

# 2020 Annual Benefit Report





# About Legacy Vacation Resorts

Our mission is to provide vacation experiences for families and friends to create their unique moments and lasting memories in a manner that respects our environment, employees and community. While using our business as a force for good, we will educate the hospitality industry on how to attain sustainable economic development.

As the first multi-state resort hospitality Certified B Corp in the US, our eight locations across Florida, New Jersey, Colorado and Nevada, deliver a variety of options for travelers of all ages. With a core passion for sustainability we offer carbon footprint offsetting, waste reduction initiatives, sustainable lifestyle awareness campaigns, green-focused renovation projects, and act as a steward of travel and tourism for an inclusive, equitable and regenerative future.

## Land Acknowledgement Statement

*Legacy Vacation Resorts acknowledges Indigenous Peoples as the traditional stewards of the land and recognizes the continuing relationship that exists between them and their traditional territories. Our company honors and respects the many diverse indigenous people who came before us, who are connected to the land on which we reside.*

# Message from the Chairman



For many people, 2020 is a year they want to forget. It was a year of pain, sadness, and loss. It was a year that our humanity and resolve was tested. Through that test, we learned how evolved our species really is and how prepared we are to tackle these problems. We witnessed changes to GDP, carbon emissions, and social norms in ways that were previously unimaginable, and while life ended too quickly for some, **we learned that we are resilient** and that life continues on.

**2020 brought us closer to our values.** It showed us that we are interconnected. It exposed systems that privilege some and disadvantage others. It helped us recognize things we previously had taken for granted, like the ability to freely travel with family and friends. It proved to us that we can transform the world quickly when we act collectively.

When 2019 finished, we were celebrating our achievement of becoming the first US multi-state resort hospitality Certified B Corp amidst a travel and tourism industry that was the strongest it had ever been. **We were excited to use the credibility from our B Corp Certification to grow the sustainable/regenerative travel industry**, by providing a positive impact to our community, employees, customers, and environment every time someone traveled with us.

But like the rest of the world, we did not foresee the cascading crises that would bring travel to a halt. Our industry suffered its worst performance in recorded history. Watching our friends close their hotels, lay off/furlough their workers, default with their banks and consider bankruptcy protection was difficult. Some of those companies did not survive the year. Others did but only after abandoning values and commitments to their employees, suppliers, community and environment. This industry, known for hospitality, became inhospitable.

I was also concerned that we would need to resort to cost cutting measures that would make our company unrecognizable. We could delay our commitments to eliminate single use plastic bottles and become carbon neutral. We could reduce the pay of our lowest earning employees below our self-imposed living wage. We could place our corporate interests above all else.

But unlike traditional travel companies, we were one of almost 4,000 Certified B Corps that obligated themselves to consider all of their stakeholders when making decisions. **It was decided that we would maintain our commitments and some we would even accelerate.** You will see some of these successes in this report but a few I would like to highlight include:



*Hear more from our Chairman!*

# Message from the Chairman



- **Eliminate Single-use Plastics** – with empty hotel rooms, it was the right time to install shampoo & soap dispensers and provide guests with reusable water bottles at all resorts
- **Net Zero by 2030 Commitment** – We joined 800+ B Corps committing to be carbon neutral 20 years ahead of the Paris Agreement and then went one step further and accomplished it in 2020. We won't be fully satisfied until we can accomplish this solely with renewable energy
- **Enhanced Guest Safety** – Through a new Touchless Check-in and other measures, our guests enjoy a safer and more pleasurable vacation
- **Employee Education** – With fewer guests on site, we were able to provide education on civic responsibility, climate change, B Corps, and stakeholder orientation
- **B Tourism** – Every success we had in 2020 was shared to others in our industry, through our co-founded network, to help them survive, thrive, and be the best for the world
- **Full Staffing & Compensation** – Our employees base pay is equal to or greater than it was in 2019. We are fully staffed and are hiring new positions
- **Reimagining Legacy Vacation Resorts** – From a new brand, logo, signage, in-room video, ethos, and mission, we reset our purpose and aspirations to create a better world

We still have more work to do. **We are committed to transforming our company and influencing our industry into one that is transparent, accountable and uses travel as a force for good.** If you travelled with us this past year, we are thankful for your trust. You showed us that doing the right thing is also the best business decision. For those of you hoping to travel soon, we are all excited to welcome you back...to cultivate your connections with family and friends and create your own unique experiences and memories. When you are ready to travel again, we hope you will prioritize companies like Certified B Corps.

