

unSCruz 2018

Santa Cruz Burning Man Regional

May 4th-6th, 2018 | 3 Days 2 Nights Campout

After Burn Report



www.unSCruz.org

PRESENTED BY



Table of Contents



Overview	3
Thank you!.....	4
Quick statistics	5
Areas to Improve/Suggestions	5
Financials	6
Department Leads' Reports:.....	7-18

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Blue Fox & Robin Russell

Overview (Brian Pridham):



unSCruz 2018 was our 8th annual event, and it was our 5th year at the Santa Cruz County Fairgrounds where unSCruz became a multi-day event. In last year's report, I predicted 2018 would be the year we sold out in ticket sales. Well, we didn't sell out, but regardless, our population count did increase to 1568! 1500 is the maximum number of tickets we will sell, but we leave a small buffer for staff & volunteers. So it was a very good year once again as far as attendance is concerned. The weather, the vibe, and all the great stuff that shows up (theme camps, fun costumes, art, fire art, mutant vehicles, music, etc.) was amazing!

Perhaps the most significant positive change this year was the fact that we received permission from the State Fire Marshal to burn an effigy. Our 8.5' effigy was dedicated to Larry Harvey, who died a couple of weeks before unSCruz. It was a spectacular burn, couldn't have gone better, and was a very touching moment for all those who attended.

By most accounts, 2018 was even better than previous years, the improvements continue making each year mostly better than the last.



Thank you!

Similar to Burning Man, unSCruz is entirely dependant on volunteers. All funds generated go to Art Grants and running the event. The entire production crew is unpaid, and does this merely out of the generosity of their hearts, and the desire to give something back to the community. Therefore it is with enormous gratitude that we thank all volunteers who helped put this on! As usual, here is an incomplete list of those who helped. Listed in alphabetical order.

Ally Kendall
Amber Coutts
Bailey Queue
Bill Perryman
Big Mike (and crew)
Brandy Stiefel (Sass)
Bree Schnaubelt
Carla Carpenter
Celsius Maximus
Christopher Tuck (Twisty)
Greg Creech
Daniel Gross
Daniel Nachman
(Ranger Santa Cruz)
Dato Dave
Dom & Candice
(Livefit G Ynot)
Fay Romero (and crew)
Horst Haussecker (and crew)
Jake Schaffer (Fez Monkey)

Jeff Laurence
Jo Plante
Jonathan Freedman
Josh Corey
Katie
Kelly Felicetta
Leslie Berman
(Frosty Paws)
Linda Nguyen Filipowicz
Lisa Schouweiler
Lori Van Meter
Lucho Yañez
Lucy Hosking
Manea Trinacria
Mark Filipowicz
Meggie Pina
Melissa Kirk
Michelle Pauluan
MilkMaid
Misty Longnecker

Morgan Lyons
Namraja Singh
Patrick Lawrence
Peter Metcalf
Pooz Creek
Primavera Rios
Rikki Lee Smeltzer
Roisin Riveter
Scott Rizzo
Sean Fitinghoff
(and crew)
Stuart Robinson
Theresa Neyer
Torrey Pines Smith
(and crew)
Ulan McKnight
(and crew)
Valarien Reyes
Vince Felicetta
Wristy Burner

Quick Statistics:

- 1568 people attended, 212 more than in 2017
 - » 185 received complimentary tickets.
 - » Age of participants:
 - ★ 21+ = 1470
 - ★ 18 to 20 (underage for alcohol) = 6
 - ★ 12 to 17 (minors) = 19
 - ★ 1 to 11 (minors free entry) = 73
- We increased the unSCruz bank account by approximately \$9,673 this year, which is less than last year, but this is because we gave away so much money in Art Grants. This is to say, we remain in a strong position to give away as much or more in Art Grants in 2019.
- This year we gave out \$36,650 in Art Grants, far more than we ever have. Our ability to do this makes us very proud, and it will continue!

