

Status: **Recommended with Modifications**

Financial Officer: Paula Obler

**APPLICATION SUMMARY**

<b>Application Summary</b>	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
<b>APPLICATION TOTALS</b>	<b>\$(12,703.22)</b>	<b>\$11,679.63</b>	<b>\$11,679.63</b>	<b>\$11,679.63</b>		
<b>Undergraduate Special Fees</b>						
6310 - Honoraria Fees	\$(3,360.00)	\$2,774.63	\$2,774.63	\$2,774.63		
7010 - Discretionary Expenses	\$(440.00)	\$440.00	\$440.00	\$440.00		
7140 - Copies (Not Marketing)	\$(450.00)	\$275.00	\$275.00	\$275.00		
7220 - Marketing Copies / Print Expenses	\$(800.00)	\$340.00	\$340.00	\$340.00		
7420 - Equipment Rental	\$(250.00)	\$250.00	\$250.00	\$250.00		
7460 - Costumes / Uniforms	\$(1,200.00)	\$600.00	\$600.00	\$600.00		
7510 - Facilities Rental	\$(6,500.00)	\$3,297.90	\$3,297.90	\$3,297.90		
7810 - Royalties Expense	\$(500.00)	\$500.00	\$500.00	\$500.00		
<b>Modification</b>						
7510 - Facilities Rental	2-7013-9-0-2820	\$3,202.10	\$3,202.10	\$3,202.10		
[All Expense Total]		\$(13,953.22)				
[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 applied last year and three years ago and received funding both times.

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

There is no increase. We are requesting the same amount of money as last year.

**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, Cardinal Dance Fusion (formerly Urban Nights). Urban Nights 2010 included not only Cardinal Ballet, but also Bent Spoon, dv8, Los Salseros, Stanford Chinese Dance, Jam Pac'd, Swingtime, tapTH@T, Stanford Taiko, and Urban Styles. We invite numerous diverse dance groups such as these each year, and for some of those groups Cardinal Dance Fusion 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 Cardinal Dance Fusion 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 tend to add up year after year due to inflation and Cardinal Ballet's expanding repertoire.

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

Approximately 400 students and 150 community members have attended Urban Nights in the past. This year and next, Cardinal Ballet is planning a much more aggressive, comprehensive marketing campaign and attendance is expected to rise significantly.

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

We have registered Cardinal Dance Fusion with Stanford, and we are confident that it will be approved as it has been every year since its inception. We plan to publicize our events by flyer, e-flyer, 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: Paula Obler: pobler22@stanford.edu (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**

2-7013-1-0-2800	CARDINAL BALLE T COMPANY (formerly St Ballet)	\$2,873.56	
2-7013-1-0-2830	CARDINAL BALLE T COMPANY STANFORD FUND	\$2,095.79	
2-7013-1-0-9010	CARDINAL BALLE T O/S PURCHASE ORDER	\$5,224.80	
2-7013-2-5-6310	CARDINAL BALLE T SPEC FEE HONORARIA FEES	\$3,110.00	
2-7013-2-5-7090	CARDINAL BALLE T SPEC FEE PRIOR YEAR EXP	\$0.00	
2-7013-2-5-7140	CARDINAL BALLE T SPEC FEE COPIES (NOT MKTG)	\$275.00	
2-7013-2-5-7220	CARDINAL BALLE T SPEC FEE MKTG COPIES/PRINT EXP	\$40.00	
2-7013-2-5-7420	CARDINAL BALLE T SPEC FEE EQUIP RENTAL		\$150.44
2-7013-2-5-7460	CARDINAL BALLE T SPEC FEE COSTUMES/UNIFORMS	\$600.00	
2-7013-2-5-7510	CARDINAL BALLE T SPEC FEE FACILITIES RENTAL	\$1,060.20	
2-7013-9-0-2820	CARDINAL BALLE T RESERVE		\$14,881.73

**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 Cardinal Dance Fusion (formerly 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. Cardinal Dance Fusion draws large audiences and invites over 10 other Stanford dance groups to perform. Our preparation for Cardinal Dance Fusion is intense: we have bi-weekly rehearsals that last for several hours each and more rehearsals, including tech, closer to show time.

