



LWNPRTYS.

MMXIX

2019 Lawnparties Report

The USG Social Committee is in charge of planning Lawnparties and the Dean's Date celebrations every semester.

This 2019 Lawnparties report was curated to allow us to be more transparent about Lawnparties and the planning behind it. For Spring 2019 and Fall 2019, we sought to understand what students liked and did not like at Lawnparties. We also wanted to get a better sense of artists, food, activities and other events students wanted to experience.

The surveys were sent in the USG email the night after Lawnparties and students had until the end of each semester to complete the surveys. They were created in Google Forms. We received **169** responses in Spring 2019 and **289** responses in Fall 2019. The top responses represent a combination of data for both years.



Disclaimer: We recognize that there was a low survey turnout and we see that in the support for the top suggestions. However, this is the only data we have on what students want to see at Lawnparties. If the results upset you or do not match your personal preferences, you should try filling out the survey next time.

Table of Contents

<i>Lawnparties Budget</i>	4
<i>Lawnparties Attendance</i>	5
<i>Class Response Breakdowns</i>	6
<i>Preferred Genres</i>	7
<i>Top Artists Recommended</i>	8
<i>Top Food Recommended</i>	10
<i>Top Activities Recommended</i>	11
<i>Frequently Asked Questions (FAQs)</i>	12

Lawnparties Budget

Spring 2019

Artist	\$52,500.00
Concert	\$49,715.24
Food and Activities	\$35,856.38
Total Cost	\$138,071.62

Fall 2019

Artist	\$60,000.00
Concert	\$33,935.82
Food and Activities	\$28,408.90
Total Cost	\$122,244.72

The **artist costs** including the price of the headliner(s) and their opener. The **concert costs** include the staging since we set up our own stage in Quad's backyard, the audio system, security, staffing, Artist dressing room, middle agent fees, building services fees, and many other miscellaneous fees. The **food and activities costs** include food, activities, permits, staffing, photos, and tents.

Lawnparties is a big event with many moving parts. USG contributes **80-100k** to the Lawnparties event, Alcohol Initiative contributes anywhere from **15-30k** to the food and activities cost, and other campus resources help out as needed.

Lawnparties Attendance

Spring 2019*

Undergraduate Wristbands	2,940
Graduate Tickets	19
Guest Tickets	443
Total Attendance	3,402

**Remember that we had over 3 inches of rain during this LP.*

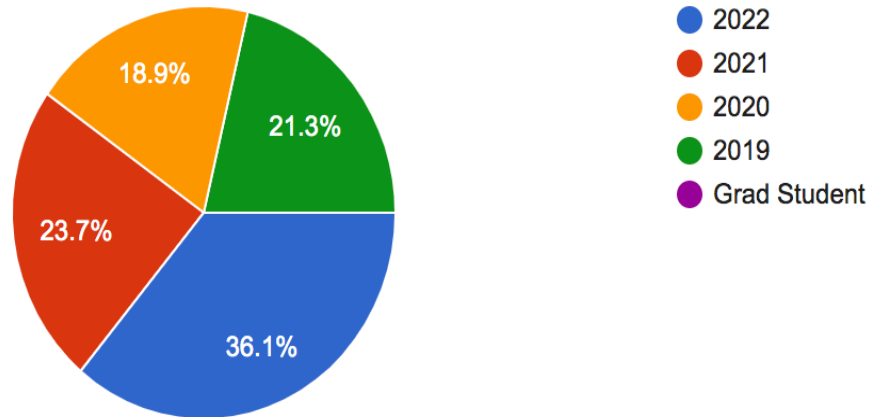
Fall 2019

Undergraduate Wristbands	3,811
Graduate Tickets	12
Guest Tickets	235
Total Attendance	4,058

Ticket revenue from guest and grad student tickets once fees were subtracted was **\$16847.91** for Spring 2019 Lawnparties and **\$9000** for Fall 2019 Lawnparties.

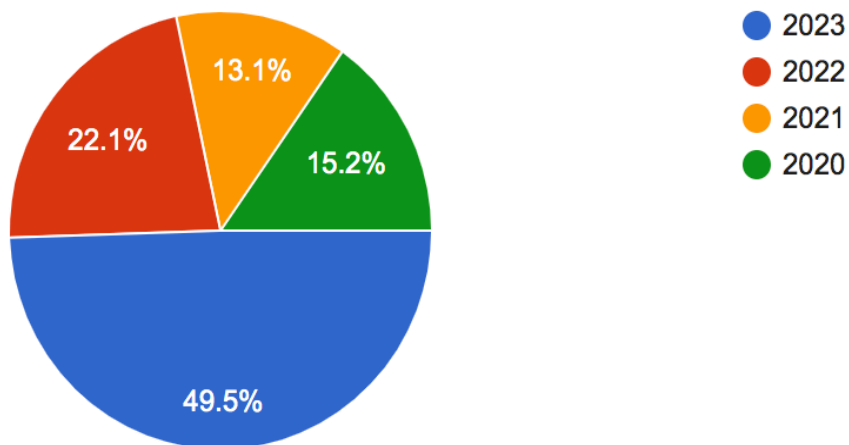
Class Response Breakdowns

Spring 2019 Breakdown



In Spring 2019, we received from **61** responses from 2022, **40** responses from 2021, **32** responses from 2020, **36** responses from 2019.

