

UNSERV2 2022 MAY 5TH THRU 8TH, 2022



Santa Cruz Burning Man Regional

4 Days
3 Nights
Campout

AfterBurn Report



Photo by: Doron Galpaz

UNSCRUZ AFTERBURN TOC

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PRODUCTION

What a year! Since we were lucky enough to be able to retain all of our contracts from the 2020 event and roll them over to 2022, I believe we were able to mitigate some of the chaos involved with the Covid world and all it brought to our BM communities. Our teams navigated these rough waters with so much grace and it's clear that the work we've put into developing strong relationships has definitely paid off!

We did deal with a number of supply chain issues...most critically our inability to obtain enough golf carts/gators to support our staff. This definitely impacted many of our teams and we're talking with vendors already to secure enough resources for next year...we may even purchase a few golf carts and store them at the fairgrounds.

This year we expanded the unSCruz footprint by acquiring the neighboring Watsonville Speedway. Not only did this solve the historical problems of the mixed crowds for Friday Night Races, but we've developed a new friendship with the Raceway Manager who absolutely loved the event and has invited us back next year. This allowed us to increase our population as well. We also were able to include Crosetti Hall in our footprint which we used for our commissary and sleeping areas for High Rock Security and our own staff who worked Grave shifts. It was wonderful to be able to provide a relatively dark and quiet space for these hard working folks and we had much more control over commissary access.

Of course we ran into the usual hiccups of over estimating some team members, but others jumped in and crowd facing, the event went off without a hitch. We received lots of great feedback from some of our team leads and can't wait to incorporate all the great ideas that came forth.

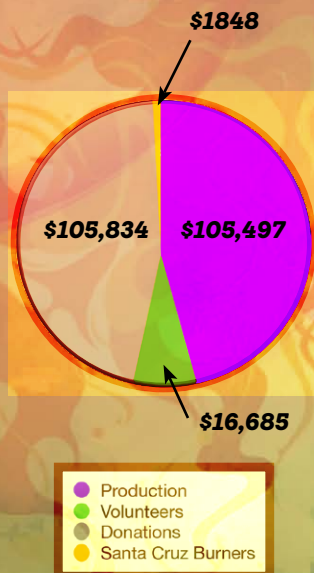
All in all we had another fabulous event in 2022.

From the Producers,
FrostyPaws &
Twisty Doer of Things

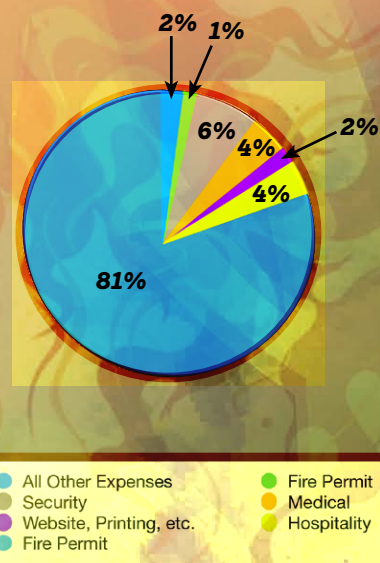
FINANCIALS

	Net Income	Expenses
Attendance 2284		
Ticket Sales & donations	\$250,957.00	
Production		\$105497.46
Event insurance		\$5,039.57
Fire permit		\$3,458.22
Security		\$15,306.00
Medical		\$9,220.00
Parking crew		\$2,463.92
Venue (15% of gate)		\$37,643.55
Racetrack		\$10,000.00
Infrastructure (DPW, effigy, gators, firewood, etc.)		\$11,065.75
Freezer rental & ice		\$2,077.47
Radio rental		\$4,558.04
Website/Printing/Publicity/WWW, etc.		\$3,867.47
Box Office		\$797.47
Volunteers		\$16,685.55
Hospitality		\$8,452.65
Volunteer "thank you" BBQ		\$3,000.00
T-shirts & Schwag		\$5,232.90
Donations		\$105834.87
The Burning Man Project (formerly BRAF)		\$500.00
unSCruz Art Grants		\$98,379.65
Fire Art fuel		\$2,455.22
SCCF Historical Foundation Bar		\$4,500.00
Santa Cruz Burners LLC		\$1848.00
Tax prep (CPA fees)		\$400.00
State & Federal tax		\$1,300.00
MyLLC annual fees		\$148.00
total Income	\$250,957.00	
total Expenses		\$229865.88
Net Profit saved for unSCruz 2023	\$21091.12	

