

Student Program Board

FY2015 One-Time Requests

The Student Program Board (SPB) is presenting FY2015 One Time Allocation request to the Student Fee Advisory Committee to allow potential additional programming dollars to be added to our FY15 base budget. These requests are listed below:

1. \$3716.00 to extend the SPB Programming Chairs' terms
2. \$4,268.00 to support SPB's marketing efforts
3. \$8,511.00 to support UH Carnival
4. \$8,087.00 to support Harry Potter Festival

SPB requests create a variety of evening programming, which contribute to the development of campus life. If approved, these funds will foster institutional commitment and student success.

FY2015 One-Time Allocation Request #1 – Term Extension

SPB requests a one-time FY15 allocation of \$3,716.00 funds for the term extension of ten months to eleven months for our programming chairs, which include our Concerts Chair, Cinema Chair, Late Nights and Weekend Chair, Trips and Tournaments Chair, Social Media & Novelty Chair, Special Events Chair, and Comedy & Speakers Chair, in order to maximize the planning and preparation of meetings and events for the academic year. There is a demonstrated need to extend the terms for each position because SPB needs a full three months in summer to prepare for the upcoming semester. For events that require contracts, the process takes approximately six weeks to be fully executed, and potentially longer if the vendor does not promptly respond. Therefore, if the programmatic chairs begin work in July, there is a limited window of one month to process contracts for the beginning of the fall semester.

Overall the term extensions will contribute to the effectiveness of overall marketing and programs for students because there will be more time to work towards creating engaging events. The extension will allow SPB's programs to attract more students and increase SPB's brand recognition across campus.

Programming Chair's Monthly Stipend: \$318.75 (7 chairs x \$318.75 = \$3,506.00)	-	\$3,506.00
UH Administrative Charge (6.0%)	-	\$210.00
Subtotal	-	\$3716.00

FY2015 One-Time Request #2 – Marketing Items

SPB requests a one-time FY15 allocation of \$4,268.00 for additional marketing and promotional items in order to effectively advertise not only SPB as an organization, but to build awareness of our events. The image that the Student Program Board aims to portray to the student body of the University of Houston is one of being orderly and well maintained both in organizational structure and tangible presence, which includes the marketing equipment that SPB utilizes both at events and recruitment tablings.

The proposed equipment purchases below will establish SPB as an organization committed to quality, positive advancements, forward thinking, and proper representation of the University of Houston.

Itemized order

10 x 10 Classic Tent Frame (2)	-	\$460.00
10 x 10 Pro Top for Tent (2)	-	\$399.00
Digital Patch fee- Tent (8)	-	\$112.00
Custom Graphics- Tent	-	\$428.00
Tent Roller Bags (2)	-	\$163.98
Tear Drop Flags (4)	-	\$837.00
Stretch Table Cover (2)	-	\$677.00
Reusable Outdoor Banner (2)	-	\$359.00
Banner Backdrop Stand (2)	-	\$299.99
Tabletop Replacement	-	\$290.00
Subtotal	-	\$4,026.00
UH Administrative Charge (6%)	-	\$242.00
Total item request	-	\$4268.00

FY2015 One Time Request #4 – UH Carnival

UH Carnival is the Student Program Board's newest addition to the arsenal of SPB Nights and Weekends programming. SPB would like to organize a free, large scale and energetic college-themed party infused with carnival games, prizes, food, and beverages. With UH Carnival, SPB would like to provide students with another unique late night event by providing an experience that can be found nowhere else but at an amusement park and now, right here on our very own UH campus. After administering surveys with the student body at the University of Houston students, this event was the number one option, and thus, this event should lead to a lot of excitement in and around the UH Community.

**71% of the 100 students surveyed showed more interests in a carnival event than any other thematic event on the SPB assessment.*

Carnival Games with tents	-	\$1,600.00
Inflatable (Triple Lindy Slide)	-	\$1,200.00
T-Shirts (200)	-	\$1,350.00
Food & Beverage (Pizza, Corn Dogs, Churros)	-	\$1,000.00
Student Prizes	-	\$150.00
Decorations	-	\$200.00
Marketing		
A-Frames (4)	-	\$827.00
Posters (300)	-	\$172.00
Handbills (500)	-	\$330.00
Banners (2)	-	\$200.00
Subtotal	-	\$8,029.00
UH Administrative Charge (6.0%)	-	\$482.00
Total	-	\$8,511.00

FY2015 One-Time Request #5 – Harry Potter Festival

UH Harry Potter Festival looks to be the first fandom event night for students on campus to showcase their love for an iconic story as introduced by J.K. Rowling. The Student Program Board would like to establish a cult classic-themed gathering with live Quidditch tournament-styled matches, novelty food as portrayed in the Harry Potter novels and films, and screenings of the movie series, all of which are free to UH students. The UH Harry Potter Festival will serve as a fresh take on evening programming within campus, allowing students to be more interactive with fellow students with similar interests and come together over their love of a classic novel series, and spend a little extra time on campus for the weekend.

