

BURNING MAN ORG AFTER BURN REPORT FOR PDF 2023

Note: Please complete one form for each of your Official Regional Events this year.

BASIC DETAILS

Your Email Address
smiles@firepony.org

Your Name
Diana "Smiles" Svendsen

Your Role for this event
Board President

Name of Event
Playa del Fuego ("PDF")

Event Website Address
<https://playadelfuego.org/>

What was the first year this event took place?
1998

Start Date of This Year's Event
May 25, 2023

Duration of this year's event (in days)
5

What type of event was this?
(Multiple Choice: Campout, One day/night event, multi-day no sleepover)
Campout

Did this event have an online or hybrid component?
(yes or no)
No

Number of years at your current location.

6

Does this event take place on land owned by your entity/regional group?

(yes or no)

No

State/Province event takes place in

PA

Country event takes place in

US

Name of event entity - (legal entity or individual(s) who hold the bank account and sign the contracts)

Playa del Fuego Inc. DBA FirePony Creative Society

Type of entity (Non-Profit, LLC, S-Corp, individual, Other)

501(c)3 Non-Profit

ATTENDEES & TICKETS

Total Attendees This Year

Attendees = 1096

Tickets Sold = 1201

Were minors (under 18 years of age) in attendance for any part of your event?

Yes

Which of these ticket tiers did you offer? (select all that apply)

- Full Price
- Discounted - Volunteers
- Scholarship/Low Income/Ticket Aid
- Childrens
- Above Full Price/Donation
- Gift
- Pay What You Can
- Other

Full Price, Ticket Aid, Gift

Did you offer Directed Tickets?

Yes, to volunteers and artists

What percent of all tickets were directed (if known)? (optional question)

18%

PARTICIPATION

Approximate Number of Production Volunteers:

In 2023 there were seventy coordinators and co-coordinators.

Total Estimated Volunteer Hours:

1633 hours signed up for in 608 shifts varying from 2 to 12 hours each depending on the department.

Number of Theme Camps?

54

Number of Art Projects?

42 Placed Art Projects

How many estimated performing artists?

About 30 fire spinners in Conclave

Total number of Mutant Vehicles?

0 operational, 1 arrived but had issues and did not operate during the event.

Total number of Burns?

1 Effigy, 1 Temple, 7 smaller burnable art pieces.

Total quantity of Scheduled Events, if known? (optional question) 187 submissions (not counting repeating events separately)

GRANTS AND FINANCIAL REPORT

How are profits from the event going to be used to benefit the community (aside from recurring operational costs)? (select all that apply)

- Art Grants
- Community Project(s) for Black Rock City

- Local Civic and Social Impact Projects/Programs
- Charitable Donations to non-Burner group(s)
- Donation to Burning Man Project/BWB
- Permanent/Civic Art
- Community Events other than main event
- Community Space
- Land Savings/Purchase
- Other:

What were your gross ticket sales for this year (in U.S. dollars)? \$109,693.00

Total grants given in support of creative expression, in U.S. dollars (Do not include the value of tickets or other resources provided.) \$26,092.00

What was the total number of art grants you gave this year?

41

Link to your Public Financial Report (or estimated date you will be able to submit it to officialevnts@burningman.org).

Estimated date March 2023.

ADDITIONAL ITEMS THAT ARE HELPFUL/INTERESTING TO INCLUDE (all optional)

Percent of your participants that were first time attendees? (You might consider asking this in your ticket point of sale and/or conduct a census during your event because it is helpful to know for acculturation planning)

37% (50/137 responses) were first-time PDF attendees according to the afterburn survey

Did you offer any of the following to your volunteers? E.g., discounted/free ticket, schwag, directed/guaranteed ticket purchase access, snacks/water, meals, other?

Guaranteed ticket purchase access, schwag, snacks, water

A more diverse and radically inclusive community is an important part of our future. If this event supported making your regional community more diverse and radically inclusive, please describe how your production team and/or participants contributed to this effort:

The RIDE committee with the full support of the board was able to provide PDF 20 gifted tickets to BIPOC burners. We assigned priority to the applications as: RIDE committee members(excluding white members), first time burners, first time to our event burners, and then veteran burners in this process. All 20 tickets were assigned. Our RIDE committee member Marisa Zimmerman hosted a photoshoot with BIPOC community members to highlight diversity within our community.

We also emailed with local Indigenous Native communities to have guidance and approval on our land acknowledgement. We are presently exploring ways to engage that community more.

Environmental sustainability is an important part of our future. If this event tried to address sustainability, reduce carbon impact, and/or experiments with green living innovations, please describe how your production team and/or participants contributed to this effort:

Our team piloted a recycling and composting camp as well as a MOOP tracking app. 2,449 cans, 26 plastic bottles, and eight glass bottles were deposited. 475 pieces of MOOP were collected and tracked..

NEW OPEN ANSWER QUESTIONS 2023

What are the top three challenges your event faces?

- We onboarded many new leaders this year and we need to improve those processes.
- Technical issues with the ticketing system stressed the ticketing department.
- While we have an excellent signage department, the team needs to evaluate what communication needs to be added for 2024 to improve communication with the community.

What are some really cool out-of-the box ideas or solutions you have used to solve problems that might be interesting or useful to others.

- We used Facebook very effectively as a pre-event communication tool in our Consent Culture campaign as well as our pre-event volunteer sign-ups. The leaders were invested in co-creating a fun online presence that generated engagement.
- We created a department for Drum Circle and the coordinator took the initiative to have several pre-burn night drumming workshops to increase participation in the burn night drum circle.
- The website was refreshed to be more interactive and content was updated regular. The tone of the communications was light and irreverent while still conveying the important information for the event. This attitude towards communication increased the traffic to the website and the click through rate of the emailed newsletters.

What technology tools do you use for planning your event? (Check all that apply)

- Discord
- Google Docs
- Slack
- Zoom
- Microsoft Teams
- Base Camp
- Microsoft Office
- Box
- Dropbox
- Signup Genius
- Shiftboard
- Other: **Signup.com, Formidable Forms**

Is there a specific issue you face you would like us to contact you about? If yes, what? (A member of REC will reach out, but if time sensitive, email officialevnts@burningman.org directly with your question)

RANDOM THOUGHTS AND WISDOM

Anything else you would like to share with us?

Regional contacts are not engaged with