



Student Fee Review Board Application Checklist

Cover Sheet

Executive Summary

Application Questions

Budget Form A

Budget Form B ^(not requesting) (one-time requests)

Budget Form C (non-SFRB funding)

Please submit an electronic version of this application via email to SFRB@unm.edu and 13 hard copies of this application to the ASUNM Office, Student Union Building suite 1016.

DEADLINE September 9, 2016, 5:00 PM.

***Late applications will not be accepted.**

**Student Fee Review Board
Funding Application for Fiscal Year 2017-2018**

UNM Public Events / Poplejoy Hall
Name of Unit

Thomas Tkach Director
Dean/Director Title

MSC 04 2580 / University of New Mexico
Campus Address

(505) 277-9460 ttkach@unm.edu
Campus Phone E-mail Address

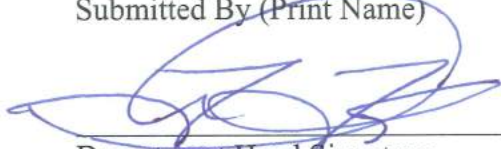
\$ 165,000 rfeigby@unm.edu
Total Amount Requested Alternate Email Address

One-Time Funding Recurring Requesting Increase

CERTIFICATION

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board. I understand that the SFRB is a **recommendation** body and that its funding allocations are subject to revision by the Budget Leadership Team before final approval.

Thomas Tkach
Submitted By (Print Name)


Department Head Signature

9/8/16

Date

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DEADLINE September 9, 2016, 5:00 PM.

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Executive Summary for Popejoy Hall SFRB Funding Application

Popejoy Hall is not only the only place on campus for students to experience a broad range of professional, international performing arts presentations, it is also the only venue in the state that can support the Broadway, music, dance, and academic productions presented within. For many UNM students, experiencing the performing arts is not only entertaining, it is also educational. The presentations that take place in the hall tend to touch upon social issues and history, often incorporating traditions and customs from a diverse range of cultures. Through this means, students are able to gain firsthand knowledge of cultures they may otherwise miss out on. Additionally, Popejoy Hall often brings authors, poets, and lecturers to speak, allowing UNM students to learn directly from those in the field whom they may admire and strive to be like.

The funding provided by the Student Fee Review Board allows Popejoy Hall to offer a 50% discount on student subscription tickets, as well as a 40% discount on individual tickets. Last season, we sold 3,325 tickets at the 50% discounted rate and another 1,468 tickets with the 40% discount, including 251 tickets to the upcoming run of *Disney's The Lion King*. When we surveyed our student subscribers at the beginning of the Fall 2016 semester, only 2.4% of responders said they would be able to purchase Popejoy Hall tickets without the SFRB funded discount. Additionally, 100% of responders said they felt the student discount was either beneficial or very beneficial to UNM students, with 91.2% of responders reporting the discount is very beneficial. One responder put it into perspective in the comment they left on the survey: "Like (the) student basketball tickets, (the discount for Popejoy tickets) is one of the few student benefits. It gives students an opportunity to see performances they normally wouldn't see because they would have to go to NY and buy expensive tickets. It broadens students' exposure to culture and the arts. It is a great benefit to have!" Given this positive feedback from the student population and the continuing demand for student tickets, we are requesting the same amount of funding we received last year: \$165,000 for use toward the 50% and 40% discounts.

We feel very strongly that Popejoy offers something to the UNM student body that no other organization can. One of our survey respondents perhaps said it best when they wrote, "I purchased the annual student pass to the New Mexico Broadway series and I absolutely love it! It's so nice to be able to see great Broadway plays on a student budget. Access to cultural and art experiences is so important, and I would be very disappointed if UNM were to not support student pricing." With help from the Student Fee Review Board, we continue to make the performing arts accessible to the UNM student body.

Thank you for your time and consideration.

Best,



Thomas Tkach
Director, Popejoy Hall

- I. Describe the history and mission of your unit, and how its services support the mission of the University. Please address each of the following bullet points in your answer.
 - a. What services does your unit specialize in that are not offered in a similar form elsewhere within the University?
 - b. How does your unit serve the University's commitment to diversity?

As the largest performing arts center in New Mexico, Popejoy Hall has the honor of hosting national and international companies and artists who may otherwise not have been presented in the state. Named for former UNM President Thomas L. Popejoy, who advocated for a performing arts center on campus, the hall welcomes approximately 250,000 people each year, including more than 56,000 local schoolchildren attending the *Schooldtime Series*. Popejoy's staff, Board of Directors, and volunteers work hard to ensure we reach our goal each year of making the performing arts accessible to all New Mexicans. Popejoy's continuous and unparalleled community outreach programs support not only our own mission, but the mission of the University of New Mexico. In addition to the national and international performing arts programs that take the stage in Popejoy Hall, several UNM departments and student groups also utilize the hall each year. For many students, Popejoy Hall is the first and last venue they visit on campus given we host Freshman Family Day and many department Convocations.

