



Dear Applicant,

Thank you for your interest in applying for funding from the Student Activities Fee for FY21. The Finance and Appropriations Committee is delighted to get to know the unique ways in which your organization, program, or project contributes to the vitality of student life at Georgetown.

The following application, in conjunction with your presentation at the Budget Summit, is designed to give FinApp a complete picture of the past, present, and projected impact of your organization at Georgetown. The application is organized into seven parts, A through G as explained below. Please be aware that the deadline to submit this form is on **Friday, February 21, 2020 at 6:30 PM**. Your assigned liaison will guide you through the application and will be available to answer questions throughout the application process. If you have questions or concerns about the application process that your liaison is not available to respond, please do not hesitate to contact me at [gusafinapp@georgetown.edu](mailto:gusafinapp@georgetown.edu).

As you complete your application, please keep in mind that FinApp will likely receive far more requests than the Student Activities Budget can accommodate. While FinApp is unfortunately unable to fund each organization in full, we work rigorously to ensure that each applicant gets enough funding to fulfill their needs and to carry on with its demonstrated impact on the Georgetown community.

FinApp thanks you for the time and effort spent compiling your financial data and answering our questions. We look forward to working with you throughout this process and hearing from you at the upcoming Budget Summit. If you have further questions about the timeline, you may access the full agenda [here](#).

Honestly,

Juliana Arias

*Chair, GUSA Finance and Appropriations Committee*

## **FY21 Budget Summit**

### **Student Activity Fee Funding Application A**

Please email this application and accompanying materials to [gusafinapp@georgetown.edu](mailto:gusafinapp@georgetown.edu) by **Friday, February 21 2020 by 6:30 PM**. This application is divided among the following components:

#### **PART A: INTRODUCTION**

Name of Organization: Georgetown Program Board (GPB)

Mission of Organization: The mission of GPB is to create an atmosphere of community spirit at Georgetown, and to provide high-quality, low-cost entertainment for the entire undergraduate campus community. The events programmed by GPB and events co-sponsored with other organizations shall reflect the mission of GPB and the diversity of interests, backgrounds and persons at Georgetown University. GPB also aims to develop leadership skills amongst members and chairs of the board.

Total Amount of Funding Requested: \$149,924

#### **PART B: FINANCIALS**

Please complete [this Financial Information](#) (A) FY21 excel document and attach it to your email submission. Please note that the Audit previously requested by the Finance and Appropriations Committee is not a substitute of this form. Applications without a complete Finance Information will not be considered for funding.

#### **PART C: BUDGET GUIDELINES**

Please attach a copy of the budgeting guidelines used by your organization for any and all purposes, and answer the following questions in this document:

We have attached our constitution in our email, please see Section 5: Budget Procedures on pages 10 and 11 for our budgeting guidelines, which are also detailed below. Thank you.

1. In short, what is your organization's budgeting or funding process? (Please provide a brief summary; specifics should be included in the budgeting guidelines you will attach).
  - The GPB executive board for each year meets at the end of the spring semester to allocate the funding we are given for the following year among the following committees: operations (board and membership expenses), concerts, events, marketing, Georgetown Day, and films.

2. If your full funding request is not met, what is the process in place to determine cuts to group budgets or programming?
  - If our full funding request is not met, the Executive board for FY21 will meet to discuss which committees will function with less money than this past year. As mentioned before, the board for each year meets at the end of each spring semester to allocate the funding we are given for the following year among six committees. Which committees face budget cuts from the previous year will be the decision of the 14 members of the FY21 Georgetown Program Board Executive Board.
3. Is there any other information you would like the Committee to consider regarding your organization's budgeting process and guidelines?
  - Since we are not an advisory board, our funding remains within our organization and is divided among 6 committees: Operational, (board and membership expenses), concerts, events, Georgetown Day, marketing and films. This process is led by the 2 executive members and the finance chair, and each committee allocation is decided on by evaluating the committees' allocations and use of their funding from the previous fiscal year. The chairs then decide how much money they ideally would like for that fiscal year and presents to the rest of the board, and the negotiations and compromises are made until we reach allocations that meet our funding and are agreed upon by the entire board.

