

Status: **Recommended with Modifications**

Financial Officer: Rachel Hovde

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(58,456.00)	\$58,456.00	\$55,162.00	\$55,162.00		
Undergraduate Special Fees		\$58,456.00	\$55,162.00	\$55,162.00		
6320 - Technical Services	\$(9,307.00)	\$9,307.00	\$9,307.00	\$9,307.00		
6340 - Security Services	\$(1,600.00)	\$1,600.00	\$1,300.00	\$1,300.00		
6560 - Event Food	\$(300.00)	\$300.00	\$100.00	\$100.00		
7020 - Co-Sponsorship Expenses	\$(18,000.00)	\$18,000.00	\$15,750.00	\$15,750.00		
7140 - Copies (Not Marketing)	\$(150.00)	\$150.00	\$125.00	\$125.00		
7150 - Office Supplies	\$(40.00)	\$40.00	\$40.00	\$40.00		
7200 - General Marketing Expenses	\$(160.00)	\$160.00	\$80.00	\$80.00		
7220 - Marketing Copies / Print Expenses	\$(180.00)	\$180.00	\$100.00	\$100.00		
7410 - Equipment Purchase (Non-Cap)	\$(1,100.00)	\$1,100.00	\$1,100.00	\$1,100.00		
7420 - Equipment Rental	\$(2,000.00)	\$2,000.00	\$1,950.00	\$1,950.00		
7510 - Facilities Rental	\$(25,192.00)	\$25,192.00	\$25,000.00	\$25,000.00		
7520 - Facilities Janitorial	\$(427.00)	\$427.00	\$310.00	\$310.00		
[All Expense Total]	\$(58,456.00)					

QUESTIONS & ANSWERS

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 \$59,090, the total amount we requested. 2 years ago we also received the total amount requested; 3 years ago we received \$10,000 less.

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

No; there is a decrease of slightly more than \$600.

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".

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

Our largest line item is \$25,192 in Facilities Rental for the Stuart Rental Company, which provides all the stages, tents, generators, and facilities for An Art Affair. This expense is up slightly from last year's \$21,000, as our current Stuart Rental quote for this year's tents is \$23,50.50, which increases to \$25,192 next year when adjusted for inflation. While these tents are expensive, they allow us to hold our event outdoors in the center of campus, which is crucial to our goal of bringing together the school's many arts groups and showcasing them to the whole university. 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 \$7504 in technical services, which is used to hire a professional sound technician to manage speakers and lighting for the performances at Art Affair.

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 Mural Project drew approximately 40 students, and smaller gallery openings and mural projects typically draw 15-20 people.

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 events.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 on behalf of the Arts Grant program, ASSU account number 5014, financial manager Gabi Ruchelli.

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

1) assets = \$48,047.61 2) reserves = \$4,531.51 3) non-ASSU bank accounts = none 4) outside funding = none currently

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.

