



KUGS 40th Birthday Bash Supplemental Funding

Proposed Motion: *“Approve an underwriter of \$3,000 from Operating Enhancement [FXXENH] to be transferred to Pop Music [FXXPOP] for the purpose of booking a performer for the KUGS 40th Birthday Bash. ”*

Sponsor: Colby Whitton, KUGS Music Director

Persons of Contact: Colby Whitton, Eli Hanavan, Carly Roberts

Guest Speaker: TBD

Date: 7-23-2014

Attached Document:

Proposed budget.

Background & Context

Western’s student-led, student-operated radio station, KUGS FM, is turning 40 years old this year. KUGS is a vibrant part of WWU campus life, and serves as a conduit for student involvement in the AS. Past KUGS birthdays have been marked by large concerts, such as the 30th Birthday Bash which featured Death Cab for Cutie.

Efforts for a 40th Birthday Bash started last year, but plans ultimately fell through due to scheduling issues. There was a small event in the Underground Coffeehouse that was ill attended and not planned very far in advance.

During Summer Staff Training, conversations started between KUGS and ASP staff about putting on a larger scale event to celebrate KUGS. KUGS staff have met with ASP staff and together we have come up with this collaborative approach to the event. We hope that by beginning planning now, we can produce an awesome event for the campus community that highlights one of our unique features, KUGS FM.

Summary of Proposal

We are asking for an underwriter of \$3,000 from Operating Enhancement to go towards the cost of booking a regional or national touring performer that can fill the MPR (800 capacity) or the PAC Main Stage (1,050 capacity). We are requesting supplemental funds for this program because this is a one-off event, therefore it could not be planned for during the normal budget allocation process.

Pop Music is able to contribute \$8,000 - \$10,000 from their budget to go towards subsidizing a large scale concert within the description of the ASP Pop Music job responsibilities. A collaboration between ASP Pop Music and KUGS along with the additional funding from Operating Enhancement will allow us the flexibility required to contract a large scale act that is of great musical interest to Western students, and that suits the scale of the MPR or the PAC Main Stage.

Fiscal Impacts

This allocation will leave a healthy amount of funds in the Operating Enhancement budget for future use throughout the rest of the year.

Rationale

The short-term benefit of providing this funding is that an awesome entertainment opportunity will be created for Western students to enjoy. The long-term benefit of

providing this funding is that this event will support and continue to build the long-standing legacy of KUGS FM, a unique feature of our campus community.