



# Georgetown Program Board:

## FY 21 FinApp Presentation





# What is GPB?

The mission of GPB is to foster community spirit at Georgetown by providing high-quality, low-cost entertainment open to the entire undergraduate student body. We also collaborate with other student organizations to produce programs that reflect the mission of GPB and the diversity of interests, backgrounds and persons at Georgetown University.



## What Does GPB Do?

- Weekly Movie Showings
- Mr. Georgetown
- GPBlizzard
- Oscars Watch Party
- Spring Kickoff Concert
- Build-A-Bulldog
- Boat Party
- Funniest Human at Georgetown
- Super Bowl Watch Party
- Free Ice Skating at Waterfront
- Rocky Horror Picture Show
- Georgetown Day
- Fall Fest
- Haunted Healy
- NSO Night Event
- Springfest
- Petting Zoo
- Valentine's Day
- Pre-Concert Bash
- GWOW Yates Class
- Super Smash Competition
- Sundae Sundays
- Fall Concert



## Who Does GPB Impact?

- **GPB** is the only organization whose variety of programs are intended to **appeal to the WHOLE student body**
- We have **no application** for becoming a member of the Georgetown Program Board, and currently have an active membership of **over 100 students**
- Our events this year have reached record-setting attendance with **512 students** attending Haunted Healy, over **200 students** at our Fall Concert, and selling out Gaston Hall (**over 600 students**) in less than 1 hour for Mr. Georgetown



## GPB Inclusivity and Community Engagement

- In order to ensure we are working towards reaching every student on campus, we have taken the following steps:
  - Almost all of our events, with the exception of 3, are free for students.
  - Maintained partnership with **GSP** to provide free, first-priority tickets for GSP students to all paid ticketed events.
  - Engaging in over **30 co-sponsorships**





# Why GPB?

1

**The only organization that is responsible for consistent, entertaining programming that is open to the whole campus.**

2

**Money invested in GPB is directly invested in the student experience.**

3

**There is demonstrated need for increased funding for GPB and its mission**



## Why Georgetown Needs GPB...

- GPB has **no barrier to becoming a member** and we actively work against the exclusive application processes that are common on Georgetown's campus.
- **Without** an on-campus **sports culture** like many of our peer institutions, we **need events** to bring together all students and **form community**
- GPB appreciates the diversity of people at Georgetown and creates **memorable experiences** for all its students to be engage in, connect to, and be **proud to be a Hoya**



