

PRESENTED BY



Santa Cruz Burning Man Regional  
AfterBurn Report  
May 5<sup>th</sup> THRU 7<sup>th</sup>, 2017  
[www.unSCruz.com](http://www.unSCruz.com)





# unSCruz AfterBurn 2017

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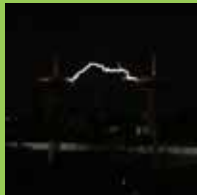
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## Overview



UNSCRUZ 2017 WAS OUR 7TH ANNUAL EVENT, AND IT WAS OUR 4TH YEAR AT THE SANTA CRUZ COUNTY FAIRGROUNDS WHERE UNSCRUZ BECAME A MULTI-DAY EVENT. I WOULD SAY 2017 WAS THE YEAR THAT UNSCRUZ FINALLY REACHED FULL MATURITY.

NEVER BEFORE HAVE WE BEEN SO SUCCESSFUL FINANCIALLY, WHICH HAS PUT US IN A REALLY STRONG POSITION TO OFFER A HUGE INCREASE IN ART GRANTS. THE ABILITY TO OFFER SUBSTANTIAL ART GRANTS MEANS THE ART AT UNSCRUZ CAN NOW FLOURISH! SELF-SUSTAINABILITY HAS ALWAYS BEEN A BIG GOAL OF OURS, UNSCRUZ 2016 MOVED US FORWARD SIGNIFICANTLY IN THAT REGARD, BUT 2017 REALLY CINCHED IT. WHEN WE FIRST MOVED OUT TO THE FAIRGROUNDS IN 2014, WE HAD 4 PRIMARY GOALS: BUILD COMMUNITY, BUILD GOOD RELATIONS WITH THE FAIRGROUND & IT'S NEIGHBORS, BECOME A SELF-SUSTAINING EVENT, AND FINALLY, TO HAVE FUN. WE HAVE SUCCEEDED AT ALL OF THESE IN A BIG WAY.

IN ADDITION, WE HAVE FOR THE MOST PART PRETTY MUCH MAXED OUT OUR POPULATION AND USABLE SPACE. WE DECIDED IN 2014 THAT WE WANTED NO MORE THAN A MAXIMUM POPULATION OF 1500 PEOPLE. IN 2014 WE HAD LESS THAN 800 ATTEND. SINCE THEN, WE'VE GROWN BY APPROXIMATELY 100 PEOPLE EACH YEAR, WHICH FRANKLY WAS ALL THE GROWTH OUR INFRASTRUCTURE COULD HANDLE. IN 2017, WE GREW BY 300, BRINGING OUR TOTAL POPULATION TO 1356. WHAT MAKES THIS GROWTH EVEN MORE IMPRESSIVE IS THE FACT THAT WE HAD MINIMAL PUBLICITY PROMOTING THE EVENT, USING EXCLUSIVELY OUR FACEBOOK COMMUNITY PAGE, AS WELL AS OUR BURNING MAN SANTA CRUZ REGIONAL MAILING LIST FOR PROMOTION. BY MY RECKONING, AS WELL AS MY KNOWLEDGE OF HOW REGIONAL EVENTS TEND TO SUDDENLY HIT A CRITICAL MASS IN GROWTH, I'D SAY UNSCRUZ IS THERE; I'M CERTAIN WE WILL SELL OUT IN 2018, AND PROBABLY JUST SHORTLY AFTER INITIAL TICKET SALES BEGIN.

PERHAPS THE MOST IMPRESSIVE TWO THINGS THAT MADE UNSCRUZ 2017 SO SUCCESSFUL (AND THIS HAS ALWAYS BEEN TRUE ABOUT UNSCRUZ) WERE THE GOOD WILL AND GREAT CONTENT, ALL THE THINGS OUR COMMUNITY BRINGS TO THE EVENT. FOREMOST IN IMPORTANCE AND IMPACT IS THE TRULY STRONG COMMUNITY BOND, FRIENDSHIP, AND INTIMACY THE PEOPLE WHO ATTEND FEEL TOWARD ONE ANOTHER. IN TERMS OF CONTENT, WE HAD FAR MORE THEME CAMPS, FIRE ART, ART CARS, MUSIC CAMPS, ETC. THAN EVER BEFORE. WE SPREAD OUT FROM THE PRIMARY LARGE LAWN AREA, ALL THE WAY BACK TO THE REAR QUARTERS OF THE FAIRGROUNDS. WHILE IT IS TRUE THAT IN 2016 WE DID HAVE SOME FOLKS CAMPING IN THOSE REAR AREAS, THERE WASN'T MUCH GOING ON IN THAT REGION. THIS YEAR WE HAD TWO OF THE LARGEST TESLA COILS I'VE EVER SEEN BACK THERE PUTTING ON A VERY IMPRESSIVE SHOW, BROUGHT BY SEXTANT CAMP. MOREOVER, WE HAD SEVERAL SOUND CAMPS AND BEAUTIFUL LOUNGE CAMPS (E.G. VENOM ART BOAT & ALI BAR BAR) MAKING THE REAR AREA A FUN PLACE TO BE.

AS REGARDS SAFETY AND SECURITY, WE HAD VIRTUALLY NO SERIOUS INCIDENTS WORTH MENTIONING HERE. I THINK IT IS CLEAR TO EVERYONE THAT THIS YEAR WAS ONCE AGAIN THE BEST YEAR EVER! IT IS WONDERFUL TO ALWAYS BE BETTER THAN PREVIOUS YEARS, YET ONE WONDERS IF THIS CAN ALWAYS BE TRUE. LET'S HOPE SO!

Brian Pridham

Brian Pridham



## Thank You!

THERE ARE ALWAYS SO MANY PEOPLE WHO PUT SO MUCH OF THEIR SWEAT AND BLOOD INTO BRINGING UNSCRUZ TO LIFE, AND TO ALL OF YOU I GIVE GREAT THANKS! WHAT FOLLOWS IS THE USUAL PARTIAL LIST OF NAMES THAT I RECALL (PRIMARYLY PRODUCTION CREW). PLEASE FORGIVE ME FOR THE MANY I HAVE SURELY FORGOTTEN.

## In alphabetical order:

AMBER COUTTS

BAILEY QUEUE

BILL PERRYMAN

BIG MIKE

BRANDY STIEFEL (SASS)

CELSIUS MAXIMUS

CHARLOTTE WARREN

CHRISTOPHER TUCK (TWISTY)

CORY ROSIN (ENDEAVOR)

GREG CREECH

DAN GROSS

DANIEL NACHMAN (RANGER SANTA CRUZ)

DATO DAVE

DILLON TEMPLE

DOM & CANDICE (LIVEFIT 6 YNOT)

DOUG BROUSSARD (PO BOY)

EUGENE MELLO

FEDERICA CECALUPO

HALEY CARTER

JAKE SCHAFER (FEZ MONKEY)

JO PLANTE

JOSH COREY

KA'NETE SAMPSON MLAUDZI

KELLY FELICETTA

LANCE LEOPOLD

LESLIE BERMAN (FROSTY PAWS)

