The Georgetown Program Board (GPB) appeals the initial allocation of funds made by the Georgetown University Student Association Finance and Appropriations Committee (FinApp). The current allocation of funds to GPB of $135,000 is an allocation that will not allow GPB to optimally execute on the mission of the program board to instate a sense of community spirit among all Georgetown students, from all backgrounds. As a result, GPB is requesting a total allocation of $150,000 from FinApp, a $15,000 increase from the current allocation.

**Why GPB**

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 reflect the mission of GPB and the diversity of interests, backgrounds, and persons at Georgetown University. GPB has successfully met this mission this year, through the continuation of events that Georgetown students have come to expect from GPB, such as the Mr. Georgetown Pageant, New York Trip, and Funniest Human at Georgetown, which we have sold out capacity year after year for, as well as the introduction of new events, such as the Diamante Fashion Show, which, in its inaugural year, sold out Gaston Hall. With every ticket to any GPB event mandated to be no more than $10 after this year, as well as the institution of a partnership instituted with the Georgetown Scholarship Program, GPB has made active inroads to improve the diversity of attendance and membership for our organization and our events.

**Current Allocation**

Speaking directly to our current allocation, the Executive Board of GPB appreciates the intentions of FinApp by increasing our allocation from $93,340 to $135,000 for the upcoming year (for a total allocation increase of $41,660), but we believe that there is some context that is necessary to remember. First, and foremost, this Fiscal Year, GPB has committed to systematically adopting the Georgetown Day programming. In years previous to the current fiscal year, we have seen Georgetown Day regularly funded at an allocation of $15,000. Furthermore, in the past year, we have seen a decrease of funding from the student centers of $16,000: $10,000 for HFSC specific programming, and $6,000 for an investment in ensuring that GPB had weekly movies. We have not seen these funds reciprocally invested into direct student programming, and our current allocation does not allow for us to host a movie each weekend. **These two combined costs put our** **actual increased allocation to only $10,660**.

With our current $135,000 allocation, there will be weekly movies each weekend throughout the year, a satisfactory Georgetown budget, a continuation of our current marketing budget, the maintenance of the membership budget, a decrease of $2,000 to our general budget (a recommendation from the current board, in order to invest more money directly into student programming), and the removal of the leadership development allocation. The additional $15,000 will improve both the spring concert and the event chairs’ programming capabilities, explained in detail in the following paragraphs. We have placed a proposed allocation with $135,000 and $150,000 in the appendix.

**The Spring Concert**

During the duration of deliberations, there seemed to be two misconceptions surrounding GPB that were brought up a significant amount of times, the first being the budget request for the concert. It was brought up that by cutting our requested budget by $50,000, the concert budget would still remain at $100,000—this is factually incorrect. Our requested allocation for the concert was $95,760. With the current allocation, we can increase our allocation for the concert to between $75,000-$80,000 (to be determined by the next board). With fixed costs for the concert, this would leave our artist budget at around $40,000-$45,000 for all three artists, which does not allow us to effectively bring the concert artist to the next level. From our experience in the last few years, a high ticket cost will only decrease attendance at concerts, so in order for GPB to increase the recognition and level of our artist quality, we must do that through an increased allocation. Therefore, by increasing our allocation by $15,000, we believe we can invest $10,000 more in the artist fee to bring that number over $50,000 which puts us in the next tier of artist. These artists would include names such as H.E.R, A Boogie, Cheat Codes, American Authors, St. Motel, T-Pain, X Ambassadors, Misterwives, Tinashe, Matoma, and Lil John.

**Structural Changes: The Events Chairs**

The other $5,000 of the $15,000 allocation increase would go towards increasing the events chairs budget. We believe that the second misconception in the room during deliberations was that GPB was radically “changing” the structure of the organization. In fact, the structure and general operations of the organization are not changing at all, simply the limits on what parameters a board member can program are being lightened (for example, a board member isn’t required to only program on campus events, off campus events, late events, or other arbitrary categories). These thoughtful changes will reflect attentiveness to our mission and will aid in achieving GPB’s goals for the coming year. By doing this, we are allowing members to broaden what types of events they are thinking of without truly changing the operations of the organization; therefore, to cut the allocation for the organization due to “watching to see if the new structure succeeds” is an unfair claim, as the structure, at its heart, isn’t necessarily changing.

Furthermore, the increase of $5,000 to the events chairs budgets will assist us in broadening the viewpoint of our already successful programming. In the past year, we have sold out tickets to events such as Mr. Georgetown, Funniest Human at Georgetown, the NYC trip, the Yacht Party, the Fashion Show, and many more. Space capacity has caused us to turn away hundreds of students from events over the past several years, but with an increased allocation, we can consider moving events to larger spaces—such as Mr. Georgetown moving to McDonough Arena, Funniest Human moving to a larger space, and reserving a larger boat for the yacht party. There is a clear demand for increased capacity at these events, as well as a demonstrated capability of programming these events, so we believe that there is clear evidence for this increased budget allocation. With the current allocation of $135,000, we believe that the events budgets would not be increasing by more than $2,000-$3,000, but with the increased allocation to $150,000, we would see an events budget of around $60,000 for the year which would allow for expansion of current programming, as well as the institution of a few new programs.

**APPENDIX A:** Allocation Breakdowns

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Committee** | **Current Allocation (FY18)** | **Original Proposed Allocation** | **Current FY19**  **Allocation\*** | **Counter Proposed Allocation\*** | **Main Reasons for Increase** |
| Events | $52,420 | $100,000 | $55,541 | **$60,000** | *Events*:   * Increase student access to successful programming * Allow for member-generated events and innovate programs |
| Films | $25,000 | $37,235 | $37,235 | $37,235 |
| Marketing | $3,300 | $3,300 | $3,300 | $3,300 |
| Georgetown Day | $0 | $15,000 | $15,000 | $15,000 |
| Leadership Devel. | $0 | $3,000 | $0 | $0 |
| Concerts | $67,700 | $95,670 | $80,000 | **$90,000** | *Concerts*:   * Bring in a new tier of artists: bring more students without increased cost to student * Maintain essential concert infrastructure |
| Membership | $1,500 | $1,500 | $1,500 | $1,500 |
| General | $2,016 | $1,000 | $1,000 | $1,000 |
| **Other Revenues** | ($58,576) | ($58,576) | ($58,576) | ($58,576) |
| **FinApp Funding** | 93,360 | $198,129 | $135,000 | **$149,459** |

\**Note:* *These allocations are proposed and theoretical allocations, the concrete allocations to committees will be done in May by the next Executive Board. These were determined looking at historical trends in committee allocations.*