SENATE BILL #1786

Title: Funding Request for Major Events Programming

Date: February 8, 1995

Authors: Student Activities Council
Chair Friedl
Lead Student Programmer Ronda Sadler
Senators Alleman, Kalasinski, Marron, and Marus
Commissioners Green, Hansen, Lehman, Lyman, Miller,
and Rizner

Union Programming Committee Chair Mudd
RHA Representatives Baunach and B. Buller
Students-at-Large Carpender, Farnam, Galbrath,
Elmendorf, and Penrod

Sponsors: Senators Alleman, Friedl, Kalasinski, Marron, and Marus

1 WHEREAS, there is great value in student programming
2 experience; and,
3 WHEREAS, University of Wyoming students do not currently
4 have the opportunity to work at all levels of performance
5 production, especially with nationally recognized
6 entertainers; and
7 WHEREAS, the Associated Students of the University of
8 Wyoming has the responsibility to respond to student desires
9 regarding entertainment preference; and
10 WHEREAS, students have expressed the desire to see large-
11 scale entertainment on campus; and
12 WHEREAS, Student Activities Council possesses the capability
13 to provide that entertainment if resources are made
14 available; and
15 WHEREAS, ASUW was awarded a fee increase by the UW Board of
16 Trustees for the next three years; and
17 WHEREAS, reasons behind the increase included a need for
increased programming; and

WHEREAS, the ASUW Reserve stands at $292,108, composed
entirely of student fees;

THEREFORE, be it enacted by the Student Senate of the
Associated Students of the University of Wyoming that
$36,475 be allocated from the ASUW Reserve in Fiscal Year
1995 to Student Activities Council for the purpose of
providing a large-scale event at the University of Wyoming;
and

THEREFORE, be it further enacted that an account entitled
"Major Event Programming" be created under the ASUW
Activities Administration for those funds (see addendum).

Referred to: Consumer Committee and Budget and Planning Committee

Date of Passage: January 28, 1995 Signed: Beth A. Campbell
ASUW Chairperson

"Being enacted on March 1, 1995, I do hereby sign my name
hereto and approve this Senate action." Matthew W. Blundell
ASUW President
A New Era: the ASUW Student Activities Council Request for Additional Funding

Prepared by the SAC Reserve Allocation Subcommittee
Spring, 1995
Proposal Overview

The ASUW Student Activities Council requests that an additional $70,000 be allocated to the ASUW Activities Budget under the heading of Major Event Programming. SAC will use the monies to enhance the programming experience of students.

Currently, UW students do not have the opportunity to work at all levels of production with major nationally recognized entertainers. Major programs at UW are produced by external promoters or by faculty and staff who use students primarily as labor. Minimal student involvement is detrimental to the educational mission of the institution. Concert promotion gives the student-programmer additional experience, opening up new employment opportunities and expanding the student's awareness of cultural issues.

By offering major entertainment events, we provide students with the opportunity to enjoy performances without leaving Laramie. In order to attend large-scale concerts, it is often necessary for students to travel long distances, sometimes during the school week. Instead of spending money on gas, food, and lodging, students are more inclined to support local businesses.

As an added bonus for the Laramie community, a major concert event has the potential to draw people to town from the state and region who are also inclined to support local businesses. Advertising would raise the profile of the University, increasing the awareness of the high quality of all programs at UW. Major concerts would essentially act as a recruiting tool for the University, focusing on diversity and opportunity.
Proposal Logistics

Finances: The reserve allocation will be used to fund at least one major concert event per semester. The concert will be profit oriented, with all proceeds returning to the Major Event Account. With the profit potential of a major concert, the goal would be a self-supporting, self-perpetuating program where concert profits could fund another major event the following semester, as well as help in supporting other SAC programs. The numbers for such an enterprise are explained on the Estimated Costs and Financial Results documents.

Event Choice: SAC will determine the entertainer(s) featured based upon a criterion of availability (Dependent on artists), marketability (Based on surveys, examples enclosed), and feasibility (based on cost, scale, information enclosed).

Risk: Although risk in all ventures is inevitable, this is especially true of concerts. SAC will seek to minimize all liability risks utilizing the assistance of the risk management office and the Assistant Director of the Wyoming Union-Programs and Services. SAC will seek to minimize financial risks using the criterion of band selection described above and by seeking to cut costs where ever possible.

