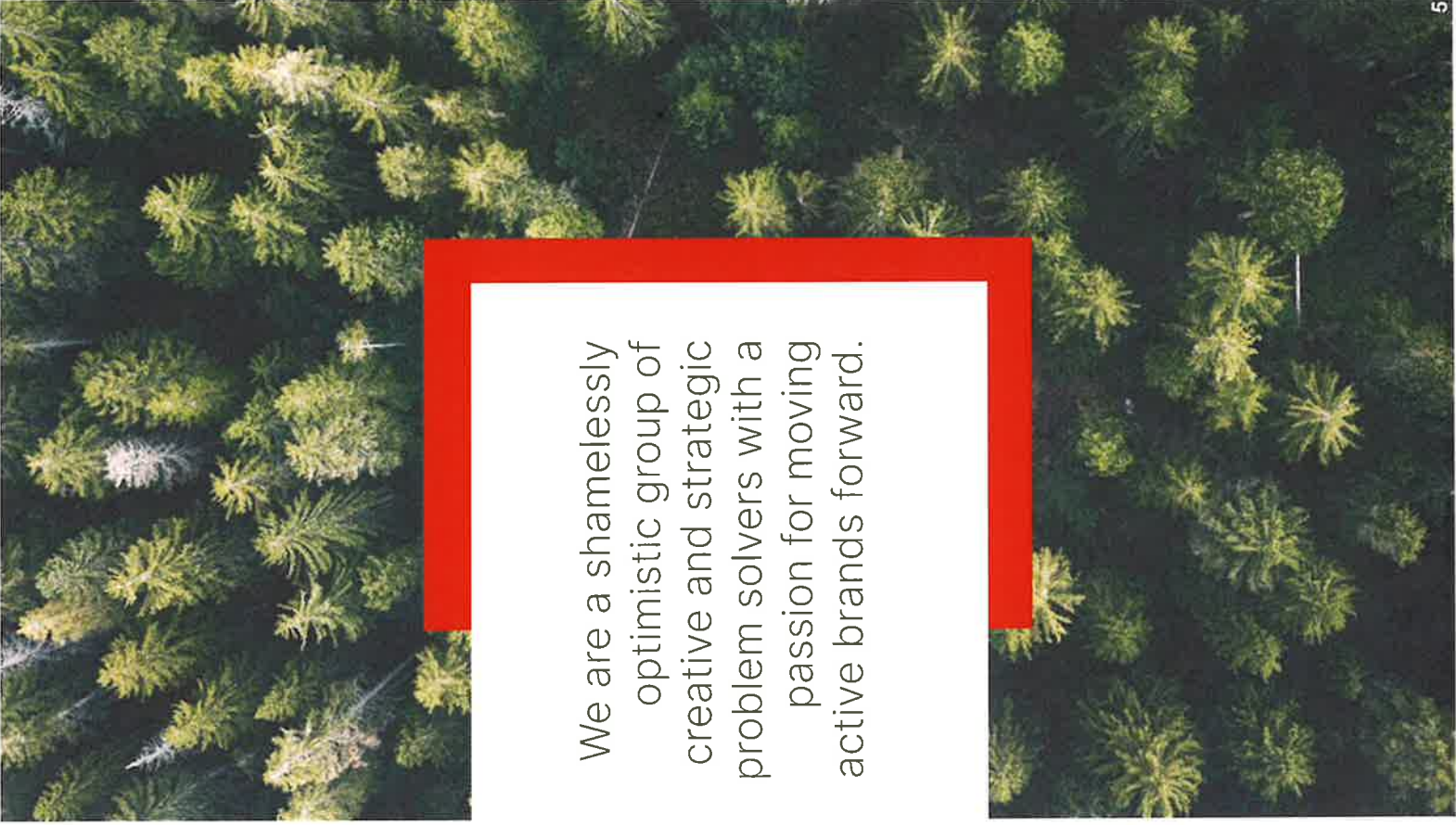
WHO WE ARE

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.

A close-up photograph of a wooden surface, showing the natural grain and texture of the wood in warm, golden-brown tones.

01

Our Vision

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

A photograph of water with a deep blue hue, showing a textured surface with ripples and reflections of light.

02

Our Purpose

To bring joy and discovery into people's lives.

A photograph of green leaves, possibly from a plant like a succulent, with soft lighting and a blurred background.

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 are 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.

01

DIVERSITY, EQUITY & INCLUSION

DEI remains a critical area of growth. We continue to learn together, with regular DEI discussions and educational sessions with external guest speakers. We are committed to centering diverse voices and working with diverse partners.

Over the last three years we've helped rewrite the narrative for Minnesota as a new kind of authentic destination – a place filled with a sense of adventure, culture and curiosity.

To ensure all audiences could consider Minnesota an engaging, safe and welcoming travel destination, we continued to put our work to the test (literally) with Ebony Marketing Systems, a national multicultural research firm.

Through focus groups with Black and Latinx travelers (both in and out of state), we evaluated past campaigns, tested new creative concepts and garnered insights on interests, activities and locations that would resonate. The research impacted our entire 2021 Spring/Summer campaign – the storytelling, casting, locations, edit and music selection.

