

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

18 increased programming; and  
19 WHEREAS, the ASUW Reserve stands at \$292,108, composed  
20 entirely of student fees;  
21 THEREFORE, be it enacted by the Student Senate of the  
22 Associated Students of the University of Wyoming that  
23 \$36,475 be allocated from the ASUW Reserve in Fiscal Year  
24 1995 to Student Activities Council for the purpose of  
25 providing a large-scale event at the University of Wyoming;  
26 and  
27 THEREFORE, be it further enacted that an account entitled  
28 "Major Event Programming" be created under the ASUW  
29 Activities Administration for those funds (see addendum).

Referred to: Consumer Committee and Budget and Planning Committee

Date of Passage: February 28, 1995 Signed: Beth A. Cunningham  
ASUW Chairperson

"Being enacted on March 1, 1995, I do hereby sign my name  
hereto and approve this Senate action." Matthew J. Ward  
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

<i><b>Artist</b></i>	<i><b>Attendance</b></i>
Chris Le Doux/Nitty Gritty Dirt Band, 1994	2,778
Sawyer Brown, 1993	2,649
Sawyer Brown, 1992	2,663
Lippanzer Stallions, 1992	1,073
Harlem Globetrotters, 1993	1,355
Garth Brooks, 1992	14,351

# 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:	<u>- 76,000</u>
	\$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:	<u>- 76,000</u>
	-\$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:	<u>- 76,000</u>
	\$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:	<u>- 76,000</u>
	\$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:	<u>- 76,000</u>
	-\$ 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:	<u>- 76,000</u>
	\$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.

	Nov. 15	Nov. 16	Totals
<u>BAND NAMES</u>			
Pearl Jam	42	33	75
Beastie Boys	25	17	42
R.E.M.	23	21	44
Stone Temple Pilots	20	16	36
Jimmy Buffet	13	26	39
<u>TICKET PRICE</u>			
\$10	1	2	3
\$15	13	5	18
\$20	35	26	61
\$25	25	34	59
\$30	15	26	41



# STUDENT ACTIVITIES COUNCIL - SPRING 1995

OFFICE PHONE: 766-6343

## CHAIR

Janet Friedl            810 E. Iverson 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

