



Hyperborea 2017: Breaking Ground Afterburn Report

INTRODUCTION

This was the first Hyperborea, and it will not be the last. Our community can do amazing things.

From our event page:

Thank you, everyone.

Larissa and Catherine for letting everyone in, Fee and Wayne for parking them, Christina and Michelle for greeting them. Lindsay for bringing Rangers together from far away, and Martin for helping train them. Alexis for making sure we had a fully functional first aid station, Jody-ann and Kay for taking care of people in Sanctuary when they needed it. Trevyn for making sure we didn't burn everything down, and Pat for warning the fire department about what we were doing.

We wouldn't have had a city plan without Alex and Antonio, and there is no point to a city without art, so Rehanna had us covered. Tamara let everyone know what was going on in the city, and Shane and Dom were our outreach ahead of time. Draw was the designated sound system fun killer, but everything seemed to work out ok. Paula coordinated our volunteers and helped with project management, and Jesse handled a wide range of tasks from high-level event planning to on-site troubleshooting.

The amount of time and hard physical labor that DPW put in to fix the road and then fix it again so we could get out is beyond impressive - thank you to Wulfie, to the critical people who went to the site ahead of time, and to Sarah for far too many things to mention. Even in the beaverpocalypse, I was never worried that things would go off the rails, because we had you there.

It takes many people to run an event like this - these are just our leads! This is what we mean when we say "communal effort." Thank you to the other board members behind the scenes, to all of our volunteers (233 shifts filled!), our artists, to all of Tamworth, and especially to our hosts who worked around the clock to make us feel welcome setting up our temporary city in their home.

We hope to see you all again next year! Please follow The Hyperborean for information on where we go from here. Any and all feedback is welcomed - you can reach us directly at 2017@tohyperborea.ca.

AFTERBURN REPORT

The volunteers

24 department and event leads
12 members of the board of directors
153 volunteers total
262 volunteer shifts posted
233 volunteer shifts filled (89%)

Before the event

The first visit to our venue was on December 3, 2016. After two follow-up visits and meetings with the landowners, we signed the rental contract on February 2, 2017.

DPW organized seven work weekends, which focused on improving the road and clearing brush. The landowners were incredibly helpful, provided lodging and heavy machinery support, and took an ongoing part in our work.



The city of Hyperborea



Ticket sales started on March 15 with 50 early bird (\$50 instead of \$75) tickets and a population cap of 350. We included an additional 25 tickets for event leads (“staff tickets”, purchased as any other ticket) on top of this, and reserved 25 of the 350 tickets (“directed tickets”, also purchased as any other ticket) for granted artists and critical safety volunteers. Leads who missed the early bird sale were allowed to buy tickets at the early bird rate, and 5 exercised this option. Children 12 or under needed to be ticketed, but these tickets were free and did not count towards the population cap.

On April 13, our event sold out of standard tickets, the first time this has happened in our region.

On May 3, given the state of the road and agreement from the landowners, we added an additional 30 tickets and 20 directed tickets. The regular tickets sold in under an hour.

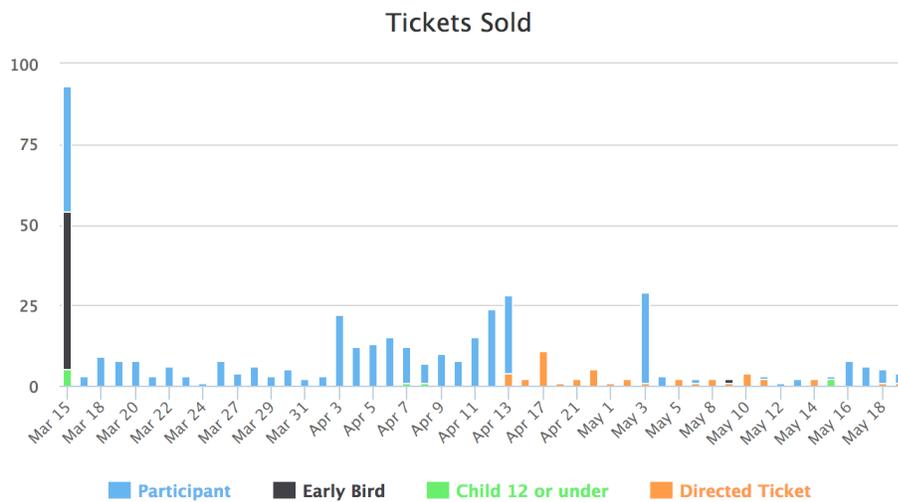
In total, we sold 434 tickets: 25 staff, 50 early bird, 305 regular, 45 directed, and 9 children. One staff ticket was refunded before the event for a total ticket count of 433.