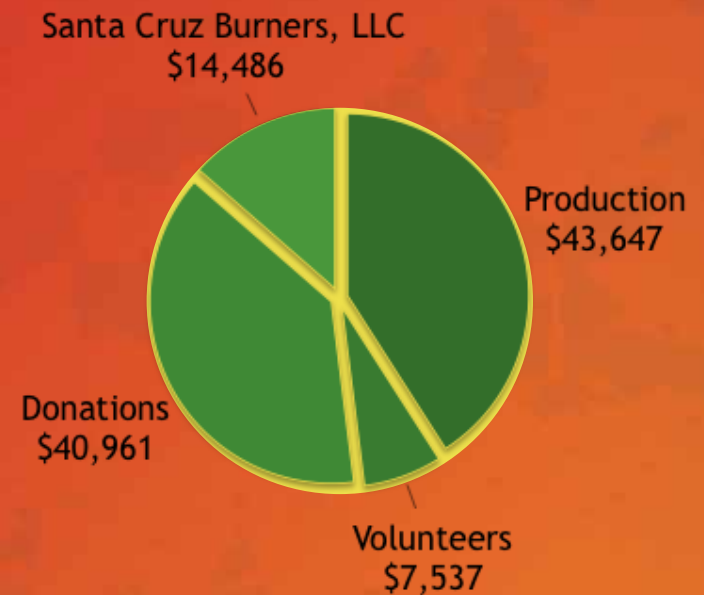
Areas to Improve/Suggestions:

There was a survey sent out to Staff members where everyone could comment on “What Worked,” and “What Needs Improvement.” We got a large response, which amounted to 11 pages of comments. I will not include all that here. We tried to review this at our debriefing, but were only able to get half way through it. I encourage Staff members to review this response sheet and keep it in mind for 2019 planning. All Staff members should have access to this Google doc. If you don’t have access, please contact Twisty.

