



Production

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 2026 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, neutralization 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

 \star In 2025, we had 3,081 people attend and 3,068 the previous year

* Included in the population

> Staff: 175 total, 32 of the 175 were leads

> Low-income: 31

> Children 6-12 years old: 100

* Art Grants

- Increased art grant funds from \$166,944.77 in 2024 to \$230,942.32 in 2025
- Increased grants from 49 in 2024 to 72 in 2025.
 Of those 72: 6 MVs, 24 Theme Camps, 36 Art
 Installations and 6 Performance grants.
- Artists traveled from as far away as Puerto
 Vallarta, Mexico, about 1854 miles from unSCruz

***** Our city was comprised of

- > 74 placed theme camps
- > 53 art installations
- > 30 mutant vehicles

*LNT collected bottles/cans marked CA CRV from the grounds and camps and donated the refunds to a local charity

* DMV registered

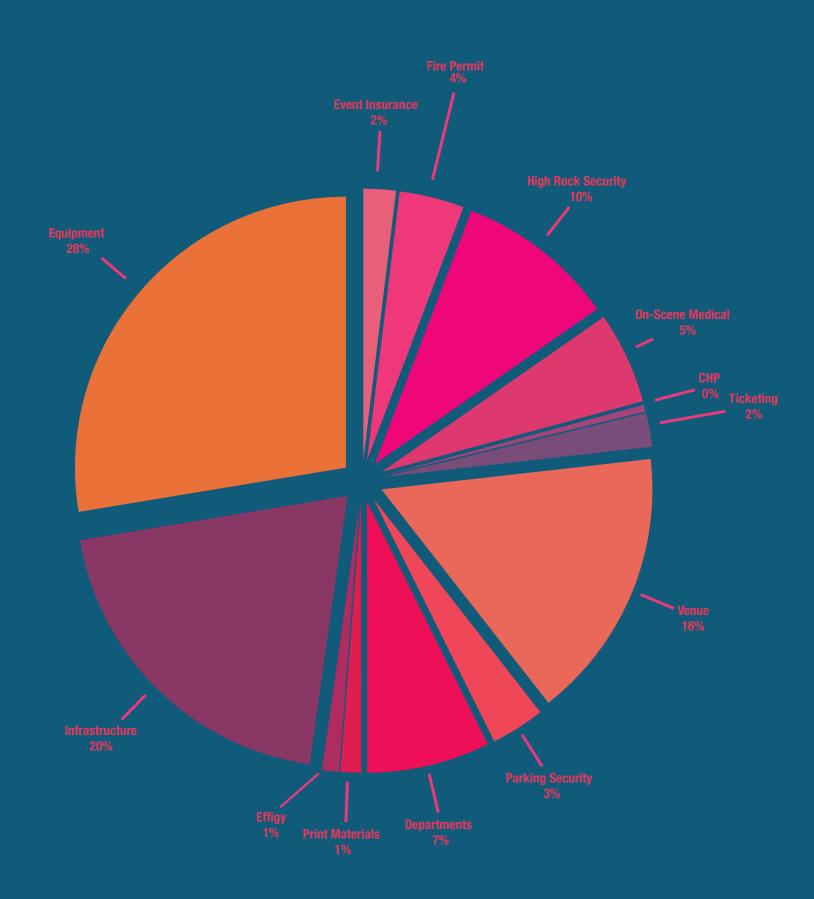
- ⇒ 35 e-bikes
- ⇒ 30 mutant vehicles
- > 0 one-wheelers

* Post-event survey: 324 responses

- > 50 have not attended Burning Man
- The majority of the attendees were from California with people coming from Austin TX, Chicago IL, Washington DC, Kansas, Minnesota, Washington, Oregon and Nevada
- > 290 cited communiity as their reason for attending
- * 2025 was the 14th annual unSCruz and was our 3rd year at San Benito Fairgrounds
- **★** unSCruz 2025 was presented by Santa Cruz Burners, LLC



