

Status: **Recommended with Modifications**

Financial Officer: Olivia Gregory

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(19,235.00)	\$10,185.00	\$9,730.00	\$9,730.00		
Undergraduate Special Fees		\$10,185.00	\$9,730.00	\$9,730.00		
6510 - Regular Meeting Food	\$(200.00)	\$200.00	\$200.00	\$200.00		
6560 - Event Food	\$(500.00)	\$500.00	\$500.00	\$500.00		
7140 - Copies (Not Marketing)	\$(9,000.00)	\$9,000.00	\$9,000.00	\$9,000.00		
7200 - General Marketing Expenses	\$(235.00)	\$185.00	\$30.00	\$30.00		
7410 - Equipment Purchase (Non-Cap)	\$(300.00)	\$300.00	\$0.00	\$0.00		
[All Expense Total]	\$(19,235.00)					

QUESTIONS & ANSWERS

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

No

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

N/A

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

MINT provides both a print version and a web version of a fashion and culture magazine to all of the Stanford community and beyond, with a regular readership in over 40 countries. We'd like MINT to eventually become a fixture on campus like that of The Daily. MINT strives to be a platform and community that celebrates Stanford students in their creative and professional endeavors - and in doing so, providing the publishing platform, the resources, tangible experiences, and entrepreneurial guidance to those who wish to share their creative visions!

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

1. Printing the magazine. This is a large expense because we are trying to cover all three quarters, and printing enough magazines to be reasonably distributed to all of Stanford's campus is a large cost. We typically print 300 magazines a quarter, and the \$3000 quote is a reliable quote we have been given since our birth.
2. Event food. We typically have a large audience for our events, with hundreds of students at our last launch party, and even more at our last large scale event (a speaker event). We want to have more events geared to the under-addressed fashion and culture lovers at Stanford, and we anticipate needing even more money for food.
3. Backdrop rolls. These are a predictable cost in the sense that photographers want new colors to be able to work with, and rolls tend to get damaged rather quickly. We plan to store them in the equipment library when we are not using them, so we are basically requesting money to provide this resource for photographers in the Stanford community.

What is the average attendance at your events?

For our magazine, we have a regular readership of 20,000.
 For our meetings, we typically regularly have about 60 people in attendance.
 For our launch parties, we typically have about 100 attendees. For our larger scale events, we can have up to 500 attendees.

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

We always publicize our events through social media and email-list blasting. For our actual magazine, we distribute the magazine throughout dining halls and public areas throughout Stanford's campus. We often print flyers and sometimes table. We are planning to register with Events at Stanford within this week, as we plan exactly what events we have throughout winter and spring.

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

N/A

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

Our magazine is always accessible to the Stanford community, and participating in the creation of the magazine is open to anyone on campus. We pretty much allow anyone on Stanford's campus who wants access to our resources and connections to do so. We want to continue this trend as we have more events such as speaker series and other presentations by fashion businesses and spread our connections to the Stanford community. Also, our launch parties are always open to the Stanford community, and we want to continue the trend we have started of making our launch parties less about our magazine, and more about giving a platform for artists and fashion-lovers at Stanford (e.g. last time, we worked with Cantor's First Fridays and had students be our musical performers).

Why are you requesting Special Fees?

We are requesting Special Fees because just in printing our magazine, we go over the \$6000 cap of standard grants. Because our main differentiator from other Stanford groups at this moment is the printing of our magazine, we do consider printing the magazine to be integral to our group's existence. Other than that, we have predictable expenses regarding the maintenance of our website and our social media advertising. We are also trying to push MINT to become more than just a magazine, and have more events that are geared to support students at Stanford interested in fashion, since there aren't really that many opportunities for this segment on Stanford's campus as is. We are hoping to have events like speaker series, fashion shows with local businesses, and other community events.

BUDGET DETAIL

		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Non Event-Specific		\$(10,185.00)	\$10,185.00	\$9,730.00	\$9,730.00		
		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
6510	<i>Meeting snacks for the year</i>	\$(200.00)	\$200.00	\$200.00	\$200.00		
Regular Meeting Food (Undergraduate Special Fees/Annual)							
6560	<i>Money for launch parties (quarterly, open to public, attendance of 100+ each time)</i>	\$(500.00)	\$500.00	\$500.00	\$500.00		
Event Food (Undergraduate Special Fees/Annual)							
7140	<i>Money to print our quarterly magazine</i>	\$(9,000.00)	\$9,000.00	\$9,000.00	\$9,000.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
7200	<i>Bluehost Hosting</i>	\$(155.00)	\$155.00	\$0.00	\$0.00		
General Marketing Expenses (Undergraduate Special Fees/Annual)							
7200	<i>Social media promotion</i>	\$(30.00)	\$30.00	\$30.00	\$30.00		
General Marketing Expenses (Undergraduate Special Fees/Annual)							
7410	<i>Backdrop rolls</i>	\$(300.00)	\$300.00	\$0.00	\$0.00		
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)							
APPLICATION TOTALS		\$(10,185.00)	\$10,185.00	\$9,730.00	\$9,730.00		

ACCOUNT BALANCES

Account		Balance
2-6300-1-0-2800	MINT MAGAZINE	\$1,000.00
2-6300-1-0-2860	MINT MAGAZINE OAPE FUND	\$1,000.00
2-6300-4-5-6510	MINT MAGAZINE PROG BD MEETING FOOD	\$0.00
2-6300-4-5-7220	MINT MAGAZINE PROG BD PRINT EXP	\$2,921.41