



BURLESQUE

HALL OF FAME

ANNUAL REPORT FY 2018

(OCT 1, 2017 - SEP 30, 2018)

Prepared by Dustin M. Wax, April 2019

The Burlesque Hall of Fame is a nonprofit museum committed to preserving, sharing, celebrating, and inspiring the art of burlesque.

We act as a hub for the growing community of burlesque enthusiasts and provide a dynamic connection between the unique history of burlesque and the art form's future. We seek out, collect, protect and exhibit artifacts and ephemera of burlesque's past and we showcase performances of its practice. We reach out within and beyond our community to broaden understanding and proactively position burlesque's social context and help shape its ongoing cultural relevance.

Our founders' passions continue to drive us to instill and demonstrate respect for our diverse heritage, to promote lifelong learning through direct engagement with the living legends of our art, and to continually strengthen our ability to contribute positively to the future of burlesque.



TABLE OF CONTENTS

Our Mission	1
Table of Contents	2
Staff and Board	3-4
2018 In Review	5
Financial Report	6
2018 BHoF Weekender Report	7-9
Major Acquisitions	10
BHoF in the Media	11
Our Supporters	12

PHOTO CREDITS

Cover: Dale Harris (2017 Best Large Group, The House of Noire)
Pg 1: Allen Lee (Staff member Buttercup gives a tour)
Pg 2: MC Newman (2018 Miss Exotic World, INGA)
Pg 5: Bettina May (BHoF Ribbon Cutting; Exotic World display at BHoF)
Pg 6: Dustin M. Wax (*Curves Ahead* Exhibition)
Pg 7: Don Spiro (2018 Miss Exotic World, INGA)
Pg 8: MC Newman (2018 Best Small Group, Mara & Aleksei)
Pg 9: Ed Barnas (2018 *Titans of Tease* final bow)
Pg 10: Dustin M. Wax (Films donated by Something Weird)
Pg 11: Ed Barnas (2017 Miss Exotic World, Medianoche)
Pg. 12: Ed Barnas (2017 Best Large Group, The House of Noire)

BOARD OF DIRECTORS

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Lola Coquette
Michelle Baldwin
Miz Charlamay
Pastel Supernova

2018 WEEKENDER LEADERSHIP

Joyce Tang, Executive Producer
Dustin Wax, Executive Director
Desiré D'Amour, Finance Manager
Blaze, Volunteer Coordinator
Kay Sera, Head of External Relations
Laika Fox, Mistress of Internets
Ed Barnas, Still Photo Corps
Sweetpea, Head of Legends Matters
Gigi La Femme, Legends Challenge
Olwen Bell, Head of Non-Show Events
Lola Love (for BurlyCon), Finishing School
Kitty Irreverent, Head of Showcases
Desiré D'Amour, Head of Hospitality
Jo "Boobs" Weldon, Judge Wrangler
Jay Siren, Head of Sponsorship
Miss Kitty Baby, Vending Coordinator

DUSTIN M. WAX, EXECUTIVE DIRECTOR

Dustin holds an M. Phil. (ABD) in cultural anthropology from the New School for Social Research in New York City, and has taught anthropology and gender studies at both University of Nevada, Las Vegas, and the College of Southern Nevada since 2003. He is strongly committed to Nevada arts and culture, has served on the boards of several local arts and cultural organizations, and currently sits on the board of the Nevada Museums Association. He is the editor of *Anthropology at the Dawn of the Cold War: The Influence of Foundations, McCarthyism, and The CIA* and author of *Don't Be Stupid: A Guide To Learning, Studying, And Succeeding At College*.

BUTTERCUP, PROGRAM COORDINATOR

Buttercup is a burlesque performer, instructor, and costumer in Las Vegas, Nevada. She hails from New York City where she studied at The American Academy of Dramatic Arts. Along with her skilled voice and movement, Buttercup incorporates traditional burlesque elements into her routines. Her fan-dance, bump and grind and tassel and assel twirling create unforgettable acts which embody beauty and eroticism with light-hearted flair. Buttercup has been a featured entertainer in burlesque, comedy and variety shows in Las Vegas and across the country.

DARBY FOX, COLLECTIONS ASSISTANT

Darby has been performing as a stripteaser and emcee on burlesque stages since 2011. Drawing from her studies as a trained historian, Darby integrates the naughty playfulness and comedy, that has historically always been a part of burlesque, into her acts. A native to the City of Sin, Darby is also a model specializing in pin-up, belly-dancing, and is a life-long yogi. She has been a pose and performance coach since 2013. Using her years of yoga and modeling experience, Darby breaks down body movements for any mobility level, so that anyone can create beautiful shapes with their body on stage or in front of a camera.

