



Senate Resolution No. 2018/2019-069

In Support of the Arts, Music, & Programming (AMP) Initiative

Primary Sponsor

Hung Huynh (Executive Vice President)

Cosponsors

Ella Warren (SUPERB General Manager), Rachel Arbios (SUPERB General Manager), Sara Madani (SUPERB Marketing Manager), Saskia Sani (SUPERB Marketing Manager), Ryan Simpkins (SUPERB Films Manager), Amy Ni (SUPERB Games Manager), Matthew Sater (SUPERB Concerts Manager), Alexandra Hazell (SUPERB Concerts Manager), Jackie Zou (SUPERB Art & Design Manager), Fanzil Feroz (SUPERB Sneak Previews Manager)

WHEREAS, The Student Union Programming Entertainment & Recreation Board (SUPERB) Productions is the largest and only entertainment productions program on campus at UC Berkeley,

WHEREAS, SUPERB dedicates to providing entertainment for the campus and community through the work of ten departments: General Management, Concerts, Games, Films, Sneak Previews, Comedy, Marketing, Photography, Web and Art,

WHEREAS, SUPERB strives to provide low-cost and high-quality shows that both thrill and engage UC Berkeley students and surrounding Bay Area residents,

WHEREAS, SUPERB Productions is allocated less than \$275,000 annually to prepare, manage, and execute over 100 events including concerts, films, comedy shows, and more,

THEREFORE BE IT RESOLVED, that the title of this proposition shall be "The Arts, Music, and Programming (AMP) Initiative" and the proposition question shall be:

"The Arts, Music, and Programming (AMP) Initiative is a student-led referendum created to finance ASUC SUPERB, UC Berkeley's programming, entertainment and recreation board, which strives to provide undergraduate students with entertainment and exposure to the arts, including, (but not limited to), concerts, guest speakers, movie screenings, and comedy events. The AMP Initiative seeks to enhance both the student life and culture of UC Berkeley by maximizing ASUC SUPERB's capacity to provide the broader campus community with its services. To fully achieve this, the Student Activity Fee that is assessed to undergraduate students will be increased by \$6.00 per

semester (excluding summer), with \$4.00 going directly to ASUC SUPERB and \$2.00 to financial aid starting during the school year of 2019-2020. Do you approve this fee?"

THEREFORE BE IT RESOLVED, that the proposition shall be a binding student fee; and,

THEREFORE BE IT RESOLVED, that the primary proponent is Ella Warren; and,

THEREFORE BE IT RESOLVED, that the Senate of the Associated Students of the University of California officially endorses this proposition and resolves to place it on the ballot pursuant to ASUCBL 4302. The exact title and wording of this proposition shall be subject to certification, and if need be, adjustment by the Elections Council pursuant to ASUCBL 4302.

Appendix A

I. Purpose of the AMP Initiative

The Arts, Music, and Programming Initiative ("AMP Initiative") is a student-launched referendum to increase the ASUC Student Activity Fee by \$6.00, beginning in fall 2019, for a total of \$33.50 per semester per undergraduate student. The increase will not apply to graduate students who will continue to be assessed the base semester fee rate of \$27.50. Additionally, the increase will not apply to summer session students who will continue to be subject to a \$3.00 fee. Beginning fall 2020, the fee increase will be subject to annual inflationary adjustments. This fee will provide ASUC Student Union Programming, Entertainment, and Recreation Board ("SUPERB") at UC Berkeley with the financial support it needs to accomplish its mission of bringing free entertainment and enrichment to Cal students. One-third (\$2.00 per semester per undergraduate student for academic year 2019-20) of the AMP initiative will be allocated to financial aid; the remainder of the initiative (\$4.00 per semester per undergraduate student for academic year 2019-20) will be explicitly allocated to fund ASUC SUPERB through the Student Activities Fee. The AMP Initiative is geared towards enhancing the breadth of student life and culture of UC Berkeley with events designed to provide students with opportunities in engaging in a positive academic and social-life balance. We strive to achieve this mission by providing entertainment and social outings for all undergraduate students, and increasing awareness and exposure of artists from traditionally underrepresented backgrounds to a further extent.

