

2014
AfterBurn Report
UNSCRUZ

SANTA CRUZ BURNING MAN REGIONAL
Santa Cruz Burners LLC

2-day Regional Campout
May 3rd & 4th, 2014



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PRODUCER'S STATEMENT

794 PEOPLE ATTENDED UNSCRUZ 2014!

Not bad considering we changed venue, made it an overnight event, had a number of competing events, and were delayed 19 months since producing our last UnScruz in 2012.

And WOW, that was the most amazing UnScruz ever! We had so many awesome volunteers, performers, camps, art pieces, and all the other elements it takes to have a great event. **THANK YOU ONE AND ALL!** In short, there were NO negative incidents, the head of the fairground's board tracked me down on Sunday morning and said she loved the event and wants us to come back!

I think UnScruz 2015 will likely see double or triple the attendance that we had this year, due to the following facts: no negative reports, everyone now knows how amazing the Santa Cruz County Fairground is for a Burning Man style festival, and the Fairground's management wants us to return. They love us, and think we are such a responsible, polite, creative, and fun group.



Our net profit was \$2513.50. Not too bad, since our expenses increased enormously over 2012, but we need to do much better. UnScruz 2014 was the year we transitioned from being a one-day Decompression style street faire, to becoming a 2-day campout, and we moved from downtown Santa Cruz, CA to the Santa Cruz County Fairgrounds in Watsonville, CA.

A handwritten signature in black ink that reads "Brian Pridham".

Brian Pridham, Producer of UnScruz

THANK YOU!

I would also like to thank the many people on the UnScruz Production Team who really went the extra mile to make UnScruz 2014 happen! Moving to the Fairgrounds was a big task, and it wouldn't have occurred and been the success that it was without your dedication.

Pooz Creek
Brandon Murphy
Casey Gerstle
Laurie Guluarte (PantyFree)
Dillon Temple
Sara Grindy
Sandy
Amanda Whiting (Dancing Mandy)
Greg Creech
Jake Schaffer (Fez Monkey)
Christopher Tuck (Twisty)
Valarien

Nicole Penner
Patrick Huynh
Jo Plante
Vanessa Allen
Celsius Maximus
Josh Corey
Joel McNabb
Jeff Peters
Big Mike
Haley Carter
Emily Cohan
Chris Connor

Bryan Manternach (Smash)
Elisa Sheets
Natasha
Eric Thorne
Amanda Cohen
Dianne Brumbach (OSHA)
Stacie Armstrong (Star)
Geoffrey Nelson
Mike Matera
Tess Wood
John Burrows
Keleos Nyx

Caleb Pellegrini
Mitchell Colbert
Ariana Album
Diane Rejman
Vince Felicetta
Kelly Felicetta
Misty
Logan Gritton
Terry Leonard
and many unnamed Rangers!

I apologize to everyone I'm forgetting, I know there were many more volunteers who worked their butts off.

Additionally, a big **THANK YOU** to all the Artists, Performers, Mutant Vehicles, DJs, Dancers, and Fire Artists who brought such amazing, fun things to UnScruz, and made it the awesome event that it was!

A SHORT HISTORY

Planning the first UnSCruz began in the Fall of 2008, with June of 2009 being our target date. Leadership changes and schedule conflicts caused this to be postponed until October of 2009. UnSCruz was then repeated in October of 2010, both 2009 and 2010 took place in downtown Santa Cruz. We then skipped a year due to the fact that we no longer had a Burning Man Regional contact, nor a Producer. With new leadership the following year, it was put on in September of 2012. Each year UnSCruz exceeded all expectations, and every year was considered a great success.



Unfortunately in 2012, there were too many sound complaints, and we were politely asked to move our event out of downtown Santa Cruz to the Fairgrounds in Watsonville. This turned out to be a very positive thing, as the Fairgrounds had so much more to offer.

Planning began much too late in 2013, primarily due to the fact that it took us so long to find a new venue; the Fairground was not the only location we were investigating. Accordingly, there was no event in 2013. The next available date at the Fairgrounds was in the Spring, and thus our "Decompression" became a "Precompression."

