

Erykah Badu in Concert AS Board Request for \$5,500

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This proposal for funding is to bring acclaimed neo-soul and Hip Hop artist Erykah Badu to campus Friday January 8th or Saturday January 9th, 2010. This event is fiscally co-sponsored by AS Productions Pop Music, the AS Women's Center, and the AS Social Issues Resource Center. We are requesting that the AS Board sponsors this event in the amount of \$5,500.

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Program Description:

Erykah Badu, a Grammy winning and much acclaimed neo-soul and Hip Hop performer has consistently challenged the place of women in the music industry, specifically women in Hip Hop. She has crafted her music to be highly personal philosophies which challenge the listener to think about issues of race, class, gender, and sexuality all within the context of soul music. She has been called the quintessential Hip-Hop B-Girl as well as the Queen of neo-soul and her music walks the boundary between personal and political, combining break dance beats with vocal rhythms, classical music, and rhythmic soul. The primary intent of this program is to bring a powerful and fun performer to campus to entertain students and community members. However, in planning this program we have intentionally sought to bring a performer who is a woman of color, someone coming from a marginalized place in the music industry and society at large. As we look at historical program planning and musical acts at Western Washington University, it is easy to see the pattern of bringing majority male performers to campus, and majority white males particularly for entertainment programs. This event is seeking to step outside of that pattern and to empower not only a different kind of musical genre (Hip Hop/Neo-Soul) than is usually performed at Western, but also to empower lyrics, songs, and music that come from marginalized histories and experiences. As Coordinators we recognize that past Hip Hop concerts at Western have sold out and been very successful, including E40 and Method Man/Redman, but that it is rare to see a female artist as a headliner. This event would be the first time Erykah Badu has performed at Western Washington University.

This event would take place on Friday January 8th or Saturday January 9th, 2010 at the Performing Arts Center Main Stage. This event is the kick-off to a winter quarter long theme of events focused on women's voices and experiences. This theme will be made clear through announcements and hand billing made at the concert itself, thereby reminding the audience of the quarter-long theme featuring multiple programs, some of which are listed below:

- A Women's Showcase & Open Mic Night (Women's Center & ASP Pop)
- Women in Music Conference (Women's Center)
- V-Week with an emphasis on Women's Voices, featuring spoken word performances by Ishle Yi Park & Andrea Gibson (Women's Center & SIRC)
- The Vagina Memoirs (Women's Center)

Historical Data:

From looking at a Pollstar Artist Tour History Report, we have found that Erykah Badu has done very well at shows in the surrounding area with similar or more expensive ticket prices and even larger venues. Some examples include her performance at The Showbox (Seattle, WA) in 2003 where ticket costs were \$37.50 and the show sold out 100% for 1,200 seats. Additionally, as Erykah Badu does not perform in Washington State very often, when she does the shows have a tradition of being very popular and selling out.

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Ties to WWU Strategic, Themes and Priorities:

Erykah Badu's performance supports Western's values and ties into the President's Strategic Plan to "create an integrated and distinctive Western Experience," by focusing on empowerment of women's voices, emphasizing multiculturalism, diversity, and gender equality. Erykah Badu's work and career are reflective of the values that Western strives to cultivate on its campus. Her lyrics and use of creative expression reach students on multiple levels through her deeply personal and engaging lyrics that speak to real social issues occurring in our society today. As an inspiring and internationally acclaimed performer, Erykah Badu is dedicated to reaching out to a diverse audience and creating space for marginalized voices to manifest themselves in powerful ways. As Coordinators of this event, we see a strong connection between Western's commitment to diversity and bringing activist, MC, and performer Erykah Badu to campus.

Benefit to Campus Community Members:

This performance will directly aim to "develop a consciousness of the challenges and responsibilities of living in a diverse pluralistic society," as drawn from the University's mission statement. Erykah Badu's performance will provide students with a unique opportunity to experience neo-soul and Hip Hop music that addresses the challenges that dynamics of justice, race, class, gender, and sexuality impact our lives and society. As an activist, Erykah Badu combats racism and poverty in urban communities and much of her music speaks to the realities that systematic class and race discrimination have created in the United States. This event gives students and community members the chance to see a performer who is a radical social activist not only within the music industry itself, but within her own communities in Texas and New York City.

Our intent is that this event will be a kick-off to a series of events that highlight multiple identities and experiences connected to women's voices to occur through January and February, concluding with the Vagina Memoirs performances February 18th-21st, 2010.

Mission Statements:

1. Women's Center Mission Statement:

"The Women's Center strives to be a highly confidential, safe, and inclusive space for people to support, and challenge each other through an exchange of ideas and energy. We seek to educate our community on local, national, and global issues through events and outreach. We strive to emphasize the ways in which race, class, age, gender identity, ability, sexual orientation, religion and national origin make every woman's life different. The Women's Center is open to everyone in hopes of raising awareness and empowering people through our programming and resource referrals."

These events fulfill our mission statement by focusing on the universal and unique ways in which women of all different experiences and backgrounds are impacted by

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misogyny. Additionally, this event provides a framework for addressing experiences through creative means and using music as a way to address social issues. This event is consistent with our commitment to honor and empower women's voices and experiences throughout the year, with a specific focus during Winter Quarter 2010.

