



asucd  
**ENTERTAINMENT  
COUNCIL**

# **Fee Referenda Presentation**

November 22nd, 2024

# Agenda

1. Introductions :D
2. Reasoning for Fee Referenda
3. Fee Referenda Language
4. Future Plans

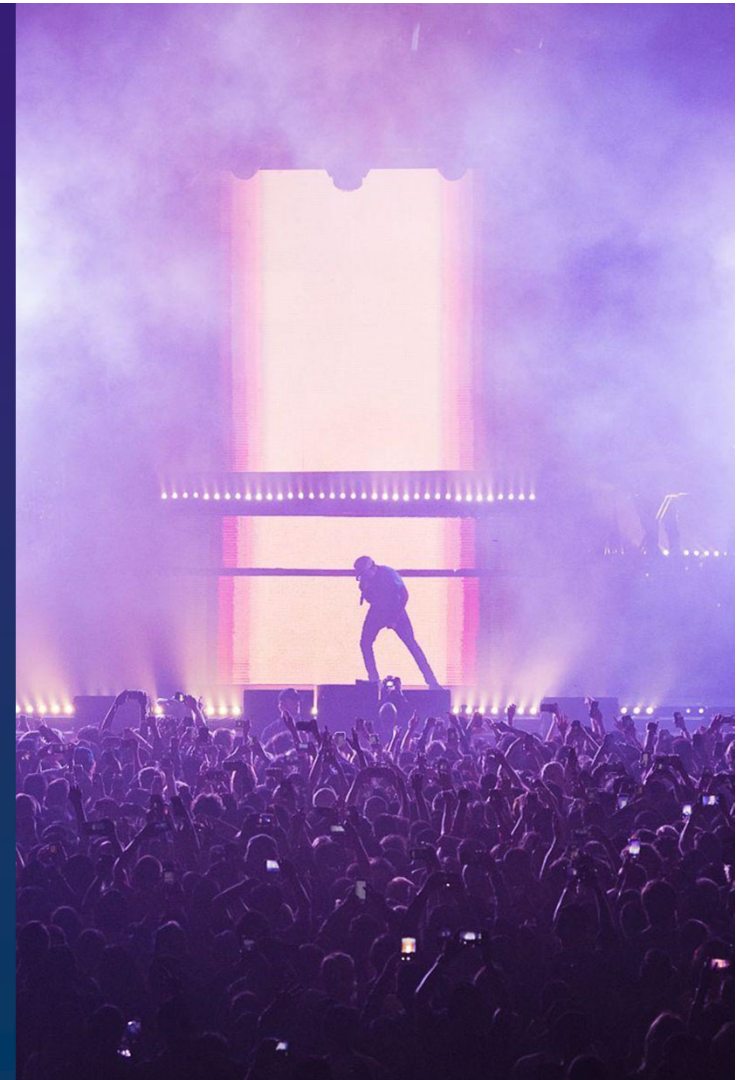
# About

ASUCD Entertainment Council hosts **concerts, open mics, film screenings, and other live events** at UC Davis

- Booked **over 200** artists since '79!
- Entirely **student run** (staff + volunteers)
- Visit our website + insta!  
[ec.ucdavis.edu](http://ec.ucdavis.edu) + [@asucdec](https://www.instagram.com/asucdec)

People we've had:

*Kaytranada, kendrick lamar, Amine, Rayvn  
Lenee*

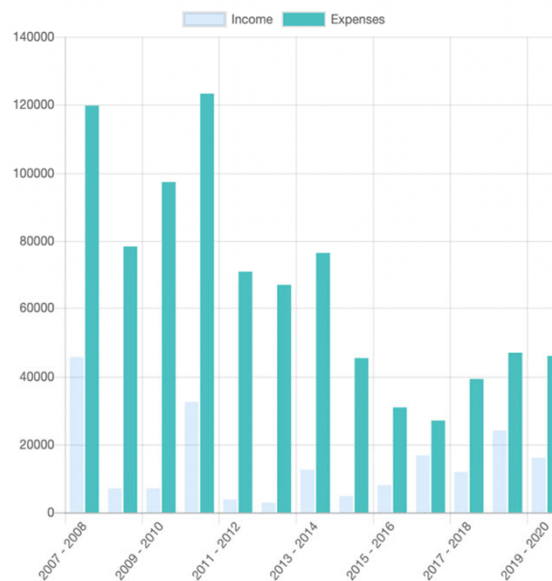


# History of EC Budget

## Unit Yearly History - Entertainment Council

BUDGET YEAR	INCOME	EXPENSE	SUBSIDY	RESERVE
2007 - 2008	45,800	119,714	73,914	0
2008 - 2009	7,100	78,260	71,160	0
2009 - 2010	7,100	97,374	90,274	0
2010 - 2011	32,500	123,205	90,705	0
2011 - 2012	4,000	71,148	67,148	0
2012 - 2013	3,000	66,982	63,982	0
2013 - 2014	12,800	76,509	63,709	0
2014 - 2015	5,000	45,518	40,518	0
2015 - 2016	8,000	30,983	22,983	0
2016 - 2017	16,700	26,948	10,248	0
2017 - 2018	12,000	39,404	27,404	0
2018 - 2019	24,050	46,861	22,811	0
2019 - 2020	16,200	46,066	29,866	0

## Graph



2020-21 - \$17,676

2021-22 - \$109,157

2022-23 - \$362,107

2023-24 - \$156,312

- SB #40 + 41
- \$460,000 for Lawntopia



# Budget Wise:

Associated Students of University California Davis (ASUCD)

Entertainment Council (EC)

Fiscal Year July 2024 - June 2025

<b>Final 2024-2025 Budget</b>	
Income	\$ 137,500.00
Expenses and Salaries	\$ (676,147.15)
Difference	\$ (538,647.15)

Income		Final Approved	Account Purpose
Account Cod	Account Title		
	Ticket Sales	\$ 137,500.00	approx. \$25 a ticket x 5,500 seats in the U center
<b>Subtotal</b>		<b>\$ 137,500.00</b>	

Expenses		Final Approved	Account Purpose
Account Cod	Account Title		
	Office Supplies and Equipment/Maintenance	\$ 2,100.00	for supplies for EC room/equipment, or maintenance on items
	Publicity	\$ 8,000.00	flyers, Unitrans ads, tools to assist marketing, marketing items
	Volunteer Incentive/Retention	\$ 2,000.00	
	Talent Buying	\$ 430,000.00	
	Event Production	\$ 70,000.00	Any event production related expenses
	Film Showings	\$ 9,225.00	purchasing film rights, equipment for showing films
	Security	\$ 30,000.00	
	Reservation	\$ 1,300.00	
	Merchandise	\$ 16,000.00	to purchase or make event related merch
<b>Subtotal</b>		<b>\$ 668,625.00</b>	