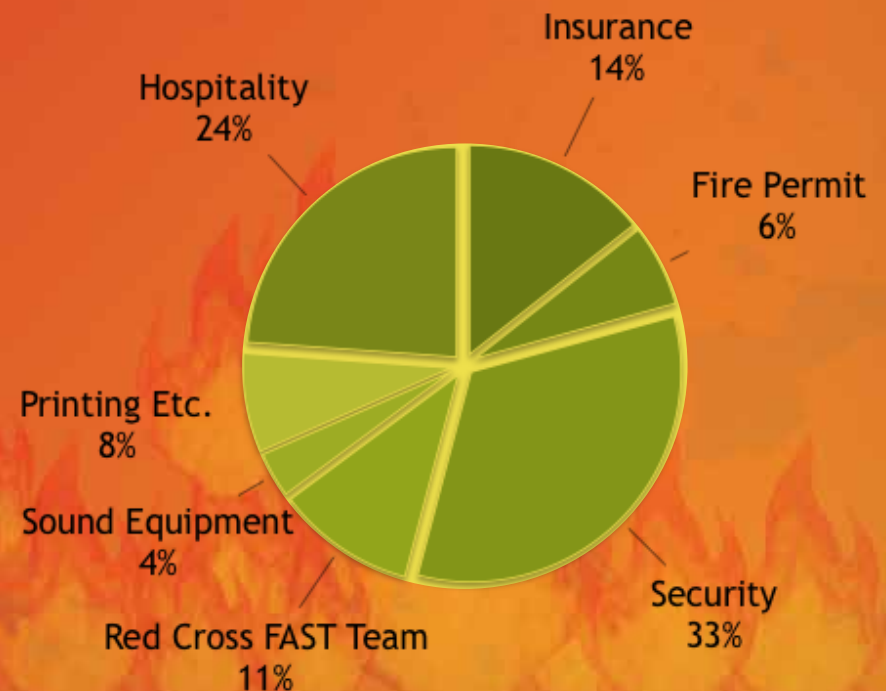


	Total
Production	\$43,647.30
Insurance	\$2,409.00
Fire Permit	\$1,068.00
Security	\$5,590.10
Red Cross FAST Team	\$1,800.00
Venue (15% of Gate)	\$16,785.00
Infrastructure	\$6,851.31
2nd unSCruz Storage Trailer & Insurance	\$4,645.00
Freezer Rental & Ice Cost	\$669.50
Radio Rental	\$939.80
Sound Equipment	\$600.00
Administration	\$305.36
Printing/Publicity/WWW, etc.	\$1,288.52
Front Gate	\$695.71
Volunteers	\$7,537.45
Hospitality	\$4,000.00
unSCruz planning mtg food St. Pat's day	\$297.44
Volunteer "Thank You" BBQ	\$2,000.00
Sweatshirts & schwag	\$1,240.01
Donations	\$40,960.50
The Burning Man Project (formerly BRAF)	\$1,000.00
unSCruz Art Grants	\$36,650.50
Fairground Heritage Foundation Bar	\$3,310.00
Santa Cruz Burners, LLC	\$14,485.62
Tax Prep (CPA Fees)	\$400.00
State & Federal Tax	\$13,888.62
MyLLC Annual Fee	\$197.00
Ticket Sales & Donations (1568 Attendance)	\$116,304.75
Total Expenses	\$106,630.87
Net Profit Saved for unSCruz 2019	\$9,673.88

Expenses by Department



Greatest Expenses



Department Leads' Reports:

Production (Christopher Tuck aka Twisty)

- When it comes to producing an event, no two years are the same. There were new challenges to face, new art to see, more people to talk to, and overall, a bigger, larger, and stronger event. We did encounter some growing pains. From 2017, we identified things that Worked Well and things that Needed Improvement. We executed on a lot of those needs improvements and some really paid off!
- We switched to a new ticketing system that improved reporting and management. This made the gate process better for both volunteers and attendees. We also made our first stab at no cash sales and no tickets sold at the door, only online. With EventBrite, attendees could easily purchase a ticket right on their phone and then enter the event. We also had dedicated tablets for attendees that did not have a phone or had poor signal.
- Volunteer fulfillment is always a difficult and sometimes thankless position. We had two new leads in this position and they did a fantastic job and made some great improvements. They created and managed online scheduling systems before the event. During the event they coordinated with all the teams and even though they were stretched thin, they were able to fill a lot of the needs.
- We created a new Perimeter role that was separate from Public Safety and Security. We were better able to identify potential problem areas at our venue. The members of this team performed more proactively before and throughout the event. We may have had a few fence jumpers and we also had a number of people that saw our event and wanted to join and bought tickets.
- Each year we have turned more managed elements over to the community. This year we not only reduce managing only one stage, we were able to expand and provide space for two more community managed areas. This led to the Rainbow Trike Track and Pink Heart Chill Lounge together in one hall and Air Pusher managing the lawn stage. We had Bounce, Venom, and Quadrahedonism return to manage different spaces. Each of these groups along with Decor created vivid, engaging, and incredible spaces.



Department Leads' Reports continued

- While on the topic of spaces, the Placement team did an awesome job of placing camps in varied areas around the venue this year. There were some minor complications getting people situated and placed, yet the variety of theme camps and art were spread throughout very well. Part of this speaks to a community that is doing more and bringing more and part of this speaks to a team that works hard and does a great job.
- Another element that has increased each year is how much we can give back to the community. We were able to grow our grant funding and this means growing our Grant Process. This always feels like a moving target and is one of the more challenging aspects of our event. I am glad to see that we were able to help more art this year.
- I look forward to making more strides toward improvement in 2019. I know this event is important to the volunteers as much as it is the members of the Santa Cruz Burners and their nearby communities, Monterey Burners, South Bay Burners and East Bay Burners. I look forward to seeing everyone again!



Placement (Leslie Berman aka Frosty Paws):

The only serious issues we had with Placement this year were directly related to the lack of information communicated between the Fire/Safety Lead, Cal Fire and Placement. This led to having to move almost the entire footprint of the event 20', 3 hours before gates opened to the general public. In order to avoid this in the future, we need to have someone on the Fire/Safety team who is well organized, fluent in Cal Fire Codes and Expectations and most importantly, an effective communicator. In addition, only a partial Placement Map and inaccurate Event Capacity #'s were submitted to Cal Fire by our Fire/Safety Lead during the permit process, so there was some scrambling and fast talking to squeak under the wire from that fallout.

