



**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 8<sup>th</sup> 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<sup>th</sup> 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 **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)