Our venue has a limited number of vetted members, who were allowed to visit the event on a day pass or buy tickets at the early bird rate through our hosts. These members went through an orientation meeting and were an interested, engaged, and welcomed part of our community.

Net Sales: \$ 30,425 CAD

Tickets Sold: 433

Invitations: 0



Participant	329
Early Bird	50
Child 12 or under	9
Directed Ticket	45
Tickets sold	433

[View all sales](#)

Participant	329 tickets sold	+ \$ 24,550 CAD ⓘ
Early Bird	50 tickets sold	+ \$ 2,500 CAD ⓘ
Child 12 or under	9 tickets sold	+ \$ 0.00 ⓘ
Directed Ticket	45 tickets sold	+ \$ 3,375 CAD ⓘ
Total	433 tickets sold	\$ 30,425 CAD

18 theme camps were placed in a predetermined city layout. A boggy area required moving some camps around last minute, which led to sound issues. As a result, next year we will be thinking about zoning sound more carefully as well as being more conservative with which areas we consider open for advance placement.



Meteora; Image credit: Fahd Husain

The projects selected were:

- The Altar - Trish Lamanna & Mike Everson
- Animals - Tamara Moskaliuk
- Arianrhod - Frolick Theatre & Shlosart Metalart
- Bikeartely - Jim Kerr
- The Coat Rack - Seth Hardy
- Daft Punk Scarecrows - Tamara Moskaliuk & Jesse Knapp
- Heavy Meta - Marie Poliak & Kevin Bracken & like 3000 more people
- The Hippie Slippie - Mark Charak
- Hyper Cube - Kyle White
- Hyperion - Phillipa Gill & Peter Dilworth
- The Hyperborea Huggery - Mikale Pilgrim

Inner Earth - Effigy - Franklin Warhol Call
Metora - Temple - Kale Idoscopic & Mel Nevsky & Gary Capon
The Meteoran Pillars - Gary Capon
Midnight Poutine's Fire Gate - Arno Robin & Sam le Kitty
Reactor - Ryan Longo

Exodus

On Monday morning, a nearby beaver dam broke, flooding the exit road. This happened just as the event was finishing, and prevented people from leaving for several hours.



Cars were held in the main field and parking lot while waiting for the water to subside. The road was trenched and reinforced using materials on hand, and the cars were released when the conditions were acceptable. Participants

were delayed for about four hours while roadwork was in progress. During this time, a theme camp stepped forward to be the “disaster relief” zone, with food and shelter in case of bad weather.

This incident highlighted our capability to deal with unforeseen circumstances, but also our need for better inter-department training and coordination. Our safety team leads had ICS training, but this was not extended to all of our volunteers or DPW. In the future, we will use this as an internal case study and motivation for being ICS capable and ready at future events.

BUDGET

Standard expenses were standard

We budgeted additional funds on portapotties and pumping to ensure a good participant experience. This was noticeable and appreciated by our participants, and we plan on doing this again.

DPW and road repairs

DPW expenses included the info booth, trail lighting, and a wide variety of extra costs associated with improving the event site. The largest expense was towards road repair, which has been broken out to a separate category. This included wood planks and truckloads of gravel in order to make washed out areas of the road passable. The incredible amount of time and effort that went into making this happen was, like all other volunteer time at the event, given for free. Our hosts also helped in uncountable ways that aren't reflected in the budget.

We were not able to get a 26' truck for the event, so we needed to rent an additional truck for the return trip, resulting in higher costs.