Placement clearly needs to be much more involved with the Cal Fire permit and inspection process in order for the advance. This will enable the Placement team to prepare more effectively so there are no surprises when the inspector shows up.

Department Leads' Reports continued

Other than that, we had a great year. We placed significantly more theme camps than in years past and the outcome was generally well accepted. Next year, we will look at creating better spaces for both our Family Camps and our BDSM Camps.

Communications (Bailey Queue):

The communications department continued to maintain and update the event's website and social media pages throughout the 2017-18 unSCruz season, helping to ensure detailed and current information was available to participants, staff and volunteers. We added to our multiple means of answering questions, reaching the public and providing info, including through direct communication, Facebook, unscruz.com and Eventbrite. Everyone whose knowledge or expertise was needed to answer questions and/or meet participants' informational needs responded punctually and thoroughly.

Purchasing tickets off our own secure site has been considered as a possibility moving forward, and the communications department would be able to enact such a system if that's what our community prefers. We are changing the website from .com to .org and http to https, so the statistics are not accurate for the most recent and upcoming year.

Other highlights of unSCruz 2018 communications: We created and distributed 750 copies of the unSCruz What When Where guide, all of which were accepted by unSCruz participants before Sunday morning. We had the perfect amount of posters and WWW guides. We added a new large map of unSCruz for Playa Info (Off Playa Info), which helped people visualize our space and find where things were located.

Key future improvements would include selling tickets on our site and having a ride board.



Department Leads' Reports continued

DPW (Patrick Lawrence):

Despite the DPW co-lead backing out of the role mere days before the event and a sub-optimal volunteer turn out for the department, things went smoothly overall. While DPW ran a fairly bare-bones crew, the unSCruz infrastructure, theme camps, and participants all seemed to have their needs met or exceeded. Interactions with the fairground staff were as good as ever and they enjoyed working with us as well as meandering around the event when they found a spare moment to do so. In regard to the issues with poor DPW volunteer turn out, there were conversations about incorporating a couple of those positions into the core crew in an effort to prevent a lack of (hu)manpower in the future. Also, while the heavy machinery needs of the event were met,

it was deemed a good idea to get the DPW lead (and potentially co-lead) trained and insured by the fairgrounds to allow use of their equipment and prevent workflow bottlenecks centered around forklift usage, etc. that had created a

few sticking points during build and strike. Overall, the pros far outweigh the cons and I believe everyone who came to unSCruz (volunteer and participant alike) is eagerly awaiting its next iteration.

Box Office/Front Gate:

Namraja Singh:

Overall it went well. Almost all of our volunteers had worked with the Box Office in the past, so they handled everything well. Not selling tickets at the door made our job very easy. There were only a few times I had to radio in about people who weren't listed. The only major issues I noticed were a lack of accountability on how many General wristbands were given to each volunteer so we could have a clear count. Next year I would recommend placing a specific number of bands, such as, 100 in an envelope which that volunteer is responsible for. Also, when we moved over to the main Box Office Gate from the Vehicle Gate we left 1 or 2 volunteers to handle checking in RVs. We did not have a count of how many passes they had in their possession while working nor did they check out with me after their shifts, so there may have been passes just left unattended in the Vehicle Gate Box without our knowledge.



Department Leads' Reports continued

Manea Trinacria:

I second the fact that not taking cash at the door was a super smart decision. Participants found it really easy to just go online and buy one, so there was very little to no negative impact on participants. Eventbrite was very convenient and our volunteers were able to use it easily. A reminder that we need to have charging stations for the volunteers to use their phones for the checking in. We didn't have it initially. The production team and box office was able to accommodate attendance for residents of the fairgrounds by implementing a system that weekend that allowed for accounting of wristbands and free attendance. The shift leads worked the assignment and attempted accounting of wristbands, the minor forms/wristbanding and the more complicated transactions. This allowed for lengthier transactions to be offloaded and the volunteers to have a steady flow. Some areas of opportunity to examine in 2019: scheduling of only two shift leads made for extremely long shifts. I suggest this role needs three shift leads. Additionally, one of the box office leads made a unilateral decision to shut down the box office and did not communicate this to the other lead or to production. With



