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**Cornell University**  
**Student Assembly**

## **Late Night Programming**

### **Ad Hoc Committee Report**

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## Executive Summary

The committee cites the lack of an appropriate venue that allows student-led late night programming as one of the largest impediments to on-campus programming. The committee recommends that appropriate steps be taken to create a venue with consistent hours of operation, especially during late night hours, and offers an assortment of food and drinks.

Historically, there has been a prominent location for students of all classes to gather socially on campus. The committee would like to encourage an atmosphere of on-campus late night programming. We believe a well-operated venue would be highly profitable and popular with students.

This venue can be created through the partnership of a byline-funded organization and Cornell Dining that would build upon a pre-existing relationship. An existing student-run byline-funded organization should be responsible for determining and coordinating the programming as well as governing its use. Dining would ensure the space was properly run and financially self-sufficient with a contractual agreement to allow student to program events in the space.

Finally, it is a firm belief within the committee that, to ensure the consistent interaction of upperclassmen and underclassmen, alcoholic beverages should be served at this venue. This would attract older students who would otherwise have little incentive to travel back to campus and would create a fun, safe environment for students of all different classes to meet.

Overall, this venue would serve to strengthen the ties between Cornell students, offer a safe, controlled late night environment, and encourage programmatic collaboration between student leaders.

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## **Introduction**

The Student Assembly Late Night Programming Ad Hoc Committee was established through Resolution 18 to report how Cornell University can create “late night programming” which appeals to all students. Due to recent campus discussions centered on the Greek System at Cornell, it has become apparent to student leaders that more “non-exclusive” late night programming should occur at Cornell.

During the first meeting of the committee, student organization leaders cited the lack of an appropriate and available venue on campus to organize programming was the single largest impediment to programming. Many felt that existing venues on campus were either not available at late night hours or were not attractive to the average undergraduate student who might prefer a more party-like atmosphere.

To accomplish this task, the Committee divided itself into three subcommittees: venue, programming, and attraction. The venue subcommittee was charged to investigate needs for a potential location. The Attraction subcommittee attempted to determine how to attract students from all parts of campus and the Programming subcommittee looked at what type of programming could occur at such a venue. This document is written in accordance with the structure of the Committee.

## **I. Venue – Structure & Location**

The success of any late night programming venture on Cornell's campus revolves around the dedication of a space for programming to occur. The dedication of such a space could occur through the partnership of a byline-funded student organization with Cornell Dining. Cornell Dining locations are financially self-sufficient entities that are already considered social venues by students. Allowing a byline-funded organization to program in the space would enhance both the financial viability of the dining location through increased student attendance (and in turn greater food revenue) through the creation of popular programming that could be paid for with SAF money.

### **Non-Location Specific Location Criteria**

*Whatever space is allocated for late night programming use, the committee determined that it must contain the following amenities, must have certain space and layout criteria and must be open for the specified hours.*

#### **Permanent Structures**

- Serving Station for food and drink concessions
- Raised Stage
- Sound System
  - With a sound board for multiple uses, such as Karaoke
- Projector for media, broadcasts, presentations, etc.
- Televisions to show sporting events

#### **Space Layout**

- Easily accessible from ground levels
- Convenient bathrooms
- Capacity of at least 150 people

#### **Hours**

- Consistently open 7 days per week
- Consistently open during late night hours
  - Sunday through Wednesday from 4pm-11pm
  - Thursday through Saturday from 4pm-3am.
- Consistent space for people to eat and drink around tables, thus evening events/programming shouldn't completely take over the space
- The venue should stay open late to conform with the social hours of students
  - One comparable campus structure is Bear Necessities. There exists no comparable campus late night eatery for students living outside North Campus that satisfies needs of West Campus and Collegetown.

## II. Attraction

Whatever late night programming space is chosen, the venue must remain an attractive and accessible locale for all Cornell students. The venue must offer prospects that are universally appealing to the greater Cornell community, and it must offer adjoining prospects that remain separately appealing to the different demographics and constituents of the student body as well. These constituencies include, but are not limited to:

- Freshman, sophomore, junior and senior undergraduate classes
- Greek system
- Multicultural community
- Transfer student community
- Student-athlete community
- Campus clubs and registered student organizations

If these groups sustain a vested interest in the venue, we are confident that the venue will offer a robust variety of programming and student representation. Only with these qualities do we truly believe this venue can remain a sustainable concept and a permanent fixture at Cornell. We believe that the existence of an accessible campus venue would eliminate many of the logistical obstacles these groups encounter to hold late night programming. As a result, we cite several programming events held by various student constituencies as proof of the need for a campus venue.

### Events by Greek and Independent Organizations

Greeks and Independent Organizations would be able to benefit directly from a campus pub. Many of the events they throw have to be outsourced to locations off-campus.