Jared Meyers, Chairman



**“LVR is striving to be a collaborative steward of the hospitality industry. Using compassion, interdependence, and positive impact to drive sustainable economic development.”**

Jared Meyers, Chairman



# Better Business Commitment

Certified B Corporations are businesses that balance purpose and profit. They are legally required to consider their impact on their workers, customers, suppliers, community, and the environment. B Corps meet the highest standards of social and environmental performance, public transparency, and legal accountability.

In order to become B Corp certified, a company must complete the B Impact Assessment (BIA) every three years and achieve a score of 80 points or higher. The BIA is a rigorous assessment that measures a company's positive impact on their workers, community, customers, and environment.



# LVR is the first U.S Multi-State B Corp Resort Hospitality Company

LVR became B Corp certified in March of 2019.





# Our Vision

Legacy Vacation Resort's 2025 Positive Impact Targets outline our vision through the next five years. These targets serve as a roadmap for each of our main impact areas, Social, Community, and Eco Friendly.

Each impact area is divided into short and long term goals. Our aim is to drive continuous improvement within each of our companies main functions.

# 2025 Positive Impact Targets

*Our Commitment to Use Travel as a Force For Good*



## Social Impact



Use LVR's success to inspire the travel and hospitality industry to fully embrace shared and durable prosperity

**100% of management** will have a formal performance review based on positive impact efforts

**Lead with data**, gain broader voluntary self ID representation data and report on diversity and inclusion metrics

**Track Sustainable Development Goals** along side company progress using B Lab/UN Global Compact SDG Action Manager. Publicly report on targets.

**Improve representation in leadership** for people of color. Achieve 35% ethnically diverse leadership team.

**Achieve highest possible impact** utilizing our B Impact Assessment as a framework to drive continuous improvement

**Restructure employee flexibility** by offering work remote options for at least 20% of work week

**25% increase** in local and responsible/B Corp suppliers

**Offer 1 paid professional development day** for all employees

## Community



Use LVR's commitment to a higher social purpose to inspire growth and positive change in our communities

**Create a comprehensive employee volunteering** system offering options to employees on how and where to volunteer

**Actively search for and support suppliers and organizations** that are committed to diversity, equity, and inclusion.

**Build internal civic education** program to create informed and engaged employees

**Develop guest awareness** on social and environmental issues. As well, **expand guest health, wellness, and voluntourism** programs and offerings

**Contribute 8 x baseline** employee volunteer hours and **30% of employees** take Day of Hope opportunity

## Overarching Mission

**Become provider of choice** for families seeking friendly, affordable and sustainable vacation experiences

**Be a collaborative steward of the hospitality industry**, using compassion, interdependence, and positive impact to drive sustainable economic development

## Eco-Friendly



Use LVR's partnerships with local and national environmental organizations to highlight important initiatives and build a more sustainable economy

**Carbon Positive. Scope 1, 2 & 3 emissions** tracked & offset

**Eliminate single use plastics** from all resorts

**100% sustainable room keys** introduced at every resort

**Green Seal or Eco lodge certified** all cleaning material

**Implement carbon labeling** for all vacations booked

**25% reduction** in total water footprint

**Integrate low impact design for all landscapes**, introducing native plants

**Create and execute 100% renewable energy plan**

**Create an internal carbon accounting system** with incentive program for best performing managers

Target Completion

2020 - 2021

2022 - 2023

2024 - 2025





UF BUSINESS FOR GOOD LAB:  
SUSTAINABLE BUSINESS  
CONSULTING



## Community Impact 2020

### Guest Education Campaign Kickoff

- In room video & guest social purpose signage introduced
- Educated our guests on how to travel more responsibly

### Comprehensive Employee Volunteering System Initiated

- 500% increase in annual volunteer hours

### Co-launched the B Tourism Network

- A global travel and tourism initiative among B Corps and other values-aligned organizations who share a common vision for the future of travel.
- Provided free resources and best practices to travel companies in need of help during the COVID-19 crisis.