EXPENSES BY DEPARTMENT



EXPENSE PERCENTAGES



QUICK STATISTICS

- * In 2022, we had 2284 people attend, 419 more than in 2019.
- * Age of participants:
 - 21+: 2089
 - 18 - 20: 3
 - 14 - 17: 26
 - 1 - 13: 166
- * We offer free tickets to children under 12. This year, we honored children that would have been under 12 in 2020.
- * We had 7 Service Dogs registered.
- * We placed 105 Placement submissions: of which 15 were Mutant Vehicles and 31 were art installations. All of which has placed support camps, with the exception of 3 of the art installations.

DEPARTMENT LEAD REPORTS

unSCruz Art Support/Grants

2022 Art Grant and Support Staff Leads: Meggie Pina, Amber Coutts, & Frosty Paws

Volunteer Requirements:

- * For 2023 we ideally want a team of 4-6 people on the Art Grant Support and Grant team.
- * We need a team of 3-6 people on the Art Support and Grant team in 2023.
- * Having a larger team would make communications more manageable.
- * Art Support and Grant folks need to be tech savvy. Experience with Docusign is important.
- * We could have used volunteers or more help on Wednesday, especially in the evening to make sure that artists complete set-up and art is placed correctly for fire inspection.

Overview:

- * The mission of the unSCruz Art Grant Program is to support art projects created for or presented at



Photo by: Frosty Paws

DEPARTMENT LEAD REPORTS CONTINUED



Photo by: Frosty Paws

unSCruz, to help artists realize their unique creative vision, and to promote projects that are participatory and/or interactive in nature or foster a sense of community.

* 2022 Art Grant Mission

* unSCruz awarded \$90,675.70 in grants to 65 lead artists in 2020.

* When our 2020 event was canceled and postponed we contacted the grantees and asked that they sign an addendum.

* Flash forward to 2022. We are finally able to have our event. The Art Support and Grant team began contacting the grantees in January 2022 to get a headcount for who was still able to participate.

DPW

Leads: Stuart Robinson, Patrick Lawrence, Celeste l'i

The majority of DPW's responsibilities are for before and after the unSCruz event. There are minimal things which occur during the event itself as everything should be setup by that point. DPW works with Heavy Equipment, Rangers, Decor, and Perimeter teams.

The tasks which DPW handles during setup is ordered based on a combination of staff requirements and timing prior to event opening. The department coordinates general strike with other departments. Tasks include, but are not limited to: setting up cabling and cable ramps, hanging signs, coordinating porta potty placement and maintenance, setting up lighting and shade structures for Medical and Rangers, and assisting other departments when needed.



Photo by: Halcyon



DEPARTMENT LEAD REPORTS CONTINUED

Fluffers

Things That Worked:

Lead Fluffer getting some cash to order directly online! That way, one person is managing the budget and not having to bother Frosty Paws with delivery issues.

Lead Fluffer setting up a 10 x 10 pop up at home with two 6-foot tables to manage inventory worked well to:

- * Wash new items
- * Remove unnecessary packaging



Photo by: Dora Fend

- * Pack into easier-to-carry tubs
- * Inventory delivery items
- * The kitchen staff (Pooz and Ricky) were FANTASTIC!! Generous / Kind / Responsive / Excellent!
- * Gummy bears and cookies were popular
- * The 6' truck bed was imperative to carry all the items we had to offer.



