

Status: **Recommended As-is**

Financial Officer: Rachel Hovde

**APPLICATION SUMMARY**

<b>Application Summary</b>	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
<b>APPLICATION TOTALS</b>	<b>\$(59,090.00)</b>	<b>\$59,090.00</b>	<b>\$59,090.00</b>			
Undergraduate Special Fees		\$59,090.00	\$59,090.00			
6320 - Technical Services	\$(9,000.00)	\$9,000.00	\$9,000.00			
6340 - Security Services	\$(1,600.00)	\$1,600.00	\$1,600.00			
6560 - Event Food	\$(4,075.00)	\$4,075.00	\$4,075.00			
7020 - Co-Sponsorship Expenses	\$(18,000.00)	\$18,000.00	\$18,000.00			
7150 - Office Supplies	\$(120.00)	\$120.00	\$120.00			
7200 - General Marketing Expenses	\$(1,600.00)	\$1,600.00	\$1,600.00			
7220 - Marketing Copies / Print Expenses	\$(1,100.00)	\$1,100.00	\$1,100.00			
7410 - Equipment Purchase (Non-Cap)	\$(1,500.00)	\$1,500.00	\$1,500.00			
7420 - Equipment Rental	\$(775.00)	\$775.00	\$775.00			
7510 - Facilities Rental	\$(21,000.00)	\$21,000.00	\$21,000.00			
7520 - Facilities Janitorial	\$(320.00)	\$320.00	\$320.00			
[All Expense Total]	\$(59,090.00)					

**QUESTIONS & ANSWERS**

**Briefly, why are you applying Joint instead of as Undergraduate or Graduate only?**

We are applying Joint because our events and the artistic opportunities we provide cater to all students on campus, both undergraduate and graduate. Our core leadership includes both graduates and undergraduates, and we have a strong presence from both student bodies at our events. We are always looking for more and better ways to include everyone and are considering working with more graduate student groups in the future to get even more of campus involved in the arts at Stanford. Through our new partnership with Arts Grant, we hope to provide graduate students with opportunities for sponsored artwork over the summer.

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

We are registered and we publicize our events through event.stanford.edu as well as on the new Student Arts Calendar created by SICA. We supplement these calendars with paper flyering, e-flyering to a number of arts-related listserves, and creative advertising efforts.

**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 applying for Special Fees for the Arts Grant program, which is currently applying for ASSU student group status. Until this year, Arts Grant was a separately-funded project of the Senate, administered by the Stanford Institute for Creativity in the Arts.

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

The services we provide include enhancing student life on campus through the improvement of the student arts scene in an inclusive, not exclusive manner. Our mission, as stated in our group's constitution is to "promote artistic talent, individuality, and art as an intellectual passion culminating in an annual celebration of the arts where students can demonstrate their talent in a non-competitive and welcoming milieu".

**Please provide four contacts for your group (two undergraduate, two graduate).**

**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.**

- Bria Long, Director, undergrad/Class of 2009, bria@stanford.edu, 650-644-7235
- Sarah Woodward, Visual Arts Coordinator, undergrad/ Class of 2009, sarahwoody321@gmail.com, 504-458-4674
- Josh Constine, Music Director/ Soundtrack Producer, graduate/Sociology Dept., Joshsc@gmail.com, 585-750-5674
- Shila Soni, Visual Artist and Art Affair Participant, Grad Student/School of Medicine, ssoni@stanford.edu, 831-595-0961

**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 \$41,700, the total amount we requested. 2 years ago we received \$10,000 less than we requested, and 3 years ago we received the total amount.

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

Yes, we are increasing our Special Fees request by ~42%, or \$17,300. \$15,000 of this increase is reserved for Arts Grant, which has previously been separately funded by the Senate but which we are now supporting. The remaining \$2,300, a 5.5% increase from last year, is due to increased expenses from our new student gallery program, as well as the expansion of Art Affair into Arts Week, which will require 4 days of tents, equipment, guards, and janitorial services instead of 1.

