



NEW WATERLOO: 2024 IMPACT WRAPPED

HAVE FUN, BE NICE

Doing Good

At New Waterloo, we believe in using our hospitality platform as a **force for good**. We're excited to share highlights of our **impact initiatives** over the past year.

With the openings of two new hotels this month—**Albert Hotel** in Fredericksburg, TX, and Cleveland's **Fidelity Hotel**—we are more motivated than ever to **expand our positive impact** as we step into 2025.



Sustainability



In 2024, we took a significant step toward sustainability by **banning plastic water bottles** across all our hotels and restaurants. To support this initiative, we've partnered with two mission-driven water companies:

Everybody Water, whose mission is to fund clean water projects that empower women and girls to focus on education and opportunities instead of fetching water.

Richard's Rainwater, a pioneer in capturing rainwater and packaging it in recyclable aluminum cans.

Additionally, **in lieu of coffee pods** for in-room coffee service, New Waterloo properties offer **coffee satchels** from local or impact-related companies like **Black Acres**, a BIPOC-owned business committed to ethical sourcing and distinctive roasting.



Our sustainability efforts extend further. All properties in **Texas, California, and Ohio** operate comprehensive **recycling and composting programs**. Our newest hotels in Fredericksburg, TX, and Cleveland, OH, feature **Orca composting machines** that reduce food waste and eliminate the need for garbage trucks, setting a new standard for **cost-efficient and eco-friendly** food waste management.

Sustainability is a vast landscape of ideas and opportunities, and New Waterloo is always **seeking greener, better choices**. If you have ideas that could help us make a positive impact, please contact us at **impact@newwaterloo.com**.



Vendor Diversity

New Waterloo is committed to **representing underserved communities**. While we prioritize partnering with local vendors, we also explore global programs driving meaningful change.

For the past two years, New Waterloo has measured vendor diversity, aiming to collaborate with **small businesses, family-owned, female-owned, and minority-owned** businesses. This year, we're proud to have added numerous new vendors to our portfolio, supporting them with reliable payments and consistent business opportunities.





Quality Jobs

With over 700 employees, our team is the heart of New Waterloo. This year, we provided **leadership training**, **DEI workshops**, and **anti-harassment programs**, equipping our teams with tools to grow and thrive. These efforts led to **85 internal promotions**, a testament to our commitment to fostering growth from within.

We offer all of our full-time employees (anyone working more than 25 hrs per week, vs the industry-standard of 40) the right to the same insured **benefits** as our top executives, at the same price. New Waterloo offers uninsured benefits with our Employee Assistance Program, that include free counseling services and Teladoc Health visits. The goal is to offer **security** and **safety** for all of our team and their families.



Community Vitality

Immersing ourselves and **giving back to the communities** in which we operate, remains at the core of our ethos. In New Waterloo's hometown of Austin, TX, we supported **local musicians**—who add vibrancy to the city's cultural fabric—by contributing **over \$68,000** through partnerships with organizations like **SIMS**, **Armadillo World Headquarters**, and **The WERD Company**.

Across the U.S., our New Waterloo team dedicated **over 1,000 volunteer hours** to charities and nonprofits this year—a truly remarkable achievement. As part of our commitment to supporting our employees' passions, New Waterloo's benefits structure includes **paid volunteer hours**. We're proud to have compensated our team for **410 of those hours**, and even more proud that **our employees went above and beyond**, contributing hundreds of additional hours on their own time.





How Can You Help?

We invite you to be part of our journey to **drive positive change**. Through New Waterloo's **Community Love Rooms** program, \$10 from every booking is **donated directly to a nonprofit**.

Additionally, our food and beverage outlets feature **Impact Menu Items**, with \$1-\$2 from each item sold donated to nonprofits. These organizations rotate quarterly, ensuring **we spread support across a wide range of causes**.

Explore how New Waterloo's impact initiatives can **enhance your travel** and dining experiences while **making a difference**.

Have fun, be nice,
From the New Waterloo Team





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