

**Student Fee Review Board  
Funding Application for Fiscal Year  
2021-2022**

UNM Public Events/Popejoy Hall  
Name of Unit

Thomas Tkach  
Dean/Director

Director  
Title

MSC 04 2580  
Campus Address

277-9460  
Campus Phone

ttkach@unm.edu  
E-mail Address

\$ 40,821  
Total Amount Requested

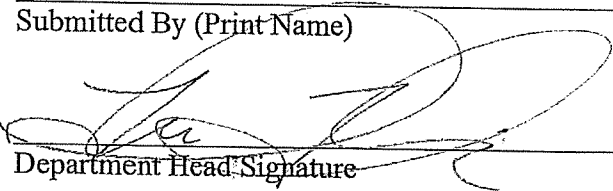
rfeigley@unm.edu  
Alternate Email Address

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

9/11/2020

Date

Please submit an electronic version of this application via email to [SFRB@unm.edu](mailto:SFRB@unm.edu).

**DEADLINE September 11, 2020, 5:00 PM.**

\*Late applications will not be accepted

## **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 2,103 tickets at the 50% discounted rate and another 1,006 tickets with the 40% discount. When we surveyed our student subscribers at the beginning of the fall semester this year, only 16% of responders said they would be able to purchase Popejoy Hall tickets without the SFRB funded discount. Additionally, 100% of responders rated the discount as being beneficial to UNM students with 90% of respondents rating the discount at the highest level of benefit to UNM students. One responder put it into perspective in the comment they left on the survey: "It's so important to allow students an opportunity to see shows at a discounted rate. Art isn't only for the elite. It's for everyone. Discounted tickets gave me an opportunity to see an expensive show that I would not have been able to afford. What a gift!" 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: \$40,821 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, "It's a great opportunity for students to be exposed to Broadway performances in NM. Chances are most wouldn't ever travel to NYC to see a Broadway show. Exposure to the arts is very important to students seeking a well-rounded education. The arts are much more important than sports which get all the attention and funding. The student discount is one of the few perks that are offered to students who are otherwise paying full tuition, etc." We are also happy to be able to provide an opportunity for UNM students to de-stress and share the arts with their loved ones, like this respondent: "As a student, it is expensive to do fun activities. Having this as a perk, I am able to attend performances I would not be able to pay full price for."

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

1. **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 45,000 local schoolchildren attending the *Schooltime 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 a return engagement of The Peking Acrobats, the 22<sup>nd</sup> anniversary performance of Mariachi Christmas, Sweet Honey in the Rock, the National Dance Company of Siberia, and an exciting performance by Drum Tao. 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? What, if any, changes do you plan to make to these programs/projects?**

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.

At this time, we do not foresee any changes to the way in which we use SFRB funds.

- 3. Does your unit have an SFRB balance forward? If so, please justify this balance forward and how you will utilize it.**

At the close of FY20 there was a balance of Student fees of \$71,138.21 (726030). Prior to the close of FY20 there was \$114,294 in discounted student subscription tickets and single event tickets that had already been purchased for the 2019-2020 Season and Subscriptions for the 2020-2021 Season, which cannot be allocated to our index until after the shows perform. We had an unprecedented demand for season subscriptions for the 2020-2021 Season as it includes tickets for "Hamilton". Due to the COVID-19 shutdowns, some shows that had already been purchased by students were postponed and so the monies are held until the shows perform and the fees can be allocated. If a show is canceled instead of postponed the monies collected are refunded. We will be using the FY20 SFRB balance forward to cover the tickets already purchased.

- 4. 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. If requesting increases for multiple programs/projects, which program/project is your top priority? If requesting an increase, please state any reserves in your unit's budget and provide justification for not using said reserves for the requested increase.**

We are not requesting an increase in funds this year.

- 5. 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.

- 6. 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: Administration, Operations, Marketing, Technical Production, Front of House, and Development/Fundraising. While working alongside our 15 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 during events 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.

- 7. 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.**

Each year, Popejoy works hard 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. Unfortunately, this year due to COVID-19, the opportunity to attend information fairs and meet students in person has been severely impacted. This year, rather than our usual physical presence at various events around campus, Popejoy Hall has taken part in the online introduction to the campus via [campusexperience.unm.edu](http://campusexperience.unm.edu). Here, UNM students are able to get information about Popejoy's events, the student discount, and get information on contacting us directly with any questions or concerns.



**8. 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.

**9. 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? Please provide any data collected if it pertains to the applications.**

In addition to surveying our 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 2020 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 very beneficial to UNM students. Furthermore, only 16% of responders said they would have purchased tickets without the student discount. We also work closely with our Arts Ambassador group, which gives us first hand feedback from UNM students on our programs, visibility, and any recommendations for improvement.