Event Logistics: The concerts will be held at the most appropriate and viable venue. At the top of our list is the Arena Auditorium, although we have not entirely ruled out any other site. Other technical aspects of the project may encounter road blocks, but these should be surmountable. The costs for logistical aspects of the program are included on the Estimated Costs worksheet. Tentative target dates are Homecoming and Spring Days.
Estimated Costs for a Major Concert
Information provided by Doug Hoffmann, Promoter, Owner,
Nobody in Particular Presents, Denver and Terry Howes,
Coordinator, Athletic Affairs, Arena Auditorium

Major Artist Fee
$50,000
This high cost includes the artist’s fee, sound, lights, and opening
act(s). While these costs may be subdivided, the total for SAC target acts will
approach this number.

Performance Rider
$2,500
As standard procedure for entertainers, a certain amount of hospitality
is required within the contract. Specific requests are contained in an
addendum known as a performance rider. These riders typically include
items such as food and drink for the band(s), road crew, and stage hands.

Site Costs
$8000
This estimate is based on the Arena Auditorium’s standard procedures
for security, police, medical, rental, clean-up, and tickets.

Publicity
$7500
This cost is essential for a successful program. Regional coverage
including radio and newspaper for Wyoming, Colorado, and Nebraska
increases the concert’s profile. Naturally, SAC would use all avenues of
advertisement possible, including ASUW’s free space in the Branding Iron.

Middle Agent Fee (Optional)
$5000 (10-15% of artist fee)
Middle Agents typically do much of the initial contact and leg work for
the show. This is necessary until UW establishes itself as a major concert
promoter.

Additional Security (Optional)
$3000
Professional concert security decreases overall risks.

TOTAL ESTIMATED
$68,000 ($76,000 including optional costs)
Attendance Numbers of Recent Major Arena Auditorium Events
Information provided by Sharleen Castle, Manager, Ticket Office, AA

<table>
<thead>
<tr>
<th>Artist</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chris Le Doux/Nitty Gritty Dirt Band, 1994</td>
<td>2,778</td>
</tr>
<tr>
<td>Sawyer Brown, 1993</td>
<td>2,649</td>
</tr>
<tr>
<td>Sawyer Brown, 1992</td>
<td>2,663</td>
</tr>
<tr>
<td>Lippanzer Stallions, 1992</td>
<td>1,073</td>
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<tr>
<td>Harlem Globetrotters, 1993</td>
<td>1,355</td>
</tr>
<tr>
<td>Garth Brooks, 1992</td>
<td>14,351</td>
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</tbody>
</table>
Potential Concert Financial Results

**Overview:** Although it is a virtual impossibility to predict the actual attendance of a concert, a number of scenarios based on SAC research explain the risks involved. Scenarios 1 and 2 represent the best and worst cases. Scenario 3 is an optimistic vision of self-sufficiency. Scenario 4 is a realistic view of self-sufficiency. The fifth scenario eliminates any prospective recycling of funds. Scenario 6 would provide self-sufficiency, but would require future budget allocations for continuance.

**Scenario 1:**
**Attendance:** Numbers approach Garth Brooks show.
**Ticket Price:** At survey median of $20.
**Breakdown:**
- Gross Income (13,000x20): $260,000
- Estimated cost of show: - $76,000
- $184,000

**Scenario 2:**
**Attendance:** Numbers fall within the range of previous Arena Auditorium Sawyer Brown and Chris Le Doux performances.
**Ticket Price:** At survey median of $20.
**Breakdown:**
- Gross Income (2,700x20): $54,000
- Estimated cost of show: - $76,000
- -$22,000

**Scenario 3:**
**Attendance:** Numbers fall between Garth and Sawyer.
**Ticket Price:** At survey high end.
**Breakdown:**
- Gross Income (7500x25): $187,500
- Estimated cost of show: - $76,000
- $111,500
Scenario 4:
Attendance: Numbers fall between Garth and Sawyer.
Ticket Price: At survey median of $20.
Breakdown:
  Gross Income (7500x20): $150,000
  Estimated cost of show: -76,000
  $74,000

Scenario 5:
Attendance: Numbers fall between Garth and Sawyer.
Ticket Price: At survey low end.
Breakdown:
  Gross Income (7500x10): $75,000
  Estimated cost of show: -76,000
  -$1,000

Scenario 6:
Attendance: Numbers fall between Garth and Sawyer.
Ticket Price: Between low and median.
Breakdown:
  Gross income (7500x15): $112,500
  Estimated cost of show: -76,000
  $36,500
SAC Music Survey Results
November - December, 1994

The Student Activities Council conducted a survey to try and determine the desires and needs of the student body. The following are the results of the questions including responses:

(1) How old are you?

