

# 2016 Annual Regional Recap Report

## San Jose/Silicon Valley - South Bay, CA

### Prepared by: RealGirl, South Bay Regional

In 2016, our announce list grew by just 1.5% (to 1041), which is a much slower rate than the past few years. However, there were 84 net adds and the overall increase was 15, so that means that 69 people also dropped off the list.

The Facebook page now has 1,945 members (a growth of 13%). MeetUp now has 320 members (a 19% growth over last year).

Our yahoo discussion list added only 3 members (back to 2014's level of 254, with the majority of posts being "classifieds" about tickets, vehicle passes, or other items for sale). It obviously does not have the reach of Facebook or MeetUp, plus there is very little interaction or true discussion there. A goal for 2017 is to find a better way to foster cross-pollination and conversation, possibly on a revamped webpage.

People can find us on-line in multiple ways:

Burning Man Regionals Page: <http://regionals.burningman.org/regionals/north-america/south-bay/>

Web page: [www.southbayburners.org](http://www.southbayburners.org) (updated monthly)

Regional Scoop email (push communication): [southbay-announce-subscribe@burningman.org](mailto:southbay-announce-subscribe@burningman.org)

Facebook page: [www.facebook.com/sbburners](http://www.facebook.com/sbburners)

MeetUp: [www.meetup.com/south-bay-burners](http://www.meetup.com/south-bay-burners)

Twitter: [www.twitter.com/southbayburners](http://www.twitter.com/southbayburners)

Individual events for monthly meet & greets and other activities are created on Facebook and Meetup, posted on our webpage, and are included in our regular "Regional Scoop" newsletters that are posted to the announce list and discussion group. Twitter is used to post more immediate reminders of events as they occur.

There were 60 theme camps in Black Rock City this year that were founded by, or which included, South Bay Burners. We posted the public addresses on our web site and encouraged people to visit each other and connect on-playa.

<u>Camp Name</u>	<u>2016 Location</u>
8POD	
AEZ - Alternative Energy Zone	4:00 & Effigiare
Ali Bar-Bar	6:30 & Effigiare (Silicon Village)
BAAAHS Station	8:00 & High Renaissance
Be You, Do You	3:45 & Effigiare
Black Rock Kwoon and Dojo	7:45 & Esplanade (Black Rock French Quarter)
Black Rock Vinyards	7:45 & Esplanade (Black Rock French Quarter)
Blue Lotus	7:20 & High Renaissance
Burning Band (in Snowflake Village)	6:45 & Esplanade
Burning Man Mafia	
Burning Man T-Shirt Factory	
Cabana Club	4:30 & Arcade
CAMP?(questionmark)	2:00 & Esplanade
Camp Half Ass	
Camp Morning Cookie	6:00 & Italic
Camp Mini Man (inside Camp Walter)	10:00 & Esplanade
Camp Woo Woo	
Dante's Inferno	7:00 & Arno
Darwin Fish Tank	4:30 & Donniker
DiscoFish Landing Strip	
Dragon Clan	5:15 & Guild
Dust Circus	4:30 & Botticelli
Dusty Bumm	7:00 & Donatello (Sizzleville)
Dusty Justice	7:45 & Effigiare
Dusty Nuts Tavern	
Fractal Rock	
Free Photography Zone	5:45 & Arno
FreeStyle Palace	6:45 & Esplanade
Hardly's Bar	4:30 & Cosimo
Hair of the Dog (HOTD)	6:00 & Rod's Road
Illuminaughty	8:45 & Effigiare
Iron Rose	3:00 Portal
Leopard Martini Lounge	6:15 & High Renaissance
Love Puddle	
Mist'R Cool Camp	7:30 & Donatello (Playfully Yours)
Moon Cheese	
Never Sleep Again	2:15 & Boticelli
Nice Nice	
Nose Fish	
Orphan/Endorphin	7:00 & Cosimo
Otis Spankmore	6:20 & Effigiare (Silicon Village)
Petting Zoo	
Playa Jazz Café	6:15 & Center Camp Plaza
Playfully Yours Village	7:30 & Donatello

