Proposed Motion: To approve a loan of $35,000 from the Large Event Loan (FXXLEL-ASBSDE) to ASP Popular Music (FXXPOP).

Sponsor: VP for Business & Operations

Persons of Contact: ASP Pop Music Coordinator Megan Housekeeper, ASP Director Daley Smith, ASP Advisor Casey Hayden

Date: January 2013

Summary: ASP Pop Music is requesting a loan of $35,000. This loan would be used to pay an artist to perform at Western. With respect to industry practices, their name will be announced when appropriate.

When: June 8th 2013

Where: Carver Gymnasium (Sits roughly 2,500 attendees)

Justification: There is reasonable evidence that the artist and event would make enough revenue to fully repay the loan.

Large Event Loan as stated in the AS Reserve Policy

Purpose: To guarantee payment of contractual obligations of large events if revenue falls short of expectations.

Amount: Capped at $100,000

Source: Fully funded each year from the combined fund balance above the minimum required to fund the above listed reserve.

Special Conditions: Disbursements from this Reserve are limited to loans with a reasonable expectation that revenue will be sufficient for repayment.
Western Washington University  
Associated Students  
Large Event Loan Fund Request  
January 2013  

Primary Sponsor: ASP Pop Music  
Expected Revenue: $37,000.00  
Amount Requested: $35,000.00  

a. **Event Description**  
This loan request is for a performance to be held in the Carver Gymnasium on June 8\textsuperscript{th} 2013. The group would perform approximately 70-120 minute set with the event open to students and public, with a ticket subsidy for students.  

b. **Event Benefits**  
This group is one of our frequently requested artists on the Taste Test Survey. With a venue large enough available for this date (Carver Gymnasium) and a possible availability for the artist this is the perfect opportunity to bring one a popular artist to Western’s campus. This will not only create further visibility of the Associated Students but reach a broad demographic, many that traditionally don’t attend AS Events.  

With the Carver Gymnasium going into a time of remodel there are very few existing large spaces for concerts. Red Square being weather dependent this could be a fleeting chance to host such a large-scale artist and serve such a large population (up to 2,500 attendees) with one event put on by the Associated Students.  

c. **Contingencies**  
The proposal (formal offer) must be accepted by the agent and artist. The sound system, tech crew, and security must be suitable for the space and the artist.  

d. **Supplemental Artist Research**  
Slightly outdated numbers since rise in popularity, most box office reports from before this fall………………………………………………………………………………………………Avg. Tickets Sold: 1,237  

Recently, in Seattle the artist sold out at \textbf{7,500} seats with tickets all over $20:  

e. **Budget**
Funding

AS Large Event Loan Fund........................................................................................................ $35,000

Expenses

Artist Fees................................................................................................................................. $35,000

Publicity.................................................................................................................................. $800

Event Services- More complex than typical pop music concerts these services for Carver Gym will include Electrician, additional security for larger space, University Police, floor covering, stage and sound rental ........................................................................................................................................ $13,000 (approx)

Hospitality................................................................................................................................. $500

Miscellaneous........................................................................................................................ $500

Total= $49,800 (based on 35,000 offer)

Estimated Revenue (for a performance fee of $35,000)

100% Attendance (expected)

2,000 at $19 student admission................................................................................................. $38,000

500 at $28 general admission.................................................................................................. $14,000

Less 5% tax............................................................................................................................. $2476.19

Less Box Office Fees ($1.00/1.50 per ticket)........................................................................ $2750.00

Total Estimated Revenue= $46,773.81

Estimated Gain/Loss=$49,800-$46,773.81=$3026.19 (pop music subsidy)

80% Attendance (safe budget)

1,600 at $18 student admission................................................................................................. $30,400

400 at $28 general admission ................................................................................................ $11,200

Less 5% tax ............................................................................................................................ $1980.95

Less Box Office Fees ($1.00/1.50 per ticket)....................................................................... $2200.00

Total Estimated Revenue= $37,419

Estimated Gain/Loss=$49,800-$37,419= $12,380 (Pop Music Subsidy)