LINDA NGUYEN FILIPOWICZ

LUCHO YAÑEZ

LUCY MOSKING

MARK GAY

MISTY LONGNECKER

MORGAN LYONS

NAMRAJA SINGH

NICOLE PENNER

PATRICK FLAHERTY

PATRICK LAWRENCE

PETER METCALF

PINK FLAHERTY

POOZ CREEK

PRIMAVERA RIOS

SCOTT RIZZO

SEAN FITINGHOFF

STUART ROBINSON

THERESA NEYER

ULAN MCKNIGHT

VALARIEN REYES

VINCE FELICETTA

WRISTY BURNER

YOHANN MERRAN



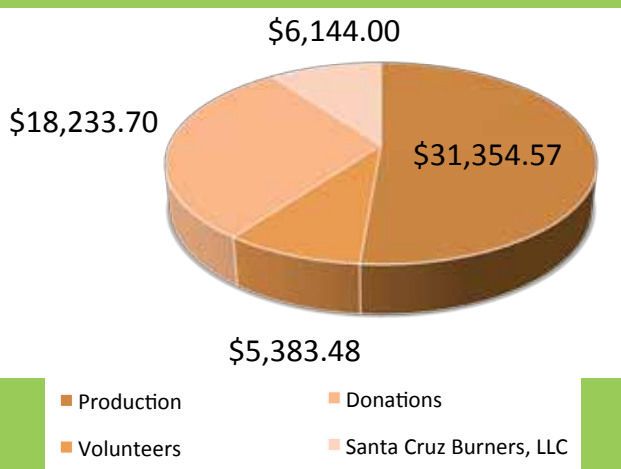


# Seventh Annual UNSCRUZ

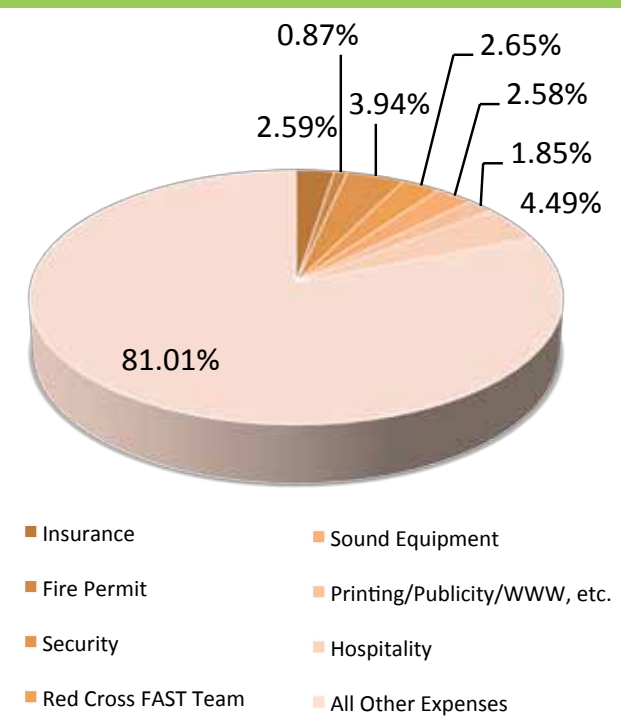
A Burning Man Regional Event

May 5thru 7, 2017 at Santa Cruz County Fairgrounds

## Expenses by Department



## Expense Percentages



Production	\$31,354.57
Insurance	\$1,584.00
Fire Permit	\$534.30
Security	\$2,410.68
Red Cross FAST Team	\$1,620.22
Venue (15% of Gate)	\$13,622.85
Infrastructure	\$1,895.00
unSCRUZ Storage Trailer	\$5,400.00
Freezer Rental & Ice Cost Minus Ice Sales	\$388.00
Radio Rental	\$710.73
Sound Equipment	\$1,577.00
Administration	\$186.53
Printing/Publicity/WWW, etc.	\$1,133.00
Front Gate	\$292.26
Volunteers	\$5,383.48
Hospitality	\$2,744.53
Volunteer "Thank You" BBQ	\$2,335.87
T-shirts	\$303.08
Donations	\$18,233.70
BRAF (Black Rock Arts Foundation)	\$1,000.00
unSCRUZ Art Grants	\$12,799.70
Fairground Heritage Foundation Bar	\$4,434.00
Santa Cruz Burners, LLC	\$6,144.00
Tax Prep (CPA Fees)	\$410.00
State & Federal Tax	\$4,795.00
State LLC Annual Franchise Fee	\$800.00
MyLLC Annual Fee	\$139.00
Production	\$31,354.57
Volunteers	\$5,383.48
Donations	\$18,233.70
Santa Cruz Burners, LLC	\$6,144.00
<b>Total Expenses</b>	<b>\$61,115.75</b>
Ticket Sales & Donations (1356 Attendance)	\$92,063.10
<b>Total Expenses</b>	<b>\$61,115.75</b>
<b>Net Profit Saved for unSCRUZ 2018</b>	<b>\$30,947.35</b>



## Quick Statistics

- \* 1356 PEOPLE ATTENDED, ABOUT 320 MORE THAN IN 2016
- \* 137 RECEIVED COMPLIMENTARY TICKETS. ANOTHER 100 PURCHASED DISCOUNTED TICKETS VARYING FROM \$21 TO \$50. THE PRODUCTION TEAM AGREED IN PAST YEARS THAT THE EVENT CANNOT BE SUSTAINABLE IF SO MANY PEOPLE WERE NOT BUYING TICKETS, THUS WE CREATED A DISCOUNTED PRICING STRUCTURE IN 2016 FOR VOLUNTEERS/LEADS/THEME CAMPS/PERFORMERS/PROMOTIONAL GIVEAWAYS, ETC.. WE USED THE SAME STRUCTURE IN 2017, AND IT SEEMS TO HAVE WORKED WELL.
- \* AGE OF PARTICIPANTS:
  - 21+ = 1276
  - 18 TO 20 (UNDERAGE FOR ALCOHOL) = 14
  - 12 TO 17 (MINORS) = 9
  - 1 TO 11 (FREE ENTRY) = 57
- \* WE INCREASED THE UNSCRUZ BANK ACCOUNT BY APPROXIMATELY \$31,000 THIS YEAR! THIS INCREASE REALLY PUTS US IN A MUCH MORE POWERFUL POSITION TO HAND OUT 10's OF THOUSANDS IN ART GRANTS IN 2018! WE EXPECT TO BEGIN GETTING SOME ARTWORK SUBMISSIONS TO BE CREATED FOR AN EXCLUSIVE UNSCRUZ 2018 DEBUT!
- \* AS A RESULT OF OUR GOOD FINANCIAL SUCCESS IN 2016, WE WERE ABLE TO HAND OUT APPROXIMATELY \$13,000 IN ART GRANTS IN 2017, WHICH IS MORE THAN DOUBLE WHAT WE HAD AVAILABLE IN 2016. WE ARE VERY EXCITED TO BE IN SUCH A STRONG POSITION AS REGARDS OUR ABILITY TO HAND OUT SIGNIFICANT ART GRANTS, A GOAL THAT WE HAVE HAD SINCE OUR BEGINNINGS IN 2009, BUT WE ONLY REALIZED FOR THE FIRST TIME IN 2016!



## Areas to Improve/ Suggestions

- Heritage Hall:** DO WE STILL NEED TO RENT THIS HALL? IT SEEMS TO BE GETTING LITTLE USE NOW THAT WE HAVE SO MANY THEME CAMPS AND MUSIC CAMPS OUTSIDE.
- Fine Art Building:** THIS BUILDING IS ALSO NOT GETTING THE SAME DEGREE OF TRAFFIC AS IT USED TO. CONSIDER EXCHANGING ITS' RENTAL FOR RENTAL OF THE HARVEST BUILDING (WHERE THE KITCHEN IS LOCATED)? SOME TALK OF USING THAT AS A ROLLER RINK. HOWEVER, IT IS STILL A VERY LARGE BUILDING WITH QUESTIONABLE JUSTIFICATION FOR RENTAL IF WE CAN'T FILL IT WITH SOMETHING OF APPROPRIATE SIZE.
- Alcohol Policy:** WE MUST BETTER INFORM & REMIND PARTICIPANTS, ESPECIALLY BAR CAMPS, THAT THE FAIRGROUND HAS A POLICY OF "NO OUTSIDE ALCOHOL."





**Fire Performers:** WE SHOULD CONTINUE DETACHING PERFORMANCE FROM PRODUCTION, PUTTING US FURTHER IN LINE WITH BURNING MAN PRACTICES. WE ALL KNOW WHY WE'VE BEEN DOING THINGS THE WAY WE HAVE, IN ORDER TO ADAPT TO VARIOUS SPECIAL CIRCUMSTANCES AT THE FAIRGROUND, BUT AT THIS POINT, I THINK IT WOULD BE APPROPRIATE TO TREAT THE FIRE DANCERS SIMPLY AS A FIRE TROUPE, LIKE ALL OTHER PERFORMERS/ARTISTS/ETC., WHO MUST APPLY FOR AN ART GRANT TO COVER THEIR VARIOUS COSTS (INSURANCE, FUEL, TICKETS, ETC.). THIS WAS DONE DE FACTO IN 2016 & 2017, BUT IT SHOULD BE MORE FORMALIZED.

**Public Stage:** AGAIN, WE ALL KNOW WHY WE'VE BEEN DOING THINGS THE WAY WE HAVE, IN ORDER TO ADAPT TO VARIOUS SPECIAL CIRCUMSTANCES AT THE FAIRGROUND, BUT THIS SHOULD NO LONGER BE A PART OF UNSCRUZ PRODUCTION, BUT RATHER, JUST BECOME A PROJECT SPONSORED & RUN BY SOME INDEPENDENT COLLECTIVE OR MUSIC CAMP. THEY MAY APPLY FOR AN ART GRANT LIKE ANYONE ELSE. HANDING OVER CONTROL OF THE HERITAGE HALL & FINE ARTS BUILDINGS THIS YEAR TO MUSIC CAMPS WAS A GOOD TRANSITION AND GOOD MODEL TO FOLLOW.