## **PART D: IMPACT**

Please answer the following questions individually in this document:

1. How did your organization affect student life? Can this be measured?
  - Our organization directly impacts student life with our mission of providing high-quality, low-cost entertainment for the entire undergraduate campus community. As the only organization on campus creating programming to serve the entire student body, our events bring together Georgetown students from all different groups and backgrounds and allow them to enjoy themselves without the high stress or exclusive culture that is often present on campus. Our events aim to serve as many students as possible and provide them the opportunity to have fun and enjoy free entertainment, food and activities with friends and fellow students.

GPB is also unique to Georgetown because we are a student organization that requires no application. Any Georgetown University undergraduate student can be a member of GPB, and any student can apply to our executive board regardless of whether or not they were a member before applying. This gives GPB a very diverse membership and allows us to interact with many groups within the student body. As our mission is to create programming that appeals to the entire

student body and brings together our entire undergraduate community, our no application policy best allows our membership to reflect this.

While the effect that our events may not be able to be tangibly measured, they are shown to be successful and impactful on students when we ask those in attendance. While the students may not know that the event is run by GPB, and definitely do not know that it is the executive board asking for feedback, we always hear positive feedback. Our events are more well-known than our organization, which is exactly the point. Students love the opportunity that our events give them to relax with friends, watch a movie, or do something fun without it being a major commitment or have a high barrier for entry. GPB offers very unique Georgetown experiences that students genuinely enjoy and look forward to.

To best understand our impact on campus, we have described some of our events major and signature events below.

<b>Event</b>	<b>Description</b>	<b>Student Attendance (or expected attendance for spring events*)</b>
Mr. Georgetown	One of our most well-known traditions and the opening of Homecoming Weekend, Mr. Georgetown allows for members of about 20 clubs to participate and show off their talents in a pageant in Gaston Hall emphasizing school spirit and love for their organizations.	750 students (sold out Gaston Hall)
Haunted Healy	Another fall tradition, GPB turns the second floor Healy hallway into a haunted house for the Saturday of Halloween Weekend.	530 students
Funniest Human at Georgetown	This event allows any student to audition and compete to be named the Funniest Human at Georgetown. This event is also cosponsored by organizations such as GU Improv, Guerrilla Improv, Georgetown Sketch Comedy, The Heckler, and WGTB. While it is an exciting time for the competitors, it is equally as fun for the audience, who votes on the title!	250 students (fills Bulldog Alley)*
Springfest	A three-day fest of programming in the week leading up to Georgetown Day, Springfest features events such as GPBarnyard (bringing a	~(at least) 500 Students*

	petting zoo to campus), free succulents, an open mic night, art shares and galleries, and a Southwest Quad Cook-out to bring students together and allow them to enjoy the warm spring weather. These events always include a wide range of student group co sponsorships.	
Georgetown Day	GPB obtained the role of planning Georgetown Day in 2018, and aims to remind students that Georgetown Day is purposed to bring our entire student body together and remind us how great it is to be Hoyas. Our programming for this year, the 20th anniversary of Georgetown Day, includes student music performances (student bands, acapella groups, etc.), Build-A-Bulldog, free food, and games and fun activities for students to partake in. This year is especially working to expand these events to partner with various other student groups as well.	Purposed for the entire student body
Spring Concert & Pre-Spring Concert Bash	One of our biggest events of the year, GPB brings between 1-3 popular artists to McDonough Gymnasium for students to enjoy an on-campus concert for \$10 or less. The Pre-Concert Bash allows students to enjoy free farmer's market food, lawn games and activities (including a mechanical bull and DJ) before heading into the show.	1800-2100 students*
Weekly Film Screenings (13 per semester)	Every Friday and Saturday evening in the HFSC Screening Room, GPB plays recently released, popular movies for students to enjoy for free. These filmings provide programming for students who prefer not to partake in other weekend activities, and include films such as 2020 Oscar Best Film Winner "Parasite", "Once Upon a Time in Hollywood," "Joker," "1917," "Frozen II," and many more.	~100-200 students per weekend

2. How many clubs/groups compose your organization? Please list them, noting especially any clubs/groups added (or planned to be added) within FY21.