2. Social Issues Resource Center Mission Statement:

"The Social Issues Resource Center offers opportunities to the WWU campus and surrounding Bellingham and Whatcom communities to raise consciousness about local and global social issues, empowers individuals with knowledge and skills to effectively organize around those issues, and connects WWU students with each other and with community based organizations. The SIRC aims to create an environment conducive to meaningful political and personal dialogue with all members of all Bellingham and WWU communities."

As the mission states, the SIRC aims to raise consciousness about local and global social issues. This event raises consciousness about highly personal political issues through music and creative lyrics. It works to empower marginalized voices and spotlight topics such as misogyny, race, and class. This event is consistent with the SIRC's commitment to representing diverse ways of looking at social issues and creative forms of social activism.

3. AS Productions Pop Music Mission Statement:

"ASP Pop Music brings regional, national, and local musical acts to campus from a wide variety of genres to meet the diverse musical tastes of Western students. Pop Music strives to create a balance between music students recognize and regional/independent talents they may not know of."

This event fits the ASP Pop Music mission statement by drawing from a wide variety of genres to meet the diverse musical tastes of Western students.

Faculty/Staff Responsible:

Responsibility for producing the performance will be undertaken by the coordinators of AS Productions Pop Music, the Women's Center, and the Social Issues Resource Center. We are responsible for publicity, room reservations, banner reservations, performer contracts, the budget, hospitality and transportation, in addition to other logistical tasks.

Marketing Plan:

Erykah Badu is a recognized name and a high profile performer, who will draw large crowds. We have developed an extensive marketing plan which is available for you to see.

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Funding Requested:

There is an additional detailed budget attached.

AS Board	\$ 5,500
ASP Pop	\$ 3,000
Women's Center	\$ 2,000
Social Issues Resource Center	\$ 1,500
Total:	\$12,000

Funding Contributions & Why:

AS Productions Pop Music- \$3,000

AS Productions Pop Music will be contributing \$3,000 flat fee co-sponsorship to this event. Additionally, as this event is projected to make at least \$1,500 in revenue, AS Productions would cover the costs of this program in the event of a negative balance after the event or a loss of funds.

Women's Center- \$2,000

The Women's Center will be contributing \$2,000 of our programming budget, which is a substantial investment due to the magnitude of this program. Additionally, the Women's Center is budgeting to cover costs for multiple upcoming Winter Quarter events focused on Women's voices including V-Week, The Vagina Memoirs, and the Women in Music conference.

The Social Issues Resource Center- \$1,500

The Social Issues Resource Center will be contributing \$1,500 of our programming budget to this event. The Social Issues Resource Center is contributing this event due to a large number of other events that will draw on programming funds Winter Quarter, including bringing spoken word artists Ishle Yi Park and Andrea Gibson as part of V-Week and bringing a speaker from Just Detention International as part of HIV/AIDS Awareness Week.

ASP Budget Proposal Worksheet

BADU

Date: Jan 8/9

Location: Main Stage

Estimated Expenses	
Performers:	
BADU	\$ 33,250.00
Support - Spoken word?	\$ 500.00
	\$ -
	\$ -
	\$ -
VU Event Services	\$ 2,400.00
Publicity	\$ 600.00
Advertising	\$ 300.00
Hospitality	\$ 800.00
Bartender	
Lodging	\$ -
Transportation	\$ 500.00
Equipment Rental	\$ -
Miscellaneous	
Security	
Total Costs	\$ 38,350.00

Co-Sponsorship Revenue	
SIRC	\$ 1,500.00
Supplemental Funding	\$ 5,500.00
Womens Center	\$ 2,000.00
Pop Music	\$ 3,000.00
Sponsor 5	\$ -
Sponsor 6	\$ -
Sponsor 7	\$ -
Sponsor 8	\$ -
Sponsor 9	\$ -
Sponsor 10	\$ -
Total	\$ 12,000.00

Estimated Revenue (High)				Estimated Revenue (Low)			
350	tickets @	\$ 40.00	\$ 14,000.00	275	tickets @	\$ 40.00	\$ 11,000.00
190	tickets @	\$ 35.00	\$ 6,650.00	175	tickets @	\$ 35.00	\$ 6,125.00
350	tickets @	\$ 25.00	\$ 8,750.00	275	tickets @	\$ 25.00	\$ 6,875.00
190	tickets @	\$ 20.00	\$ 3,800.00	175	tickets @	\$ 20.00	\$ 3,500.00
Gross Ticket Revenue			\$ 33,200.00	Gross Ticket Revenue			\$ 27,500.00
Less 5% tax			\$ 1,580.95	Less 5% tax			\$ 1,470.24
Less Box Office Fees (10%/ticket)			\$ 3,320.00	Less Box Office Fees (10%/ticket)			\$ 2,750.00
Estimated Net Revenue			\$ 28,299.05	Estimated Net Revenue			\$ 23,279.76

Co-Sponsorship Revenue \$ 12,000.00 \$ 12,000.00

Estimated Gain/Loss On Even \$ 1,949.05 \$ (3,070.24)