the box office shut down during the event, participants were left waiting at the gate without entry for an extended period of time. If we plan to do this again in 2019, we need to agree upon a closure prior to the event and communicate the hours of closure. In the event of a necessary and unplanned closure, we need to utilize a back up plan like the Security people to help check participants in. Lastly, there were shifts that had an overlap with greeters which created a large amount of volunteers at the gate. The work of the greeter and box office volunteer blended and it created a situation where some volunteers were bored and had little to do. I suggest that we incorporate "greeting" as an aspect of the box office volunteer role and do not schedule additional volunteers at the gate to fulfill this activity.

Volunteer Coordination (Stuart Robinson):

Volunteer Coordination for unSCruz 2018 saw an increase in volunteer participation by over 30 percent compared to 2017! Volunteers helped contribute in all areas of unSCruz, from crafting decor prior to the precompression, to helping Leave No Trace ensure that Santa Cruz County Fairgrounds was in better shape than ever before. The Volunteer Coordination team is looking forward to even better participation in 2019, and is already working towards achieving this goal.

Department Leads' Reports continued

Shuttle (Vince Felicetta):

What worked well was that we moved hundreds of people with 2-3 shuttles running all day. There were very little issues during the day. Most people enjoyed the ride. What needs work is, due to the parking lot getting really spread out and the larger size of unSCruz, people ended up waiting for an hour for a shuttle to arrive. It took about 45 minutes to make one loop from parking lot to a camp site and back.

Heavy equipment/Forklift (Vince Felicetta):

What worked well: No one really had to wait to unload their art work. However, next year I would like to make a schedule for people who need the forklift service.

Effigy burn (Vince Felicetta):

Yay, we were allowed to burn it! The fire went well and people seemed to enjoy the burn. Next year it would be nice to get permission ahead of time. We are planning on getting a large fire pit for next year.

Off Playa Info (Melissa Kirk):

What worked: The ice was a hit. The maps were helpful and having the WWW at the table was popular. We had plenty of volunteers and they seemed to enjoy themselves. The location

seemed good - there was a lot of foot traffic around there. The system for processing the lost and found items worked pretty well, though I didn't deal with lost & found after the event was over.

Issues:

- We had a volunteer show up at her time slot on the first day and the tables weren't even set up yet. I was the only one around. It was awkward and I didn't have anything for her to do for about an hour. She left and came back.
- I wonder if signage for OPI as well as center camp might be more obvious - something sticking up higher? People sometimes wandered by and said they had been looking for us (or for center camp) and where was it.
- Placement seemed to be an issue in the beginning, with arguing and tensions - nobody knew where we should set up. Once that was worked out everyone settled down.



Department Leads' Reports continued

Leave No Trace (MilkMaid):

I came on board late in the game—Katie and I weren't clear if one of us should respond in situations or if we should each respond or if we should do something else - co leading is a little unclear—and we didn't want to offend the person who we were to assist. The MOOP mobile was cool and we want to do that again. We both dressed like MOOP Fairies one day and thought that was a neat thing to do again next year—I'd like to get volunteers involved. I would like fewer/no trash cans available—more recycling organized—I understand there are some challenges with the fairgrounds on this. It is frustrating to pick up chopped up trash—don't they pick up before they mow? Can we mow it closer? Some places had real high

grass that made MOOP hard to see. I heard trash was gotten into by animals. For a final blurb, something along the lines of: Two MOOP Fairies and a team of volunteers picked up MOOP that got away. We educated attendees with our MOOP Mobile and handed out Tiny MOOP containers.

Perimeter (Jonathan Freedman):

This was the first year with a formal perimeter department at the unSCruz regional burn. Our intent was to validate assumptions made by volunteers during previous years and determine an appropriate way to proceed during future years. The venue where unSCruz is held features unique challenges with regards to having a consistent container for the festivities to occur within.