Poly Paradise	3:30 & Effigiare
Pookah Lounge	7:15 & Guild
Primate Playground	7:00 & Donatello (Sizzleville)
Pseudogram	
Radio Free Burning Man	
Red Lightening	8:15 & Esplanade
Sextant Camp	7:00 & Esplanade
Shack of Sit	6:45 & Esplanade
Silicon Village	6:30 & Effigiare
Sizzleville Village	7:00 & Donatello
South Bay Burner Art Collective (BAC)	7:00 & Effigiare (Sizzleville)
Storytelling Camp	5:45 & Donatello
Temple Homage Camp	2:45 & Donatello
The Last Word	
Twilight Spaghetti Theater	
Vines Without Borders	4:45 & Cosimo

Our ongoing challenge is to facilitate a local burners' identity with the region, as well as with their campmates. Monthly meet & greets seem to be the most successful way to attract new people (either from unconnected theme camps, or new people planning to go to Burning Man for the first time.) I make a conscious effort to vary the location of meet & greets over the year, to geographically cover the many cities and areas of San Jose that make up the South Bay --- and bring events closer to burners' workplaces or homes to increase the likelihood that they can (and will) attend. The consistent element is that they are always held on the "Third Thursday" of the month.

Our roster of regional activities in 2016 included:

January – Meet & Greet, West San Jose  
 February – Meet & Greet, Cupertino  
 March – South Bay Burner Town Hall Meeting, Sunnyvale  
 March – Meet & Greet, Mountain View  
 April – Meet & Greet, South San Jose  
 May – Participation in "Burning Mensch" at the Jewish Community Center, Palo Alto  
 June – SoulFire Regional Precompression/3-day event, Los Gatos  
 July – Meet & Greet, Mountain View  
 July – BBQ-A-Newbie Picnic & Camping Equipment Exchange, West San Jose  
 August – South Bay Burner Art Collective booth at First Friday/ArtMkt, downtown San Jose  
 Sept – Meet & Greet, Black Rock City  
 Sept – Meet & Greet & Virgin-No-More Graduation Ceremony, Campbell  
 Oct - South Bay Burner Art Collective booth at First Friday/ArtMkt, downtown San Jose  
 Oct – Meet & Greet, Palo Alto  
 Nov – Meet & Greet, downtown San Jose  
 Dec – 2017 BRC Honoraria/Community Art planning meeting

## REGIONAL STATUS

I had a health crisis and emergency surgery in January and had to completely drop, then slowly restart, the level of effort that I gave to planning events. Once I started to recover, I hosted a Town Hall Meeting in March asking for increased volunteers from the community. I also asked the Burning Man Regional Network Team to put out a call for burner(s) to join me and expand the Regional Contacts in the South Bay. Interested burners self-nominated, the community was invited to submit feedback on the applicants, and the applicants were interviewed by the Burning Man Regional Meta-committee. Two new Regionals, Manea Trinacria and Maryam (a/k/a Dirtie Curlie) joined me at the beginning of August in their new official capacities. I'm really excited to have a team of people who have committed to work together year-round to nurture community initiatives, collaborative projects, art, creative self-expression and communal effort.

Manea brings solid ideas to address a few community challenges, particularly consent, and to raise the level of social and civic responsibility in the wider community. Dirtie Curlie brings this vision for the region: "creating and promoting exciting & engaging local events in South Bay cities (from San Mateo down to San Jose) to directly engage our local community: bring artists and creators together, support socially impactful projects. . .we can do so much more together by leveraging the richness of the multi-colored culture of the South Bay!" I remain to focus on the art and the nascent South Bay Burner Art Collective.

## SOULFIRE REGIONAL BURN

Historically there has been a very low percentage of volunteerism for SoulFire. This was specifically addressed in the 2015 South Bay Annual Regional Recap Report, which was published to our announce list and on Facebook. A call for an event Board, a Town Hall meeting, plus posts in March and April, all asked for people to step up to take on lead roles for areas such as recruiting, treasurer, staffing, space planning, publicity, DPW, venue liaison, gate, LNT, art, music, and more.