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 janitorial and security services. Although we have applied for VPUE grants in the past, and are currently looking into marketing t-shirts and CD's as a fundraiser, 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
An Art Affair		\$(37,829.00)	\$37,829.00	\$37,145.00	\$37,145.00		
An Art Affair is Stanford's largest Arts festival.							
Location:	Contact:				Attendance:	1000(total)	
Url:						UG: 700	Staff: 100
						Grad: 200	Other: 0
						Petitioned	Elected
6320	Hiring a professional sound technician to deliver and set up speakers and lighting for performances.	\$(7,504.00)	\$7,504.00	\$7,504.00	\$7,504.00		
Technical Services (Undergraduate Special Fees/Annual)							
6320	Hiring workers to move display boards into and out of tents.	\$(776.00)	\$776.00	\$776.00	\$776.00		
Technical Services (Undergraduate Special Fees/Annual)							
6340	Guard for tents and equipment during the 3 nights stages are set up.	\$(1,600.00)	\$1,600.00	\$1,300.00	\$1,300.00		
Security Services (Undergraduate Special Fees/Annual)							
6560	Refreshments for ~50 students who will attend the opening night reception for Art Affair	\$(100.00)	\$100.00	\$100.00	\$100.00		
Event Food (Undergraduate Special Fees/Annual)							
7140	Printing of 200 copies of Art Affair creative writing showcase.	\$(150.00)	\$150.00	\$125.00	\$125.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
7200	For balloons, chalk, and other forms of creative advertising.	\$(40.00)	\$40.00	\$40.00	\$40.00		
General Marketing Expenses (Undergraduate Special Fees/Annual)							
7220	Art Affair fliers and posters	\$(40.00)	\$40.00	\$40.00	\$40.00		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
7420	Drum set rental	\$(300.00)	\$300.00	\$300.00	\$300.00		
Equipment Rental (Undergraduate Special Fees/Annual)							
7420	Rental and setup of a portable dance floor for the White Plaza stage	\$(1,000.00)	\$1,000.00	\$1,000.00	\$1,000.00		
Equipment Rental (Undergraduate Special Fees/Annual)							
7420	Piano rental fee	\$(700.00)	\$700.00	\$650.00	\$650.00		
Equipment Rental (Undergraduate Special Fees/Annual)							
7510	Rental fee for two tents and one stage	\$(25,192.00)	\$25,192.00	\$25,000.00	\$25,000.00		
Facilities Rental (Undergraduate Special Fees/Annual)							
7520	Paying Events and Labor Services to turn off the White Plaza sprinklers during Art Affair.	\$(77.00)	\$77.00	\$77.00	\$77.00		
Facilities Janitorial (Undergraduate Special Fees/Annual)							
7520	Grounds and maintenance fee to hire workers to assist group members with event clean-up	\$(350.00)	\$350.00	\$233.00	\$233.00		
Facilities Janitorial (Undergraduate Special Fees/Annual)							
Arts Grant		\$(15,000.00)	\$15,000.00	\$12,750.00	\$12,750.00		
Pays for the materials and other expenses of grant-winning student artists							
Location:	Contact:				Attendance:	(total)	
Url:	Rachel Hovde rhovde@stanford.edu 513-673-2679					UG:	Staff:
						Grad:	Other:
						Petitioned	Elected
7020	Co-sponsorship of Arts Grant program; goes to roughly 30 annual student grants to pay for materials costs for creative projects.	\$(15,000.00)	\$15,000.00	\$12,750.00	\$12,750.00		
Co-Sponsorship Expenses (Undergraduate Special Fees/Annual)							
CoHo Series/ Moontunes		\$(40.00)	\$40.00	\$40.00	\$40.00		
Weekly Concerts							
Location:	Contact:				Attendance:		
Url:							
						Petitioned	Elected
7220	Flyers and posters advertising MoonTunes concerts.	\$(40.00)	\$40.00	\$40.00	\$40.00		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Mural Project		\$(360.00)	\$360.00	\$320.00	\$320.00		
Mural painting							
Location:		Contact:		Attendance:			
Url:							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
7200	<i>Film and photographic equipment to document Mural Project.</i>	\$(40.00)	\$40.00	\$0.00	\$0.00		
General Marketing Expenses (Undergraduate Special Fees/Annual)							
7220	<i>Posters and fliers to advertise Mural Project.</i>	\$(20.00)	\$20.00	\$20.00	\$20.00		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
7410	<i>Paints and canvases for mural project.</i>	\$(300.00)	\$300.00	\$300.00	\$300.00		
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)							
Stanford Soundtrack		\$(4,187.00)	\$4,187.00	\$4,067.00	\$4,067.00		
CD's of Stanford Student Artist Music							
Location:		Contact:		Attendance:			
Url:							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6320	<i>Soundtrack mastering fee</i>	\$(1,027.00)	\$1,027.00	\$1,027.00	\$1,027.00		
Technical Services (Undergraduate Special Fees/Annual)							
6560	<i>Refreshments for Soundtrack CD Release Party (expected attendance ~40)</i>	\$(80.00)	\$80.00	\$0.00	\$0.00		
Event Food (Undergraduate Special Fees/Annual)							
7020	<i>Transferred to the Stanford Concert Network to pay for production of 3000 Soundtrack CD's</i>	\$(3,000.00)	\$3,000.00	\$3,000.00	\$3,000.00		
Co-Sponsorship Expenses (Undergraduate Special Fees/Annual)							
7200	<i>Creative advertising for Stanford Soundtrack CD (Facebook ads, balloons, etc.)</i>	\$(40.00)	\$40.00	\$40.00	\$40.00		
General Marketing Expenses (Undergraduate Special Fees/Annual)							
7220	<i>Flyers and posters advertising Soundtrack CD Release</i>	\$(40.00)	\$40.00	\$0.00	\$0.00		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
Student Gallery Openings		\$(920.00)	\$920.00	\$800.00	\$800.00		
Receptions to celebrate the opening of student art exhibits in the CoHo and Old Union							
Location: Old Union		Contact: Rachel Hovde		Attendance: 100(total)			
Url:		rhovde@stanford.edu		UG: 70		Staff: 10	
		513 624-9345		Grad: 20		Other:	
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6560	<i>Refreshments for exhibition opening receptions for student artists; attendance ~20 each, 6 times per year.</i>	\$(120.00)	\$120.00	\$0.00	\$0.00		
Event Food (Undergraduate Special Fees/Annual)							
7410	<i>Installation and maintenance materials for rotating student exhibits in CoHo and Student Union: Decorations, labels, matting, tracking, mounting and framing of artwork.</i>	\$(800.00)	\$800.00	\$800.00	\$800.00		
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)							
Weekly Meetings		\$(120.00)	\$120.00	\$40.00	\$40.00		
Weekly Meetings/ Discussions							
Location: Terra House		Contact:		Attendance:			
Url:							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
7150	<i>Batteries, binders, tape, pens, etc.</i>	\$(40.00)	\$40.00	\$40.00	\$40.00		
Office Supplies (Undergraduate Special Fees/Annual)							
7200	<i>General group publicity, including art and photography materials for White Plaza street art, freshman dorm art activities.</i>	\$(40.00)	\$40.00	\$0.00	\$0.00		
General Marketing Expenses (Undergraduate Special Fees/Annual)							
7220	<i>Posters/ flyers advertising group meetings and projects.</i>	\$(40.00)	\$40.00	\$0.00	\$0.00		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
APPLICATION TOTALS		\$(58,456.00)	\$58,456.00	\$55,162.00	\$55,162.00		

