

# GPSS Finance & Budget Committee Meeting

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Friday, January 26, 2024

*Prepared by Jon Choi, GPSS VP of Finance and Budget*

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# Agenda

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- > Call to Order
- > Approval of Agenda
- > Approval of Minutes (01/19)
- > Review for Special Allocations
  - TEDxUofW (TEDxUofW 2024)
  - TSA (UW Night Market)
- > FY25 Budget Discussions
- > Adjournment

# Approval of Minutes

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## > Link to Meeting Minutes

- [GPSS Finance and Budget Committee - Meeting Minutes - 20240119.docx](#)

## Review for Special Allocation – TEDxUofW

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### TEDxUofW 2024

- > Date/Time: April 13, 2024
- > Location: Kane Hall
- > Who: UW Undergrad, Grad, Staff & Faculty, anyone in the Greater Seattle area
- > Request: \$750 to cover venue rental & facilities costs
  - Total Event Cost is \$4190
  - Applied to other funds: UW Alumni, ASUW.
  - Anticipating total attendance of 400 (250 students, of which 50 are expected to be grad students)
  - Ticket sales (\$10 for students, \$15 for non-student) both advanced sales and door sales



# TEDxUofW 2024

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## TEDxUofW

- TEDxUofW is a registered student organization established in 2012
- Provide affordable TEDx talks to UW students
- Our team is a 100% student run
  - composed of students of diverse majors
  - mix of undergrads and grad students

TEDxUofW

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# TEDxUofW 2024

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## TEDxUofW 2024

- Third in-person event since 2019
  - Free live-stream
  - Affordable tickets for students and community members
- 2023 Conference
  - Anticipating over 300 people in-person and hundreds to thousands more watching from the livestream and recordings
- Integrating community between UW faculty, students and greater Seattle area

TEDxUofW

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# TEDxUofW 2024

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Graduate Students

## TEDxUofW 2024 Theme: Crossroads

The theme of Crossroads speaks to the intersection of ideas, the overlapping of concepts, and the reflection that can come when we are faced with a dilemma. It is a versatile theme that can be explored from a wide range of perspectives, including personal growth and innovation.

TEDxUofW

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# TEDxUofW 2024

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## Graduate Students

- **Audience Demographics:**
  - Majority of audience interested in and currently in graduate school.
  - Target audience is within the academia community.
- **Conference Theme:**
  - Interdisciplinary conference platform.
  - Provides access to a synthesis of ideas for the audience.
- **Accessibility and Affordability:**
  - Emphasizes an affordable and accessible platform for the audience.
  - Appeals to graduate students as an accessible opportunity.
- **Graduate Student Collaboration:**
  - This year, we have a graduate student volunteer on our team
  - Opportunity for possible grad students to join the club.
  - Late for this year, but encouraging participation for the next year.
- **Club Expansion and Funding:**
  - Exploring the use of GPPS funds for expansion.
  - Aim to enhance the conference and make it better.
- **Future Opportunities:**
  - Ensuring that grad students can join in the next year.
  - Encouraging prospective grad students to consider joining in the future.

TEDxUofW





# TEDxUofW 2024

## Reasons for Funds

Event Budget Planning Worksheet		
Item	Total Cost	Requested Funds
Facilities	\$4,190.00	\$750.00
Equipment Rentals		
Marketing/Advertising/Promotional		
Honorarium/Performer		
Security		
Other		
<b>TOTALS</b>	<b>\$4,190.00</b>	<b>\$750.00</b>
<i>Not all RSOs will have all of the above categories. Please recreate a budget in this style specific to your event.</i>		
<i>Please list all other potential funding sources below.</i>		
All Funding Sources	Amount Requested	Amount Approved
UW Alumni Association	\$500.00	\$400.00
HUB RSO Event Fund	\$500.00	\$500.00
<b>TOTALS</b>	<b>\$1,000.00</b>	<b>\$900.00</b>

Venue cost for Kane

These funds will also go towards the cost of the venue

TEDxUofW

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# TEDxUofW 2024

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## GPSS & TEDxUofW

- We look forward to partnering with ASUW!
- GPSS will receive the following benefits
  - Thank you slide at the beginning and closing of our event  
We will have a PowerPoint slide feature your organization's name and logo on the event stage.
  - Branding featured on our website  
A special page for sponsors on our official [TEDxUofW](http://www.tedxuofw.com) website (<http://www.tedxuofw.com>) will feature your organization's profile.

TEDxUofW

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# Review for Special Allocation – TSA

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## TSA – UW Night Market

- > Date/Time: May 11, 2024
- > Location: Red Square/The Quad
- > Who: All (UW students, faculty & staff, anyone interested in learning more about Taiwanese culture & eating good food)
- > Request: \$750 to cover security cost from UWPD
  - Total Event Cost is \$46360
  - Free admission
  - Applied for: HUB RSO Fund, ASUW, UWAA, GPSS Diversity Fund, ECC SDEF Fund
  - Anticipating total attendance of 7700 (5500 students, of which 1000 are expected to be grad students)
  - Annual large event, will invite 1 Taiwanese singer along with other RSO for performances



# TSA – UW NIGHT MARKET

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## Overview



- 1) Origin & History of Night Market
- 2) What Makes Night Market Successful
- 3) Why Your Support Matters
- 4) Culture and Diversity Impact

# TSA – UW NIGHT MARKET

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## Night Market History

- **1<sup>st</sup> Night Market:** Started in spring 2001 in HUB Ballroom
- Moved outdoors to HUB Lawn in 2005, and to Red Square in 2011
- Expanded to Quad in 2016




**2008 Night Market – Are You Hungry?  
Saturday, May 10, 2008 @ HUB Lawn**

# TSA – UW NIGHT MARKET

Through the years...



