



unScruz 2016

Santa Cruz Burning Man Regional

AfterBurn Report

May 6th–8th, 2016 3 Days 2 Nights Campout

www.unscruz.com

PRESENTED BY

FIRE

ART

MUSIC

CAMPING

COMMUNITY



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A Word from the Santa Cruz Regional Contacts

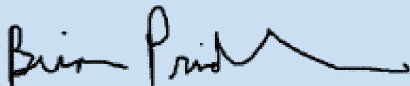
Thank you for reading the unSCruz 2016 Afterburn report! unSCruz is a labor of love for many of us in the local Burning Man community, and inspires us to reach out to new people each year to invite participation and community development. Long before becoming Burning Man co-regional coordinators, we each volunteered in various capacities at unSCruz and other Santa Cruz Burners social events and gatherings. We are passionate about raising awareness of the Burning Man Ten Principles, and are pleased to see the local burner community THRIVE! We hope to see YOU at unSCruz 2017!



Pronouncements from the Producers

unSCruz 2016 was our 3rd year at the Santa Cruz County Fairgrounds in Watsonville, CA. In 2016, we divided the role of Producer into three co-Producer roles, sharing the many responsibilities of Producer. Brandy Stiefel, Chris Tuck and Brian Pridham worked together in this capacity. This worked out well, and made each person's individual burden much more manageable.

In 2016, just like each year prior, unSCruz always seems to get better. We continued to grow, do things better, learn, improve, and have more content. On the flip side, what also continues to endure is infighting among staff members, which gets intense at times. This tends to take the fun out of putting on such an event. As I've said in the past, this is probably normal, but it is no fun for those involved, drives off volunteers, and it demoralizes people. Since we are all volunteers, we must remember at all times that everyone is giving their best, and we are going to make mistakes, and to try to be as respectful as possible to one another. This is something we will always need to remind ourselves each year, and it is the only way we can sustain our core group of volunteers, and bring in new ones.



Brian Pridham, co-Producer of unSCruz



Co-Producing unSCruz 2016 was a challenging and deeply humbling experience. I have to say though, the absolute best part is working with such a fantastic crew and welcoming community! The response from the community and our blossoming relationship with the Santa Cruz County Fairgrounds has really helped unSCruz and the Santa Cruz Burners flourish. I'm looking forward to unSCruz 2017 already!

~Sass, co-Producer of unSCruz



When Brian approached me and asked if I was interested in being a Producer for unSCruz, I may not have entirely known what I was getting myself into. Sure, I knew the people I had worked with and helped during unSCruz in 2015. I knew what events had transpired and how much fun I had, even as a late comer to the team. There is no way to know ahead of time what you will have to overcome and how satisfying it can be when you do.

Working with a majority of veteran team members was awesome! I felt supported and I hope I was able to provide impactful support, too. So many people put in an amazing volunteer effort and really shine. When times were tough, there was stress, or some miscommunication between people, generally everyone was willing to talk it out and continue their efforts. In my opinion, a good team doesn't just shine because of their accomplishments. They overcome adversity and issues together and they grow together.

When friends ask about this event, I can't help myself in saying that it shares a lot of traits as that thing in the desert (TTITD). unSCruz is a platform for fire performers, musicians, mutant vehicles, theme camps, and art of all forms and types. I was very impressed by all the participants that packed it in, really brought it for the event, and packed it out. Each day and night, I had moments where I witnessed 'Awe!' in the people around me.

I am excited to see unSCruz expand in its offerings. I hope that the vision for this event remains weird and quirky. I want to see more artisans return to and enjoy the event; where they attract budding artists to branch out to the event. I look forward to 2017 and all that it may offer!

~Twisty, co-Producer of unSCruz



Thank you!

Damn, it's hard to say "thank you" when so many people did so much. But here goes anyway. A special thanks to the many people on the unSCruz Production Team, as well as volunteers and artists who **ALWAYS** go the extra mile to ensure each year remains "the best unSCruz ever!!"

