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.
a. Event Description
This loan request is for a performance to be held in the Carver Gymnasium on June 8th, 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Slightly outdated numbers since rise in popularity, most box office reports from before this fall..........................................................Avg.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)