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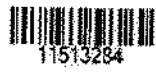
Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A

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) _Can Can Wonderland_

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

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)

> Please see report attached.

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

3/30/2020

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:

teal@cancanwonderland.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:

Teal Picka   _612-242-7593_
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 ☒

Impact Analysis Baseline

ECOTONE ANALYTICS

William Nielsen, MPA
Timothy Roman, MBA
Stephanie Shekels, BA

Impact Baseline for Can Can Wonderland:

An Economic Engine for the Arts

About this Report

Ecotone Analytics conducted this impact baseline for Can Can Wonderland. This baseline report considers the impact generated from Can Can Wonderland and its work as an economic engine for the arts.

About Ecotone Analytics

Ecotone Analytics is an impact accounting organization that does benefit-cost analysis for clients' social and environmental impacts. Combining evidence-based research analysis and monetization of impact outcomes, Ecotone derives a social return on investment ratio and identifies the key stakeholder groups to whom those impact benefits accrue. Results are communicated using a proprietary visualization of the flows of value that result from the initial investment.

Logic Model

The following table [see next page] shows the logic model, identifying the planned inputs, activities, and outputs for Can Can Wonderland, and from there, describing the outcomes accruing from these outputs. The outcomes can be distinguished by whether they were short-term outcomes, intermediate outcomes or long-term outcomes (those achieved indirectly from the short-term and intermediate outcomes). Last are the impacts directly attributed to Can Can Wonderland. The logic model serves as a map for future analysis, as intermediate and long-term outcomes are those we seek to monetize to estimate an SROI.

continued / Logic Model

Logic Model 1: Can Can Wonderland

Customers/Public Centric

Inputs	Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes	Impact
• Customers • Public	• Mini Golf • Performance Stages • Artists teaching children • "Affordable" Programming	• # of Visitors • # of Types of Performance/Art • # of Children • $ Revenue • # Wait Time (in hours or minutes)	• Reduced barriers to Art, Increased inclusion	• Increased Arts Education • Internalized Role Modeling • STEAM Programming Access/Modeling • Self-Control • Socialization • Social and Emotional Learnings	• Fond, warm memories • Empathy • Diversity of people and ideas • Improved mental and physical health • Multi-generational bonding • Increased school achievement • STEAM Career Path / Increased Lifetime earnings	• Social Value of Art-in-Communities • Increased individual well-being and community vitality

Artist Centric

Inputs	Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes	Impact
• Artists • Creatives	• Mini Golf Build Out • Performance Opportunity • "Broad" RFPs • Standards for "Art-as-Business"/"Art Entrepreneurship" • Fair Valuation of Art and Work	• # of Performances • # of Artists • # of Artists Paid • # of "Local" – Counties or Communities • # of RFPs • $ RFPs • $ of Artists on Retainer	• Space to do Art • More Practice/Performance • "Pilot" Space • Participatory	• Fair-Market Payor • Mentor/Peer Access • Collaborations • Access to Customers • Responsible Production	• Valued/Validated Mental Health • Wealth Building for 2nd Generations • Increased bridging and bonding social capital for artist communities	• "Artist" is a viable career path

Organization Centric

Inputs	Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes	Impact
• Real Estate • Build-out Budget • Operating Budget	• Construction • Operations • Partnerships • Investments/Investors	• # of Buildings • # of Mini Golf Holes • $ Economic Impacts	• Increased Local Spending • Increased Local Employment	• Increased resources brought to community and neighboring properties	• Change Culture of Venue and Municipality	• $ Indirect Value • Catalyzed Business Value • Art Value on Property Value

Impact Baseline Report for Can Can Wonderland

Impact Communication

The Impact Management Project (IMP) has developed a set of 5 dimensions of impact in order to help build consensus and a common language when organizations and investors discuss their impact. This has been a rapidly growing field, and future alignment of Can Can Wonderland's impact with the 5 dimensions could help attract additional investment.

Table 1 details what these dimensions consist of. They serve as an important guide to recognize what components are necessary to fully communicate impact as well as where further information and/or research may be needed. Table 2 details Can Can Wonderland's Five Dimensions of Impact.

Table 1: Impact Management Project's Five Dimensions of Impact Defined

Impact Dimension	Impact Questions Each Dimension Seeks to Answer
☐ WHAT	• What outcome occurs in period? • How important is the outcome to the people (or planet) experiencing it?
◯ WHO	• Who experiences the outcome? • How underserved are the affected stakeholders in relation to the outcome?
≡ HOW MUCH	• How much of the outcome occurs–across scale, depth and duration?
+ CONTRIBUTIONS	• What is the enterprise's contribution to the outcome accounting for what would have happened anyway?
△ IMACT RISK MITIGATION	• What is the risk to the people and planet that impact does not occur as expected?