Average Age: 22.5 years

(2) What kind of music do you listen to?

Students were given a choice between the following, although they were not limited to one choice:

1. Alternative 39.2%
2. Country 40.4%
3. Rock 42.4%
4. R&B 12.1%
5. Rap 10.9%
6. Other 21.3%

(3) What top three bands from this list would you want to perform in Laramie?

Students were given a choice between the following bands:

1. Queensryche 15.4%
2. REM 45.1%
3. Jimmy Buffet 44.4%
4. Stone Temple Pilots 40.1%
5. Beastie Boys 30.5%
6. Mary Chapin Carpenter 26.8%
7. George Strait 38.7%
8. Robert Plant 18.4%
9. Boyz II Men 23.1%
10. En Vogue 19.3%

(4) How much would you be willing to pay?

Survey Average: $17.20
KRQU INFORMAL POLL RESULTS
November 15-16, 1994

Laramie Radio Station KRQU was kind enough to conduct an informal radio survey on the days of November 15 and 16. Although the band survey results are not particularly revealing, the ticket price results indicate a willingness of alternative music fans to pay a higher amount for tickets than was previously conceived.

<table>
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<tr>
<th>BAND NAMES</th>
<th>Nov. 15</th>
<th>Nov. 16</th>
<th>Totals</th>
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<tbody>
<tr>
<td>Pearl Jam</td>
<td>42</td>
<td>33</td>
<td>75</td>
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<tr>
<td>Beastie Boys</td>
<td>25</td>
<td>17</td>
<td>42</td>
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<td>R.E.M.</td>
<td>23</td>
<td>21</td>
<td>44</td>
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<tr>
<td>Stone Temple Pilots</td>
<td>20</td>
<td>16</td>
<td>36</td>
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<tr>
<td>Jimmy Buffet</td>
<td>13</td>
<td>26</td>
<td>39</td>
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<table>
<thead>
<tr>
<th>TICKET PRICE</th>
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<td>$30</td>
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<td>26</td>
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STUDENT ACTIVITIES COUNCIL - SPRING 1995
OFFICE PHONE: 766-6343

CHAIR
Janet Friedl 810 E. Ivinson Ave. 742-5059

LEAD STUDENT PROGRAMMER
Ronda Sadler 902 1/2 Kearney 745-0969

COMMISSIONERS
Eric Green Pi Kappa Alpha 766-8331
Lucy Hansen 512 Garfield 742-8763
Ryan Lehman Pi Kappa Alpha 766-8554
Matt Lyman Pi Kappa Alpha 766-8007
Joani Miller 3314 Joanna Bruner Dr. #D3 745-3668
Chad Rizner 4317 Crow Drive 745-0741

ASUW SENATORS
Dave Alleman 4317 Crow Drive 745-0741
Kristi Kalasinski Kappa Kappa Gamma 766-8510
Jennifer Marron 318 S. 10th 742-8064
Maggie Marus Kappa Kappa Gamma 766-8511

RESIDENCE HALLS ASSOCIATION
Brandee Buller 714 Downey Hall 766-7626
Nancy Baunach 901 White Hall 766-8797

UNION PROGRAMMING COMMITTEE
Steve Mudd 803 S. 2nd #4 742-0574

STUDENTS-AT-LARGE
Sara Carpender Kappa Kappa Gamma 766-8503
Jon Farnum 1018 1/2 Harney 742-8438
Geof Galbrath 1618 Park Ave. 742-7778
Chad Elmendorf 745-4117
Tressa Penrod 1012 White Hall 766-8720

ADVISORS
Brian Keintz Campus Activities Center 766-6340
Lorraine Lupton ASUW Business Office 766-5216
Leah Sample Campus Activities Center 766-6340
Mel Kelso Campus Activities Center 766-6340
Elizabeth Thompson Campus Activities Center 766-6340