Funding generated by the AMP initiative will allow ASUC SUPERB to provide programming that meets the rising demand of the student body for bigger events and higher-profile artists and performers. With SUPERB's current ASUC-allocated budget and increasing production costs, SUPERB is unable to provide large-scale events that reach the broader campus community while maintaining the frequency and diversity of our existing programming. With a lack of funding and continual increase in events and programming policy, there is an urgent need of financial support for the purpose and sustainability of the program. Partnering with various student organizations including KASA (Korean American Student Association), AASD (African American Student Development), GenEq (Gender Equity Resource Center), Cal SSA (Sikh Student Association), the External Affairs Vice President, CMF (Campus Movie Festival), and the Basic Needs Coalition, SUPERB actively connects students and their organizations to accessible programming that allows

the students to foster a better sense of community. Consequently, it is hardly feasible to continue bridging such communities at an effective level, thus pressing a need for increased financial allocation.

II. About ASUC SUPERB

ASUC SUPERB was founded in 1964 and has since been affiliated with the Associated Students of the University of California (ASUC). ASUC SUPERB is a student-run, non-profit entertainment organization that is responsible for planning and executing free or highly-subsidized entertainment programming for all students at the University of California, Berkeley. SUPERB hosts a wide variety of accessible and engaging entertainment events including concerts, comedy shows, games, films, and sneak previews. The diversity of this programming allows SUPERB to cater to many different demographics of students and their assorted interests, while still maintaining several larger events that have broader appeals. The funding generated by the AMP Initiative would increase the quality, effectiveness, and reach of our events, ultimately improving the co-curricular experience of the student body.

III. Background Information

The current \$27.50 per student per semester ASUC Student Activities Fee has been in place since Fall 2001. The fee supports student organizations, student life activities, concerts, public speakers, publications, community outreach, student services, activities for students, and other student-centered programs—all of which further the educational mission of the University. Based on the Fall 2018 enrollment of 30,853 undergraduate students, SUPERB currently receives about \$2.11 per student each semester from the student activities fee and has not been adjusted to account for inflation the last two decades.

IV. Alternative Funding and Its Shortcomings

SUPERB has pursued alternative funding via university grants and allocations from other campus departments (e.g. New Student Services, Late Night Programming Fund) in addition to outside sponsorships. When awarded sponsorships or outside funding, we have been able to execute successful large-scale events. For example, our (previously discussed) Fall 2016 Getting Your Bearings concert, featuring Kehlani, was entirely funded by New Student Services. Additionally, our SUPERBFEST in Spring of 2017 was partially-funded by the CACCSF. While SUPERB is grateful to have received this additional funding in recent years, this has not proven to be a sustainable path for long-term funding, as the grants and allocations we have received have always been on a non-continual basis and are in no way guaranteed. Consequently, because these grants are given on a one-time basis, the large-scale Getting Your Bearings concert and SUPERBFEST were discontinued due to these budget constraints. Given these circumstances, a semesterly fee is the most

cost-effective and sustainable option to provide students with the increased entertainment they desire, while maintaining our objectives of fostering community engagement through providing low cost entertainment.

V. Breakdown of the Fee Increase

The fee increase will not be assessed to summer sessions students (the \$3.00 base fee will continue to be assessed to students in summer session). The fee increase will first be collected in Fall 2019 and will be subject to annual inflationary adjustments as specified below. In accordance with campus policy, thirty-three percent (33%) of the fee increase will be returned to financial aid. The remainder of the fee increase will go towards improved on-campus entertainment programming.

Funds raised by the ASUC SUPERB portion shall be allocated to the ASUC to be administered to the 10 departments of SUPERB in the support of the university-wide programming, such as concerts, comedy shows, films, sneak screenings, game nights, trivia nights, etc.