**Box Office/Ticket Sales:** SINCE WE ARE ALMOST CERTAIN TO SELL OUT IN 2018, WE SHOULD DISCONTINUE TICKET SALES ONCE THE EVENT BEGINS (I.E. NO TICKET SALES AT THE GATE), AND THUS WE WILL HAVE NO NEED FOR CASH AT THE GATE. MOREOVER, WE CAN REDUCE GATE HOURS, ALLOWING GATE STAFF MORE OPPORTUNITY TO ENJOY UNSCRUZ.

**Ticket Discounts:**

- \* WE SHOULD BEGIN A LOW-INCOME TICKET PROGRAM
- \* WE SHOULD ELIMINATE PERFORMER DISCOUNTS; PERFORMER TICKETS CAN BE DEALT WITH BY THEME/MUSIC CAMPS ON THEIR OWN IF/WHEN THEY APPLY FOR ART GRANTS

**Art Grants:** THIS PROCESS NEEDS TO BEGIN IMMEDIATELY SO ARTISTS CAN GET EARLY FUNDING TO BEGIN PROJECTS THAT TAKE TIME TO BUILD.

**More Fire:** CAMP FIRES ARE ABSOLUTELY PERMITTED AT THE FAIRGROUND, AS LONG AS THE FIRE PIT IS OFF THE GROUND AND THE FIRE IS ATTENDED. ACCORDINGLY, WE SHOULD BUILD 2 TO 4 LARGE, ARTISTIC, COMMUNITY FIRE PITs, STOCKED WITH A LARGE SUPPLY OF COMMUNITY WOOD, LOCATED AT SEVERAL COMMUNITY GATHERING POINTS THROUGHOUT UNSCRUZ, TO KEEP US WARM, AND TO HELP INVOKE THE TIME IMMEMORIAL HUMAN COLLECTIVE "HUDDLING AROUND THE CAMPFIRE EXPERIENCE."

**Brian:** BETTER FENCING BETWEEN EVENTS

**Patrick:**

- \* NEED TO IMPROVE ACCOUNTABILITY FOR WHO IS EATING
- \* NEED MORE VISIBILITY FOR EVENTS, HAD LOTS OF PEOPLE ASKING ABOUT THEM

**Frosty Paws:**

- \* PRE-EVENT COMMUNICATION BETWEEN PLACEMENT / ART GRANTS
- \* TEAM LEADS NEED TO BE ON THE GROUNDS EARLIER
- \* CENTER CAMP NOT SETUP UNTIL AFTER GATE OPENED

## Areas to Improve Suggestions continued

**McCyver:** NOT ENOUGH VOLUNTEERS & ACCOUNTABILITY

**Vince:**

- \* NOT ENOUGH COMMUNICATION & VISIBILITY ABOUT LAST MINUTE BURN FENCING
- \* BETTER INGRESS / OUTGRESS FOR SHUTTLE

**Sean:** DAY PERFORMERS NEEDED

**Pooz:**

- \* MISSED DECOR IN BOTH OF THE HALLS
- \* DECORE HAD REALLY SHORT NOTICE / COMMUNICATION
- \* PAIN TO BORROW OR BRING OWN EQUIPMENT FOR KITCHEN
- \* KITCHEN IS TOO SELF FUNDED
- \* NEED DEDICATED KITCHEN EQUIPMENT OWNED BY UNSCRUZ
- \* PLATES AND TO-GO CONTAINERS
- \* FELT DISCONNECTED, NOT ENOUGH MEETINGS FACE TO FACE
- \* HOSPITALITY ONLY GOT 1 / 3 REQUESTED CARPORTS, AND TABLES ARRIVED LATE

**Pink:**

- \* NOT ENOUGH VOLUNTEER SWAG
- \* NEED PERMANENT SIGNS FOR LNT / BRANDING
- \* FIRE LANE & ART NEED TOWARD BACK (UNSTABLE RD)
- \* IMPROVE ART DISTRIBUTION
- \* RECYCLING PLAN

**Primavera:**

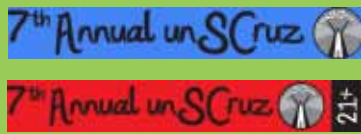
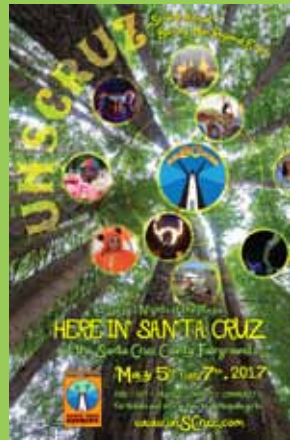
- \* ART GRANT TIMELINE
- \* COMMUNICATION OF ART & PLACEMENT
- \* MORE & EARLIER COMMUNITY OUTREACH (YEAR ROUND)
- \* HEAVY EQUIPMENT BETTER COMMUNICATED
- \* NEED MORE THEME CAMP EVENTS

**Bailey:**

- \* KIDS NEED BETTER SUPERVISION
- \* MORE CITY OUTREACH
- \* PROOFREADING NEEDED
- \* DISCOUNT TICKET CODES
- \* PARKING PASSES
- \* VOLUNTEER BADGES COULD BE MORE ORGANIZED
- \* PEOPLE NOT ON EA LIST SHOWING UP EARLY
- \* DL PROCESS TO DRIVE IN DIDN'T WORK







## Wristy:

- \* NUMBER OF VOLUNTEERS
- \* LOCATION OF PI & VOLUNTEER DESKS
- \* PEOPLE DID NOT SEE THE DESKS
- \* STREET SIGNS DIDN'T GET INSTALLED
- \* NAMES OF HALLS UNCLEAR

## Haley:

- \* BETTER REGIONAL GREETING / COMMUNICATION
- \* BETTER NEIGHBORHOOD OUTREACH / LOCAL COMM.
- \* PLANS TO BE APPROVED FOR ROOMS SETUP
- \* MORE AWARENESS OF ART (ART TOURS)
- \* BETTER VISIBILITY OF HALL ENTRANCES
- \* MORE ART INVOLVEMENT
- \* BETTER ACCULTURATION NEEDS TO HAPPEN SOONER
- \* BETTER PLANNING FOR MOBILITY / ADA
- \* LNF SHOULD STAY OPEN TILL AFTER STRIKE
- \* LNF AFTER EVENT PROCESS
- \* EVERYONE SHOULD BE INVOLVED IN UPDATING POLICIES AND MANUAL
- \* BETTER SUCCESSION PLANNING
- \* NEED MORE STAFF ENJOYING THE EVENT

## Twisty:

- \* TICKETING SYSTEM
- \* NO SYSTEM TO COLLECT MEAL TICKETS
- \* VOLUNTEER ACCOUNTABILITY

## Sass:

- \* PERIMETER ALLOWED PEOPLE TO SNEAK IN
- \* NEED MORE SPACE IF CONTINUING TO GROW
- \* RANGERS SPREAD TOO THIN & NEEDED A GOLF CART
- \* ACCULTURATION NEEDED
- \* MORE (TOO MUCH) MOOP
- \* PEOPLE CUTTING THROUGH CAMPS
- \* DRUNK CHICKS MOOP'D @ 1st CAMP
- \* PLASTIC WRISTBANDS SUCKED
- \* ART GRANT & PLACEMENT DEADLINES NOT ALIGNED

## Nicole:

- \* THEME CAMPS NOT HAPPY W/EA PASSES
- \* BETTER STAFF EA CHECK-IN
- \* MAPS CAME IN LATE
- \* NEED EVENT PLANNING TO START EARLIER
- \* PLANNING PAGE NEEDS BETTER MODERATION (NOT OPEN TO PUBLIC)
- \* HAVING TWO MODES OF COMMUNICATION CAUSES CONFUSION



## Areas to Improve Suggestions continued

### Valerien:

- \* FAIRGROUNDS INFRASTRUCTURE NOT THERE ON TIME
- \* STEPPED BACKWARDS ON BUDGET, NOT ADEQUATE FOR STAGE
- \* NO WHERE TO PLACE PERFORMERS INSIDE
- \* DISCOUNT TICKETS FOR PERFORMERS WASN'T ENOUGH
- \* DISCOUNT TICKETS WERE NOT AVAILABLE SOON ENOUGH
- \* ALI BAR BAR (LOUD SOUND) ON RIDGE THAT PROJECTED SOUND AT NEIGHBORS
- \* LACK OF TRANSPARENCY / COMM. BETWEEN DEPARTMENTS AND THEIR NEEDS

### Amber:

- \* FAIRGROUNDS READINESS
- \* NEED CLEAN DRINKING WATER
- \* MORE BRISKET!
- \* GPS LOCATOR FOR JOSH

## Department Leads' Reports

### Regional Contact (Haley Carter)

AS WITH ANY BURNING MAN EVENT, THERE IS ALWAYS SOME ANTICIPATION OF THE UNKNOWN, AS COMMUNITY COMES TOGETHER IN CREATIVE AND FUN SPACES TO PLAY AND EXPLORE. THIS YEAR AT UNSCRUZ, OUR ALL-VOLUNTEER CREW SURPASSED ALL EXPECTATIONS IN TERMS OF WELCOMING INTERACTIVE ART AND SOCIAL ENGAGEMENT, DRAWING PARTICIPANTS OF ALL KINDS FROM WELL BEYOND THE SANTA CRUZ REGION. WE HAD THE PLEASURE OF SEEING UNSCRUZ, REPRESENTED GENEROUSLY IN THE LOCAL PRESS, HIGHLIGHTING OUR ABILITY TO HOST AN ALL-AGES, FAMILY FRIENDLY EVENT THAT ALLOWS PARTICIPANTS TO BE FULLY EXPRESSIVE IN TERMS OF ART, PERFORMANCE, GIFTING AND PERSONAL KINDNESS TOWARD OTHERS.

