

# 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): Events by Lady K GBC

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)

Events by Lady K GBC was incorporated on January 7, 2016 as a General Benefit Corporation under Minnesota's Public Benefit Corporation Act (the "Act"). Pursuant to Section 304A.101 of the Act, general public benefit purpose as state in its Articles of Incorporation is: to pursue a net material positive impact from the business and operations of a general benefit corporation on society, the environment, and the well-being of present and future generations. See attached document for more information.

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.

  
Ryan Kroening

Signature of Public Benefit Corporation's Chief Executive Officer

March 7, 2021

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:

[ryan@eventsbyladyk.com](mailto:ryan@eventsbyladyk.com)

X 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 612-516-5239

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 X

## Events by Lady K GBC 2021 Secretary of State Report

Events by Lady K GBC was incorporated on January 7, 2016 as a General Benefit Corporation under Minnesota's Public Benefit Corporation Act (the "Act"). Pursuant to Section 304A.101 of the Act, general public benefit purpose as state in its Articles of Incorporation is: to pursue a net material positive impact from the business and operations of a general benefit corporation on society, the environment, and the well-being of present and future generations.

The Events by Lady K GBC Board of Directors selected the following independent third-party standard:

Davis Law Office, PLLC B Corp Annual Assessment – Performance for Good:

In accordance with this third-party standard, Events by Lady K GBC has created the following general public benefit:

- 1) Events by Lady K partners with clients to create events where every attendee feels welcome, celebrated, & included! Our goal is to change the world of hospitality, meetings, and events to be truly equitable & inclusive, instead of maintaining a status-quo that hasn't worked for everyone.
- 2) 100% of our clients in 2021 were mission-driven organizations, including philanthropic foundations, nonprofit organizations, and social-enterprise businesses.
- 3) Provided event planning services to several non-profit organizations at below-market rates throughout the year

In accordance with this third-party standard, Events by Lady K GBC has created the following general public benefit:

Events by Lady K GBC uses a framework of Universal Design, centering the most marginalized identities of our planning processes, and building from there for an inclusive experience, celebrating differences and infusing accessibility. instead of making them feel like exceptions.

Since 2013, our company has been part of 240 events with 35,629 attendees in partnership with more than 70 clients, donated nearly \$285,000 of in-kind and cash contributions, directed nearly \$2.2M worth of business toward other LGBTQ-, women-, and BIPOC-owned companies, and supported the efforts of raising over \$1.75M for charitable organizations to achieve their important missions!

The following circumstances hindered Events by Lady K GBC's efforts to pursue or create a general public benefit:

Events by Lady K GBC celebrated a milestone of 8 years this year! COVID 19 deeply impacted our industry, and greatly reduced our projected pipeline of projects and actual income. We're fortunate to have established ourselves in the hospitality industry with our unique approach to creating events where every attendee feels welcomed, celebrated, and included. We continue to struggle with adequate cashflow, due to timing of payments, increased costs of doing business, and higher costs of healthcare. We are investigating options for Lines of Credit and investment capital to help us stabilize while continuing our growth. We are hopeful for a better 2022, and a return to in-person gatherings!

**The Board of Directors has reviewed and approved this report.**



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*Steve Simon*

Steve Simon  
Secretary of State