Department Leads' Reports continued

We believe that for future years we know how to adapt to these challenges and provide gentle encouragement for participants to remain within the venue and notices for the public that unSCruz is a ticketed event. Going forward we intend to gradually increase the number of volunteers for the perimeter department and continue working with the site security.

Sound Control (Joshua Corey):

Sound control was similar to previous years, fairly difficult to get reliable volunteers but overall went pretty smoothly as the core team (myself and Dan) were on most of the hours and many others not officially volunteering take this on as well since it is critical for the event.

Fire Conclave (Celsius Maximus):

This year an aerial show called the Flashpoint Aerial Show performed on the Rig Lebowski aerial rig was added to the grant with the unSCruz Fire Show. The show was successful without incident.



Things that could be improved for next year:

- Placement for the Rig Lebowski has traditionally been in front of camp BrewHaHa, there are other sound systems near by making it difficult to schedule and aerial show each day without sound bleed. Perhaps an aerial show can be scheduled in the what where when and then coordinate with the adjacent sound camps to hold off or lower sound volume for the 30 min aerial show which also has its own music for the performance.
- Air Pusher was in charge of the sound on the amphitheater stage, they had some large sculpture like decorations that took up the middle of the stage as did the placement of their DJ station. This proved to be of concern as the Air Pusher Crew did not realize this was in the very space the fire show, for both nights, was supposed to be in. Next year we should make sure to communicate the fire show space needs to who ever is doing sound for that stage. Decorative sculptures and DJ equipment should be planned accordingly with cables being able to move around with the DJ equipment to make space for the fire show with ease. Also Large decorative sculptures can be either pre placed to allow for space for fire performers OR said sculptures having the ability to be me moved easily to allow room when needed.

Department Leads' Reports continued

Décor:

Lori Van Meter:

Before the event I enjoyed meeting all of the team leads, and felt welcomed and appreciated as a new member of the volunteer staff. Everyone was kind and patient while I learned what the job entailed. The volunteer coordinators were very helpful in arranging a special décor-making volunteer day prior to the event, and members of the LLC acted quickly to help me order and pay for décor supplies so we could have everything ready in a timely manner. During set-up, everyone was busy and I wasn't clear about whom to ask for help with various questions. There were some miscommunications regarding when/where certain décor elements were to be installed, so we (myself and décor volunteers) wasted much of the set-up time seeking information and waiting for answers. I was extremely grateful for the physical and emotional sustenance of the Hospitality crew during this time! When I finally did get clear on things, several people jumped in to help install everything and we made up for the lost time. After the event, removal of the décor items went smoothly – especially since fairgrounds staff had taken down some of the lights already. One set of lights



(the drippy arch) was difficult to hang and to remove but effective in its placement, so I would mount it differently next time. We had about the right number of volunteers before the event, but could have used a couple more for tear-down.

Meggie Pina:

I didn't do much to help Lori with décor. Lori reached out once and asked if I had any fabric she could use. I gave Lori a suitcase full of fabric and fabric banners. I don't think any of the banner's I gave Lori were used for the event. Lori returned the fabric to me at the end of the event. When my art grant was approved for the Fine Arts Hall I focused my attention there. It was a pleasure to work with Jo Plante in the Fine Arts Hall. Jo made beautiful lanterns and flamingos for the event. She also hosted many craft nights at her home. I would encourage Jo to apply for an art grant in the future. Jo also helped to fireproof almost all the fabric and vines used in the Fine Arts Hall. Jo also had to fireproof the parachute that Pink Heart used in the Harvest Hall because it did not pass fire inspection. The fire retardant stained the clement in the Harvest Hall. We should not use BanFire Flame Retardant again because of this.

