



BurlyCon Nonprofit Annual Report | 2015

BURLYCON VIII
burlesque educational & social convention

Featuring Guests of Honor

DELILAH JONES
Living Legend and Author of "My Life Without Regret"

RONNIE MAGRI
Neo Burlesque Pioneer and Music Historian



November 12-15, 2015 ★ Hilton Seattle Airport & Conference Center ★ www.burlycon.org

BURLYCON

WWW.BURLYCON.ORG

Message from The Board

The members of the Board of Directors are honored to have held and participated in BurlyCon's eighth annual convention. This is BurlyCon's fourth year as a 501(c)(3) non-profit organization, and we're still learning and growing.



BURLYCON'S VALUES:

We value burlesque as a feminist, humanist, and uniquely American performance art form that has global influence and expression. We're committed to supporting the growth, health, and multicultural diversity of the international burlesque community. We seek to ensure affordability and accessibility of continuing education in our art form.

2014-15 ACTIVITIES:

Since our last BurlyCon, we have continued expanding regionally by adding Baby Doe (SFBA). We made donations to organizations whose educational and artistic missions we support: The Burlesque Hall of Fame and Coney Island USA; and contributed to the recovery of Legend Ellion Ness. In addition, BurlyCon facilitated the Burlesque Hall of Fame "Finishing School" Master Classes with the legends at the BHOF Weekender for the eighth year in a row. The Board also attended a Strategic Planning and Development Retreat to guide BurlyCon into the future.

2015-16 OBJECTIVES:

In the coming year, we will be implementing continuing to work with the Burlesque Hall of Fame education as The Finishing School.

We also wish to have more of our internal policies made transparent to our members and attendees. Your Board Policy committee is working on bringing these policies together and will be placing them on our website.

Warmly,

Baby Doe, Coco Lectric, Jen Gapay, Jo "Boobs" Weldon, Kristina Neykia, Miss Indigo Blue, Ophelia Flame, Red Delicious, Sandy Beaches

BurlyCon Organizational Mission

BurlyCon is a community-oriented professional growth and educational organization for Burlesque performers, fans, and aficionados.

We conduct educational events to preserve, promote, and advance Burlesque as a Theatrical Art form. We offer classes, workshops, panels, and other educational offerings that further professional skill and development. We are committed to supporting personal transformation through creative artistic expression in the Burlesque Arts.

2015 Annual BurlyCon Conference

BurlyCon would not be possible without the amazing and massive 45-member volunteer steering committee, of which each member is an invaluable contributor! Special thanks to our day-of-event volunteers, in-kind donors, sponsors, advertisers, and vendors!

We presented 50 presenters and panelists, 100 workshops, and 4 full days of programming. With classes on business, theatricality, self-image, dance, stretching, musicality, and costuming we are proud to have presented the richest burlesque educational offerings in the world. To build community, we presented festive activities, including our delightful Meet & Greet cocktail party, charming “Mystical Menagerie” dance, Storytelling, and hosted a screening of “Us, Naked: Trixie & Monkey”.

We had two fantastic Guests of Honor; Legend Delilah Jones, as well as drummer extraordinaire Ronnie Magri.

We continued the “BurlySpa” as one of our revenue-generating and attendee-serving activities, offering massage, hair, and nail services in a dedicated pop-up spa. We also provided a quiet “Chill Out” space for those needing a little less stimulation and pop-up caucus rooms for people to network and talk through specific issues.

We added a panel of seasoned performers at peer reviews to offer specific critiques in addition to our updated peer review format.

BurlyCon Library and Poster Exhibition

The second year of the fabulously informative BurlyCon Library occurred in its own room and featured over 150 books and publications curated from the impressive collections of Miss Indigo Blue’s Academy of Burlesque and the New York School of Burlesque. In addition, the BurlyCon Library hosted the second Academic Paper Poster Presentation, where written papers were posted for attendees to read. Historical burlesque garments worn by legendary burlesque stars Sally Rand, Tempest Storm and others was on display courtesy of the Neil “Nez” Kendall collection. Indigo Blue’s extensive show poster collection was also displayed.