*The*  
**BUDGET**

# Budget Breakdown

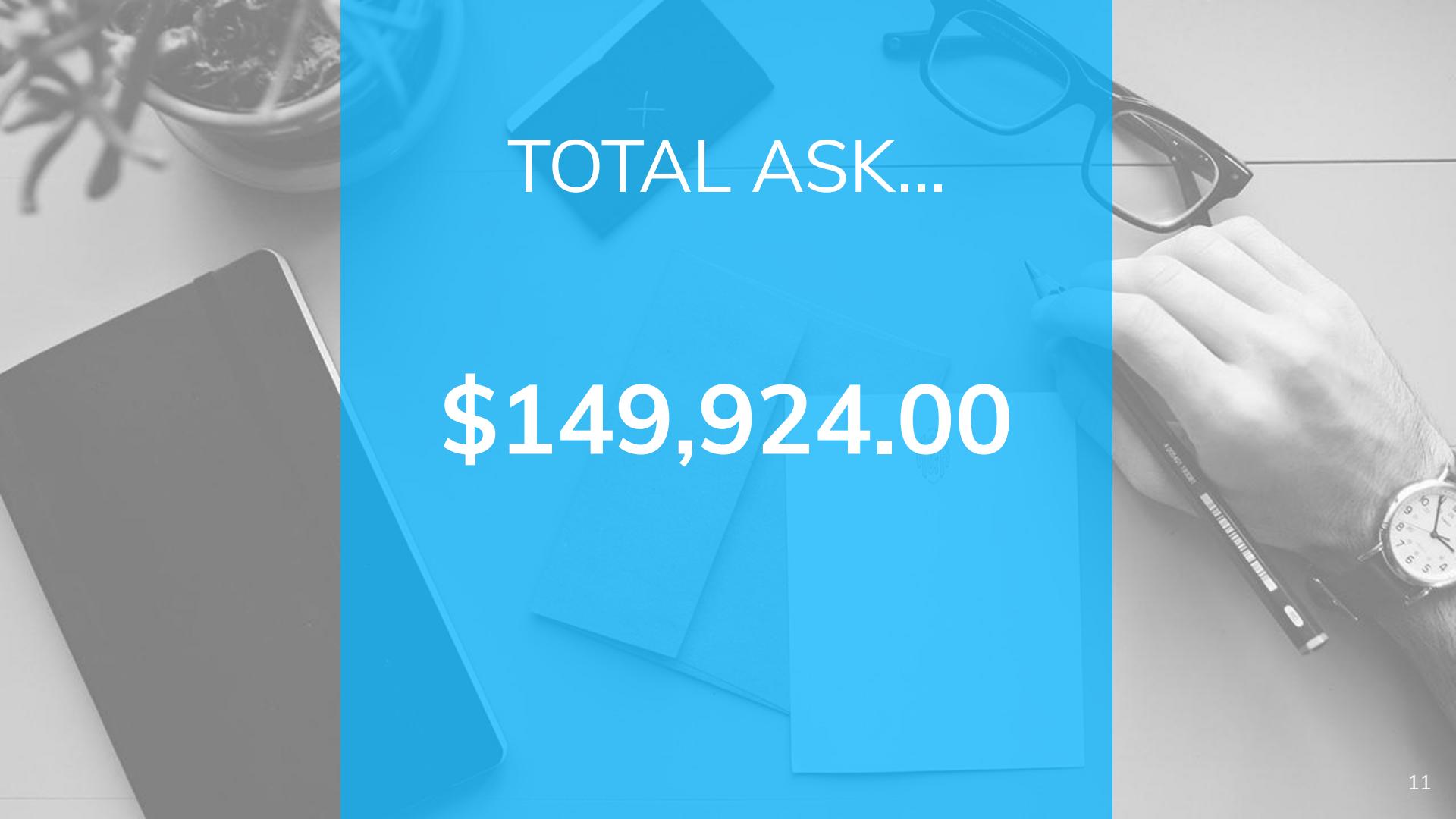
## Current Budget

Concerts	\$87,583.61
Films	\$36,435.00
Marketing	\$5,000.00
Georgetown Day	\$16,000.00
Event Chairs	\$50,000.00
Operations	\$4,500.00
<b>FY20 Budget</b>	<b>\$199,518.61</b>



## Projected Expenses

Concerts	\$100,000.00
Films	\$36,435.00
Marketing	\$5,000.00
Georgetown Day	\$16,000.00
Event Chairs	\$60,000.00
Operations	\$4,500.00
<b>FY21 Projections</b>	<b>\$221,935.00</b>



TOTAL ASK...

\$149,924.00



## INVESTMENT IN THE STUDENT EXPERIENCE

- As a budgetary practice, GPB does not spend more than 1-2% of its total allocation on its own membership—different than other applicants
- Increases in our allocation would go towards
  - Broadening the Reach of the Concert
  - Growing our “General Event” Programming



