



Student Service Fee Presentation

Mondavi Center for the Performing Arts
COSAF Meeting, April 21, 2023

Mondavi Center
UCDAVIS



The Mondavi Center

- Opened in 2002
- More than 60 visiting performances annually
- Many performances only available in major cities like NYC and Los Angeles
- One of top 20 University presenting programs in the nation
- Considered by many the best acoustical concert hall in the state
- Has the top of the line sound system for amplified events

Our Mission

- Illuminate, Educate, Connect

Our Vision

- A campus and community where the arts are an indispensable part of everyday life for all

Strategic Priority

- To deepen and broaden engagement with UC Davis students and faculty, to become an indispensable resource for student success and an instrument of positive change



The Mondavi Center Supports Student Learning

- Largest classroom on campus, with top quality amenities & tech support
- ‘Engaging with the Performing Arts’ and ‘Performances at the Mondavi Center’ are First Year Seminars built around our programs
- 8 SHAPE First Year Seminar and Honors Program courses team taught by STEM and Arts/ Humanities faculty and connected to Mondavi Center artists
- A world class venue for student ensembles like the UCDSO





The Mondavi Center Supports Students through Employment

- More than 65 positions annually
- A student payroll of \$240K per year
- Outstanding training in hospitality, ticket office, sales, marketing, and production



Partnering with Student Groups

- Partnering with student groups such as the Mariachi UC Davis Ensemble, which performed before Lila Downs' Day of the Dead Concert
 - Partnering with ASUCD EC on events such as film nights and annual winter concert
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Student Service Fee Supports...

UC Davis Student access to events

- Free and reduced priced tickets for UC Davis students: (\$180k)
 - Always 50% discount
 - "First Time Free" ticket for all students
 - \$10 student rush tickets on the day of most performances
 - \$5 Curriculum Connections student tickets, incorporated into classes by faculty, First Year Seminars and Aggie Connections



Quarterly study sessions (Finals)

During finals: dedicated quiet spaces, group study tables, ample power sources and free coffee.

Being expanded from one day to the entire week.





NEW: Mondavi Center Student Lounge

- Opened Spring 2022
- Open "all" day
- Outlets
- Student Tables
- Outdoor Seating





NEW: Mondavi Center Student Nights

- Once each quarter
- Free event tickets to show
- Free student social with pre-show dinner
- Swag giveaways
- Opportunities to meet the artists
- **140 students participated in Fall and Winter Quarter**



NEW: Student Appreciation Days

- Once each quarter
- Free coffee and donuts the week before finals outside the Mondavi Center
- Free swag
- **380 students participated in Fall and Winter Quarter**

Student Impact Hours

Employment Hours:	12,843
Study Sessions Hours:	768
Performance Attendance Hours:	5,830
Classroom Hours:	275,220
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Total Student Impact Hours:	294,661