FOR THE FIRST TIME, WE BURNED BOTH A LARGER-THAN-LIFE ICONIC EFFIGY, AS WELL AS A BEAUTIFUL AND INTERACTIVE MEMORIAL ART PIECE, WHICH CONTRIBUTED TO THE FEELING THAT UNSCRUZ HAS TRULY BECOME A REGIONAL BURN. SANTA CRUZ BURNERS LLC IS EXCITED TO EXPLORE WHAT THIS YEAR'S SUCCESS MEANS, AND TO CONSIDER OPPORTUNITIES TO SHARE WHAT WE'VE LEARNED (AND WHAT WE'VE EARNED) WITH LOCAL COMMUNITIES AND PROGRAMS THROUGHOUT OUR REGION AND BEYOND.

THANK YOU TO ALL WHO HAVE CONTRIBUTED TO WHAT UNSCRUZ HAS BECOME!

### Placement (Leslie Berman aka Frosty Paws)

FIRST OFF....WHAT A FABULOUS PARTY WE THREW! DESPITE THE OBSTACLES THAT WE ENCOUNTERED, I'D SAY WE ALL DID A DAMN FINE JOB! PRODUCTION REALLY STEPPED IT UP THIS YEAR AND I FELT LIKE I COULD DO A MUCH BETTER JOB BECAUSE OF IT.





Wow! WHAT A GROWTH SPURT WE HAD THIS YEAR! BY 5:00 P.M. ON FRIDAY, WE HAD TO CLOSE THE GENERAL POPULATION CAMPING AREA BY THE LIVESTOCK BARNs BECAUSE WE WERE FULL! LAST YEAR WE HAD 3 RV's AND THE "RUSSIANS" BACK THERE, TO GIVE YOU A COMPARISON.

IT FELT LIKE THE CHANGES IN LAYOUT WERE WELL RECEIVED AND IT NOT ONLY ALLOWED FOR MORE THEME CAMPS ON THE MAIN LAWN AREA, BUT MADE FOR BETTER FLOW OVER ALL. CONSIDERABLE THOUGHT THAT WENT INTO WHICH CAMPS WOULD MAKE GOOD NEIGHBORS THIS YEAR AND FROM PRELIMINARY FEEDBACK, SEEMED TO PAY OFF. I'M HOPING THAT THROUGH A SURVEY, WE CAN GET SOME CONSTRUCTIVE FEEDBACK TO HELP MAKE NEXT YEAR'S MAP EVEN BETTER! I LOVED THAT WE WERE ABLE TO BRING IN SOME OF THE BIGGER ART THIS YEAR AND BOTH AIR PUSHER AND THE TESLA COILS WOULD LIKE TO COME BACK NEXT YEAR.

SPEAKING OF MAPPING....BAILEY DID SUCH AN INCREDIBLE JOB WITH THE WWW! NEXT YEAR, I'D LIKE TO WORK MORE CLOSELY WITH HER TO REALLY DIAL THAT IN AND ENABLE HER TO NOT RUN UP AGAINST THE PRINTING DEADLINES.

NEXT YEAR I THINK IT WOULD BE BENEFICIAL FOR PLACEMENT TO BE MUCH MORE INVOLVED WITH THE ART GRANT TEAM AS THIS YEAR THE TWO WORKED COMPLETELY INDEPENDENTLY OF ONE ANOTHER. THIS WHICH LED TO QUITE A BIT OF LAST MINUTE SCRAMBLING TO PROVIDE PLACEMENT FOR ARTISTS THAT HAD GONE THROUGH THE ART GRANT PROCESS, BUT HAD NEVER SUBMITTED FOR PLACEMENT. THANKFULLY, BOTH PRIMAVERA AND MORGAN DID A FABULOUS JOB OF PICKING UP THE PIECES AND HELPING ME MAKE THE CONNECTIONS WITH THOSE ARTISTS THAT FELL THROUGH THE PLACEMENT CRACKS AND WE WERE ABLE TO ACCOMMODATE EVERYONE.

PLACEMENT IS GOING TO NEED MUCH BETTER COMMUNICATION WITH THE FIRE SAFETY TEAM SO THAT WE AREN'T SCRAMBLING AROUND LAST MINUTE TO PUT UP FIRE SAFETY SIGNAGE THAT REALLY SHOULD NOT HAVE GONE THROUGH PLACEMENT ANYWAYS. WE'LL ALSO BENEFIT FROM PUTTING UP AN ACTUAL SAFETY FENCE AROUND THE EFFIGY BURN SITE, SO GEN POP DOESN'T ACCIDENTALLY CROSS INTO THE PERIMETER AS THE HOARDS COME IN TO CLAIM THEIR SPACE. KNOWING THE DETAILS OF THE FIRE PERMIT WELL IN ADVANCE WILL GO A LONG WAY IN HELPING THESE TWO TEAMS WORK MORE EFFECTIVELY TOGETHER.

RECRUITING MY OWN VOLUNTEER TEAM WORKED WONDERFULLY FOR PLACEMENT THIS YEAR, AND IT FEELS LIKE WE ARE STILL STRUGGLING ON THE VOLUNTEER DEPARTMENT FRONT, SO I'LL BE DOING THE SAME FOR NEXT YEAR.

IN ADDITION, PANDORA WILL BE JOINING ME NEXT YEAR AS CO-LEAD FOR PLACEMENT. SHE IS ABSOLUTELY AMAZING AND WILL BE A MOST WELCOME AND VALUED ADDITION TO THE PLACEMENT TEAM.

I RECRUITED LUCY THIS YEAR TO TAKE THE REINS ON THE FIRE ARTS LANE. SHE WELCOMED THE ROLE AND DID A GREAT JOB MAKING SURE THAT ALL OF THE FIRE ARTISTS WERE IN COMPLIANCE WITH CODE AND PLACED THE ART WONDERFULLY IN THE FIRE LANE. SHE AND I WILL BE BIDDING OUT FOR A NEW PROPANE DELIVERY COMPANY FOR NEXT YEAR, AS WE CONTINUED TO HAVE SOME CHALLENGES WITH AMERIGAS. SHE IS ANOTHER MOST WELCOME AND VALUED ADDITION TO THE PLACEMENT TEAM.

DAVE, WITH THE FAIRGROUNDS, WAS WONDERFULLY ADAPTABLE AS OUR SPACE REQUIREMENTS PUSHED OUT QUITE A BIT THIS YEAR. I'VE ALREADY SPOKEN TO



HIM ABOUT POSSIBILITIES FOR NEXT YEAR AND WILL CONTINUE THAT DIALOG WITH PRODUCTION SO WE CAN PLAN AHEAD FOR MORE GROWTH NEXT YEAR.

LOOKING INTO THE FUTURE AND THINKING ABOUT WHAT WORKS AND WHAT DOESN'T...I WOULD LOVE TO GIVE AWAY THE FINE ARTS BUILDING AND JUST NOT TRY TO DO ANYTHING IN THERE NEXT YEAR. I SPOKE WITH DAVE ABOUT TAKING OVER THE SPACE BEHIND THE KITCHEN AND HE WAS VERY OPEN TO THE IDEA. I THINK IT WOULD BE GREAT TO INVITE BLACK ROCK ROLLER DISCO AND PLACE THEM IN HALF OF THAT SPACE. WE CAN CREATE A CHILL ZONE IN THE OTHER HALF TO ROUND OUT THE SPACE.

UNIVERZ DID A GREAT JOB IN HERITAGE HALL AND I WOULD LOVE TO INVITE THEM BACK AGAIN TO DO THE SAME NEXT YEAR. SILENT DISCO IS PREPARED TO DOUBLE THE AMOUNT OF HEADSETS AVAILABLE AND WORK FROM THE MAIN STAGE FOR THE ENTIRE EVENT NEXT YEAR.....EVEN IF WE EXPAND TO 4 DAYS. I THINK THAT IS DEFINITELY SOMETHING TO TALK ABOUT....AND SOMETHING TO REALLY PUBLICIZE PRE-EVENT.