A preliminary pre-event survey indicated there was going to be support for these roles, but in the end only three were filled. We did not have optimal staffing of essential on-site departments such as greeters and rangers, leaving critical gaps which I once again personally covered. The 3 Regional Contacts are not going to hold SoulFire going forward, but will look for alternative venues and activities where an event can be produced without overextending our resources.

One important note is that for the first time, we hired an EMT to be our on-site safety lead. As it turns out, we called upon him several times to respond to medical emergencies and to act as a first responder prior to the appropriate calls to local law enforcement and ambulance services.

2016 SoulFire was the tenth Precompression Regional in a row ... a 3-day, 2-night camping event. We also hosted a ranger training during our event which had 29 rangers in attendance. Comps were kept to a minimum for staff and rangers only. We had tiered ticket prices this year: \$75 in April and May, \$85 in June, and \$100 at the door. The specific intent of this pricing was twofold: one, to keep registration and cash-handling at the gate to a minimum; and two, to create an art-grant fund and to develop a financial cushion for future venue deposits if needed. The event, our main “fund-raiser” of the year, yielded \$2,594 which was applied to our regional operating expenses (see financial disclosure, below).

Our ticket count was at 233 people this year (down 71 people from 2015, probably attributed to a scheduling conflict with the San Francisco Gay Pride weekend). Despite the lower attendance, Placement was again at full capacity for RV’s and for people sleeping in vehicles on flat areas. This is the major constraint of the Lupin Lodge venue, which we will never be able to expand. We prioritized placement to theme camps and art projects first, and then vehicles, due to this constraint. A consistent approach to Placement means that we have to manage this on a first-registered/first-accommodated basis, and we probably had to turn away people from RV parking who didn’t make an immediate decision to register.

We continue to draw burners who have never been to a local event before, and participants attended from South Bay cities including Nor Cal cities like Santa Cruz, North Bay, East Bay, and San Francisco. Also represented were people from San Juan Bautista, Sacramento, Fresno, Lake Tahoe, Reno and San Diego, plus a few special guests from Seattle!

Activities at the burn included:

8-bit Bunny \* Dusty Bumm \* Neon Chill Dome \* Playfully Yours Village \* Freddy Photogs Foto Booth \* Alternative Energy Zone \* Club Meh \* Vines Without Borders \* Otis Spankmore \* BRC Wheels On Meals \* Wok This Way \* Leonardo’s Selfie Booth \* Fire Inside Art \* World’s Fastest Painter \* The Love Mirage

Activities and Workshops:

Speed Friending & Welcome Reception \* Virgin Workshop \* Cookies & Spankings \* Vitruvian Me Slideshow \* Mandalas at the Art Table \* Paper Airplane Contest \* Nibbles & Nipples \* Magic Points Acupressure \* Basic Shibari \* High Tea Table \* LNT Champagne Party \* Story Slam \* Contra Dance \* S’more Amour \* I Spy With My Little Eye \* Go Green \* plus more!

Music: DJ Mike EDM \* NRG Dance with Julian Darkcherub

## CIVIC RESPONSIBILITY

In 2015, in addition to monthly meet & greets, we hosted activities each month that were 10-Principle based, including 3 shifts at Second Harvest Food Bank and an essential-needs campaign to hand out supplies to the homeless in downtown San Jose. We formed a South Bay Burners Without Borders group, but decreasing participation discouraged any planning in 2016. We just didn't seem to have a critical mass to continue monthly efforts ... in more than one instance, only the organizer and a friend showed up for the 2015 events. The South Bay Regional Contacts have a lot of interest in this, and will be looking to the community to build out our BWB chapter in 2017.