Department Leads' Reports continued

Art Grants (Amber Coutts):

The unSCruz Creativity (Art Grant) Team had the extreme pleasure of granting out \$36,650.50 this year to 32 artists and collectives. Having a larger budget meant having bigger and MORE art for our participants' pleasure. We had a multi-tiered grant process to allow for later applications, one artist missed the deadlines completely but we made an exception for her because she just needed several tickets and passionately wanted to share her art. There were several artists who expressed confusion over what was and what was not covered by our grants, which will lead us to word things more clearly and carefully in 2019. Out of the 32 artists, all of them except one fulfilled their contracts—the one exception

could not perform due to adverse weather conditions and agreed to reschedule the performance for unSCruz 2019. There was an incident with an artist over the “Decommodification” principle who had to be told why he could not sell his art during the event. As it was his first time working with a Burning Man event, he was forgiven for his lack of knowledge about the principles. We will be altering our contracts to cover compliance with the principles in 2019. The artists all performed thorough MOOPing and Left No Trace. We hope to begin our granting process earlier in 2019 and allow artists more time to create their magic.

Hospitality (Amber Coutts):

This year was a whirlwind! The Hospitality Department stepped up it's game with a new donated dining hall that allowed us to have more intimate and beautiful meals. We also started our fluffing program, which we already have plans to develop and hone further in the coming year. Many staff members were exceptionally grateful for the option to have meals delivered to them on shift and the ability to gift snacks and drinks to the hard working volunteers. Next year we hope for our own radio channel and golf cart to simplify the process. We were able to get into the fairgrounds earlier this year as well which helped us to clean and prepare meals at a slightly less break-neck speed. We were able to increase our



Department Leads' Reports continued

budget also which enabled us to purchase some much needed items (low impact floor mats, utensils, pans, pots, and other kitchen equipment) and we were gifted some wonderful donations that helped us make our late-night self-serve station pop. Our new staff members were rock stars who poured their passion for food into every dish that was prepared. I am grateful to be a part of such a hard working team.

Stages (Valarien Reyes):

Amphitheater Stage (Airpusher)

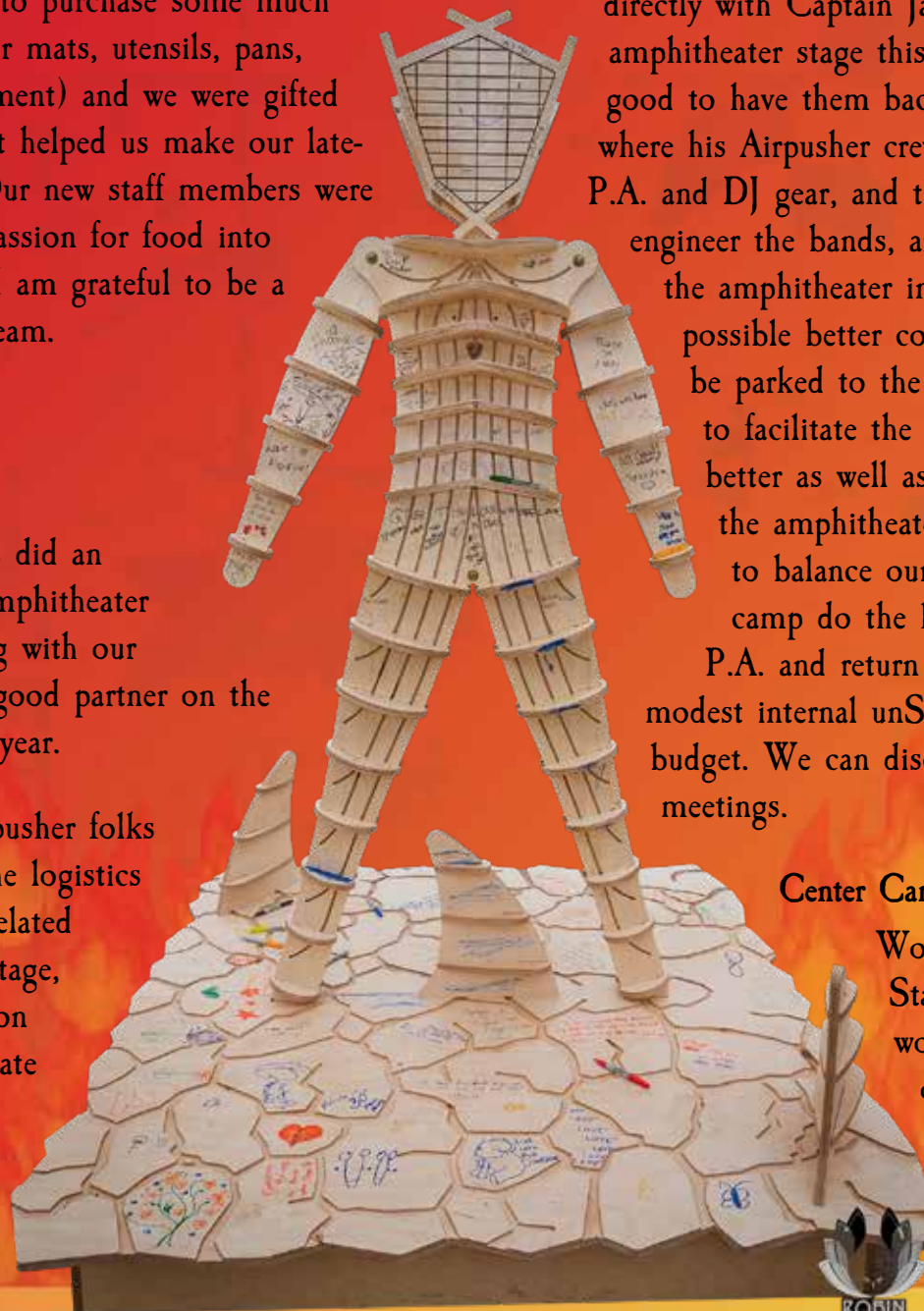
Worked Well: Airpusher folks did an excellent job facilitating the amphitheater stage this year and cooperating with our event's needs. They will be a good partner on the amphitheater stage again next year.

