

SANTA CRUZ BURNERS PRESENTS

PORTAL

OF POSSIBILITIES

UNSCRUZ 2024

THE 12<sup>TH</sup> ANNUAL UNSCRUZ  
AFTERBURN REPORT



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What a fantastic year! The team pulled off a spectacular job of making all the things work! In one short event cycle, we managed to develop our internal staff structure even further as well as create a trusting relationship with local LE and community members.

The new venue remains amazing and made several infrastructure improvements over the past year. We continue to develop strong relationships with the San Benito County Fairgrounds and the community of Tres Pinos. This created a welcoming vibe as gifted entry wristbands were distributed to community members through the fairgrounds management.

The re-structure of staffing to bolster all of the departments with competent staff members worked wonders and we will continue to support this project, with the goal of being a fully staffed event, vs. the short term volunteers who seem to have a propensity for not showing up. We anticipate meeting this goal in the 2025 event cycle.

We will continue to work closely with fairgrounds management to make facility upgrades that will benefit everyone. This includes, repairs & upgrades to infrastructure, ratification of the ground squirrel problem (in safe and humane ways), upgrading the fairgrounds perimeter and partnering with the fairgrounds for other potential events.

New Ranger leadership made a HUGE difference in the efficacy of keeping the event safe and they were able to deal with onsite issues with competence and grace. In addition, they were great contributors to our new child policy.

Our biggest challenge this year was the crippling of our ticketing system when we launched sales. The event sold out in a staggering 107 minutes. We will be partnering with an outside ticketing agency in 2025, which should help alleviate those issues.

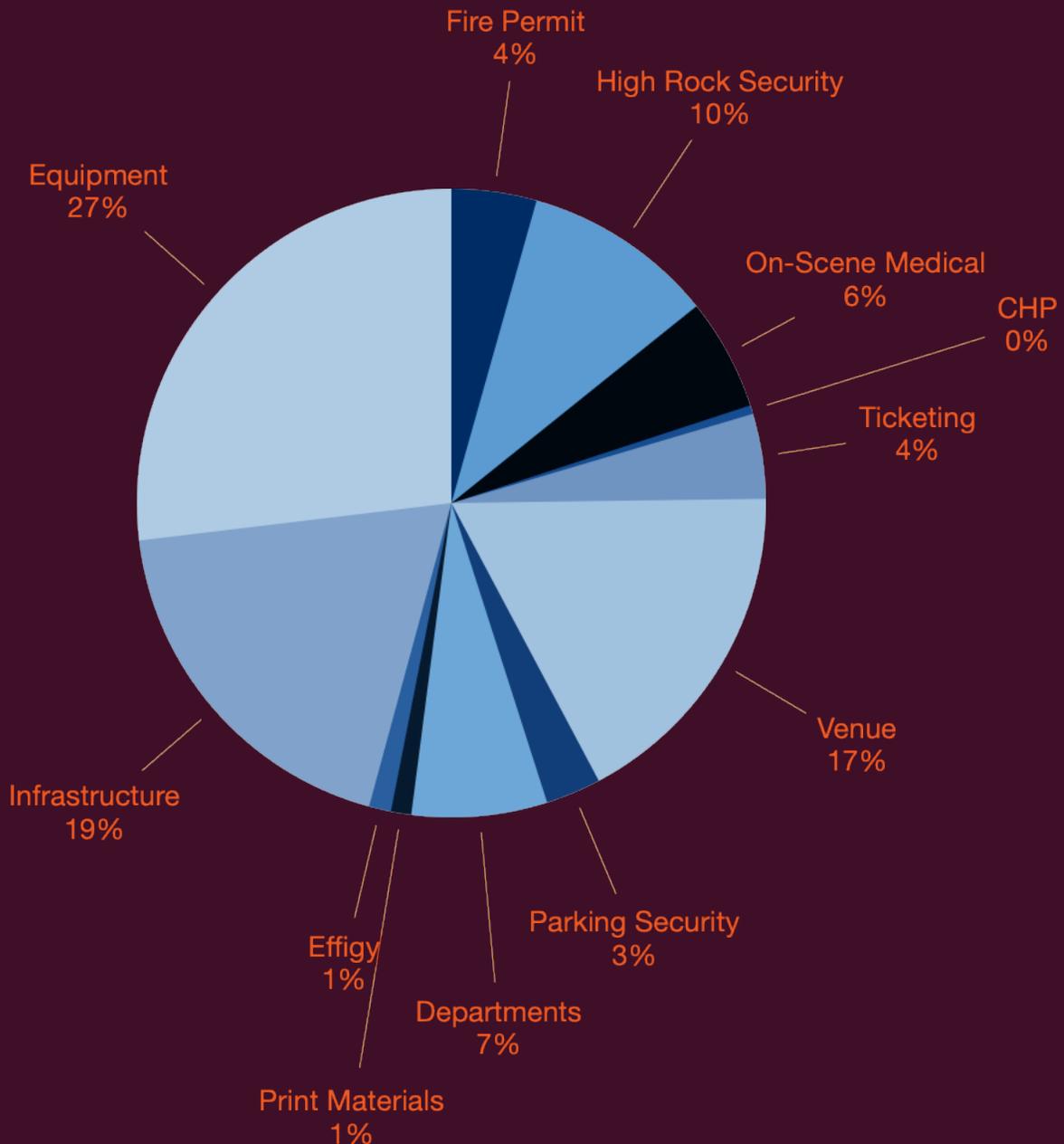
Of course there are other areas for improvement and we will be working with our team to meet these goals. We received wonderful feedback from our participants (we sent out post-event surveys) and their suggestions will help guide us to a better unSCruz next year.