## SURVEY RESULTS

We ran a year-end survey, and the link to it was posted to the announce list and Facebook. Your three Regional Contacts are reviewing all of this feedback to use in 2017 planning. 95 people responded to some or all of 9 questions. Highlights include:

- 25% of the respondents don't live in the South Bay (but have an interest in SoulFire or other South Bay activities)
- 45% have been to Burning Man 5 years or less
- 72% have attended South Bay Burners events 5 years or less
- 66% want a multi-day camping event for Precompression (vs. 46% for Decompression)
- 44% are more likely to attend a monthly event that is 10-Principle based (this is in contrast to the lack of participation in 2015)
- 76% said they were "mostly interested" or "count me in" in attending and/or pARTicipating in a Precompression event
- 67% said they were "mostly interested" or "count me in" regarding working on large scale art projects
- 58% said they were "mostly interested" or "count me in" for volunteer events like a food bank, building shelters for the homeless, park clean up, etc.
- There were several write-in comments that a costume/skill workshop is what they'd like to see
- 44 people gave us their email addresses, saying they'd like to be more involved in 2017. We'll be contacting you to see how you'd like to plug in!

## FINANCIAL DISCLOSURE

We started the year 2016 with \$5,931.02 in the LLC bank account and ended the year with \$5,365.51, with no debt. We were successful in establishing some reserves for art funding for our regional burns, and to use as a down payment or advance if/when we use a new venue for Precompression or Decompression. Following guidelines from the Burning Man Organization, we donated 10% of our event proceeds to Burning Man, in this case directed to Burners Without Borders.

Specifics are as follows:

Beginning Bank Balance, 01/01/16		\$ 5,931.02
SoulFire Precompression – Ticket Sales	\$14,915.00	
SoulFire Precompression - Payment to venue (Lupin)		\$8,700.00
SoulFire Precompression – Event Insurance		\$969.00
SoulFire Precompression – Paypal Ticketing fees		\$397.28
SoulFire Precompression – Printing Expenses		\$705.28
SoulFire Precompression - Office & gate supplies		\$124.71
SoulFire Precompression - Onsite EMT		\$1,225.00
SoulFire Precompression - Art Grant		\$200.00
TOTAL SOULFIRE EXPENSES		<u>(\$12,321.27)</u>
NET FROM PRECOMPRESSION		<u>\$2,593.73</u>
SOUTH BAY BURNER OPERATING EXPENSES:		
Semi-annual MeetUp Fees	\$179.88	
Bank Service Charges	\$56.00	
Internet Domain and Hosting Fees	\$125.22	
Promotions	\$20.00	
Annual LLC Dues	\$474.00	
BBQ-A-Newbie Picnic - Park dues + food	\$218.98	
Rental - Sunnyvale Community Center (Town Hall Meeting)	\$150.00	
South Bay Burner Art Collective: First Friday Booth Rentals	\$235.00	
South Bay Burner Art Collective: Print/mount posters	\$1,022.41	
South Bay Burner Art Collective: Booth hardware & supplies	\$600.68	
Other office supplies & misc	\$77.07	
TOTAL OPERATING EXPENSES		<u>(\$3,159.24)</u>
Ending Bank Balance, 12/31/16		\$5,365.51
South Bay Burners BWB Donation (see notes)		(\$260.00)

## LOOKING FORWARD

This year marked my 11<sup>th</sup> year as Regional Contact and also my 10<sup>th</sup> year attending the Regional Summit. The demographics of the South Bay Burner community are unique, in its proximity to the “mother ship”, major theme camp tribes in San Francisco and Oakland, huge art building cooperatives in the area (The Box Shop, The Crucible, American Steel, etc.) and a very active creative/cultural scene in SF (Makers Faire, Anon Salon, Howeird Street Fair, and other traditional monthly “Cacophony” events).

2016 marked the launch of the South Bay Burner Art Collective. Besides participation in such events as the First Fridays in San Jose, and a camp at Burning Man which represented historical South Bay art, we also included sculptures and a “Mini-Man” which will continue to be raised at future art-focused events. My vision for the SB-BAC is to create a communal identity (perhaps to the point of a future SB-BAC studio) to facilitate further community building.

With the addition of two new Regional Contacts, we will be investigating a move from the existing LLC legal entity to a 501(c)7. This will ease the transition to a multi-person organization with access to all our finances, the ability to enter into contracts (such as insurance policies and rental contracts), and will establish a permanent base for the future regardless of individual RCs or Board structure.