EMMIE PAPPÀ EDDY, MUSEUM ASSISTANT

Emmie is a folklorist and drag performer whose scholarly work influences their art. Their passion for arts education led them to the world of museums and they have worked extensively with various collections through Indiana University. Though their focus is on the intersections of gender identity and costume, Emmie is also interested in the way marginalized communities construct narratives of self and preserve their artistic traditions. When they aren't at the museum you can find them performing around Las Vegas as their alter ego JJ Suede.

RAE HANLEY, VISITOR SERVICES MANAGER

Rae is a visual artist in Las Vegas who has used burlesque as a media for her practice. She studied fine art at The School of the Art Institute of Chicago, her main focus was on sexuality in art, and the body as art. She has shown in galleries all over Las Vegas and Chicago. Rae has produced several shows, and has stage-managed burlesque throughout the city.

THE YEAR IN REVIEW



2018 has been a HUGE year for BHoF, maybe the biggest in our history since the first Miss Exotic World pageant in 1991. After more than a decade since the closing of Exotic World, bouncing around in spaces far too small to begin to do justice to our incredible collection, we moved the museum to its new permanent home on Main Street.

The new location, situated about halfway between The Strip to the south and Fremont Street to the north, puts us smack in the center of Las Vegas' burgeoning Arts District, with a wealth of vintage shops, art galleries, restaurants and bars, and other attractions all around us — and even a new day-night club opening across the street in March.

With 2000 square feet of exhibition, studio, and retail space, as well as ample backroom storage to house the entire collection, we've been able to bring burlesque history alive in Las Vegas in a way we've never been able to before.



Every day brings new visitors from all walks of life — older veterans with their wives, young mothers with their children, burlesque dancers from around the world, flocks of Ret Hat Society ladies decked out in purple, and more.

And the results have been great! We've gotten fantastic press (See "In the Media" below) and continue to get great reviews.

We owe a huge debt of gratitude to our fantastic staff, who come to work every day full of passion for our mission and for our guests. That passion shows — read through our reviews on Google or TripAdvisor and you'll see far more positive comments about the staff than about any other aspect of the museum.

Relocating and growing like we have this year is not without challenges, of course. In a lot of ways, we are now a brand new spot on the Las Vegas map, and we are working hard to get our name out there and get people outside the burlesque community coming in. With attendance comes greater revenue, and it is our hope to make the museum self-sustaining by mid-2020, so that our fundraising can be turned to growth — adding staff, building our collection, and maybe even expanding.

In the meantime, we are doing our best every day to share the stories of burlesque and create new fans. And we thank everyone in the community who has helped spread the word in the months since our grand opening in April.

And what's ahead? How do you top a year like 2018? In the years to come, we'll continue growing our programming, adding new exhibitions (look out for a Roy Kemp exhibition coming in April 2019!), new classes, and new events. We have 12 years of ideas built up, and now we have the space, the resources, and the community to make them all possible!

FY 2018 FINANCIAL REPORT

FY 2018 REVENUE

Museum Admissions	\$14,759
Classes and space rental	\$1,240
Merch Sales	\$6,449
Weekender total revenue	\$222,552
Membership	\$46,573
Donations	\$35,123
Total	\$326,696

FY 2018 EXPENSES

Payroll	\$138,192
Facility (rent, utilities, upkeep, etc.)	\$98,251
Supplies and Services	\$26,902
Weekender Total Expenses	\$100,890
Other Programs & Exhibitions	\$30,385
Marketing & Promotion	\$2,829
Travel	\$1,040
Total	\$398,429



2018 BHOH WEEKENDER REPORT

The annual Burlesque Hall of Fame Weekender is both BHOH's largest fundraising event, accounting for around 30% of our annual revenue, and one of our central educational programs.

Carrying on the tradition of the Striptease Reunion begun in 1957 by Jennie Lee and the Exotic Dancers League, today's Weekender has grown into a 4-day event comprised of four different showcases, including the Miss Exotic World competition; a series of classes taught by the Legends of burlesque's classic era; parties and social events; and a host of other activities including the Barecats Bowling Tournament and Naked Girls Reading.

Every year, over 200 performers and volunteers donate their time, talent, and financial support to present the best burlesque the world has to offer as well as one of the greatest social events of the year. In keeping with our educational mission, BHOH provides free admission, travel and rooming support, and vending space to dozens of burlesque Legends, allowing attendees the unique experience of seeing performances by the women and men who created the artform we celebrate, as well as talking to and learning from them.

The figures below detail the production of the Weekender in dollars and cents, but nothing can quantify the thousands of hours of volunteer labor that goes into creating the event each year, or the love and commitment behind those donated hours. We are eternally grateful to everyone whose contribution, in money or talent, allows us to continue to create this event and to support our mission of preserving and sharing the history of burlesque with the world.



