

BRAVE NEW WHIRLED

Post Event Report



Post Event Report for Brave New Whirled, Oct 07, 2017

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Introduction

We held a one night Kindle Arts fundraiser at the Saanich Historical Artifacts Society, Heritage Acres on October 7, 2017. We had alcohol sales and special event permit for up to 450 attendees, 300 people attended. Our second year at this location this year we added fireworks permitting and fireworks show,

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camping on the grounds behind some of the buildings, and car camping along the road by the blacksmith shop. We had about 30 tents and 25 vehicles and motorhomes, and there was room for more. New this year we also asked for insurance to cover mobile art vehicles to move about. We were not able to get the trains to ride this year because it was after October 1. We had a noise complaint and the police show up at 3:22 AM and we turned down the electronic music stage significantly and the police were happy and let us carry on. Music went on that way until about 7 AM. We tried Volcor to help build a database going forward for Kindle around volunteer management and aligned more with our Vancouver counterparts.

Despite the usual production with some leads pulling out or dropping out and host of other challenges the event was a success. People had a good time, nobody got hurt, the venue wants us back, we are well-positioned to try bigger and better things there in the future, the social value of having an event and bring in new people and giving them a chance to get hours for membership and letting people try new roles is worth more than the \$2300 profit we made that night.

Location

Heritage Acres is a wonderful museum site well-suited to events. They are not a campground and offer no camping facilities, fortunately burners can roll with that. The site is happy with us and expressed thanks to our professionalism and definitely want us a back again next year. I have tried to reserve a weekend in late September for next year's event producer, and believe this venue could be good for two days for a spring or fall event with camping for up to 50 tents and overnight parking for 30 or more vehicles on the site, separate from the field.

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Ticketing sales process

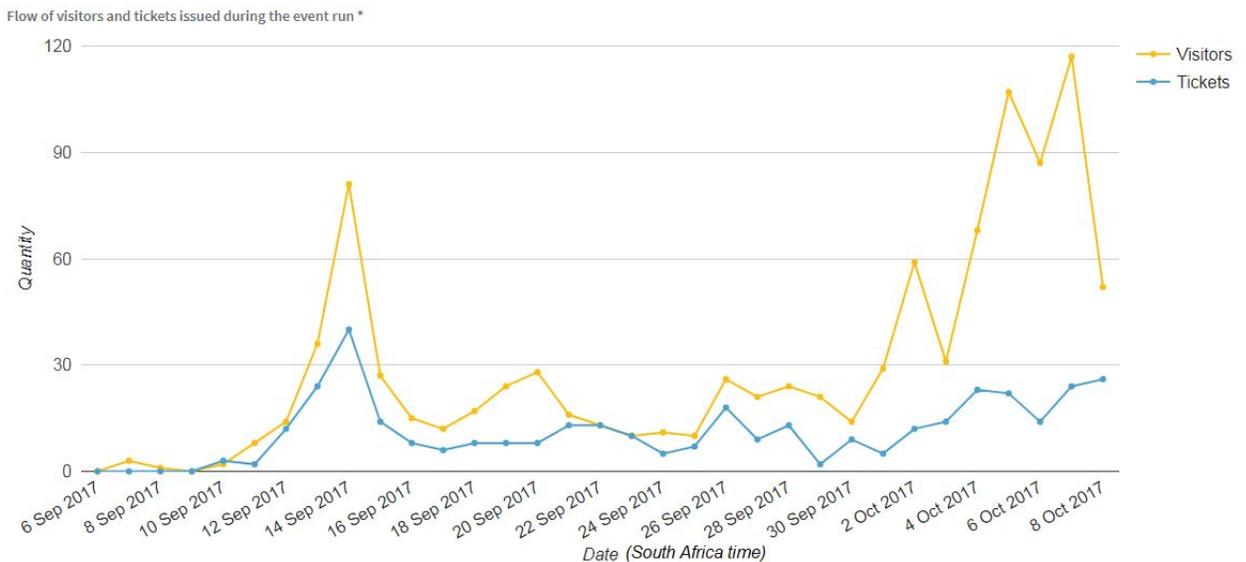
Event lead observations

Ticket sales were slow and one week prior to the event we still were not breaking even. We had prepared the board for this and advocated that the social benefit of the event was worth more than breaking even. As it is in Victoria we had a last Day rush in ticket sales and ended up making a little over \$2000 overall between bar, gate, and camping passes. We used a click through waiver and for the first time had people volunteer for a position after they had bought tickets as an experiment. It mostly worked out except for the late gate and parking shifts as noted. Costs and breakdown are noted on the Drive.