THE DANCETRONAUTS ARE NO LONGER WELCOME IN MY BOOK. THEY'VE TAKEN ADVANTAGE AND NOT BEEN HONEST WITH US FOR THE LAST TIME.

OTHER THAN THAT, I FEEL LIKE WE HAD A FANTASTIC YEAR WITH A WONDERFUL PRODUCTION TEAM AND I WILL ABSOLUTELY BE BACK FOR MORE NEXT YEAR.

## Communications (Bailey Queue)

### WHAT WORKED

- \* SETTING DEADLINES FOR VARIOUS PROJECTS: POSTER, STICKERS, WHAT WHEN WHERE, ETC.
- \* INDIVIDUAL BADGES FOR STAFF
- \* MASS EMAILS TO 2017 ATTENDEES AND 2015-2016 ATTENDEES
- \* PHOTOGRAPHERS. YAY WE HAD SOME!

### WHAT NEEDS IMPROVEMENT

- \* BADGES FOR VOLUNTEERS. AN INTERESTING OUTCOME: THE DEPARTMENT BADGES WERE ONLY GIVEN TO STELLAR VOLUNTEERS. PRIOR TO RECEIVING THE STELLAR BADGE REWARD THEY HAD THE GENERIC VOLUNTEER BADGE. I WOULD LIKE TO DIAL THIS IN BETTER
- \* MASS EMAILS WERE SENT ONLY TO BURNERS. I WOULD LIKE TO BE ABLE TO SEND EMAILS TO NON-BURNERS AS WELL. NOT QUITE SURE HOW TO OBTAIN THEIR ADDRESSES
- \* NEIGHBORHOOD OUTREACH: SEXTANT SUGGESTED OPENING THE DOORS TO THE NEIGHBORHOOD THURSDAY EVENING (SET-UP HAPPENS ON THURSDAY)
- \* WHAT WHEN WHERE HAD A FEW ERRORS. I SWITCHED WHAT WAS HAPPENING IN BUILDINGS. BOO. NEXT YEAR WRISTY VOLUNTEERED TO PROOFREAD! YAY!
- \* TICKETING: I NEED TO BE ABLE TO ACCESS ALL STAGES MULTIPLE TIMES TO CREATE APPROPRIATE HOW-TO'S. A DIRECT LINK TO WHEREVER THE VOLUNTEER LEAD WOULD LIKE VOLUNTEERS TO SIGN-UP





## Box Office Front Gate (Namrāja Singh)

BOX OFFICE OPERATIONS WENT VERY SMOOTHLY. JUST NEED TO MAKE SURE I HAVE A RADIO WHEN I AM THE ONLY PERSON THERE. VOLUNTEERS DID AN AMAZING JOB.

### OUTSIDE OF MY DEPARTMENT

- \* I ONLY NOTICED ONE GARBAGE AND ONE RECYCLE CAN, WHICH WERE BOTH AT THE BOX/INFO. I UNDERSTAND THAT THE IDEA IS TEACH LEAVE-NO-TRACE. HOWEVER, I NOTICED MUCH MORE MOOP THAN I REMEMBER SEEING LAST YEAR. MAYBE WE NEED A GREEN TEAM, SOME VOLUNTEER
- \* TRASH PIRATES WHO ARE WILLING TO HUNT DOWN MOOP AND EDUCATE PARTICIPANTS ON THE IMPORTANCE OF LEAVE-NO-TRACE

## Volunteer Coordination (Stuart Robinson)

### WHAT WORKED:

- \* TRANSITION TO SIGN UP GENIUS. ONCE DATABASE WAS WORKED OUT, WAS VERY EASY TO DISSEMINATE INFORMATION TO POTENTIAL VOLUNTEERS, SET SCHEDULES UP FOR EVERY DEPARTMENT, AND TRACK INFORMATION
- \* ASSISTANCE FROM EVERY DEPARTMENT. THIS WAS MY FIRST TIME AROUND AS A LEAD FOR UNSCRUZ, AND THE HELP WAS GREATLY APPRECIATED
- \* COMMUNICATION. I WAS ABLE TO COMMUNICATE WITH EVERYONE THAT I NEEDED TO COMMUNICATE WITH QUICKLY AND EFFECTIVELY, BOTH LEADING UP TO THE EVENT, AND DURING THE EVENT

### WHAT NEEDS IMPROVEMENT

- \* DEDICATED EMAIL ACCOUNT FOR VOLUNTEER COORDINATOR. SIFTING THROUGH PERSONAL MESSAGES AND UNSCRUZ MESSAGES PROVED VERY DIFFICULT DURING CRUNCH TIME, AND HAVING A DEDICATED EMAIL ACCOUNT WOULD HAVE CLEANED UP SOME OF THIS MESS
- \* VOLUNTEER ATTRITION. OVER 80 PEOPLE SIGNED UP FOR VOLUNTEERS. OF THOSE, SEVERAL WERE STAFF MEMBERS WHO ACCIDENTALLY SIGNED UP, AND A FEW WERE REPEAT SIGN UPS. AFTER THAT, LESS THAN HALF SHOWED UP FOR THEIR SHIFTS. CREATED SEVERAL STAFFING ISSUES FOR SEVERAL DEPARTMENTS. STAFF WORKED FANTASTICALLY AT FILLING IN THE GAPS, BUT THIS ALSO STRAINED THEIR RESOURCES
- \* FLAGGING VOLUNTEERS AT BOX OFFICE CHECK IN. IF USING JOYNR NEXT YEAR FOR TICKET SALES, WILL COORDINATE WITH THEM TO CREATE FLAGGING SYSTEM IN THEIR DATABASE FOR WHEN VOLUNTEERS CHECK IN
- \* VOLUNTEER COORDINATOR IS A TWO PERSON JOB. THERE SHOULD BE TWO DEDICATED LEADS FOR THIS DEPARTMENT

## Shuttle (Vince Felicetta)

WE HAD FOUR TRUCKS AND TRAILERS AND 7 VOLUNTEERS THIS YEAR FOR SHUTTLE. WE MOVED HUNDREDS OF PARTICIPANTS AND THEIR GEAR INTO THE FAIRGROUNDS WITHOUT ANY PROBLEMS. SHUTTLE RAN FOR 13 HOURS ON FRIDAY AND 8 HOURS ON SATURDAY. WAIT TIMES FOR SHUTTLES WERE UNDER 15 MINUTES IN MOST CASES.



## Art Grants (Primavera Rios)

### THE NUMBERS

- \* 26 APPLICATIONS
- \* 18 GRANTS GIVEN
- \* SPENT \$6911.00 (ALTHOUGH THIS DOESN'T INCLUDE WHAT WE GAVE TO DANCETRONAUTS AT THE START OF THE EVENT)
- \* ONLY HAD 1 ARTIST NOT DELIVER AND HE RETURNED MONEY THE NEXT DAY!

### WHAT WORKED

IT WORKED! THE ART WAS AWESOME. MOST ARTIST DELIVERED AND DIDN'T HAVE ANY EXTENSIVE ISSUES SETTING UP THEIR ART AND BECAUSE OF CONTRACT ANY PROBLEM WE DID HAVE WITH NON-DELIVERY WAS A NON ISSUE. PLACEMENT OF ART WAS GREAT. THE COMMITTEE TO DECIDE WHO GETS GRANTS WAS A GOOD IDEA AND WORKED BUT NEED ONE PRODUCER AND PLACEMENT LEAD ON COMMITTEE AS WELL.

### WHAT NEEDS IMPROVEMENT

- \* COMMUNICATION WITH ARTIST - TOO MANY PEOPLE WERE GIVEN THEM DIFFERENT INFO. ONE CONTACT PER!!!! NEED TO WORK WITH PLACEMENT ON THIS. NEED ONE PLACE WHERE ALL INFORMATION IS KEPT
- \* COMMUNICATION WITH COMMUNITY - WHAT AN ART GRANT WILL COVER AND WHAT IT WON'T COVER
- \* TIMELINE - WE NEED TO START WAY EARLIER. JAN - START ADVERTISING, GIVE OUT FIRST ROUND OF GRANTS IN EARLY MARCH, GIVE OUT LAST ROUND EARLY APRIL. THIS WILL REALLY HELP WITH GETTING THE ART ON THE MAP PROPERLY SO PARTICIPANTS KNOW WHERE EVERYTHING REALLY IS.
- \* EQUIPMENT - NEED BETTER WAY OF COMMUNICATING BOTH WITH PLACEMENT AND WITH ARTIST ABOUT WHAT EQUIPMENT IS AVAILABLE FOR LOADING/ UNLOADING THE ART.
- \* PLACEMENT - WHILE PLACEMENT OVERALL WAS EXCELLENT WITH WHAT WE HAD, I'D LIKE TO HAVE TO ART SPREAD OUT MORE, HAVING A PIECE UP BY ALI BAR BAR AND DOWN IN THE PIT WOULD MAKE EVERYONE FEEL MORE LIKE THERE WERE A REAL PART OF THE EVENT RATHER THAN ON THE FRINGE.

