

Status: **Recommended with Modifications**

Financial Officer: Colette Posse

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(12,750.00)	\$12,615.00	\$10,475.00	\$10,475.00		
Undergraduate Special Fees		\$12,615.00	\$10,475.00	\$10,475.00		
6310 - Honoraria Fees	\$(3,110.00)	\$3,110.00	\$3,110.00	\$3,110.00		
7010 - Discretionary Expenses	\$(440.00)	\$440.00	\$0.00	\$0.00		
7140 - Copies (Not Marketing)	\$(450.00)	\$275.00	\$275.00	\$275.00		
7220 - Marketing Copies / Print Expenses	\$(400.00)	\$40.00	\$40.00	\$40.00		
7420 - Equipment Rental	\$(150.00)	\$150.00	\$150.00	\$150.00		
7460 - Costumes / Uniforms	\$(600.00)	\$600.00	\$600.00	\$600.00		
7510 - Facilities Rental	\$(7,500.00)	\$7,500.00	\$6,300.00	\$6,300.00		
7810 - Royalties Expense	\$(500.00)	\$500.00	\$0.00	\$0.00		
[All Expense Total]	\$(14,000.00)					
[Revenue GL]1000 - Ticket Sales	\$1,250.00					
[All Revenue Total]	\$1,250.00					

QUESTIONS & ANSWERS

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

We did not apply for Special Fees last year, but each year prior we have applied and received Special Fees.

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

Overall we are actually requesting less than we did 2 years ago, but there is an increase in the amount we are requesting only in certain line items. These are all because of regular rises in such costs. The line items include: marketing copies/print expenses (inflation; we plan to print more posters this year), copies (inflation; we plan to print more programs and tickets due to the more aggressive marketing campaign), and royalties (we would like to perform a Balanchine piece and must pay the Balanchine trust).

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

Our group serves to enhance the artistic community at Stanford by exposing the student body to not only ballet, but also a diverse group of other dance forms by sponsoring the annual performance, Urban Nights: Dance Fusion. Urban Nights 2009 included not only Cardinal Ballet, but also Basmati Raas, Bent Spoon, dv8, Los Salseros, Tropomatic, Stanford Chinese Dance, Jam Pac'd, Swingtime, tapTH@T, and Urban Styles. We invite numerous diverse dance groups such as these each year, and for some of those groups Urban Nights is also their main performance.

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

- 1) Honoraria: We require many outside services in order for our performance to exist. This includes a professional choreographer, house manager, videographer, and ushers, each of which is several hundred dollars alone (except ushers).
- 2) Facilities Rental: Dinkelspiel Auditorium is expensive to rent for the weekend of Urban Nights because it not only includes rental of the theater itself, but rental of the technical equipment (lighting, sound, etc.), staff to run this equipment, and overtime. We also must rent out space for several weekends of rehearsal off-campus when Roble Gym is closed.
- 3) Costumes: Professional choreographers usually prefer to have us rent costumes that they want, and this price is out of our control. We also would like to expand opportunities for student choreographers, each of which require a costume per student per piece. These costs add up, since Cardinal Ballet is growing the number of pieces each year (last year we had 5, this year we have 6).

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

We have approved Urban Nights with Events at Stanford, and we plan to publicize our events by flyering, e-flyering, giving previews at works-in-progress shows (streamed live online), and putting ads in local and on-campus newspapers.

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, but my contact info is:

Colette Posse
 cposse@stanford.edu
 (310) 594-6608
 (Cardinal Ballet FO)

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

All our accounts are with the ASSU.

Assets/Reserves:

- 2-7013-1-0-2800 CARDINAL BALLET COMPANY (formerly St Ballet) \$1,329.70 (discretionary funds);
- 2-7013-1-0-2830 CARDINAL BALLET COMPANY STANFORD FUND \$3,351.75 (TSF reserves);
- 2-7013-1-0-9010 CARDINAL BALLET O/S PURCHASE ORDER \$5,005.20 (plan to use for Dink for Urban Nights);
- 2-7013-2-5-6310 CARDINAL BALLET SPEC FEE HONORARIA FEES \$1,500.00 (plan to use for choreographer this year);
- 2-7013-2-5-6320 CARDINAL BALLET SPEC FEE TECHNICAL SERVICES \$1,300.00 (plan to use most of this for Urban Nights 2010);
- 2-7013-2-5-7460 CARDINAL BALLET SPEC FEE COSTUMES/UNIFORMS \$100.00 (plan to use all of this for Urban Nights 2010);
- 2-7013-2-5-7510 CARDINAL BALLET SPEC FEE FACILITIES RENTAL \$1,964.80 (plan to use most of this for rehearsal space this year);
- 2-7013-9-0-2820 CARDINAL BALLET RESERVE \$13,405.15 (Special Fees reserves);

We had funding from The Stanford Fund and from our own reserves this year, but we will not apply for TSF next year unless we do not receive Special Fees.

