



# BurlyCon Nonprofit Annual Report 2017

**10TH ANNIVERSARY!** **BURLYCON** **burlesque educational & social convention**



**FEATURING LIVING LEGEND  
TONI ELLING**

November 9-12, 2017 Hilton Seattle Airport & Conference Center [www.burlycon.org](http://www.burlycon.org)

## Message from BURLYCON BOARD OF DIRECTORS

This year's Convention was particularly special because it was our 10<sup>th</sup> Anniversary of providing Burlesque Education on a grand scale. It's hard to believe that a full decade has gone by since we first gathered in a small motel in downtown Seattle to learn and share our love for this ever-evolving art form. We have grown tremendously as an organization, even as burlesque has grown and spread around the globe. With growth comes change and a constant need to listen, learn, and adapt to the world around us. BurlyCon continues to learn and grow to better support all of our cherished attendees, supporters, and members, and to serve all that is burlesque.

### 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.

### 2017-2018 ACTIVITIES:

In June of 2017 BurlyCon hosted the Burlesque Hall of Fame "BurlyPod Finishing School" Master Classes with the Legends at the BHOF Weekender for the tenth year in a row. The Finishing School is a great way for new performers to connect to the wisdom and humor of our icons. Please look for these classes each year at the Burlesque Hall of Fame Weekender with wonderful line-ups of brilliant Legends!

Some changes to the 10<sup>th</sup> Annual Con included the introduction of Intensive Classes that offered students a chance to spend a longer period of time delving deep on specific subject with master level instructors in a variety of fields from flexibility to body image.

In an effort to create a more supportive environment and help attendees resolve intense emotions that may arise during the week we offered all-day access to a rotating crew of ombudspersons. For any of you who utilized this service we hope that it was helpful and we want to make everyone aware that BurlyCon will always have someone on staff available if you need to talk or resolve an issue.

Also in an effort to create an atmosphere of communication and trust, BurlyCon has updated our Code of Conduct and other policies to ensure that conversations are productive and respectful. All of our policies are available on our website and are distributed to attendees at the time of enrollment. We have also been working hard behind the scenes to streamline our own internal communications between the volunteer committee, constituents, and the board to be able to better address issues as they arise and ensure that our decision-making process is as transparent as possible.

And in very exciting news, BurlyCon has hired a Deputy Director to work with our ED on the macro level of designing and implementing new policies and programs and keeping this show on the road. Please welcome Lola Love, who is also our Director of Programming, to this new role on the management team. We are thrilled to have her!

We also have new program directors who have already hit the ground running to make this year's Con the best yet and improve our year-round functionality. Please welcome RiRi Sin Cyr as our new Director of Development heading up all fundraising and

membership activities, Vixen Valentine our Director of Publications who will keep you abreast of our latest antics, Sara Green our Director of Community Development working to create more resources and better experiences for you, and Fosse Jack our Director of Volunteers who keeps our incredible crew all paddling in the same direction. The indispensable Red Delicious is still keeping us in the black as Administrative Director and COO.

#### 2018-2019 OBJECTIVES:

In the coming year, you will see us back in Las Vegas with our BurlyPod Finishing School as the educational leg of the Burlesque Hall of Fame.

The Board has been working closely with our new Director of Development, RiRi Sin Cyr, to develop a more comprehensive membership program and to create beneficial membership and benefactor perks. Our membership program is vital to our growth so we want to make sure that you feel great about being a BurlyCon member all year round!

In response to community feedback we are increasing staff, committee, and attendee trainings on battling racism in our communities. We want to support you in building a safer, saner world. As stated above, we are also taking seriously requests to make our policies and decisions more transparent to the community. As always, our internal policies and values are all publicly available on our website and we are available for questions about specific issues.

The 2018 Con is already just months away and we are preparing a great year for you with longer classes, top notch instructors, and a Legend and special guest who will blow your mind right open with all their stories and knowledge. We can't wait to see you in Seattle!

*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 convention 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.

#### 2017 Annual BurlyCon Conference

Just in case you missed the 2017 Con, here are some of the highlights. For the first time ever we hosted two gorgeous Legends: Toni Elling and Dee Milo! Not only were Toni and Dee our first and second year Legends respectively, they are also life-long friends and having them both in attendance was a rare and unforgettable treat.

Of course we had a whole host of additional presenters from all over the globe. Over the four-day Con we offered a total of 71 presenters and panelists teaching 154 different workshops on everything burlesque including how to run a business in burlesque, the intricacies of theatricality, boosting your self-image, flexibility, musicality, costuming, and lots of dance, dance, dance.