### University Support

- In partnership with Florida for Good and the UF Business for Good Lab we provided financial support and mentorship to 30 companies navigating the B Corp certification process.

### Keep Pinellas Beautiful

- Adopt-a-Coastline & Hospitality Eco-Partnership
- 50lbs of trash collected in 1<sup>st</sup> beach cleanup

### 2020 Event Support

- Title sponsor for the BLD Back Better South East Conference
- Philanthropy Leadership Las Vegas Summit presenter
- Indian Shores Summit – providing B Corp education for the Tampa area.
- ECFRPC Resilience Committee co-chair – guide how tourism rebuilds in East Central Florida.



# Eco Impact 2020

## Carbon Neutral LVR

- Established baseline, tracked, and offset scope 1&2 emissions for all resorts and corporate team

## Science Based Targets Accepted

- Committed to reduce scope 1 and scope 2 GHG emissions 50% by 2030 – in alignment with Business Ambition for 1.5°C

## Single-Use Plastic Elimination

- Guest reusable water bottle program initiated, 10,000 bottles handed out
- In room soap dispensers put in place, over 10,000lbs of plastic removed
- Sustainable key card initiative kicked off

## Maintained Commitments Despite Worst Year on Record

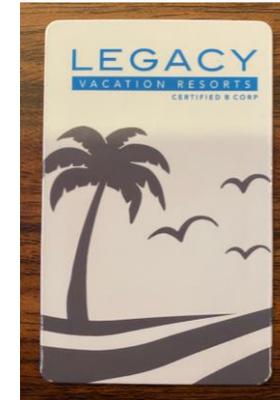
- Continued 1% for the Planet donation commitment
- Accelerated carbon neutrality and single use plastic initiatives

## Member of the B Corp Climate Collective

- Committed to being Net Zero by 2030

## Commercial Energy Assessments

- Began conducting energy audits at each resort to determine prioritization of energy efficiency projects



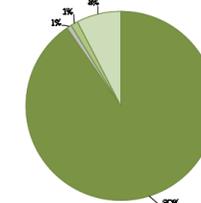
we are **neutral**

12/01/2020  
Legacy Vacation Resorts  
PO Box 690999  
Orlando, FL 32869

Q3 2020 Carbon Footprint

Electricity:	2,701,050.84 kWh	=1,082.24 tCO <sub>2</sub> e
Water:	12,328.05 kGal	=9.67 tCO <sub>2</sub> e
Waste Water:	12,328.05 kGal	=14.69 tCO <sub>2</sub> e
Natural Gas:	17,094.65 Therms	=90.41 tCO <sub>2</sub> e
<b>Total</b>		<b>=1,197.01 tCO<sub>2</sub>e</b>
		@ 36% = 430.92 tCO <sub>2</sub> e

