

March 18, 1982

16 Executive Council Bill #52

UNIVERSITY OF COLORADO
STUDENT UNION

Sponsored By: Representative-at-Large: Kien Pham

A BILL

To provide funding for the Buffy St. Marie Concert which will generate funds to establish an endowment scholarship to aid economically disadvantaged students.

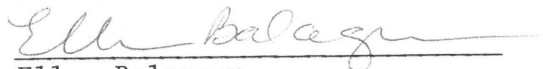
BE IT ENACTED by the Executive Council of the University of Colorado Student Union, THAT:

- SECTION 1: \$2,000 shall be allocated from Central Reserve as a loan to fund the Buffy St. Marie Concert.
- SECTION 2: \$2000 of the proceeds from the concert shall be repaid to UCSU and the rest of the proceeds will go to the establishment of a scholarship to economically disadvantaged students.
- SECTION 3: This bill takes effect upon passage.

March 18, 1982 - Tabled until April 1 9-1-1
April 8, 1982 - Postponed until April 15th
April 15, 1982 - Passed as amended - First Reading - 6-1-3.
April 22, 1982 - Second Reading - PASSED - 5-4-2



Tad Miller
President Pro-Tempore
UCSU Executive Council



Ellen Balaguer
UCSU Co-President



Brad Blackwell
UCSU Co-President

PROPOSAL TO UCSU COUNCIL
(REVISED)
Buffy Sainte-Marie Concert

Recently projected cuts in funds to support postsecondary educational opportunities for economically disadvantaged students will deprive thousands of deserving students of the opportunity to pursue baccalaureate and advanced degrees. Moreover, the educational atmosphere of the nation's universities will suffer from the absence of such individuals from their student bodies. The present administration and its supporters insist that private initiatives can offset the detrimental effects these cuts will have on the nation's talent pool. In response to the retraction of federal support for economically deprived students, the OYATE Student Organization proposes to the UCSU a strategy, to be partially underwritten by the UCSU, through which a scholarship endowment for economically disadvantaged students can be established.

The Educational Opportunity Program (EOP) at the University of Colorado at Boulder has undertaken to establish a scholarship program for the benefit of students who enter the University under its aegis. EOP's present fund-raising goal in this regard is \$2.5 million. The OYATE Student Organization wishes to express its enthusiastic and active support for this goal by sponsoring a concert by Buffy Sainte-Marie, American Indian recording artist, and Charlie Hill, Indian Comedian, to provide initial funds for this endowment. Each has agreed to waive a substantial portion of the customary fees as a means to personally contribute to this effort. OYATE respectfully requests financial support, in the amount of \$2,000 of the total projected cost of this benefit performance. This modified request of \$2,000 includes the costs for printing tickets and the advertising/marketing strategies both on and off-campus. We recognize that Buffy Sainte-Marie is not immediately recognizable; however, our

preliminary market assessment in Denver, Fort Collins and Colorado Springs indicates that a non-traditional student constituency would be most interested in attending this concert. Charlie Hill has a strong following within the Indian community throughout the nation. There are between 10,000 and 15,000 Native American people who live in the Denver area -- if only 10% of these folks purchase tickets, we would sell out one show. We are also working on block ticket sales to corporations.

In the event we do not sell out the concert, a stipulation in the contract with Ms. Sainte-Marie and Mr. Hill will allow us to cancel the show two weeks prior to the selected concert date. Even if only one show is sold out, the positive benefits include: 1) the continued visibility of the financial aid crisis; 2) the increased awareness and sensitivity of Native American people and issues; and 3) collaboration with UCSU and a minority constituency on campus (American Indian). (Notations on the flyers and posters will recognize UCSU as a co-sponsor of this event.)

OYATE has secured an agreement from Ms. Sainte-Marie and Mr. Hill to perform for the benefit of the EOP scholarship fund. We tentatively propose that the concert be held in June, 1982. Mr. Hill will perform as the opening act for Ms. Sainte-Marie's performance. OYATE has made preliminary arrangements for the concert presentation at the Glenn Miller Ballroom at the University Memorial Center, and plans to sponsor two performances if advance ticket sales indicate that a second show would be profitable.

Total projected costs for the concert total \$9,395. All profits derived from the show(s) will be deposited by OYATE into a University Foundations Fund in an interest-bearing account. The account will be formally identified as UCSU Endowment Fund for Disadvantaged Students. Needy students will collaborate

with financial aid and EOP personnel to develop long-range goals and policies regarding the administration of the Fund. The Fund will become part of the EOP's scholarship program, which will provide support to economically disadvantaged students entering C.U. Scholarship grants will be provided from this fund by interest borne on the scholarship account.

Further, OYATE views this fund-raising effort as a generator of seed money and the development of expertise necessary for planning subsequent scholarship fund raisers. For example, Charlie Hill frequently performs as the preliminary act for Richard Pryor's performances. It is hoped that Mr. Pryor will in the future, contribute his talents to economically disadvantaged students. Similarly, Willie Nelson has recently played a benefit concert for Indian students at the University of Oklahoma. Hopefully, Mr. Nelson can be recruited to perform for the benefit of economically disadvantaged students at the University of Colorado.

Hopefully, this recommendation will receive approval by UCSU as it requests a reasonable investment in a continuing financial aid program which would otherwise be absent from the University in future years. OYATE's ability to raise funds for the support of the EOP scholarship fund is dependent on the support requested from the UCSU.

We appreciate your consideration in reviewing this request and applaud your leadership by implementing a campaign to fight the Reagan administration cuts. The federal cuts significantly threaten the quality of life on campus and severely diminish access and opportunity for many students. We are confident that we can produce a highly successful concert. By working together, we can only hope to initiate, develop, and maintain the economic and cultural diversity at CU-Boulder. This small seed investment will provide access and opportunity to students who are in financial need.

BUDGET

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| Buffy Sainte-Marie fee (includes travel for her and band members from Canada, San Francisco, and Hawaii) | \$ 5,000 |
| Charlie Hill fee | 700 |
| Transportation from Green Bay, Wisconsin, and return | 400 |
| UMC Ballroom Rental Fee | 90 |
| Set-up Fee | 50 |
| Security (UMC) | 25 |
| Security (Program Council) | 35 |
| Box Office Personnel | 30 |
| Electrician Fee | 100 |
| Sound (Per specifications in contract) | 300 |
| Lighting | 350 |
| *On-Campus Advertising | 400 |
| *Off-Campus Advertising | 1,200 |
| Stage Manager and Crew | 165 |
| *Tickets | 400 |
| Miscellaneous | <u>150</u> |
| | <u>COST</u> <u>\$ 9,395</u> |
| | UCSU Grant <u>2,000</u> |
| | <u>TOTAL COSTS</u> <u>\$ 7,395</u> |

- 1) The Program Council has agreed to handle the publicity and marketing of tickets for this event.
- 2) *The \$2,000 request represents the "up-front" cost necessary to market the concert.

PROJECTED INCOME AND EXPENSE

Glen Miller Ballroom

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|----------|--|--------------|
| 1st Show | 1,100 seats X \$8.00 per ticket | \$ 8,800 |
| 2nd Show | 1,000 seats X \$8.00 per ticket | <u>8,800</u> |
| | | \$17,600 |
| | Total Costs (See detailed budget) | 7,395 |
| | Net Income (To initiate the Endowment Scholarship Fund) | 8,205 |

The up-front cost for advertising and the printing of tickets are necessary. In the event the concert only sells one show, it is a "break even" point financially.