Status: **Recommended with Modifications**

Financial Officer: Bella Cooper

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**APPLICATION SUMMARY**

<table>
<thead>
<tr>
<th>Application Summary</th>
<th>Budgeted</th>
<th>Requested</th>
<th>Recommended</th>
<th>Approved</th>
<th>Petitioned</th>
<th>Elected</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>APPLICATION TOTALS</strong></td>
<td>$(330,900.00)</td>
<td>$305,975.00</td>
<td>$258,280.00</td>
<td>$258,280.00</td>
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<tr>
<td>Undergraduate Special Fees</td>
<td></td>
<td></td>
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<tr>
<td>5760 - Event Services</td>
<td>$(99,400.00)</td>
<td>$71,000.00</td>
<td>$71,000.00</td>
<td>$71,000.00</td>
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<tr>
<td>6110 - Officer Salary</td>
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<td>6310 - Honoraria Fees</td>
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<td>$181,680.00</td>
<td>$181,680.00</td>
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<tr>
<td>6510 - Regular Meeting Food</td>
<td>$(300.00)</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
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<tr>
<td>7200 - General Marketing Expenses</td>
<td>$(350.00)</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
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<tr>
<td>7220 - Marketing Copies / Print Expenses</td>
<td>$(1,000.00)</td>
<td>$2,000.00</td>
<td>$2,000.00</td>
<td>$2,000.00</td>
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<tr>
<td>7410 - Equipment Purchase (Non-Cap)</td>
<td>$(1,600.00)</td>
<td>$1,600.00</td>
<td>$1,600.00</td>
<td>$1,600.00</td>
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<tr>
<td>[All Expense Total]</td>
<td>$(330,900.00)</td>
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</tbody>
</table>
Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.
We have applied for special fees each of the past three years. Three years ago we requested $348,800 and received $256,175. Two years ago we requested $306,175 and received $306,175. One year ago we requested $305,975 and received $305,975.

If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?
We are asking for the exact same amount as last year. We understand there is a responsibility that comes with being the largest student funded group on campus, so even though we are experiencing some difficulties with the increased Frost costs, we plan on redistributing funds from Honoraria to Event Services rather than asking for more Special Fees.

Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:
Stanford Concert Network plans, organizes, markets, and hosts concerts on the Stanford Campus by booking artists, booking production, and advancing shows. These concerts are available to all students free of charge. (With the exception of Frost, which is heavily subsidized).

QUESTIONS & ANSWERS

How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?
Until now we have printed flyers for our concerts and distributed them around campus and created Facebook events. However, in this year's application we have taken some of our Print Marketing funds and put them into General Marketing Expenses so that we can purchase Facebook ads and explore other online marketing efforts. We believe these have the potential to be more engaging than print ads.

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.
Not an umbrella group
Please list all: 1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special

1) Assets:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Model</th>
<th>Maker</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yamaha SM15IV</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>PV 12M</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>JBL VRX900 (Older model)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>JBL VRX900 (Subs/stacks)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>JBL VRX 932LAP</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>QSC K12</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Mackie SRM450</td>
<td></td>
</tr>
<tr>
<td>5+</td>
<td>Allen &amp; Heath ZED 428</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Tripod-Based Speaker Stands of various make</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Speaker Stands utilizing Stacks or other Speakers as base</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Furman SMP+ Power Conditioner with Voltmeter</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Assorted Microphone Stands</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Fog Machine</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Basic Lighting System</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Bubble Machine</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Set of Recording Mics(1 voice, 1 instrument)</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Hosa DIB 443 Passive D.I. Box</td>
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</tr>
<tr>
<td>1</td>
<td>Behringer CT100 Cable Tester</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Behringer 802-UL23 Mixer</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Mics with static plug in</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Mic with trad. XLR</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Instrument Mic, trad. XLR</td>
<td></td>
</tr>
</tbody>
</table>

