

To The Moon 2024
Afterburn Report
Prepared December 2024



This report is prepared following the guidelines set forth by Burning Man Organization (BurningMan.org). This information is divided by section and labeled appropriately on the following pages.

In compliance with the stated requirements of the official Regional Event Use Agreement, this afterburn report has been prepared in accordance with applicable local and national tax laws and accounting standards.

Because this is a post-event report, the finances reported herein relate only to event associated revenues and expenses.

This information is provided to Burning Man Organization, our members, volunteers, participants, and the public, in the spirit of radical transparency and professionalism.

Please direct any questions about this report to bod@tothemoonburn.org.

EVENT DETAILS

Name of Event	To the Moon 2024: Into the Eye
Dates of Event	Thursday June 20 - Monday June 24, 2024
Location - Venue, City, State, Country	Catoosa Event Center 216 Turnberry Dr Jamestown, TN 38556
Event entity	Touchbass, non-profit corporation
How many years has the event been held?	7 events in 9 years (2016-2019, 2022-2024)

ATTENDEES & TICKETS

Population Cap/Total Available Tickets	1500	
Total Ticket Sales	1333 adult tickets, 53 minor tickets	
Total Attendees Checked In	1223 adult attendees (18+)	
	44 children attendees (<18 years of age)	
Ticket Tiers and Prices	\$	#
Early Bird Sale	\$159.14	499
Main Ticket Sale	\$176.60	486
FOMO Ticket Sale	\$192.06	40
Minor Ticket (Age 5-17)	\$65.85	53
Pickle Ticket	\$65.85	63
Leadership Gift Tickets	<i>104 tickets @ \$159.14 \$16,550.56</i>	104
Art Grant Gift Tickets	<i>86 Gift Tickets @ 176.60 \$15,187.60</i>	86
Landowner Tickets	<i>Contracted Gift Tickets</i>	30
Theme Camp Directed Tickets (included in Early Bird Sale numbers)	<i>Directed Tickets @ \$159.14</i>	110

2023 Event Volunteers 12+ hours (included in Main Sale numbers)	22 tickets @ 50% off \$176.60 \$1,942.6	22
2023 Event Volunteers 4+ hours (included in Early Bird Sale numbers)	Directed Tickets @\$159.14	20

CONTENT

Number of Teams	30
Number of Team Leads	90
Number of Volunteers	480
Volunteer Hours Submitted	3307.65
Total number of Theme Camps	62
Total number of Mutant Vehicles	12
Total number of Performers/Performing Groups	50

Number of Art Grant Applications Received	43
Number of Art Grant Applications Funded	23
Art Grants Awarded to Effigy and Temple	2
Number of Art Projects	56
Number of Art Burns	3

FISCAL MANAGEMENT

In this section we present a *detailed summary* of revenue and expenses as related directly to the event. Funds raised from To The Moon benefit our community through the funding of:

- standard operational expenses
- costs associated with professionalization of process and content
- continued replenishment of Organizational solvency
- grants and funding to creatives
- expanding our visibility statewide and regionally so as to encourage greater participation and a more robust volunteer base

TO THE MOON 2024 EVENT REPORT		
EXPENSES		
General Expenses		
	Bank Fees	70.22
	Waiver Forever	19.96
	Dumpster Rental	362.25
	Golf Carts	24,107.69
	Portos	8,245.90
	Radios	5,156.25
	Event Insurance	8,834.70
	Fuel and Wood	209.00
	Land Expenses	3,365.24
	Meals and Entertainment	2,764.66
	Printing	1,335.74
	Post-burn Cleanup	200.00
	Security/Medical	15,300.00
	Signs and Flags	1,482.39
	SWAG	6,012.28
	Venue	26,950.00
	Wristbands	833.62
Team Event-Related Expenses		
	Art	135.61
	DMV	161.99
	DPW	4,091.33
	Event Leadership Team	8,935.62
	Gate	533.63

	Greeters	97.34
	Lamplighters	200.00
	Leadership Support Department	630.92
	Parking	147.83
	Perimeter	814.92
	Sanctuary	543.00
	Shuttles	617.31
	Volunteer Coordination	81.60
<i>Event-related Expenses Total</i>		122,241.00
Art Grants Awarded		
	Effigy	5,000.00
	Temple	4,431.08
	Art Grants	11,724.00
<i>Art Grants Awarded Total</i>		21,155.08
<i>TOTAL EXPENSES</i>		143,396.08
REVENUES		
Donations		
<i>Event Ticket and Individual Donations Total</i>		165,960.41
<i>TOTAL REVENUE</i>		165,960.41
NET INCOME		22,564.33

CHALLENGES

Property size and geography - Catoosa is a beautiful piece of land, but it creates challenges in accessibility due to having many hills and spread-out features. This also makes it difficult to have adequate Ranger coverage for the property, as well as increasing the need for other infrastructure like portopotties and shuttle stops.

Connectivity and Community throughout the year - Tennessee is a large state with several large metro areas, and To the Moon attracts many participants from adjacent states as

well, like Virginia, Kentucky, North Carolina, and Georgia. This makes it hard for us to cultivate a year-round community for To the Moon as our participants are spread over such a large area.

Diversity - To the Moon participants tend to be white, affluent, well-educated, and older.

We need to make a concerted effort to increase access for people with fewer resources, for BIPOC and other minorities, and younger participants.

SUCCESSES

Technology - To the Moon successfully implemented new technologies to streamline our organizing and participant experience. We created a Discord server to connect our leadership teams effectively. To the Moon also utilized a new burner-designed website, Volunteeripate, to handle ticketing, waivers, volunteer sign-ups and tracking, volunteer training, and some of our forms. We continue to use Google Suite for email and data storage and sharing within the leadership team.

Volunteerism - In 2023 we implemented a volunteer appreciation program, which we kept in place for 2024. This allowed volunteers to track their hours to earn directed, discounted, or gift tickets for the following event, based on hours volunteering. We also get unique swag for each team to share with their volunteers. Our Leadership Support Department provided two meals a day for members of leadership and support staff, as well as supplying all of our teams with snacks and water for volunteers.

Accessibility - We have a “Pickle Ticket” scholarship program that provides steeply discounted tickets to anyone who applies. We implemented a new Accessibility Team this year to support disabled burners with an ADA camping area, Helping Hands volunteers to help participants with set up and tear down, a charging station for medical devices, and a shuttle system with Mobility priority wristbands for participants with mobility challenges. We also facilitated golf cart rentals for 16 participants with mobility needs, increasing accessibility for those participants and anyone they gave rides to as well!

FUTURE GOALS

The Board continues to move forward with enthusiasm in our efforts to revive and revitalize our Organization and community in the face of continuing challenges.

Some key goals for the next event (To the Moon 2025) include:

- Continue to improve volunteer sign-ups & support our leaders and volunteers on site
- Focus on expanding and enriching our Art Department - bring more art, bigger art, more

inclusive and sustainable art!

- Increase diversity, inclusion, and accessibility to the event and community as a whole.