

# **Student Program Board**

## **FY2018 One-Time Requests**

The Student Program Board (SPB) is submitting two FY2018 One-Time requests to the Student Fee Advisory Committee to allow potential additional programming dollars to be added to our FY18 base budget. These requests are listed below:

1. \$11,342.00 to support Stuff-A-Bear
2. \$10,600.00 to support SPB Cinema Programming

SPB's requests will look to enhance current programming in order to better serve the University of Houston student body. Using these funds, SPB would be able to improve large scale events that are held each year which historically attract the highest amounts of students for SPB. If approved, these funds will be instrumental in furthering our goals of creating more popular and creative events. With the concert funding going towards finding an artist that a greater range of students will enjoy, additional funding for Stuff-A-Bear would allow us to serve more students while increasing the programming options of the event and the Cinema funding allowing us to continue our history of inclusive and varied movies, while providing greater programming options for students.

### **FY2018 One-Time Request #1 – Stuff-A-Bear**

Stuff-A-Bear is an event that has occurred for the last six years in which students are able to pick out and stuff their own stuffed animal. The event is great for all students as they can enjoy making the animal and then give to loved ones and friends alike or keep for themselves. In the spring of FY17, Stuff-A-Bear was a success with over 700 attendees which was an increase of 100 attendees from FY15. In FY16, Stuff-A-Bear did not occur due to contracting issues. With this additional budget, SPB would be able to expand and bring in even more students to enjoy the annual event with the addition of \$2,900.00 to the previous year's budget of \$7000.00 we would be able to provide another 241 animal skins with the stuffing, shirts and hearts. The \$2,900.00 quote comes from our supplier. The total price may change depending on the total amount of skins, stuffing and hearts as we have had a continuing relationship with said supplier. The goal for this additional money is to have more people walk away with their own stuffed animal or other promotional item.

#### **Summary of Expenses:**

Bear Supplies (Skins, Stuffing, Hearts)	-	\$9,900.00
Marketing	-	\$500.00
Photo Booth	-	\$300.00
Subtotal	-	\$10,700.00
UH Administrative Charge (6%)	-	\$642.00
Total	-	\$11,342.00

**FY2018 One-Time Request #2 – SPB Cinema Programming**

SPB Cinema has consistently been one of our more popular programming committees both in terms of number of students reached and variety of events. This is due to the variety of different movie genres available to show, as well as the attendance for these events. As well as with larger cinema events bringing in attendances of over 400 students in a theater with a capacity of 450. Last year we had 17 Cinema events with multiple collaborations such as The Sexual and Gender Acceptance Squad, Center for Diversity and Inclusion, Student and Housing Residential Life, Weeks of Welcome, Auxiliary Services and Coca Cola. But with the loss of sponsorship funding of \$9,400.00 from Auxiliary Services and Coca Cola this year, Cinema will need to cut down to 10 events or less. If provided with additional funding, SPB would be able to secure a bulk movie rights contract. This contract would allow us to obtain movie rights at better rates. For example, the rights for a One-Time purchase of a pre-home movie can cost approximately \$1,373.00. With a bulk contract, SPB can contract more movies in a year which would provide the organization with better rates, lowering pre-home movies to at least \$1,000.00.

**Summary of Expenses:**

Movie Rights	-	\$6,250.00
Marketing	-	\$1,750.00
Reservation/AV	-	\$2,000.00
Subtotal	-	\$10,000.00
UH Administrative Charge (6%)	-	\$600.00
Total	-	\$10,600.00

**Total FY18 One-Time Requests**

One-Time #1: Stuff-A-Bear	-	\$11,342.00
One-Time #2: SPB Cinema	-	\$10,600.00
Subtotal	-	<b>\$21,942.00</b>

Thank you for your consideration of this request.

# **Student Program Board**

## **FY2019 One-Time Requests**

The Student Program Board (SPB) is submitting three FY2019 one-time requests to the Student Fee Advisory Committee to allow potential additional programming dollars to be added to our FY19 base budget. These requests are listed below:

1. \$180,412.00 to support an SPB Concert at Frontier Fiesta and Homecoming
2. \$11,342.00 to support Stuff-A-Bear
3. \$10,600.00 to support SPB Cinema Programming

SPB's requests will look to enhance current programming in order to better serve the University of Houston student body. Using these funds, SPB would be able to improve large scale events that are held each year which historically attract the highest amounts of students for SPB. If approved, these funds will be instrumental in furthering our goals of creating more popular and creative events. With the concert funding going towards finding an artist that a greater range of students will enjoy, additional funding for Stuff-A-Bear would allow us to serve more students while increasing the programming options of the event and the Cinema funding allowing us to continue our history of inclusive and varied movies, while providing greater programming options for students.