Salaries and Wages (Student Employees)						
Position Title	Start/End Date	Number of W	Hours/Week	Pay per Hour	Quantity	Total
Unit Director (Summer/Fall)	6/16/24-12/31/24	20	18	\$ 19.00	1	\$ 6,840.00
Unit Director (Winter/Spring)	1/1/25-6/14/25	20	18	\$ 19.50	1	\$ 7,020.00
Assistant Director (Summer/Fall)	6/16/24-12/31/24	20	18	\$ 18.00	1	\$ 6,480.00
Assistant Director (Winter/Spring)	1/1/25-6/14/25	20	18	\$ 18.50	1	\$ 6,660.00
Production Directors (Fall)	9/22/24-12/14/24	10	15	\$ 16.50	2	\$ 4,950.00
Production Directors (Winter/Spring)	12/29/24-6/14/25	20	15	\$ 17.00	2	\$ 10,200.00
Design Directors (Fall)	9/22/24-12/14/24	10	13	\$ 16.50	2	\$ 4,290.00
Design Directors (Winter/Spring)	12/29/24-6/14/25	20	13	\$ 17.00	2	\$ 8,840.00
Sound Engineers (Fall)	9/22/24-12/14/24	10	10	\$ 16.25	1	\$ 1,625.00
Sound Engineers (Winter/Spring)	12/29/24-6/14/25	20	10	\$ 16.75	1	\$ 3,350.00
Promotion Directors (Fall)	9/22/24-12/14/24	10	13	\$ 16.25	2	\$ 4,225.00
Promotion Directors (Winter/Spring)	12/29/24-6/14/25	20	13	\$ 16.75	2	\$ 8,710.00
Volunteer Director (Fall)	9/22/24-12/14/24	10	13	\$ 16.25	2	\$ 4,225.00
Volunteer Director (Winter/Spring)	12/29/24-6/14/25	20	13	\$ 16.75	1	\$ 4,355.00
Sponsorship Director (Fall)	9/22/24-12/14/24	10	13	\$ 16.00	1	\$ 2,080.00
Sponsorship Director (Winter/Spring)	12/29/24-6/14/25	20	13	\$ 16.50	1	\$ 4,290.00
Production/Sound Coordinators (Fall)	9/22/24-12/14/24	10	5	\$ 16.00	2	\$ 1,600.00
Production/Sound Coordinators (Winter/Spring)	12/29/24-6/14/25	20	5	\$ 16.50	2	\$ 3,300.00
Promotion Coordinators (Fall)	9/22/24-12/14/24	10	5	\$ 16.00	2	\$ 1,600.00
Promotion Coordinators (Winter/Spring)	12/29/24-6/14/25	20	5	\$ 16.50	2	\$ 3,300.00
Design Coordinators (Fall)	9/22/24-12/14/24	10	5	\$ 16.00	2	\$ 1,600.00
Design Coordinators (Winter/Spring)	12/29/24-6/14/25	20	5	\$ 16.50	2	\$ 3,300.00
Sponsorship Coordinator (Fall)	9/22/24-12/14/24	10	5	\$ 16.00	1	\$ 800.00
Sponsorship Coordinator (Winter/Spring)	12/29/24-6/14/25	20	5	\$ 16.50	1	\$ 1,650.00
Total Student Employee Exp					\$ 105,290.00	\$ 2,232.15
Total Salary Expense						\$ 107,522.15

Income - \$137,500

Expenses - \$676,147

- Expenses - \$568,625
- Salaries - \$107,522

Most money we have ever had



# Yet...

UC Riverside - \$2 million budget

- 2012 - passed fee referendum
  - \$20 per quarter in Fall 2012
  - \$30 per quarter in Fall 2015
  - \$40 per quarter in Fall 2018

UC San Diego - \$1.5 million budget (\$912,000 budget alone for Sun God)

- 2008, 2016 passed campus activity fees
  - \$90.42 per quarter



## Continued...

UC Santa Barbara - \$1.28 million budget

- Passed Campus Activity Fee, \$19.82 per quarter

UC Irvine- \$778,000 budget

- Passed a fee - \$54 per quarter (exception)

UC Berkeley - \$500,000 budget

- Campus Activity Fee - \$27.50 per quarter



# Why we want it:

It is pretty clear that we need a stable budget.

We would be able to offer students more of everything:

- Top Tier Concerts
- Entertainment on campus
- Comedy
- Guest Speakers
- Production improvements
- More campus community activities



# EC Fee Referenda

Understanding ours:

- The expenses will cover the EXPENSES portion of our budget:
  - Office Supplies and Equipment/Maintenance
  - Publicity
  - Volunteer Incentive/Retention
  - Talent Buying
  - Event Production
  - Film Showings
  - Reservation
  - Merchandise



# Gradual Understanding

\$10 - per quarter (with \$0.25 increase per year)

- We are looking for a modest increase based on inflation
- Assuming 35,000 students

\$0.50 per year after

2024-25 - \$780,000 per year (\$10)

2025-26 - \$820,000 per year (\$10.50)

No sunset clause



**Any questions or suggestions?**

