

Status: **Recommended As-is**

Financial Officer: Anna Terteryan

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(17,540.00)	\$17,540.00	\$17,540.00			
Undergraduate Special Fees		\$17,540.00	\$17,540.00			
6310 - Honoraria Fees	\$(1,500.00)	\$1,500.00	\$1,500.00			
6500 - Training Mat	\$(150.00)	\$150.00	\$150.00			
7140 - Copies (Not Marketing)	\$(700.00)	\$700.00	\$700.00			
7150 - Office Supplies	\$(40.00)	\$40.00	\$40.00			
7220 - Marketing Copies / Print Expenses	\$(600.00)	\$600.00	\$600.00			
7410 - Equipment Purchase (Non-Cap)	\$(5,000.00)	\$5,000.00	\$5,000.00			
7420 - Equipment Rental	\$(5,800.00)	\$5,800.00	\$5,800.00			
7510 - Facilities Rental	\$(3,000.00)	\$3,000.00	\$3,000.00			
7720 - Gas	\$(300.00)	\$300.00	\$300.00			
7730 - Car / Van Rental	\$(450.00)	\$450.00	\$450.00			
[All Expense Total]	\$(17,540.00)					

QUESTIONS & ANSWERS

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

Yes. StanShakes has successfully applied for Special Fees for the past 3 years (and more!).

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

Yes, there is a minor increase, though it is well under 10%. We have increased the amount we are requesting primarily within the Equipment Rental line item. This line item is crucial to a number of aspects of theater production, lighting and riser rentals, and it is especially important for a student-run theater troupe that exists independently of institutional resources (i.e. Drama Dept. spaces, tech, etc.). Other slight increases are in the following two line items: Copies (Not Marketing), for printing and binding scripts for the two productions; and Gas, considering increases in gas prices. To compensate, we have eliminated the Postage line item by switching to more cost-effective, Internet-based methods. Furthermore, we have slightly reduced our request for the Training Materials line item.

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

Our mission is to share the literary and theatrical masterpieces of Shakespeare with the Stanford community through free, full-scale, semi-annual productions. Our imaginative presentations revitalize the classic comedies and dramas, allowing modern audiences to connect with the universal themes in Shakespeare's works. Moreover, we are the only collegiate repertory Shakespearean theater troupe in the nation. The unique structure and function of our ensemble attracts current and prospective Stanford students alike, contributing to the diversity of possibilities for theater and the arts on our campus.

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

Our three largest line item requests are all costs that go into producing our free full-length Shakespeare plays for the Stanford community.

- 1) Equipment Rental: we rent lights, chairs, risers, costumes and electrical equipment from theater suppliers in order to put up our shows.
- 2) Equipment Purchase: we need to buy set/construction materials, small equipment, props, makeup, and some costume items to round out all aspects of the theatrical experience.
- 3) Facilities Rental Fee: in order to use innovative spaces across campus, we must pay rental fees and supervision fees required by the university and its institutions to manage and preserve performance locations.

What is the average attendance at your events?

On average we seat 150-200 people per performance for our indoor shows. Our outdoor audiences range from 300-600 per performance. We estimate that our shows reach a total audience of 2500 a season.

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

We publicize our events/programs to the greater Stanford community by hanging up posters throughout campus and nearby Palo Alto communities. We also pass out promotional postcards and send out "e-flyers." We also register with Events at Stanford, and always secure administrative support of our productions.

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

- 1) \$20,821.35
- 2) Because our group has managed its money well the past few years, we have built-up a modest reserves budget of over \$8,986.06. We try not to spend this money unless we are confronted with an exceptional, unforeseen production cost.
- 3) N/A
- 4) None

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

After our fall quarter training process, we present a workshop to highlight the progress and education of our ensemble. This year we crafted a "Fall Showcase" that included various Shakespeare scenes and monologues.

In the winter, we present an indoor performance of a full-length play by William Shakespeare, staged with complex artistry and intimate closeness to the audience. The 2008-2009 Season winter production was "The Two Gentlemen of Verona." Set in the opulence of the Roaring Twenties, the play was a coming of age story of two boys from the countryside who must cope with the challenges of balancing love and friendship when they travel to the "big city" to gain life experience.

