

**Resolution for Subsidized Student Admission Plan Referendum  
Department of Theatre  
University of California, Riverside  
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**Introduction:**

The Subsidized Student Admission Plan (SSAP) proposes that UCR undergraduate students be granted admission to all performances produced by the UCR Department of Theatre free of charge. The aim of this referendum is to reduce the cost of admission and to give students greater access to performances that inspire, educate and inform. Revenue generated by the fee would pay for costs in direct support of theatre production

**History:**

UCR staged its first performance in 1954 and the Department of Theatre has been continually committed to the idea that live performance is a unique art form which informs our humanity on the deepest level. Theatrical performance has occurred wherever human society has developed, and performances in front of an audience, the wearing of costumes and storytelling are woven into our culture.

The Department currently presents over 50 performances per season in four theatres on the UCR campus. The presentations includes a wide variety of work including established plays like Shakespeare, provocative new commercial works, musicals and original plays that premier on our stages. Funding from SSAP would allow the Department to realize new initiatives such as Asian Theatre performances, large musicals, blended film and live performance and ideas yet to be conceived.

Annual attendance for the Department over the past 10 years has been 65%, of which 70% is student admission. Ticket prices are currently set at \$12-14 for students and \$14-16 for non-students. Within these ticket prices are administrative costs of nearly \$2 for the handling of each ticket which the Department must pass along to patrons. Box office income substantially funds the cost of productions. **The annual cost to students for SSAP would be less than the cost of a single ticket at the current price.**

**Funding:**

SSAP will be funded through student fees as established by a referendum vote of the student body. If approved, this referendum will provide funds to completely subsidize the cost of individual admission to Department of Theatre events for current UCR undergraduates. Revenue generated by the fee would pay for costs in direct support of theatre production

The proposed undergraduate fee to fund this initiative would be of \$2.50 per quarter. In accordance with campus policy, 25% of the fee would be returned to financial aid. The remaining \$1.87 would fund SSAP starting in the Fall of 2012 and collected for all quarters, including summer session. By UCR Campus Policy, a portion of the revenue generated by this fee would

be used toward campus assessments by UCOP for systemwide administrative functions. No more than 2% of the revenue will be used for this purpose.

### **Financial Support:**

The financial support provided by SSAP would pay for costs in direct support of theatre production :

Performance Rights and Royalties and commissioning of new works

Materials for Production – lumber, paint, props, hardware, fabric, notions, bulbs, etc.

Equipment for Production – lighting instruments, tools, electronic equipment, production computers, microphones, etc.

Personnel for Production \_ directors, designers, choreographers, musicians, craftspeople, skilled labor, front of house personnel, etc.

Student Labor - skilled students are paid to work on pre-production activities

Maintenance of Facilities - theatre seats, stages, curtains, specialized floors, machines, etc.

Transportation - moving costs, travel for production, shipping, etc.

Publicity and Promotion - advertising, printing, publicity materials, website

### **Referendum Passage:**

In compliance with UC and UCR policies, this referendum must meet these criteria during elections to be approved by the student body:

1. At least 20% of the student body must vote on the issue.
2. A majority of the votes cast must vote in favor of the issue.

### **Distribution:**

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Department of Theatre Managing Producer/Director, Marc Longlois

Performing Arts Financial & Administrative Officer, Reasey Heang

**The Subsidized Student Admission Plan (SSAP) Referendum**

Do you support a \$2.50 per quarter fee to subsidize the cost of undergraduate student admission to performances produced by the Department of Theatre at UCR, providing free admission to current UCR undergraduate students?

The Fee would begin Fall Quarter 2012

In accordance with campus policy, 25% of the Fee will be returned to financial aid to help offset the cost of this fee for students who are eligible for financial aid.

After the return to aid, the remaining \$1.87 would be used for the initiative.

Yes, I hereby support the Subsidized Student Admission Plan at \$2.50 per quarter fee

No, I hereby do not support the Subsidized Student Admission Plan at \$2.50 per quarter fee