Production Expenses by Percentage



Financial Breakdown

Tickets

TICKETS	Net Income	
Main Sale \$250	\$585,000.00	
Low-income \$125	\$3,875.00	
Child \$125	\$12,500.00	
RV Passes \$400	\$40,800.00	
DGS RV Passes \$200	\$20,000.00	
Staff Significant Others \$125	\$9,125.00	
Staff	0	

Total Ticket Sales \$671,300.00

Production

	Expenses			
Event Insurance	\$5,000.00			
Fire Permit	\$10,000.00			
Security	\$24,618.00			
On-Scene Medical	edical \$14,190.00			
aw Enforcement \$1,050.00				
Ticketing	\$5,210.44			
Venue	\$42,000.00			
Parking/Private Security	\$8,299.20			
Infrastructure				
Parking/Shuttle	\$21,120.00			
Porto's	\$8,030.00			
Propane	\$15,423.87			
80 pig tails & 150 amp cord	\$220.20			
Firewood	\$624.15			
Freezer rental & ice cost	\$3,029.76			
Fire Extinguisher Certs	\$299.00			
Generator fuel	\$3,455.98			
Equipment				
Golf Carts & Heavy Equip.	\$59,637.54			
Radio Rental	\$9,028.26			
Cones/Dilineaters	\$2,647.40			
Grounding Rods	\$151.86			
Departments				
DMV	\$210.00			

DPW	\$1,000.00		
Fluffers	\$850.00		
Illimuninaughty	\$350.00		
Luna Stage	\$7,000.00		
Placement	\$404.44		
Sign Shop	\$1,000.00		
Silent Disco	\$3,500.00		
Truck Rental	\$750.98		
Shower Rental	\$3,943.64		
Effigy			
Effigy	\$1,412.15		
Fireworks	\$1,187.00		
Print Materials			
Staff Badges	\$304.26		
Stickers	\$930.00		
Patches	\$716.46		
Poster Maps	\$1,238.55		

sub total \$258,833.14

Staff

Administrative	\$42,261.87		
Hospitality \$20,000.00			
Art Grant Swag	\$3,694.83		
Placement Swag	\$3,567.23		
Staff Swag \$12,030.49			
Volunteer "Thank You" BBQ	\$4,000.00		

sub total \$85,554.42

Donations

The Burning Man Project	\$500.00
Art Grants	\$230,942.32

sub total \$231,442.32

Totals

Ticket Sales & Donations	\$671,300.00	
Expenses	\$575,829.88	
Net Profit	\$95,470.12	

Department Lead Reports

Art Grants

The Art Grants team had 3 new members this year and worked fully remotely with no in person meetings this year which made it a little challenging. As the lead, I felt there was less collaboration as a team and more instruction from me with specific deliverables given to the team. Despite this, the team did a fantastic job of getting everything done on time, were available to recipients for support before and during the event, and I am happy with the way things turned out. We more than doubled the amount of art grant funds distributed this year, and we funded 29 more artists this year over last year.



Commissary

Hi mama rik and zaddy here run the commissary kitchen. We fed up to 275-300 people this year. We killed it with a bunch of fun after dinner events like 12 different Jell-O shots and ice cream social. Need to work on portion control. Super excited to come home this year and see how you all run your commissary kitchen and see where we can improve. We have a 24 hour snack bar chill lounge recharge station; I have been doing it for 3 years now and cannot wait to kill it again. We love our community and unSCruz so much. Thank you for this opportunity.

