



“Loan for Asp Special Events”

Proposed Motion: A request for up to a \$12,000 loan from the Large Event Loan Fund.

Sponsor: ASP Special Events

Persons of Contact: Darioush Mansourzadeh, Daley Smith

Gnest Speaker: Darioush Mansourzadeh, Daley Smith

Date: 1/17/14

Background & Context

This past academic year at Western Washington University, the Special Events office has put on two high quality shows that received major praise on, and off, campus. The first being Nick Offerman: American Ham Tour and second The Evanna Lynch speaking engagement. Both shows were made possible by the Special Events Office taking out an event service loan to compensate the performance fees. This year we are looking to bring the same, if not higher, quality of performers and will need the loan in order to offer performers compensation for their acts.

Summary of Proposal

This loan would be used to offer potential performers the fee required to bring their act to the Western Washington University campus. The names that have been discussed include Craig Robinson (The Office/This is The End/Last Comic Standing winner), Bobby Moynihan (SNL), Sarah Kay (renowned spoken word poet), Russel Wilson (NFL quarter back) and many more. Craig Robinson is at the top of the list. He is asking for \$27,000, to perform on February 15th at The Mount Baker Theatre (The PAC Main Stage is booked through all semester for The Dance Faculty Show). This price exceeds the Special Events budget, however with a loan this could lead to a performance our campus hungers for. If the board sees it fit to allocate the Special Events office a \$12,000 loan that could compensate for the gap in Special Events max budget and allow me to subsidize the cost of the ticket to a cost effective price for our student population. This cost effective ticket price would make me extremely confident that the office would be able to pay back the loan with ticket revenue. This office seeks to entertain the student body in an inclusive way, as well as bringing two events large attendance events (large attendance meaning 1000+ seats filled). This being a higher cost show, means that there is a possibility of losing more money. However there is a risk and reward balance with all events like this, and in the past the reward has proven to outweigh the risk. If Mr. Robinson does not accept our offer of \$27,000, the money can then be used to book other premier talent or slightly less cost as listed above.

Fiscal Impacts

The ASP Special Events budget currently has \$14,000 and the Late Night budget has \$1,000. With a \$12,000 dollar loan from the board, the Special Events Office can offer premier talent. The following numbers are based on predicted ticket sales at the Mount Baker Theatre. The ‘Best Guess’ section accounts for the 80% ticket sales needed to affirmatively pay back the loan. Since our office is set up to lose money, the budget presents us with a loss, but if the loss does not exceed \$15,000 that my office will invest in the show, then the loan will be paid in full. More importantly the Estimated Net Revenue shows how much money will be made. That number needs to be at \$12,000 or higher in order to repay the loan. At all levels of speaker fees the loan would be re-paid in full.

Craig Robinson has a performance cost of \$27,000 (which would normally be at \$50,000 but is routed through Washington, making his performance fee cheaper). In the attached budget we see that at the lowest projected

ticket sales (where I would receive an estimated net revenue of \$16, 000), there is still enough money left from revenue to pay back the \$12, 000 loan. The lowest amount of tickets I would have to sell in order to pay off the loan would either be 667 students tickets priced at \$18 or 343 non-student tickets. The "Best Guess" would give a net revenue of \$21,648.10, guaranteeing enough money to repay the loan.

John Mulaney cost much less at \$18,000.00 which would in turn allow for cheaper tickets for our student population. The "Best Guess" section of the budget accounts for the 80% ticket sales revenue to pay back the loan. However for this show it would be easier to achieve the 80% tickets sales asked for, because student tickets would cost \$15 and the non-student would cost \$22. At that level we would receive a net revenue of \$15,675 dollars that would pay the loan.