ACCOUNT BALANCES

Account		Balance
2-8454-1-0-2800	STDNTS ORG COMMITTEE FOR THE ARTS (SOCA)	\$2,774.67
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	\$4,235.00
2-8454-2-5-6340	SOCA SPEC FEE SECURITY SERVICES	\$1,600.00
2-8454-2-5-6560	SOCA SPEC FEE EVENT FOOD	\$4,029.93
2-8454-2-5-7020	SOCA SPEC FEE COSPONSORSHIP EXP	\$3,000.00
2-8454-2-5-7150	SOCA SPEC FEE OFFICE SUPPLIES	\$80.30
2-8454-2-5-7200	SOCA SPEC FEE GEN MKTG EXP	\$432.88
2-8454-2-5-7220	SOCA SPEC FEE MKTG COPIES/PRINT EXP	\$1,097.44
2-8454-2-5-7410	SOCA SPEC FEE EQUIP (NON CAP)	\$1,163.73
2-8454-2-5-7420	SOCA SPEC FEE EQUIP RENTAL	\$561.98
2-8454-2-5-7510	SOCA SPEC FEE FACILITIES RENTAL	\$9,066.02
2-8454-2-5-7520	SOCA SPEC FEE FACILITIES JANITORIAL	\$320.00
2-8454-9-0-2820	SOCA RESERVE	\$4,238.25