### **FY2019 One-Time Request #1 – SPB Concert Funding**

The Student Program Board request \$207,972.00 in funding for a Homecoming concert to be held in Cullen Performance Hall or a comparable venue, and a Frontier Fiesta concert to be held at Frontier Fiesta. Funding will cover the performer fee, middle agent fee, lodging, ground transportation, hospitality, security, venue staffing, and marketing for both concerts. SPB will collaborate with both Frontier Fiesta and Homecoming to put on the concerts, but the funding will be under the Student Program Board budget.

#### **Homecoming Concert**

- SPB would like to bring a known performer, one that appeals to all UH students, for the large annual Homecoming concert in Cullen Performance Hall. SPB and Homecoming would like to bring a notable artist like Post Malone (\$70-80k), DJ Khaled (\$75-100k) or DNCE (\$75k-\$100k).
- Student attendees will be charged \$10, \$15, or \$20 (depending on seat location) for cost recovery during the Homecoming Concert.
- SPB and Homecoming are willing to charge students up to \$30 for cost recovery but ideally the \$20 price would be the desired range. Ideally, attendees will consist of only UH students, but if we do not sell out tickets could also be made available to the Houston community. Non-UH Students (Faculty, Staff, Alumni, and others) would be charged \$10 over the student ticket price, which would also contribute to cost recovery. The profits earned from ticket sales could then be used towards the Frontier Fiesta Concert in spring 2019.
- SPB and Homecoming will release tickets for sale 6 weeks before the concert, with student only sales lasting 3 weeks, and non-UH student tickets in the final three weeks. Students will be able to purchase up to 2 tickets.
- SPB and Homecoming will have 30 comped tickets for the event. (8 for the Student Program Board members, 6 for the Homecoming Board, 6 for Social Media Contests and 10 for artist needs).

#### **Frontier Fiesta**

- SPB and Frontier Fiesta would like to bring a known performer, one that appeals to all UH students, for the large annual Frontier Fiesta concert held at Frontier Fiesta. SPB and Frontier

Fiesta would like to bring a notable artist like Post Malone (\$70-80k), DJ Khaled (\$75-100k) or DNCE (\$75k-\$100k) as well.

- The Frontier Fiesta would be free to all students and attendees of Frontier Fiesta.

This funding request will allow SPB to bring two known performers to campus that appeal to the University of Houston student body. Concerts have a major influence on students' perception of campus life and set expectations for future SPB events. SPB would like to provide a high energy concert experiences that would satisfy students if these funds are approved. In a survey sent out this past summer to students regarding concert artists, SPB had 819 responses with the top 3 artist choices being Post Malone, Travis Scott and Kendrick Lamar, all of whom are over \$60,000.00 in regards to their performer fee. While we realize that those prices may be slightly high, SPB hopes to get as close to that range of artists as possible. Students also indicated their preferred genre was rap/hip hop. Last year SPB brought Nico & Vinz who were lower cost artists and also in the pop genre and it was reflected in the lower attendance numbers compared to previous years where we had rap/ hip hop artists. The reason for a lower cost artist and the choice of a pop was due to budgetary restraints and the search for an artist for students who had previously not been reached due to the choosing of a different genre.

**Summary of Expenses:**

Performer Fee	-	\$120,000.00
Middle Agent	-	\$12,000.00 (10% Performer Fee)
Hotel/Travel	-	\$2,000.00
Catering/Green Room	-	\$2,000.00
Security	-	\$6,000.00
Marketing	-	\$6,000.00
Ushers (For Homecoming Concert)	-	\$2,200.00
Production (For Homecoming Concert)	-	\$20,000.00
Subtotal	-	\$170,200.00
UH Administrative Charge (6%)	-	\$10,212.00
Total	-	\$180,412.00

**FY2019 One-Time Request #2 – Stuff-A-Bear**

Stuff-A-Bear is an event that has occurred for the six years in which students are able to pick out and stuff their own stuffed animal. The event is great for all students as they can enjoy making the animal and then give to loved ones and friends alike or keep for themselves. In the spring of FY17, Stuff-A-Bear was a success with over 700 attendees which was an increase of 100 attendees from FY15. In FY16, Stuff-A-Bear did not occur due to contracting issues. With this additional budget, SPB would be able to expand and bring in even more students to enjoy the annual event with the addition of \$2,900.00 we would be able to provide another 241 animal skins with the stuffing, shirts and hearts. The \$2,900.00 quote comes from our supplier of the animal skins though the total price may change with the change in the total amount of skins, stuffing and hearts and as we have had a continuing relationship with said company. The goal for this additional money is to be able to have more people walk away with their own stuffed animal or other promotional item.

