

# student program board

## FY2015 Base Augmentation Requests

The Student Program Board (SPB) requests a FY2015 Base Augmentation for additional programming dollars to be added to our base budget. These requests are listed below:

1. \$107,272.00 for Concert programming dollars
2. \$5,830.00 increase for Trips programming dollars
3. \$24,274.00 increase for Winter Wonderland programming dollars

SPB has adjusted and reevaluated our objectives reflecting the Division of Student Affairs and Enrollment Services' vision for student life to ensure SPB is taking the same path as the University as well. These requests will allow SPB to continue to fulfill our mission and grow towards becoming one of the premier Tier One student programming boards in the state of Texas.

### **FY2015 Base Augmentation Request #1 – Concert Programming Funding**

The Student Program Board requests an additional \$107,272.00.00 for concert programming in the new stadium that covers performer fee, lodging, hospitality rider, security and marketing with the potential idea to charge students for cost recovery in production and operational areas.

- SPB would like to bring a well-known performer, one that appeals to all UH students, to campus for the large annual in the new stadium. SPB wants to possibly bring a notable artist like Kendrick Lamar, One Republic or Krewella.
- The Memorandum of Understanding for the new stadium renovation guarantees one student organization free of facility rental fee for special event programming purposes.
- SPB is willing to charge students up to \$25.00 to cover production costs such as sound, lighting and infrastructure of the stage, flooring, clean-up and any additional venue operational expenses. Outside guests would charge be more than \$25.00 which also contributes to recover cost in production and operational expenses.
- SPB is willing to share expenses with UH departments and/or student organizations on campus.

Concerts programming has the most significant impacts on the SPB budget. Our budget allows us to bring local and/or lesser known performers to campus which may not always appeal to all students. These concerts have a major influence on students' perception of campus life and set expectations for future SPB events in general. SPB would like to provide a high energy concert experiences to satisfy students if these funds are approved.

*\*Please note: Out of 304 students surveyed, 97% would like to see a large artist concert on campus from SPB assessment.*

<b>Large Annual Concert</b>	
Performer Fee	- \$90,000.00
Lodging	- \$1,000.00
Hospitality Rider	- \$200.00
Security	- \$6,000.00
Marketing	- \$4,000.00
<u>UH Administrative Charge (6.0%)</u>	<u>- \$6,072.00</u>
Subtotal	- \$107,272.00

## **FY2015 Base Augmentation Request #2 – Increase in Large Trips**

### **Programming**

SPB trips segment has been a popular weekend option for students. SPB would like to allocate \$5,830.00 to ticket sales for additional large trips. Traditionally, SPB large trips have been high cost excursions outside of Houston. Large trip expenses range from \$2,000.00 to \$6,000.00. In the past, SPB has successfully sold out on most of our large trips, including Six Flags Over Texas and Six Flags Fiesta Texas.

- Due to the long distance and accommodation for more students, transportation fees are increased.
- SPB purchases tickets and meal vouchers for trip attendees. Students pay a reduced cost up to \$25.00 to help subsidize the total cost of a trip and recover cost for transportation fees.

With these additional funds, SPB Trips programming can provide a unique opportunity for student engagement with campus life.

*\*Please note: Out of 304 students, 80% showed interest in large trips within Texas from SPB assessment.*

<b>Large Trip #1</b>		
Tickets (100)	-	\$ 2,750.00
<b>Large Trip #2</b>		
Tickets (100)	-	\$ 2,750.00
<u>UH Administrative Charge (6.0%)</u>	-	<u>\$330.00</u>
Subtotal	-	\$5830.00

## **FY2015 Base Augmentation Request #3 –Increase for Winter Wonderland**

### **programming dollars**

SPB requests an additional \$24,274.00 to expand Winter Wonderland. Last year, approximately 8,500 students attended Winter Wonderland. SPB collaborates with student fee-funded organizations, registered student organizations, and college departments to offer various activities at this annual winter fest.

SPB allocates \$20,000 each year for Winter Wonderland, but this amount does not allow us to grow the event from year to year. The main attractions for Winter Wonderland have been the 120,000 lbs of snow, and free funnel cakes and hot cocoa for students, which cost \$12,500 and \$5,000 respectively. Usually, at least one novelty is given away at Winter Wonderland, which can range in cost from \$2,000 to \$3875.00. SPB believes that with additional funding, Winter Wonderland can increase the number of novelties and bring in special attractions such as a portable ice rink and winter themed inflatables.

*\*Please note: Out of 81 students, 99% were satisfied with Winter Wonderland from SPB assessment.*

<b>Ice Rink</b> (holds up 150 people)	-	\$12,000.00
300 Pairs of Skates		
Fence Panels		
40 x 100 Flooring		
<b>Novelties</b> (2)	-	\$5,000.00
<b>Inflatables</b> (2)	-	\$5,000.00 <i>(continued on next page)</i>
<b>T-shirts</b> (1000)	-	\$900.00
<u>UH Administrative Charge (6.0%)</u>	-	<u>\$1,374.00</u>
Subtotal	-	\$24,274.00

**Total FY15 Base Augmentation Request**

Base Augmentation #1 – Concert programming	-	\$107,272.00
Base Augmentation #2- Large Trips	-	\$5,830.00
<u>Base Augmentation # 3 – Winter Wonderland</u>	-	<u>\$24,274.00</u>
Subtotal	-	\$137,376.00

Thank you for your consideration of these requests.