The portion of the student fee allocated to financial aid is subject to the financial aid policies and procedures of the University. The portion allocated to the ASUC will be subject to ASUC regulations, outlined in the ASUC Constitution and Bylaws and in compliance with system wide policy, and shall be administered by the ASUC Senate.

If this fee is to pass, it will have a sunset date of ten academic school years after its implementation. Thus, the funding for the AMP Initiative would terminate after the academic calendar: 2028-2029.

VI. Breakdown of ASUC SUPERB's Allocation by Department

By the year 2019-2020, this fee increase will give SUPERB a guaranteed yearly budget of roughly \$250,218 assuming a total undergraduate enrollment of 30,853. The following tables represent an example of a way in which SUPERB could utilize the increased funding.

Figure 1 (Departmental Budget Allocations)

Department: Concerts	
Existing Budget	\$50,000/ year
Proposed Budget	\$100,000/year (41% of new budget)
Expanded and New Programming	This new budget will allow us to host larger, more popular, more frequent, and better

	produced shows each semester as a part of our standard programming. This would be in addition to our semesterly Getting Your Bearings concerts (typically funded by New Student Services) and annual Cal Day Concert (separate allocation from ASUC). We also set aside extra funds for the Cal Day concert within our budget, which we plan to use ~\$15,000 for in this proposed budget.
Example of Past Concert Expenses	<ul style="list-style-type: none"> - Ryan Hemsworth (April 2016): ~\$13,000; ~1,000 attendees - Built To Spill (April 2016): ~\$15,000; ~1,500 attendees - Kehlani (September 2016): \$40,000; ~4,000 attendees

Department: Arts	
Existing Budget	\$0/ year
Proposed Budget	\$2,000/year (.8% of new budget)
Expanded and New Programming	Allocating our art department this budget would allow for semesterly art showcases featuring the work of members of our art department as well as the work of artists from the student art community. We are allocating a budget of \$1,000/showcase.

Department: Comedy	
Existing Budget	\$14,000/ year
Proposed Budget	\$16,000/year (6% of new budget)
Expanded and New Programming	Unfortunately, turnout to our shows is highly dependent on how marketable our performers are. We want our shows to reach not only a larger audience, but a broader one as well. In order to do this, we need more funds that would allow us to bring bigger names. As our fall/spring welcome week funds have been cut considerably, we've had to depend more and more on our own budget to bring talent.

	H Jon Benjamin (September 2016): ~\$13,000; 1100+ attendees
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Department: Games	
Existing Budget	\$7,000/year
Proposed Budget	\$16,000/year (6% of new budget)
Expanded and New Programming	The new budget would allow us to host alternative performers (magicians, hypnotists, etc.) 4 times per semester. Additionally, we will have trivia and game nights 3 times per semester. This will all be in addition to our semesterly Getting Your Bearings Games events (typically funded by New Student Services).
Example of Past Games Expenses	Sailesh the Hypnotist (2018): ~\$6,500

Department: Films	
Existing Budget	\$16,000/year
Proposed Budget	\$16,000/year (6% of new budget)
Expanded and New Programming	Allocating this money to the films department would allow for 16 movie screenings throughout the year, as well as adding snacks for our attendees.
Example of Past Films Expenses	Inside Out: ~\$3,000; ~800 attendees

Department: Marketing	
Existing Budget	\$5,000/year
Proposed Budget	\$16,000/year (6% of new budget)
Expanded and New Programming	This money would allow SUPERB to focus a significant portion of money towards paid/sponsored online advertising as a way of increasing our reach and attendance at events. Additionally it would allow for widespread

	printing of in-color fliers. It would also allow for distribution of free SUPERB clothing at events as a way of increasing our brand recognition and event interest on campus
Examples of Past Marketing Expenses	\$750 per semester on printing flyers/posters, \$150 on Facebook ads.