Harry Potter Candy (Frogs, Jelly beans, Slugs)	-	\$1,300.00
Harry Potter Movies (3)	-	\$1,500.00
T-Shirts (200)	-	\$1,350.00
Wand give-away	-	\$150.00
Novelty (Lester & Body Art)	-	\$2000.00
Marketing		
A-Frames (4)	-	\$827.00
Posters (300)	-	\$172.00
Handbills (250)	-	\$330.00
Banners (1)	-	\$100.00
Subtotal	-	\$7,629.00
UH Administrative Charge (6.0%)	-	\$458.00
Total	-	\$8,087.00

TOTAL FY15 One-Time Allocation Request

One-Time #1: Term Extension	-	\$3,716.00
One-Time #2: Marketing Items	-	\$4,268.00
One-Time#3: UH Carnival	-	\$8,511.00
One-Time #4: Harry Potter Festival	-	\$8,087.00
Subtotal	-	\$24,582.00

Thank you for your consideration of these requests.

FY2016 Base Augmentation Requests

The Student Program Board (SPB) requests a FY16 Base Augmentation for additional programming dollars to be added to our base budget. These requests are listed below:

1. \$3,716.00 to extend the SPB Programming Chair's term
2. \$281,930.00 for Concert Programming dollars
3. \$8,247.00 to support UH Clue
4. \$5,968.00 to support UH Got Talent
5. \$16,141.00 to support Spring Fest
6. \$60,000.00 to increase Frontier Fiesta concert 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 request 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.

FY2016 Base Augmentation Request #1 – Term Extension

SPB requests a one-time FY15 allocation of \$3,716.63 funds for the term extension of ten months to eleven months for our programming chairs, which include our Concerts Chair, Cinema Chair, Late Nights and Weekend Chair, Trips and Tournaments Chair, Social Media & Novelty Chair, Special Events Chair, and Comedy & Speakers Chair, in order to maximize the planning and preparation of meetings and events for the academic year. There is a demonstrated need to extend the terms for each position because SPB needs a full three months in summer to prepare for the upcoming semester. For events that require contracts, the process takes approximately six weeks to be fully executed, and potentially longer if the vendor does not promptly respond. Therefore, if the programmatic chairs begin work in July, there is a limited window of one month to process contracts for the beginning of the fall semester.

Overall the term extensions will contribute to the effectiveness of overall marketing and programs for students because there will be more time to work towards creating engaging events. The extension will allow SPB's programs to attract more students and increase SPB's brand recognition across campus.

Programming Chair's Monthly Stipend: \$318.75 (7 chairs x \$318.75 = \$3,506.00)		
	-	\$3,506.00
UH Administrative Charge (6.0%)	-	\$210.00
Subtotal	-	\$3716.00

FY2016 Base Augmentation Request #2 – Concert Programming

The Student Program Board requests an additional \$281,930.00 for concert programming that covers performer fee, lodging, hospitality, security and marketing with the intent to charge students for cost recovery in production and operational areas. SPB intends for this concert to occur during each fall semester as a part of Homecoming Week's festivities.

- SPB would like to bring a well-known performer that appeals to all UH students to campus for a large annual concert. SPB wants to bring a notable artist like Kendrick Lamar, One Republic or Ed Sheeran.
- SPB is willing to charge students up to \$30.00 to cover production costs such as sound, lighting, flooring, clean-up and any additional venue operational expenses. If opened to the public, outside guests would charge be more than \$30.00 to contribute to cost recovery 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 507 students surveyed, 97 % would like to see a well-known artist perform on campus.*

Performer Fees	-	\$175,000.00
Lodging	-	\$1,000.00
Site Fee	-	\$40,000.00
Lighting	-	\$20,000.00
Sound	-	\$20,000.00
Hospitality	-	\$500.00
Security	-	\$6,000.00
Marketing	-	\$8,000.00
UH Administrative Charge (6.0%)	-	\$11,430.00
Subtotal	-	\$281,930.00

FY2016 Base Augmentation Request #3 – UH Clue

UH Clue would be a large-scale murder mystery-styled Night and Weekend event hosted by the Student Program Board. The event would consist of a large dinner party for students in which the overall goal would be to determine who is killing off the UH student population with the aid of scripted clues to be distributed to the participants throughout the course of the night. This event would provide free food, themed t-shirts, as well as a tantalizing great time. Ultimately, UH Clue will give students a unique, thrilling experience in a late night event, all while giving them even more opportunities to connect with their fellow UH students.

Food (Dinner for 500)	-	\$2,000.00
Decoration/Props	-	\$500.00
T-Shirts (400)	-	\$2,700.00
Reservation	-	\$1,000.00
Marketing		
A-Frames (4)	-	\$827.00
Posters (300)	-	\$172.00
Handbills (250)	-	\$330.00
Yard Signs (15)	-	\$250.00
Subtotal	-	\$7,779.00
UH Administrative Charge (6.0%)	-	\$468.00
Total	-	\$8,247.00

FY2016 Base Augmentation Request #4 – UH Got Talent

In the past, SPB has hosted events like UH Best Dance Crew, UH Voice, and Battle of the Bands. These competition styled events have been well received by students and include an interactive component to engage the student population as both audience and participant. In order to be able to reach out to more of the university student population, SPB will expand its event forum to include a showcase of student talents with a broader outreach.