**List separately your group's plan and budget for reaching each target audience for Graduate Students- 1) On-campus, 2) Off-campus, and Undergraduate Students.**

Our total flyering budget for ALL target audiences is \$1,100. For on-campus graduate students, we flyer as many areas of campus as we possibly can, including such places as the GSB caf&#amp;#amp;#amp;#233;, the art department buildings, and graduate student housing. For off-campus graduate students, we are beginning a new campaign to expand our paper flyering to the community surrounding campus, including these off-campus students. For undergraduate students, we try to flyer all undergrad houses on campus as well as prevalent student study areas and arts-related department buildings. For ALL target audience, we try to reach as many students interested in the arts on campus through a number of arts-related listserves including Visual Arts, Stanford Concert Network, Stanford Film Society, the Art Department list and our own group announcements list which currently has 422 unique members.

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

For the 2008-2009 school year: 1) assets = \$48,033.17 2) reserves = \$1,337.66 3) non-ASSU bank accounts = none 4) outside funding = ~\$4,500 from the VPUE fund

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

Our largest line item is \$21,000 in Facilities Rental for the Stuart Rental Company, which provides all the stages, tents, and facilities for An Art Affair. Although this expense has decreased from last year (\$28,000) thanks to the new White Plaza stage, setup, art tents, and generators will still cost 21-22 thousand dollars. Our second largest line item is \$15,000 for Co-sponsorship, which we will transfer to the Arts Grant group to pay for materials for grantees' independent projects. Our third largest line item is \$7800 in technical services, which is used to hire a professional sound technician to manage speakers and lighting for the performances at Art Affair.

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

Every Spring Quarter we put on the largest student-run arts festival on campus called An Art Affair. This event encourages all students, faculty and staff and extended Stanford community members to display their artistic talents whether visual, musical, written, spoken, or performance. In connection with An Art Affair, we co-sponsor the production of the Stanford Soundtrack with the Stanford Concert Network (SCN). This collaborative project gives student musicians a chance to have their music heard by the entire campus community and be produced on a professional CD compilation. We curate student exhibits in the new CoHo and Old Union gallery spaces, and organize opening receptions for the student artists. The Mural Project is our annual initiative to facilitate the production of a student-made community mural to be displayed in a prominent campus location. This year, we are also absorbing expenses for Arts Grant, which funds independent student art projects selected by the Arts Grant committee.

**What percentage of your beneficiaries are (explain basis or how this was determined) graduates and undergraduates?**

At last year's An Art Affair about 30% graduates and 70% undergraduates directly participated in displaying their artistic talents, whether as individuals or as part of a group. This is based on our registration forms from the event. The makeup of the audience that attended the event would be impossible to determine, though it's certain that all sectors of the campus community were represented.

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

Our main annual event, An Art Affair, is the largest student-run arts festival on campus which draws an average of 5,000 students, undergraduates and graduates, as well as faculty, staff and community members. Our annually-produced Stanford Soundtrack is distributed for free to 3,000 students and community members as well as being available online for free download to thousands more. Our Arts Walk event drew approximately 60 students, and smaller gallery openings and mural projects typically draw 10-15 people.

**Why are you requesting Special Fees?**

An Art Affair, our main annual event, costs almost \$40,000 alone for tent rental, a contracted sound technician and free dinner for 500 students. Although we also raise funds through the VPUE and the Dean of H and S, we would be unable to raise the money to put on this large event without Special Fees. Additionally, SOCA is now funding the Arts Grant program, and Special Fees will give us the resources to provide a broad range of students with sponsorship for independent arts projects.

