

QUESTIONS & ANSWERS

Has your VSO received funding from the ASSU Undergraduate Senate Appropriations Committee in prior years? If so, how much and when?

Yes. Last year, we received all of the Special Fee funding we requested.

Have you registered your events/organizations with events.stanford.edu? (note: registration is mandatory) (yes/no)

Yes

How large is your officer core?

Core: 15

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

No, we are requesting the same amount as before.

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

We present a diversity of contemporary entertainment events in both size and content which appeal to students. We have a concert producing system which provides hands-on educational opportunities for students to learn how to produce a variety of events. We act as a central resource for all other student organizations interested in bringing contemporary acts to campus

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

- 1) Current total assets are \$150,861.47. This includes the money in our reserves, ASSU accounts, Special Fees (allotted for winter and spring shows), and ticket revenue.
- 2) Reserves: \$33,183.82 (in 7062 account).
- 3) We have four ASSU accounts and zero non-ASSU accounts. The 7060 account has a balance of \$0.00. The 7061 account has a balance of \$627.36. The 7062 account has a balance of \$106,093.83. The 7063 account has a balance of \$44,140.28 and includes ticket revenues from this year's shows.
- 4) We only receive Special Fees funding. The rest of the money we receive comes from concert revenue.

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

Yes. Last year, we received all of the Special Fee funding we requested.

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

Yes. We plan to publicize with flyers, facebook ads, KZSU radio spots, and in any other manner that our Publicity team comes up with.

How many members are on your email list?

Staff email list: 75

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.

We are not an umbrella group.

Please describe a few past events organized by our VSO (please limit your response to 50-100 words).

SCN has shows in the Coffee House every other Thursday, which feature local or small artists and a student band. We usually have a large Big Game Show in Memorial Auditorium. In the winter quarter we generally have one small/medium show in either Kresge or Dinkelspiel and one all student show. In the Spring we have a bigger show either in Frost or Memorial Auditorium. We also co-sponsor many groups events. We keep the campus up to date on other upcoming local shows and our website helps to bring musicians on campus together to form bands and other musical groups.

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

The three largest line item requests in our budget are Programming Expenses, Co-Sponsorships and Honoraria. Programming is the largest line item because it basically is all of the technical and logistical costs that go into planning a concert, but are too variable from year to year to be broken down into specific line items. Cosponsorships allow SCN to be a central resource in helping other student groups provide diversity in entertainment. Honoraria is a high expense of ours because we have to spend a lot of money on bands and performers.

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

SCN has shows in the Coffee House every other Tuesday during the entire school year (excluding summer quarter). These shows feature local or small signed artists and usually a student opener (many of these openers are grad students, as is a large portion of the audience). We help the NSO with an orientation event in September. We usually have a large Big Game Show in Memorial Auditorium. In the winter quarter we generally have one small/medium show in either Kresge or Dinkelspiel and one all student show. In the Spring we have a bigger show either outdoors in Frost, in Maples Pavilion, or indoors in Memorial Auditorium. We also co-sponsor many groups events such as Blackfest, Cesar Chavez Commemoration, and Spring Thing. In addition, we keep the campus up to date on other upcoming local shows and our website has a forum which helps to bring musicians on campus together to form bands and other musical groups.

What is the fundamental goal/purpose of your VSO (please limit your response to 50-100 words)?

The mission of the Stanford Concert Network is to enrich the cultural and social life of the University by:

- 1) Presenting a diversity of contemporary entertainment events in both size and content which appeal to students.
- 2) Having a concert producing system which provides hands-on educational opportunities for students to learn how to produce a variety of events.
- 3) Acting as a central resource for all other student organizations interested in bringing contemporary acts to campus

What percentage of your total membership is undergraduate? Graduate?

100% UG

Why are you requesting Special Fees?

The Stanford Concert Network is dependant on funding from Speical Fees in order to afford to produce the number and variety of shows and concerts on the Stanford Campus that both the undergraduate and graduate student bodies have come to expect of our organization over the years. Since we provide significantly reduced ticket prices to students on all shows, ticket revenues are not nearly sufficient to cover the expenses of production and payment to our featured artists, and Special Fee funding is necessary to cover the difference between our revenue and expenses

What is the average attendance at your events?