- Georgetown Program Board is a single organization made up of 7 committees: Operational, (board and membership expenses), concerts, events, Georgetown Day, marketing, films and finance. Our budget allocation is divided among 6 of those 7, with finance being the one committee and executive chair that does not receive a spending budget.
3. What were significant challenges for your organization over the past year? What were significant successes for your organization over the past year?
- The biggest challenge faced by GPB over the past year was the fact that we never had a stable CSE advisor. In the beginning of the year, our graduate assistant co-advisor, Lucy Hadley, left the CSE, leaving Nadra Dennis as our sole advisor, making it difficult for all of our board members to meet with an advisor. Lucy was quickly replaced by Tyler Brown, who was immensely helpful in co-advising us with Nadra last fall. In December, however, both Nadra and Tyler left Georgetown, leaving us unsure of who would be advising us in the spring. While we are now advised by Aysha Dos and Aditi Sahu, both of whom are wonderful and extremely helpful, the transition that we faced was very difficult to navigate, as it left us unsure of who to turn for with questions on university policies or financial concerns.
  - Our organization did face very significant successes this year despite these challenges. We have been able to host great events and our signature events have been smoother and more successful than ever, with Mr. Georgetown selling out faster than ever before, in less than 45 minutes, and Haunted Healy reaching record breaking attendance, with over 500 students passing through the haunted house. We additionally have been able to partner with over 20 organizations, including some of Georgetown's fundamental organizations, including New Student Orientation, Georgetown Weeks of Welcome, ESCAPE, GU Farmer's Market, and many more. We also have had great member retention this year, with over 50 members who are active volunteers and participants in planning and running our events on the day of, plus the thousands of students who come to our events.
4. Do you have any budget concerns for the next five (5) years?
- Over the course of the next five years, we would appreciate the opportunity to continue programming low cost, high quality events for the student body enjoys, but work on expanding our reach to more members of the student body. As we have continued to program for this campus, we have become known for certain "signature" events; some of these events include Mr. Georgetown, Haunted Healy, and the Spring Concert. In addition to these events, we would love to be able to bring new ideas to Georgetown's campus and would need the budget to support those endeavors.

5. What level of financial risk does your organization incur? What type of event or circumstance prompts the use of your reserve account?
  - Some of our events definitely have higher financial risk than others, but GPB's events historically, and this year especially, have run relatively smoothly, and not faced any major financial concerns. Our board is extensively trained in risk management strategies, and we work in close partnership with the CSE for all of our event planning. Each of our board members also has extensive contact with a network of advisors, transition documents and former board members in order to ensure we're minimizing any potential risks as significantly as possible. We do, however, put on some high cost events that inherently carry more risk than the majority of our smaller events, for example, if a new vendor is unreliable or unforeseen circumstances such as weather pose problems or threats to our events. In order to address these concerns, we always try to work with reliable external vendors that we have preexisting relationships with, such as Humdinger, Party World, and food vendors, and place a lot of trust in the relationships that we build. Given the nature of our especially large events, there will still always be risk for the financial investments we make into each event. Because of our expansive strategies to reduce the risk of all of our financial investments, there has only been one instance in recent GPB history that has prompted the use of our reserve account. This was the 2016 Spring Concert, in which contracting was delayed by Wiz Khalifa, causing the concert date to be moved and resulting in less ticket sales than expected. The reserve account was then accessed and depleted in order to cover the collateral costs that were not covered by ticket sale revenue. The Spring Concert is, without a doubt, the highest financial risk GPB takes every year, yet it is our keystone event. The planning for the Spring Concert takes the entire school year, beginning in August. With so much money on the line, and so many excited Georgetown students to impress, it's vital to ensure the planning for that goes as smoothly as possible. In the past, GPB has found that our reserves are a safety net that can save GPB in times of crisis, like in 2016. GPB gets better every year at throwing this event, yet unexpected circumstances can still occur. One way that we have mitigated risk is by slowly building up our reserves, allowing GPB to soften any detrimental financial blow that comes its way in the future.
6. How could the Budget Summit process be improved this year? How could relations with GUSA be improved?
  - We think that the Budget Summit process was very fast this year, and could have been improved by giving us more time in between the completion of the audit and the deadline for the application. While we understand that this was the first time an audit was performed, it did feel as if we only had one week to complete the

application, given the quick turnaround. Spreading the two deadlines out would allow us to devote our full attention to both processes separately. We think that our relations with GUSA and FinApp this year, however, were great, as our FinApp Liaison, Sam Dubke, was very present in our board meetings and helpful whenever we needed assistance or guidance. His attentiveness allowed us to feel that GUSA was trying to understand our organization and feel comfortable with the process.