Quarterly Carbon Emissions in Tons of CO<sub>2</sub>e



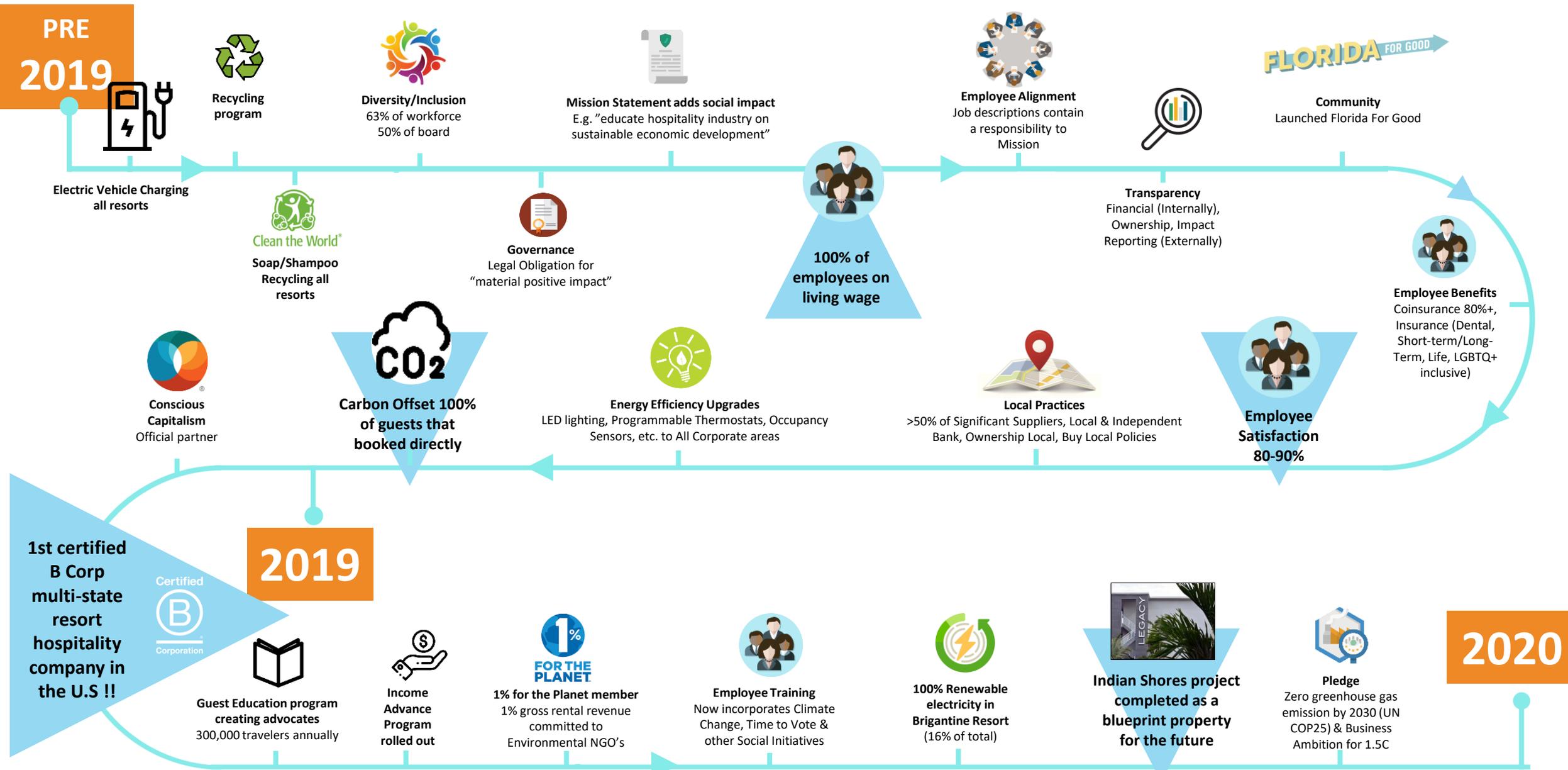
Offsetting 430.92 tons of CO<sub>2</sub>e per year is equivalent to:

**93.10** vehicles taken off the road

**16,370** incandescent bulbs switched to LEDs

**7,125** tree saplings grown for 10 years

# In case you missed it... lets catch up on LVR's *Business For Good Journey*



# LVR's Business For Good Journey



# Core Values

*LVR has established a set of strong core values to support a company culture focused on promoting well-rounded individuals, continuous improvement, and positive impact.*



## Superior Service

*Good enough isn't good enough, strive for more*

We constantly strive to be the best version of ourselves. We take pride in driving continuous improvement and promoting excellence.



## Teamwork

*No one is greater than the company mission*

We embrace an inclusive team player attitude. No role in the company is more important than the overall mission.



## Accountability

*Ownership is what we do plus seeing it through*

We take full ownership and responsibility to ensure the job is complete and hold all team members accountable.



## Resourceful

*Stay Curious. What's next?*

We foster a positive learning environment where team members can achieve more through constant growth and discovery.



## Sustainability

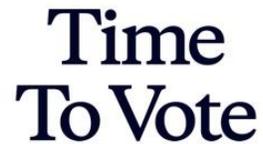
*Better than Before*

We are looking to make the world better than we found it with every interaction we have.

# LVR Supports

As you can see we've been busy this year, building connections and supporting like minded organizations.

Certified





LEGACY

VACATION RESORTS

CERTIFIED B CORP