The Big Game Show draws approximately 1,500 people. CoHo Shows usually draw 50-100 people. At the Winter Show, there are approximately 400 attendees, and at the Spring Show at Frost, we usually have 5,000 attendees.

What is your total membership?

Total: 50 active members

When and why was your VSO established (please limit your response to 50-100 words)?

It was established around 1977 in order to bring concerts to the Stanford campus in order to entertain the student body and the surrounding community.

BUDGET DETAIL

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Co-Sponsorships	\$(90,000.00)	\$30,000.00	\$30,000.00	\$30,000.00		
Each year we co-sponsor up to 30 events related to music with other groups on campus. Many of them ask us to donate substantial sums so						
7020	<i>Co-sponsorship of concerts with Blackfest (15K),</i>	\$ (90,000.00)	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	
Co-Sponsorship Expenses	<i>LGBTC, fraternities, KZSU, ASSU Lower Row</i>					
(Undergraduate Special Fees/Annual)	<i>Block Party, AAC, Spring Thing</i>					
Fall Big Game Show	\$(25,000.00)	\$25,000.00	\$25,000.00	\$25,000.00		
This show is held each fall in Med Aud following the Big Game, usually featuring a popular musical artist. Traditionally known as The Big						
6310	<i>Fee for performer. Past Fall Big Game Shows</i>	\$ (20,000.00)	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	
Honoraria Fees	<i>have featured Guster, Talib Kweli, and Jason</i>					
(Undergraduate Special Fees/Annual)	<i>Mraz and draw a range of students.</i>					
6320	<i>Tech services</i>	\$ (5,000.00)	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	
Technical Services						
(Undergraduate Special Fees/Annual)						
General Copies	\$(67.50)	\$67.50	\$67.50	\$67.50		
We often need to make copies for administrative purposes in the ASSU.						
7140	<i>1350 X \$0.05</i>	\$ (67.50)	\$ 67.50	\$ 67.50	\$ 67.50	
Copies (Not Marketing)						
(Undergraduate Special Fees/Annual)						
Mailings	\$(15.00)	\$15.00	\$15.00	\$15.00		
We use First Class Mail costs for sending our contracts to artists, offers to agents.						
7130	<i>\$15/yr</i>	\$ (15.00)	\$ 15.00	\$ 15.00	\$ 15.00	
Postage/Courier						
(Undergraduate Special Fees/Annual)						
Office Supplies	\$(75.00)	\$75.00	\$75.00	\$75.00		
Buying pens, staplers, calculators, folders, etc. for the SCN cubicle						
7150	<i>Replacement of common supplies on a</i>	\$ (75.00)	\$ 75.00	\$ 75.00	\$ 75.00	
Office Supplies	<i>quarterly basis... \$25/qtr</i>					
(Undergraduate Special Fees/Annual)						
Phone Bill	\$(1,200.00)	\$0.00	\$0.00	\$0.00		
We use our phone to talk to agents, managers, and artists as we work to book and produce concerts. Most of the people that we need to talk						
7120	<i>ASSU base fee - \$50/month X 12</i>	\$ (1,200.00)	\$ 0.00	\$ 0.00	\$ 0.00	
Phone	<i>Long Distance - \$50/month X 12</i>					
(Undergraduate Special Fees/Annual)						
Publicity and Marketing	\$(1,250.00)	\$1,250.00	\$1,250.00	\$1,250.00		
SCN runs extensive publicity campaigns to ensure attendance at concerts, promote our special fees, recruit staffers, etc. The copies and						
7220	<i>Lrg Show Flyers - 2000 X \$0.10</i>	\$ (1,250.00)	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	
Marketing Copies / Print	<i>Med Show Flyers - 1000 X \$0.10</i>					
Expenses	<i>Sm Show Flyers - 1000 X \$0.10</i>					
(Undergraduate Special Fees/Annual)	<i>CoHo Flyers - 3000 X \$0.10</i>					
	<i>Recruitment Flyers - 500 X \$0.10</i>					
	<i>Color Flyers - 500 X \$1.00</i>					
Replacing Worn Out Sound System/ PA Equipment	\$(1,150.00)	\$575.00	\$575.00	\$575.00		
Our equipment gets used multiple times a year and wears out quickly. We need to replace certain items so that they can be used in our						
7410	<i>We would like assistance covering the following</i>	\$ (1,150.00)	\$ 575.00	\$ 575.00	\$ 575.00	
Equipment Purchase	<i>costs:</i>					
(Non-Cap)	<i>Mike Stands - \$100</i>					
(Undergraduate Special Fees/Annual)	<i>Mixer - \$100</i>					
	<i>Walkie Talkies for shows - \$100</i>					
	<i>Drum set - \$800</i>					
Salary Pay	\$(12,555.00)	\$12,555.00	\$12,555.00	\$12,555.00		
Paying our officer and staff salaries is essential to us recruiting people that are willing to put in the amount of time that is required of the						
6110	<i>Paying our officer and staff salaries is essential</i>	\$ (8,475.00)	\$ 8,475.00	\$ 8,475.00	\$ 8,475.00	
Officer Salary	<i>to us recruiting people that are willing to put in</i>					
(Undergraduate Special Fees/Annual)	<i>the amount of time that is required of the</i>					
	<i>positions. Since last year's Special Fees</i>					
	<i>application, we have cut the CoHo Director's</i>					
	<i>salary by \$800, eliminated the Assistant Director</i>					
	<i>position & its \$1000 salary, and reduced</i>					
	<i>the Web Designer salary by \$100. We did add a</i>					
	<i>\$500 salary for the Chief of Staff to recognize</i>					
	<i>the</i>					
	<i>amount of work that is required in that capacity,</i>					
	<i>and also provided for payments to General</i>					
	<i>Staffers' compensation for work during our 3</i>					
	<i>major shows.</i>					