And as always, I apologize to everyone I'm forgetting (or whose names I don't know or recall), it will always happen. I know there were many more people who worked their butts off—you know who you are, you know what you did, and your contribution made many people happy without them realizing you did it!

IN ALPHABETICAL ORDER:

Amber Coutts

Anastasia Leigh

Bailey Queue

Bill Perryman

Brandon Murphy

Brandy Stiefel (Sass)

Brittany Be BreeZy Allen

Bryan Manternach (Smash)

Celsius Maximus

Charlotte Warren

Christopher Tuck (Twisty)

Cory Rosin (Endeavor)

Dan Gross

Dillon Temple

Dom & Candice
(Livefit G Ynot)

Doug Broussard (Po Boy)

Geoffrey Nelson

Griffin Childers

Guy Serano

Haley Carter

Jake Schaffer (Fez Monkey)

Jo Plante

John Bethel

Josh Corey

Keleos Nyx

Kelly Felicetta

Lance Leopold

Laura Childers (Lumina)

Leslie Berman
(Frosty Paws)

Marie Logan

Mark Gay

Max Ziegler (Ziggy)

Michael Moore

Misty Longnecker

Nicole Penner

Osha Brumbach

Patrick Flaherty

Patrick Lawrence

Pawl Washeleski

Pink Flaherty

Pooz Creek

Primavera Rios

Sara Grindy

Scott Rizzo

Sean Fitinghoff

Theresa Neyer

Valarien

Vince Felicetta

Will Cespedes

Wizzard & Gwen

Wristy



Quick statistics:

- 1036 people attended, about 140 more than in 2015
- Of these, only 113 received complimentary tickets, which is less than half the number given away in 2015. Another 97 discounted tickets were sold at prices varying from \$21 to \$48. The Production team agreed in past years that the event cannot be sustainable if so many people are not buying tickets, thus we created a discounted pricing structure in 2016 for volunteers/leads/theme camps/performers/promotional giveaways, etc.. This new plan seems to have worked out well.
- Age of participants:
 - * 21+ = 972
 - * 18 to 20 (underage for alcohol) = 21
 - * 12 to 17 (minors) = 4
 - * 1 to 11 (free entry) = 39
- We increased the unSCruz bank account by approximately \$14,000 this year! The revenue increase allowed the event to be self-funding for the duration of the event—meaning staff members didn't have to dig into their own pockets to fund things until post-event final accounting. This is the first time in the 6-year history of unSCruz where this has occurred. What a huge relief to Staff members! Like each year, unSCruz 2016 was more successful than the previous year!
- Another consequence of increased revenue was our ability to hand out \$5,696 in Art Grants in 2016. This is the first time ever we've been able to do this! We anticipate being able to give out much more in 2017. Having the ability to issue Art Grants has always been a long term goal of unSCruz, and we are very happy to have finally met that goal!

What Went right?

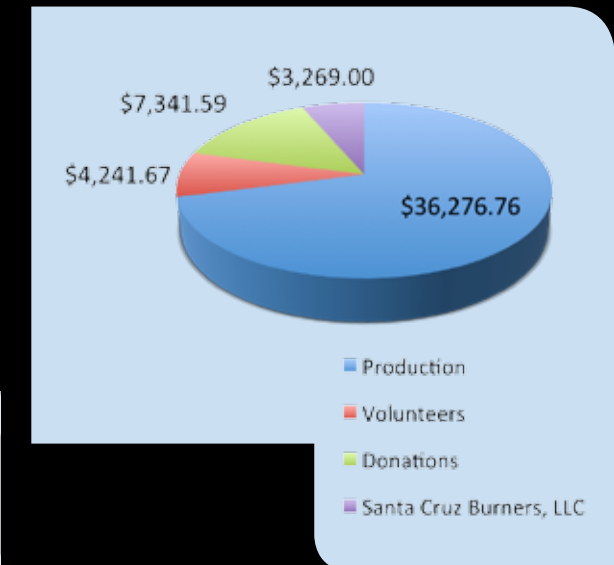
- Staff camping worked well, in that, it was well placed, and helpful having much of the crew close together
- Po-Boy was great in DPW Position
- Placement layout was visually stimulating, the winding street of theme camps was particularly nice
- Having Box Office just inside the entry gate, as well as Playa Info, and Volunteer Coordination was great. All were easy to find by participants as they entered
- Framing the Amphitheater Stage helped a lot visually
- Heritage Hall with the bar went well
- Shuttling worked well, no complaints
- Relationship between Staff & Facilities was good
- Ice sales worked out well, good addition this year
- Kitchen layout worked well - better flow/control
- Moving RVs to the quiet area made a great hushville
- Volunteer Coordination Software worked really well
- Having Ticket Codes worked great, even though using the codes for multiple purchases had some problems



