

Apogaea 2012 Afterburn Report



About Apogaea

Apogaea is a collaborative outdoor arts and music festival held in the beautiful mountains of Colorado in late spring, generally the second weekend in June. As a regional Burning Man event, Apogaea establishes a temporary autonomous zone where radical self-expression, inclusiveness, and self-reliance are the hallmarks of its participants.

From 2005 to 2010, Apogaea was held at “Happy Ass Ranch” near Lake George, Colorado. Event growth motivated a switch to a new location in 2011; in 2011 and 2012 Apogaea was held at Phloston Peak near Bailey, Colorado, about an hour’s drive southwest of Denver. The new location is more accessible from Denver, easier to navigate, and will accommodate controlled growth of the event over the next few years.

The Apogaea 2012 theme - “The Spiral” - inspired several swirling and Fibonacci-themed art installations including the Drum Spiral, Spiral into Disco Inferno (throw axes at people spinning on a wheel), Spiral Levitator Lounge, Pendula, Fibonacci city, SpiroCamp, and Hipnotic Spiral Vortex (the big spiral of lights at HYPgNOMIC revelers camp).

In addition to the yearly event, Apogaea represents a vibrant community of burners active year round in Colorado. Through workshops, parties, and community events, we connect with others in our community to build social networks, make art, and play with fire throughout the year. Most events are centered around the Denver-Boulder area, but our community extends throughout the state and Apogaeans are active in many other cities as well. For more information or to connect with the Apogaea community, please visit our website:

<http://www.apogaea.com>.



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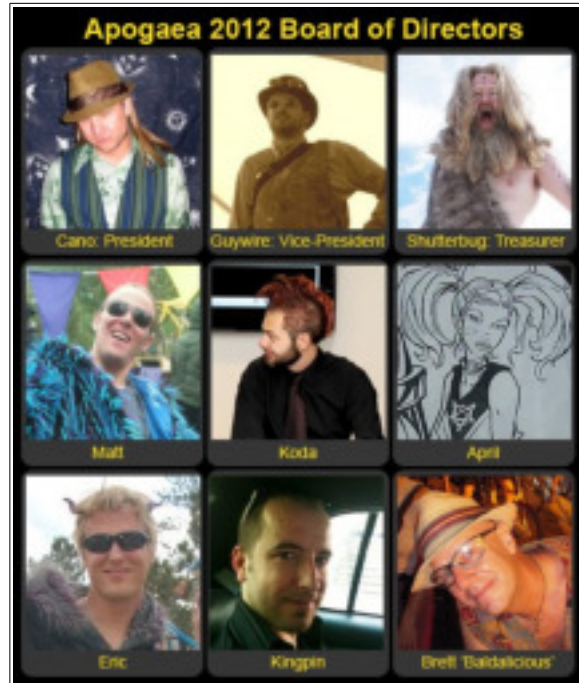
[Neoformia](#)



Administration/The Apogaea team

Apogaea is governed by a nine-member board of directors. The 2012 Apogaea Board Members were:

1. Rob 'CANO' Hodges
2. Guy 'Guywire' Mason
3. Scott 'Shutterbug' Strohmeier
4. Matt Stringer
5. Scott 'Koda' Dudley
6. April 'Glitterati' Menegazzo
7. Eric Moutz
8. Andrew 'kingpin' Coyne
9. Brett 'Baldalicious' Amole



The Apogaea Board is elected by Ignition, the voting body of Apogaea Inc. Legally, Ignition represents the members of the non-profit corporation. The majority of Ignition are made up of leaders who organize and run the event. These "Ignition Leads", in turn, are voted in by the board of directors. This provides a system of checks and balances.

The Board of Directors also elects four officers. Officers are often board members but this is not required. The 2012 officers were: President CANO, Vice-President Guywire, Treasurer Shutterbug, and Secretary Robert Meredith.