# Explicit Purpose of a Budget Increase

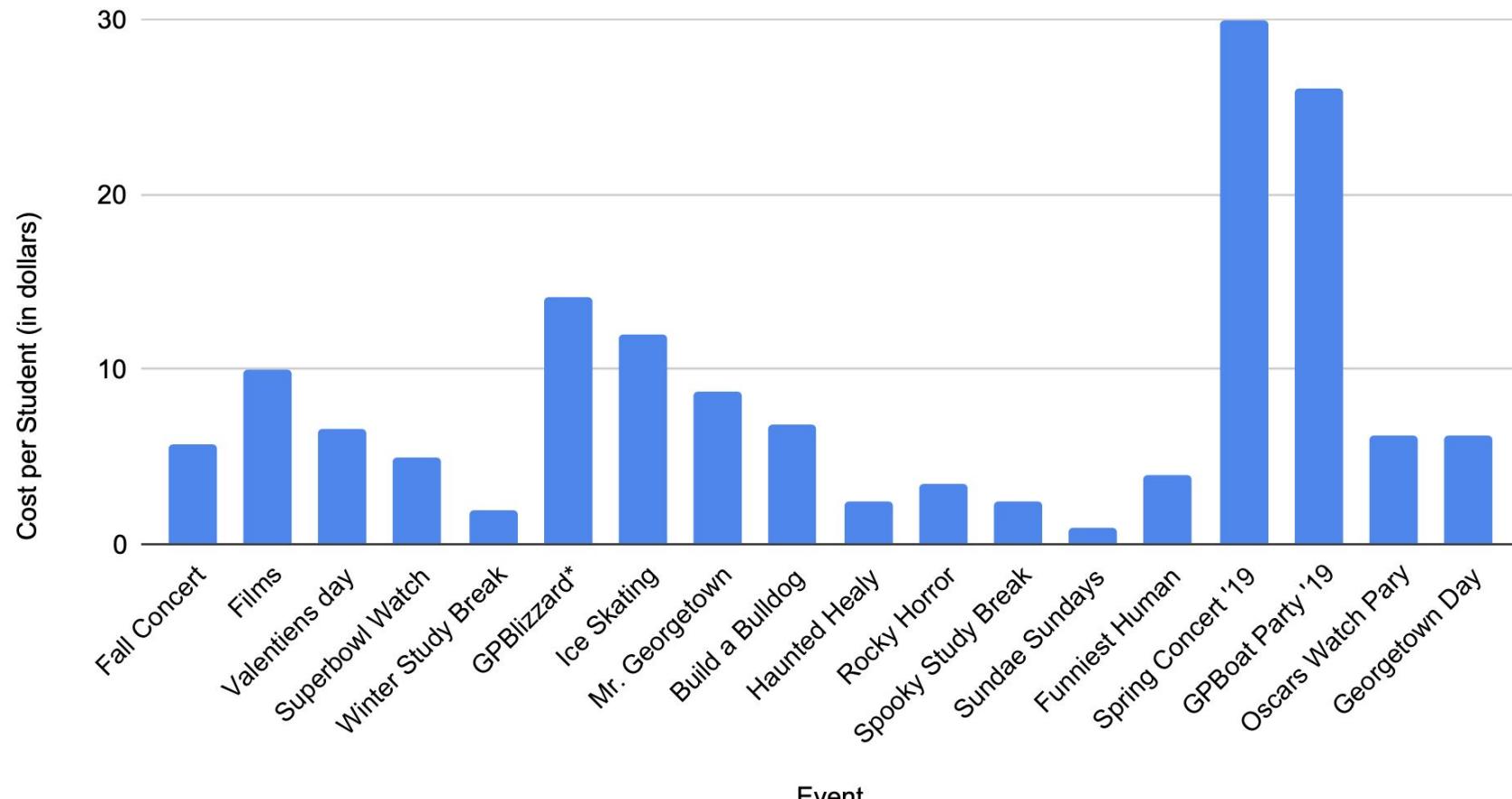
## Events Increase

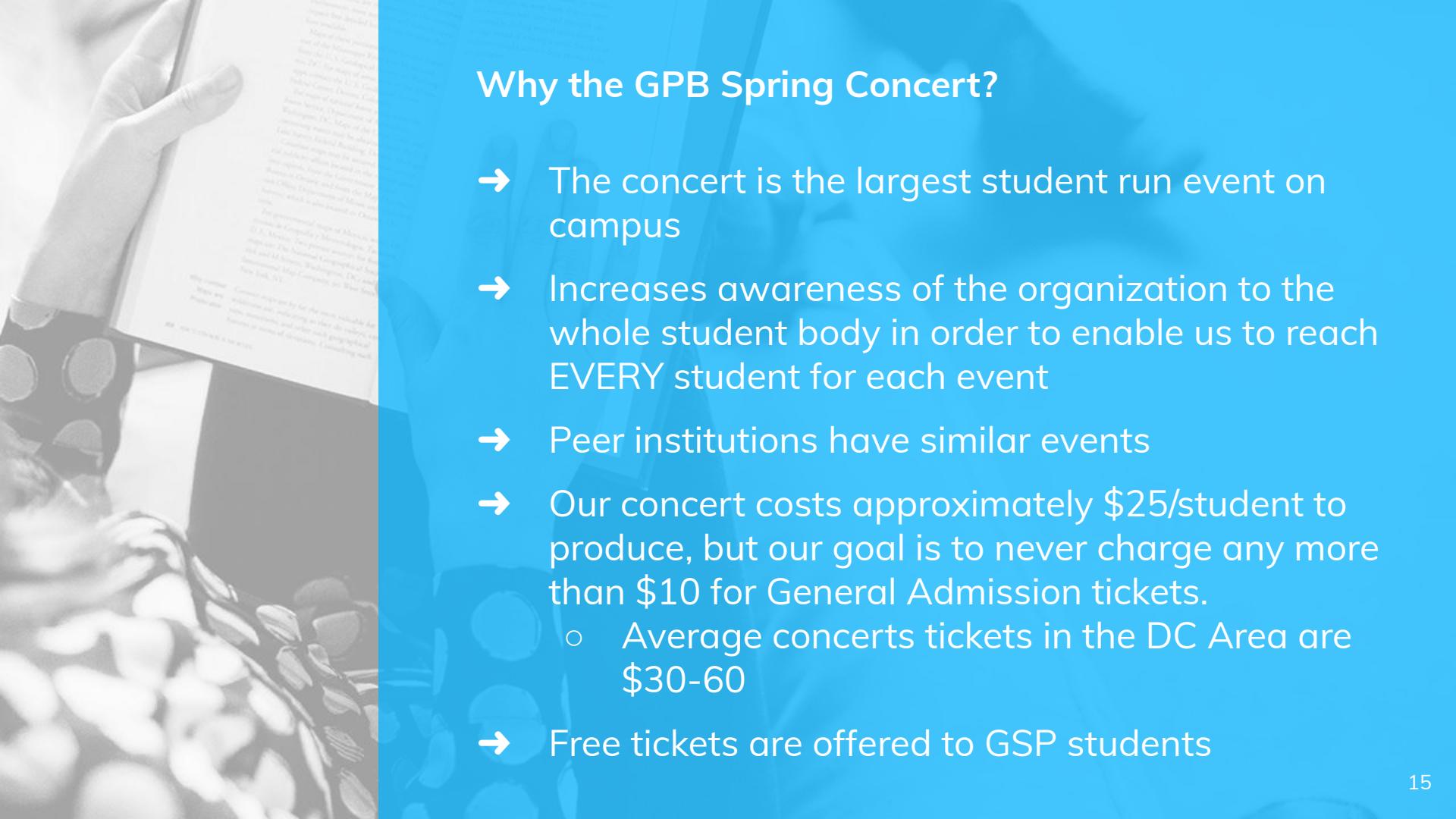
- Continuing to expand our general members' abilities to program for the entire student body
- Provide more new events each year in addition to our traditional, signature events
- Events that we attempted this year but were unable to bring to fruition, including Mike Birbiglia's "Stand Up and Vote" Tour

## Concerts Increase

- With an extra \$13,000 we could:
- Increase our offer to artists, currently \$60,000, allowing us to get more currently popular performers
- Increase production budget which would allow for us to meet more artists staging and rider requests, including a video wall

## Cost per Student for FY 20 Events





## Why the GPB Spring Concert?

- The concert is the largest student run event on campus
- Increases awareness of the organization to the whole student body in order to enable us to reach EVERY student for each event
- Peer institutions have similar events
- Our concert costs approximately \$25/student to produce, but our goal is to never charge any more than \$10 for General Admission tickets.
  - Average concerts tickets in the DC Area are \$30-60
- Free tickets are offered to GSP students



## Conclusion

Every dollar you invest in  
GPB is a dollar directly  
invested in the Georgetown  
Undergraduate Student  
experience.

# Hoya Saxa!

Any questions?

