

ALCHEMY

OCT 2-5, 2014

AFTERBURN REPORT



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Introduction

Alchemy is one of two burns in Georgia hosted and organized by Flashpoint Artists Initiative (FAI), our newly formed nonprofit organization. This year's Alchemy was our eighth go around, taking place over October 2nd through the 6th, 2014 at Cherokee Farms in Lafayette, Georgia. Alchemy's smaller sister burn is Euphoria, which took place in March 2014.

This year was a year of growth in renewal for Alchemy. The theme was chosen to be "Tabula Rasa", which was well received, implemented, and expressed by everyone involved. One of our prime goal was to elevate and support art and artistic participation more than ever. The Art Department's report will highlight the success of that effort. Our ongoing priorities were safety, enhancing our planning and execution, and a higher percentage of community engagement. Thanks to our 6 event leads (ELT) and 45 Team Leads, we were able to create the canvas on which our participants built their burn. We provided more art funding than any previous Alchemy, and had more theme camps registered, allowing for participants to engage in new and exciting ways.

Organization and Leadership Structure

Flashpoint Artists Initiative (FAI), a volunteer-run Georgia nonprofit managed by a six-person board of directors in 2014. The mission of Flashpoint Artists Initiative is to encourage growth & development of a community that promotes artistic creativity & freedom of expression. FAI functions as a nonprofit - very few vendors receive payment and all volunteers, including leadership, are unpaid.

FAI began as a new entity in January of 2014 and now hosts Euphoria, Alchemy, and the Alchemy Art Fundraiser. FAI is expanding into additional community-based art and outreach events in the future and developing support for the art community in Georgia and the Southeast.

The 2014 six-member Board of Directors consists of David (President), Dusty (Vice President), Nugget, Sunshine, Jessica, and Tareq.

The Board of Directors provides strategy, oversight, and support, but the ELT, volunteer leadership, event volunteers and participants are responsible for the creation of the event.

As of May 2014, our board restructured the event lead team into an Events Committee, responsible for the oversight of all three of our annual events. This includes Euphoria, Alchemy, and the Art Fundraiser. This six-member team is comprised of two "Event Leads" who oversee the overall direction and operation of the event and four "Department Leads". The Department Leads manage teams grouped together based on function. This year's Events Committee consisted of Tareq Fayyad, Dusty Graham, Melissa Roberts, Tunna Kerosene, Lucas Sims, 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 and 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. 45 volunteers stepped up to fill the Team Lead roles.

Departments and Teams

Emergency Management Services Department

- Fire Safety
- First Aid
- Team Grilled Cheese
- Perimeter
- Rangers
- Sound
- Tranquility Base

Operations Department

- Alchemy Public Works
- The Department of Mutant Vehicles
- Effigy
- Leave No Trace
- Parking
- Teardown
- Temple

Information Department

- Connexus
- Education
- Lamplighters
- Placement
- Volunteer Coordinators
- Web Content

Art Department

- Art
- Art Fundraiser
- Center Camp
- Conclave
- Photography

Details on the event leadership structure can be found at <http://alchemyburn.com/Event-leadership-structure>

Additional official event and FAI information, announcements and transparency can be found on the event website www.alchemyburn.com and via the Alchemist newsletter.

2014 Event Statistics

- Tickets Sold: 3180
- Scholarship Tickets: 20
- Early arrivals (Wednesday Oct 1st): 345
- Highest Number of Attendees: 2945 (92% of tickets sold)
- Registered Theme Camps: 108
- Gross Income From Ticket Sales: \$250,838
- Donations Raised from the Art Fundraiser: \$7,007
- Total Event Expenditure: \$185,890
- Net Income: \$54,100