In addition to the Leads, Ignition includes all of Colorado's eight Burning Man Regional Representatives. In 2012, Ignition also included four Regional Ambassadors. In the past few years as the event has grown, Apogaea has actively increased Ignition membership. The team had just nine event leads in 2008, around 60 in 2011, and grew to 84 members for 2012. As Apogaea grows, we continue to focus on building up Ignition members in key leadership roles.

Board members are elected for three-year terms followed by a required leave of one year. Ignition Lead positions must be renewed yearly, but have no term limit. All Ignition Leads are required to contact their board liaison and express their interest in continuing in their position. New in 2012, in support of radical inclusion, all open Ignition positions are posted publicly on the website before they are filled.

The following table shows the organization of Apogaea's 2012 leadership. Board members are listed in bold across the top; each board member represents the concerns of the Ignition leads listed under them. As VP, Guywire also served as board liaison for the Burning Man Regional Representatives and Apogaea Territorial Ambassadors. For the first time in 2012, departments requiring a great deal of on-site work were subdivided with a "main" departmental lead supervising multiple "daily" leads. This allowed the workload to be spread over multiple Ignition members so no lead was required to work for the entire event. Departments with daily leads were DPW (Department of Public Works), BAMF (Bureau of Apogaea Medical and Fire), Rangers, and Parking.