**10. If your unit received specific recommendations from last year's SFRB, what are your unit's current plans to address these recommendations?**

Popejoy Hall did not have any recommendations last year.

**11. 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.

In March, due to the spread of COVID-19, the decision was made by UNM President Garnett Stokes and Governor Michelle Grisham-Lujan to close Popejoy Hall for the safety of our audience, volunteers, and staff. Although Popejoy will remain closed through the end of this calendar year, many of our performances have been rescheduled for 2021. The student fees received, and any future student fees, will remain in a secure account and will only be utilized for student discounts at Popejoy Hall. Popejoy will reopen once it is determined that safe operations can resume.

# Form A

## SFRB Funding Request Form

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2021-2022

DEPARTMENT Popejoy Hall/Public Events  
VICE PRESIDENT Thomas Tkach, Director

INDEX # 726030

	A	B	C	D	E	F
	ORGANIZATION OPERATING BUDGET 2019 -2020	TOTAL BUDGET 2020 - 2021 (not including SFRB)	SFRB BUDGET 2020 - 2021	TOTAL BUDGET 2021 - 2022 (not including SFRB)	SFRB BUDGET REQUESTED 2021- 2022	SFRB FUNDING INCREASE/DECREASE REQUEST 2021 - 2022
1 Faculty salaries	-					-
2 Staff salaries	857,904.00	819,101		819,101		
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	\$ 857,904.00	\$ 819,101.00	\$ -	\$ 819,101.00	\$ -	\$ -
4 Student (student employment & workstudy)	184,950.00	192,593		192,593		
5 GA, TA, RA - Pay and Benefits						
6 Fringe Benefits on Staff & Faculty salary	319,444.00	320,542		320,542		
7 TOTAL COMPENSATION (Lines 3 - 6)	\$ 1,362,298.00	\$ 1,332,236.00	\$ -	\$ 1,332,236.00	\$ -	\$ -
						-
GENERAL EXPENSES						
8						
9 Artist Fees	2,221,643	5,329,965		5,329,965		
10 Student Discounts Taken			40,821		40,821	
11 Gross Receipts Taxes Paid	234,697	438,711		438,711		
12 UNM Ticketing Service	157,626	157,626		157,626		
13 Merchandise Cost of Sales	1,414	-		-		
14 Supplies, Equipment	240,010	180,102		180,102		
15 Repairs and Maintenance	34,289	20,892		20,892		
16 Travel & Conference	65,067	63,446		63,446		
17 Telephone	27,742	28,410		28,410		
18 Advertising	523,066	601,061		601,061		
19 Professional Services	1,507,040	1,214,145		1,214,145		
20 Credit Card Fees	121,937	230,520		230,520		
21 UNM Admin Fees	34,393	38,405		38,405		
22 UNM Foundation Assessment	44,032.00	17,119		17,119		
23						
24						
25						
26						
27						
28						
29						
30						-
						-
32 TOTAL GENERAL EXPENSES (Line 8 - 30)	\$ 5,212,956.00	\$ 8,320,402.00	\$ 40,821.00	\$ 8,320,402.00	\$ 40,821.00	\$ -
						-
34 GRAND TOTAL EXPENSES (Line 7+32)	\$ 6,575,254.00	\$ 9,652,638.00	\$ 40,821.00	\$ 9,652,638.00	\$ 40,821.00	\$ -



# Form C

## External Funding Sources

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

DEPARTMENT Popejoy Hall/Public Events

VICE PRESIDENT Thomas Tkach, Director

INDEX(es) # 726030

STUDENT FEE REVIEW BOARD

FISCAL YEAR 2021-2022

	FUNDING SOURCE	2020-2021 BUDGET	2021-2022 FORECASTED BUDGET	Funding Increase Request for 2021-2022
1	Student Fee Review Board (SFRB)	40,821	40,821	
2	UNM Instruction & General	-	-	-
3	Private Donations	-	-	-
4	Fundraising/Foundation/Development	422,460	422,460	-
5	State Funding	-	-	-
6	Federal Funding	-	-	-
7	Grants (including federal and private)	8,250	8,250	-
8	Self-Generated Revenue	9,181,107	9,181,107	-
9				-
10	<b>If Other(s), please list below:</b>			-
11				-
12				-
13				-
14				-
15				-
16				-
17				-
18				-
19				-
20				
21				
22				
23				
24				
25				-
26				-
27				-
28				
29				-
30				-
	<b>TOTAL OPERATING INCOME/REVENUE</b>	<b>\$ 9,652,638.00</b>	<b>\$ 9,652,638.00</b>	<b>\$ -</b>

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