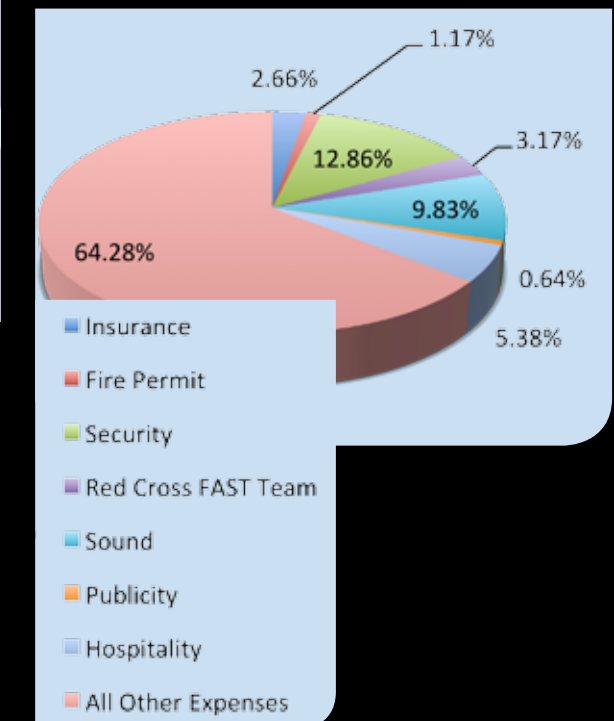
Row Labels	Total
Production	\$36,276.76
Insurance	\$1,362.00
Fire Permit	\$600.00
Security	\$6,573.00
Red Cross FAST Team	\$1,620.22
Venue	\$13,814.45
Infrastructure	\$3,654.41
Fire Safety	\$962.04
Radio Rental	\$710.73
Sound	\$5,027.65
Admin	\$1,113.88
Publicity	\$329.17
Lanyards/Badges/Parking Passes	\$102.22
Front Gate	\$406.99

Volunteers	\$4,241.67
Hospitality	\$2,750.00
Volunteer "Thank You" BBQ	\$704.94
Schwag Bags	\$786.73
Donations	\$7,341.59
Grey Bears	\$300.00
BRAF	\$300.00
unSCruz Art Grants	\$5,696.20
Fire Art & Fire Dancer Fuel	\$1,045.39
Santa Cruz Burners, LLC	\$3,269.00
Tax Prep (CPA Fees)	\$370.00
2016 Tax	\$2,000.00
State LLC Annual Franchise Fee	\$800.00
MyLLC Annual Fee	\$99.00

Expenses by department



Expense Percentages



Volunteers	\$4,241.67
Donations	\$7,341.59
Santa Cruz Burners, LLC	\$3,269.00
Total Expenses	\$51,129.02
Total Income (1036 Attendance)	\$65,089.20
Total Expenses	\$51,129.02
Net Profit saved for unSCruz 2017	\$13,960.18



Areas to Improve/suggestions:

1. **HERITAGE HALL:** Proposal that this building should be turned over to a Theme Camp or Sound Camp to run as they see fit. We should take applications, choose a winner, explain restrictions & expectations (sound in particular)
2. **FINE ART BUILDING:** Proposal that this building should be turned over to a Theme Camp or Sound Camp to run as they see fit. We should take applications, choose a winner, explain restrictions & expectations (sound in particular)
3. **FIRE PERFORMERS:** Fire Performers must supply their own insurance if they want to perform (per Fairground Policy). They may apply for Art Grants to cover these costs. They are otherwise treated as "returning performers" or "new performers," and can get a discounted ticket
4. **TICKET DISCOUNTS:** Same policy in effect from 2016, which means, free tickets are very limited. In fact, perhaps capped at 100 or 10% of total population. Or possibly even eliminated altogether? Still under discussion, and comparing to policies of other Regionals
 - ✳ On the flip side, how about everyone who purchases a ticket is directed to Babalooney, to sign up for a mandatory 2-hour volunteer slot?
5. **RETHINK BROWN PAPER CODE (OR USE A DIFFERENT TICKETING SYSTEM):**
 - ✳ Individual ticket codes can be a pain when having to send out 100 emails to performers. That is, it is difficult to send out a different code to each individual, which makes mass mailings difficult
 - ✳ When purchasing a special priced ticket, and a parking pass, and an early entry pass, and a regular priced ticket, you cannot enter all the different codes at once and make a single purchase. Rather, you must make separate purchases for each! This is a Brown Paper Ticket problem, and very inconvenient for a customer.



Areas to Improve/suggestions continued

- * Improve education of discount codes / ticket system for all teams
- * Need to resolve BPT system during the event / at gate

6. EARLY ARRIVAL:

- * Set early entry times soon, so all teams can be aware / gate hours
- * When can leads / volunteers enter the event for early arrival?
- * Ticket upon entry (pre-distribute)

7. ART GRANTS:

- * Should be set as a percent of the event budget
- * We should schedule fund-raisers throughout the year
- * Who decides the recipients and how much they receive? Should we create a committee?
- * Earlier Art Grant program start

8. PLACEMENT:

- * Ebb & Glow did not like where they were placed:
 - ★ Lighting to their camp was non-existent and not safe. They suggested to have safe, lighted pathway(s) to their area (Instead of leading people down via the rough road, maybe walk down using the steps for the horseway)
 - ★ They suggested more signage was needed, after they made their own signs, the traffic to their camp was heavier
 - ★ They also felt more camps should have been placed near them to draw more people to the zone. It would be nice to make better use in placing camps facing the main roads (in addition to facing others toward the interior as they were mostly). Everything seemed to face inward, which made walking along the roads feel as though you were outside the event. If we have camps facing both directions, then totality of the event would feel better tied together
- * Adjust general camping areas, make more fluid