Popejoy Hall prides itself on the quality of performances presented in the hall. As the only venue on campus (and in the state) with the ability to attract professional touring Broadway companies, lecturers, musicians, dancers, actors, and symposiums, Popejoy offers UNM students the opportunity to experience cultural diversity through the performing arts. Additionally, students studying music, theater, and dance (including stage production and creative writing) have the opportunity to observe professionals in their field, which is invaluable to their education. Furthermore, many of the productions presented at Popejoy Hall deal with social issues presented from varying points of views and cultural traditions.

One of Popejoy's main goals when booking a season is to present a diverse range of productions, including the types of presentations, from various cultures and traditions. The upcoming season includes the 18th Annual performance of Mariachi Christmas, a dance company from India performing a Bollywood Musical Revue, the Peking Acrobats, DRUMLive Live – a celebration the marching band tradition of Historically Black Colleges and Universities, a Russian Ballet, the Shaolin Warriors - a group of Zen Buddhist monks, and an ensemble music group from Ireland. In presenting a variety of cultures and traditions, Popejoy helps support UNM's commitment to diversity.

2. Briefly describe each program/project in your unit that is funded specifically by student fees. What are the outcomes, so far, of each program/project?

Popejoy is requesting funding to supplement the 50% discount given to UNM Student Season Subscribers, as well as a 40% discount on individual ticket purchases made after the subscription period. Through these two programs, UNM students have the ability to

see professional, high quality productions including touring Broadway shows at a lower, more affordable cost. In previous years, we have always exhausted the funding provided to us by SFRB to support these two programs. After the funding runs out, we then support the 40% off discount using our own funds whenever possible.

Given that many students would not be able to afford to become subscribers or purchase tickets without the SFRB funded discounts, we believe the amount of tickets sold would be much lower, thus reducing the amount of revenue we see from ticket sales. Revenue from ticket sales helps us not only with operational costs, but also goes toward supporting salaries for student employees and the funding for our *Schooltime Series* and *Senior Program*, both of which are invaluable to the community.

3. **Describe any increase in SFRB funding you are requesting, and provide justification detailing how raising student fees will improve your unit's impact on the student population.**

We are not requesting an increase in funds this year.

4. **Describe student participation in your unit, and any plans to improve it, addressing each of the following bullet points.**
 - a. **How are students involved in the governance/decision-making of your unit?**
 - b. **How many students do you employ (including graduate assistants, interns, etc.)?**

Popejoy Hall is proud to employ approximately 50 students across its six departments: Operations, Marketing, Technical Production, Front of House, Information Technologies, and Development/Fundraising. While working alongside our 14 fulltime staff members, our students often utilize what they are learning in their degree program during their employment with us. Students seeking a degree in Public Relations often draft press releases. English majors frequently create study guides for use by students and teachers attending the *Schooltime Series* or adults and families interested in our *Popejoy Presents* shows. Popejoy also employs many student musicians who perform in the Popejoy Hall lobby before shows, as well as several on-call student photographers whose work is featured in our Benefactors' Lounge, playbills, and advertising. Our graphic design interns create dynamic and stunning advertising and promotional materials. Many students work behind the scenes on Stage Production, learning how to rig a show or manage the sound or lighting. Most of our students gain a great deal of customer service experience while working with our patrons as Floor Managers or in our main office.

Several of our current staff members were once student employees at Popejoy Hall. As such, we often look to our students for new ideas and input on the programs in existence. Additionally, we have a position on our Board of Directors for a Student Representative, which does include voting rights on all issues that guide the future of Popejoy Hall.

Many of our former student employees have gone on to have successful careers in a

variety of fields including: Publishing, Photography, Music, Education, Fundraising, Business Administration, and much more.

- 5. Describe specific improvements your unit has made in the last fiscal year to the visibility/accessibility of its services, and any plans to further improve visibility/accessibility.**

Over the past year, Popejoy Hall has attempted to increase its visibility in the community by attending as many UNM information fairs and events as possible to inform UNM students of the SFRB funded discount for the upcoming season. Popejoy Hall participated in 13 Discover UNM sessions (including TNT) and 10 LobOrientation sessions. Between these 23 sessions, we met with approximately 2,600 students and their parents. We also participated in Jump Start Orientation, Welcome Back Days, the Student Job Fair, hosted two information tables in the SUB, one at the Student Support and Services Center, and two at Lobo Perks, allowing us to meet with another 725 students. We also attended the Resident Advisor Resource Fair where we met all the advisors and informed them of Popejoy's offerings and discounts.