~Frosty Paws and Vince  
unSCruz Producers

# QUICK STATISTICS

- \* In 2024, we had 3,068 people attend.
- \* Of those, 107 were children.
- \* We had 138 placed theme camps/art: of which 25 were Mutant Vehicles and 44 were art installations.
- \* And registered 1 mobility scooter, 27 e-bikes, 1 unicycle (impounded and asked to leave event), 1 segway, 2 electric surfboards and 31 one-wheelers

# PRODUCTION EXPENSES BY PERCENTAGE



# FINANCIALS BREAKDOWN

## Tickets

	Net Income
Main Sale	\$487,600.00
Volunteer 50%	\$8,887.50
RV Passes-Gen Pop	\$30,600.00
DGS RV Passes	\$19,800.00
Child	\$10,700.00
Volunteers 100%	0
Staff	0

Total Ticket Sales & Donations \$557,587.50

## Production

	Expenses
Event Insurance	\$0.00
Fire Permit	\$10,000.00
High Rock Security	\$22,592.00
On-Scene Medical	\$13,150.00
CHP	\$1,031.71
Ticketing	\$10,000.00
Venue	\$40,000.00
Parking/Private Security	\$6,500.00
Infrastructure	
Parking/Shuttle	\$21,080.00
Porto's	\$7,470.60
Propane	\$8,145.41
80 pig tails & 150 amp cord	\$1,000.00
Firewood	\$624.15
Freezer rental & ice cost	\$2,650.00
Fire Extinguisher Certs	\$199.00
Toro generator fuel	\$2,079.44
Equipment	
Golf Carts & Heavy Equip.	\$50,534.56
Radio Rental	\$7,022.81
Cones/Dilineaters	\$4,091.62
Departments	
DPW	\$1,000.00
DMV Stickers	\$190.50

Fluffers	\$800.00
Entheos Stage	\$2,000.00
Silent Disco	\$3,580.00
Placement	\$800.00
Illimunaughty	\$350.00
Sign Shop	\$1,000.00
Mainstage	\$2,000.00
Truck Rental	\$631.96
Shower Rental	\$3,618.89
Print Materials	
Staff Badges	\$304.26
Stickers	\$930.00
Patches	\$716.46
Poster Maps	\$431.87
Effigy	
Effigy	\$1,412.15
Fireworks	\$1,187.00

sub total \$229,124.39

## Volunteers

Hospitality	\$15,000.00
Art Grant Swag	\$2,160.98
Volunteer "Thank You" BBQ	\$3,500.00
Staff Schwag	\$2,256.10
Hoodies, T-shirts & Schwag	\$3,068.01

sub total \$25,985.09

## Donations

The Burning Man Project	\$500.00
Art Grants	\$166,944.77

sub total \$167,444.77

## Totals

Ticket Sales & Donations	\$557,587.50
Expenses	\$422,554.25
Net Profit	\$135,033.25

# DEPARTMENT LEAD REPORTS



## Box Office

As well prepared as we felt we were with our self-built ticketing platform, we in no way anticipated the rush on ticket sales upon launch. The crush crippled us and thankfully we were able to mitigate all of the issues this created. We will work on outsourcing ticket sales for the 2025 event cycle.

## Commissary

Having dedicated meal times went a long way to ensure that all staff members had the opportunity to eat each day. We had more volunteer staff members and we were able to organize meal prep much more efficiently. We will continue to bolster our volunteer staff so things run as smoothly as possible.

## Communications

We redesigned the website moved our email accounts to another more robust service.

We had a dedicated person for social media! And she did an amazing job!

We published 5 blogs and 16 newsletters. For the upcoming year, we are planning to populate and promote our new Santa Cruz Burners/ unSCruz websites. We are planning to increase our output of blogs and other content for the websites.