- Keep venue very cheap (or free) to rent out to campus organizations or societies that may be used for philanthropy or other fundraising events
  - Provides venue for Class Council, greek organizations, or any other organization on campus that want to hold bar events
- Live bands
  - Comparable campus structure: Thumpty Music. The Theta Delta Chi fraternity often holds dry concert events at their fraternity house on University Avenue, with proceeds often going towards charity. Other fraternities and organizations who rent fraternity houses have expressed interest in holding similar events, but few have access to an affordable venue space that is large enough to hold such an event.
- Greek social events
  - Comparable campus structure: sorority “crush” parties. Every semester, each Panhellenic sorority usually hosts a large social event at a third-party venue. Several hundred invitations are usually sent to Cornell students. All invited students are permitted to enter, but only 21-year-olds are served at cash bars.
- Can be used by any of the University or Independent Registered Student Organization (of which they are over 800) as a space that may be used for recruitment and social events

- Can be used for class events such as Zink's nights, prelim pick-me-ups, receptions and events that students from all classes can participate in
- Can be used for Fraternity and Sorority recruitment events in the Fall Semester
- The venue can be a sufficient locale for system-wide Greek events that embody values-based recruitment. Potential programming events would include the Fall Recruitment Weekend and Greek Week.
- Can be used for MGLC intake interest events in the Fall and Spring Semesters, eliminating the liability and logistics associated with MGLC organizations renting out fraternity residences for philanthropic and social events.
  - Surfacing events are often significant and meaningful moments for each MGLC chapter's latest line class. Having these events in a public setting has often posed a challenge to MGLC chapters. A neutral hosting venue would eliminate many of these challenges.

### **Food & Alcohol**

- Drink and food prices should remain relatively low in order to compete with Collegetown prices.
- Non-alcoholic purchases should be BRB-accessible.
- The venue should operate as an over/under establishment (18 to enter, 21 to drink) to appeal to upperclassmen that would otherwise socialize in a Collegetown bar. This will ensure that the venue appeals to all age groups on campus.
  - One comparable campus structure is Junior/Senior Class Bar Nights. These events are well-attended by upperclassmen students, primarily because they allow 18 to 21-year-old students to socialize at a neutral venue. Currently, no on-campus or off-campus venue allows students to consistently socialize in such a fashion at a neutral location during the evening.

### **Safety & Security**

- The venue should provide easier, safer access to the campus social scene without having to travel to Collegetown.
- This venue should only be open to students with or students accompanied by a student with a valid Cornell ID during late night hours.

Implementing these recommendations will ensure a feeling of non-exclusivity and provide a consistent social experience. Such a venue also satisfies the universal and consistent need for a late night venue on any given night for all students and it can also appeal to specific groups on campus if necessary, Greek organizations are highlighted below.

### III. Programming

Based on the wide variety of interests among members of the Cornell community, we believe that with an array of programs, the venue will be an appealing place to go for underclassmen as well as upperclassmen.

For programming to be successful the campus venue should be open 7 nights a week with specific programming occurring on Thursdays, Fridays, and Saturdays. On these nights, the programming would be organized by a student organization. On Sunday, Monday, Tuesday, and Wednesday nights, the venue can be used as a late night dining hall and pub. Additionally, it would be a place that campus groups and Greek houses can reserve for charity events, programs with guest speakers, and social events.

In order for this venture to succeed, it is important that it attract a large number of Cornell students. As the focus of this initiative is to provide a safe and fun environment for a large cross-section of Cornell students to hang out at on the weekends, we propose the following programming ideas for Thursday, Friday, and Saturday nights:

**Thursday Night** – *A laid-back and relaxing type of programming for students including:*

- Jazz and acoustic music performances
- Trivia nights
- Open mic night
- Stand-up comedy

**Friday Night** – *We intend to have an atmosphere similar to that of a typical college social event with music and specific areas designated for dancing. Suggested programming would include:*

- Karaoke
- DJ mixing and live music

**Saturday Night** – *The bars in Collegetown do not have drink specials on the weekends. To attract upperclassmen on Saturday night:*

- Drink specials for those over 21
- DJ mixing and live music for students over 21 and under 21 to enjoy

#### Larger Events

Each month there should also be at least one night dedicated to a large-scale event that would be funded with money co-sponsored by larger budget organizations. Byline-funded organizations like Cornell Concert Commission and Cornell University Program Board would have the financial means to contribute to larger-scale programs. To ensure co-sponsorships occur the SA could amend the Appendix B SAF Funding Guidelines. These events could include:

- Small band performances
- Comedians
- Slam poetry nights
- Casino nights



## **Initial Opening**

In order to advertise the campus pub and get students excited about it, we propose having a opening celebration on the first weekend when the venue initially opens. Coupled with drink specials for those of age, we propose three multiple nights of heavy programming, perhaps including a comedian and band, to be funded through co-sponsorships with byline-funded organizations and the SA.

## **IV. Stakeholder Responsibilities**

The recommendations above can be achieved through the partnership of Cornell Dining with a byline-funded organization. Cornell Dining would manage the space on a financial and staffing standpoint while a student run, byline-funded organization would manage the programming of the space.