- 6. How does your unit collaborate with other campus units and/or off-campus entities?**

Popejoy Hall has worked hard to create lasting, supportive relationships with many departments on campus, as well as organizations off campus. Not only do we work closely with the Music Department and several other academic departments to schedule performances and convocations, we also work with departments interested in giving their students an opportunity to interact with Popejoy. We continually work with the President's Office, Student Special Events, and the Admissions Department to make the hall available for the needs of these departments. We participate in Welcome Back Days each year and have been an active part of LobOrientation, working hard to make sure incoming freshman know about the SFRB funded discount on Popejoy tickets. When we are able, we also collaborate with the Theater & Dance department to allow classes to get a behind the scenes look at some of our Broadway shows, often introducing them to cast and crew. In doing so, we are happy to be able to give these students an opportunity to see the skills and talents they are acquiring at UNM in action.

We also work with a number of off-campus entities including the New Mexico Philharmonic and the New Mexico Ballet Company, giving them an opportunity to use the hall as often as possible for their own events. We have also hosted the All State Music Festival for many years, giving schoolchildren an opportunity to visit and perform in Popejoy Hall, often for the first time. In addition, we do a great deal of outreach within the community, often providing tickets to non-profit groups either to help with fundraising efforts, or to give individuals an opportunity to attend Popejoy events when they otherwise would not have been able to.

- 7. What methods have been used in evaluating your unit's impact on the student population (e.g. surveys, focus groups, interviews), and how effective have those**

methods been?

In addition to surveying our student patrons after performances, we also survey the entities using the hall to gauge their satisfaction with the hall and explore any areas that need improvement. These surveys are always given to the UNM departments using the hall, including the Music Department, Student Special Events, and academic departments utilizing the hall for Convocation ceremonies. At the beginning of the Fall 2016 semester, we sent a survey to all students who purchased a subscription at the 50% discount or single tickets at the 40% discount, seeking to gauge student satisfaction with our services, shows, and accessibility. The overall response to the survey was very positive. 100% of student surveyed rated the SFRB funded student discount as being beneficial or very beneficial to UNM students. Furthermore, only 2.4% of responders said they would have purchased tickets without the student discount. We also work closely with our recently formed Arts Ambassador group, which gives us first hand feedback from UNM students on our programs, visibility, and any recommendations for improvement.

8. **What are your unit's current non-SFRB sources of funding (e.g. Instructional & General, state or federal grants, self-generated revenue), and if applicable, what additional funding sources are you seeking this fiscal year?**
 - a. **What increases or decreases from non-SFRB funding sources do you anticipate compared to your budget last year?**
 - b. **Please complete Budget Form C for non-SFRB income.**

Popejoy Hall's sources of funding come from earned ticket revenue, contributions from donors, a grant from the Urban Enhancement Trust Fund, and a grant from New Mexico Arts. In order to maintain a balanced budget, in addition to earned ticket revenue, we require contributions from the general public. Our fundraising efforts balance our budget and allow us to continue offering the programs we do.

9. **What are your unit's current plans to address the recommendations of last year's SFRB? We understand that these plans are subject to change in response to any unexpected developments later in the fiscal year.**

Popejoy Hall did not have any recommendations last year.

10. **Provide any other information or a narrative that will assist the SFRB in making its decision to fund your unit.**

Popejoy Hall is proud to be able to contribute to a well-rounded college experience for UNM students. By presenting artists and companies from a variety of cultures, we give UNM students an opportunity to experience something they may not be able to otherwise. It is also extremely important to us to give students studying dance, music, theater, writing, and production an opportunity to see professionals in their chosen career path in

action. Additionally, many local schoolchildren come to the University campus for the first time to experience a show at Popejoy Hall. Many of these classes then tour the campus, giving the children their first experience of a college campus. Many of these students later come back to be Lobos and Popejoy Hall patrons. Without the SFRB funding, many current Lobos would not be able to attend the shows and would not gain exposure to the different customs, cultures, traditions, professions, and works of art we present.

It should also be noted that while our overhead budget remains consistent from year to year, our overall budget can swing significantly when we add in the artist fees/royalties from multiple-week Broadway runs. For this reason, the SFRB funding acts as an unchanging staple in our budget that allows us to offer the student discounts year to year.