Feedback from ticketing lead:

Brave New Whirled 2017 Ticketing Lessons Learned

We used a new provider, Quicket, to sell 297 tickets and 60 overnight passes, and collect 15 donations to KindleArts accessibility projects on a first-come-first-served basis. The team had a single overall ticketing lead (Jared Warren) and a subsidy ticket lead (Megan Will), and worked closely with the volunteer coordinator.



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What Worked

Quicket was user friendly, highly configurable and stable

Quicket was able to provide links to the Volcor intake survey on both the success page and the sale confirmation email

1. Quicket allowed giving access to specific parts of the admin interface for the subsidy ticket lead, volunteer coordinator, gate leads and bar leads.
2. Quicket's scanning phone app allowed sales and transfers to remain open until the end of the event - 26 tickets were bought on the day of the event.
3. Subsidy applications opened before the public ticket sale and were awarded on a first-come-first-served basis if the application passed a subjective need and contribution threshold set by the subsidy ticket lead.
4. Quicket integration with Mailchimp maintained a real-time list of ticket holders although we believe that everyone other than the ticketing lead simply exported the guest list to an email client
5. Quicket integration with Zapier automated the process of creating subsidy ticket codes, although this ended up requiring a non-free tier for Zapier.
Recommendation: Re-implement with Google Apps Scripts or another free platform.
6. Collecting cell numbers with ticket sales was helpful for a few team leads but was not used widely (mass SMS services cost ~\$0.06/message).
7. Only 1 complaint of credit-card-only sales was noted

What Didn't Work

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1. Overnight passes were configured as merchandise rather than tickets in Quicket. That prevented things like putting a single cap on cars and RVs, or putting an access code on passes. Recommendation: Configure everything that can be sold as a ticket.
2. A few people asked for clarification on whether overnight passes were per person or per tent. Recommendation: Make wording more clear.
3. Some subsidy applications did not respond to the question “how do you hope to contribute?” as intended. Recommendation: Provide more instruction on the application.
4. Creating a log of ticket transfers for team leads using Zapier didn’t work, either because of a bug in Zapier or Quicket’s webhooks API. Recommendation: Continue working with support from both companies to resolve this before Otherworld and re-implement on a free platform (Volcor integration would be ideal).
5. MailChimp access wasn’t shared with producers or the volunteer coordinator. Recommendation: Have an event communication plan or communication coordinator to manage resources like MailChimp.
6. No communication was made to the burnvic mailing list. Recommendation: See 4.
7. A ticketing feedback survey was not widely promoted and it didn’t receive any responses
8. 2 tickets had to be transferred manually because ticket holders couldn’t figure out how to do it on their own. Recommendation: Encourage Facebook authentication for Quicket.
9. The ticketing communication plan was not used consistently. Recommendation: See 4.
10. Multiple participants we “gifted” or had tickets “bought for them” and tickets were not under their names - hence we had no way of validating authenticity. If there was a ticket left under the group of tickets that their “friend” had

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purchased, then we checked them in under it - without knowing whether this was indeed for them. (not a big deal at this event, but for otherworld, it could be challenging).

11. App was super easy to use and I found searching by name faster than scanning as many people didn't have physical tickets and we had to wait for them to find emails on devices.
12. A number of people said that there was an email sent out telling them that only their ID was needed (not ticket) - see #10 as to how effective that communication was.
13. I personally think the app is great and much easier than the spreadsheet system in the past.

Setup and Teardown

Set up started at 9 AM on Saturday with the erection of the Dome for the electronic sound stage, and DPW stringing lights and signage and setting up for the event. Everybody was off the site and the event cleaned up by 3 o'clock on Sunday.

Greeters

I have no further feedback or comments! it all went smoothly 😊

Gate

300 people in attendance, about 30 people bought their tickets electronically while at the gate. Gate and parking volunteers were scarce as the night went on so we closed the gate at about midnight to allow those volunteers time to enjoy the event and hired security stationed one of their people there.

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DPW

“Volcor was a very helpful tool for organizing the DPW shifts, volunteer signups, confirmation of hours worked and communicating to the team.

The venue was absolutely amazing and if we can use it again that would be awesome

The number of volunteers we had really aligned with how many we needed to cover tasks specific to our work plan as well as helping with infrastructure setup for critical pieces and to cover the other last minute jobs that came up.

We were very appreciative of the use of the guy that brought lights and cords, but having them there day before the event would be recommended for next year if possible.

If gate or parking are not ready to go before gates open some of this coverage will likely default to DPW who arrive on site earlier in the day. Luckily, this year we had enough DPW volunteers that were able to assist with this.

Having access to the site the day before was beneficial as it allowed us to do a bit of preparation as well as some of our campers set up that night and be on site and ready to work early morning on event day.

The use of the comm system was a life saver and really assisted the Lead and Co-lead stay on top of the many concurrent tasks and communicate efficiently with the other departments.