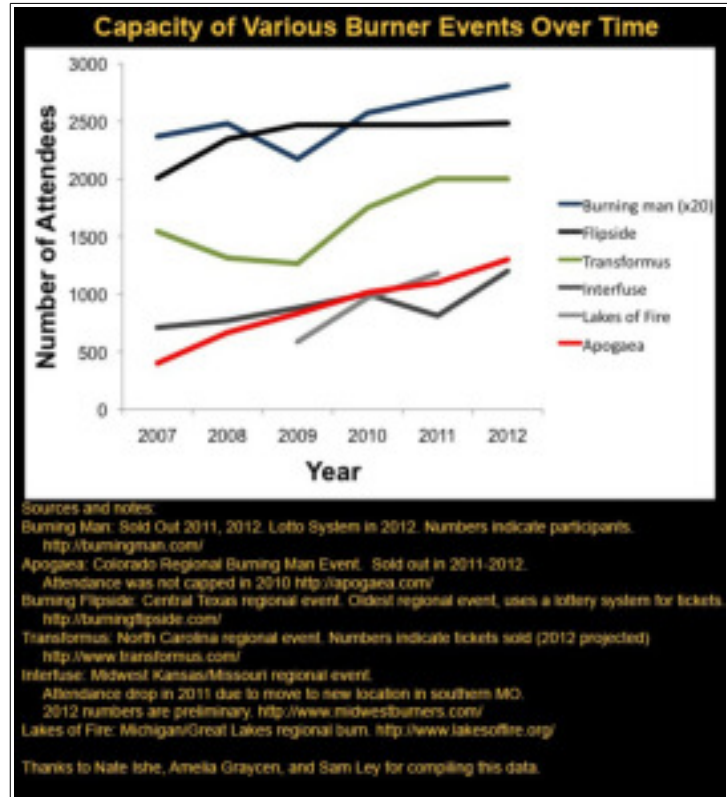
Table of 2012 Ignition Members

CANO Infrastructure	Guywire Ticketing and Entry	Shutterbug On-site departments	Brett Outreach	Kingpin Placement Team
<i>Portapotties</i> - Sam Liman	<i>Tickets and Scholarships</i> - Guy	<i>Accounting Assistant</i> - Steve Merager	<i>Community Outreach</i> - Milk	<i>Placement</i> - Michael Yancey
<i>Ice</i> - Facan Lee	<i>Surveys</i> - Guy	<i>Medical and Safety</i> - Sam Ley	<i>Artistic Collaboration</i> - Grandpa	<i>Placement Daily Lead</i> - Kellie Nedrow
<i>Quartermaster</i> - Dave Robson	<i>Gate Lead</i> - Vic Webb	<i>Fire Performer Lead</i> - EnthusiAdam	<i>Effigy</i> - Somer Andom	<i>Maps</i> - Bastion Ridley
<i>Transportation</i> - Captain Ron	<i>Security (A.S.S.)</i> - Guy	<i>Lamplighters</i> - Rraine Fiore	<i>Signs</i> - Erin O'Brien	<i>Sound Camps</i> - Ishe
<i>Department of Mutant Vehicles</i> - Swayze	<i>Greeters</i> - Houston	<i>Ranger Lead</i> - Uncle Dave	<i>Art Grant Lead</i> - Rev. Tommy Tommy Tommy	<i>Parking</i> - Brian Edwards
<i>Quartermaster</i> - Dave Robson	<i>Degreeeter Lead</i> - Schmid-e	<i>Ranger Khakis</i> - Lavendyr - DuneY Dan - Kimistry - Ronica Roth - Trevor Stone - Caroline	<i>Art Grant Committee</i> - Erin O'Brien - Rachel Cain - James Whiddon - Robert Meredith - Sam Liman - Michael Moss - Laurie Miranda	<i>Parking Daily Leads</i> - Rev. Jeremy - Ben Hart - Martin Beran - Jackie Jones - Charles Puma
<i>Transportation</i> - Captain Ron	<i>Waivers</i> - Guy	<i>BAMF Lead</i> - Cynthia Van Lingen	<i>Radical Inclusion</i> - Khadija	<i>Registration</i> - MissAlicious
<i>DPW lead</i> - Kemo <i>DPW Dictator (DIC) of the day</i> - Blaze - Matilda - Damien - Nate Harris	<i>Wristbands</i> - Guy	<i>BAMF Daily Leads</i> - Charles Sickles - Aaron Archer - Wbird - Lynn Strutton - Dr. Scotch - Travis Roberts - Pat Libra - Corey Sutela		<i>Sound Liaison</i> - Michael Yancey

Eric Venue/Land Liaison	Koda Communications/ Telemetry	April Volunteers, Training, Community	Matt Documentation/ Center Camp	Burning Man Regional Reps (BM)/ Apogaea Territorial Ambassadors (TA)
<i>Land Search</i> - Ian Bates	<i>Volunteer Database</i> - Bug Barbeque	<i>Volunteer Coordinator</i> - Dana Deason	<i>Flyers/Ticket Design</i> - Gwin Coleman	<i>Denver (BM reps)</i> - Bobolicious Meydenbauer
<i>Permits</i> - Eric	<i>e-communications</i> - Gwin	<i>On-site management/ Cat Herder</i> - Deb Pika	<i>Photographer</i> - Wayne Bronikowski	- Meg 'Calamity' Woodhouse - Facan Lee - Kat Azrael Smith
<i>Insurance</i> - Eric	<i>Online Community Liaison</i> - Jigsaw Jen	<i>Volunteer Schwag</i> - Kiki	<i>Survival Guide</i> - Grandpa	- Chris 'Doc' Nedrow
<i>Legal</i> - Eric	<i>emails</i> - CANO	<i>Info Booth</i> - Greg Rasmussen	<i>WhoWhatWhen Where</i> - Grandpa	<i>Boulder (BM/TA)</i> - Brad 'B-Rad' Holland
<i>Greening</i> - Dawn Yukus	<i>website content</i> - Simon Page	<i>Ignition Fluffer</i> - Caroline	<i>Center Camp Infrastructure</i> - Amelia Graycen	<i>Western Slope (BM/TA)</i> - Mark Burrows
<i>Grant Writer</i> - AC Assless Chaps	<i>Wiki</i> - not filled		<i>Center Camp Performances</i> - Holly G	<i>Colorado Springs (BM/TA)</i> - Jared Veteto <i>Fort Collins (TA)</i> - Michael 'Luki' Blank

