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Read the instructions before completing this form Must be filed by March 31 Filing Fee: \$55 for expedited service in-person an		41858 • Multi
The Annual Benefit Report covers the 12 month p Notice: Failure to file this form by March 31 of th status without further notice from the Secretary o	is year will result in the revocation of the co	rporation's public benefit
1. Corporate Name: (Required) Can Can W	Vonderland SBC	
2. The public benefit corporation's board of directors	s has reviewed and approved this report.	
3. In the field below, enter the information required (see instructions for further information): Note: Use a		overed by this report,
See attached		;
4. I, the undersigned, certify that I am the chief execut this document no more than 30 days before the docum current when signed. I further certify that I have cor- and correct and in compliance with the applicable am subject to the penalties of perjury as set forth in Jennifer Pennington	ment is delivered to the secretary of state for filing mpleted all required fields, and that the informa e chapter of Minnesota Statutes. I understand th	g, and that this document is ation in this document is true that by signing this document I
Signature of Public Benefit Corporation's Chief Exe	cutive Officer	
February 28, 2016		
Date (Must be dated within 30 days before the report	t 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 an	nd other notices:
jennifer@cancanwonderland.com		
Check here to have your email address excluded to	from requests for bulk data, to the extent allows	ed by Minnesota law.
List a name and daytime phone number of a perso	n who can be contacted about this form:	-
Jennifer Pennington Contact Name	612-670-9612 Phone Number	
Entities that own, lease, or have any financial inter with the MN Dept. of Agriculture's Corporate Far	est in agricultural land or land capable of be	eing farmed must register
Does this entity own, lease, or have any financial inter Yes X No	, , ,	g farmed?
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# **First Annual Benefit Report**

## Of

## **Can Can Wonderland, SBC**

## A Minnesota Specific Public Benefit Corporation-

December 31, 2015

#### **History of Can Can Wonderland**

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Chris Pennington had been an artist and a volunteer for the Soap Factory for years. He noticed that while art openings were well attended, the gallery was mostly empty during the remaining time. In addition, the nonprofit was struggling financially, as many nonprofits are. His day job as a Minneapolis high school teacher led him to the Ah-ha Moment. Instead of having a school hold a bake sale, why not build a bakery that funds a school. He decided to apply this concept to the arts. In 2006, Chris Pennington founded the artist-designed Haunted Basement at the Soap Factory, and Jennifer Pennington helped launch the program. It was a wild success. Now in it's 9th year, it generates almost \$500,000 for the Soap Factory each year.

During her tenure at the Walker Art Center, Christi Atkinson initiated and implemented the highly successful 2004 and 2008 temporary artist-designed mini-golf courses. Chris Pennington was commissioned to build a hole for the 2008 course. Building on his success with the Haunted Basement, he conceived of the idea to build a permanent artistdesigned mini-golf course that provides ongoing funding for the arts. He and his wife, Jennifer, began to explore the feasability of this idea. When development began to move forward on the Schmidt Brewery, the Penningtons knew they had found their ideal location. Atkinson joined the venture in 2012, and Rob Clapp joined the group in 2014.

On January 2, 2015, the organization rebranded itself as Can Can Wonderland, SBC and reincorporated as a public benefit corporation.

#### **Key Management**

#### Jennifer Pennington, CEO

Jennifer's experience working in both the for-profit and nonprofit sectors has given her a powerful skill set that includes knowledge and experience in fundraising, human resources, marketing, financial management, organizational theory, conflict resolution, community outreach, research and evaluation, and program development. She possesses the ability to see the grand vision as well as the details. She understands when it is necessary to direct, delegate, or coach. Her organization skills combined with the creative resourcefulness of working in small nonprofits has already benefited Can Can Wonderland in many ways from a prestigious national grant award to pro bono legal work to placing in a highly competitive business competition.

For the past five years, Jennifer has been working as a nonprofit consultant. She also is an adjunct faculty member at Metropolitan State University where she teaches a course on "Leadership in Organizations and Public Life." She has over 18 years of nonprofit management experience. Jennifer has also sat on a number of nonprofit board of directors including the Art Shanty Projects, Twin Cities Mobile Market, Minnesota Chapter of the American Society for Public Administration, Early Childhood Resource & Training Center, and Sociologists of Minnesota. She has a Masters in Public Administration from Hamline University's School of Business. In 2013, former St. Paul mayor, Jim Scheibel, named her an Opportunity Nation Leader.

#### Rob Clapp, CFO

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Rob Clapp is positioned to be CFO after months of fact finding and painstaking research, data collection, etc. He has been successfully self-employed for 14 years, is an entrepreneur, and well-versed from consulting with other business owners. He is familiar with all facets of real estate, including marketing, and the creator of Summit Group. He impressively won the 30 under 30 award from Realtor Magazine as well.

Rob Clapp is the owner and real estate broker of Summit Group / KW Commercial where he has represented a number of local restaurants, bars, and arts organizations. He also has great management experience in restaurants. In 2010, he completed Wilder Foundation's Neighborhood Leadership program.