**BUDGET DETAIL**

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
<b>Art Affair</b>		<b>\$(36,395.00)</b>	<b>\$36,395.00</b>	<b>\$36,395.00</b>			
Art Affair							
<b>Location:</b>	White Plaza	<b>Contact:</b>		<b>Attendance:</b>			
<b>Url:</b>							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
<b>6320</b>	Hiring a professional sound technician to deliver and set up speakers and lighting for performances	\$(7,800.00)	\$7,800.00	\$7,800.00			
Technical Services (Undergraduate Special Fees/Annual)							
<b>6320</b>	Fee for web designer to create online submission forms	\$(200.00)	\$200.00	\$200.00			
Technical Services (Undergraduate Special Fees/Annual)							
<b>6340</b>	Guard for tents and equipment during the 3 nights stages are set up.	\$(1,600.00)	\$1,600.00	\$1,600.00			
Security Services (Undergraduate Special Fees/Annual)							
<b>6560</b>	Catered dinner for 500 students	\$(3,000.00)	\$3,000.00	\$3,000.00			
Event Food (Undergraduate Special Fees/Annual)							
<b>7200</b>	Event t-shirts, balloons, pens, and other creative advertising	\$(1,200.00)	\$1,200.00	\$1,200.00			
General Marketing Expenses (Undergraduate Special Fees/Annual)							
<b>7220</b>	Posters, flyers, banners promoting An Art Affair	\$(500.00)	\$500.00	\$500.00			
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
<b>7420</b>	Piano rental fee	\$(700.00)	\$700.00	\$700.00			
Equipment Rental (Undergraduate Special Fees/Annual)							
<b>7420</b>	Drum set rental	\$(75.00)	\$75.00	\$75.00			
Equipment Rental (Undergraduate Special Fees/Annual)							
<b>7510</b>	Rental fee for tents and stages	\$(21,000.00)	\$21,000.00	\$21,000.00			
Facilities Rental (Undergraduate Special Fees/Annual)							
<b>7520</b>	Grounds and Maintenance fee for event clean-up	\$(320.00)	\$320.00	\$320.00			
Facilities Janitorial (Undergraduate Special Fees/Annual)							
<b>Arts Grant</b>		<b>\$(15,000.00)</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>			
Pays for the materials and other expenses of grant-winning student artists							
<b>Location:</b>		<b>Contact:</b> Rachel Hovde rhovde@stanford.edu 513-673-2679		<b>Attendance:</b> (total) UG: Staff: Grad: Other:			
<b>Url:</b>							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
<b>7020</b>	Transferred to Arts Grant Committee to pay for materials of grant-winning student artists	\$(15,000.00)	\$15,000.00	\$15,000.00			
Co-Sponsorship Expenses (Undergraduate Special Fees/Annual)							
<b>CoHo Series/ Moontunes</b>		<b>\$(300.00)</b>	<b>\$300.00</b>	<b>\$300.00</b>			
Weekly Concerts							
<b>Location:</b>	CoHo	<b>Contact:</b>		<b>Attendance:</b>			
<b>Url:</b>							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
<b>7220</b>	Advertising for MoonTunes	\$(100.00)	\$100.00	\$100.00			
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
<b>7410</b>	MoonTunes sound equipment and space heaters	\$(200.00)	\$200.00	\$200.00			
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)							
<b>Mural Project</b>		<b>\$(700.00)</b>	<b>\$700.00</b>	<b>\$700.00</b>			
Mural painting							
<b>Location:</b>		<b>Contact:</b>		<b>Attendance:</b>			
<b>Url:</b>							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
<b>Mural Project</b>	<b>\$(700.00)</b>	<b>\$700.00</b>	<b>\$700.00</b>			
Mural painting						
<b>Location:</b>	<b>Contact:</b>			<b>Attendance:</b>		
<b>Uri:</b>						
<b>7410</b>	<b>\$(700.00)</b>	<b>\$700.00</b>	<b>\$700.00</b>			
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)	Paint, brushes, and other mural supplies					
<b>Stanford Soundtrack</b>	<b>\$(4,475.00)</b>	<b>\$4,475.00</b>	<b>\$4,475.00</b>			
CD's of Stanford Student Artist Music						
<b>Location:</b>	<b>Contact:</b>			<b>Attendance:</b>		
<b>Uri:</b>						
<b>6320</b>	<b>\$(1,000.00)</b>	<b>\$1,000.00</b>	<b>\$1,000.00</b>			
Technical Services (Undergraduate Special Fees/Annual)	Soundtrack mastering fee					
<b>6560</b>	<b>\$(75.00)</b>	<b>\$75.00</b>	<b>\$75.00</b>			
Event Food (Undergraduate Special Fees/Annual)	Snacks for Soundtrack Release party					
<b>7020</b>	<b>\$(3,000.00)</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>			
Co-Sponsorship Expenses (Undergraduate Special Fees/Annual)	Amount to be transferred to Stanford Concert Network to pay for Soundtrack production					
<b>7220</b>	<b>\$(300.00)</b>	<b>\$300.00</b>	<b>\$300.00</b>			
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)	Advertising for Soundtrack submissions					
<b>7410</b>	<b>\$(100.00)</b>	<b>\$100.00</b>	<b>\$100.00</b>			
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)	Decorations and equipment for Soundtrack Release party					
<b>Student Gallery Openings</b>	<b>\$(1,000.00)</b>	<b>\$1,000.00</b>	<b>\$1,000.00</b>			
Receptions to celebrate the opening of student art exhibits in the CoHo and Old Union						
<b>Location:</b>	<b>Contact:</b>			<b>Attendance:</b>		
<b>Uri:</b>						
	Rachel Hovde rhovde@stanford.edu 513 624-9345			100(total) UG: 70 Staff: 10 Grad: 20 Other:		
<b>6560</b>	<b>\$(500.00)</b>	<b>\$500.00</b>	<b>\$500.00</b>			
Event Food (Undergraduate Special Fees/Annual)	Reception food					
<b>7410</b>	<b>\$(500.00)</b>	<b>\$500.00</b>	<b>\$500.00</b>			
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)	Decorations, labels, matting, tracking					
<b>Weekly Meetings</b>	<b>\$(1,220.00)</b>	<b>\$1,220.00</b>	<b>\$1,220.00</b>			
Weekly Meetings/ Discussions						
<b>Location:</b>	<b>Contact:</b>			<b>Attendance:</b>		
<b>Uri:</b>						
	Terra House					
<b>6560</b>	<b>\$(500.00)</b>	<b>\$500.00</b>	<b>\$500.00</b>			
Event Food (Undergraduate Special Fees/Annual)	Snacks for meetings, annual group celebration dinner					
<b>7150</b>	<b>\$(120.00)</b>	<b>\$120.00</b>	<b>\$120.00</b>			
Office Supplies (Undergraduate Special Fees/Annual)	General expenses: binders, tape, paper, etc					
<b>7200</b>	<b>\$(400.00)</b>	<b>\$400.00</b>	<b>\$400.00</b>			
General Marketing Expenses (Undergraduate Special Fees/Annual)	Creative advertising efforts					
<b>7220</b>	<b>\$(200.00)</b>	<b>\$200.00</b>	<b>\$200.00</b>			
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)	General group publicity					
<b>APPLICATION TOTALS</b>	<b>\$(59,090.00)</b>	<b>\$59,090.00</b>	<b>\$59,090.00</b>			