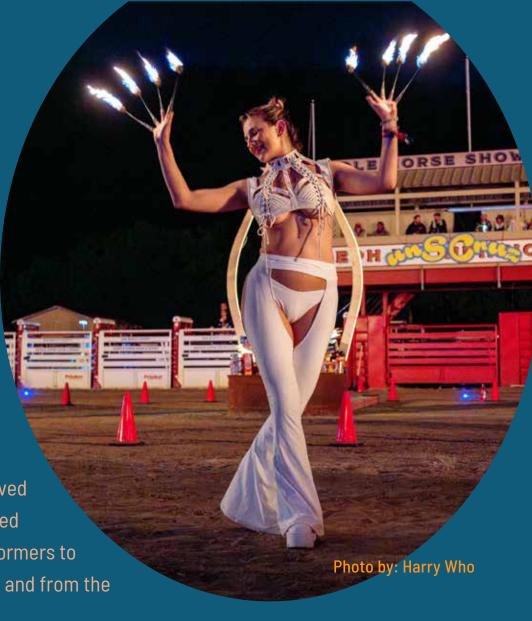


Conclave

The 2025 Conclave Team delivered in spades! I had a total of 4 support staff, 5 dedicated fire safeties, and 24 performers that made up the spectacular fire show before the Effigy Burn. The performance started right on time, which was planned for 8:25pm, this is a bit past sunset, making for an eye-popping spectacle with the increased sky darkness. The size of the Great Circle was able to support around 9 performers at a time, with almost a 1:2 ratio of fire safety spotters to performers which is considered solid. There were two CO2 extinguishers on hand for performers

if needed. There were no mishaps or injuries.

Improvements for next
year will be to have
the Helmsman be
in proximity to the
coordinator, so the
coordinator does not
have to have a radio
which proved to be more
distracting than helpful.
The placement of the fuel
depot this year was improved
and was in a more protected
area, yet still allowed performers to
transit easily and safely to and from the
performance circle.



The fuel depot was locked and closed to additional performers dipping at around the 20 min mark, where the remaining performers went for about 10 more minutes, for a total of about 30 minutes of performance time. The circle was then cleared of performers where the effigy was fueled and ignited for a mind-blowing and heartwarming burn!

DMV

I think this was our best year yet for DMV. Our team lead Maya, Gary, and myself did a great job trying to get all the art cars and fire safety plans for those cars with fire. We had our volunteer schedule condensed a bit which helped with overall experience and getting slots filled. No major incidents other than assisting with some parking issues with Rangers. It would help to determine a process for who to reach out to with regards to cars parked in fire lanes.



This year, we finally had a team dedicated to documenting all the departments. It worked! We are still gathering notes on everything that happened during and after the event, but the momentum is there. Feels like we are truly on the path toward a real production process manual. Huge step forward.

Documentation made a lot of progress this past year in setting up infrastructure and approach and documenting the processes for several departments. There is still work to be done as we fill in the gaps and fine-tune some of the department manuals. We greatly appreciate the cooperation of all of the department heads and team members who contributed. These manuals are living and can be updated as needed, as we know things can change from year to year.

DPW

The DPW and HeAT department continued to be the behind the scenes engine that drove unSCruz to the finish line. Eager volunteers and hard work done!

It was a pleasure and honor to be added as a co-lead this year. Working with Stu, and Nugget, had some bumps and I feel we together can grow and create a more communicative and two way support for our DPW crew and the entire production team.

FAST

Everything went great!

Effigy

it burned.



Fluffers

THINGS THAT WORKED

New this Year:

- Having "staff" brought a little more accountability to each person and more information was able to be shared preevent via emails and meetings.
- 2. Taking pre-orders for meals (Thanks Rikki!!). This would be impossible to do in large volume, but providing individualized meals to between 5 and 10 staff members was doable because most Fluffers showed up at meal time to help out



Not new this year:

3. Not having to deliver food/beverages to the parking lot streamlined everything!

Thank you Fluffers

THINGS TO IMPROVE:

- 1. Rearrange my entire staff schedule. I don't know what this is going to look like, but do I need Leads anymore? They work a 15-hour shift, but others only work 7 hours. TBD...
- 2. Need a white board for Fluffer communication
- 3. Add one staff to perform MOLD (ministry of little details) duties. This would consist of bathroom and shower improvements like nice decorations, hooks in the showers, baskets with oft-needed items (like tampons, condoms, toothbrushes, etc). More details (and pricing) to come!