#### Christi Atkinson, Artistic Director

In 2004 and 2008, Atkinson initiated and implemented the highly successful artistdesigned outdoor mini golf courses at the Walker Art Center, both of which exceeded attendance and revenue goals. Her experience with Walker is invaluable as she spearheaded the artist designed mini golf there. This was originally intended to be a one time exhibit but was wildly successful. Christi also has executive experience with managing employees and volunteers, and a strong connection with youth. These attributes are topnotch and invaluable to our Executive Team.

Atkinson was the Associate Director of Education at the Walker Art Center in Minneapolis from 1996 -2008. Atkinson launched the Teen Arts Council, a visionary program designed to connect teens with contemporary art and artists that now serves as an international model for alternative education formats. Atkinson also directed the Walker's Public Programs, Interpretive Programs, Teen Programs, and mnartists.org.

In addition to her work at the Walker, Atkinson was the Chief Curator at The Soap Factory from 1993 - 2001. Under her leadership, The Soap Factory grew from a small storefront renting in downtown Minneapolis to the owner of a 48,000 sq. ft. warehouse along the Mississippi River; the budget increased more than ten-fold, and the organization became an internationally known art site. From 1996-2000 Atkinson worked as the Arts Director for Kulture Klub at Project OffStreets, a program which develops and guides interactions between artists, arts organizations, and homeless youth. She is also a former member of the Education Department at the Museum of Modern Art, NY.

#### Chris Pennington, Creative Director

Our Creative Director Chris Pennington is an experienced artist who has worked with the Walker Art Center, the Soap Factory, and many other venues and events in the Twin Cities. He has a knack for creating cool events that everyone wants to experience for themselves. Chris also worked for Minneapolis Public Schools for 16 years where, as a teacher, he developed many innovative new programs.

Chris has worked in many mediums including music, film, sculpture, and installation. He has found the most enjoyment creating work that lives outside of art galleries and encourages participation and exchange with the audience. This has lead Chris to create several iconic Twin Cities events including the Soap Factory's artist-designed Haunted Basement, Ten Second Film Festival, Community Water Balloon Fight, and Liberty Parade.

#### **Highlights of the Year**

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In January 2015, we put out a call for artists to build an 18 hole artist-designed mini golf course. We received over 200 proposals from all over Minnesota and as far away as Australia. Three elementary & middle school teachers wrote curriculum around our proposal, encouraging their students to use art, math, and physics concepts to develop and submit mini golf proposals in our "design" category. We selected two of these youth proposals for our mini golf course. Proposals for all 18 mini golf holes were selected and accepted in March 2015. We were pleased to have a range of young and old, emerging artists and established artists be part of this group.

When we obtained a lease at 755 North Prior Avenue, artist, Karl Unnasch conceived of the idea to build stained glass around the water tower on the property. The stained glass would be lit from behind, creating a beautiful beacon of public art for the Creative Enterprise Zone and St. Paul. He was awarded a Knight Arts Challenge grant, and, at our urging, the building owners matched the grant. This demonstrates how we have attracted additional investment in the arts. The water tower, which is expected to be completed in September 2016, will contribute to the vibrancy of the Hamline Midway community and provide an exterior visual of what is happening inside our building.

# With regard to the period covered by this report, January 1, 2015 to December 31, 2015, Can Can Wonderland, SBC pursued the specific benefit purpose stated in its articles in the following ways:

In 2015, we worked with over 65 artists including mini golf artists, muralists, photographers, videographers, design, an architect, a jeweler, and a potter. \$132,539.91 went to artists. For most, this amount represented the first half of payment for mini golf holes. The second half will be paid in 2016 upon installation and completion of the mini golf course.

Our partnership with Ecoset resulted in numerous in-kind donations which we have shared with our artists and arts partners. The donations ranged from raw materials for artistic use to props and sets that will be reused by artists and arts organizations. The following is a description of how we believe we succeeded in achieving the goals of our specific benefit purpose.

In 2015, we worked with 65 artists of varying disciplines including design, fabrication, architecture, sculpture, murals, photography, videography, jewelry, and pottery. The artists ranged from emerging artists to established artists. It is important that we are inclusive of emerging artists because it provides opportunities for them to expand their skill set and to grow as an artist.

We hired one FTE Project Manager who was paid a salary commensurate with the market, and worked with the mini golf artists.

We have established partnerships with a number of arts and community / civic organizations including educational institutions.

The following is a description of what prevented us from achieving the specific benefit purpose, to the extent that we did not pursue or create the specific benefit purpose in this reporting year.

As of December 2015, we were still raising capital and waiting for our demo permit and building permit from the city. Construction had not yet started. Despite not yet being open, we believe we did achieve our specific benefit purpose by working with a demographically diverse group of artists of varying artistic disciplines, investing in the arts, and attracting investment for the arts.

### CERTIFICATION BY THE BOARD OF DIRECTORS

The undersigned, being all the directors of Can Can Wonderland, SBC, hereby acknowledge and certify that we have reviewed and approved the enclosed First Annual Report.

Christi Atkinson

**Rob** Clapp 1 Chris Pennington

**Jennifer** Pennington

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## Work Item 883820900030 Original File Number 803420300034

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Steve Simon Secretary of State