### **Cornell Dining Responsibilities**

- Operate all institutional contracts and requirements of physical space
- Production and sale of food and drinks
- Manage staffing necessary for
  - Food production and sale
  - Janitorial needs
- Generally runs all aspects associated with a dining space

### **Byline-funded Organization Responsibilities**

- Manages programming which occurs at space
  - Use SAF allocation used to pay to bring artists/acts/activities
  - Manages organizations who may wish to rent out the space and has to authority to weigh which types of events help accomplishes the space's mission.

The goal of this partnership is to create a financially sustainable venue for Cornell Dining which satisfies the late night programming needs of students. The programming, paid for through an SAF allocation, will attract students who in-turn purchase food and drinks, which in turn cover all cost (and perhaps produce a profit) for Cornell Dining.

## V. Conclusion

As a result of its discussions, the committee cites the lack of an appropriate venue for late night programming as one of the most important issues to address. The committee recommends that appropriate steps be taken to set up a space on campus that will be attractive to a broad range of students for a diverse array of programming. Such a venue would need to have consistent hours of operation, especially during late night hours, and offer an assortment of food and drinks. This proposal would also allow students to socialize in a safe environment and keep them on campus.

It is a firm belief within the committee that for the consistent mixing of upperclassmen and underclassmen, alcoholic beverages should be served at this venue to attract those older students that would otherwise have little incentive to travel back to campus. Furthermore, we feel that a fun, safe environment for students of all different classes to meet each other would be a positive force at Cornell.

Most importantly, the space should be dedicated to programming organized by student groups and these organizations should be able to rent the venue for specified amounts of time. An existing student-run byline-funded organization should be responsible for determining and coordinating the programming as well as governing its use.

Finally, this venue could be created through the partnership of a byline-funded organization and Cornell Dining that would continue to foster an important partnership. The committee believes that for such a space to be successful there needs to be shared responsibility between Dining and student leaders for its upkeep and operation. Dining would ensure the space was properly run and financially self-sufficient with a contractual agreement allowing student groups to run events in the space.

Overall, this venue would serve to strengthen the ties between Cornell students, offer a safe, controlled late night environment, and encourage programmatic collaboration between student leaders.

## Appendix A – Potential Venue Locations

<b>Ceramics Studio, <i>Willard Straight Hall</i></b>	
<b>Pros</b>	<b>Cons</b>
<ol style="list-style-type: none"> <li>1. In the Student Union, Ceramics Studio               <ol style="list-style-type: none"> <li>a. Non-academic building                   <ol style="list-style-type: none"> <li>i. Noise and student traffic will not effect any other organizations</li> </ol> </li> <li>b. Late night programming experience helps to fulfill the mission of the building</li> <li>c. Has an established student programming board in SUB (Student Union Board)</li> </ol> </li> <li>2. Ceramics Studio a very large space, with multiple levels               <ol style="list-style-type: none"> <li>a. If converted, could have a large outdoor terrace</li> <li>b. Room for a dining establishment as well as a dance space</li> </ol> </li> <li>3. Separate entrance, so that Willard Straight Hall could close and the venue could remain open.</li> </ol>	<ol style="list-style-type: none"> <li>1. Enormous capital investment needed to renovate the ceramics studio into a usable space.</li> <li>2. Even if the capital could be found, it would take a long time before the space could become usable.</li> <li>3. May face pressure from students who currently use the ceramics studio</li> <li>4. Cornell Dining already operates 3 eateries in Willard Straight Hall (Okenshields, Ivy Room, Cascadeli)</li> </ol>

<b>One World Café, <i>Annabel Taylor Hall</i></b>	
<b>Pros</b>	<b>Cons</b>
<ol style="list-style-type: none"> <li>1. Stage and lighting already present</li> <li>2. Dining options already exist</li> <li>3. non-academic building</li> </ol>	<ol style="list-style-type: none"> <li>1. Not a very large space</li> <li>2. Surrounding offices may be disturbed by increased student traffic</li> <li>3. Location restrictions               <ol style="list-style-type: none"> <li>a. No close ground floor entrance, hard to get to</li> <li>b. No patio options</li> <li>c. Building designated for religious purposes</li> </ol> </li> </ol>

**Hughes Dining, *Law School***

<b>Pros</b>	<b>Cons</b>
<ol style="list-style-type: none"><li>1. Full kitchen present for Dining's use</li><li>2. Large space with room for stage and sound system, as well as dance and table space</li><li>3. Potential for lots of outdoor seating</li><li>4. Lots of windows open to beautiful gorge-side atmosphere</li><li>5. Proximity to Collegetown makes it a viable option for lazy upperclassmen</li><li>6. Satisfies the late night-dining need for students in C-town, and students walking back from campus late at night</li></ol>	<ol style="list-style-type: none"><li>1. Located in a graduate, academic building and noise may disturb building occupants</li></ol>