In the spring, we present a large outdoor, Shakespeare-in-the-Park style performance of another full-length Shakespeare play, usually varying in nature from the first but following a thematic season arc. This is a play with integrated elements of movement and music, as it is complex in design and production value. The 2008-2009 Season spring production is "King Lear." Set in modern Corporate America and performed with a female King Lear, the play will explore the meanings of family, aging, leadership, compassion, and sanity as they resonate in contemporary society.

Why are you requesting Special Fees?

In order to provide FREE Shakespearean plays to Stanford students, we seek Special Fees as means to support the technical costs that are required to produce complex and innovative plays, as well as to support year-round theatrical training. The money is critical to the group's ability to produce first-class plays and receive adequate training to successfully perform challenging Shakespearean drama such as "The Two Gentlemen of Verona" and "King Lear."

BUDGET DETAIL

Winter and Spring Productions **Budgeted** **Requested** **Recommend** **Approved** **Petitioned** **Elected**
\$(14,890.00) **\$14,890.00** **\$14,890.00**

The Winter Production is a Shakespeare play, of approximately 2 hours length, staged indoors at a venue on campus and featuring full-scale production light, sound and set. We supply free house seating and management, and our technical team runs all aspects of the theatrical experience. The Spring Production is a Shakespeare Play, of approximately 2 hours, staged outdoors, at a reservable outdoor venue on campus, and featuring full-scale production light, sound and set. We supply free house seating and management, and our technical team runs all aspects of the theatrical experience. The spring production requires more complex lighting and storage costs associated with keeping equipment secure at non-performance times. Note: I group these events together as each incurs approximately the same costs, and thus can be budgeted according to common line items. I will itemize each line item to reflect how funds would be allocated to each show.

Location: varies from year to year **Contact:** **Attendance:**
Uri: shakespeare.stanford.edu

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
7150	<i>Cost of miscellaneous office supplies, such as tape, envelopes, labels, and staplers that are utilized for advertisement/publicity for both winter and spring productions (2x\$20 = \$40).</i>	\$(40.00)	\$40.00	\$40.00			
Office Supplies (Undergraduate Special Fees/Annual)							
7220	<i>Marketing materials include 11x17 posters, and 8.5x11 flyers. We print approximately 600 large posters in the winter, and 800 in the spring (roughly 2x\$200 = \$400). For both productions, we print approx. 1000 postcards (4 per sheet of cardstock, about \$100) and 1000 8.5x11 flyers (2x\$50 = 100).</i>	\$(600.00)	\$600.00	\$600.00			
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
7410	<i>This line item is perhaps the most crucial for a student-run theatre group that performs in non-traditional spaces. For each show we purchase various set pieces, accessories and properties. (2x\$300 = \$600) We also need to purchase raw materials for costume and set/platform construction, as well as various decorative items such as foam, fabric, etc. (2x\$1700 = \$3400) Finally, lighting supplementals, cables, and other technical/construction equipment account for the remaining funds. (2x\$500 = \$1000).</i>	\$(5,000.00)	\$5,000.00	\$5,000.00			
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)							
7420	<i>The following is a breakdown of our equipment rental expenses: Lights, Cables, Operating Board (2x\$1500 = \$3000), Costume Rental (2x\$600 = \$1200), Chair/Riser Rentals (2x\$800 = \$1600)</i>	\$(5,800.00)	\$5,800.00	\$5,800.00			
Equipment Rental (Undergraduate Special Fees/Annual)							
7510	<i>Performance spaces often include rental fees and/or opening/closing costs. Facilities funds are also used to pay for supervision and security at various spaces, such as the Cantor Arts Center. (Winter/indoor show - \$1000) (Spring/outdoor show - \$2000)</i>	\$(3,000.00)	\$3,000.00	\$3,000.00			
Facilities Rental (Undergraduate Special Fees/Annual)							
7730	<i>We save significant amounts of money by renting equipment from off-campus vendors and transporting it ourselves. This necessitates the rental of vans/trucks (e.g. UHAUL) to carry the large amount of lighting/technical/set equipment we employ. (2x\$45x5 days = \$450)</i>	\$(450.00)	\$450.00	\$450.00			
Car / Van Rental (Undergraduate Special Fees/Annual)							

Year-Round Ensemble Training Operation Costs **Budgeted** **Requested** **Recommend**
\$(2,650.00) **\$2,650.00** **\$2,650.00**

In order to prepare for our winter and spring productions, our group holds classes, workshops, and lessons with Guest Artists, Shakespearean scholars, and theatre professionals to train our ensemble in the best methods of Shakespearean performance. These are essential operating costs for the continued success of the group and its performances.

