

Funding Application: Undergraduate Senate [AGU-000144]

Student Organization
Stanford Concert Network

Program Title
Annual Grant

Start Date
17-SEP-2019

End Date
25-JUN-2019

Academic Year
2019-2020 Academic Year

Grant Type
Annual

Funding Line(s)

Line #	Account	Line Description	Funding Manager Notes	Event Name	Event Date	Requested Amount	Recommended Amount	Approved Amount
1	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	This was a successful co-sponsorship for SCN. We have a six show concert series in Bing for the 2018-2019 school year. Stanford Live is paying 3.3k per show and covering production and we are paying the difference	Undergrad Portion	Stanford Live	11-OCT-2020	\$15,000.00	\$12,750.00	\$12,750.00
2	01-7062-30-2930 (Annual Grants - Marketing & Printing - VSO)	Facebook advertisements to increase our reach to a wider audience	Undergrad Portion	Frost	16-MAY-2020	\$1,170.00	\$994.50	\$994.50
3	01-7062-30-2930 (Annual Grants - Marketing & Printing - VSO)	Flyers to market and raise awareness for the show (last year spent \$600 dollars)	Undergrad Portion	Frost	16-MAY-2020	\$600.00	\$510.00	\$510.00
4	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	Paying photographer to photograph/video for the whole festival (See payments #212600, #212599, and #212526 from 2017	Undergrad Portion	Frost	16-MAY-2020	\$600.00	\$510.00	\$510.00
5	01-7062-30-2910 (Annual Grants - Event Services - VSO)	To set up the green room for the artist when they come to perform, provide them with food, drinks, towels, any personal requests they	Not food for students, recommended to provide this from alternative funding sources;	Frost	16-MAY-2020	\$1,000.00	\$0.00	\$0.00

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		might have						
6	01-7062-30-2910 (Annual Grants - Event Services - VSO)	Any technical equipment that the artist might need for their performance, backline, video wall, lights, speakers, stage etc.	Undergrad Portion	Frost	16-MAY-2020	\$64,835.00	\$55,109.75	\$55,109.75
7	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	Paying artist fees for performance (Either one opener for \$30,000 or two openers for \$15,000 each usually)	Undergrad Portion	Frost	16-MAY-2020	\$30,000.00	\$23,893.50	\$23,893.50
8	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	Paying artist fees for performance (Last year headliner cost \$135,000 which is our estimated cost for next year as well)	Undergrad Portion	Frost	16-MAY-2020	\$128,000.00	\$102,000.00	\$102,000.00
9	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	Paying artist fees for performance (This year we are paying our headliner \$2500 and opener \$1000) Both these are slightly smaller than the historical artist fees for Snowchella.	Undergrad Portion	Inside Lands (formerly Snowchella)	06-MAR-2020	\$3,500.00	\$2,975.00	\$2,975.00
10	01-7062-30-2930 (Annual Grants - Marketing & Printing - VSO)	Flyering and facebook advertisements (spent 300 for flyering last year and 100 year for facebook)	Undergrad Portion	Inside Lands (formerly known as Snowchella)	06-MAR-2020	\$570.00	\$484.50	\$484.50
11	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	Paying a photographer to photograph the concert	Undergrad Portion	Inside Lands (formerly known as Snowchella)	06-MAR-2020	\$200.00	\$170.00	\$170.00
12	01-7062-30-2910 (Annual Grants - Event Services - VSO)	To set up the green room for the artist when they come to perform, provide them with food, drinks, towels, any personal requests they might have (we usually spend \$160)	Not food for students, recommended to provide this from alternative funding sources;	Inside Lands (formerly Snowchella)	06-MAR-2020	\$200.00	\$0.00	\$0.00
13	01-7062-30-2910 (Annual Grants - Event Services -	Any technical equipment that the artist might need for thier	No Clear Snowchella cost in documentation	Inside Lands (formerly Snowchella)	06-MAR-2020	\$6,000.00	\$5,100.00	\$5,100.00

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	VSO)	performance, backline, video wall, lights, speakers etc. as well as security and setup (last year we spent \$6250 on tech, and \$825 on setup)						
14	01-7062-30-2955 (Annual Grants - Equipment - VSO)	SCN provides sound and technical equipment for several shows over the course of the year. Each year, either due to simple wear and tear or malfunctions, we need to purchase new equipment such as speakers, xlr's, cables, stands, microphones,	Equipment purchases should either be from alternative funding sources or through free on-campus resources like the Equipment Lending Library or an agreement with Lathrop, etc	Technical Equipment		\$1,600.00	\$1,360.00	\$1,360.00
15	01-7062-30-2960 (Annual Grants - Meeting Food - VSO)	Buying food for Tri-weekly meetings	Undergrad Portion	Meetings		\$500.00	\$255.00	\$255.00
16	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	Paying artist fees for Sprung. We have historically had this event in the past, but it was not included in the budget in the last two years due to higher costs associated with Frost in the football stadium. This replaces Dance Marathon	Undergrad Portion	Sprung	03-APR-2020	\$9,000.00	\$7,650.00	\$7,650.00
17	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	Paying artist fees for performance (Two years ago we sponsored Black Fest for \$6000)	Undergrad Portion	Black Fest	02-MAY-2020	\$4,000.00	\$3,400.00	\$3,400.00
18	01-7062-30-2930 (Annual Grants - Marketing & Printing - VSO)	Flyers and social media ads to market and raise awareness for the show (flyers ~ 100 and fb ads ~ 75)	Undergrad Portion	Misc Shows	21-SEP-2020	\$600.00	\$510.00	\$510.00
19	01-7062-30-2910 (Annual Grants - Event Services - VSO)	Any technical equipment that the artist might need for thier performance, backline, video wall, lights,	Undergrad Portion	Misc Shows	21-SEP-2020	\$3,000.00	\$2,550.00	\$2,550.00

