

NEWS RELEASE

For immediate release

Geoff Davis joins Common Ground Kaua'i Executive Board

KAUA'I, Hawaii (14 February, 2024): Common Ground Kaua'i, a place-based hospitality company on the North Shore of Kaua'i, is excited to announce that Geoff Davis, CEO of the Sorenson Impact Institute at the University of Utah, has joined its executive board. Davis will help lead expansion strategy, corporate development, and most importantly, the impact strategy at Common Ground.

With an extensive background as an entrepreneur and investor in the social impact space, Davis brings a wealth of experience to Common Ground. His expertise in driving change by connecting capital to social solutions and creating sustainable impact, exemplified by his continuing leadership of Sorenson Impact, aligns perfectly with Common Ground's vision of promoting regenerative practices through place-based connections to the people, community, and environment.

"I am thrilled to join Common Ground and contribute to its vision of showcasing regenerative leadership by deeply connecting to the land, its history, community, and culture. My focus will be on driving strategic growth and ensuring our efforts have a lasting positive impact on both the environment and the community," said Geoff Davis.

As part of his board role at Common Ground, Davis will help pioneer innovative impact measurement and reporting practices. Pushing beyond the typical sustainability metrics captured by hospitality companies, Common Ground will center both granular and large-scale impacts in its decision-making, operations, and reporting.

This effort not only reflects Common Ground's dedication to impact and community wellbeing but also positions it as a leader in fostering industry-wide shifts towards more responsible business practices.

"We aim for every decision we make to help regenerate and benefit the land, community, and ecosystem of Kaua'i, as well as inspire and uplift our visitors," said Davis. "We invite other hospitality companies to join us in aspiring to new standards for social and environmental responsibility and regeneration."

"Geoff's addition to our board will enable Common Ground to significantly expand our operations while simultaneously improving our impact practices. His proven track record in impact investing and passion for sustainable development are invaluable as we enter our next stage of growth," commented Oliver Niedermaier, Chairman of Common Ground.

This appointment marks a new chapter for Common Ground as it continues to set a benchmark for regenerative and community-focused development in Kaua'i and beyond. In the upcoming months, Common Ground will break ground on its restaurant, build out its campus infrastructure, and begin development of commercial and residential facilities, and Davis will be instrumental in ensuring these operations meet the highest sustainability and impact standards.

For more information, please contact:

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About Common Ground:

Common Ground is a *place-based* hospitality company. *Place* to us is the element that anchors and creates connection in a deep, impactful way. It is a mindset that considers the culture, community, environment and future generations in everything we do. By immersing in the unique essence of a location, members and visitors find not just a physical space but a gateway to connect with themselves, others, and the land. This profound relationship with place catalyzes authentic experiences, meaningful relationships, and personal transformation.

Our campus is a 60-acre former guava plantation in Kaua'i that is steeped in rich history. Always mindful of our impact, we aim to be transformative instead of extractive — from the way we grow food in a regenerative agroforest, to our community partnerships, our investments in the local entrepreneur ecosystem, events that integrate culture and community, and a restaurant committed to sourcing from local supply chains. We develop residential farm homes, off-island partnerships and a membership program that reaches far beyond Kaua'i. We are building spaces for shared experience, shared learning and deep human connection. Please visit commongroundkauai.com to learn more or follow us on Instagram [@kauaicommonground](https://www.instagram.com/kauaicommonground)

About Sorenson Impact:

[The Sorenson Impact Institute](http://www.sorensonimpactinstitute.com) helps organizations achieve their impact vision by connecting capital to impact through innovative finance, impact measurement and management, impact strategy, and human-centered storytelling. As part of our mission to train future impact leaders, the Institute integrates academic programming and experiential learning into each of its practice areas. The Institute is proudly housed at the University of Utah School of Business. Learn more at <http://www.sorensonimpactinstitute.com>