### NEW

- \* COMMUNITY OUTREACH, TO BOTH CREATE ART SPECIFICALLY FOR UNSCRUZ AND BRING MORE DIVERSE ART
- \* CREATE DATABASE/FOLDER (LIST OF SOME SORT) OF ARTISTS THAT APPLIED AND WERE AWARDED GRANTS IN THE PAST WITH NOTES ON WHAT WORKED AND WHAT DIDN'T WITH EACH ARTIST, SO THIS INFORMATION ISN'T LOST AS PEOPLE MOVE ON
- \* EVENTS - WOULD LIKE TO START THE DISCUSSION ON GIVING OUT SMALL GRANTS FOR EVENTS (LIKE KENTUCKY DERBY) OR PROVIDE VENUE/EVENT FOR THEME CAMPS TO FUNDRAISE TO DO MORE EVENTS







## Off Playa Info (Wristy Burner)

ONCE AGAIN IN 2017, OFF PLAYA INFO ACTED AS THE ONSITE INFORMATION CLEARING HOUSE, GREETERS, ARCTICA AND THE OFFICIAL LOST & FOUND FOR THE EVENT. WE WERE ALSO THE PRIMARY DISTRIBUTORS OF THE WWW FOR THE MASSES.

### WHAT WENT WELL

- \* WE HAD A VERY LIMITED NUMBER OF VOLUNTEERS THIS YEAR, BUT THE FEW THAT WE HAD WERE AWESOME. MAJOR KUDOS TO THOSE SPECIAL FEW THAT DID SUCH A GREAT JOB ANSWERING QUESTIONS, DIRECTING PEOPLE, DISTRIBUTING WAWAs, SELLING ICE TAKING IN FOUND ITEMS AND GENERALLY ENGAGING EVERYONE THAT PASSED BY
- \* OUR LOCATION WAS COMFORTABLE AND SPACIOUS, BUT AWAY FROM THE MAJOR FLOW OF PEOPLE
- \* THE LAMINATED MAPS AND SCHEDULES AND 10 PRINCIPLES WERE GREAT AND WE WANT THOSE EVERY YEAR

### WHAT NEEDS IMPROVEMENT

- \* UNFORTUNATELY, WE WERE VICTIMS OF OUR OWN PAST SUCCESS. LAST YEAR MANY PEOPLE DISCOVERED THE WONDERFUL SHUTTLE SERVICE, AND THIS YEAR MANY OF THEM UTILIZED THE SHUTTLE SERVICE. SO THAT MEANT THAT A LOT OF PARTICIPANTS CHECKED IN AT THE GATE, GOT THEIR WRISTBANDS, AND TURNED RIGHT AROUND TO GO BACK TO THEIR CARS. A VAST MAJORITY OF THE PARTICIPANTS DID NOT EVEN PASS BY OFF PLAYA INFO. THEREFORE, MOST OF THEM DID NOT KNOW WHERE WE WERE, DID NOT GET THEIR WAWAs AND DID NOT KNOW WHERE LOST & FOUND OR ICE SALES WERE LOCATED. HOPEFULLY IN 2018 WE CAN FIND A DIFFERENT LOCATION FOR GREATER VISIBILITY AND TO BETTER INTERACT WITH THE PARTICIPANTS
- \* BECAUSE MANY PARTICIPANTS DID NOT KNOW WHERE WE WERE, THEY DID NOT KNOW WHERE TO TURN IN FOUND ITEMS. POST EVENT, THERE WERE FOUND ITEMS SPREAD AMONGST AT LEAST 4 DIFFERENT STAFF MEMBERS
- \* WE REALLY COULD USE MORE VOLUNTEERS TO EASE THE WORKLOAD ON THE REST OF US

## Fire Conclave (Celsius Maximus)

THE SHOW WAS SUCCESSFUL WITHOUT INCIDENT.

### THINGS THAT COULD BE IMPROVED FOR NEXT YEAR

- \* HAVE STEEL BARRICADES AT MAIN STAGE THE NIGHT BEFORE FIRE INSPECTION
- \* MOST OF MY PERFORMERS NAVIGATED THE TICKET CODE THING SUCCESSFULLY, BUT I HAD A FEW THAT HAD TROUBLE DOING IT ON THEIR PHONES. ONE PERFORMER WAITED TO DO IT AT THE GATE BEFORE THE SHOW AND GOT SO FRUSTRATED WITH THE PROCESS HE JUST BOUGHT A TICKET TO GO IN

WELL DONE OVERALL PEOPLE! I'M READY FOR NEXT YEAR!

## Hospitality (Amber Coutts & Pooz Creek)

### WHAT WENT RIGHT

WE HAD A STRONG CORE CREW THIS YEAR AND WERE BLESSED TO ACQUIRE A NEW LEADER WITHIN THE GROUP, DATO DAVE. HE WAS ENTHUSIASTIC AND PASSIONATELY EXECUTED GOURMET MEALS WITH A SMILE. HE INTRODUCED THE POPULAR LATE NIGHT MEALS, WHICH PLEASED AND FED MANY. WE ALSO WERE GRATEFUL FOR THE RETURN OF THE FORCE THAT IS THERESA NEYER, WHO WAS EAGER TO LEND A HELPING HAND WHEREVER IT WAS NEEDED. OUR PRE-PLANNING OF MEALS AND INGREDIENT SOURCING WENT WELL IN ACCORDANCE WITH OUR BUDGET. WE WERE SO HAPPY TO RECEIVE DONATIONS FROM SEVERAL LOCAL FARMS WHO PROVIDED US WITH DELICIOUS MICRO GREENS AND VEGETABLES! WE ALSO RECEIVED A GIFT OF SOME BORROWED CATERING EQUIPMENT FROM A FRIEND OF VINCE'S THAT MADE THE SERVICE OF THE FOOD ELEGANT AND POSSIBLE. WE WERE VERY GRATEFUL TO HAVE EARLY ACCESS TO THE KITCHEN THIS YEAR, WHICH ALLOWED US TO SANITIZE THE SPACE (ALTHOUGH THE KITCHEN WAS MUCH CLEANER THAN IT HAS BEEN IN THE YEARS PRIOR). WE WERE ABLE TO SEND HOSPITALITY AMBASSADORS OUT INTO THE EVENT WITH ICED HORCHATA TO GIFT TO THIRSTY PARTICIPANTS, THIS WAS WELL RECEIVED AND APPRECIATED. THERE WAS A HANDFUL OF STELLAR VOLUNTEERS WHO CAME BACK TO HELP IN THE KITCHEN MORE THAN THEIR SCHEDULED SHIFTS, AND WORKED LONGER HOURS THAN REQUIRED. THESE ROCK STARS EVEN THANKED US FOR "LETTING" THEM WORK IN THE KITCHEN. A FEW WHO DESERVE SPECIAL MENTION ARE PETER METCALF AND JO PLANTE, WHO WERE NOT EVEN SCHEDULED TO WORK IN THE KITCHEN AND SHOWED UP EVERY DAY TO HELP WHERE THEY COULD. WE HAD AMPLE SEATING OPTIONS THIS YEAR WHICH WAS A NICE STEP UP FROM PREVIOUS YEARS AS WELL. OVERALL, WE WERE VERY HAPPY TO HAVE SO MANY AMAZING VOLUNTEERS WHO MADE MAKING FOOD A PLEASURE FOR ALL OF OUR HARD-WORKING STAFF!