Areas to Improve/suggestions continued

- 9. CENTRALIZE ALL MEDIA & COMMUNICATIONS:** Have Bailey update website, FB Event page, BPT info, post unSCruz messages on "Friends of unSCruz," respond to info@unscruz.com, respond to questions about unSCruz sent to SC Burners, etc. The purpose is if one person is dealing with all of this, they can streamline the process, and/or update the website FAQs when seeing the same questions over and over again. Other staff members can create press releases/announcements, but Bailey could actually put it out. Oh ya, maybe include Burning Man Regional announce for all unSCruz related messages. In all cases, one primary goal is to keep pushing people to our website, and keeping it updated with all the latest info
- 10. WHAT, WHERE, WHEN:** Someone recommended that instead of creating the What, Where, When on paper (something that creates moop), that we use a more reusable medium. Should we only provide a map of the grounds with placed camps, not WWW? If we decide to move forward with the WWW, we should have a better time line for production of the flier, and ideas that anyone has regarding different media to present the material such as bandanas, however, pricing for 1-color was about ~\$1.50/bandana. Not only is it expensive, the turnaround is not in our favor. Suggestions? We can research the cost and turnaround of any ideas
- 11. MAKE UNSCRUZ A 4-DAY EVENT:** (from Mark, Fire/Safety Lead) As you all know, I have been pushing to add a day since last year. After this year's success, I hope everyone is on board with this idea. Set up on Wednesday and open gates at noon on Thursday. And I would end the event at 2 pm on Sunday. I also think the halls should be closed on Sunday at 10 am, so that they can start to be broken down. We cannot keep staying until 9 pm on Sunday night!
- 12. PRODUCTION:**
 - * Improve planning start time, before January
 - * Improve our time line, for teams and production
 - * Improve succession and mentorship
 - * Action Item: Nail down roles and determine who wants to switch roles or positions
 - * Ask leads to be actively looking for people to mentor / acculturate
 - * Haley wanting to do an intimate retreat for Leadership / workshops
 - * Area Teams versus just Leads for planning
 - * Early flow chart of jobs and hierarchy of lead and teams
 - * Monthly socials, improve relationship as leads and teams
 - * Better budget allocation early on



Areas to Improve/suggestions continued

13. DECOR:

- * Better lighting / markers / postings for farther away areas
- * Better storage for decor / couches before the event
- * Couch hunting via CL and then donate sell back out
- * Help with prep and arrangement for swag
- * Do it yourself screen printing for stuff
- * Improve support for Decor, dedicated team early on as a possibility

14. MISC:

- * Suggestions to add lights to trash bins
- * Were the posters at sound stages useful?
- * Improve Vibe Squad Leadership / growth
- * Ice sales / storage / sales
- * Sara says she has an ice machine we can use if we repair it
- * Improve media outreach
- * Improve RV entry gate scenario vs Box Office
- * Perimeter needs a lead and a much more secure plan developed
- * Trash cans–Earth guardians needed
- * Naked Espresso area was under used
- * Sara Gate to have better rain cover / plan



Department Leads' Reports:

PLACEMENT (BRANDY STIEFEL)

WHAT WORKED

- More art
- Opened up a back area for camping
- New street signs

WHAT NEEDS IMPROVEMENT

- Rain planning
- Spreading theme camps to the new back area
- Lighting to the back area and lower areas
- Interactivity in the band shell/park area still isn't up to snuff

PRODUCTION (BRANDY STIEFEL)

WHAT WORKED

- Early entry passes (still need some refinement)
- Security
- Wristbands for different ages

WHAT NEEDS IMPROVEMENT

- Center Camp
- Security procedures: Rangers need to address how to handle participants that threaten other participants and logging such incidents
- Kitchen being over budget
- Sound control
- Reduce the number of stages produced by the unSCruz staff, outsource to sound camps



DECOR (CHARLOTTE WARREN)

As far as decor went, I think it was overall okay.

HERE ARE SOME NOTES:

- Moving the stage in the Fine Arts to the far end seemed to work out well: it allowed access to the backdrop lighting of the display case (unplanned for, initially, but worked out okay despite sound crew needing to use a longer chord to connect to the outlet). This setup enabled a larger space for people to move more freely (I saw someone roller skating in there which was awesome) and people enjoyed having space to do poi or hang out on the couches away from the stage a bit
- Having the couches gathered and delivered for use was fantastic. People definitely utilized them and I was very appreciative that people made the effort to help find some. HOWEVER, I was not aware that I was going to be left to deal with them after the event—I was never informed of this nor realized that it was expected of me. I drive a Honda Fit, I am lucky to fit a small bicycle in there. Anyways, that was not a fun experience to deal with, but fortunately people pulled through to help last minute
- I ended up having about 1/6th of the volunteers I had requested. Several had showed up for shifts, but at times were being directed towards other "high demand" department needs. At times I was given others, mostly on Friday, but that was mostly after I spent a great deal of time and personal energy trying to make up for the significant lack. Unfortunately this resulted in a minor, short-lived, mental breakdown. I got over it eventually though...I was just overworked and it was partly my own fault for taking on so much within and outside of the event
- The arch was fun to work on and Bailey helped a lot on that. She was amazing. Obviously Vince was great as well. I think it turned out nicely
- Having the decor parties prior to the event was fantastic. It was great to have whatever help showed up to get to know people and get some things made. The most that came was about 12, but it was