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Salary Pay	\$(12,555.00)	\$12,555.00	\$12,555.00	\$12,555.00		
Paying our officer and staff salaries is essential to us recruiting people that are willing to put in the amount of time that is required of the						
6210						
Regular Staff	General Staff Buy-out - \$12/day X 3 days	\$(4,080.00)	\$4,080.00	\$4,080.00	\$4,080.00	
(Undergraduate Special Fees/Annual)	X 30 staff members					
	Sound Techs (Job is shared between multiple techs):					
	\$50/ CoHo Show X 15 shows/yr, and					
	\$75 for PA rental assistance X 30 rentals/year					
Spring Frost Ampitheatre Show	\$(40,000.00)	\$40,000.00	\$40,000.00	\$40,000.00		
This show is generally held in the Spring quarter in Frost Ampitheatre during the day, and features a very popular artist. The show is open to						
6310						
Honoraria Fees	Payment to performer. Last year Mos Def sold out Frost, so high honoraria fees are often offset by large revenue.	\$(40,000.00)	\$40,000.00	\$40,000.00	\$40,000.00	
(Undergraduate Special Fees/Annual)						
Training Retreat	\$(195.00)	\$75.00	\$75.00	\$75.00		
This retreat is held at the beginning of the year before school starts so that the officers can receive position-specific training as well as						
6500						
Training Mat	Staff Manuals (Paper, binders, etc.) - \$5 X 15	\$(75.00)	\$75.00	\$75.00	\$75.00	
(Undergraduate Special Fees/Annual)						
6510						
Regular Meeting Food	Officer Dinner (To get to know each other and go over training materials) - \$8/person X 15	\$(120.00)	\$0.00	\$0.00	\$0.00	
(Undergraduate Special Fees/Annual)						
Winter Medium Size Show	\$(20,000.00)	\$20,000.00	\$20,000.00	\$20,000.00		
The Winter Medium Show usually has expenses of around \$20,000 each year. However, the way in which these funds are spent specifically varies greatly from						
6310						
Honoraria Fees	Performer payment. This year's performer will be Ted Leo and the Pharmacists.	\$(20,000.00)	\$20,000.00	\$20,000.00	\$20,000.00	
(Undergraduate Special Fees/Annual)						
APPLICATION TOTALS	\$(191,507.50)	\$129,612.50	\$129,612.50	\$129,612.50		