Location: Workshops are held in Drama Dept., and various loc **Contact:** **Attendance:**
Uri:

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6310	<i>For payment of guest lecturers, artists and technicians. Typical honoraria include such lecturers as English Professors Larry Friedlander and Stephen Orgel (Stanford), Rodney Cottier of the London Academy of Music and Dramatic Arts (LAMDA), and other Bay Area guest artists/dramaturgs. (5x\$300 = \$1500)</i>	\$(1,500.00)	\$1,500.00	\$1,500.00			
Honoraria Fees (Undergraduate Special Fees/Annual)							
6500	<i>In the training process, we utilize videos, books (e.g. Shakespearean lexica) and other supplies for exercises and enrichment. (Videos: 2x\$25 = \$50) (Books: 4x\$25 = \$100)</i>	\$(150.00)	\$150.00	\$150.00			
Training Mat (Undergraduate Special Fees/Annual)							

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Year-Round Ensemble Training Operation Costs		\$(2,650.00)	\$2,650.00	\$2,650.00			
<p>In order to prepare for our winter and spring productions, our group holds classes, workshops, and lessons with Guest Artists, Shakespearean scholars, and theatre professionals to train our ensemble in the best methods of Shakespearean performance. These are essential operating costs for the continued success of the group and its performances.</p> <p>Location: Workshops are held in Drama Dept., and various loc Url:</p> <p>Contact:</p> <p>Attendance:</p>							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
7140	<i>Non-marketing printing costs include scripts for the cast and tech crew. We also print supplementary texts for workshops. (Scripts: 100 pages x \$.10 = \$10/script + 25 scripts x \$2 binding/script = \$12/script; 2x25x\$12 = \$600), (Texts: 20 pages x \$.10 = \$2/text; 2x25x\$2 = \$100)</i>	\$(700.00)	\$700.00	\$700.00			
<p>Copies (Not Marketing) (Undergraduate Special Fees/Annual)</p>							
7720	<i>When we must travel to venues for training classes or transport materials with multiple cars, we need to reimburse gas costs. The majority of this line item goes to gas for our car/van rental. (\$.40x750 miles = \$300)</i>	\$(300.00)	\$300.00	\$300.00			
<p>Gas (Undergraduate Special Fees/Annual)</p>							
APPLICATION TOTALS		\$(17,540.00)	\$17,540.00	\$17,540.00			

ACCOUNT BALANCES

Account		Balance
2-8653-1-0-2800	SHAKESPEARE SOCIETY	\$0.00
2-8653-2-5-6310	SHAKESPEARE SPEC FEE HONORARIA FEES	\$1,160.00
2-8653-2-5-6500	SHAKESPEARE SPEC FEE TRAINING MAT	\$145.41
2-8653-2-5-7130	SHAKESPEARE SPEC FEE POSTAGE/COURIER	\$90.00
2-8653-2-5-7140	SHAKESPEARE SPEC FEE COPIES (NOT MKTG)	\$216.99
2-8653-2-5-7150	SHAKESPEARE SPEC FEE OFFICE SUPPLIES	\$14.55
2-8653-2-5-7220	SHAKESPEARE SPEC FEE MKTG COPIES/PRINT EXP	\$362.55
2-8653-2-5-7410	SHAKESPEARE SPEC FEE EQUIP (NON-CAP)	\$4,236.00
2-8653-2-5-7420	SHAKESPEARE SPEC FEE EQUIP RENTAL	\$2,503.10
2-8653-2-5-7510	SHAKESPEARE SPEC FEE FACILITIES RENTAL	\$2,450.00
2-8653-2-5-7720	SHAKESPEARE SPEC FEE GAS	\$206.69
2-8653-2-5-7730	SHAKESPEARE SPEC FEE CAR/VAN RENTAL	\$450.00
2-8653-9-0-2820	THE SHAKESPEARE SOCIETY RESERVE	\$8,986.06