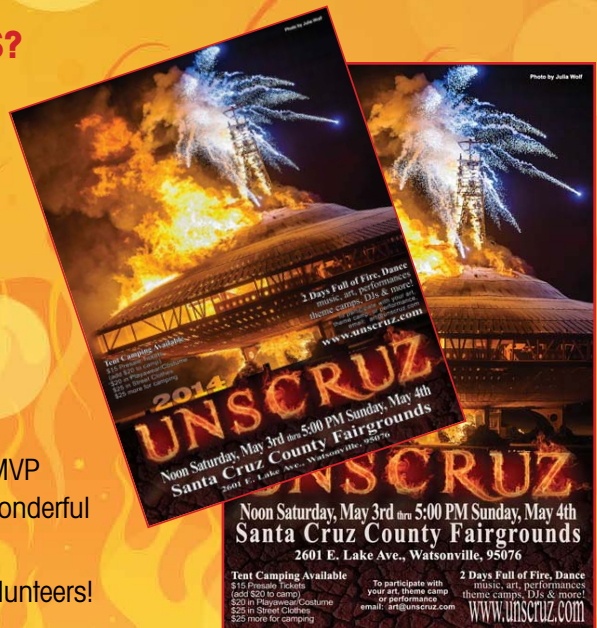
Switching venues and moving so far away from Santa Cruz lead to an anticipated decline in numbers. In previous years, we'd had somewhere between 800 to 1200 people attending, with more people attending each year.

DID WE ACHIEVE ANY OF OUR STATED GOALS?

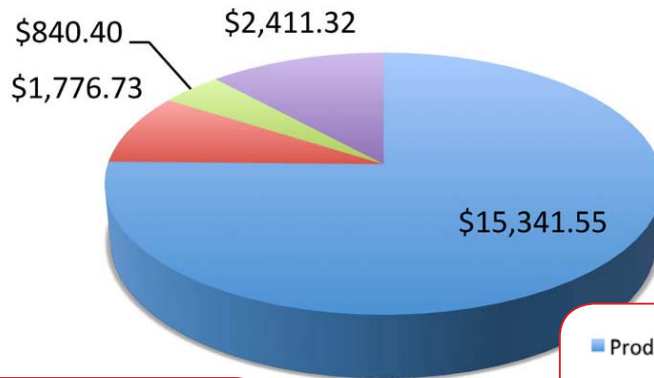
- Build Community. **BIG YES**
- Improve relations with Fairground. **BIG YES**
- Improve relations with neighbors. UNKNOWN
- Have an awesome event. **BIG YES**
- Have a sustainable event (financially). BARELY
- Have fun. **BIG YES**

WHAT WENT RIGHT?

- **HOSPITALITY WAS AMAZING**; with the 2014 UnSCruz MVP award going to Pooz and her crew for providing such wonderful meals to keep us going!
- The Grey Bears donated a ton of food to help us feed volunteers!
- We had a solid Staff (core) team!
- The Sound Control crew did a great job keeping volume totally within bounds. **WE HAD ZERO SOUND COMPLAINTS**, and we were even able to keep the music running indoors well past the Fairground's stated end time. This was done with the full consent of the Fairground's management, as well as the local Sheriff
- The time of year was perfect. While we really wanted to throw this event in October, the necessity of having to move it to May turned out to be a very happy circumstance; **MAY IS BEAUTIFUL!**



