



euphoria

April 30- May 4, 2015

- Tickets Sold: 1010 (Event Cap was 999)
- Scholarship Tickets: 20
- Early arrivals (Wednesday Oct 1st): 137 of 210 (66 Percent)
- Participants On Site: 967 (**94% of tickets sold!**)
- Registered Theme Camps: 57
- Gross Income From Ticket Sales: \$67,266.00
- Total Event Expenditure: \$61,191.45* (Includes art funding, taxes, insurance, banking fees, PayPal, CPA, Attorney Fees, And Other Org Expenses)
- Net Income: \$6,074.55*

*Please allow a small difference in the final numbers. Receipts have not been fully reviewed and added to the total budget

We returned in 2015 to Cherokee Farms in Lafayette, GA for our fifth 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. 46 volunteers stepped up to fill the leadership roles. This year was the first year we experimented with the creation of task leads - Leads dedicated to focus on a single task prior or during the event. Out of those - the two most successful were Purchasing and Propaganda. These additions made event planning one of the most successful we have had to date.

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

- o Education
- o Lamplighters
- o Placement
- o Pocket Guide
- o Survival Guide
- o Volunteer Coordinators
- o Web Content
- Art Department
 - o Art
 - o Art Fundraiser
 - o ~~Center Camp~~(No Center Camp this year)
 - o Conclave
 - o DMV
 - o Photography
 - o Propaganda

Based on feedback from participants at Town Halls, Burn Reviews, and social media, we chose to increase the size of the event from 888 to 999 participants. We continued using ThunderTix as our event ticket vendor. The tickets were sold in two batches (500, 499). The first one sold out in 16 minutes, and the second in 10. An error occurred during the second round of ticket sales that allowed for 11 tickets to be sold over the event cap. The error occurred due to a problem with our procedures and in part due to the way the server handles admin requests during ticket sales. Changes were made so this should not happen again. 20 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. For the first time, we started using wristbands for all the participants to help Rangers and security with controlling gate crashers, which made this process easier. The city build started on April 24th and continued until the beginning of the event. We shared the build weekend space with another event (Earth Skills) this year as well

which led to unique challenges. Theme Camps and event teams arrived on site as early as April 30th to finish off the build.

The event ran swiftly with no major incidents or injuries to report. The EMS Teams spent a considerable amount of energy refining SOPs, training, and recruiting to enhance our readiness for related incidents. Our community's awareness and responsibility continues to increase, making our jobs easier and improving our public image and relationship with the local authorities.

We ramped up our volunteer recruitment events. Teams covered their basic needs during the event, and 71% of volunteer shifts were filled prior to the event beginning. 30 percent of our community filled those 71% percent of shifts. We would like to commend the Volunteer Coordinator, the Team Leads, and the rest of the active community for stepping up and making sure that the event ran smoothly. Participants who attended the end-of-event burn review gave positive feedback.