7. If you are requesting more funding for FY21 than FY20, please explain why.

- We are requesting more funding for FY21 than FY20 because in the future we want to continue to host new events and realize new ideas. While we have been successful with that this year, increasing our budget would allow us to work with the student body more effectively in taking their opinions and ideas and giving them the possibility to bring them to life.

Additionally, this year GPB has been focused on becoming more sustainable, and buying resources that can be used again for our events, such as reusable tablecloths and utensils. These are more expensive in the short run but are very valuable in reducing Georgetown's waste, and in the long run will be less expensive. An increase in funding would allow us to continue with this progress.

Finally, while the concert would arguably always be better if we could put more money into artists. We definitely would like to increase their budget further, as some of the money allocated to them has to go to staging, GUPD costs, agent fees and other external vendors, which takes away from what can be offered to an artist. An ultimate goal would be to have a concert that is free for students, like in Spring 2017, but that would not be possible to do so with a high quality artist unless we are able to increase the concert committee's allocation.

## **PART E: MEASURE OF SATISFACTION**

For scaled questions numbered 1 through 5, 1 represents the extremity of a negative experience, while 5 represents a positive one.

1. Do you feel FinApp was able to meet all of your funding needs last year? Please explain.

- We feel that FinApp was able to meet most of our funding needs last year. While we did not receive exactly what we requested, we were able to still increase our allocations to committees such as Georgetown Day and Concerts, which we believe have allowed us to better prepare for our major events this spring. While we know that FinApp does fund many organizations, so it is hard to grant any organizations request in full, we would like to continue to add to our allocations for our events, Georgetown Day, and Concerts committees each year, and we



were able to do so with both Georgetown Day and Concerts this year, but not events.

2. How capable were you of promoting your advisory board's agenda and mission given the funding you received? Please have a numeric response from 1 to 5.
  - 5. We were completely capable of promoting our organization's mission of high quality but low cost for student entertainment, as we make that a priority every year. We do make our requests with the assumption that we will not be charging ticket prices for our events, with the exception of Mr. Georgetown, GPBoat Party, and the Spring Concert. Ideally we would not charge for any of our events, but were happy that we were able to continue with this tradition of charging minimally and only for a few events.
3. How could FinApp have been more sensitive to the clubs within the advisory boards' needs?
  - Not applicable to GPB, as we are a single organization, rather than an advisory board that funds other organizations.
4. How did your funding capabilities this year compare to that of your Advisory Board Group last year? (Less effective, Equally as effective, More effective.)
  - Not applicable to GPB, as we are a single organization, rather than an advisory board that funds other organizations.
5. What feedback did you receive from the organizations you represent? In order to limit negative feedback, consider detailing specific needs from clubs while filling out the budget summit application.
  - Not applicable to GPB, as we are a single organization, rather than an advisory board that funds other organizations.
6. Do you think that this year's application has given you the ability to demonstrate your funding requests to the best of their ability? If not, how can we improve this application for future years?
  - We think that this application was successful in making our request clear, but as a single organization rather than an advisory board, we do not think that all off the questions or sections of the application were necessarily intended for us or served our purposes, so in the future if the application could have more clear translations for single organizations, that would be great! Otherwise, we felt that the application was very well purposed and fulfilled its purpose in allowing us to demonstrate our funding request.
7. Is there anything you would like to add regarding funding that exceeds the scope of this application?
  - The Georgetown Program Board maintains a unique position on campus as one of the most open, inclusive clubs that caters to the largest audience possible. Our priority is to provide high quality, low cost fun and entertainment to students,

even if some students do not know the event is hosted by GPB. It is important that GPB holds a strong presence to act as a balance to the sometimes toxic club culture that permeates our campus. It is intrinsically hard to quantify the value of GPB's presence on campus, but our events speak for our organization. Many students, we realize, come to our events like the Oscars Watch Party, Sundae Sundays, and Mr. Georgetown without realizing that GPB is throwing these events. We are working on visibility during our programming, but the main indicator of a successful event to us is having healthy attendance and satisfied students, even if they don't realize that GPB is behind the event. That puts us in a unique situation, but the overall goal of GPB is not to be the talk of the town, but to fill students' need for social events and entertainment outside of exclusive clubs.