GATE

GATE ROCKS! The GATE team worked well because we had many GATE veterans. That helped quite a bit as most everyone was able to step right up and begin work with little to no training. Working along side of ticketing was smooth and we were able to dance well with Placement. Front of House manager, Twisty, was always available. Our one challenge was getting assigned to cover Gate 2 late in the game because Security didn't want to do it and we were short staffed at Main Gate. But we rallied and I shuttled a volunteer out to Gate 2 for a short shift each hour and a half. Also, we were expected to stay at the Main Gate until midnight one night as Security did not want to cover that area on Burn Night. We only found out about it the same day. As lead, I stayed all day to make sure the rest of the team was able to enjoy the burn. Next year I would like to open up for more volunteers, know where we will be expected to cover and for how long and have a lane podium at the RV lane to make access to RV passes and folders easier to access. The GATE team is ready to get



back out there next year to help participants get in to the event easily, surrounded by a team who is having fun and welcoming everyone with humor, sass & shenanigans.



Legal Eagles

It was great.

Lighting

LIGHTING does perimeters, pathways, and hazards for the sake of safety and direction. We mostly use solar charged rope lights and stake lights to light the entrance, create guides to inspire foot traffic, set blocks to deter foot traffic, and illuminate or highlight important signage, with a decorative touch.

LNT

Our 1st yr w/o volunteers was different but good! The team was great and reliable. We did CRV recycling, including picking up from Camps. We were able to raise over \$200 for a local non profit. We learned a lot and hope to do it again next year.

Off-Playa Info

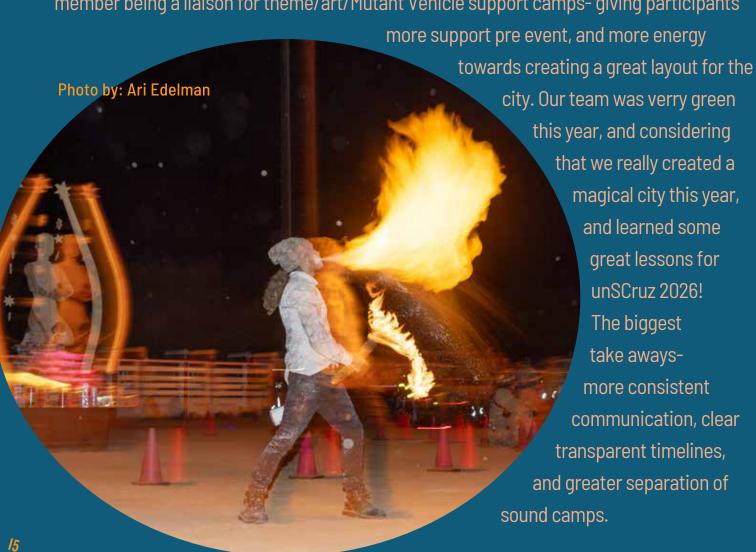
Off-Playa Info was more about distributing (free) ice and wristbands than info (or lost-and-found items) and we made it a fun, interactive experience, asking participants to tell a joke (or do some other form of entertainment) for ice (when there wasn't a line).

Operations

The Teams within the Operations Pod all performed their duties above and beyond. Many of the teams had tasks prior to the event that are essential to the success of the event and all were performed with diligence and detail in an effort to meet important deadlines. Other teams were focused on more site specific projects and all were completed in a timely manner to ensure the site would be ready to open the gate. And still other teams kept the site clear of trash and educated participants in a friendly and engaging way on the Principles of LNT and RESTO. We are fortunate to have a dedicated group of staff volunteers who care about the reputation and success of unSCruz.