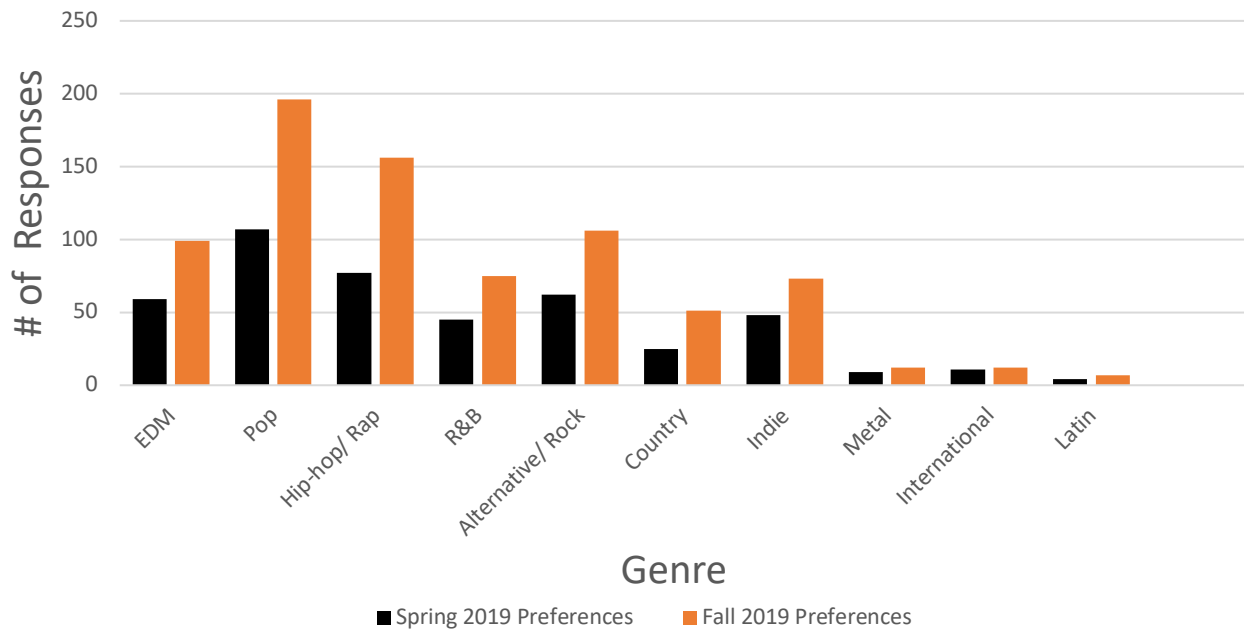
Fall 2019 Breakdown



In Fall 2019, we received from **143** responses from 2023, **64** responses from 2022, **38** responses from 2021, and **44** responses from 2020. Each Lawnparties had more responses from younger class years than older class years.

Preferred Genres

A total of **21** Genres were recommended across both surveys. For both years combined, the top three genres preferred were **Pop, Hip-Hop/Rap, and Alternative/Rock.**



Other Genres Recommended in order of preference are below

- K-pop/J-pop
- 2000s music/ Meme-y artist
- Reggaeton
- Afrobeats / Caribbean
- Bollywood
- Classical
- Jazz
- Middle Eastern
- House
- Funk/Disco

Top Artists Recommended

There were **488** artists recommended in total. Here are the top 20 who received the most recommendations. Just because an artist is in the top 20, it does not mean they are within the Lawnparties Budget. ***That said, special shout out to the five people who recommended Drake.***

Top 20 (# of recommendations)

1. Lizzo (16)
2. Louis the Child (15)
3. Amine (14)
4. Travis Scott (11)
5. Joji (11)
6. Khalid (10)
7. Panic at the Disco (9)
8. Tame Impala (8)
9. Maggie Rogers (8)
10. Kanye West (7)
11. Juice WRLD (6)
12. Sean Kingston (6)
13. SAINT JHN (6)
14. Mitski (6)
15. Megan thee Stallion (6)
16. Lil Dicky (6)
17. LAUV (6)
18. Chance the Rapper (6)
19. anderson. paak (6)
20. AJR (6)



NOTE: Juice WRLD is in the top 20. He has since passed away. May he rest in peace.