Event Growth and Tickets

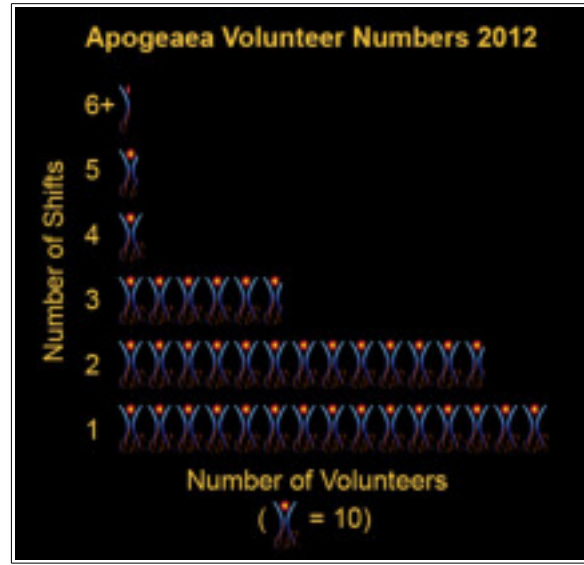
Like Burning Man and many other regional burns, Apogaea is growing quickly. Our capacity increased from 1100 to 1300 in 2012, but the increased number of tickets available has not been enough to keep pace with demand. In 2011, Apogaea sold out for the first time in history, two weeks before the event. In 2012, Apogaea sold out in just two hours. The board knew before tickets went on sale that the event would likely sell out and they put a lot of effort into developing the best possible ticketing process. Tickets were sold exclusively online and the date tickets went on sale was highly publicized. Several board and Ignition members hosted ticket buying “parties” in Denver, Fort Collins, and Boulder to assist those who did not have Internet access or wanted help with the process. APO granted artists were allowed to purchase a very limited number of presale tickets, and all board and Ignition members receive guaranteed ½ price tickets. Ticket price was \$80, the same as in 2011.



The board also took several measures to prevent ticket scalping, including associating names with tickets and canceling tickets sold above face-value. According to the census results, only two people paid more than face value for their ticket. The Apogaea Security Squad (ASS) patrolled the perimeter during the event and had their first ever apprehension of an interloper. Considering the limited number of tickets available, this year’s ticketing process went extremely smoothly. According to the census, 87% of Apogaeans were satisfied with the ticketing process and only 11% found it bad or horrible. The biggest issue was that the third party company Brown Paper Tickets was often unable to change the name on tickets, even though they initially said they could. The heroic efforts of Vice President Guywire ensured that everybody who had purchased a ticket got in the gate. The major suggestion for next year was to have two or three separate days for ticket sales with a portion of tickets available each day. This will help more Apogaeans have a chance to buy a ticket if they are unavailable during the one predetermined time.

Volunteers

This year, Apogaea rolled out a brand-new [online database](#) for Volunteer sign-up. Thanks to Bug Barbeque for designing and implementing the new system. We also began tracking volunteers' attendance and hours. Those who didn't show up for their shifts this year were put on a 'naughty list' and won't be eligible for early entry in 2013. In 2012, 353 volunteers registered for 670 shifts. Volunteer shifts were three hours, except for BAMF and Ranger shifts which were six hours long. Ninety-three percent of volunteer shifts were filled before the event. Apogaeans registered for at least one shift in the volunteer database were eligible for Wednesday early entry and got some nifty swag in appreciation of their efforts.



Wednesday Early Entry

From 2008 to 2011, Apogaea ran from noon on Thursday until dusk on Sunday. In 2012, we offered Wednesday early entry to Ignition members, registered volunteers, and a limited number of people from registered theme camps. Early entry was therefore a reward for the people who work hardest to run the event, but it also benefited all participants because theme camps and art installations were up and running one day earlier. Early entry was a huge hit among participants and will likely continue in the future.

