

# 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

# Showcraft GBC

## Minnesota Annual Benefit Report 2022

### Overview & Third-Party Standard

In 2022, Showcraft GBC (which acquired Showcraft, Inc. in 2021) celebrated its 26th anniversary as a leading trade show exhibit producer serving clients across multiple industries with the stated purpose of empowering human connection.

Showcraft GBC's leadership has selected the B Impact Assessment (BIA) as its third-party standard for benefit reports. Used by more than 100,000 businesses worldwide, the BIA remains the most widely used impact measurement and management tool for businesses to measure, compare, and improve their social and environmental impacts. The BIA is governed by the non-profit organization B Lab and meets the statutory requirement that the third-party standard must be comprehensive, credible, transparent, and independent. More information about both the BIA and B Lab can be found at [bimpactassessment.net](https://bimpactassessment.net).

Benefit corporation statutes require a benefit report to include narrative responses to a specific set of questions. Below are our responses to those statutory questions.

### **Describe the ways in which the benefit corporation pursued general public benefit during the year and the extent to which general public benefit was created.**

Showcraft GBC's purpose is to empower human connection. In 2022, Showcraft GBC took meaningful steps to align with the BIA on matters of Governance, Workers, Community, Environment, and Customers.

#### **Governance**

- Updated employee handbook with employee input to better meet needs and expectations
- Continued to incorporate social and environmental impacts in our decision-making

#### **Workers**

- Expanded employee benefits to include an Emergency Savings Account (ESA) option that includes an employer contribution

#### **Community**

- Reconfigured all bathrooms in our offices to be gender neutral

- Participated in the Mayor of Burnsville's CEO Roundtable to engage on local community issues, particularly in the area of environmental sustainability

#### **Environment**

- Awarded with the 2022 Sustainability Award from beMatrix, a leading environmentally sustainable supplier in the exhibits and events industry
- Undertook a materials and supplies review to ensure that we are using the most environmentally sustainable materials available in our exhibit design and construction

#### **Customers**

- Developed an ideal client profile (ICP) that includes social and environmental impacts as a key criteria for partnership

#### **Describe any circumstances that hindered efforts to pursue or create general public benefit.**

The continued effects of the COVID-19 pandemic continued to adversely impact normal business operations, especially the impacts of the Omicron variant in early 2022.



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*Steve Simon*

Steve Simon  
Secretary of State