Department Leads' Reports decor continued

fun and great to have the help. I think this is a must for next year in whatever capacity and if other departments would like to join in to help and get some of their own work done I would love that—maybe we could help each other? Jo brought some of her signs, Sarah brought the benches to paint, and Marie brought the lost and found box to finish, so we all pitched in here and there. Bill Perryman was amazing with letting us use his space and he has a good collection of tools to work with. Really grateful for him

- Sass was really quick to respond to any of my questions or concerns and was super helpful in general with my department very early in the game
- I think the food and ice tokens were a great idea. I think that all leads should be given an allotment of them to provide to their volunteers as soon as they arrive though because many volunteers came to me after working elsewhere having not been fed and were starving, so I had to track down Twisty several times in order to replenish their energy/moods
- **STORAGE** is still something I am begging for. It would have helped immensely before the event, but it is seriously imperative now. I cannot justify gathering or creating anything more without that arrangement. It's just not feasible for me, unfortunately. However, I do think that there needs to be some regulation as to what it gets used for if or when it does materialize. I feel like a storage space of any sort could easily be abused if there isn't some sort of understanding or agreement about its intended purpose within all the departments
- I would like to take on less responsibility with swag so I can focus more on decor in general. There was a lot I would have liked to do more of if I had more hands, money/resources, time, storage, etc. The art grant I was given was helpful in replenishing what I spent out of pocket so I am grateful for that
- Art Grants should definitely be sent out sooner. Not just for me (technically I was reimbursed), but sometimes people (particularly poor artists, albeit very talented or not) cannot afford to buy materials

without money first...and artists need time to create stuff, no matter how well thought-out their plan may be

- I think the lighthouse lounge looked great. I thought we had planned for more mellow music/performances...I think that might have improved the overall ambiance a bit, but overall such an improvement from last year
- I tried to add what I could lighting-wise to the back area where people were camping—it got very dark at night and I think it needed much more than I could provide. It would have helped with the traffic flow I think. More would have seen that there were fun camps and stuff beyond the darkness. I also hoped to add more to Center Camp but it was put up very late and I had already placed most of my lighting elsewhere by the time it was up
- Overall it was a good year. Many improvements and a great party in general. I think that highlights most of what I would like to be known



Department Leads' Reports continued

SHUTTLE (VINCE FELICETTA)

Shuttle went well. We had some new challenges like rain and mud. Everyone was in good spirits. I had more volunteers than I knew what to do with. All in all I think the shuttle went well, unless you got complaints.



PARKING (DOM)

WHAT WENT RIGHT

- We had enough room for all of the cars
- Most of the volunteers were great
- All of the ticket holders were great and there were no major incidents (other than watching a guy knock over the 3' x 3' brightly painted 10 mph sign in the middle of the road—at about 2-3 mph—it was like watching a slow train wreck happening in real time)
- Some volunteers were rock stars, some didn't show and some were pretty late when they did show (noted in the Dillon's log). We covered some shifts, Dillon got a couple covered, and a couple of the great volunteers did some additional time. I think a "real" phone call to each of the volunteers the week before could help them have a better sense of commitment, maybe they won't flake if we've actually talked?