Artists Who Received More Than Two Recommendations

- Big Sean (5)
- Billie Eilish (5)
- Brockhampton (5)
- CHARLIE XCX (5)
- Clean Bandit (5)
- DaBaby (5)
- Denzel Curry (5)
- Drake
- Janelle Monae
- Kacey Musgraves (5)
- Kehlani (5)
- Neon Trees (5)
- QUINN XCII (5)
- Rich Brian (5)
- Smash Mouth (5)
- The Killers (5)
- Young thug (5)
- Bazzi (4)
- Bruno Mars (4)
- Burna Boy (4)
- Cardi B (4)
- Grimes (4)
- Hayley Kiyoko (4)
- Illenium (4)
- Kygo (4)
- Lil Uzi Vert (4)
- Mac Demarco (4)
- Marshmello (4)
- Mike Posner (4)
- Nicki Minaj (4)
- Playboi Carti (4)
- Post Malone (4)
- Rex Orange County (4)
- Rico Nasty (4)
- Saint Motel (4)
- SZA (4)
- T-Pain (4)
- Tyler the Creator (4)
- YBN Cordae (4)
- Andy Grammar (3)
- Asap Ferg (3)
- Avril Lavigne (3)
- Britney Spears (3)
- Bryce Vine (3)
- Cage the Elephant (3)
- Clairo (3)
- Dan + Shay (3)
- Disclosure (3)
- Doja Cat (3)
- Flume (3)
- Foals (3)
- Foster the People (3)
- Frank Ocean (3)
- Galantis (3)
- Goldlink (3)
- Gunna (3)
- Halsey (3)
- Hippo Campus (3)
- Imagine Dragons (3)
- Jorja Smith (3)
- Kendrick Lamar (3)
- King Princess (3)
- Lil Nas X (3)
- Logic (3)
- Lorde (3)
- Loud Luxury (3)
- Macklemore (3)
- Odesza (3)
- Oh Wonder (3)
- Pit Bull (3)
- Princess Nokia (3)
- Saweetie (3)
- Ski Mask the Slump God (3)
- SOPHIE (3)
- Steve Aoki (3)
- Steve Lacy (3)
- Thomas Rhett (3)
- Tierra Whack (3)
- Two door cinema club (3)
- Vampire Weekend (3)
- Weezer (3)
- Whethan (3)
- Zac brown band (3)

Top Food Recommended

There were **60** unique foods recommended. The most popular food is **Cheesecake on a Stick** followed by Nomads, Ice Cream, Tacobell, and Tot Cart. Food Recommended at least three times is included below.

- Cheesecake on a stick (21)
- Nomads (17)
- Ice cream (soft serve, popsicles, banana ice cream, Ben and Jerrys) (16)
- Tacobell (16)
- Tot Cart (14)
- Chicken (chick-fil-a, Popeyes, chicken fingers) (9)
- Jammin' Crepes (9)
- Donuts (Donut truck, Dunkin Donuts, Krispy Kreme) (8)
- Oink and moo or Chabad BBQ food (8)
- Slushies, snow cones, Rita's shaved ice (8)
- Fresh fruit cups (7)
- Non-nomad pizza (7)
- Tacoria, Chipotle, Qdoba (7)
- Ticos (7)
- Burgers (6)
- Tacos (street tacos) (6)
- Bubble tea (5)
- Frutta bowl (5)
- Smoothies (5)
- Hotdog stand (corndogs, pigs in a blanket) (4)
- Asian food (sushi) (4)
- Flavored rice (jollof, rice ball) (3)
- Mexican food (Tex Mex, empanada) (3)
- Cotton candy (3)
- Cupcakes (3)
- Funnel cake (3)
- Mac and cheese (3)
- Salad (3)



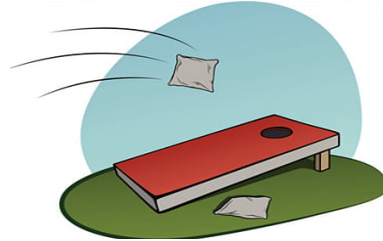
Top Activities Recommended

There were about **25** activities recommended. Here are the top ideas.

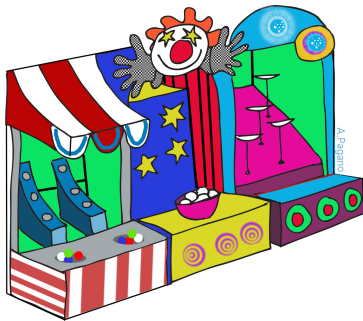
1. Inflatables (Bounce house, moon bounce) (9)



4. Lawn games (darts, cornhole, bean toss) (6)



2. Carnival-type games (9)



5. Giveaway (t-shirts, raffle) (5)



3. Body art (Henna, airbrush tattoo artist, face painting) (8)



6. Arts and Crafts (Chalk art, Tye-dye, painting activity) (4)



Frequently Asked Questions (FAQs)