Impact Management Project: Creative Commons Attribution-NoDerivatives
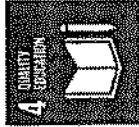
continued / Impact Communication

Table 2: Can Can Wonderland's Five Dimensions of Impact

Can Can Wonderland's FIVE DIMENSIONS OF IMPACT	
□	**WHAT:** Can Can Wonderland is an economic engine for the arts and a placemaking entertainment anchor for cultural and economic development.
○	**WHO:** Community members ages 5-85, artists, and the GDP of city
⚞	**HOW MUCH:** • Increases in pro-social behaviors due to art engagement for ages 5-85 • Increase in viability of an art career • Art's effect on property value/safety/GDP/community conscience
+	**CONTRIBUTIONS:** Pending Ecotone Full Analysis
△	**IMACT RISK MITIGATION:** • Stakeholder engagement risk: Low – driven by artists and community • Execution Risk–in terms of business itself: Medium • Social Impact Execution: At Risk – not strategic about measures or causal chains of activities, can be increased • Evidence Risk: Ecotone analysis can mitigate risk by modelling how activities chain together • Alternative Model Risk: Mitigated – mini golf is accessible and alternative use of capital

Impact Management Project: Creative Commons Attribution-NoDerivatives

The United Nations Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all and include 17 distinct goals. They serve as an easily recognizable marker of agreed upon impact areas for stakeholders. Table 3 on the following page provides a description of the specific goals and targets with which Can Can Wonderland aligns. *For more information on the United Nations Sustainable Development Goals: un.org/sustainabledevelopment*

Table 3: Can Can Wonderland's alignment with the United Nations Sustainable Development Goals (UN SDGs)

UN SDGs Goals and Targets

Goal 1: End poverty in all its forms everywhere

Target 1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

Goal 3: Ensure healthy lives and promote well-being for all at all ages

Target 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Target 4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Target 8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries

Target 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

Goal 10: Reduce inequality within and among countries

Target 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Goal 12: Ensure sustainable consumption and production patterns

Target 12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

Community Indicators

The 3 value tracks—Social/Community Value, Artist Support Value, and Regional Economic Value—are based on key areas of impact and derived from analysis of the logic model.

Some states and organizations collect community indicator data to understand community health, well-being, and progress. Table 4 includes examples of common community indicator data.

Table 4: Community Indicators Aligned by Value Track

Value Track	SDG	SDG Indicator	Examples of Community Indicators
Social / Community Value	3 - Good Health & Well Being 4 - Quality Education 10 - Reduced Inequality	3.4 4.3 4.4 10.2	Perceived Health Readiness to Learn Participation in the Arts
Artist Support Value	1 - No Poverty 3 - Good Health & Well Being 4 - Quality Education 8 - Decent Work & Economic Growth 10 - Reduced Inequality 12 - Responsible Consumption & Production	1.4 3.4 4.3 4.4 8.1 8.3 10.2 12.B	Artist Unemployment Perceived Health Retail Sales
Regional Economic Value	8 - Decent Work & Economic Growth 12 - Responsible Consumption & Production	8.1 8.3 12.B	Revenue Retained Earnings Employees Wages Paid Construction Phase Industry Code Zip Code Operates in LIC Operates in OZ

Literature Insights

As a part of our research to inform our logic model creation, we aggregated content from numerous resources that may be used to support Can Can Wonderland's future impact measurement and management. The following pages are divided into literature insights for the 3 value tracks: Public/ Customers/Students, Artists, and Organization/ Economy.

PUBLIC / CUSTOMERS / STUDENTS

Engaging in creative arts is shown to reduce anxiety and improve mood

"CATs and creative arts interventions seem to have a positive impact on perceived stress and stress management. They reduce anxiety levels and improve subjects' mood" (Martin et al., 2018).

Taking more arts courses in high school is associated with higher rates of college graduation, including for low-income students

"High-arts, low-SES students were more likely to both attend and finish college than low-arts, low-SES students: 71 percent of high-arts, low-SES students attended college after high school, compared to 48 percent of low-arts, low-SES students...Though this report showed correlation, not causation, on all these results, it is still encouraging that the benefits of high-arts environments appear especially strong for disadvantaged students, offering a possible strategy that schools can use to address their achievement gaps" (O'Brien, 2013).

There is still additional research needed to better understand mental and physical health benefits from the arts

"Although there is evidence that art-based interventions are effective in reducing adverse physiological and psychological outcomes, the extent to which these interventions enhance health status is largely unknown" (Stuckey and Nobel, 2010).

Viewing artwork can activate the parts of the brain that sense pleasure and reward as well as emotional regulation

"...neuroimaging studies highlighted that immediate emotional responses to artwork and low-intensity enduring changes in affective states (cf. Scherer, 2005; for the distinction of emotional response and affective state) are associated with recruitment of brain circuitry involved in emotion regulation, pleasure, and reward. Thus, for instance, images rated as beautiful elicit activity in reward-related areas, such as the medial orbitofrontal cortex, and are associated with higher reward value than those rated as ugly..." (Mastrandea et al., 2019).

