UKSO China Tour
May 7-17, 2013

PURPOSE OF THE TRIP

The purpose of the trip is to further the education and enrich the lives of the students enrolled in the orchestra program through the beauty of music. It is to provide them with performance opportunities in important concert halls; and to deepen their understanding of their fellow humans through cultural exchange.

The purpose is also to share music with new audiences; to enhance the reputation of UK locally, regionally, nationally and internationally; to enhance and broaden the reputation of the UK orchestra program, the School of Music and the College of Fine Arts; to serve the outreach mission of the university; to provide a highly effective mechanism for recruiting new students; to form or deepen relationships with faculty and universities in China.

PARTICIPANTS

Students enrolled in the orchestra program, teaching assistants for the orchestra program, the Director of the School of Music, selected School of Music faculty, and the director of the orchestra program. We are currently planning to take 80 people.

SELECTION

Students will be selected based on their enrollment in the orchestra program, their seating in the orchestra based on auditions, and their desire to participate in the trip. Scholarships will be offered to students based on financial need, as well as the needs of the group.

RECRUITMENT

The tour will be an excellent and effective mechanism for recruiting new students to the University of Kentucky. It will provide an opportunity for prospective recruits to hear the orchestra, to meet students and faculty, and to obtain information about UK and the process of coming to the US. It will be part of a broader effort by UK, the College of Fine Arts and the School of Music to attract new students from China.
**Expenditure Budget**

Budget for an orchestra of 65, with 5 support staff and 10 patrons

Classical Movements, per contract: **$249,000**
That includes elements handled by the tour company:
Airfare
Train fare
Tour buses
Hotels
Equipment truck
Food
Tickets for sightseeing
Tour Guides
Arranging and setting up performances

Items not included in the contract with Classical Movements:
Airline taxes: determined at the time tickets are issued. Amount if the tickets were issued today: **$36,000**
Visa Applications: **$11,200**
Bus transportation from UK to and from departure airports in the US: **$3000**
Instrument transportation (baggage) or rental in China: **$10,000**
Administrative assistance with Visas, fundraising, other arrangements: **$4000**
Additional scholarship assistance for essential musicians: **$10,600**
Medical/Accident insurance: **$200**

**TOTAL EXPENDITURE BUDGET: $324,000**
Anticipated Revenue Budget:

Student contribution, undergraduate $1900pp x 55  $104,500
Student contribution, graduate $500pp x 15  $7500
Patron contribution, $5000 x 10  $50,000

Anticipated revenue from concert hall presenters:
- Shanghai University  $10,000
- Oriental Art Center  $10,000
- Tianjin Concert Hall  $10,000
- NCPA  $10,000
- Runout  $10,000
  SUBTOTAL:  $50,000

Department sources (UKSO outreach endowment interest account)  $112,000

TOTAL INCOME  $324,000

Some of the funds for this trip will come from the Todd Endowment interest account (1215397300). The account currently has $134,137 in it, and is anticipated to have approximately $165,000 by the end of this fiscal year. Spending from this account will be frozen, and used exclusively toward this project.

The initial deposit of $45,000, due to Classical Movements on January 10th 2013, will be paid from the Todd Endowment. We will collect a total of $162,000 from participants, sponsors and donors by March 11th in order to move forward on the trip. Participants will contribute 100% of the cost of the trip by that time, with the exception of the undergraduates, who will contribute 75% of the cost by March 11th. This will generate $135,875. The difference from $162,000-$135,875=$26,125 will be raised from external sources (donors, sponsorships, fund raising, etc.) by March 11th. If the necessary funds are not raised by March 11th, or if the participation rate does not meet the threshold set by the tour company, then the trip will be canceled, and the SOM will forfeit the $5000 deposit and $32,000 cancelation fee. The Todd Endowment interest account will be used for this expense. If the trip is canceled before March 15th, the participants will be refunded their deposits.
<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>Number of Participants</th>
<th>Deadline 2/4/2013</th>
<th>Deadline 3/11/2013</th>
<th>Due by March 11th</th>
<th>Due by April 15th</th>
<th>Total Received</th>
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<td>Undergraduates</td>
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<td>Graduates</td>
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<td>Patrons</td>
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<td>10</td>
<td>30,000</td>
<td>20,000</td>
<td>50,000</td>
<td></td>
<td>$50,000</td>
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</tbody>
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Collected from Participants | 135,875 | 26,125 | $162,000
Collected from External Sources | 26,125 |  | $26,125
Cash on hand by March 11th | 162,000 |  | $188,125
Cash on hand by April 15th

It is our intention to approach our donor base, and solicit contributions toward this project. It is our hope to raise $50,000 to $100,000, or more toward the project. These contributions will be used for scholarships for students who cannot afford the student contribution, and for the overall expenses for the trip.

In addition, the UK Confucius institute at the University of Kentucky has been discussing this trip with Hanban, a division of the Chinese government, and plans to apply for funding assistance from them. The final amount of the assistance is unknown, and will come in the form of hotels, meals and transportation. We are expecting it to be between $24,000 and $40,000.

**PROFIT OR LOSS:**

The trip is not expected to generate a profit or incur a loss. The commitments from Hanban and some of the presenters have been made, but are not contracted, and some or all of those funds may not materialize. To the extent that those sources of income are not available, that portion of the cost for the trip will be covered by contributions and donors, and from funds in the orchestra outreach endowment interest account. Funds are available in that account to cover this contingency, even if none of the income from Hanban or the presenters comes through, and no funds are raised from donors. The SOM will fund any deficit from this trip from their FY13 fund balance. If the SOM does not have a positive balance it will be reduced from their FY14 budget at the beginning of the fiscal year.

Skip Gray, Director SOM 1/7/13

Revised 11/13

John Nardolillo