1. How is the Lawnparties Headliner Chosen?

Check out [this graphic](#) to learn about the selection process for the Lawnparties headliner

2. Why can't Students just vote on a headliner?

The graphic in question one explains a bit why students cannot just vote for the headliner. The biggest foreseeable problem is that student may overwhelmingly vote for a particular artist and think that because that artist received the most support the artist will be the Lawnparties headliner. This would not always be true because in the time it takes to get students to vote and for the committee to get back to our middle agent it is possible for the artist to be booked or their price to move out of budget. If this happens, we would be back to the original list of acts. Ideally, USG would like to come up with a solution to this problem and be able to get artists students most prefer. The best we can do now is collect data from these post-Lawnparties surveys to understand what acts and artists students want to see at Lawnparties. That said, fill out the surveys!

3. Why can't we just combine the two Lawnparties budgets to make one big Lawnparties?

Everyone loves to ask this question. The answer is we could. The only thing holding us back is a good reason. Our Princeton tradition is to have two Lawnparties, one just as classes start and one right after classes end, to maximize student social experience on campus. The main reason students give is being able to have more money to bid on bigger artists. Currently, we budget **60-70k** for each Lawnparties headliner. If we multiply that by two, we get **120-140k**. We would practically still be bidding on the same types of artists with maybe a small chance of us getting lucky and having a bigger artist.

Many students mention other ivy league schools when they mention this idea. UPenn has **300k** for artists and requires students pay \$35 for tickets. Brown has **180k** for artists and requires students pay \$20 per day for their two-day concert with a limited number of free tickets set aside for low-income students.

This is important to keep in mind when comparing Lawnparties to these events especially because Lawnparties is free to all undergraduate students.

This is just to inform students of why Lawnparties is still a bi-yearly celebration. If the student body truly wants Lawnparties to become a once a year phenomenon, it can happen through a referendum.

4. Can we have a rain location/ date? Or can we look at the forecast and change the date if the weather is bad?

The amount of rain during Spring 2019 Lawnparties was insane. Yet, many people still showed up. Yay! Besides, months of planning goes in to Lawnparties, and it would be extremely difficult to have a rain date especially with there being so many performers and vendors. It would be near impossible to find another date where they are all available. A rain date would mean dealing with cancellation fees and/or rebooking fees and spending lots of money that would take away from other USG sponsored events. Also, we do watch the forecast leading up to the date to determine if we might need more tents or need to move things to alternative locations. Even with this, we do not currently have an indoor space on campus available for us to house **5000+** people since Lawnparties is open to the entire undergraduate community.

5. Can we change the way wristbands are distributed?

Many people mentioned this in their survey responses. Alternatives mentioned included distributing wristbands at residential colleges, eating clubs, and/or distributing them through the mail. We understand that the current system can be a little chaotic for everyone. Social Committee hopes to bring these concerns and suggestions to ODUS and hope we can look for a plausible solution to this problem.

6. Can we get more food and water?

There is a limited food budget with most of the money coming from the Alcohol Initiative. The food available at Lawnparties is meant to supplement brunch at the eating clubs, in the dining halls, or in your room. It is not meant to be a full meal. The goal is for everyone to be able to nibble on a couple of food items rather than for everyone to be able to have every food available.

As for water, we agree we could do better in the area of keeping students hydrated especially on hot days. We would love for everyone to stay safe and hydrated. That said, we will connect with ODUS on providing more water locations.

7. Can you improve communication?

Yes, we can try. The headliner is usually released a few weeks before the concert due to the process of solidifying a headliner taking many months. We will try to post on social media more and have clearer signage for when acts start and when food will be available. Also, we will try to let you all know things earlier including the *no bags in the headliner area* rule.

In terms of communication, it is important for us to reiterate that USG is only responsible for the food and the main headliner(s) in Quad's backyard. Individual eating club acts are booked by the individual eating clubs. Social Committee reaches out the ICC about a week or two before Lawnparties to learn of the eating club acts and their times in order to create the Lawnparties act list as a convenience to attendees. This list is sometimes delayed when the eating clubs take longer than expected to get back to the social committee on their club acts. We will try to work on this communication to get this information to students and their potential guests faster.

For more information on the Social Committee, visit us at

lawnparties.princeton.edu.

Follow us on Instagram at @[princeton soc comm](https://www.instagram.com/princeton soc comm)

Sincerely,

The USG Social Committee

Heavyn Jennings '20 (Heavynj@princeton.edu) (*2019 Social Chair*)

Sophie Torres '21 (st17@princeton.edu) (*2020 Social Chair*)

Erin Boateng '20

Jena Yun '20

Ali Skarzynski '21

Shannon A Griffin '21

Katherine French '22

Hala Lachguer '22

Shriya Bhatt '22

Debby Park '22

Munisa Said '22