- * Being able to store the truck inside the Crosetti Building was necessary so we didn't have to empty it each night

Things To Improve:

- * Get budget finalized and order from Amazon early (closer to inventory time) so that delivery issues can be resolved well before the event
- * Better Fluffer map with ALL of the fluffing locations. There were approximately 8 locations (the original map only showed 4 stations to serve).

- Gate1 (BoxOffice/Participant Gate)
- Parking lot Guy
- Gate2 (Main)
- Gate3 (RV)



DEPARTMENT LEAD REPORTS CONTINUED

- Volunteer Check-in (outside the building)
- Volunteer (inside the building)
- ESD
- Rangers
- Maybe 'Overflow Gate'
- * The Fluffer Team should have contacted the Volunteers before the event to give them an on-site check-in spot, tell them the name of their lead, and to confirm their shift time and date. Also, to provide them with a checklist of things to do (see job description link at end of document)
- * Snacks: less chips, granola bars next time
- * Coordinate the End of Evening Shift slots? The Leads' shifts ended at 8:30 and some volunteer shifts ended at 11:30?
- * Schedule two people to clean up and pack up on Sunday
- * **Other unSCruz Event Suggestions for next year:**
- * Create a 'Volunteer - Things to Know' document with important information to be posted at all the locations for the Volunteers to easily reference.



Leave No Trace

What Worked:

- * Different table location - outside where it was more visible was great!!
- * Signs that were made for us! They were great - we saved them to use again
- * MOOP Fairies - tutu's and wings with grabbers and a MOOP bag - good visibility
- * MOOP HOOP - MOOP Mobile
- * Very few garbage cans - yay! IDK how it turned out - looking forward to Resto's report
- * Writing anti- MOOP and LNT messages on tall kitchen garbage bags we handed out

What Needs Improvement:

- * Permanent signage - need more!!
- * Pre Event Blog Posts - did not do as planned :-)



Photo by: Heidi Klassen

DEPARTMENT LEAD REPORTS CONTINUED

- * Coordination with Resto re sharing garbage bags, etc. - I bought my own so we did have some

My plans for next year include:

- * To do the pre-event blog posts

Off Playa Info

Lead: Wristy

Off Playa Info had another wonderful year at unSCruz, serving participants with Information and Ice. We had a great location right outside the Heritage Hall, with good foot traffic and good visibility. We got several awesome new signs from the Sign Making Team to improve our “visibility” to the Participants. We used the large metal map with numbered magnets again, to help people find out where things were located. We were also given a supply of WAWA’s and Stickers to distribute to Participants.

Once again, we operated Lost & Found at Off Playa Info during the Event. We were able to return every phone that was turned in to us before the Event ended.

We also administered the Ice distribution, asking participants to do some very creative things to “earn” their free ice.

Needs Improvement:

- * There were some issues with supply of Ice, and with Participants just taking Ice on their own because “Free Ice” was advertised on the Website.
- * We also had some Volunteers that did not show up, and that put a greater strain on the Volunteers that did show up.

Hospitality

unSCruz 2022 was a challenging year for Hospitality. We lost a strong cook a few weeks before the event and the remaining



Photo by: Frosty Paws



DEPARTMENT LEAD REPORTS CONTINUED

dedicated core crew had to pick up the slack. A huge chunk of our inventory (stored kitchen equipment, spices, and cleaning supplies) was missing. We spent many hours meeting online, working on menus and shopping lists prior to the event. And Strike was a miserably long day without volunteer support. We learned once again, that we still need more bacon. And pre-packaged egg bites, though expensive, are incredibly popular and handy. We discovered some excellent freezer-to-oven food products. We used a brand new kitchen and dining scenario that worked well and set things up for around-the-clock grab-and-go availability. And it worked.

And people do like chicken noodle soup.