Form A

SFRB Funding Request Form

STUDENT FEE REVIEW BOARD
FISCAL YEAR 2017-2018

DEPARTMENT Public Events/Popejoy Hall 726A
VICE PRESIDENT _____
INDEX # 726008-02Z1

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2015 - 2016	TOTAL BUDGET 2016 - 2017	SFRB BUDGET 2016 - 2017	TOTAL BUDGET 2017 - 2018	SFRB BUDGET REQUESTED 2017 - 2018	SFRB FUNDING INCREASE/DECREASE REQUEST 2017 - 2018
1 Faculty salaries	-	-	-	-	-	-
2 Staff salaries	800,748	806,892	-	814,961	-	-
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	\$ 800,748.00	\$ 806,892.00	\$ -	\$ 814,961.00	\$ -	\$ -
4 Student (student employment & workstudy)	242,667	178,923	-	180,712	-	-
5 GA, TA, RA - Pay and Benefits	-	-	-	-	-	-
6 Fringe Benefits on Staff & Faculty salaries	296,158	292,621	-	295,547	-	-
7 TOTAL COMPENSATION (Lines 3 - 6)	\$ 1,339,573.00	\$ 1,278,436.00	\$ -	\$ 1,291,220.00	\$ -	\$ -
GENERAL EXPENSES						
8 Material/Services	221,455	200,118	-	202,119	-	-
9 Travel, Conference & Seminars	45,100	50,395	-	50,899	-	-
10 Advertising/Publicity	578,250	632,425	-	638,749	-	-
11 Performance Contracts/Artist Fees	2,496,334	3,855,552	-	3,894,108	-	-
12 Technical Professional Services	900,535	1,121,274	-	1,132,487	-	-
13 Equipment Rental (for Events)	3,550	3,050	-	3,080	-	-
14 Building and Equipment Maintenance	78,427	78,427	-	79,211	-	-
15 Gross Receipts Tax	269,634	351,553	-	355,069	-	-
16 Credit Card Fees	135,473	175,709	-	177,469	-	-
17 Telephones	27,500	27,500	-	27,775	-	-
18 Ticketing Expenses	157,626	157,626	-	159,202	-	-
19 Banner Tax, other Admin Fees	48,935	44,913	-	45,362	-	-
20 Capital Transfers to Plant Fund	19,000	19,000	-	19,190	-	-
21 Student Discounts on Tickets	-	-	165,000	-	165,000	-
22	-	-	-	-	-	-
23	-	-	-	-	-	-
24	-	-	-	-	-	-
25	-	-	-	-	-	-
26	-	-	-	-	-	-
27	-	-	-	-	-	-
28	-	-	-	-	-	-
29	-	-	-	-	-	-
30	-	-	-	-	-	-
31	-	-	-	-	-	-
32 TOTAL GENERAL EXPENSES (Line 8 - 30)	\$ 4,981,819.00	\$ 6,717,542.00	\$ 165,000.00	\$ 6,784,720.00	\$ 165,000.00	\$ -
33	-	-	-	-	-	-
34 GRAND TOTAL EXPENSES (Line 7+32)	\$ 6,321,392.00	\$ 7,995,978.00	\$ 165,000.00	\$ 8,075,940.00	\$ 165,000.00	\$ -

Form C

External Funding Sources

This form is used ONLY if you have **EXTERNAL FUNDING SOURCES**

DEPARTMENT Public Events/Popejoy Hall 726A
 VICE PRESIDENT David Harris
 INDEX(es) # 726008

STUDENT FEE REVIEW BOARD
 FISCAL YEAR 2017-2018

FUNDING SOURCE	2016-2017 BUDGET	2017-2018 FORECASTED BUDGET	Funding Increase Request for 2017-2018
1 Student Fee Review Board (SFRB)	165,000	165,000	
2 UNM Instruction & General			-
3 Private Donations			-
4 Fundraising/Foundation/Development	408,969	413,059	4,090
5 State Funding			-
6 Federal Funding			-
7 Grants (including federal and private)	14,790	14,790	-
8 Self-Generated Revenue	7,407,219	7,483,091	
9			-
10 If Other(s), please list below:			-
11			-
12			-
13			-
14			-
15			-
16			-
17			-
18			-
19			-
20			
21			
22			
23			
24			
25			-
26			-
27			-
28			
29			-
30			-
TOTAL OPERATING INCOME/REVENUE	\$ 7,995,978.00	\$ 8,075,940.00	\$ 4,089.69

*The narrative response to question #5 must reflect this information