Bobby Moynihan is priced at \$23000, which is a great price for a top quality comedian. His ticket sales would be set at \$18 for each student and \$30 for non-student. This would give us a net revenue of \$20,124.29

In the "Best Guess" section of the attached budget, accounts for the required 80% ticket sales revenue to pay back the loan. It is important to note that this "Best Guess" is lower than the number that was previously predicted, and that when any of the above shows are announced, there will be a much higher sale of tickets.

It is also important to note that I have already allocated money in my budget to non-performer expense fees (building rental, publicity, etc.). This loan would go directly to sending the performer an offer for their performance fee.

Rationale

This show will be a highlight for Western Washington University, in the same way that Nick Ojferman was last year, Western Washington University Associated Students seeks to separate itself from other student bodies, by doing things that other AS's don't. A high quality performance would make a huge impact on campus. Events like these give students a reason not to go out to a big party, rather have them stay in a safe environment and enjoy a night they will never forget. Western is a community that appreciates quality and there is a hunger for it.

ASP Budget Craig Robinson

Event: Craig Robinson

Date: 2/15/2013

Location: Performing Arts Mainstage

Estimated Expenses	
Performer	
Craig Robinson	\$ 27,000.00
	\$ -
	\$ -
	\$ -
Mount Baker Rental	\$ 750.00
Publicity	\$ 70.00
Advertising	\$ 90.00
Hospitality	\$ 100.00
Security	\$
Misc.	13
Total Costs	\$28,023.00

Co-Sponsorship Revenue	
AS SPECIAL EVENTS	
Sponsor 3	\$ -
Sponsor 4	\$ -
Total	\$ -
Ticket price under \$10.00	0.75
Ticket price \$10.00 - \$19.99	1.00
Ticket price \$20.00 - \$29.99	1.50
Ticket price \$30.00 - \$39.99	2.00

Estimated Revenue (High)	Estimated Revenue (Best Guess)	Estimated Revenue (Low)
1,000 tickets @ \$ 20.00 \$ 20,000.00	710 tickets @ \$ 18.00 \$ 12,780.00	600 tickets @ \$ 20.00 \$ 12,000.00
509 tickets @ \$ 35.00 \$ 17,815.00	320 tickets @ \$ 35.00 \$ 11,200.00	200 tickets @ \$ 35.00 \$ 7,000.00
1,509		
Gross Ticket Revenue \$ 37,815.00	Gross Ticket Revenue \$ 23,980.00	Gross Ticket Revenue \$ 19,000.00
Less 5% tax \$ 1,800.71	Less 5% tax \$ 1,141.90	Less 5% tax \$ 904.76
Less Box Office Fees (\$ 1.00) \$ 1,000.00	Less Box Office Fees \$ 1.00 \$ 710.00	Less Box Office Fees \$ 1.00 \$ 600.00
Less Box Office Fees (\$ 1.50) \$ 763.50	Less Box Office Fees \$ 1.50 \$ 480.00	Less Box Office Fees \$ 1.50 \$ 300.00
Estimated Net Revenue \$ 34,250.79	Estimated Net Revenue \$ 21,648.10	Estimated Net Revenue \$ 17,195.24

Co-Sponsorship Revenue	\$ -	\$ -	\$ -
Estimated Gain/Loss On E'	\$ 6,227.79	\$ (6,374.90)	\$ (10,827.76)

ASP Budget Special Events

Event: John Mulaney

Date: 2/15/2013

Location: Mount Baker Theatre

Estimated Expenses	
Performer	
John Mulaney	\$ 18,000.00
	\$ -
	\$ -
Mount Baker Theatre rental	\$ 750.00
Publicity	\$ -
Advertising	\$ 140.00
Hospitality	\$ 100.00
Security	\$ -
Misc.	0
Total Costs	\$18,990.00

Co-Sponsorship Revenue	
AS SPECIAL EVENTS	
Sponsor 3	\$ -
Sponsor 4	\$ -
Total	\$ -
Ticket price under \$10.00	0.75
Ticket price \$10.00 - \$19.99	1.00
Ticket price \$20.00 - \$29.99	1.50
Ticket price \$30.00 - \$39.99	2.00