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		speakers etc. (ex. The pioneer dj package cost \$350 to rent, but it is not necessary for every show)						
20	01-7062-30-2900 (Annual Grants - Honoraria - VSO)	Paying artist fees for performance (We paid Maliboux 1.5k for an EBF show, Madame G 3k for an EBF show, etc.) Prices for these types of shows vary greatly based on predicted audience size. We have six producers who are allotted \$4000/yr	Undergrad Portion	Misc Shows	21-SEP-2020	\$35,000.00	\$29,750.00	\$29,750.00
21	01-7062-30-2930 (Annual Grants - Marketing & Printing - VSO)	Flyers and social media to market and raise awareness for the show. (6 shows x \$100 each)	Undergrad Portion	Stanford Live	11-OCT-2020	\$600.00	\$510.00	\$510.00

	Requested	Recommended
Totals	\$305,975.00	\$250,482.25
Final Allocation		\$250,482.25

Questions

Question	Answer
Please provide four contacts for your group (two must be graduates if also applying for Graduate Annual grants). These individuals should be prepared to be called by the Undergraduate Senate or the GSC during the evaluation of the group. Please list their name, title in organization, school/degree program, e-mail, and phone.	Bella Cooper - Director, Undergrad, bcooper5@stanford.edu, 510-965-3734 Ali Anglin - Director, Undergrad, aanglin2@stanford.edu, 347-498-4679 Sam Laurin - Director, Undergrad, laurins@stanford.edu, 503-896-3621 Federico Reyes - Financial Officer, Undergrad, frg100@stanford.edu, 914-671-0700 Ariel Bong - Financial Officer, Undergrad, abong@stanford.edu, 404-709-5974
Are you also applying for Graduate Annual Grants?	Yes.
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.
If you are an umbrella group, please list the groups for which you are applying for Annual grants, their ASSU account numbers, and contact information for their financial officers.	N/A
How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with	Events are publicized through flyers, posters, email lists, Facebook events, our

Question	Answer
Events at Stanford?	website, and through word of mouth. We are registered.
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.
Have you applied for Annual Grants in the past 3 years? If so, please detail the outcome of each attempt.	Yes. Each attempt was approved.
What events/programs does your group hold throughout the year for the Stanford community?	EBF Happy Hours, Inside Lands (formerly Snowchella), co-sponsored shows (such as Black Love, Blackfest, Dance Marathon, IDA concert series, 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.
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 the 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.
Why are you requesting Annual Grants?	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 Annual Grants that we are able to do this.
If you applied for Annual Grants last year, is there an increase in the amount you're seeking this year? If so, why?	Even though some of our events are changing in the coming year, we will not be seeking an increase in Annual Grant funds.

History

Date	Assignment Group	Assignee	Action	Comments
20-JAN-2019 01:42 PM	In Progress	frg100	Reassigned	
21-JAN-2019 02:41 PM	In Progress	abong	Reassigned	
25-JAN-2019 01:33 AM	In Progress	frg100	FO Submitted	
25-JAN-2019 01:59 AM	Funding Admin		Withdrawn	
25-JAN-2019 10:20	In Progress	frg100	FO Submitted	

Date	Assignment Group	Assignee	Action	Comments
AM				
25-JAN-2019 10:22 AM	Funding Admin		Assigned	
03-FEB-2019 02:29 PM	Funding Committee	lfatuesi	Approved	¿ You must re-submit this funding application by clicking on `Submit¿ by Friday, February 8th, 11:59pm. **IF YOU DO NOT RE-SUBMIT YOUR APPLICATION BY FRIDAY, FEBRUARY 8, 11:59PM, YOUR APPLICATION CANNOT BE CONSIDERED** . If you have any questions about your application or its recommendations before the deadline, please attend Approps Funding Office Hours.¿
04-FEB-2019 05:51 PM	Legislative Body		Assigned	
04-FEB-2019 05:51 PM	Legislative Body	lfatuesi	Send to FO	
04-FEB-2019 05:51 PM	In Progress	frg100	FO Submitted	
07-FEB-2019 02:11 PM	Funding Admin		Withdrawn	
07-FEB-2019 02:13 PM	In Progress	frg100	FO Submitted	
07-FEB-2019 02:33 PM	Funding Admin		Assigned	
12-FEB-2019 10:33 AM	Funding Committee	lfatuesi	Approved	
12-FEB-2019 11:06 AM	Legislative Body	lfatuesi	Approved	
14-FEB-2019 11:40 AM	Accountant			