

Status: **Recommended with Modifications**

Financial Officer: Bella Cooper

**APPLICATION SUMMARY**

<b>Application Summary</b>	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
<b>APPLICATION TOTALS</b>	<b>\$(611,950.00)</b>	<b>\$305,975.00</b>	<b>\$290,975.00</b>			
Undergraduate Special Fees		\$305,975.00	\$290,975.00			
5760 - Event Services	\$(150,750.00)	\$75,375.00	\$74,575.00			
6310 - Honoraria Fees	\$(450,000.00)	\$225,000.00	\$213,000.00			
6510 - Regular Meeting Food	\$(1,000.00)	\$500.00	\$300.00			
7200 - General Marketing Expenses	\$(3,000.00)	\$1,500.00	\$1,500.00			
7220 - Marketing Copies / Print Expenses	\$(4,000.00)	\$2,000.00	\$1,600.00			
7410 - Equipment Purchase (Non-Cap)	\$(3,200.00)	\$1,600.00	\$0.00			
[All Expense Total]	\$(611,950.00)					

## QUESTIONS & ANSWERS

**Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.**

Yes. Each attempt was approved.

**If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?**

There is no increase in the amount we are seeking this year.

**Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:**

Music Events; SCN provides artists, equipment, and technical services to make concerts possible on campus.

**What are the three largest line item requests in your budget and why?**

Honoraria Fees - Essential for bringing a variety of artists to campus. While up-and-comers might cost less than \$100, large, well-known artists often cost upwards of \$100k. The more well-known an artist is to the student body, the higher attendance will be, and therefore SCN makes efforts to bring the biggest and best possible (of course, within the constraints of our budget). This budget item also goes to fund co-sponsorships with other groups, allowing SCN to reach a diverse group of students.

Event Services - Of course, there is more that goes into a concert than just artist fees, and event services encompasses all of these things such as tech and programming expenses. Tech services go to pay for essential equipment such as speakers, amplifiers, sound boards, lighting, etc. Programming expenses pay for day-of-concert items such as food/transportation/hotels for artists and concert decorations (lasers, fog, etc.).

Marketing Copies - For each show, we print hundreds of fliers to post around campus. This fliers serve as one of our main marketing strategies. We are able to ensure that everyone from freshman to grad students to professors see what our upcoming performances are.

**What is the average attendance at your events?**

Attendance varies, as SCN puts on a very wide range of concerts. A small performance at EBF might have an attendance of 70-100 people, a medium-sized performance like Snowchella attracts around 3,000 people, and our largest concert, the annual Frost Music and Arts Festival, in attracts around 7,000 - 8,000 attendees.

**How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?**

Events are publicized through flyers, posters, email lists, Facebook events, our website, and through word of mouth. We are registered.

**If you are an umbrella group, please list the groups for which you are applying for Special Fees, their ASSU account numbers, and contact information for their financial officers.**

N/A

**Please list all:1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special**

1) Current Assets: \$674,027.33 (all of this money will be spent throughout the year on our numerous shows, especially Frost)

2) Current Reserves: \$80

3) No non-ASSU bank accounts

4) One time donations for Frost

**What events/programs does your group hold throughout the year for the Stanford Community?**

EBF Happy Hours, Snowchella, co-sponsored shows (such as Black Love, Blackfest, Dance Marathon, and student tailgates), as well as one-off concerts throughout the year. We also have a six show co-sponsorship series with Stanford Live in their Cabaret space at Bing. Our biggest event is the Frost Music and Arts Festival in the Spring.

**Why are you requesting Special Fees?**

Stanford Concert Network serves the entire student body by putting on musical performances that cater to a great range of interests and tastes. We strive to enhance the arts scene on campus by making exciting live music events accessible to all students, and it is only with Special Fees that we are able to do this.

**BUDGET DETAIL**

		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
<b>Non Event-Specific</b>		<b>\$(305,975.00)</b>	<b>\$305,975.00</b>	<b>\$290,975.00</b>			
		<b>Budgeted</b>	<b>Requested</b>	<b>Recommen</b>	<b>Approved</b>	<b>Petitioned</b>	<b>Elected</b>
<b>5760</b>	<i>Event production and back end services (i.e. tech, security, hospitality, etc.) and to pay those hired for technical or creative work (i.e. sound technicians, photographers, designers, etc.)</i>	\$(75,375.00)	\$75,375.00	\$74,575.00			
<i>Event Services (Undergraduate Special Fees/Annual)</i>							
<b>6310</b>	<i>To pay artist fees and fund co-sponsorships.</i>	\$(225,000.00)	\$225,000.00	\$213,000.00			
<i>Honoraria Fees (Undergraduate Special Fees/Annual)</i>							
<b>6510</b>	<i>SCN (all the members) meets once a week for the entire year. In addition to general meetings, the SCN core and the Frost committee each meet an additional time every week.</i>	\$(500.00)	\$500.00	\$300.00			
<i>Regular Meeting Food (Undergraduate Special Fees/Annual)</i>							
<b>7200</b>	<i>To create social media and online advertisements for the different shows.</i>	\$(1,500.00)	\$1,500.00	\$1,500.00			
<i>General Marketing Expenses (Undergraduate Special Fees/Annual)</i>							
<b>7220</b>	<i>To pay for marketing materials such as posters, banners, flyers, and advertisements.</i>	\$(2,000.00)	\$2,000.00	\$1,600.00			
<i>Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)</i>							
<b>7410</b>	<i>To pay for equipment and storage closet maintenance.</i>	\$(1,600.00)	\$1,600.00	\$0.00			
<i>Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)</i>							
<b>APPLICATION TOTALS</b>		<b>\$(305,975.00)</b>	<b>\$305,975.00</b>	<b>\$290,975.00</b>			

ACCOUNT BALANCES

Account		Balance
1-7062-0-0-1700	SCN LOAN ACCOUNT	\$0.00
2-7062-1-0-2800	ST CONCERT NETWORK OPERATING	\$32,243.57
2-7062-1-0-2801	ST CONCERT NETWORK - FROST MUSIC	\$348,682.04
2-7062-1-0-2802	ST CONCERT NETWORK - FROST ART	\$0.00
2-7062-1-0-2805	SCN OPERATING CREDIT CARD ACCOUNT	\$0.00
2-7062-1-0-2860	Stanford Concert Network OAPE Funding	-\$285.42
2-7062-2-5-5760	ST CONCERT OPER SPEC FEE EVENTS SERVICES	\$58,251.30
2-7062-2-5-6110	ST CONCERT OPER SPEC FEE OFFICER SALARY	\$0.00
2-7062-2-5-6210	ST CONCERT OPER SPEC FEE REGULAR STAFF	\$0.00
2-7062-2-5-6310	ST CONCERT OPER SPEC FEE HONORARIA FEES	\$205,174.36
2-7062-2-5-6510	ST CONCERT OPER SPEC FEE MEETING FOOD	\$855.36
2-7062-2-5-7200	ST CONCERT OPER SPEC FEE GEN MKTG EXP	\$817.50
2-7062-2-5-7220	ST CONCERT OPER SPEC FEE MKTG COPIES/PRINT EXP	\$1,516.65
2-7062-2-5-7410	ST CONCERT OPER SPEC FEE EQUIP (NON-CAP)	\$1,600.00
2-7062-8-0-2810	ST CONCERT OPER SAVINGS	\$1,340.89
2-7062-9-0-2820	ST CONCERT OPER RESERVE	\$80.00