Placement

This was a banner year for Placement. We switched models to incorporate every team member being a liaison for theme/art/Mutant Vehicle support camps- giving participants



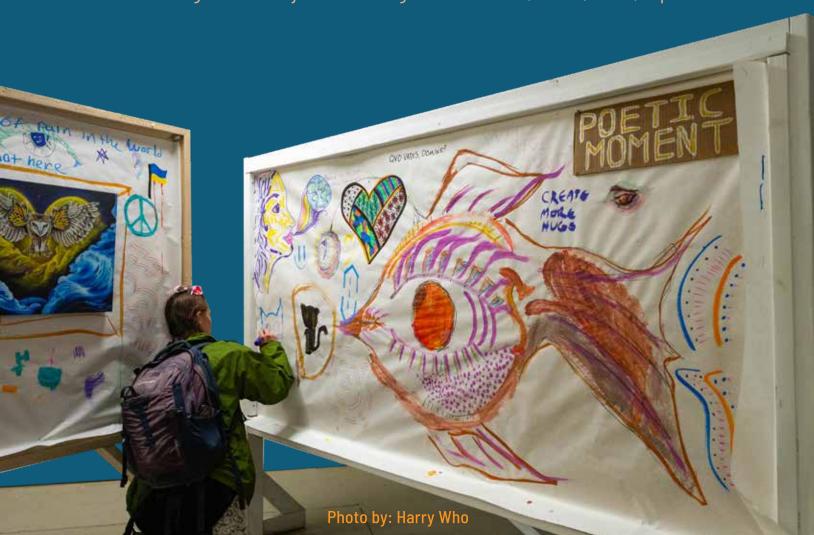
As a brand-new team, Placement stepped up at the 2025 unSCruz event with flexibility and drive. Though we started out unaware of all the moving parts and rules, we learned quickly and worked hard to place camps and art efficiently, with care and team spirit!

Rangers

The Rangers spun up a new regional ranger program, allowing people who haven't been to Burning Man to join. We also created a new electronic child registry that allowed for rapidly reuniting lost children to their families, improved our logging technology, and had our first ever on site BrC training!

Resto

Sorted!! Staff and volunteers stepped up and we left the grounds better than we found them ...again. No major issues or gross offenders, wash, rinse, repeat!!



Sign Shop

Sign requests came in on time, which is great. The creative team was able and willing to split up the sign requests and complete them in good time. This year I was able to have a dedicated DPW person in place to put up the signs pre event. This works better than pulling random DPW staff as I was able to communicate our sign shop needs more effectively.

Photo by: Ari Edelman

Staff Camping

Things went well. We had a lot more staff camping in our area this year. I knew we had enough space. I was concerned because not all the space is flat enough to be good camping. WE also did not close our gate. That allowed staff who got to the site late at night to have a place to be until morning.

Our team of two worked well together. One doing pregame tech and one doing layout. Both of us placed campers as they came in. RutRoh provided support when needed. All went smooth for the event.

Staff Services

STAFF CAMPING

Went very smoothly, next year we will be contacting the staff members that plan to come in earlier than the lead to instruct them where to park.

HO

Great team worked well together.

FLUFFERS

Were very well organized and made the rounds often, pre ordering worked well Commissary- Had some hiccups but overall a great experience. They definitely needed more people. Documentation- Everyone pitched in to make the living manual a reality.

Stages

The stages team dialed it in with style and grace to pull off one of the most beautiful

and technologically modern Luna stages to date. With very few issues and

incredible feedback, we are grateful to say our execution was a huge

success!

Ticketing

The ticketing department provides

a secure means for

participants and staff to obtain

their event tickets. This year, we used

a third party to handle ticket transfers between participants (Tixel). While some participants experienced difficulty with the Tixel, most were successful in using it to transfer tickets to people not known to them.

Photo by: Robin Russell

Video Team

Thank you for a budget. Add video screen back on dance floor for interactive exp and protect video table from coats, backpacks. DJ +1s only on south side of stage (stepped on A/V cables, VJs couldn't see screen).

Visuals

Top Success: We were able to book and engage 12 VJs for the Luna Stage, and unequivocally, the VJ's feedback has been positive. Top Improvement: Meet with A/V team beforehand to review their lighting plan & incorporate plans beforehand.



Thank you to the 2025 unSCruz Staff!