**Why are you requesting Special Fees?**

Funding is essential for Cardinal Dance Fusion (formerly Urban Nights) to exist, and this performance is at the heart of arts and culture here at Stanford. We are seeking funding for Cardinal Dance Fusion 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
<b>Cardinal Dance Fusion 2012</b>		<b>\$(23,360.00)</b>	<b>\$11,679.63</b>	<b>\$11,679.63</b>	<b>\$11,679.63</b>		
Annual dance performance sponsored by Cardinal Ballet featuring 10 other Stanford dance groups, free for students and open to the public.							
<b>Location:</b>		<b>Contact:</b>		<b>Attendance:</b>		700(total)	
<b>Url:</b>	<a href="http://www.stanford.edu/group/cardinalballet/index.html">http://www.stanford.edu/group/cardinalballet/index.html</a>					UG: 450	Staff: 25
						Grad: 125	Other:
						<b>Petitioned</b> 100	<b>Elected</b>
<b>6310</b>	<i>Professional Choreographer (\$1500), Student</i>	\$ (3,360.00)	\$ 2,524.63	\$ 2,524.63	\$ 2,524.63		
Honoraria Fees (Undergraduate Special Fees/Annual)	<i>House Manager (\$100/night, 2 nights), Student</i>						
	<i>Ushers (6 ushers, \$10/usher), Videographer</i>						
	<i>(\$600), rehearsal ballet master/mistress (\$750)</i>						
<b>6310</b>	<i>Photographer fee for Cardinal Dance Fusion 2012</i>	\$ (3,360.00)	\$ 250.00	\$ 250.00	\$ 250.00		
Honoraria Fees (Undergraduate Special Fees/Annual)	<i>marketing photoshoot</i>						
<b>7010</b>	<i>Rental of storage unit for costumes. This is</i>	\$ (440.00)	\$ 440.00	\$ 440.00	\$ 440.00		
Discretionary Expenses (Undergraduate Special Fees/Annual)	<i>essential to maintaining them so they can be</i>						
	<i>reused from year to year.</i>						
<b>7140</b>	<i>\$350 for 700 programs, \$100 for 700 tickets</i>	\$ (450.00)	\$ 275.00	\$ 275.00	\$ 275.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
<b>7220</b>	<i>Printing of 1000 Cardinal Dance Fusion</i>	\$ (800.00)	\$ 340.00	\$ 340.00	\$ 340.00		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
<b>7420</b>	<i>Rental of dance floor from Zohar Dance Studio</i>	\$ (150.00)	\$ 150.00	\$ 150.00	\$ 150.00		
Equipment Rental (Undergraduate Special Fees/Annual)	<i>for weekend of Cardinal Dance Fusion</i>						
<b>7420</b>	<i>Renting equipment for photoshoot for marketing</i>	\$ (100.00)	\$ 100.00	\$ 100.00	\$ 100.00		
Equipment Rental (Undergraduate Special Fees/Annual)	<i>for Cardinal Dance Fusion show</i>						
<b>7460</b>	<i>Costume rental (\$150) and purchase (\$1050).</i>	\$ (1,200.00)	\$ 600.00	\$ 600.00	\$ 600.00		
Costumes / Uniforms (Undergraduate Special Fees/Annual)	<i>We are purchasing new tutus, which is why this</i>						
	<i>amount is higher than last year. Purchases will</i>						
	<i>be stored and reused.</i>						
<b>7510</b>	<i>Zohar studio rental for rehearsals (\$500),</i>	\$ (6,500.00)	\$ 3,297.90	\$ 3,297.90	\$ 3,297.90		
Facilities Rental (Undergraduate Special Fees/Annual)	<i>Dinkelspiel Auditorium/services rental for</i>						
	<i>Cardinal Dance Fusion (\$6000). Estimates are</i>						
	<i>based on costs from previous years.</i>						
<b>7510</b>	<i>Zohar studio rental for rehearsals (\$500),</i>	\$ (6,500.00)	\$ 3,202.10	\$ 3,202.10	\$ 3,202.10		
Facilities Rental (Modification/Modification)	<i>Dinkelspiel Auditorium/services rental for</i>						
	<i>Cardinal Dance Fusion (\$6000). Estimates are</i>						
	<i>based on costs from previous years.</i>						
<b>7810</b>	<i>Fee paid to the Balanchine Trust for licensing to</i>	\$ (500.00)	\$ 500.00	\$ 500.00	\$ 500.00		
Royalties Expense (Undergraduate Special Fees/Annual)	<i>perform Balanchine works in Cardinal Dance</i>						
	<i>Fusion.</i>						
<b>APPLICATION TOTALS</b>		<b>\$(23,360.00)</b>	<b>\$11,679.63</b>	<b>\$11,679.63</b>	<b>\$11,679.63</b>		

**ACCOUNT BALANCES**

<b>Account</b>		<b>Balance</b>
2-7013-1-0-2800	CARDINAL BALLE COMPANY (formerly St Ballet)	\$2,654.23
2-7013-1-0-2830	CARDINAL BALLE COMPANY STANFORD FUND	\$2,095.79
2-7013-1-0-9010	CARDINAL BALLE O/S PURCHASE ORDER	\$5,224.80
2-7013-2-5-6310	CARDINAL BALLE SPEC FEE HONORARIA FEES	\$3,110.00
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2-7013-2-5-7460	CARDINAL BALLE SPEC FEE COSTUMES/UNIFORMS	\$600.00
2-7013-2-5-7510	CARDINAL BALLE SPEC FEE FACILITIES RENTAL	\$1,060.20
2-7013-9-0-2820	CARDINAL BALLE RESERVE	\$14,881.73