Increased enrollment in arts courses is associated with higher SAT scores

"Multiple independent studies have shown increased years of enrollment in arts courses are positively correlated with higher SAT verbal and math scores. High school students who take arts classes have higher math and verbal SAT scores than students who take no arts

continued / Literature Insights

classes. Arts participation and SAT scores co-vary—that is, they tend to increase linearly: the more arts classes, the higher the scores. This relationship is illustrated in the 2005 results shown below. Notably, students who took four years of arts coursework outperformed their peers who had one half-year or less of arts coursework by 58 points on the verbal portion and 38 points on the math portion of the SAT" (Ruppert, 2006).

Children who learned to interpret art were able to transfer the skill to interpreting images in science class
"A group of 162 children, ages 9 and 10, were trained to look closely at works of art and reason about what they saw. The results showed that children's ability to draw inferences about artwork transferred to their reasoning about images in science. In both cases, the critical skill is that of looking closely and reasoning about what is seen" (Ruppert, 2006).

There is room for improving Minnesota children's access to arts instruction
"...76 percent of students attend schools that report they provide at least some arts instruction" (Minnesota Citizens for the Arts, 2019).

ARTISTS
Supporting a network for artists to engage with can reduce job insecurity for those artists
"Many cultural economy sectors depend on the availability and maintenance of dense social networks that enable the dissemination of information on

employment opportunities, new talent, products, and techniques which, in turn, reduce business costs and alleviate risk in a highly insecure job market" (Grodach, 2011).

Art spaces provide multiple types of value to artists
Art spaces can:

- serve neighborhood anchors and/or support local revitalization

- serve as a venue for outreach and community involvement

- may incubate new talent and stimulate creativity

- may function as a community center for artists (Grodach, 2011)

Art spaces can build bonding and bridging social capital for artists and the community more broadly
"Finally, art spaces may build social capital— the trust, mutual understanding, and collective identity that roots cultural communities to place. Building social capital for individuals may reinforce the social networks that enhance involvement and economic development within a community (bonding social capital) (Grams and Warr 2003; Seifert and Stern 2010) as well as create access to new resources and opportunities and increase the potential for interaction and collaboration across cultural sectors (bridging social capital)" (Grodach, 2011).

Many artists in Minnesota would benefit from increased market access

"24 percent of self-identified artists in Minnesota are employed full-time as artists, 42 percent are employed part-time, and the rest, 34 percent, are retired, hobbyists or students" (Minnesota Citizens for the Arts, 2019).

ORGANIZATION / ECONOMY

Cultural assets have three forms of economic impact

1. Consumption value e.g. value received by both users and non-users
2. Economic activity in the short run from new spending through employee income, tax revenues, job creation
3. Productivity and economic development in the long-run e.g. increased property values, increased productivity from students' improved educational attainment

(Seaman, 2011)

The arts as an industry is of increasing economic importance to society

"Five million Americans are employed in arts and culture-related industries. The sector has expanded faster than the total economy every year since 2012, and its contribution to GDP is greater than agriculture or transportation" (Wolff, 2019).

Governments are major beneficiary of the arts industry

"[Minnesota] State and local government revenue from the arts exceeded $245 million, including income and sales taxes" (Minnesota Citizens for the Arts, 2019).

Key Performance Indicators and Recommendations

To begin signaling the impact for customers, artists and the community, we recommend Can Can Wonderland collect output data (see *logic model, page 4*). Table 5 to the right recommends Key Performance Indicators (KPIs) for the management of Can Can Wonderland's impact. *Note: The IMPLAN Economics KPI refers to Regional Economic impact variables such as revenue, construction costs, retained earnings, employee compensation, number of employees;*

Beyond collecting KPI data, we recommend Can Can Wonderland home in on the impact signal by surveying artist partners, regarding Can Can Wonderland's impact as an economic engine. Surveys could include questions relating to:

- How artist sales have changed since engagement with Can Can Wonderland
- How many shows artists have held in part or due to their exposure at Can Can Wonderland
- How artist mental health has changed since engagement with Can Can Wonderland
- How artists perceive their career viability and economic security pre- and post- Can Can Wonderland engagement

The incorporation of artist engagment surveys and KPI data collection into Can Can Wonderland's business model will enhance future valuation of outcomes. Further, additional research on the value of arts could help the monetization of Can Can Wonderland's impact, strengthening its impact communication.

Table 5: Key Performance Indicators for Can Can Wonderland

Key Performance Indicators (KPIs)
# of Visitors
# of Children
# of Performances
# of Artists
$ of Artist Payment
# of Artists on Retainer
# of Buildings
$ IMPLAN Economics

Appendix A: Bibliography

Table A1: Bibliography

Study
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Acting as an economic engine for the arts, Can Can Wonderland is an arts-immersive environment for all ages.

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Steve Simon
Secretary of State