Ordering food and cleaning supplies online, whenever possible, was a huge improvement. Sadly, there were some serious limitations, and regular shopping trips, big ones, were still needed. (One big order was canceled on us requiring three grocery store visits and too many additional online grocery orders to be made during the event.) But the Fluffers did a great job and kept the leftovers moving. And we came in on budget. Much of what was set in place to make the workflow less exhausting, did work. Other things, maybe not quite as well as we had anticipated. But we did learn a lot. And there were lots of happy faces and full bellies and compliments during and afterward. Rikki was amazing, dedicated, and hardworking. Everyone else pushed it to the limit. And we did it again. Riki has some great ideas for next year. And we may just need to feed our volunteers to reward them for showing up to work. Because in too many cases, there were too many volunteer no-shows. So, it was hard. But it's always hard, which pushes us to improve things where we can from what we've learned. Best unSCruz Ever!

Communications

Leads: Bailey/Miss Print & Melissa/HoneyBee

It was an interesting task for communications, started working on the 2022 event in 2020, and doing so with few meetings. In 2019 I started to redesign the unSCruz website; it has an all new look and feel. I was not able to implement it until all forms were offline. I migrated the new site during covid. I laid it to rest until 2022. When crunch time arrived, it was difficult to remember everything that needed to be updated



DEPARTMENT LEAD REPORTS CONTINUED

because of the gap. During 2022, communications continued to maintain and update the event's website.

The blogs and social media help to ensure detailed and current information was available to participants, staff and volunteers.

Melissa wrote 9 blogs between 2020 and 2022: Spotlight: OffPlaya Info, Lost & Found, & Ice; Spotlight: It's Up to All of Us: Leave No Trace!; NO SHUTTLES at 2022 Hindsight!; Take Care of Yourself and Others!; Volunteer for unSCruz 2022!; unSCruz Postponed!; New for 2020: Department of Mutant Vehicles; and Volunteer Shifts Now Open!



Photo by: Paul Frett

At the start of 2020 we had a strong social media crew with great ideas. By 2022 it disappeared. In 2020 we had 3 writers; each was going to write about an art grant recipient. Unfortunately, we never received the list of artists. Dmitry and Rubi were going to head off Instagram. They both had awesome ideas (ex: artist spotlights using reels) that we were unable to do because, again, covid and they ended up being unable to volunteer in 2022. Losing them hurt, as there wasn't the staff to hit all avenues.

Social Media is a great way to communicate what we are up to and get important info out. In the future I would like to have a strong team of digital media people. I've asked various participants how they keep informed: blogs, emails, Instagram, and Twitter are the most popular (Facebook too, but that is handled).

Dmitry and I worked on a PR plan. It was not as important because we sold out and did not need the publicity for purchasing tickets. It would have been nice to have walk throughs. I did not hear back from news sources...covid sux.

Print media was interesting too with the gap. I had stickers, posters, and vehicle passes printed in 2020, and wristbands, maps, WWW rushed in 2022. Each year I have every bit of collateral scheduled out to make it bearable. There is a lot. I would like to have a designer who will actually do all of what is needed.



Photo by: Paul Frett

Another highlight of unSCruz 2020/2022 communications: We created and distributed 2,000 copies of the unSCruz What When Where guide. We had only a handful left at the end of the event! YAY! It is important that all of these communication lines are consistent in looks and content. I would like to have a staff next year: designer/production, multiple copywriters for highlighting artists, staff writer for blogs (Yay Melissa!), a person to create and send out the emails

DEPARTMENT LEAD REPORTS CONTINUED



(working with Melissa so everything is consistent), social media consisting of an Instagram person and a Twitter person. All working together. We started with a similar crew in 2020.

Things learned:

- * Count the wristbands, don't rely on printer's packaging for quantities
- * We need meetings. The creation of badges without regular meetings became disorganized and incomplete

Sign Shoppe

Leads: Stephanie/Tetons, Kelly/Ziptie, Vince/Rope Daddy

We started a new department for unSCruz 2019 called Sign Shoppe. Sign Shoppe started to make great incredible signs for around the event. We asked leads to submit requests for signs that they needed. For many of the signs we used a CNC machine to cut wooden shaped signs and painted them. The signs really added to the overall look and feel of the event. The nice thing is 95% of the signs can be reused for future events. We still used smaller foam core boards for other multiple locations and hopefully will convert them into reusable wooden signage in the future. Several other small signs for the ATM and bathrooms were done on letter size paper and then laminated also to keep for multiple uses as well.