Decoration/Props	-	\$500.00
T-Shirts (200)	-	\$1,350.00
Reservation	-	\$1,000.00
Prizes	-	\$1,200.00
Marketing		
A-Frames	-	\$827.00
Posters (300)	-	\$172.00
Handbills (250)	-	\$330.00
Yard Signs (15)	-	\$250.00
Subtotal	-	\$5,629.00
UH Administrative Charge (6.0%)	-	\$339.00
Total	-	\$5,968.00

FY2016 Base Augmentation Request #5 – Spring Fest

Spring Fest has been a part of SPB's special event programming for three years now. Last year, Spring Fest was programmed on a mid-size scale and consisted of a glow party theme that brought out over 2,000 students. Spring Fest hosted an interactive DJ group, Light It Up, catered food options, and free LED giveaway items. In addition to the entertainment students were able to receive items from vendors such as Dave and Busters, WEA, and Monster. In order to maximize the popularity of Special Events, these funds can transform Spring Fest on a similar scale as Winter Wonderland or the Stadium Opening Glow Party.

SPB's Spring Fest will consist of a Luau theme and provide themed entertainment such as Hawaiian dance performances, Hawaiian Luau themed giveaways like grass skirts, coconut tops, leis. SPB will also provide a variety of themed novelty items and Hawaiian food.

**Please note: Out of 102 students surveyed, 97 % would like to see these style of attractions.*

Themed Party Package	-	\$4,000.00
Hawaiian Dance Performance		
Hawaiian Luau Giveaways		
DJ		
Novelties		
Tie-Dye T-shirts	-	\$1,200.00
Pop Art Picture Booth	-	\$1,100.00
Temporary Tattoo Station	-	\$1,200.00
T-Shirts (500)	-	\$3,200.00
Food & Beverage	-	\$1,200.00
Themed Attraction		
Hydro Battle	-	\$1,200.00

Water Slide	-	\$700.00
Putt-Putt	-	\$600.00
Marketing		
A-Frames	-	\$827.00
Posters (300)	-	\$172.00
Handbills (500)	-	\$330.00
Yard Signs (15)	-	\$250.00
Subtotal	-	\$15,227.00
UH Administrative Charge (6.0%)	-	\$914.00
Total	-	\$16,141.00

FY2016 Base Augmentation Request #6 – Frontier Fiesta Concert

SPB requests a one-time allocation of \$60,151.00 funds for Frontier Fiesta concert programming dollars to cover performer fees, lodging, and hospitality rider that contribute to sharing costs for the headliner concert with Frontier Fiesta. SPB is only able to allocate \$15,000 towards a Fiesta concert from our current base budget. With the additional \$60,151.00, these fee funds can cover the performer fee of potential well known artists similar to B.o.B, Paramore, and Big Sean. Frontier Fiesta would assist in paying for operational expenses which include security, venue, production, lighting, and sound as their contribution. This collaboration represents a united vision to provide a greater variety of evening programming for students to enjoy as a part of campus life.

SPB has consistently partnered with traditions such as Frontier Fiesta to provide more evening programming. At the 2014 Frontier Fiesta, SPB brought the artist B.o.B for a \$60,000 performer fee and paid for other costs such as ground transportation, catering, and agent fees, while Frontier Fiesta paid for security, venue, production, lighting, and sound which saved funds for effective print marketing materials and other promotional items. After the highly attended B.o.B concert during Frontier Fiesta (estimated 7,500 in attendance), SPB and Frontier Fiesta hope to provide highly engaging concerts as a programming option at Frontier Fiesta to satisfy students.

**Please note: These artists are only suggestions. Student surveys will be used to select a performer.*

Performer Fees	-	\$50,000.00
Lodging	-	\$1,000.00
Hospitality	-	\$500.00
Marketing		
Banners	-	\$1,246.00
Flyers and Handbills	-	\$600.00
Daily Cougar Ads (2)	-	\$1,600.00
Posters (for A-frames)	-	\$1,200.00
Yard Signs	-	\$600.00
Subtotal	-	\$56,746.00
UH Administrative Charge (6.0%)	-	\$3,405.00
Total	-	\$60,151.00

TOTAL FY16 Base Augmentation Request

Base Augmentation #1: Term Extension	-	\$3,716.00
Base Augmentation #2: Homecoming Concert Programming	-	\$281,930.00
Base Augmentation #3: UH Clue	-	\$8,247.00
Base Augmentation #4: UH Got Talent	-	\$5,968.00
Base Augmentation #5: Spring Fest	-	\$16,141.00
Base Augmentation #6: Frontier Fiesta	-	\$60,151.00
Subtotal	-	\$376,153.00

Thank you for your consideration of these requests.