### WHAT NEEDS IMPROVEMENT

- \* WE HAD TO STOCK THE KITCHEN WITH OUR OWN AND SOME BORROWED EQUIPMENT, WHICH IS A RISK FOR US AND IN FACT LEAD TO SOME ITEMS BEING LOST OR DAMAGED. WE WOULD LIKE TO IMPROVE THIS BY GATHERING LOW-COST EQUIPMENT THAT WOULD BE OWNED BY UNSCRUZ AND COULD BE STORED IN THE TRAILER FOR FUTURE USAGE. THIS WOULD INCLUDE ITEMS SUCH AS: KNIVES, SPATULAS, TONGS, BOWLS, PLATES, BEVERAGE DISPENSERS, CROCK-POTS, FOOD PROCESSORS, POTS AND PANS, CUTTING BOARDS, AND ANTI-SLIP/FATIGUE MATS
- \* WE WERE UNABLE TO ATTAIN THE REQUESTED 3 CARPORTS TO COVER THE EATING AREA. WE RECEIVED 1 OUT OF THE 3 (AND A DAY LATE). THIS LEFT SOME PEOPLE EATING IN THE HOT SUN. NEXT YEAR WE'D LOVE TO GIVE EVERYONE SOME SHADE
- \* WE ENDED UP FEEDING MANY MORE PEOPLE THAN WE HAD PLANNED TO. WE RECEIVED A TOTAL OF ONE MEAL TICKET OVER THE COURSE OF THE EVENT. WE WERE FEEDING NOT JUST STAFF, BUT VOLUNTEERS AS WELL. THERE WAS NO ACCOUNTABILITY OR MONITORING OF WHO WAS ABLE TO GET A MEAL. THE ONE MEAL THAT NUMBERS WERE ACTUALLY TAKEN REVEALED







THAT A TOTAL OF 136 PEOPLE GOT TO EAT, WHEN WE WERE QUOTED AROUND 72 WHO NEEDED TO BE FED. WE WOULD LIKE TO REDUCE THE NUMBERS OF THOSE RECEIVING MEALS TO STAFF, RED CROSS, RANGERS, AND SECURITY ONLY. IF WE HAD A REDUCED NUMBER OF PEOPLE BEING FED AND AN ACCOUNTABILITY SYSTEM, WE WOULD BE ABLE TO BOTH PURCHASE NEEDED EQUIPMENT AND PROVIDE HIGHER QUALITY CUISINE

- \* WE FACED THE CHALLENGE OF OUR FREEZER NOT BEING FUNCTIONAL AND OUR WATER HEATER ALMOST EXPLODING AND NEEDING TO BE REPLACED. WE NEED TO KNOW PRIOR TO OUR ARRIVAL WHAT IS AND ISN'T WORKING IN CASE WE NEED TO SOURCE A REPLACEMENT
- \* WE ALSO HAD TO BOIL DOWN ICE AND PURCHASE 2.5 GALLON CONTAINERS OF CLEAN DRINKING WATER AS THE FAIRGROUNDS POSTED A LEAD WARNING ON THE TAP WATER. WE WOULD LIKE TO GET A LARGER CLEAN WATER CONTAINER NEXT YEAR TO AVOID THIS PROCESS
- \* MANY OF OUR SCHEDULED VOLUNTEERS DID NOT SHOW UP FOR SHIFTS AND LEFT SEVERAL HOLES IN THE TASKS THAT NEEDED TO BE DONE. STUART DID HIS BEST TO TRY AND ACCOUNT FOR THIS AND BRING IN MORE VOLUNTEERS AS HE RECEIVED THEM, HOWEVER ON THE LAST DAY OF CLEANUP WE ONLY HAD 2 VOLUNTEERS WHICH MADE FOR A LONGER AND MORE DIFFICULT DAY
- \* OUR BBQ PIT'S WERE DELIVERED AN HOUR BEFORE OUR SCHEDULED MEAL TIME WHICH MADE THE SERVICE LATE. WE WOULD LOVE TO HAVE THOSE DELIVERED EARLY NEXT YEAR
- \* OUR TABLES (AND CARPORTS) CAME A DAY LATE AND WE HAD TO UTILIZE A CAMP TABLE TO SERVE FOOD UNTIL WE RECEIVED OUR ORDER
- \* ELECTRICITY WAS AN ISSUE. WE HAD TO RUN EXTENSION CORDS WITH POWER STRIPS IN ORDER TO RUN EQUIPMENT. WE BARELY HAD ENOUGH CORDS TO DO THIS AS WE HAD TO USE THE ONES WE HAD BROUGHT TO SUPPLY THE LIGHTING OUTSIDE. WE HAD MULTIPLE SHORTS AND HAD TO CONSTANTLY CHOOSE WHAT DEVICES TO RUN AND WHEN
- \* WE WERE UNABLE TO PICK UP OUR LOCAL BAKERY DONATIONS AS WE WERE ALREADY STRETCHED SO THIN ON TIME AND TASKS. THIS LEAD TO A SHORTAGE OF SWEET TREATS FOR STAFF TO ENJOY. WE BELIEVE THAT HAVING MORE VOLUNTEERS AND AN EARLIER PICK UP DATE WOULD ALLEVIATE THIS ISSUE
- \* OUR DISPOSABLE PLATES MEANT FOR MEAL DELIVERY TO STAFF UNABLE TO COME AND PICK UP THEIR MEALS WENT MISSING ON FRIDAY (SEVERAL HUNDRED PLATES...). WE REQUESTED THAT STAFF PROVIDE THEIR OWN PLATES, BOWLS, UTENSILS, AND CUPS AS WE GAVE THEM A SPACE TO WASH THEIR DISHES. NOT MANY PEOPLE DID THIS AND IT LEAD TO SOME OF OUR BORROWED PLATES BEING TAKEN AND GOING MISSING. WE WOULD LIKE TO ENFORCE THIS POLICY MORE STRONGLY IN THE FUTURE OR OPT FOR MORE DISPOSABLE PLATES/UTENSILS
- \* MEAL TIMES WERE OFF. WE WOULD LIKE TO SHIFT ALL MEALS BY AT LEAST AN HOUR LATER TO ENSURE THAT THEY ARE BOTH ON TIME AND THAT EVERYONE OPERATING ON "FESTIVAL TIME" IS FED WHEN THEY ARE HUNGRY. NEXT YEAR WE WOULD LIKE TO ALSO PROVIDE A WELL-STOCKED 24 HOUR SNACK TABLE



- \* BUDGETING WAS A BIT OF AN ISSUE AS OUR BUDGET REMAINED THE SAME DESPITE THE HEAVY INCREASE IN FOOD COSTS. WE THINK THAT A REDUCTION IN TOTAL MEALS PROVIDED WOULD HELP US BOTH MAINTAIN OUR CURRENT BUDGET AND ALLEVIATE THE STRESS OF HAVING TO ELIMINATE KEY INGREDIENTS DUE TO THEIR INFLATED COSTS

## Amphitheater (Valarlen Reyes)

### WHAT WENT WELL

- \* STAGE CREW (THE UNSCRUZ LEAGUE OF EXTRAORDINARY STAGE CREW)
  - MANY OF OUR CORE STAGE CREW RETURNED AGAIN THIS YEAR, HAVING A CREW THAT HAS EXPERIENCE WITH UNSCRUZ'S COMMUNITY STAGES AS WELL AS EACH OTHER MADE FOR OUR SMOOTHEST RUNNING AND MOST ORGANIZED TEAM YET, EVERYONE GAVE THEIR ALL, WENT WAY BEYOND THE CALL OF DUTY, AND DID IT ALL BEHIND THE SCENES - AND ALL ARE ROCK STARS!
- \* STAGE EQUIPMENT - DESPITE THE BUDGET ALLOCATED THIS YEAR FOR OUR AMPHITHEATER COMMUNITY MAIN STAGE BEING SMALLER THAN PREVIOUS YEARS AND INSUFFICIENT TO PROVIDE ALL THE ESSENTIAL EQUIPMENT, ROUGHLY 80% OF ALL THE GEAR THIS YEAR WAS VOLUNTEERED DIRECTLY FROM THE STAGE CREW. THIS TOOK MONTHS TO PULL TOGETHER AND THE AMPHITHEATER COMMUNITY MAIN STAGE COULDN'T HAVE HAPPENED WITHOUT THIS, AS WELL COMING IN UNDER THE ALREADY CONSERVATIVE BUDGET - SO A BIG SHOUT OUT TO THE STAGE CREW FOR THEIR INCREDIBLE GENEROSITY, TIME AND MASSIVE EFFORT!
- \* PRODUCTION TEAM - THERE ARE SO MANY AWESOME, COMMITTED AND LOVING FOLKS THAT RETURNED AND JOINED THIS YEAR TO PRODUCE UNSCRUZ, WITH IMMENSE PERSONAL SACRIFICE IN TIME, MONEY AND ENERGY TO MAKE UNSCRUZ THE MOST WONDERFUL OFF PLAYA BURNER FAMILY AND COMMUNITY EVENT - FEELING HUMBLER AND OVERJOYED FOR WHAT WE ALL BUILT TOGETHER!