**ACCOUNT BALANCES**

<b>Account</b>		<b>Balance</b>
2-8454-1-0-2800	STDNTS ORG COMMITTEE FOR THE ARTS (SOCA)	\$4,995.51
2-8454-1-0-2830	STDNT ORG COM FOR THE ARTS (SOCA) STANFORD FU	\$0.00
2-8454-1-0-9010	SOCA O/S PURCHASE ORDER	\$0.00
2-8454-2-5-6320	SOCA SPEC FEE TECHNICAL SERVICES	\$9,870.00
2-8454-2-5-6340	SOCA SPEC FEE SECURITY SERVICES	\$700.00
2-8454-2-5-6510	SOCA SPEC FEE MEETING FOOD	\$417.50
2-8454-2-5-6560	SOCA SPEC FEE EVENT FOOD	\$2,896.08
2-8454-2-5-7020	SOCA SPEC FEE COSPONSORSHIP EXP	\$2,000.00
2-8454-2-5-7090	SOCA SPEC FEE PRIOR YEAR EXP	\$35.00
2-8454-2-5-7150	SOCA SPEC FEE OFFICE SUPPLIES	\$80.57
2-8454-2-5-7200	SOCA SPEC FEE GEN MKTG EXP	\$1,300.58
2-8454-2-5-7220	SOCA SPEC FEE MKTG COPIES/PRINT EXP	\$1,490.85
2-8454-2-5-7410	SOCA SPEC FEE EQUIP (NON CAP)	\$884.54
2-8454-2-5-7420	SOCA SPEC FEE EQUIP RENTAL	\$7,000.00
2-8454-2-5-7510	SOCA SPEC FEE FACILITIES RENTAL	\$14,470.00
2-8454-2-5-7520	SOCA SPEC FEE FACILITIES JANITORIAL	\$80.00
2-8454-9-0-2820	SOCA RESERVE	\$1,337.66