Dr. Shark Girl DrJ Emily	Jordy Jose	Mick Yerself Useful	Princess Badass	strat
Emily	Jose	Heeful	B 1115	
		Osciul	RabbitFire	Stu
Feete	Karen	Mikaela	RainGirlee	Sunshine
Feets	Kat	Militia	Rampart	Tabs
Flopsy	Kati	MilkMaid	Rebar	Tari
Frisco	Kelly	Misha	Rico	TedEx
Frosty Paws	Kix	Miss Joy	Rikki	Terra
Full Service	Lady 0	Miss Print	Risotto	Tetons
FuzzyLion	Lars	Miss Teal	Robin	Three Taps
Gerastic	Lesbian Seagul	Monk	Rowan	Trifecta
Girlscout	Lil'Snack	Mr. Frog	Rut-Roh!	TuleDew
Gravy	Linda	Mystique	Sammy	Twisted Pixie
Groove	Lisa	neXXtro	SciFi	Twisty
Gryphon	Lowdeka	Nicole	Sean D.	Tyger
Hal	MacGyver	Nugget	Sean G.	Vince
Hiya	Mans Drink	Nurse Rachett	Shap	Wats Up eDDie
Honey Badger	Marco	0sha	Shaun	Wobblestone
HoneyPie	MarleyyDarling	Overkill	Shelly	Wristy
Howdy	Marshmellow	Petra	ShitWizard	Wuff
Hurricane	Matcha	Phoebe	Sir JayJay	Yessiree
Inventory	Max	Playapuppy	Slaylor	Yummy
ISHYne	Maya	Pooz	Sparkle Nugget	Zay
Jefe	Melanie	Poprox	Sparkplug	Ziptie
Jen	Michelle	Precious	Squish	Zuul
Joe	do		Stacy	ZZ-Zack
Jonny 5	(a	S and	Steve	
	Frosty Paws Full Service FuzzyLion Gerastic Girlscout Gravy Groove Gryphon Hal Hiya Honey Badger HoneyPie Howdy Hurricane Inventory ISHYne Jefe Jen Joe	Frosty Paws Full Service FuzzyLion FuzzyLion Gerastic Gerastic Girlscout Lil'Snack Gravy Linda Groove Lisa Gryphon Lowdeka Hal MacGyver Hiya Mans Drink Honey Badger Marco HoneyPie MarleyyDarling Howdy Marshmellow Hurricane Inventory Max ISHYne Melanie Jen Michelle Joe	Frosty Paws Full Service Lady 0 Miss Print FuzzyLion Lars Miss Teal Gerastic Lesbian Seagul Monk Girlscout Lil'Snack Mr. Frog Gravy Linda Mystique Groove Lisa Gryphon Lowdeka Micole Hal MacGyver Nugget Hiya Mans Drink Nurse Rachett Honey Badger Honey Badger Marco Osha HoneyPie MarleyyDarling Howdy Marshmellow Hurricane Matcha Phoebe Inventory Max Playapuppy ISHYne Maya Pooz Jefe Melanie Poprox Jefe Michelle Precious Joe	Frosty Paws Kix Miss Joy Rikki Full Service Lady 0 Miss Print Risotto FuzzyLion Lars Miss Teal Robin Gerastic Lesbian Seagul Monk Rowan Girlscout Lil'Snack Mr. Frog Rut-Roh! Gravy Linda Mystique Sammy Groove Lisa neXXtro SciFi Gryphon Lowdeka Nicole Sean D. Hal MacGyver Nugget Sean G. Hiya Mans Drink Nurse Rachett Shap Honey Badger Marco Osha Shaun HoneyPie MarleyyDarling Overkill Shelly Howdy Marshmellow Petra ShitWizard Hurricane Matcha Phoebe Sir JayJay Inventory Max Playapuppy Slaylor ISHYne Maya Pooz Sparkplug Jefe Melanie Poprox Sparkplug Jen Michelle Precious Squish Joe