## Creativity Grants

We had an engaged, committed and supportive creativity grant team in 2024. Jen, Cat and Shelly returned to the team in 2024. Their contributions, positive attitudes and commitment to integrity were invaluable. We began meeting in December 2024, we would meet 2-4 time a month based on timeline deliverables. We worked well together and provided support to the team and lead artists. We recommend having a creativity grant team of 5-6 people in 2025.



### Overview

- unSCruz received \$218,061 in submission requests from a total of 81 proposals.
- unSCruz awarded \$97,424 in grants to 48 projects in 2024.



### Categories

- 1 A mix of sacred space (wide open space for peaceful reflection), visual art (sculpted columns and lighting), and performance project (potential to perform music and sound indefinitely)
- 1 Adult Themed (18 & over)
- 6 Art cars
- 4 Family Friendly (all ages welcome)
- 2 Fire Art
- 6 Food/Nourishment

- 5 Performance Projects
- 8 Physically Interactive
- 1 Sacred Space
- 2 Sculptures
- 6 Theme Camps
- 1 Theme Camp serving food and drinks
- 1 Visual Art and interactive
- 3 Visual Art



## 2024 Takeaways

It was nice to be back at the San Benito Fairgrounds. Many of the lead artists were at the 2023 event so they had less questions and knew what to expect. When reviewing proposals to determine funding we looked at the interactivity of the proposal and the budget that were submitted. Overall 2024 was a success full of art, community and interactivity.

## DMV



The team did a great job this year and we managed to approve and register 26 Mutant Vehicles, 30 E-bikes and 20 One-Wheels this year. We had some issues with interdepartmental communications regarding MVs with Flame Effects. At the end of the day, we managed to get everyone approved through CalFire, but this is something that we'll address next year. The One-Wheels continue to be a major problem, so we're recommending that they not be allowed next year.

## DPW

The DPW team had a very successful work cycle for 2024's iteration of unSCruz. The team was populated with dedicated members who worked above and beyond what was necessary to build, maintain, and strike the event. From truck load-in to truck unload, team members were eager and motivated, and understood their tasks with minimal input from DPW leadership. The team fulfilled everything on the DPW request list quickly and efficiently, and had plenty of time left over to assist other departments with tasks, and also helped art installations and camps throughout the event.

With this in mind, there is still opportunity for improvement, especially with communication. The team would benefit tremendously from having a centralized mustering location, clearly defined roles and responsibilities for team members, and daily heads up meetings. The team



members can function more autonomously if these requests will be satisfied for 2025.

## Fluffers

### Things That Worked

- Taking orders (veggie, vegan, gluten free) for meals prior to meal service seemed to work for reducing food loss and getting people what they want. Having a roof on the golf cart was a game changer—thank you to DPW

who switched with us!

- Having a designated assistant to help set up on Tuesday and pack up on Sunday was SO helpful!
- Kitchen meal times were awesome! Food was delivered promptly
- Not having to deliver food/beverages to the parking lot streamlined everything! So much better!
- Osha arriving at 7am to the Commissary to restock, organize, clean and make coffee!

### Things To Improve:

- Try to coordinate meal times with shift changes
- Osha should prepare order forms for Fluffers to deliver to stations before meals
- I shared the Fluffer Lead Daily Tasks document with the leads and had it



printed and available onsite, but I should go over it in detail with the leads again!

More meetings!

- Make SURE to fill the cart when things get empty
- Remember to fluff the people closer to the road—beyond the gate area! Wed, Thurs, & Fri
- Remind volunteers that if they run out of something, to go back to the Commissary to get it (hot water, for example)!
- Ensure that Fluffer vehicle has a 4' x 6' bed with WALLS and a ROOF! (We made due this year using tubs and long bungee cords!)



## LNT

### What worked

1. Volunteers!! They were great! I only had one no show.
2. Signs—beautiful and useful
3. Golf cart!!!! Yay, made it so much easier for me to cover the grounds. I felt useful being able to transport injured folks to medical and folks going my way to shorten their trip. :-)
4. MOOP tins, folks really liked them, especially the ones a volunteer brought with tiny unSCruz tickets on top. I will imitate this next year!! People liked having an event related item
5. MOOP Fairies it is fun and volunteers seem to enjoy it.



## Where Improvements are needed



1. Trash cans in bathrooms were used for other than paper towels. Signs r obviously not enough.
2. I found out where extra tp was for the indoor dance place after the event. I knew where it was in the building by the arena and was able to keep tp in the ladies rooms there.
3. MOOP fairies can use buckets or old milk jugs instead of plastic bags. I will save some and provide for next year.