Department: General Management	
Existing Budget	\$0/year
Proposed Budget	\$40,800/year (16% of new budget) *This number includes the new budget allocated to SUPERBFEST as well; because the event will be financed and executed by the General Management Department.
Expanded and New Programming	Allocating this money to our General Management Department would allow for the production of SUPERBFEST, an all-day on campus and entertainment festival featuring events from all of the event producing departments (Games, Sneak Previews, Movies, Comedy). Additionally, money will be allotted for collaborative events with other student organizations and ASUC Senate/Exec members as a way of bringing more attention to causes that are important to students. We are proposing allocating ~\$52,000 for SUPERBFEST, ~\$5,000 for the creation of a new SUPERB department/committee that hosts Public Speaking events to highlight important topics, and ~\$11,000 to planning collaborative entertainment events with other student groups.

Department: Photography	
Existing Budget	\$0/year
Proposed Budget	\$6,000/year (2% of new budget)
Expanded and New Programming	This money would allow Photography to

	upgrade their equipment and make repairs as need be. ~\$3,500 would be allocated to equipment costs, as we are now creating videos for our marketing and event recaps but lack the necessary equipment. Additionally, photography would produce a photography showcase event once per year featuring the work of student photographers. The event would cost ~\$1,500 to produce.
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Department: Sneak Previews	
Existing Budget	\$0/year
Proposed Budget	\$2,000/year (.8% of new budget)
Expanded and New Programming	This money would allow Sneaks to hold at least two more screenings, with merchandise from the films and snacks for attendees.
Example of Past Sneak Preview Expenses	Dear White People (April 2017): \$2,000

Summary:

Figure 2 (Summary of Budget Allocations)

Department	Current Yearly Funding	AMP Initiative Yearly Funding
Concerts	\$50,000	\$100,000
Sneaks	\$0	\$2,000
Films	\$16,000	\$16,000
Games	\$7,000	\$16,000
Comedy	\$14,000	\$16,000
Art	\$0	\$2,000
Marketing	\$5,000	\$16,000
Web	\$0	\$2,000
Photo	\$0	\$6,000
Stipends	\$30,000	\$30,000

General Management	\$0	\$8,000
SUPERBFEST	\$8,000	\$32,800
Total	\$130,000	\$246,800

VII. Inflation Adjustment

The increase portion of the ASUC Student Activity Fee will be adjusted for inflation annually starting with fall 2020. The annual rate of inflation will be based on the monthly San Francisco Area Consumer Price Index for All Urban Consumers (SF-CPI-U), released by the Bureau of Labor Statistics. The annual rate of inflation will be calculated by comparing the SF-CPI-U of January (or the nearest month, if none is published for January) of the current year with SF-CPI-U of January (or the nearest month, if none is published for January) of the previous year. For example, the inflation rate for the academic year 2020-2021 will be calculated by comparing the SF-CPI-U of January 2020 to the SF-CPI-U of January 2019.

Therefore, the fee will be pegged to the inflation rate and adjusted accordingly during the 10-year sponsorship.

In compliance with campus CBF regulations, the ASUC Student Activity Fee will be adjusted each year pursuant to this mechanism.

VIII. Ballot Language

The Arts, Music, and Programming (AMP) Initiative is a student-led referendum created to finance ASUC SUPERB, UC Berkeley's programming, entertainment and recreation board, which strives to provide undergraduate students with entertainment and exposure to the arts, including, (but not limited to), concerts, guest speakers, movie screenings, and comedy events. The AMP Initiative seeks to enhance both the student life and culture of UC Berkeley by maximizing ASUC SUPERB's capacity to provide the broader campus community with its services. To fully achieve this, the Student Activity Fee that is assessed to undergraduate students will be increased by \$6.00 per semester (excluding summer), with \$4.00 going directly to ASUC SUPERB and \$2.00 to financial aid starting during the school year of 2019-2020. Do you approve this fee?