Burly-Benefactor Program

In October 2014 BurlyCon launched our Burly-Benefactor program in order to offer opportunities for our supporters to become more involved in helping the organization

improve our programming and accessibility. The Benefactor program allows members to pledge \$40 to \$50 every month for a full year, guaranteed funding that help us expand our course offerings and special events while keeping ticket prices as low as possible.

We were thrilled to welcome xx inaugural members to the program. Not only did they have the good vibes from supporting our shared mission and love for burlesque, they enjoyed automatic registration to next year's convention, dinner with the Board and Guests of Honor, a superfly BurlyCon T Shirt, and our eternal love and gratitude and public appreciation.

The inaugural Burly-Benefactors for 2015 are (in no particular order):

Blaze – the Red Rose of Texas

Cinnamon Kicks

Dolly Pardon Moi

GiGi Holliday

Jesus la Pinga

Jezebel Vandersnatch

Lily LeCroix

Luella Lynne

Sly Violet

Peter MorningWood

Quazie

Queenie O'Hart

Ri Ri SynCyr

Scarlett Letter



BurlyCon Membership Program

The 2015 convention marked the grand beginnings of the BurlyCon Membership Program. In the first few days we signed up over fifty new members and exceeded our financial goals for this new program. With multiple tiers of giving and the option for a one-time or monthly contribution, we seek to make BurlyCon membership available to anyone who wants to join.

A vital part of BurlyCon's mission is to support the growth, health, and multicultural diversity of the burlesque community while ensuring that our educational opportunities are accessible and affordable. Like the Benefactor program, the membership program enables the organization to count on support from our community to expand our year-round program activities and improve the convention without having to raise ticket prices.

We look forward to expanding our membership program in 2016 as we streamline the rollout process and reach out to our wider community to broaden our base of support.

Activities beyond the Convention

Seattle Pride Parade

BurlyCon was once again actively engaged in GLBTQ Pride activities, and over 25 participants marched with the BurlyCon contingent in the Seattle Pride Parade. Marchers carried “Seattle Queer Burlesque,” “Seattle Burlesque Community,” and “BurlyCon Burlesque Convention” banners in the parade. Thanks for marching, holding banners, and being fabulous!

Burlesque Hall of Fame Finishing School

For the eighth year, BurlyCon produced Legends Classes at the Burlesque Hall of Fame annual Pageant and Reunion. Curated by Jo “Boobs” Weldon and administered by Darlinda Just Darlinda and Peekaboo Pointe, classes were offered with Legends Gypsy Louise, Tai Ping, Holiday O’Hara, Judith Stein and Toni Elling.

Statement of Activities

BurlyCon's nonprofit revenue comes from weekend pass sales, individual donations, sales of BurlyCon merchandise, BurlyBar revenue, and contributions received from the Amazon Smile Foundation.

Program Expenses include costs of hotel rental, advertising, travel expenses, office equipment, software, Guidebook, web hosting and maintenance, and events equipment. Management and General Expenses include payroll, instructors and guest of honor stipends, office equipment, committee and board meals, and software/hardware.

2015 Revenues

Grants	\$0
Contributions	\$14,239
Program Revenues	\$96,256
Interest	\$11

TOTAL REVENUE \$110,506

2015 Expenses

Grants Paid	\$1,100
BurlyCon Conference (PE)	\$73,056
Management and General Expenses (MGE)	\$73,225

TOTAL EXPENSE \$147,381

Change in Net Assets (\$36,875)

Full financials are available upon request (ad@burlycon.org).

