

Burnal Equinox 2019 Event Wrap-up Report

Overview

The 4th annual Upstate NY Burnal Equinox: Transformations, was held on Saturday, March 9, 2019, 9 pm - 4 am at The Avalon, 470 State St, Rochester, NY 14608. Burnal Equinox partnered with performer Rich Orloff who offered a performance of his one-man show, "It's a Beautiful Wound" as a fundraiser for POrtalBurn, an official Regional Burn. His show was held at 7:30 prior to the Equinox event. Ticketing for both events was offered by Burnal Equinox.

Debi "Crackerjack" Mansour served as the producer of the event and worked with a team of department leads.

Proceeds will be used to maintain the non-profit entity, Not Your Mom, Inc. for the purpose of holding the annual Burnal Equinox Celebration. Any overage will be spent on art grants at future events.

Tickets

Ticket Prices were \$12+fees in advance or \$20 cash at the door.

130 advance tickets were sold for a total of \$1560. Door sales were 30 totaling \$600. The combined total is \$2160.

Online ticket buyers were offered the option to donate an additional amount towards art grants at POrtalburn (minimum of \$3 donation). Seven people chose to donate an additional amount totaling \$156. Combined with the ticketing for "It's a Beautiful Wound," \$781 was donated to POrtal Burn.

Attendees/Admission

This was an 18+ event. All attendees were required to show ID at the door and those 21 or older were given different color wristbands to designate such.

Doors were open from 9:00 pm to Midnight.

Art and Workshops

This was our first year offering art grants. A total of \$710 was given to artists. Participants made the following things happen: Virgin/Newbie Education and Information Booth Snack Station, Station for Hot Drinks, Interactive Community Painting, Fire Cupping Massage, 6 x 6 Make Your Own Art Gallery, Midnight Blow-Torch Nachos, DJ Sets, Live Music, Collaborative Giant String Art, LED Recycled Plastics Space Pod, Chalk Board of Dreams, Tarot Card Readings, and much, much, MORE.

Volunteerism

The following persons volunteered as Lead Organizers:

DEPARTMENT	WHO	Head of the department is also responsible for recruiting volunteers
Logistics	Crackerjack	Set up ticket purchase, secure location/permits/insurance, facilitate official BM status, overall event production
Art	Solace	Recruit/coordinate artists to bring their work to the event, placement, onsite liaison
Door	Morganna	Develop door plan, Check tickets/ID/Sign waiver
Promo/ Communications	Crackerjack	FB/BM Site/Announce lists
Music	Railroad & Caboose	Recruit/coordinate DJs and other performances, secure equipment, assist with setup/tear down

Items of Note

The purpose of this event was to celebrate the Equinox and foster relationships within our regional Burner community, as well as raise money to keep this celebration a viable annual event going forward. We were thrilled that many participants traveled from as far as 4 hours away to attend.

Attendance was down from the prior year. The change in venue and a late start in planning the event are both likely causes.

Partnering with a separate POrtalBurn fundraising event created some additional challenges for logistics but was overall a successful collaboration.

The new venue made the event much easier to produce since pre- and post-cleaning of the space was handled by the venue. With that said, participants stayed behind to clean-up and adhere to the LNT principle. The venue owner was very impressed with our efforts.

Since we had a cash bar for the first time rather than BYOB, drink tickets were purchased and given out 1 per person to ease the transition from the prior 3 years. The overage in drink tickets (40) was forfeited to the venue.

Expenditures

ITEM	BUDGETED	ACTUAL	NOTES
Venue			
The Avalon	\$750.00	\$750.00	
200 prepaid drinks	\$800.00	\$800.00	
Art grants	\$750.00	\$710.00	
DPW & Decor	\$100.00	\$0.00	
Door			
ID Bracelets/Swag	\$350.00	\$217.82	
Volunteer Laminates	\$20.00	\$21.98	
Total	\$2,770.00	\$2,499.80	
Total Revenue		\$2,160.00	
Balance		-\$339.80	