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Having a comprehensive site visit before event to locate critical power supplies and discuss work plan with venue mngmt was really valuable. Pay special attention to mapping out all of the outlets (location & number of outlets at each location) and checking all of them with a electric receptacle outlet tester.

The event being scheduled for a holiday weekend decreased number of folks able to attend so would recommend picking a weekend that is not a stat holiday if possible.

Tips from 2016 DPW lead that were very useful, with a couple edits;

- :PreEvent:: (protip; get some light tape and slap names on any borrowed items) SIGNAGE - Talk with producer to figure out who is providing signage and talk with them about how they want them hung. - Followup: if they expect DPW to make the signs get \$\$\$ - Ensure you have either stakes or some rope or something to hang signs with. ELECTRICAL - There are a handful of outside sockets you can use; but none of them are anywhere close to a useful location. - Scavage/Borrow cords (encourage anyone who is requiring power to bring some cords of their own)
- Locate the circuit breaker boxes so you know how to reset them if things go Dark. LIGHTS - Last year we got stupid lucky and DatGuy(damnit forgot his actual name) had a literal mile of lights he loaned the event so we could string them up. Tracking some lights down ahead of time will make your life much better (consider getting some \$\$\$ from producer to rent some). STRUCTURES - Figure out who needs some (Gate/Parking/etc) and ensure they have it covered (i'm hilarious) - if not, then scavenge.

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- COVERED STAGE - Last year we put tarp walls up for the sound stage; check with producer and see what he has in mind and if you'll need to locate a Large Tarp.
- ::AtEvent:: STRUCTURES - These should be the easiest to get wrangled and have a good sense of accomplishment. Start with these. COVERED STAGE - If this is happening you'll need a few people solely devoted to making it happen. SIGNAGE - Deputize a volunteer and make them in charge of all the signs ELECTRICAL Make sure placement is aware of outlet locations for theme camp locations. Talk with theme camp leads to make sure they are not overloading to avoid blowing fuse. (e.g. multiple electric kettles or other high use items)
- - Have a few extra cords (and a power bar or two) for last minute additions WARNING TAPE - There are a lot of not-burner-safe objects; bring some Warning Tape to string up to block those out - It's a good job for a team of 2. LIGHTS - Likely bring some ropes to create lines to hang lights from (and a ladder). - Get started on this pretty early; it seems to take longer than expected.

Hope to see everyone next year!!

HUGS and LUV

Chai“

Art Grants/ Theme Camps

See Kindle art grants summary. The love bus was brought out with a \$350 Vancouver travel grant, and fireworks were added to the budget line item outside of art grants.

<https://docs.google.com/spreadsheets/d/1QT7vAhUzrK9SF53KVwiiwKbtIKvGJcydz7PN2zBr5Ix4/edit?usp=sharing>

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Pyro/Flame Effects

BNW took place on Saturday Oct 7, 2017. There were three inspected flame effects, a fire dance performance, and a small fireworks show. No significant safety incidents were reported.

All flame effects were constructed to an acceptable standard and were able to be operated at the event. I was not made aware of any concerns with any of the flame effects, and all effects were properly attended and operated in a reasonable manner.

A few commercial propane fire pits were operated in a safe manner.

The only concern of note was regarding the fireworks show. The performer cue to start the fireworks show was given sooner than had been intended by the fire show coordinator, and he was surprised by the show starting. This is unacceptable and should not have happened. I will better coordinate with him for the next show to ensure everyone is on the same page for the pyro effects.

Apart from that issue, the show went without a hitch and was well received by the audience.

A lack of volunteers after the show made clean up longer. Thanks here to Shannon, Gabe, and Heather for helping out with that. The downside of fireworks is that they generate a lot of moop.

I'm glad that we were able to shoot this show at this site, and am encouraged by the good relationship we have with the local fire authority and site operators.

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Best regards,

-Cam Bremner

Fire Performances

“First, let me express my gratitude in your confidence in me to run your fire performances, it truly is my favourite part of Kindle events, and I look forward to making them bigger and better each time.

Had twenty people sign up to perform and safety the show, of which, 10 didn't show up, one registered person didn't have a ticket and refused to buy a ticket because he was “volunteering to perform”. Another didn't come because he had a sore neck (at least he told me he wasn't coming). Five just didn't show or respond to the emails, and three didn't show even having responded to the emails that they were coming. Being down two of the three safeties forced me to perform the safety technician duties for the performers myself, instead of directing the flow behind the scenes more.

The show itself went relatively well, with a minor incident of firey gloves (at first thought to be part of the show), but the performer's professionalism made it a part of the show, I doubt anyone was even aware that it was an issue.