Cables:

| 18       | AC Inlet Power Cables |          |
| 3        | XLR to & 188;"        |          |
| 1        | Aux Cable             |          |
| 11       | AC Small Power Cable  |          |
| 6        | Mics with static plug in & 188;" |      |
| 1        | Power Outlets         |          |
| 4        | XLR Cable             |          |
| 2        | Power Cables (Old Speakers) |      |

2) Reserves: 15,118.22

3) 2-7062-1-0-2801 ST CONCERT NETWORK - FROST MUSIC $(244,621.22)
   2-7062-1-0-2802 ST CONCERT NETWORK - FROST ART $(2,279.66)
   2-7062-1-0-2800 ST CONCERT NETWORK OPERATING $(3,018.18)
   2-7062-1-0-2805 SCN OPERATING CREDIT CARD ACCOUNT $(15,000.00)
   2-7062-8-0-2810 ST CONCERT OPER SAVINGS $(1,340.06)

4) Outside Funding: For Frost we usually need outside funding to make the event possible. This year we are expecting the arts to be co-funded by SOCA. We will apply for TSF funding. We usually get funding from the GSC to subsidize graduate student tickets. We might offer an advertising package to carefully selected companies. This year we need to be creative with outside funding, so there will likely be other sources of funding that we come up with later in the year.
What are the three largest line item requests in your budget and why?
By far, the two largest line items are honoraria fees and event services with officer salary coming in third. The vast majority of expenses for a given show can be attributed to either the fee we pay the artist (honoraria) or the cost of setting up the stage/instruments/speakers/security/etc. (event services). Officer salary comes in third because there are three presidents, two financial officers, and other core members who all attend three meetings a week and contribute at least 15 hours a week towards making the Stanford Concert Network run.

What events/programs does your group hold throughout the year for the Stanford Community?
Traditionally the large concerts Stanford Concert Network is responsible for planning are Frost, Fallout, Snowchella and Sprung. Unfortunately this year, due to increased expenses associated with hosting Frost in the stadium rather than Frost Amphitheater, we had to cut Fallout and Sprung. However, we have continued many of our smaller shows which are held in venues such as EBF and Kairos and focused on co-sponsoring existing events (Snowchella, Dance Marathon, Black Love). This year we were also able to host an industry speaking event, where we brought in three prominent music executives to speak to Stanford students.

What is the average attendance at your events?
Attendance at our events varies on three distinguishable levels. At our largest event, Frost Music and Art Festival, we have historically seen around 6000-7000 people attend (3000-4000 students), but plan to increase that number this year. At our midsize shows, like Fallout, Snowchella, and Sprung, we typically see around 500 students. At our smaller shows thrown in EBF and Kairos, attendance varies, but 200-250 is typical. We always divide the cost of producing a show by the number of predicted attendees to ensure cost-effective operations.

Why are you requesting Special Fees?
We are requesting special fees because we all believe that attending a great concert is a transformative and uniting experience, and we want the opportunity to attend great concerts to be available to all students. Instead of charging all students a flat rate for tickets, which is regressive, we request Special Fees so that our concerts are open to all students regardless of financial background. Additionally, a majority of the fees is dedicated to the Annual Frost Music & Arts Festival. We value the ability to showcase student artwork and provide a unique experience to Stanford student at subsidized costs.
## BUDGET DETAIL

### Non Event-Specific

<table>
<thead>
<tr>
<th>Budgeted</th>
<th>Requested</th>
<th>Recommended</th>
<th>Approved</th>
<th>Petitioned</th>
<th>Elected</th>
</tr>
</thead>
<tbody>
<tr>
<td>$(257,580.00)</td>
<td>$305,975.00</td>
<td>$258,280.00</td>
<td>$258,280.00</td>
<td>$258,280.00</td>
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</tr>
</tbody>
</table>

### Event Services

- **5760** Event Services (Undergraduate Special Fees/Annual)
  - 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.).
  - Budgeted: $(69,400.00)
  - Requested: $71,000.00
  - Recommended: $71,000.00
  - Approved: $71,000.00