Financials

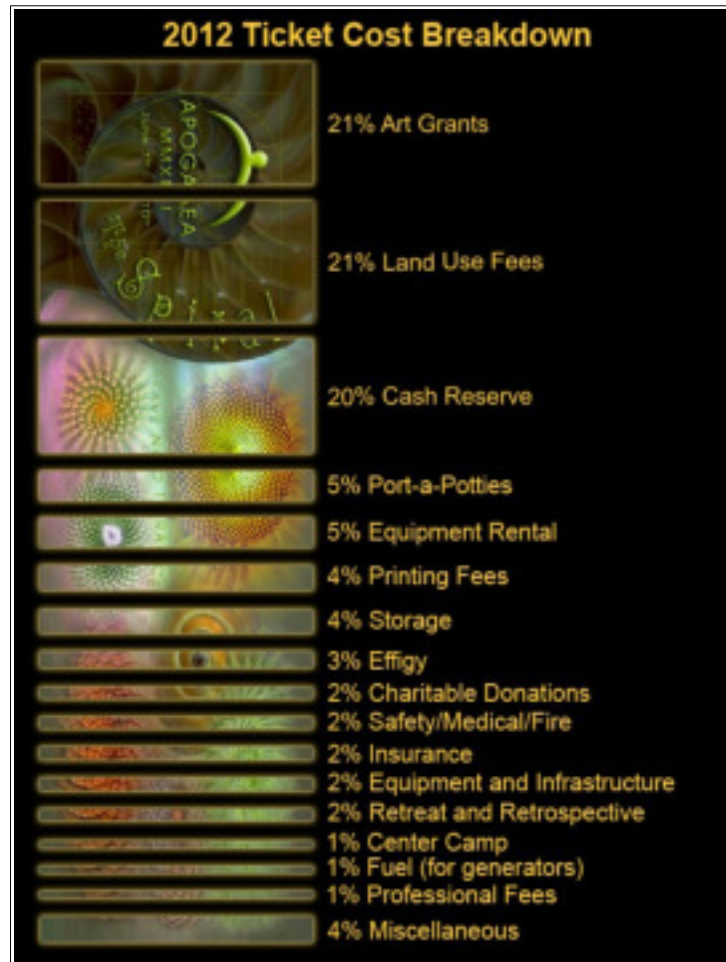
In 2011, Apogaea became a 501(c)(3) nonprofit organization. In 2011-2012, Apogaea reviewed and overhauled its financial record keeping and that process has continued past the 2012 event. Financial information is always available on the website:

Apogaea.com/apo-org/financials/.

As a nonprofit organization, all the money Apogaea collects goes into producing the yearly event or is invested into the community. More than 20% of the profit from ticket sales is used for art grants, and another 2% is given away as charitable donations. In October 2012, Apogaea donated \$1000 to the "I Love You Guys Foundation", a nonprofit organization named for a Bailey teen shot and killed in a nearby school in 2006. We also gave \$1000 to the Bailey Fire Department and we were able to collect 300 lbs of canned food after the event that were donated to a Park County food bank in Apogaea's name.

The chart here shows a breakdown of the use of ticket funds (rounded to the nearest 1%). Apogaea retains about 20% of our ticket income in a cash reserve to apply towards the following year, since we need to spend money organizing the event before ticket sales begin. Each year this cash reserve is used and replenished.

Apogaea is 100% volunteer run, with no paid employees. To show appreciation for those who work hard all year to organize the event, Ignition and board members receive half price tickets, and we also make half-price tickets available to low-income individuals and teenagers (age 13-17). In 2012, Apogaea sold 1135 full-price tickets including 43 that were reserved for granted artists. There were 162 half-price tickets sold: 84 to Ignition members, 23 for medical staff, 48 low income, and 7 teen. In addition, three free tickets were awarded: one to the ticket design contest winner, one to the wristband contest winner, and one to the website designer. In 2012, Jason 'Kemo' Santiago was the recipient of all three free tickets. We had an unusual situation in 2012 because Eric and Jill of the Fucking Unicorns camp decided to hold their wedding at Apogaea in 2012. To accommodate their wedding guests who didn't want to attend the entire event, 34 special one-day tickets were sold at \$20 each. In total, 1300 tickets and 34 one-day passes were issued for Apogaea 2012.