Our community-building activities included some fun party times like the Vintage Meet & Greet where everyone looked their best, a disco dance party, a game show in the theme of Match Game, and a storytelling night that had everyone laughing and crying sometimes at the same time. We were also happy to offer book-signing events for four illustrious published authors in the BurlyCon Library: Leslie Zemeckis, Rachel Shtier, Jo “Boobs” Weldon, and Mina Murray, because words are sexy.

As always, BurlyCon would not be possible without the amazing and massive 50-member volunteer steering committee, of which each member is an invaluable contributor. We love you guys to the moon and back! Special thanks to our day-of-event volunteers, in-kind donors, sponsors, advertisers, and vendors. It takes a big sparkly village to make a BurlyCon.

## Activities beyond the Convention in 2017

### Seattle Pride Parade

BurlyCon was once again actively engaged in GLBTQ Pride activities, and over 40 participants marched with the BurlyCon contingent in the Seattle Pride Parade this year. Marchers carried banners reading “Seattle Queer Burlesque,” “Seattle Burlesque Community,” and “BurlyCon Burlesque Convention.” Thanks for marching, holding banners, and being fabulous!

### Burlesque Hall of Fame Finishing School

We successfully held our annual Legends of Burlesque classes at the Burlesque Hall of Fame Weekend in Las Vegas last June. This ongoing opportunity to bring together newer performers with brilliant Legends is a part of our BurlyPod program to bring burlesque education to other events and locations year-round. The Finishing School is lovingly curated by BC board member Jo “Boobs” Weldon and executive director Indigo Blue. Lola Love and her programming team work their organizational magic to seamlessly deliver this inter-generational education to new and seasoned attendees alike.

## Statement of Activities

BurlyCon's nonprofit revenue comes from weekend pass sales, individual donations, memberships, our Burly Benefactors program, sales of BurlyCon merchandise, merchandise, sponsorships, and BurlyBar revenue.

	2016	2017
<b>Assets</b>	12.3	38.1
<b>Liabilities</b>	0.8	0.7
<b>Total Net Assets</b>	11.5	37.4
<b>Temporarily restricted</b>	0	0

## Balance Sheet Summary (in thousands)

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

### 2017 Revenues

Grants	\$0
Contributions	\$8070
Memberships	\$8739
Program Revenues	\$120,764
Interest	\$2

**TOTAL REVENUE**                      **\$137,575**

### 2017 Expenses

BurlyCon Conference (PE)	\$57325
Grants	\$100
Management and General Expenses (MGE)	\$45807

**TOTAL EXPENSE**                      **\$103,232**

**Change in Net Assets**                      **\$25,900**

Full financials are available upon request ([ad@burlycon.org](mailto:ad@burlycon.org)).

### **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.

There are multiple ways you can support us including a one-time donation, becoming an year-round member at any level, or by joining our Burly Benefactor program that includes a ticket to the Con and a schmancy dinner with the board members and Guests of Honor. You can find out more about all of these opportunities on our website.

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. Last year two special donors contributed funds and miles to help us fly Toni Elling round trip first class, for the first time in her life! 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**

Every year BurlyCon grants scholarships to the full four-day event to attendees who want to come but could use a boost. We offer 5 full registrations, and 1 full registration with shared hotel room based on an application review process. The application is available on the website.

### **Volunteer and Make a Difference**

Do you love BurlyCon and want to support the organization but don't have the extra cake to make a financial contribution? Do you want to attend the Con but the full cost of a ticket seems like a stretch? Come be a volunteer! Every year our team of 50+ volunteers kick ass making the Con happen, and they have a great time doing it. BurlyCon offers 15 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](#)

### THANK YOU TO OUR 2017 GENEROUS SPONSORS, IN-KIND DONORS, AND BENEFACTORS

Velvet Swing, Alaska Airlines, Buddy's Pot Shop, Skip Rock Distillers, The Essential Baking Company, KIND Snacks, Essentia Water, Trader Joe's, Jet Blue, Naked Winery, Shiftboard, Vino Volo, Drew Blood, Academy of Burlesque, Champion Party Supply, Crimes Against Humanity, Jacqueline Hyde, NerdyCute, Bartell Drugs, The Bearded Villains

### SPECIAL THANKS

All of our partners, kids, families, co-workers, producers, pets, physical therapists, and friends—who have supported us over the last year while working on this massive endeavor. AND YOU! Each gorgeous sparkling individual attendee who infuses this magical gathering with your energy, feedback, glitter, and super sexy brain. Thank you!