4. I need to ask for more signs!

5. My request for a shade structure for our table got lost in the shuffle again this year. IDK what I am not doing correctly.

6. My request for paints was not fulfilled so my painting supplies were limited. Again, IDK what I did wrong in asking or if it was denied.

7. I think a night time MOOP sweep of dance parties and bathrooms would be helpful.

## Lost & Found

152 items FOUND. 49 people submitted inquiries about LOST items, out of which we only had 8. Therefore, 41 items reported as LOST were not turned in to Lost & Found. 142 items FOUND were thrown away or donated. 2 items are still in Lost & Found. unSCruz Lost & Found posted several posts on Facebook and Instagram asking people to submit inquiries for items LOST. People need to do better next year about leaving no trace. Lost & Found spent many hours over a two month period collecting,



documenting, storing, returning, donating, and throwing away items found. Unfortunately, there were still 142 items that no one ever reported lost which means people didn't realize they lost an item, or they left the items for someone else to deal with, or they just did not care to make an effort to reach out and report an item as lost.



## Here is the breakdown of items FOUND

- 23 Mugs & Tumblers
- 3 reported lost; items returned to owners)
- Remaining items were donated
- 31 items of clothing
  - 1 reported lost; item returned to owner
  - Remaining items were donated
- 74 Miscellaneous items
- 23 items broken, torn, or destroyed and were most likely dumped by the owners - these items were thrown away.
  - Out of all 54 items found by unSCruz - only THREE were reported as lost and returned to the owners
  - 20 miscellaneous items were found and reported to unSCruz by a theme camp member who took the initiative to share a post and manage returning those items to anyone who claimed them; we do not have information how many items were claimed.
  - 1 item is still in Lost & Found (Bongo Drums - owner expects unSCruz to ship this to him and get reimbursed; we'll ship it back once an appropriate box is found and is convenient to do so; owner is in no hurry)



- 8 Eye/Sunglasses
- Only one reported as Lost; item returned to owner
- 1 pair is still in Lost & Found (Coach Rx glasses in a black case); given these are probably not cheap, we're holding out hope someone will finally reach out.
- Remaining 5 pairs were donated
- 16 Hats - none claimed; all donated



## Placement

With the ticketing kerfuffle, the team managed to pull things off in amazing ways. Many hours were spent sorting out the RV and DGS tickets after the huge mess that the ticketing system crash created. We were able to place 138 theme camps, Mutant Vehicles and Stand Alone art installations. We'll be tightening up the map for 2025 so that we can give placement to more amazingness.



## Rangers

unSCruz 2024 was a successful event marked by strong Ranger participation and effective incident management. With 49 out of 63 Rangers actively engaging, we staffed the event 24/7 in 17 shifts, addressing 83 incidents. Our leadership's comprehensive training program resulted in the best-prepared team to date. Enhanced sound and child policies

significantly reduced issues, while collaboration with other departments like Fire Art, medical, and security ensured seamless operations. Highlights include effective burn perimeter management, the introduction of the 007 ticket revocation process, and a promising start to a documentation program. Key improvements for 2025 include refining Ranger camp logistics, better pre-event communication, and stricter adherence to fuel storage and safety cone protocols. Our goal remains to enhance the Ranger experience and participant safety, ensuring excellence as the new standard.



# 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 Vince 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:

Amberosia	Fry	Lowdeka	Ronda
Amy	Full Service	Luna	Rubí
Angela	GIZMO	MacGuyver	Rut-Roh!
AttaGirl	Graves	Magical	Sage
Avery	Groove	Marco	Sean
Belmont	Hawk	Matt	Shelly
Big Dave	Howdy	Maya Papaya	Sir Jayjay
BigBoy	Hurricane	Meggie	Star
Bruce	Isaiah	Michael	Strat
Bumblebee	Jeff	Militia	Sunshine
Bundle	Jen	MilkMaid	Tabs
Butters	Jo	Miss Print	Teal
Capt.	Joe	Mystique	TedX
Cat	Joe Rignasty	Nancy	Teeth
Celsius	Jon Chown	neXXtro	TETONS
Chameleon	Jonny 5	Nick	Trifecta
Charlotte	Jordy	Nugget	Triumph
Cloudz	Kix	Osha	Twisty
cozy	Kurtographer	Pandora	Wristy
Craig	Lacey	pooz	Yessiree
Cuddle Monkey	Lars	poprox	Yummy
Curious George	Leigh	Princess Badass	Ziptie
Dato	Lesbian Seagull	Raina	ZzZack
Dirty Chai	Lisa	Rampart	
Dr. J	LL	RDF	
Dr. Shark Girl	Logistic	Rikki	