Volunteer appreciation

A common request among department leads was for swag for volunteer appreciation. T-shirts for safety team and DPW volunteers in particular were very useful as they are functional, reusable, and directly assist event operation. Stickers and patches also help us show off our new Hyperborea brand.

A priority on art

Art was over 20% of the budget! This is a good number for our first year, and we hope to do even better next year.

Ice sales

Miscommunication with the landowners regarding ice sales prompted us to purchase ice and make it available for sale. The original plan was that they were going to have it available for purchase; we considered this vending acceptable as it was for public safety. When this did not happen, we brought in some ice and made it available for purchase. As people were being self-reliant, few bags of ice were actually needed.

In the future we will have better communication with the landowners regarding who will be obtaining and selling ice, and this information will be communicated to our participants in advance.

Breaking ground, preparing for the future

We chose to invest in high quality equipment that will last us for years to come.

For Safety HQ, we purchased an easy up 10' x 20' tent and Honda EU2000i generator with extended run fuel tank, as well as 20 Baofeng BF-888 radios with spare batteries for our organization and safety teams. First Aid

purchased a collection of basic supplies and a cot that can be reused in future years. We chose to rent an AED for the event, and were fortunate not to have to use it.

Fire extinguishers were a major contingency purchase. We started the event with two water extinguishers and some rechargeable ABC extinguishers. After a fire where some extinguishers were used, we purchased more during the event. The originals will be recharged as part of maintenance in next year's budget.

The tent and power equipment were planned capital expenditures, decided upon by the board before the event, and is not reflected in the 2017 budget.

Safety training

We reimbursed our Ranger Lead, First Aid Lead, and Sanctuary lead each \$300 for travel expenses to SFTY3rd, Firefly's safety teams training event. This was not included in the budget but was also allocated from preexisting funds before the event. We strongly believe that capacity building should be an ongoing process, and we are lucky to have a safety training event from a nearby established regional.

This is something we want to continue doing and we will work it into the event budget in future years.

Donation

We chose to donate \$1000 to the Tamworth Erinsville Community Development Committee, as a thank you to the local community for being so welcoming.

Final numbers

We were very close to breaking even, not counting the capital expenditures and training decided upon before the event.

We hoped to have a surplus from this year that would cover the additional expenses and make us fully self-sustaining in our first event. However, due to the combination of an error in our ticket sales reporting leading the event lead to believe we had more money available, and the choice to purchase high quality equipment that will last a long time, this did not happen. We are fortunate that these expenses were covered by the surplus from previous events, and next year's budget will include a plan for additional training and capital expenditures.



2017 EVENT BUDGET

Basics	40.21%
Venue Rental	\$5,000.00
Permit	\$100.00
Porta Potties	\$4,859.00
Event Insurance	\$862.00
Wristbands	\$325.18
Printing	\$373.13
City	18.26%
DPW	\$2,214.56
Gate Supplies	\$46.36
Generator Fuel	\$21.98
Truck	\$1,639.16
Road Repair	\$1,062.17
Parking Supplies	\$51.96
Ice	\$196.17
Safety	11.62%
Laminates	\$223.08
HQ Supplies	\$520.11
First Aid Supplies	\$1,114.74
FAST Supplies	\$1,341.43
Sanctuary Supplies	\$128.78
Volunteer Gifts	8.1%

Stickers and Patches	\$523.85
T-Shirts	\$1,427.76
Appreciation Party	\$150.00
Ranger Swag	\$220.00
Art	21.81%
Art Grants	\$4,850.00
Effigy Grant	\$700.00
Temple Grant	\$700.00
Total Expenses	\$28,651.42
TECDC Donation	\$1,000.00
Ticket Sales	\$29,758.49
EVENT FINAL	\$107.07



Metora; Image Credit: Richard Rotter

CAPITAL EXPENDITURES AND TRAINING

Infrastructure	
HQ Tent	\$621.50
HQ Power	\$1,751.06
Radios	\$375.45
Training	
SFTY3RD	\$900.00
TOTAL	\$3648.01



Heavy Meta; Image Credit: Fee Gunn