

2012 Lakes of Fire Overall Event Summary Afterburn

Lakes of Fire 2012 was themed “It was on fire when we got here”. This theme emphasized the interconnection and growth of the Burning Man culture and our ability to both “light the fire” of creativity in each other and to be warmed by those fires that are already lit. The event ran from June 21 – 24, 2012 and was again hosted by the Lucky Lake campground in Montague, Michigan. This year’s effigy was designed by Seth “Sparklebunny” Hill and titled the “Department of Power and Light” it was constructed in a factory motif.

Tickets sales launched through the Black Rock Tickets site at Noon EST Sunday March 25. Regular Adult tickets were sold out by end of day Tuesday March 27. Volunteer tickets remained open for qualified past volunteers to redeem their ticket through late May. Ticket counts: Adult sold (\$45): 1173, Volunteer sold (\$20): 171, Child sold (12 and under, free): 89, Medical team (free): 19, Landowner (free): 25. Ticket tiers were reduced and prices were set for an estimated break even year.

Total tickets distributed: 1477

Actual On Site Attendance: 1339

DPW and Effigy crews were on site for early build the weekend of 6/16 – 17. Gate crew was onsite for early entry beginning Monday 6/18 however NONE of the theme camps that had specifically requested this extended early entry arrived this day. Volunteers and setup teams from large theme camps began arriving Tuesday 6/19 with the bulk of early entry (approximately 200 people) on site by Wednesday 6/20. Gates opened for all ticketed participants at noon Thursday 6/21 and by the time gate closed for the night at 1:00 AM approximately 778 people had arrived for a total of close to 1000 participants on site. Average gate processing time on opening day was 2 minutes or less. Gate reopened Friday 6/22 and processed almost all remaining participants by 2:00 AM when gate closed for the night. A few participants came in daytime Saturday 6/23 with the gate closing for all incoming participants at 6:00 PM EST.

As a 100% volunteer created and managed event, we rely on our dedicated volunteer crew. Pre-event 330 people joined the volunteer database and of those 250 signed up for on-site shifts. About 20% of our overall participants are active in at least one shift on-site. We see our future to grow as an event directly tied to this level of participation. Thank you to each volunteer for the many ways you contribute!

54 theme camps, 10 art projects and 11 organizer / departmental camps were placed. New this year were floating art projects and more utilization of the lake for art and transportation including floating islands and the Dragon Art Boat.

Lakes of Fire 2012 had a total annual income of \$57,499, total annual expenditures of \$57,766 for a loss of \$267. Cash on hand (savings) total \$32,705 as of December 2012. Details available in GLEA balance sheet document.

We continued to experience some substantial rain storms and a nearby tornado during event setup but the weather during the actual event was mostly warm and sunny.

New for 2012:

- GLEA (Great Lakes Experimental Arts, Inc.) the official organization behind Lakes of Fire moved from being a Michigan not for-profit not tax-exempt status, to a full non-profit status as a 501 c 4 Corporation.
- Art Grants launched with a budget of \$2500. A process was modeled on successful programs in Chicago by the BURN non-profit and other Regional events. A group of new and dedicated volunteers created the application program, traveled to Chicago to select a total of 9 winning recipients and to notify and assist the award winners through the build season. One recipient ending up declining the grant so the grant money was distributed amongst a total of 8 projects to support the creation and display of a range of artworks. Award winners include: Blitter Bike, Mingus's Floating Emporium, the Touchy Duchess, Stilleta Heel, Moofi Habitat, Mass Burn Unit, Juke Box Island and Costume Cats.
- Website completely rebuilt as a donation by MESS web development and marketing group. This was a major upgrade and gift to the event. Countless hours were spent by the MESS team working with the Info Bot team to retool the site, create a new forms database and have everything up and running by early March before ticket launch.
- Info Bot email communications were migrated to the program MailChimp to help create a smoother distribution to the over 900 participants who have opted in to this info stream. Other primary communications were done through a Facebook group: a Lakes O'Fire facebook entity, and a dedicated annual event page. Info Bot also managed the event's twitter stream.
- Art Curation Team (ACT) was created and opened an art hub to serve as a central meeting point for artists, a place for participants to learn about the many art projects on site, a gallery for art from Michigan, Illinois, Missouri and Wisconsin, and to administer a brand new Honorarium awarded to help offset travel costs for an existing art piece to be brought to and displayed at Lakes of Fire. The small initial budget of \$200 was dedicated to prototype this idea and brought in "The Pyramid Scheme".
- DMV took on not only mutated vehicles but also management of the event rental golf cart fleet. 10 carts were rented, of which 3 developed problems or became inoperable at times through the event. BODOC, Medical, FAST, DPW and Ranger Khaki each had a dedicated cart 24/7 during the event. Gate, Placement, Parking, Effigy, DMV, Perimeter, and LNT shared the remaining carts. The broken carts made this challenging.
- DPW managed the port-o-potty rentals directly along with other duties. They developed and administered and in and out plan for vital needs (medical transport, fuel refills) via the Wilke Rd. entrance. They laid and cleaned up a deeper sand burn pad. And they had all tasks completed a full 24 hours before Gates opened.
- The GLEA Board experienced its first change in leadership. Co-Founding member Brian Bastuba "Willy" retired and Brian Veltkamp "SilverOrange" joined the board. In December 2012 another transition occurred with Brian Veltkamp "SilverOrange" leaving the board and the overall board