My biggest concern is that the fireworks were set off before the end of the show. Despite being told, a performer decided to pre-empt everyone else from the finale set, and went ahead of them, also I found out she had instructed the fireworks technician to set off the fire works after her number, despite my having already coordinated the event with him. This is not the first time she has had a negative impact on a Kindle Arts event fire show, but I'm not sure what I should do about it

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As an activity this year, after requests from last year, I made the fire station available for a fire jam, unfortunately, perhaps because of the cold, no one took me up on it this year. Please note the extra fuel not used, was not charged to the event.

The best part of the Volcor system was that I could now tell when new people had been added to the roster, the bad part is that it didn't keep emails sent thru the system, emails to myself (included in group send outs) did not get to me, making me wonder if everyone got the emails.

The sound system was great!!! However, we didn't end up having access to the power from the water wheel building as we had had last year. But Dave Dirk rocked the fire show, and Dave Boon's sound system was loud enough so that the fire performers could hear the music during their sets. Like Otherworld, Dave and I are planning on a larger system for everyone's enjoyment.

Everyone seemed relatively pleased with the fire show, even with the Diva having her moment at everyone else's expense.

In servitude

Allan Whysker aka Bentforkx

Brave New World Fire Show Lead

Placement (locations feedback, number of volunteers, volunteer training issues, volunteer satisfaction, successes and challenges, suggestions for improvements)

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Rangers

Ranger report:

We had a solid group of Rangers and Khakis, with plenty of overlap to allow for pairing newbies with veterans. Everyone showed up for their shift and only one was late due to misreading the schedule on the white board. There were no incidents of note, nothing that needs reporting. Volcor is updated with all the volunteer hours and stuff.

BC Rangers provided extra lanyards/hoodies/shirts, so we had plenty for those who forgot theirs or wanted to purchase one. One of my highlights was noticing how participants recognized Rangers by their blue shirts

Volunteer Coordination (measures taken to ensure volunteer satisfaction, means used to track actual volunteer performance)

Liability

<https://drive.google.com/drive/folders/oBzzpCMHXUGeWamItZ3FmbGFvaEo>

<https://drive.google.com/open?id=oBzzpCMHXUGeWbW13RUtWWmo3MHV5ak1NNotmSmgzUUM4QIJ3>

All necessary permit information and permissions for fireworks and flame effects were acquired from the authorities having jurisdiction. Insurance was obtained by the board and we obtained a special event license for 450 people. Click through waivers and codes of conduct, mobile art car policy, sound policy, minor consent form, and survival guide were adapted and modified from previous events on the Drive.

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Financial statement

https://docs.google.com/spreadsheets/d/19u0DK0ttu3DXpSP-p3-byWE8Y_8AQMd_jnliksj32RIs/edit?usp=sharing

Summary

	Ticket Sales	10,660.00
	Costs	9,956.25
	Bar Revnue	1,463.00
	AccessibilityDonations	120.00
	profit	2,286.75

2016/2017 comparison		
	2016	2017
expenses	9758.54	9,956.25
ticket sales	11455	10660
donations	155	120
bar	1769.99	1463

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returns	70	0
profit	3691.45	2,286.75

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Breakdown

Brave New Whirled	2017
VENUE	Actual
Venue downpayment	1,000.00
Venue remainder	1,000.00
Portapotties	504.00
Insurance	700.00
EMTs	450.00
Security	750.00
Event Tent	940.80
EDM Stage Equipment	300.00
Live Stage Equipment/Scaffold	0.00
Bar Start-up	0.00
fireworks	300.00
Fire Show	51.50
Wristbands	0.00
Fire Perimiter	
Bathroom Deco	78.01
DPW	85.82
Radios	0.00

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DPW	117.53
Generators	
Generator Gas/diesel	
Food	157.87
Ticketing*	
Ticketing	566.86
Paypal fees	25.30
Stripe Fees	384.92
RANGER	
Rangers manuals	
Ranger Bandanas	
Ranger Vest	
Volunteer Appreciation	52.49
Radios	
Other	
Printing	0.00
Gate Supplies	0.00
LNT supplies	20.00

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Appreciation Breakfast	200.00
Stickers	
Vancouver Art Transport Truck	325.00
Contingency	
Neighbor Appreciation and Relations	48.00
Heater rental and camping	350.00
Producer Float	1,000.00
Participation Grants	91.21
Art Grants	0.00
Harm Reduction	200
Facebook promo	256.94
	9,956.2
Total Budget/expenses	5

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Event Management Summary

Brave New Whirled was put together in less than 90 days from conception to completion. Not wanting to lose last year's site we checked first with the venue and they were receptive to having us back and then we checked with the board to see if they had or wanted a fall event producer. We checked with the previous year's event leads budget and contact information. We secured the venue and the special event permit for 450 people and asked the board to initiate talks about insurance allowing art cars that could move about.

Members List

Volcor captured hours.