### Officer Salary

- **6110** Officer Salary (Undergraduate Special Fees/Annual)
  - Salary for SCN exec members - FO and Directors put in over 15 hours, have three meetings a week, and oversee the planning of all SCN events.
  - Budgeted: $0.00
  - Requested: $4,375.00
  - Recommended: $0.00
  - Approved: $0.00

### Honoraria Fees

- **6310** Honoraria Fees (Undergraduate Special Fees/Annual)
  - To pay artist fees and fund co-sponsorships.
  - Budgeted: $(184,930.00)
  - Requested: $225,000.00
  - Recommended: $181,680.00
  - Approved: $181,680.00

### Regular Meeting Food

- **6510** Regular Meeting Food (Undergraduate Special Fees/Annual)
  - The SCN group (all the members) meets once a week, every week. In addition to general meetings, the SCN core and the Frost committee meet twice a week.
  - Budgeted: $(300.00)
  - Requested: $1,000.00
  - Recommended: $1,000.00
  - Approved: $1,000.00

### General Marketing Expenses

- **7200** General Marketing Expenses (Undergraduate Special Fees/Annual)
  - To create social media and online advertisements.
  - Budgeted: $(350.00)
  - Requested: $1,000.00
  - Recommended: $1,000.00
  - Approved: $1,000.00

### Marketing Copies / Print Expenses

- **7220** Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)
  - To pay for marketing materials such as posters, banners, flyers, and advertisements.
  - Budgeted: $(1,000.00)
  - Requested: $2,000.00
  - Recommended: $2,000.00
  - Approved: $2,000.00

### Equipment Purchase

- **7410** Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)
  - To pay for equipment and storage closet maintenance.
  - Budgeted: $(1,600.00)
  - Requested: $1,600.00
  - Recommended: $1,600.00
  - Approved: $1,600.00

### APPLICATION TOTALS

- Budgeted: $(257,580.00)
- Requested: $305,975.00
- Approved: $258,280.00
- Elected: $258,280.00
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<th>Account</th>
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<tr>
<td>1-7062-0-0-1700</td>
<td>SCN LOAN ACCOUNT</td>
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<tr>
<td>2-7062-1-0-2800</td>
<td>ST CONCERT NETWORK OPERATING</td>
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<tr>
<td>2-7062-1-0-2801</td>
<td>ST CONCERT NETWORK - FROST MUSIC</td>
</tr>
<tr>
<td>2-7062-1-0-2802</td>
<td>ST CONCERT NETWORK - FROST ART</td>
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<tr>
<td>2-7062-1-0-2805</td>
<td>SCN OPERATING CREDIT CARD ACCOUNT</td>
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<td>Stanford Concert Network OAPE Funding</td>
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<td>2-7062-2-5-5760</td>
<td>ST CONCERT OPER SPEC FEE EVENTS SERVICES</td>
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<td>2-7062-2-5-6110</td>
<td>ST CONCERT OPER SPEC FEE OFFICER SALARY</td>
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<td>ST CONCERT OPER SPEC FEE REGULAR STAFF</td>
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<td>2-7062-2-5-6310</td>
<td>ST CONCERT OPER SPEC FEE HONORARIA FEES</td>
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<td>2-7062-2-5-6510</td>
<td>ST CONCERT OPER SPEC FEE MEETING FOOD</td>
</tr>
<tr>
<td>2-7062-2-5-7200</td>
<td>ST CONCERT OPER SPEC FEE GEN MKTG EXP</td>
</tr>
<tr>
<td>2-7062-2-5-7220</td>
<td>ST CONCERT OPER SPEC FEE MKTG COPIES/PRINT EXP</td>
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<tr>
<td>2-7062-2-5-7410</td>
<td>ST CONCERT OPER SPEC FEE EQUIP (NON-CAP)</td>
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<td>2-7062-8-0-2810</td>
<td>ST CONCERT OPER SAVINGS</td>
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<tr>
<td>2-7062-9-0-2820</td>
<td>ST CONCERT OPER RESERVE</td>
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