Art

There were [46 registered theme camps](#) and [26 registered art pieces](#) at Apogaea in 2012. Of these, 5 theme camps and 18 art installations received some amount of funding from Apogaea. There were three registered [art cars](#) in 2012, one of which received funding from an Apogaea art grant (Dubmarine). An additional two art cars received funding but remained stationary at Apogaea (The Fucking Unicorns Aerial Rig and Levitator Lounge) later being converted into art cars for Burning Man.



Apogaea 2012 Art Grant Recipients

Artist	Project
John English	Sound Puddle
Paulo Wellman	Mirrazeebo
Paul Bagley	Bird Nests
Aaron Wilson	Arbor Borealis
Eric Miller	Digital Drum Spiral
Josh Glisan/Sir Pluto	The Tower
Kevin McWilliams	Spiral Into Disco Inferno
Lily Russo	Glowing Meditation Dome
Brandie Bond	Luminary
Jasmine Dancy	Circus of Illumination
Edwin Penniman	Sheep Thrills Viking Joust
Clock Work/Tom Puleo	Dubmarine
Jill Katzenberger	Mobile-Aerial-Rig
Erica DeNorscia	That Which Is Most Beautiful
Cory Sutela	Spiral Levitator Lounge

Yana Nightingale	Mallurd Wedding Camp
Adam Kemis	Rickjob Spincat Toys
Jessica Klauzer-Z	Everybody Needs a Little TuTu!
John Sondericker	Metascene Camp
Andrew Brislin	The Sound Bath
Diana Drake	Camp Shibari
Aaron Ordaz	The UFO Has Landed
Christopher Mikkelson	Odd'itory Illusions
Jesse Taenzer	Volcadexteras
Gilbert Barnes	Viking Ship Dance stage
Kevin Johnson	Hypnotic Spiral Vortex
Travis Roberts	Hoop It Forward



Community Art Fair

In February 2012, Apogaea held its first annual [Community Art Fair](#). The event was held at Guildwerks in Denver and was primarily an opportunity for artists and volunteers to connect. Artists planning any sort of installation (theme camps, workshops, art pieces, performances, etc.) were given space to set up a display and were encouraged to bring some sort of interactive material illustrating their idea. Community members were then able to walk through the displays and see what sorts of

projects were planned for the next year. Artists frequently had sign up pages for those interested in volunteering and some were accepting cash contributions. The Art Fair turned out to be a fun event and a great way to network and get excited about all the projects in the works for Apogaea 2012.



Center Camp

[Center Camp](#) experienced rapid growth in 2012 under the leadership of Amelia Graycen and Holly G. In 2011, Apogaea received a donation of a huge circus tent to use for Center Camp and this was the first year we knew what to expect from Center Camp. Amelia ran a very successful [Kickstarter campaign](#) that raised \$1450. The money was used to build playatech furniture, install lights, and build barriers to divide the space

into usable areas. The result was a comfortable space that was used for workshops, yoga classes, live music, informal gatherings, and more! Holly G worked hard to schedule events throughout the event and there was always something happening at Center Camp. Also, a community effort driven by Julie Stenger provided free iced coffee at center camp for the duration of the event. This initial investment in materials provided a foundation to continue improving Center Camp in the coming years.



Effigy

The 2012 effigy, “Blossom”, was designed and built by Somer Andom. Blossom was built in the shape of a flower with spiraling petals and at night it was lit up with colorful LED lights. A burn ban was in effect during the event so the effigy was not burned. Somer programmed an LED light show alternative and the audience was surprised by a huge pouf of flame from the top of the blossom. Somer’s “Blossom” effigy will be stored by Apogaea and the board will vote on how to use it next year.

Fire

Even though there was a fire ban, we were able to have fire performances in specified locations. For the first time ever, fire convergence had its own structure and Apogaea had a dedicated fire lead. We had an opening fire ceremony, fire performances by the Circus of Illumination and Hot CoCo, and a fire performance near the effigy on Saturday night that included flame poufs. There were accidental fires, most notably a generator that overheated near the Illuminaria art installation. BAMF responded promptly and effectively and the generator fire was quickly extinguished. BAMF continued to actively monitor the site until metal and debris were completely cooled and there was no risk of re-ignition.