### WHAT NEEDS IMPROVEMENT

- \* COMMUNITY STAGES: BUDGET & PERFORMER TICKETS - COMMUNITY STAGES WERE NOT ADEQUATELY FUNDED AND PERFORMERS DISCOUNTED TICKETS WERE NOT ADEQUATELY PROVIDED FOR, ESPECIALLY IN COMPARISON TO PREVIOUS YEARS AS WELL ACTUAL NUMBERS THIS YEAR. THIS CREATED AN UNNECESSARY AMOUNT INEFFICIENCY AND SIGNIFICANT STRESS IN THE ENTIRE PROCESS FOR THE PERFORMER/STAGES LEAD (WAY TOO MANY LONG DAYS AND SLEEPLESS NIGHTS); THE STAGE CREW (WHICH HAD TO GENERATE 80% OF THE EQUIPMENT NEEDED THROUGH VOLUNTEER EQUIPMENT AND TIME FROM SEVERAL MEMBERS OF THE STAGE CREW); AND THE MANY PERFORMERS INVOLVED (THE LATE TIMING AND INSUFFICIENT AMOUNT OF DISCOUNTED TICKETS CODES MADE FOR HAVING TO COMMUNICATE WITH EVERY SINGLE PERFORMER AT THE LAST MINUTE TO FIND OUT WHO COULD COME OR NOT, WITH OR WITHOUT A DISCOUNTED TICKET, RESULTING BOTH IN DISENFRANCHISING 30% OF PERFORMER SUBMISSIONS, WHICH WE'VE NEVER HAD TO DO BEFORE, AND SIGNIFICANTLY DELAYING THE SCHEDULING PROCESS). ALL OF THE ABOVE MADE FOR TAKING STEPS BACKWARDS IN COMPARISON WITH THE PROGRESS BUILT OVER PREVIOUS UNSCRUZ





EVENTS, ESPECIALLY GIVEN THE CURRENT GROWTH IN ATTENDANCE AND REVENUE. (RECOMMENDATION - AS WE HAVE DONE PREVIOUSLY, WE SHOULD PROVIDE AN ADEQUATE BUDGET FOR COMMUNITY STAGES AND PROVIDE ALL PERFORMERS WITH AT LEAST DISCOUNTED TICKETS; USING ACTUAL/ REAL PAST EXPERIENCE AND NUMBERS, AS WELL AS TAKING INTO ACCOUNT THE COMMUNAL INTEREST IN COMMUNITY STAGES AND PERFORMERS TO ADEQUATELY PROVIDE BUDGETARY AND TICKET SUPPORT FOR THE COMMUNITY STAGES AND PERFORMERS - MUSICIANS, BANDS, DJs AND DANCERS ARE ARTISTS TOO AND AN IMPORTANT PART OF UNSCRUZ!)

- \* COMMUNITY STAGES: INSIDE HALLS (FINE ARTS HALL / HERITAGE HALL) - THE DECISION TO REDUCE OUR COMMUNITY STAGES FROM 3 STAGES TO 1 STAGE (KEEPING ONLY THE OUTDOOR AMPHITHEATER MAIN STAGE AND LETTING GO OF RUNNING BOTH INSIDE HALLS, FINE ARTS & HERITAGE RESPECTIVELY, RESULTED IN NO LONGER HAVING AN INSIDE STAGE TO SCHEDULE PERFORMERS ON A SOUND SYSTEM AT NIGHT; AND SIGNIFICANTLY REDUCED THE OPPORTUNITIES TO SCHEDULE PERFORMERS IN GENERAL, FOR THE FIRST TIME WE WERE UNABLE TO SCHEDULE ALL SUBMITTED COMMUNITY PERFORMERS. WE RECEIVED A LOT OF DISAPPOINTMENT FROM PERFORMERS AND PARTICIPANTS ABOUT BOTH. (RECOMMENDATION - RECLAIM 1 INSIDE STAGE TO SCHEDULE COMMUNITY PERFORMERS ON; IDEALLY THE FINE ARTS HALL, AS THIS HAS BEEN THE PRIMARY INSIDE COMMUNITY STAGE/HALL AT ALL THE PREVIOUS UNSCRUZ EVENTS AT THE FAIRGROUNDS)
- \* COMMUNICATION - THERE WAS LITTLE COMMUNICATION BETWEEN PRODUCERS AND LEADS, LEADS AND LEADS, AND ACROSS PRODUCTION IN GENERAL, ESPECIALLY VIA EMAIL IN COMPARISON TO PRIOR YEARS. THIS CREATED A SENSE OF NOT KNOWING WHAT EVERYONE ELSE WAS DOING AND WHAT WAS GOING ON IN GENERAL. FACEBOOK IS GOOD FOR COMMUNITY POSTS IN GENERAL, BUT IS NOT THE BEST OR MOST EFFICIENT WAY TO KEEP THE PRODUCTION TEAM INFORMED AND ON THE SAME PAGE. EMAIL WOULD BE BETTER UTILIZED IN THIS REGARD. (RECOMMENDATION - GREATER USE OF INTER-DEPARTMENTAL COMMUNICATION, ESPECIALLY VIA EMAIL, ACROSS THE PRODUCTION TEAM WOULD GREATLY HELP IN PRODUCTION, LEAD AND TEAM COORDINATION).
- \* FAIRGROUNDS - THE AMPHITHEATER HAD NO POWER AND THE PLUMBING WASN'T WORKING, BOTH WERE REPAIRED DURING THE EVENT, BUT THESE SHOULD HAVE BEEN OPERATIONAL. WE ALSO DIDN'T GET THE TABLES AND CHAIRS REQUESTED FOR THE AMPHITHEATER UNTIL HAVING TO ASK FOR THEM DURING THE EVENT

## Leave No Trace (Pink)

2017 WAS A GREAT YEAR FOR UNSCRUZ LEAVE NO TRACE. WE REALLY GAVE LEAVE NO TRACE A LOT OF THOUGHT BEFORE THE EVENT AND CAME UP WITH SOME GREAT IDEAS. THE FIRST WAS A GIANT, BEAUTIFUL LEAVE NO TRACE SIGN AT THE FRONT GATE, TO GET YOU IN THE MOOD! WE PROVIDED A FREE GARBAGE BAG FOR EACH TICKET HOLDER AND LEFT THE REST AT CENTER CAMP. SECOND, WITH SIGNS IN THE RESTROOM THAT REMINDED OUR FRIENDS AT THE BATHROOM, TRASH WAS FOR PAPER TOWELS ONLY. THIRD, REMOVED APPROXIMATELY 2/3RDS OF ALL THE TRASH CANS FROM THE FAIRGROUNDS AND PUT THEM IN A SAFE SPOT.



THEN WE CONVERTED THE REMAINING CANS INTO "RECYCLE ONLY" CANS WITH FUN SIGNS LIKE "BOTTLES AND CANS CLAP YOUR HANDS" AND OTHERS. FRIDAY MORNING WE VENTURED OUT WITH OUR LARGEST CREW TO MOVE AND CHECK THE CANS. WE FOUND A FEW CANS WITH TRASH INSIDE AND KICKED THEM OVER LOUDLY TELLING FOLKS TO STAY BACK FROM THE CRIME SCENE, "TRASH IN THE RECYCLING CANS!" IT WAS A FUN WAY TO EDUCATE, AND THOSE CANS STAYED PRETTY TRASH FREE AFTERWARDS. THE REST OF THE DAY WE ALL ENJOYED THE SHOW. SATURDAY MORNING WE WERE CHALLENGED BY THE REMAINS OF ANOTHER EVENT, "FRIDAY NIGHT RACES." LOTS OF MOOP COVERED A GRASSY AREA. WE GOT OUT OUR LEAVE NO TRACE VEHICLE AND STARTED MOVING, AND WE WERE JOINED BY MANY OTHERS WHO HELPED TO GET THE MOOP BACK INTO ITS PLACE! SUNDAY MORNING WE WERE JOINED BY TWO KITTY VOLUNTEERS WHO ASSISTED IN THE SAME TASKS. WE HAD SOME HOTSPOTS, AN AREA THAT GOT TRASHED FROM THE MORNING FLEA MARKET. HOWEVER BY THE TIME WE GOT THERE, KIDS WERE ALREADY MOOPING THE AREA! I PERSONALLY REACHED OUT TO THE FOLKS WHO HELPED WITH LEAVE NO TRACE MONTHS BEFORE THE GATES OPENED, AND THEY WERE IN PLACE WHEN MOST NEEDED. WE WERE THANKFUL FOR ALL THE PEOPLE WHO JOINED AND GAVE ASSISTANCE. I SAW PEOPLE, NOT FROM MY TEAM, WORKING HARD TO MOOP AREAS, SO I WAS NOT ONLY PROUD OF MY TEAM BUT OF MANY OTHERS AS WELL. THANK YOU FOR LETTING US HELP.

unSCruz