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

Cardinal Ballet Company, Stanford's only ballet group, performs at various community functions such as Fireworks (a twice-quarterly works-in-progress show sponsored by the Dance Division), Community Day/Art Affair, Viennese Ball, Admit Weekend. Our cornerstone event, held in annually early April, is Urban Nights Dance Fusion. This is a Cardinal Ballet-hosted and sponsored dance concert held in Dinkelspiel Auditorium that is open to all students as well as the public. Urban Nights Dance Fusion draws large audiences and invites over 10 other Stanford dance groups to perform. Our preparation for Urban Nights is intense: we have bi-weekly rehearsals that last for several hours each and more rehearsals, including tech, closer to show time.

What is the average attendance at your events?

404 students and faculty and 110 community members attended Urban Nights: Dance Fusion in 2009. This year and next, Cardinal Ballet is planning a much more aggressive, comprehensive marketing campaign and attendance is expected to rise significantly.

Why are you requesting Special Fees?

Funding is essential for Urban Nights to exist, and this performance is at the heart of arts and culture here at Stanford. We are seeking funding for Urban Nights because it is our main event, requires a large budget, and is an essential part of the dance and arts community on campus.

BUDGET DETAIL

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Urban Nights 2011		\$(13,150.00)	\$12,615.00	\$10,475.00	\$10,475.00		
Annual dance performance sponsored by Cardinal Ballet featuring 10 other Stanford dance groups, free for students and open to the public.							
Location:		Contact:		Attendance:		700(total)	
Url:	www.stanford.edu/groups/cardinalballet					UG: 450	Staff: 25
						Grad: 125	Other:
						Petitioned 100	Elected
6310	Professional Choreographer (\$1500), Student	\$(3,110.00)	\$3,110.00	\$3,110.00	\$3,110.00		
Honoraria Fees	House Manager (\$100/night, 2 nights), Student						
(Undergraduate Special Fees/Annual)	Ushers (6 ushers, \$10/usher), Videographer (\$600), rehearsal ballet master/mistress (\$750)						
7010	Rental of storage unit for costumes. This is essential to maintaining them so they can be reused from year to year.	\$(440.00)	\$440.00	\$0.00	\$0.00		
Discretionary Expenses							
(Undergraduate Special Fees/Annual)							
7140	\$350 for 700 programs, \$100 for 700 tickets	\$(450.00)	\$275.00	\$275.00	\$275.00		
Copies (Not Marketing)							
(Undergraduate Special Fees/Annual)							
7220	Printing of 500 Urban Nights Posters	\$(400.00)	\$40.00	\$40.00	\$40.00		
Marketing Copies / Print Expenses							
(Undergraduate Special Fees/Annual)							
7420	Rental of dance floor from Zohar Dance Studio for weekend of Urban Nights	\$(150.00)	\$150.00	\$150.00	\$150.00		
Equipment Rental							
(Undergraduate Special Fees/Annual)							
7460	Costume rental (\$150) and purchase (\$450). Purchases will be stored and reused.	\$(600.00)	\$600.00	\$600.00	\$600.00		
Costumes / Uniforms							
(Undergraduate Special Fees/Annual)							
7510	Zohar studio rental for rehearsals (\$500), Dinkelspiel Auditorium/services rental for Urban Nights (\$7000). Estimates are based on costs from previous years.	\$(7,500.00)	\$7,500.00	\$6,300.00	\$6,300.00		
Facilities Rental							
(Undergraduate Special Fees/Annual)							
7810	Fee paid to the Balanchine Trust for licensing to perform Balanchine works in Urban Nights.	\$(500.00)	\$500.00	\$0.00	\$0.00		
Royalties Expense							
(Undergraduate Special Fees/Annual)							
APPLICATION TOTALS		\$(13,150.00)	\$12,615.00	\$10,475.00	\$10,475.00		

ACCOUNT BALANCES

Account		Balance
2-7013-1-0-2800	CARDINAL BALLE COMPANY (formerly St Ballet)	\$1,329.70
2-7013-1-0-2830	CARDINAL BALLE COMPANY STANFORD FUND	\$2,882.58
2-7013-1-0-9010	CARDINAL BALLE O/S PURCHASE ORDER	\$5,005.20
2-7013-2-5-6310	CARDINAL BALLE SPEC FEE HONORARIA FEES	\$0.00
2-7013-2-5-6320	CARDINAL BALLE SPEC FEE TECHNICAL SERVICES	\$1,300.00
2-7013-2-5-7090	CARDINAL BALLE SPEC FEE PRIOR YEAR EXP	\$0.00
2-7013-2-5-7460	CARDINAL BALLE SPEC FEE COSTUMES/UNIFORMS	\$100.00
2-7013-2-5-7510	CARDINAL BALLE SPEC FEE FACILITIES RENTAL	\$1,914.80
2-7013-9-0-2820	CARDINAL BALLE RESERVE	\$13,405.15