# TSA – UW NIGHT MARKET



The image contains two main visual elements. On the left is a promotional poster for the 2023 UW Night Market. The poster features a blue background with white text: '2023 UW NIGHT MARKET', '5/13 4:30 – 10:00 PM', and '@UW RED SQUARE & THE QUAD'. Below the text is a photograph of four diverse students smiling. At the bottom of the poster is a row of logos for sponsors and partners, including City of UW & University of Washington, plenti, verizon, oliv, TriPalink, UW Alumni Association, UW JIMAYA, HUB, and others. On the right is a wide-angle photograph of the event itself, showing a large, dense crowd of people gathered in an outdoor plaza. Several purple pop-up tents are set up, and the background shows university buildings and trees.

4000+ attendees from last year

One of the largest student-run events at UW

Expected attendance for this year is 7000+

4000 students, 200 staff, 2,000 Graduate, and 1,500 non-UW



# TSA – UW NIGHT MARKET

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## Night Market – A Successful Event



- One of the largest annual student-led events at UW
  - Well known around the greater Seattle area
- Attendance has tripled since 2011
- It's the standard that almost all student cultural events are measured against
- Many sponsors & vendors know us before we even approach them
- It has inspired many more cultural food festivals on campus



# TSA – UW NIGHT MARKET

## Night Market – A Successful Event

1. Strong Brand
  - a. 21st Annual UW Night Market
  - b. Audience is of all ages and demographics
2. Perfect for Seattle
  - a. Seattle is a foodie city!
3. Unique and Can't Miss
  - a. Vendors sell unique items only here
  - b. Once-a-year for one night only
4. We Start Planning (Really) Early
  - a. Allows for adequate time to approach sponsors & vendors
  - b. Plan an effective and innovative marketing campaign



UW  
Night  
Market  
Since 2001



# TSA – UW NIGHT MARKET

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## Why Your Support Matters

- Funding would be used for:
  - On-Campus expenses (Staff, Security, Electricity)
- Smoothen event planning and help pay for immediate expenses for our events
- Opportunities for graduate and professional students



# TSA – UW NIGHT MARKET

## Fostering Culture and Diversity

At the UW Night Market we aim to spread cultural awareness and foster diversity:

- Inclusive atmosphere
- Cultural showcase
- Culinary diversity
- Promotion of Taiwanese culture
- Support for local businesses



# FY25 GPSS Budget Draft Discussions

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# FY23 GPSS Budget vs Actuals

Budget Code	Budget Name	Budget	Expenditure	Remaining
16-9570	Admin	\$ 9,700.00	\$ 5,690.13	\$ 4,009.87
16-9571	Internal Affairs	\$ 9,600.00	\$ 4,375.37	\$ 5,224.63
16-9572	President	\$ 500.00	\$ 132.30	\$ 367.70
16-9573	External Affairs	\$ 8,850.00	\$ 8,025.39	\$ 824.61
16-9574	Treasurer	\$ 4,263.52	\$ 3,429.08	\$ 834.44
16-9575	Equity & Inclusion	\$ 7,600.00	\$ 3,875.66	\$ 3,724.34
16-9576	GPSS Personnel	\$ 519,155.37	\$ 537,279.72	\$ (18,124.35)
16-9577	GPSS Department Allocations	\$ 5,000.00	\$ 1,000.00	\$ 4,000.00
16-9578	GPSS Special Allocations	\$ 22,000.00	\$ 9,350.00	\$ 12,650.00
16-9579	GPSS Travel Grants	\$ 25,000.00	\$ 30,500.00	\$ (5,500.00)
64-4761	GPSS Programming Discretionary	\$ 20,000.00	\$ 15,312.32	\$ 4,687.68
<b>Grand Total</b>		<b>\$ 631,668.89</b>	<b>\$ 618,969.97</b>	<b>\$ 12,698.92</b>

## A Note on Funding vs. Operating Budget

SAF funding currently does not meet GPSS's budget needs 100%.

> **SAF can only increase by 4% per year.**

- Cannot keep up with inflation & wage increases

	Ending Balance	Deficit/(Revenue)	% Change
2019	\$ 445,671.00		
2020	\$ 410,848.00	\$ 34,823.00	8%
2021	\$ 434,406.00	\$ (23,558.00)	-6%
2022	\$ 370,854.00	\$ 63,552.00	15%
2023	\$ 226,148.00	\$ 144,706.00	39%
2024	\$ 80,000.00	\$ 146,000.00	0%

- Our SAF requests have not been fulfilled 100%

> *e.g. we received ~\$7,000 less than what we requested last year.*

# Adjournment

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