



ALCHEMY

OCT 1-5, 2015

- Tickets Sold: 3200
- Scholarship Tickets: 24
- Early arrivals (Wednesday Sept 30th): 381 of 595 (64 Percent)
- Participants On Site: 2533 (79.16% of tickets sold)
- Registered Theme Camps: 128
- Gross Income From Ticket Sales: \$252,416.00*
- Total Event Expenditure: \$217,635.72* (Includes art funding, taxes, insurance, and other Org Expenses)
- Net Income: \$34,780.28*

*These numbers are only an estimate and not actual values. The actual numbers can be found on the full event report after thorough bookkeeping is complete

We returned in 2015 to Cherokee Farms in Lafayette, GA for our ninth year. This year's Events Committee consisted of Tareq Fayyad, Ean Loire, Melissa Roberts, Jamie Ouderkirk, Sarah Griffith, and Ash Monogue.

In addition to the day-to-day operations of the event, the Events Committee members are expected to be prepared to play the role of event planners and project managers. They interface with local officials, law enforcement, and provide support to all the Teams.

Key preparation steps that were carried over from past years included working with the BOD to set the event cap, draft the budget, and hold regular Team Lead and Department meetings. 62 volunteers stepped up to fill the leadership roles.

The following is the list of Departments and their teams for this year:

- Emergency Management Services Department

- Fire Safety
- First Aid
- Perimeter
- Rangers
- Sound
- Tranquility Base

- Department of Operations

- Alchemy Public Works
- Effigy
- Leave No Trace
- Parking
- Teardown
- Temple
- Purchasing

- Department of Information

- Connexus
- Education
- Lamplighters
- Placement
- Pocket Guide
- Survival Guide
- Volunteer Coordinators

- o Web Content

- Art Department
 - o Art
 - o Art Fundraiser
 - o Center Camp
 - o Conclave
 - o DMV
 - o Photography
 - o Propaganda

Based on feedback from participants at Town Halls, Burn Reviews, and social media, we chose to keep the size of the event at 3200 participants. We continued using ThunderTix as our event ticket vendor. The tickets were sold in four batches of 800. The first one sold out in 16 minutes, and the second in 10. Ticket sale issues occurred during the first round and fourth round of ticket sales. We have been working with our vendor to change the way the ticket sales are handled to prevent these issues from happening again. 24 scholarship tickets were awarded to participants who submitted a written application sent by snail mail.

Our regular third party company was hired to staff the gate and external perimeter, and they did an excellent job as usual. The gate ran very efficiently and the handful of gatecrashers were handled professionally. The city build started on September 24th and continued until the beginning of the event. Theme Camps and event teams arrived on site as early as September 30th to finish off the build.

This year we faced significant weather challenges from Hurricane Joaquin which resulted in heavy rain and dangerous road conditions. This resulted in a much lower population than usual. Despite all of this, we were able to keep the event open with only minimal closures of the gate for safety reasons. Previous training and preparedness lent to the successful execution of our ICS policies during the four days they were active.

We ramped up our volunteer recruitment events. Teams covered their basic needs during the event, and 87% of volunteer shifts were filled prior to the event beginning. 19 percent of our community filled those 87% percent of shifts. However, due to the inclement weather we experienced - most volunteer shifts had to be diverted to EMS teams, APW, Traffic Control & Shuttling, and Parking to manage the road conditions due to the weather. A large portion of the community stepped up and helped each other out in many ways.

We would like to commend the Volunteer Coordinators, the Team Leads, the ELT and the rest of the community for stepping up and making sure that the event ran smoothly despite the conditions caused by the weather.