Our Diversity, Equity and Inclusion campaign for Explore Minnesota earned a Bronze President's Adrian Award from HSMIAI.

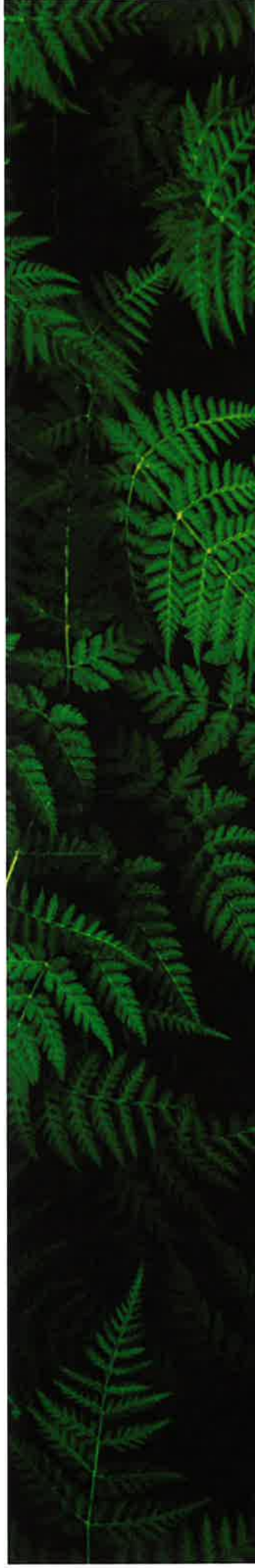


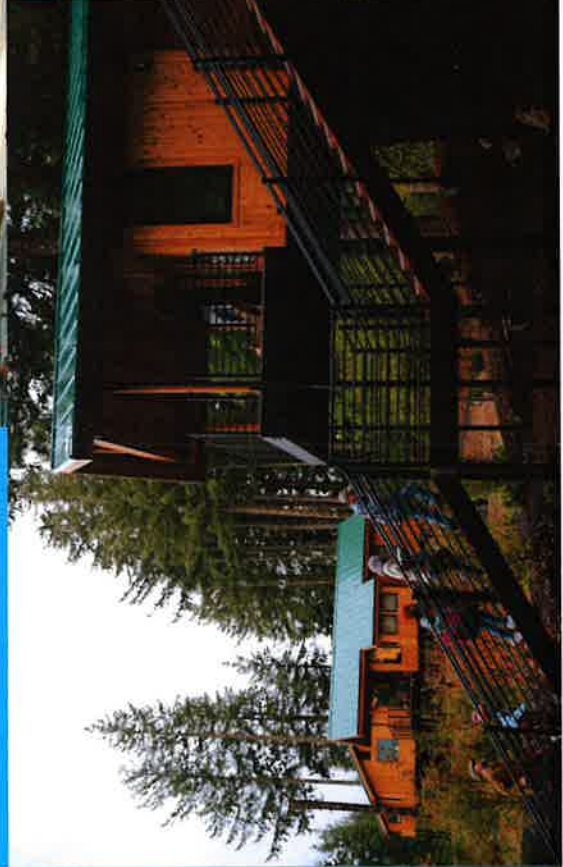
02

PROTECTING OUR WILDLIFE

In 2023, we launched the Lead-free campaign with the National Loon Center. Along with our partners at True Media, we will be able to secure ad placements in top publications including Fortune, Time, Forbes, Smithsonian, Men's Health, Harper's Bazaar, Town & Country, Esquire, Sports Illustrated and People.

We also began a new partnership with Voyageurs National Park Conservancy to help them prepare for the Park's 50th anniversary. We look forward to seeing the efforts come to fruition in 2024.





02

ONGOING INVESTMENTS

Work Life Balance




Unlimited vacation policy

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

Company-wide "No Meetings Fridays" to provide focused working time and more balance overall



Fully-remote model lowers agency's overall environmental impact

In 2023 began organizing a consortium of our partners to invest in a greater understanding and expertise in responsible travel.

Supporting Small, Local & Independent Businesses



80% of agency expenditures invested in local, independent businesses and partners, including banking, legal, accounting and production

Pro bono investment of over \$150,000 to Explore MN Tourism

In-kind services donated to the National Loon Center to launch a PSA campaign promoting lead-free fishing

We partner with small, local, independent companies and organizations

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

401k contribution program for employees



HIGHLIGHTED PHILANTHROPIC PARTNERSHIPS



MINNESOTA ZOO



WE CAST
ALL WORRY
AWAY

EXPLORE **m** MINNESOTA



IT WAS A
JOURNEY TO
ANOTHER
TIME

From long summer trips to short weekend getaways, the moments and memories we share together are the moments that shape us, and make special we are. Minnesota's that become part of us. Part of us. But 100% real to you. It's time to plan a summer getaway for you and yours.

EXPLORE **m** MINNESOTA



Scan to receive your
Travel Planning Kit



Pipstone National Monument



IT FELT LIKE THE
SKY NEVER ENDED

EXPLORE **m** MINNESOTA

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. We continue to be in the process of completing this certification, awaiting some updated requirements from B Lab.

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 continue our efforts in 2024.

Adventure's Board of Directors approves this annual report.

Thank you.

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