Alchemy Event Financials

Event Expense	
Org Contribution	\$35,000
Venue Rental	\$17,000
Event Insurance	\$5,401.00
Security & Gate Staff	\$11,800
Gate Supplies & Equipment	\$2,166.05
Paramedics	\$5,375.00
Event Schwag	\$10,438.56
Golf Cart Rental	\$11,594.80
Radio Rental	\$3,629.44
Potties Rental	\$10,623.25
Equipment Transportation	\$3,076.63
Heavy Machinery	\$4,813.03
Effigy Pyrotechnics	\$4,623.20
Art Grants	\$25,203.38
Art Fundraiser	\$2,360.74
Volunteer Appreciation & Community Events	\$1,538.48
Office Supplies	\$39.20
Printing	\$1,705.75
Total	\$156,388.51

Department Budgets	
Art Department	
Art	\$909.01
Center Camp	\$1,466.11
Conclave	\$10.66
Photography	\$373.56
Total	\$2,759.34
EMS Department	
EMS	\$200.99
Medic	\$299.51
Fire Safety	\$1,640.78
First Aid	\$195.61
Grilled Cheese	\$231.85
Rangers	\$945.86
Sound	\$129.89
Tranquility Base	\$494.56
Total	\$4,139.05
Information Department	
Connexus	\$425.70
Education	\$247.02
Lamp Lighters	\$2,635.25
Lighters of The Loo	\$0.00
Placement	\$274.37

Total	\$3,582.34
Operations Department	
APW	\$5,470.94
Effigy	\$10,972.76
Leave No Trace	\$52.99
Parking	\$472.12
Temple	\$2,045.53
Total	\$19,014.34
Total All Departments	\$29,495.08

Gross Revenue	
Ticket Sales	\$250,838.40
Art Fundraiser	\$7,007
Total	\$257,854.40
Event Total Expenses	\$185,883.59
Credit Card Processing/PayPal	\$7,976.41
GA Sales Tax	\$9,878.03
Net Income	\$54,107.37

FAI Financial Report

Disclaimer: The following is FAI's external Profit and Loss statement. Labeling and categorization is adjusted to describe the expenses in more applicable terms in "default" setting

	Alchemy	Euphoria	FAI Org	Other	Total
Income					
Art Donations	7007.00	\$78.00	\$15.00		\$4,898.00
Refund	\$125.23				\$404.48
Ticket Sales	\$250,838.40	\$59,740.20			\$312,501.35
Total Income	\$257,970.63	\$59,818.20	\$15.00	\$0.00	\$317,803.83
Gross Profit	\$257,970.63	\$59,818.20	\$15.00	\$0.00	\$317,803.83
Expenses					
Art Grants	\$26,747.12	\$3,691.22			\$30,438.34
Bank Charges	\$8,053.25	\$2,111.70	\$378.00	\$1.95	\$10,544.90
Charitable Contributions			\$10,000.00		\$10,000.00
Contract Labor	\$1,500.00	\$6,850.00			\$8,350.00
Dues & Subscriptions			\$507.06		\$507.06
Equipment Rental	\$40,695.46	\$12,891.41	\$4,813.03		\$58,399.90
Fuel	\$416.92	\$613.37			\$1,030.29
Insurance	\$6,139.00	\$1,796.00			\$7,935.00
Interest Expense			\$10.00		\$10.00
Job Materials		\$503.11			\$503.11
Volunteer Appreciation	\$327.18	\$404.25	\$151.99		\$883.42
Office Expenses		\$11.49	\$92.81		\$104.30

