

DASB Budget Request 2020-2021

For DASB Operational Accounts Only

Budget Request due to the Office of College Life by 4:00 pm Tuesday, November 12, 2019

Applications and attachments must be submitted via email to Dennis Shannakian at ShannakianDennis@fhda.edu.

The Subject must be in the following format: "DASB Budget Request - DASB Account/Program Name - DASB Account Number"

For Example: "DASB Budget Request - DASB Budget Committee - 41-51140"

Everything submitted will be publicly available online.

Delete the Object Codes and lines within Object Codes you do not need.

1. Program (Account) Name: DASB Flea Market Committee
2. Is this a new DASB account? Yes No DASB Account Number: _____
3. Amount requested for 2019-2020 \$ 0.00
4. Total amount allocated for 2019-2020 \$ 0.00
5. How long has this program existed? Spring 2019
6. Number of students directly served in this program: 19 in committee - Every students who benefit from DASB funds

Please ACCURATELY and THOROUGHLY complete numbers 7 – 10 and use additional sheets if necessary.

7. List ALL other accounts and/or sources of income (list ALL **Account Numbers**, **Account Names**, **Account Balances**, and **Account Purposes/Restrictions**) also list ALL Co-Sponsorships for the Program; include anticipated future sources and co-sponsorships. Accounts and amounts will be verified.

Failure to disclose ANY and ALL non-DASB Funding Sources will result in the immediate disqualification of your request and/or the freezing of your DASB Account if already approved.

B Budget Accounts: N/A

Trust Accounts: N/A

Fund 15 Accounts: N/A

FHDA Foundation Accounts: N/A

Grant Funded Accounts: N/A

Other District Accounts: N/A

Off-Campus/Off-District Accounts: N/A

On-Campus Co-Sponsorships: N/A

Off-Campus Co-Sponsorships: N/A

8. Give a brief description of the program/services to be provided and how they fulfill the mission of the college. How will these funds benefit present and future students? Flea Market Committee is a committee that brings more awareness to students about the Flea Market and other future events by promoting on social media, making promotional items, and printing flyers to attract more vendors and customers to come to our Flea Market to generate more revenue for the DASB. Not only will the Flea Market committee help bring in more vendors and customers, but we also plan to bring club performances for more exposure for the school and have teachers tabling to promote classes. Our clear goal is to bring more awareness to our community to help support DASB and to attract long-term customers and vendors, our goal is to expand to vendors that are located in San Francisco and Los Angeles while bringing in more foot traffic. There are no services remotely similar to the program other than the Flea Market, which we help with the lack of marketing for the Flea Market, and we plan to use these funds to help promote the Flea Market and other events like a night market to generate more funds for DASB. For promotions, we are planning on using \$1250 for Instagram and Facebook ads, \$1250 on promotional items like stickers, banners, and little accessories for new customers and vendors to enjoy, and \$500 for printing flyers and posters so more students know about our Flea Market. With the ads, we plan to bring in more popular food vendors and vendors to attract more customers. Since this committee is brand new, we do not have any other funds since Flea Market Committee was made in the Spring of 2019. In our committee, we have six senators plus twelve interns; we have our meetings every Friday from 2:00 pm to 3:00 pm. Our committee supports student's ideas by collaborating with interns to voice their opinions, and as of late, we voted on banner designs and planned out future events to attract more students to the Flea Market. Flea Market committee exists to increase Flea Market revenue, this revenue goes directly to supporting various programs on campus that promote student retention, diversity, and equity.
9. How have you been meeting or how do you plan to meet the budget stipulation of requiring that all students benefiting from DASB funds allocated to you have paid the \$10 DA Student Body Fee and are DASB Members (DASB Budget Stipulation # 1)? The Flea Market committee serves to increase revenue from the DASB Flea Market. Additionally, the DASB Flea Market is the second largest sources of funding for the DASB budget.

As long as programs funded by DASB comply by the DASB budget stipulation #1 then Flea Market committee will also comply.

10. What would be the impact if DASB did not completely fund this request? Flea Market generates 30 percent of the DASB funds, if DASB does not entirely fund this request, we will not get more exposure to our community about the Flea Market, and we will not generate more revenue if there aren't any promotions items, flyers, and ads to help bring more awareness. Also, with this funding, we are allowed to bring in more popular vendors who will drive the revenue as we can build better connections with our vendors. Sadly, If we do not receive the funding that we request, it will be harder for us to reach out to popular vendors and customers from miles away. We plan to use all of our funding to expand our connections with customers and vendors from San Francisco to Los Angeles. Without this funding, we will not be able to expand our brand and we will not be able to generate more revenue. Furthermore, in light of the declining enrollment and consequent effects on the DASB budget, the flea market is the only hope DASB has of raising revenue and turning the budget crisis around.

11. Total amount being requested for 2020-2021 (from page 3) \$ 3,000.00

Delete the Object Codes and lines within Object Codes you do not need.

Promotional Items (4013)

(banners, imprinted marketing items and clothing)

	Item	Intended Use	Cost
1.	<u>Banners</u>	<u>Exposures</u>	<u>\$600</u>
2.	<u>Marketing Items</u>	<u>Exposures</u>	<u>\$650</u>
3.	<u>Ads (Fb/Insta)</u>	<u>Connections/Exposures</u>	<u>\$1250</u>
		TOTAL:	\$ <u>2500</u>

Printing (4060)

(Flyers, posters, programs, forms, etc.)

	Item	Intended Use	Cost
1.	<u>Flyers and Posters</u>	<u>Student Awareness</u>	<u>\$500</u>
		TOTAL:	\$ <u>500</u>

Total amount requested (also complete line 11 at bottom of first page) \$ 3,000

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Signatures that are required for utilizing funds

All financial documents, forms, requests/requisitions require the signature of the budgeter(s) and the administrator responsible for the program of the account. The budgeter and administrator responsible for the program of the account shall sign designating this is an appropriate expenditure of DASB funds and in the best interest of the student body. Administrators are responsible for any expenditures exceeding budget allocations. **The Budgeter and Administrator cannot be the same person.**

Budgeter's Name: John Nguyen
 Phone Extension: (503)999-0634
 E-mail: johnnguyen1130@yahoo.com
 Relationship to Project: Chair of Flea Market Committee
 Position on Campus: Chair of Flea Market Committee
 Administrator's Name: Sofi Tofte
 Phone Extension: (408) 864-8414
 E-mail: FleaMarket@deanza.edu

Relationship to Project: Flea Market Coordinator

Position on Campus: DASB Secretary/Flea Market Coordinator

Approved by DASB Chair of Finance

(Produced by the Office of College Life - 8/1/2019)