expanding in size from 3 members to 5 for 2013: Liz Molitor “Havoc”, Dan Trevisan “Dirtball Dan”, Jon Groot, Steve Curl “Planet Steve” and Cynthia Jones “Cooky”.

- The Leave No Trace crew greatly increased pre-event education activities especially with Facebook posts. On-site education and awareness increased. Full site line sweeps were conducted during post-event cleanup with a 15-person cleanup crew.
- Effigy was largely pre-constructed during 2 pre-event build weekends in Wisconsin and transported to the site in sections of walls, railings, stair sections etc. Thankfully, the wall sections just fit inside the truck, a few inches taller and they would not have. For the first time the effigy was vandalized at the event with boards in the upper section kicked out of place Wednesday night. The effigy lead was able to discover and talk to the people who did the damage and was eventually satisfied that they had not intended the level of harm and the amount of rebuild time that was required to make the effigy safe to open to participants Thursday. The effigy lead was satisfied that this was some hijinks that got out of hand and thankfully the then exhausted crew was able to get the area rebuilt and open.
- Greeters had new leads, a new structure and enhanced flame effects modeled on the Beacons used in Black Rock City.
- 29 participants received medical treatment onsite most for minor injuries to the hands or eyes. 4 participants were transported by private care for attention at area hospitals and 1 participant was transported offsite to return home early by bus. More nurses and paramedics joined the team this year for a total of 33 medical volunteers. An AED (automated external defibrillator) was rented and available onsite.
- Early entry requests went from 80 in 2011 to 240 in 2012. Approximately 200 people were on-site during the early entry period. This growth was challenging for ticketing, gate, and placement to manage and we did not have full Ranger support available onsite during early setup. This process and support is under review for 2013.
- A new dedicated radio team created clearer radio protocols and check-in / check-out systems to manage 55 rental radios throughout the event. They shared space with the DMV.
- Gate, Rangers, DPW and BODOC collaborated to launch a new overnight Ninja Perimeter team that escorted several non-ticketed attendees off site who were attempting to sneak in. We had an injury by a non-ticketed person in 2011 which influenced the creation of this team and expanded efforts to have a firmer perimeter. We appreciated the advice we received from Perimeter team who were visiting from the Flipside regional event in Texas. We greatly appreciate the volunteers who dedicated their time to work challenging overnight shifts, several of who stepped up on-site to take on this new role.

Again we thank all of our dedicated volunteers and the amazing participants who helped make our 4th Lakes of Fire event a wonderful few days and great success. This was a year of growth and change in many areas and was not easy for the Team Leads to navigate in the months leading up to the event, and as usual, on-site we had a fantastic time. We look forward to Lakes of Fire 2013: Superstition, June 20 – 23. We can't do this without you.... Thank you!