Printing	\$674.28		\$69.50		\$743.78
Rent or Lease	\$17,457.73	\$4,450.00	\$4,064.04	\$1,200.00	\$27,171.77
Repair & Maintenance		\$35.32			\$35.32
Sales Tax	\$9,878.03	\$3,476.88			\$13,354.91
Shipping and Delivery	\$10.17	\$102.00	\$169.17		\$281.34
Software and Internet	\$3,390.00		\$877.49		\$4,267.49
Subcontractors	\$15,875.00	\$6,231.45			\$19,118.95
Supplies	\$37,324.99	\$11,247.92	\$216.97		\$48,789.88
Taxes & Licenses			\$85.00		\$85.00
Telephone	\$190.49				\$190.49
Utilities		\$300.00			\$300.00
Total Expenses	\$168,679.62	\$54,716.12	\$21,435.06	\$1,201.95	\$246,032.75
Net Operating Income	\$89,291.01	\$5,102.08	-\$21,420.06	-\$1,201.95	\$71,771.08
Other Income					
Interest Earned			\$0.07		\$0.07
Total Other Income	\$0.00	\$0.00	\$0.07	\$0.00	\$0.07
Other Expenses					
Miscellaneous	-\$56.15				-\$56.15
Reconciliation Discrepancies				-\$9.73	-\$9.73
Total Other Expenses	-\$56.15	\$0.00	\$0.00	-\$9.73	-\$65.88
Net Other Income	\$56.15	\$0.00	\$0.07	\$9.73	\$65.95
Net Income	\$89,347.16	\$5,102.08	-\$21,419.99	-\$1,192.22	\$71,837.03
	Alchemy	Euphoria	FAI Org	Other	Total

Art Theme: Tabula Rasa



Many artists and camps engaged in this year's theme, both in expression and their process. The theme was summed up by encouraging participants to answer these questions:

What will this burn teach you? What imprint are you leaving on your fellow participants? The community? The world?

How are you shaped by your experiences and perception?

How often is your impact deliberate? How much control and direction do you wish to have?

What will we as a community bring into fruition?

2014 Art Fundraiser

A total of \$7,007.00 was raised by the community through the Art Fundraiser event and the Online Fundraiser making it our most successful Art Fundraiser to date! Along with the art funding allocated by the Alchemy Event Lead Team for fund-matching and Cross-Pollination Grants, a total of \$25,203.47 was distributed across 31 different projects.

Funded Projects		
Project	Artist	Funding
The Tabula Rasa	Ashta Monogue	\$451.78
The Sex Gong	Giggity	\$229.60
The Viking Longbar	Ash Monogue	\$547.00
The REO Meadwagon	Ash Monogue	\$1,082.34
Tabula-Plenim: The Filled Slate	Christine Penguino	\$354.81
Bizzarnival	Bizzarnival	\$1,942.48
Catleidoscope	Claudia & Justin	\$374.00
The Tumtum Tree	Hannah with Camp Tulgey Wood	\$471.67
Cthulu	Nameless City	\$1,502.00
Petal Power	Jessica Robin & Singing Arrow	\$420.00
Taco Art: The Taco Cart	Michelle Waymire & Seth Williams-Welch	\$924.65
Circus Combustus Fiery Playground	Circus Combustus	\$1,000.00
Aerial Alchemy	Benn Carr	\$555.90
Sparkle Pony Express	David Tyberg & Michelle Waymire	\$316.76
Death Bar	Violet Neko	\$634.46
The Singing Serpent	Flamewerx - Robert Harrison	\$400.00
Electric Slate	Malik Blount	\$288.61
Tabla Rasa	Flamewerx - Robert Harrison	\$300.00

Strolling the Solar System	Cassy Davison & Shannon Smith	\$341.34
Human Hamster Ball	Matt Chaney	\$1,218.53
Alchemy's Collective Consciousness	Kelly McGuire	\$554.29
Art-O-Mat	Joy Terminus	\$1,093.13
Table Flip!	Brittany Quinlan	\$122.14
Southtown Hot Lava Lounge	Southtown Compound	\$1,397.00
Incendia	Cory Glenn	\$2,961.53
Alice's Steampunk Hookah Lounge	Conglomerate	\$1,112.35
Einsten-Rosen Van Mk II	Scott Beale	\$211.45
Edjumakashun Stage 2.0	Scholars of Maqlu	\$1,702.55
Total		\$22,510.38