Needs Improvement: The Airpusher folks hadn't been informed about the logistics of the fire performances and related security on the amphitheater stage, I was able to assist with this on the fly, but we should coordinate with them more closely if/when they return next year. Additionally, I discussed

directly with Captain Jay about bands not being on the amphitheater stage this year, and he agreed it would be good to have them back. We discussed a good solution where his Airpusher crew would again bring the main P.A. and DJ gear, and the unSCruz stage crew would engineer the bands, and together we would co-manage the amphitheater in conjunction. We also discussed a possible better configuration where the Airship would be parked to the left/tree side of the amphitheater to facilitate the DJ booth and fire performances better as well as creating a better presentation of the amphitheater stage. This will be a great way to balance our recent approach of having a sound camp do the heavy lifting regarding the stage P.A. and return bands to the amphitheater with a modest internal unSCruz Stage Crew engineering gear budget. We can discuss the details further in future meetings.

Center Camp Stage

Worked Well: The Center Camp Stage went well. Once we got the word out during the event, a variety of artists signed up, especially on Saturday; it'll be more so when more people know about it next year. Coordination with the



Department Leads' Reports continued

Center Camp leads Ally & Roisin went well; it was their creative improvisation they created the tie-dye covering to shield the stage from the wind and the sun as well as create a pleasant backdrop for the stage. The structure size and layout worked well.

Needs Improvement: The Center Camp Stage and all of Center Camp needs better and more shade covering, what was there was insufficient covering from the sun, as well as not having side wind cover for the stage; if it weren't for Ally & Roisin's creative tie-dye solution there really wouldn't have been any cover for the stage area at all.



Fine Arts Hall (Quadrhedonism)

As always, Big Mike always brings it. Glad to see Decor and Art Installations have returned to the Fine Arts hall.

Harvest Bldg (Trike Track)

THE Rock Star of the entire event! The Rainbow Trike Track Ruled!! It **MUST** come back next year if at all possible, and some extra appreciation for Sweet Pee and Ambrosia is due...

Heritage Hall (Unaverz/Skylark)

We couldn't ask for a better and more harmonious partner in a sound camp for the Heritage Hall, Ulan and the Unaverz/Skylark crew are the best!

Silent Disco (Rizzo)

We couldn't have anyone better than Rizzo handling Silent Disco for unSCruz! He and his crew are the best!