2018 BHOF WEEKENDER REPORT

REVENUE

Ticket Sales (all events)	\$169,215.50
Application Fees	\$14,187.75
Merchandise Sales (Less cost of goods sold)	\$3,654.23
Vending	\$6,500.00
Sponsorship	\$13,385.00
Raffle and other donations	\$852.54
Legend's Challenge (see below)	\$13,859.92
Total Revenue:	\$221,654.94

EXPENSES

Venue	\$51,583.50
Lodging	\$17,611.17
Travel	\$5,802.78
Videography	\$12,900.00
Printing	\$5,224.40
Bus Rental	\$2,536.85
Contract Labor	\$1,992.10
Insurance	\$725.35
Awards	\$1,149.89
Supplies, Fees, and other expenses	\$2,326.75
Total Expenses:	\$101,852.79

Total to Organization:	\$119,802.15
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A major part of the BHoF Weekender event is the Striptease Reunion, our modern-day continuation of the Exotic Dancers League annual meetings begun in 1957. Every year, we bring as many Legends – performers who worked as featured dancers before 1975 – as possible to the Weekender as our guests. Our Legends are honored on stage and off, as performers and participants in the “walk of Fame” during the “Titans of Tease” showcase, as teachers of classes in our “Finishing School” (presented in partnership with BurlyCon), and as friends and mentors. No other festival in the world offers attendees the opportunity to watch, learn from, and interact with so many burlesque Legends so intimately.

In 2018, BHoF provided every attending Legend with a full Weekend Pass (VIP or Premium, depending on availability) for themselves (performing Legends also get a plus-one, and we offer all attending Legends discounted tix for friends and family) and a space in our vending area to sign and sell photos and other memorabilia. Attending Legends were also offered hotel rooms, either 2 nights for an unshared room or 4 nights if they shared with another Legend. Airfare and other travel costs was also provided as needed.

To help defray the cost of bringing so many performers to our event each year, in 2011 Sparkly Devil founded the Legends Challenge, a global campaign to organize benefit shows in honor of the Legends of burlesque. Managed by Gigi LaFemme, the campaign currently covers more than half the cost of bringing as many as four dozen Legends to Las Vegas for the Weekender each year.

2018 BHO F LEGENDS CHALLENGE

Total Donations for 2018: \$13,859.92

Total Expenses for 2018 (see below): -\$42,403.20

BHoF Contribution: \$28,543.28

EXPENSES

Lodging: \$9,070.42

Airfaire/Travel: \$5,802.78

Free and Discounted Passes: \$19,030.00

36 VIP/16 Premium/ 1 Standard 4-day passes, 13 assorted single-night tickets, and 15 discounted single-night tickets for friends/family