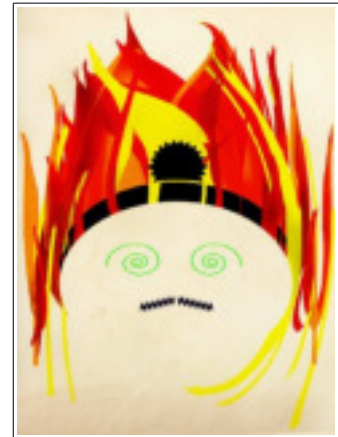


Parking

The increased number of attendees in 2012 necessitated some changes in parking. A new “lower” parking lot was constructed and when the upper lot filled, a shuttle was used to transport attendees to and from their vehicles in the lower lot. This arrangement was very effective at managing the number of vehicles on the road and accommodating the larger number of vehicles this year. Only 4% of census respondents reported a horrible parking experience, comparable to the 4% of respondents who heard bagpipes all the time; therefore well within a healthy margin of error.

Communications

Apogaea underwent a major [website](#) overhaul in 2012. The graphic design was completed by Kemo and Koda handled the programming. As mentioned in the volunteer section, Bug introduced a new online [volunteer database](#) and helped with website migration. With the new website, the communications team launched an Apogaea [blog](#) with posts written by the character [Flaming Art](#). Art was designed to be the face of Apogaea for the community, and specifically to address the need for better communication between the board of directors and the Apogaea community. Flaming Art published blog posts after every board meeting ([Board Meeting Summaries](#)) to keep people informed about what the board had discussed and which issues were most pressing. Blog posts are also transmitted as RSS and Twitter feeds, included in the new [Apo OutPost Newsletter](#), and posted to social media groups online. The Apogaea [Facebook group](#) kicked into high gear in 2012 with membership topping 2,000. Although the board does not officially monitor the Facebook page, Flaming Art and many board members maintained an active presence there to help them stay in touch with community feedback.



Wednesday, June 6 (Pre-Event)
Early-Entry for Registered Volunteers Only!

Wednesday, June 6 (Pre-Event) - Early-Entry for Registered Volunteers Only!								
3 hours	12a-3am	3am-6am	6am-9am	9am-12p	12p-3pm	3pm-6pm	6pm-9pm	9pm-12a
Gate					grandpa Jeri Tom John	bugBBQ uncledave Sad Cop wbird	Miss Mash Jacob Habenero Karlis	
Greeters					motorboat lalanz	Aria Milana	Misty December	
Parking					LEAD: Charlie miss Apo Darlene The Duchess of Fuck Yeah	LEAD: Charlie Rev Blazo	LEAD: Charlie David	

Bacon

Disturbingly, only 6% of census respondents brought 5 or more pounds of bacon to the event and 26% didn't bring any bacon at all. This clearly indicates an area that needs improvement in 2013. A special bacon committee might be needed to assist with this urgent unfilled need. Intriguingly, exactly 26% of census respondents also did not see sheep at the event, so we can reasonably conclude that 26% of Apogaeans have multiple issues that need attention.



Bear

After work weekend, traditionally held one week before the event, [a bear was spotted on Apogaea property](#). He was a young black bear searching for food, and he quickly earned the nickname "Little CANO" since he was first spotted in CANO's circus tent. He returned several times but did not act aggressive, and was eventually shot with a pellet gun to frighten him away on Wednesday night. After the music started there were no more bear sightings for the remainder of the event, but Little CANO served as a reminder that Apogaea is held in a wilderness area and we need to remember to take appropriate precautions.

Neoformia

Since Apogaea sold out in 2011 and 2012, some community members who weren't able to purchase tickets initiated a second event called Neoformia. This festival was held the same weekend as Apogaea at Apogaea's former location, Happy Ass Ranch, and was billed as the "overflow burn". We applaud those community members for their initiative and radical self reliance. It is wonderful to have a community so large that it requires two events. It will be interesting to observe the growth of Neoformia over the next few years.