

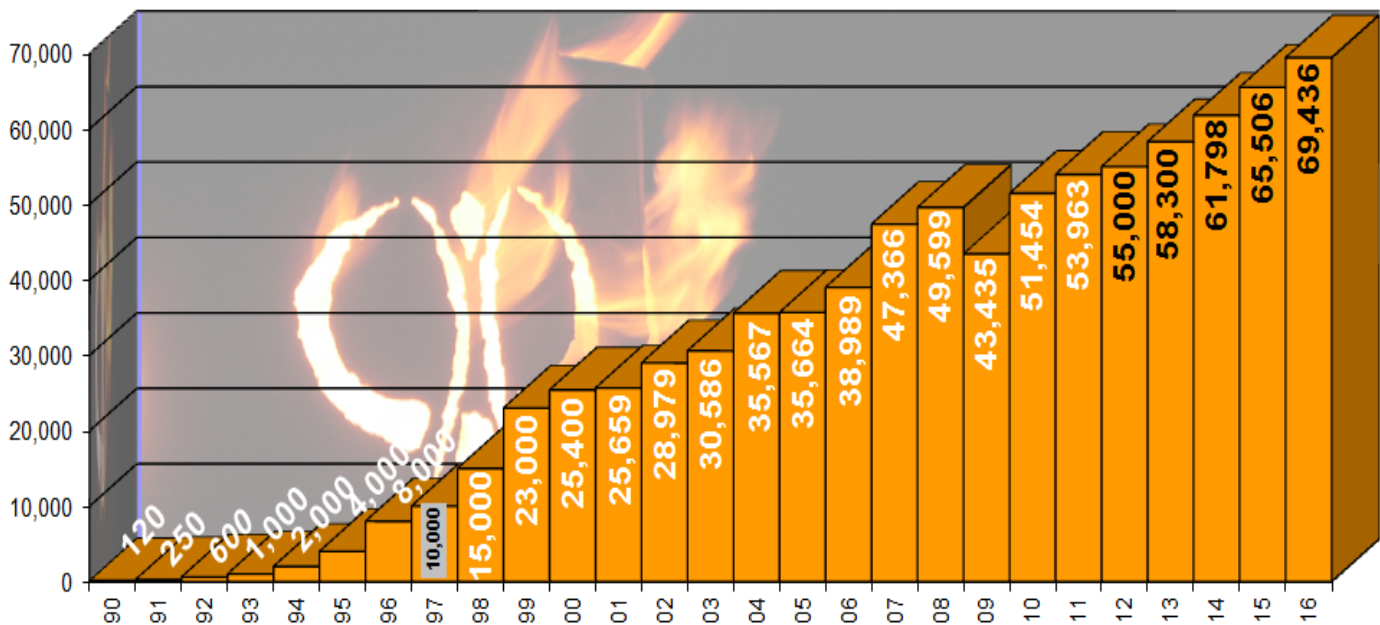
PART IV – THE LARGEST USER GROUP

Burning Man attendance has increased nearly every year since arriving on the Black Rock in 1990. Based on past numbers and recent ticket sales, this trend is expected to continue. This presents the largest challenge for Burning Man organizers to date. To keep the event manageable, a sensible approach to control growth gradually has been adopted.

A. BLACK ROCK CITY POPULATION

Burning Man is the **largest user group on the desert**. The second largest group on the desert *with a special recreation permit* is the rocketeers whose 3-4 launches per year attract about 500 people total. This is less than 1% of Burning Man's peak population during the week and does not consider increased visitation the event has brought year-round.

Peak Population: 1990-2016



* Burning Man did not take place on the public lands of the Black Rock Desert in 1997, but on adjacent private land.

Data Sources: http://en.wikipedia.org/wiki/Burning_Man³⁹ and growth projections⁴⁴

Please see Page 40 for more details about the proposed figures

B. YEAR-ROUND PRESENCE

Although the previous chart shows Black Rock city population for the week, the event has a presence on the desert much longer than 8 days.

1. Preparation and Clean-up

Burning Man is present on the desert from mid-Aug through Oct each year. Organizers are on the desert preparing the site weeks in advance. Post-event clean-up require an additional month.

2. Visibility

World- and nation-wide publicity the event has brought to the Black Rock has attracted many to the area year-round.

4.2.3. Recreation

The event has introduced thousands of people from throughout the world to the Black Rock area either through participation in the event and/or increased media coverage associated with the event, which may have long-term impacts to the recreational environment in the area.

A proposed visitation study to measure increased year-round visitation was recommendation in a communication accompanying the 2008 stipulation monitoring report ⁴⁰.

C. LEAVE NO TRACE

Burning Man organizers promote Leave No Trace, an ethic introduced to Burning Man by Mike Bilbo, BLM Outdoor Recreation Planner. When the event was significantly smaller this made sense. Although a majority of the participants are conscientious and teams do remain a full month to clean-up, can 50,000+ people traveling to a one-road in/one-road out event **really Leave No Trace**⁴¹? Is a 'Tread Lightly'⁴² ethic even appropriate?