Estimated Revenue (High)	Estimated Revenue (Best Guess)	Estimated Revenue (Low)
1,000 tickets @ \$ 15.00 \$ 15,000.00	710 tickets @ \$15 \$ 10,650.00	600 tickets @ \$ 15.00 \$ 9,000.00
500 tickets @ \$ 22.00 \$ 11,000.00	320 tickets @ \$ 22.00 \$ 7,040.00	200 tickets @ \$ 22.00 \$ 4,400.00
1,500		
Gross Ticket Revenue \$ 26,000.00	Gross Ticket Revenue \$ 17,690.00	Gross Ticket Revenue \$ 13,400.00
Less 5% tax \$ 1,238.10	Less 5% tax \$ 842.38	Less 5% tax \$ 638.10
Less Box Office Fees (\$ 1.00) \$ 1,000.00	Less Box Office Fees \$ 1.00 \$ 710.00	Less Box Office Fees \$ 1.00 \$ 600.00
Less Box Office Fees (\$ 1.50) \$ 750.00	Less Box Office Fees \$ 1.50 \$ 480.00	Less Box Office Fees \$ 1.50 \$ 300.00
Estimated Net Revenue \$ 23,011.90	Estimated Net Revenue \$ 15,657.62	Estimated Net Revenue \$ 11,861.90
Co-Sponsorship Revenue \$ -	\$ -	\$ -
Estimated Gain/Loss On E' \$ 4,021.90	\$ (3,332.38)	\$ (7,128.10)

ASP Budget Special Events

Event: Bobby Moynihan

Date: 2/15/2013

Location: Mount Baker Theatre

Estimated Expenses	
Performer	
Bobby Moynihan	\$ 23,000.00
	\$ -
	\$ -
	\$ -
Mount baker theatre rental	\$ 750.00
Publicity	\$ -
Advertising	\$ 140.00
Hospitality	\$ 100.00
Security	\$ -
Misc.	0
Total Costs	\$23,990.00

Co-Sponsorship Revenue	
AS SPECIAL EVENTS	
Sponsor 3	\$ -
Sponsor 4	\$ -
Total	\$ -

Ticket price under \$10.00	0.75
Ticket price \$10.00 - \$19.99	1.00
Ticket price \$20.00 - \$29.99	1.50
Ticket price \$30.00 - \$39.99	2.00

Estimated Revenue (High)	Estimated Revenue (Best Guess)	Estimated Revenue (Low)
1,000 tickets @ \$ 18.00 \$ 18,000.00	710 tickets @ \$18 \$ 12,780.00	600 tickets @ \$ 18.00 \$ 10,800.00
500 tickets @ \$ 30.00 \$ 15,000.00	320 tickets @ \$ 30.00 \$ 9,600.00	200 tickets @ \$ 30.00 \$ 6,000.00
1,500		
Gross Ticket Revenue \$ 33,000.00	Gross Ticket Revenue \$ 22,380.00	Gross Ticket Revenue \$ 16,800.00
Less 5% tax \$ 1,571.43	Less 5% tax \$ 1,065.71	Less 5% tax \$ 800.00
Less Box Office Fees (\$ 1.00) \$ 1,000.00	Less Box Office Fees \$ 1.00 \$ 710.00	Less Box Office Fees \$ 1.00 \$ 600.00
Less Box Office Fees (\$ 1.50) \$ 750.00	Less Box Office Fees \$ 1.50 \$ 480.00	Less Box Office Fees \$ 1.50 \$ 300.00
Estimated Net Revenue \$ 29,678.57	Estimated Net Revenue \$ 20,124.29	Estimated Net Revenue \$ 15,100.00
Co-Sponsorship Revenue \$ -	\$ -	\$ -
Estimated Gain/Loss On E' \$ 5,688.57	\$ (3,865.71)	\$ (8,890.00)