Vending Tables (17 @ \$500/ea): \$8,500.00

Total: \$42,403.20

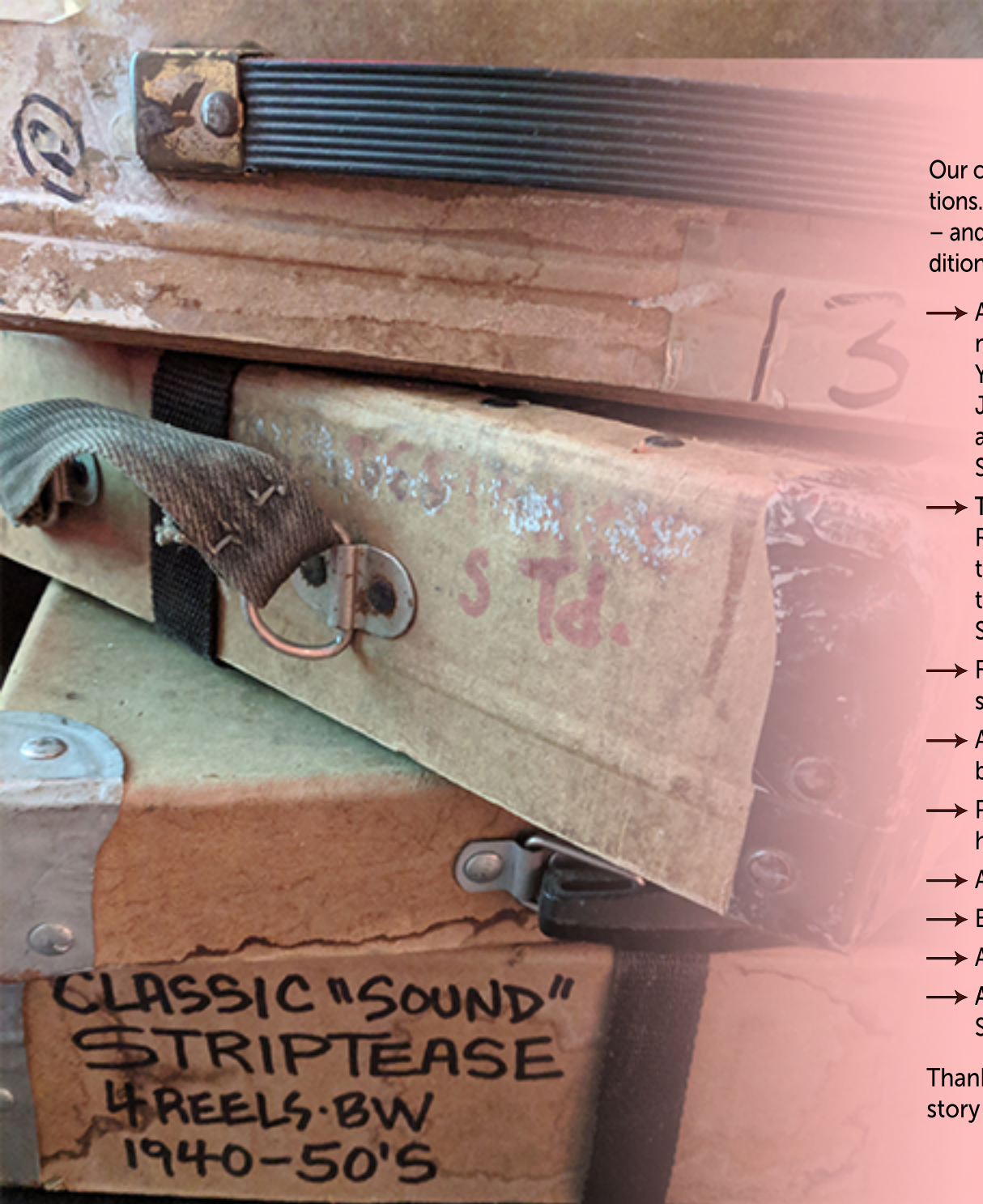



MAJOR ACQUISITIONS

Our collection has grown this year with some tremendous acquisitions. Thank you to everyone who gave so generously to the museum – and to prosperity! Here are some of the highlights of last year's additions to the collection:

- A collection of around 2000 photographs, negatives, slides, and notes by photojournalist F. Roy Kemp, who documented the New York burlesque scene in the 1950s. Performers pictured include Jennie Lee, Zorita, Tempest Storm, Naja Karamuru, Blaze Starr, and dozens of others. Thank you to his granddaughter Katherine Sydenham who donated the collection.
- The Something Weird/Sonney Amusement Enterprises/Broadway Roadshow Productions Burlesque Collection, over 120 feature-length and short burlesque films dating from the late 1940s to the early 1960s. Our deepest gratitude to Lisa Petrucci of Something Weird for the donation.
- Fans used by Ezi Rider and Candy Carmelo, donated by Ezi herself.
- An original 1937 New York Times reporting the closure of NYC burlesque theaters on the cover, donated by Michelle Baldwin.
- Paintings by KC Layne, donated by her along with photos from her collection.
- A costume from Pillow.
- Books and ephemera from Jaye MacAskill.
- A huge collection of photos and ephemera donated by Marinka.
- A decorated kick drum head from neo-burlesque group The Shim-Sham Review given us by Ronnie Magri.

Thank you to these and other donors who are helping us tell the story of burlesque!





BEST of LAS VEGAS, Best Museum, Bronze,
Las Vegas Review-Journal (2018)

Stripping Down as a Burlesque Performer, **Fox News** (2018)

National Museum Day Best Museums to Visit, **Newsweek** (2018)

Museum Day, **LA Times** (2018)

Burlesque Hall of Fame Debuts Its Bigger and Sexier New Museum, **Las Vegas Weekly** (2018)

Burlesque Hall of Fame Opens New Space, **ABC/KTNV** (2018)

The Art of Burlesque, **Philadelphia Weekly** (2018)

The Sexiest Museum in Sin City, **Las Vegas Bound** (2018)

Nevada's 8 Best Museums, **Matador Network**
(2018)

Strip and Downtown Attractions You've Got to See, **Las Vegas Sun** (2018)

Guide to Southern Nevada's Most Intriguing Museums, **Las Vegas Review-Journal** (2018)

THANK YOU FOR YOUR SUPPORT

Our deepest gratitude to everyone who generously supported
The Burlesque Hall of Fame last year!

Bernard and Nancy Ryan
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Desiré D'amour
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Gail Winns and Lyle Sheftel
Iva Handfull
Jeffrey Lawson
Ri Ri Sin Cyr

And to all our members who support us throughout the year!