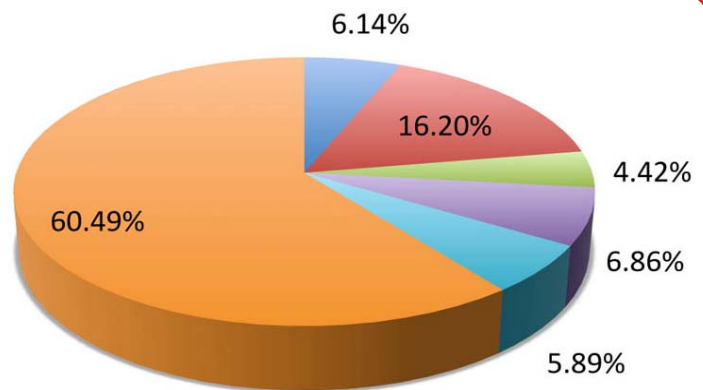
EXPENSES BY DEPARTMENT



- Production
- Volunteers
- Donations
- Santa Cruz Burners, LLC

Row Labels	Total
Production	\$15,341.55
Insurance	\$1,251.00
Fire Permit	\$0.00
Security	\$3,300.00
Venue	\$6,787.64
Infrastructure	\$464.79
Fire Safety	\$36.80
Radio Rental	\$600.00
Sound	\$900.00
Admin	\$92.80
Publicity	\$1,397.79
Lanyards/Badges	\$45.99
Front Gate	\$287.74
Fuel	\$177.00
Volunteers	\$1,776.73
Hospitality	\$1,200.00
Volunteer Planning Beach BBQ	\$38.67
Volunteer "Thank You" BBQ	\$500.00
MVP Medal	\$38.06
Donations	\$840.40
Grey Bears	\$200.00
BRAf	\$100.00
SC Regional Souk Project	\$490.40
Art Grants	\$50.00
Santa Cruz Burners, LLC	\$2,411.32
Tax Prep (CPA Fees)	\$450.00
2015 Tax	\$1,108.00
State LLC Annual Franchise Fee	\$826.00
UnSCruz Website Annual Fee	\$27.32
Production	\$15,341.55
Volunteers	\$1,776.73
Donations	\$840.40
Santa Cruz Burners, LLC	\$2,411.32
Total Expenses	\$20,370.00
Total Income (794 Attendance)	\$22,883.50
Total Expenses	\$20,370.00
Net Profit saved for UnSCruz 2015	\$2,513.50

EXPENSE PERCENTAGES



- Insurance
- Security
- Sound
- Publicity
- Hospitality
- All Other Expenses

AREAS TO IMPROVE

- **Food Distribution:** We need a “fluffer team” to ensure volunteers working long hours, at a distant station (like Front Gate) have food delivered to them
- **Kitchen (Hospitality):** Hospitality needs a larger budget to purchase proper supplies (e.g. chef’s knives, utensils & plates, dishes, bowls, pots & pans, etc.)
- **Free tickets:** We need a better system for determining how someone can earn a free ticket. There needs to be a clearly stated policy of the minimal amount of work and/or contribution that will lead to receiving a free, or discounted ticket
- **Production supplies/storage:** As we grow, and continue to purchase UnSCruz supplies that can be reused, we need a centralized storage area, or a container on-site to hold all the UnSCruz supplies
- **Specialized Volunteers:** With more planning time, we can find volunteers with special skill sets (e.g. Silent Disco, kitchen, fire safety, etc.). Some areas were short on volunteers, while others had too many
- **Standardized shifts:** We need a better way of organizing volunteer shifts, and people should be able to take short shifts if desired (e.g. if they bought a ticket and aren’t concerned about earning a reduced price, and they only have an hour here or there to volunteer)
- **Make better use of space:** We intentionally kept placement fairly tight, so the event wouldn’t feel too spread out. However, some people like the idea of sparse space versus dense camping. Next year let’s spread out more, utilizing more of the Fairground’s space (e.g. corners/coves)
- **Early Outreach/Wrangling:** It would be nice to begin wrangling earlier for art & theme camps, so people can plan more in advance, and we can get greater attendance
- **Power Grid:** Do we need a power grid so everyone can access power? Some people said this would be nice. However, there are tons of power outlets all over the Fairground, so perhaps we should just publicize this better, or show on a map
- **Organize shuttles better:** We should plan better for the 4 pm to 7 pm rush, and have a drop point for camping equipment at the entrance & exit. Shuttle stops should be well identified.
- **Vehicle Passes:** We should have some temporary passes for vehicles that are just dropping off equipment, and shuttles should also be marked
- **Specify Space:** We should have maps available that indicate what is where, and/or that identify various zones (e.g. camping, fire art, RVs, etc.)



AREAS TO IMPROVE CONTINUED

- **Early Marketing:** We should begin marketing earlier to help get more volunteers
- **Mutant Shuttles:** Perhaps to make it more fun, we should have Mutant Vehicles acting as shuttles to bring people's camping gear into the event
- **Secure the Amphitheater:** Musicians didn't feel comfortable leaving their gear in the Amphitheater because there was no one watching it. We should find a way to make it more secure
- **Secure Perimeter:** There are too many gaps in the perimeter; it's too easy to sneak into the event. We need a Perimeter team to deal with this problem
- **More EZ ups:** Infrastructure needs more EZ ups for protection from the sun
- **Better Silent Disco ID filing:** Silent Disco was poorly prepared to take & properly keep track of IDs taken when checking out headsets. Get volunteers who know how to do this, and get them an alphabetical box for storing IDs
- **Parking:** Need more volunteers & better planning. There were many hours where we had zero volunteers in the parking lot to assist late arrivals
- **Better control of Service Dogs:** There were way too many dogs at the event, which clearly weren't service dogs, running free without leashes. Need to investigate legal requirements, and perhaps have people sign some form stating the animal is actually a service animal



THANK YOU again to everyone who attended and made this event happen, and for being such an amazing, respectful, playful, community of people!