Balance Sheet Summary (in thousands)

	2014	2015
<i>Assets</i>	80.3	37.5
<i>Liabilities</i>	0	1.8
<i>Total Net Assets</i>	80.3	35.7
<i>Temporarily restricted</i>	0	0

This Work Needs Your Help

BurlyCon is organized by a predominantly volunteer-run Steering Committee. We strive to keep our annual conference as affordable and accessible as we can while working to expand our programs and services. As a 501(c)(3) organization, BurlyCon can accept donations in any amount at any time for the continuation of our programs and services. The full amount of donations will be tax deductible. Donors receive a receipt by the end of the year to include in tax documents. Please consult a tax professional if there are further questions.

Creative Contributions

Any donation is appreciated, welcome, and necessary to help us meet the needs of our growing organization. Donors have created their own Burly-Scholarship or applied funds directly to helping us in one specific area. We are happy to craft a creative contribution that meets your funding desires. Donations by mail may always be made to: BurlyCon, PO Box 18373, Seattle, WA 98118

Sponsorship Opportunities

We have many sponsorship opportunities with rates ranging from \$100 to \$10,000 with many benefits, including media pushes, web links, event attendance, logo usage, and special burlesque performances. More information is available on the Sponsor section of our Website.

Scholarships

BurlyCon grants 5 full and 1 full with shared hotel weekend pass scholarships per year based on an application review process. We are committed to providing access to BurlyCon for those who may not have ready access to funds though early payment registration, payment plans, and volunteer work trades.

Volunteer and Make a Difference

Not everyone can make a financial contribution and some people need some assistance with your registration fees. BurlyCon maintains an extensive volunteer program, including offering 25 full-pass exchange spots for volunteer-attendees.

- Volunteer pre-BurlyCon – put in 40 hours of work pre-Con and you get a free Registration
- Volunteer during BurlyCon – put in 16 hours of service work during the Convention and you get a free registration
- Volunteer just because you want to! So many opportunities to help your community!

Please visit our website at <http://burlycon.org/volunteer-opportunities> to learn more and to register yourself as a potential willing and able Burly Volunteer!

Wish Lists

BurlyCon maintains an Amazon Wish List of in-kind goods, services, and products. We always need plates, compostable/disposable cutlery, compostable/disposable cups, lights, pipe and drape, cords, coffee, and much more. We are particularly in need of registration equipment such as iPads, and presentation equipment such as Projectors, and tax deductions for tangible donations. We also accept in-kind donations of goods such as snacks for hospitality, decorations for events, and more. We are committed to providing allergen-free sustenance to our attendees in the Hospitality room and are

always in need of items like gluten free granola, bread, almond butter, juice, or other healthy and tasty snack items. Our wish list: [BurlyCon's Amazon Wish List](#)

Looking Forward

Board: Will be working on more transparent policies, an Anthology, and BurlyPods in 2016-2017.

Finance: We have maintained prices for 2016 to compensate our attendees for the increase in hotel prices by moving to the Hilton. We do anticipate an increase in registration and attendance for 2016. We expect an increase in sponsorships, ad sales, and charitable donations for 2016. We expect vending revenues to increase. We anticipate an increase in merchandise sales and a decrease in BurlyBar sales. We will be discontinuing the BurlySpa. We will be applying for grants in 2016 for the fiscal year 2017, so we do not anticipate receiving grant funds for 2016. We anticipate building our in-kind donor base and expanding the Goodie Bag contributions.

Programs: The Programming team is inviting and sorting amazing presenters, classes, and panels for the 2016 BurlyCon. Classes and panels will include dance training, stretching, body-positivity, social justice issues in the neo-burlesque community, business, production, and so much more.

THANK YOU TO OUR GENEROUS SPONSORS, IN-KIND DONORS, AND BENEFACTORS

Babeland, Essential Baking Co., Folklife Festival, KIND, Kix'ies, Lagunitas, Miss Indigo Blue's Academy of Burlesque, New York School of Burlesque, Seattle Distilling, Shiftboard, Sin In Linen, Vita Coco, the Hilton Hotel and convention Center, our amazing volunteers, and our entire Steering Committee!