## **PART F: COMPLIANCE**

Please ensure your organization continues to comply with the 2010 6-Point Reform Plan by **commenting in the affirmative and detailing** how your group is compliant for each of the 6 points individually.

1. The total balance of any advisory board's reserve account shall not be excessive (as deemed by the Office of the Vice President for Student Affairs), and boards with surplus funds should provide a plan for their reserves.
2. An appeals process shall be implemented and publicized, where such processes do not already exist, for clubs that are denied full funding for an activity or annual budget under its advisory board.
3. Clubs shall have the option of requesting a lump sum, annual budget with an opportunity to reapply for additional funding from its advisory board.
4. All meetings and recorded minutes of all meetings of an advisory board shall be open to the public, including any and all votes, and that all records are posted online in a timely fashion.
5. Members of the advisory board are, in some way, directly accountable to their constituents or to the student body in general, such as having GUSA Senate confirmation or being elected by the leaders of the clubs they represent.
6. Clubs have reasonable control over all funds that they fundraise outside of the normal allocations process.

### **GPB's Statements of Compliance and Affirmation**

1. The GPB reserve account is not excessive (as deemed by the Office of the Vice President for Student Affairs), and currently stands at \$13,986. The reserves we hold primarily serve as a security blanket in the case of a Spring Concert being less successful than

anticipated, as happened in 2016 when our reserves of about \$50,000 was completely wiped out. In the case of an emergency with the Spring Concert, and only in this case, we would use our reserve funds to cover any difference between the concerts allocation and the actual cost of the concert. For this reason, it is imperative that GPB keep the reserves that we have accumulated over the past 3 fiscal years.

2. We do believe that an appeals process shall be implemented and publicized, where such processes do not already exist, for clubs that are denied full funding for an activity or annual budget under its advisory board, and in the past have used these processes to appeal our own allocation from the FinApp committee. We see the value and importance in this process, and although we do not allocate funds to other organizations, we do see the importance that these processes have for advisory boards.
3. We agree that clubs shall have the option of requesting a lump sum, annual budget with an opportunity to reapply for additional funding from its advisory board. Again, while we do not fund other organizations or act as an advisory board, we do apply once a year for funding from the FinApp committee. And we do decide on the funding for our events democratically, first deciding on a total budget for the event, and often revisiting this later as we see how the event is being planned.
4. All meeting minutes from GPB executive meetings are open to the university and available to any student who requests them through our Google Drive account. They are also discussed with our members at our Member Meetings on Wednesdays at 9:15 PM.
5. Georgetown Program Board does hold ourselves accountable for our events and our membership, and we are comprised of a diverse group of students as we require no application. All of our events and spending are proposed and must be passed by at least two-thirds of our membership, which holds us accountable for creating events that the student body finds both entertaining and financially appropriate. This process allows us to create events that the student body will enjoy and agree with, and holds us accountable to the student body in the best way we can be.
6. GPB generally does not fundraise outside of the normal allocation process, with the exception of Georgetown Day, which requests money from offices such as the Office of the President and the Office of the Provost. In the case of major events, we may go to these offices or other university offices or organizations, but in terms of our everyday events, we do not reapply for funding. But we do think that in the case of clubs under advisory boards, we do think that they should have the ability to appeal for more funding from their advisory board.

## **PART G: CERTIFICATION**

By signing below, I hereby certify that the information enclosed is accurate to the best of my knowledge.

**Funding Request Form Submitted By: Georgetown Program Board**

**Name of Group Student Chair: Margaret White**

**Signature of Group Student Chair (type your name): Margaret White**

**Name of Group Advisor: Aysha Dos**

**Signature of Group Advisor (type your name): Aysha Dos**

**Date: 2/20/2020**

**Contact Email: [gpb@georgetown.edu](mailto:gpb@georgetown.edu), [mcw95@georgetown.edu](mailto:mcw95@georgetown.edu)**

**Contact Phone Number: 516-410-8609**