

Burnal Equinox 2022 Event Wrap-up Report

Overview

The 6th annual Upstate NY Burnal Equinox: A Dreamscape, was held on Saturday, April 9, 2022, 8 pm - 4 am at The Avalon, 470 State St, Rochester, NY 14608. (There was no event in 2021 due to high COVID numbers in the local community.) Anecdotal accounts are that the community preferred the later date due to less likelihood of severe winter weather impacting the event and travel.

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 \$18+fees in advance or \$25 cash at the door.

121 advance tickets were sold for a total of \$2042. Door sales were 48 totaling \$1190 (two people were admitted for \$20)). The combined total is \$3600.

Online ticket buyers were offered the option to donate an additional amount towards art grants (minimum of \$3 donation). Twenty-two people chose to donate an additional amount totaling \$232. The production team decided to grant complimentary admission to all production leads, registered artists, and registered DJs. Twenty-one people were eligible for complimentary admission.

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 8:00 pm to Midnight.

Art and Workshops

This was our third year offering art grants. A total of \$750 was budgeted and after last-minute cancelations, \$710 was given to seven artists. There was a nice variety of art this year.

Participants made the following things happen: Poetry Reading, Interactive Community Painting on Mannequins, Beginners Hula Hoop Class, Live Painting, Body Painting, Fortune Telling, Community Wishes board, A Cave of Wonders interactive education and photo booth, Costume and Accessory Exchange, DJ Sets, Live Music, 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 purchases, secure location/permits/insurance, facilitate official BM status, overall event production
Art	Momma Noname & JennyRaider	Recruit/coordinate artists to bring their work to the event, placement, onsite liaison
Door	Naked Yoga	Develop door plan, Coordinate volunteers, 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/teardown

Items of Note

The purpose of this event was to celebrate 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 steady compared to the prior years; 160 people attended in 2019, and 193 attended in 2020, and 190 in 2022.

This was our third time at this venue. The 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.

36 drink tickets were purchased from the venue. Everyone on the Complimentary Admission list and all the door volunteers got a drink ticket.

The door swag was handmade and procured through a local artist.

Expenditures

Bernal Equinox: A Dreamscape

Event Date: April 9th, 2022

EVENT INCOME

Ticket Sales - prepaid (121)	\$ 2,178
Ticket Sales - door (48)	1,190
Donation	232

TOTAL EVENT INCOME **3,600****EVENT EXPENSE**

Site Rent	966
Event Insurance	-
Sanitation (Portapotties)	175
Ticketing Service Fees - Paypal	126
Ticketing Fee - Burner Tickets	121
Art & Effigy Grants	710

TOTAL EXPENSES **2,098****NET SURPLUS** **\$ 1,502**