Cross Pollination Grants		
Project	Artist	Funding
Ballpit	Ball Pit House	\$849.29
Brownie Brothel	Michelle & Stewart Waymire	\$135.71
Fiery Explody Stuff a Go-Go	Flamewerx - Robert Harrison	\$300.00
Pyroship	Reef Clem	\$715.00
Father Time 2.0	Chris Cleary	\$1,708.09
Total Cross Pollination Grants		\$3,708.09

ARTISTS THAT RETURNED THEIR MONEY DUE TO NOT BEING ABLE TO BRING THE PROJECT TO ALCHEMY		
Pyroship (Cross Pollination Grant)	Reef Clem	\$715.00
Tabla Rasa (Art Fundraiser)	Flamewerx - Robert Harrison	\$300.00

Art Fundraiser and Online Fundraiser Totals	
Funds Raised	\$7,007
Fund Matching Used	\$18,196.47
Funds Distributed	\$25,203.47

Event Swag



Each year, the Alchemy artist community submits designs for the swag, which is distributed to every participant at the gate. This year's event swag was a laser-cut stainless steel pendant in the shape of a blank scroll, reflecting the 2014 art theme: Tabula Rasa. Submitted by Matt Chaney.

Burnable Art

The Effigy

Each year the event fully funds a feature effigy sculpture. This structure is the centerpiece of the event, and often a gathering point for many participants. This year's effigy was designed and built by a diverse group of creative and hard working volunteers. The list is too large to make and we will be bound to miss someone.

The two-level structure featured many CnC cut wooden panels, a 3D sculpture of the Alchemy symbol, wall paintings, and interactive art project, and many artistic pieces added by participants during the event. All the CnC art and painted walls were the product of collaborative efforts of many community artists in the months leading up to the event. The result, in many ways, was a very colorful effigy



Temple

The event also fully funds a temple sculpture, a place of reflection and peace for each participant. This year's temple was designed and lead by Age, Amber, and built by a hard working crew. The temple was a 4-sided structure with a uniquely different themed porch swing on each side. The inside featured a handmade chandelier and frames open for the visitors to fill



Father Time 2.0

Father Time 2.0 was the creation of Vermont sculptor, Chris Cleary. The original Father Time was his first burn sculpture and 2011 and Chris saw Alchemy 2014 as his Tabula Rasa. His Blank Slate to record an ever-evolving design of these burning art forms.



The Future

This year saw a lot of changes to the way the event is planned and created. We altered the foundation of how the event is built from the ground up. By combining and creating the various departments we have been able to bring together the teams into a more cohesive unit to be able to facilitate more of what our community needs to thrive and create the event.

Like any new system there were some flaws that we plan to revisit to improve their implementation and execution. We plan to continue to build upon these changes to push and grow the events - Alchemy and Euphoria (as well as Flashpoint Artists Initiative) into the future, all year-round.

One of the suggestions that are worth exploring are further specializing the teams and departments, creating more leadership volunteer positions. Those would come in different capacities and formats to allow for more delegation and a bigger variety for community members to participate.

Depending on enthusiasm and turnout, we would like to facilitate more community events throughout the year to facilitate collaboration and interaction between Theme Camps, artists, and new community members. The benefits of this effort are obvious, but ones that we would like to highlight are education and acculturation.

Alchemy had a large increase in population from approximately 2500 participants in 2013 to 3200 for 2014. While the current venue can handle another increase, the volunteer coverage was just enough to fill the event's needs. Based on majority agreement from participants, volunteers, and leadership, the recommendation is to maintain the same population for 2015. That final call will be made by the incoming leadership team for 2015.

This year has been full of growth and maturity for our event, community, art in all forms, and leadership. A gargantuan Thank You goes to everyone who has poured countless resources of all types to stoke the fire and make Alchemy and FAI what they are today. We look forward on spreading our wings further and having another year of even bigger success.

With unending gratitude,

Your 2014 Event Lead Team