I was happy to be part of the unScrew and doing our small part to help out you URSs :) (Uber Rock Stars)



PLAYA INFO (MARIE LOGAN)

WHAT WENT RIGHT

Off-Playa Info served the information dissemination function, Lost & Found, as well as the main greeter function due to its location, and it also served as Arctica, selling ice. The location was ideal. The set up with a shade structure, a table, 3-4 chairs, and some lounge furniture was perfect. Ice sales were very successful. It was a good location for this to occur and as long as the table is staffed properly, cash handling is not a problem. The Lost & Found drop box was very successful. It was used very frequently during the event. It kept items dry even during the rain. It was also handy for storing valuable items such as an iPhone and a purse. That way volunteers didn't have to keep an eye on items at all times; they were too busy to have done that effectively. A log was used to keep track of every item found, and every item was labeled with a unique number. 77 total items found. 11 were reunited with their owners (approximately 14% return rate, which is not bad). 21 inquiries were made through the Google Form post-event and several items were returned that way. Leftover items were donated to Goodwill or thrown away.



FEEDBACK ON VOLUNTEERS

It would have been ideal had the function of Off-Playa Info been treated as a separate sign up from that roaming umbrella function of whatever it was called where the volunteers had the expectation that they would be roaming around the event handing out swag and getting people excited. That is not the function of Off-Playa Info. We needed volunteers who understood that their role was to stay at the desk and do the job. They were handling money and ice tokens, handling Lost & Found, etc. I actually had volunteers upset that they signed up with the expectation that they could roam around and I had to tell them they couldn't.

Many other volunteers did not show up. There was pretty much no way to find them. We need a better system to ensure that volunteers either show up for these key roles or we need to have a group of people we can slot in at the last minute.

Department Leads' Reports continued

HOSPITALITY (POOZ CREEK)

WHAT WENT RIGHT:

Our work area (kitchen) is a very functional, well laid-out, and a large enough workspace for a good sized crew to work within comfortably. Our very strong core crew of cooks, with much previous kitchen experience, provided us with a sound base for operations. A solid plan for menus, schedules and shopping lists meant that nothing we needed was missing on site. Small group meetings, prior to our meeting on site, assisted in solidifying a good, initial core group dynamic. A private Facebook page, set up for filtering and sharing lists, ideas and recipes, really helped to streamline our initial communications and planning. The excellent resources of materials, tools, recipes and a wonderful volunteer staff, willing to go the extra mile and then some, provided a complete and well equipped kitchen from the get-go!

Thank You, Dillon, for lining up some restorative bodywork and massage, which was shared and appreciated between each and every hard-working kitchen crew-member!

WHAT NEEDS IMPROVEMENT:

First Off, one of our key volunteers was mistakenly made to leave the Fairgrounds Thursday evening, after providing many hours of shopping and prep-work assistance. The individual in question did not understand that he had an early access pass reserved with our kitchen manager. He felt rather betrayed and mistreated after having already volunteered so much initial time and energy. It was extremely unfortunate, unpleasant, and felt unnecessarily mean!

We were promised 2 carports to provide shade for a 20' x 20' space, and ended up with only one!



This was the first time in three years that I did not have a key to the kitchen, which was extremely impractical, and made the kitchen an unsecured area. We set-up our serving-space in the interior alcove of the Harvest Hall due to early rain—and I am not at all convinced that this was the best overall strategy for our 24-hour hot table, especially as I was being asked to lock down the building at night. Still, we did not have adequate shade/rain coverage outside for both the food and seating areas.

Our "guest chef experience" had its fair share of glitches. In the future, we would want to offer much greater assistance to the guest chef. As it was, the planned menu was missing three dishes, and mealtime was over an hour past schedule. Still, the outcome of the meal itself was a delicious and impressive undertaking.

As wonderful, and I do mean wonderful, as our volunteer crew was, we were still seriously short on staff! This makes it hard on everyone, especially the leads who might end up working 12 to 18 hour shifts—which is too hard and unfair. And we lost cooks due to overwork and stress. So, having enough staff is going to be critical to our next year's success... Every year there are volunteers who return and spend far more hours in the kitchen than their commitment requires. They enjoy the work, pace, and commoeradere. These folks are an ongoing blessing and as short staffed as we were this year, I honestly don't know how we could have done it without them.