The downside of this new department was not knowing who is responsible to set up, when to set up, and also who was taking the signs down and keeping them after the event is over. This confusion I think was partially because of the 2 year Covid hiccup and some departments had different leads this year than from those who ordered signs 2 years prior.

For future it makes sense to keep signage together in the UnSCruz storage. They are flat and don't take up a lot of space. Department heads change over the years and who knows if they will get moved around, damaged, or lost. DPW can hand out and retrieve the signs from the various department leads at the event location site. Though many of the directional signs for production will need to be put in place and displayed by DPW before pre-event and early attendance starts.



Photo by: Paul Frett

DEPARTMENT LEAD REPORTS CONTINUED

This report is done by Vince Felicetta. It will cover various departments.

DMV

This was the first year that unSCruz had a DMV. We had about 20 art cars preregister for the event. Not all of the art cars came to our DMV to check in. We had someone go out and register the cars we could find. Also some people brought their art cars that had not preregistered and asked if they can be licensed. We gave them a license. All the art cars obeyed our rules and everything went smoothly.



Heat

This year I only had one request for heat which was from the Flaming Lotus Girls. The off load and reload was seamless. Heat also moved the man for the effigy burn.

Effigy

This years effigy burn was our biggest yet. We moved the burn sight from the previous years burn by the chicken barn to the center of the race track. The art cars came out and made a great back drop for this burn. We had fire dancers do a 10 minute show before we lit the man. Half way through the man burning his arms went up and the crowd went wild. I heard a lot of people including rangers commenting that our burn really felt like we were at burning man. The man burned for about 15 minutes before he leaned forward and came down. Once on the ground the fire dancers came out again and did another show with music by techno Gecko. Once the show was over people were allowed to circle around the fire.

Miscellaneous

I did various miscellaneous tasks during the event including driving around to make sure people were compliant for the fire inspection. Dealing with attendees that needed guidance, unlocking cars that had the keys in them. Jump starting cars with dead batteries and generally anything that I needed to do to take the burden off of the producers.

All and all unSCruz went well and was a great success.

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 Twisty and I give great thanks! What follows is the usual partial list of names that I recall (primarily Production crew). Please forgive me for the many I have surely forgotten.

In alphabetical order:

Alex Luebke

Amber Coutts

Austin Guzman

Ben Wilson

Bob Young

Brian Pridham

Celeste L'i

Chris Tuck

Craig Okuda

Daniel Nachman

David "Mo" Moscoe

Denise Hoy

Dianne Brumbach

Dom MacGyver

Doron Galpaz-Kamai

Erika Rosendale

Greg DeMasi

Hava Berman

Heather Nuanes

Jeanine Creek (Pooz)

Jeff Laurence

Jennifer Postoloff

Jo Plante

John Mitchell

John Schultheis

Jonathan Counihan

JR Hoover

Kay Wood

Kelly Felicetta

Lake Phillips

Lauren Seales

Leslie Berman

Linda Filipowicz

Lisa Schouweiler

Lucy Hosking

Marco Primi

Mark Filipowicz

Mark Ryan

Matt Staggs

Maya Osborne

Meggie Pina

Melissa Kirk

Michelle Pualuan

Mike Soultanian

Misty Longnecker

Patrick Lawrence

Pete Metcalf

Rich Lin

Rikki Smeltzer

Robert Franklin

Ronnie Boose

Rubi Valdez

Scott Llewelyn

Shannon Ashley Thomas

Stephanie Erikson

Stuart Robinson

Teri Ruby

Vince Felicetta