**Summary of Expenses:**

Bear Supplies (Skins, Stuffing, Hearts)	-	\$9,900.00
Marketing	-	\$500.00
Photo Booth	-	\$300.00

Subtotal	-	\$10,700.00
UH Administrative Charge (6%)	-	\$642.00
Total	-	\$11,342.00

**FY2019 One-Time Request #3 – SPB Cinema Programming**

SPB Cinema has consistently been one of our more popular programming committees both in terms of number of students reached and variety of events. This is due to the variety of different movie genres available to show, as well as looking at the attendance for these events (with larger cinema events bringing in attendances of over 400 students in a theater with a capacity of 450). Last year we had 17 Cinema events with multiple collaborations such as The Sexual and Gender Acceptance Squad, Center for Diversity and Inclusion, Student and Housing Residential Life, Weeks of Welcome, Auxiliary Services and Coca Cola. But with the loss of sponsorship funding of \$9,400.00 from Auxiliary Services and Coca Cola this year, Cinema will need to cut down to 10 events or less. If provided with additional funding, SPB would be able to secure a bulk movie rights contract. This contract would allow us to obtain movie rights at better rates. For example, the rights for a one-time purchase for the rights for a pre-home movie can cost around \$1,373.00. With a bulk contract, SPB would be contracting for more movies in a year which would provide the organization with better rates, lowering pre-home movies to at least \$1,000.00.

**Summary of Expenses:**

Movie Rights	-	\$6,250.00
Marketing	-	\$1,750.00
Reservation/AV	-	\$2,000.00
UH Administrative Charge (6%)	-	\$600.00
Total	-	\$10,600.00

**Total FY19 One-Time Requests**

One-Time #1: Concert Budget	-	\$180,412.00
One-Time #2: Stuff-A-Bear	-	\$11,342.00
<u>One-Time #3: SPB Cinema</u>	-	<u>\$10,600.00</u>
 Subtotal	-	 <b>\$202,354.00</b>

Thank you for your consideration of this request.

## **Student Program Board**

### **FY2019 Base Augmentation Requests**

The Student Program Board (SPB) is submitting three FY2019 Base Augmentation requests to the Student Fee Advisory Committee to allow potential additional programming dollars to be added to our FY19 base budget. These requests are listed below:

4. \$180,412.00 to support a SPB Concert at both Frontier Fiesta and Homecoming
5. \$11,342.00 to support Stuff-A-Bear
6. \$10,600.00 to support SPB Cinema Programming

SPB's requests will look to enhance current programming in order to better serve the University of Houston student body. Using these funds, SPB would be able to improve large scale events that are held each year which historically attract the highest amounts of students for SPB. If approved, these funds will be instrumental in furthering our goals of creating more popular and creative events. The concert funding would go towards finding an artist that a greater range of students will enjoy. Additional funding for Stuff-A-Bear would allow us to serve more students while increasing the programming options of the event. Finally Cinema funding would allow us to continue our history of inclusive and varied movies, while providing greater programming options for students.

### **FY2019 Base Augmentation Request #1 – SPB Concert Funding**

The Student Program Board requests \$180,412.00 in funding for a Homecoming concert to be held in Cullen Performance Hall or a comparable venue, and a Frontier Fiesta concert to be held at Frontier Fiesta. Funding will cover the performer fee, middle agent fee, lodging, ground transportation, hospitality, security, venue staffing, and marketing for both concerts. SPB will collaborate with both Frontier Fiesta and Homecoming to put on the concerts, but the funding will be under the Student Program Board budget.

#### **Homecoming Concert**

- SPB would like to bring a known performer, one that appeals to all UH students, for the large annual Homecoming concert in Cullen Performance Hall. SPB and Homecoming would like to bring a notable artist like Post Malone (\$70-80k), DJ Khaled (\$75-100k) or DNCE (\$75k-\$100k).
- Student attendees will be charged \$10, \$15, or \$20 (depending on seat location) for cost recovery during the Homecoming Concert.
- SPB and Homecoming are willing to charge students up to \$30 for cost recovery but ideally the \$20 price would be the desired range. Ideally, attendees will consist of only UH students, but if we do not sell out tickets could also be made available to the Houston community. Non-UH Students (Faculty, Staff, Alumni, and others) would be charged \$10 over the student ticket price, which would also contribute to cost recovery. The profits earned from ticket sales could then be used towards the Frontier Fiesta Concert in spring 2019.
- SPB and Homecoming will release tickets for sale 6 weeks before the concert, with student only sales lasting 3 weeks, and non-UH student tickets in the final three weeks. Students will be able to purchase up to 2 tickets.
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#### **Frontier Fiesta**

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Fiesta would like to bring a notable artist like Post Malone (\$70-80k), DJ Khaled (\$75-100k) or DNCE (\$75k-\$100k) as well.

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**Summary of Expenses:**

Performer Fee	-	\$120,000.00
Production	-	\$20,000.00
Middle Agent	-	\$12,000.00 (10% Performer Fee)
Hotel/Travel	-	\$2,000.00
Catering/Green Room	-	\$2,000.00
Security	-	\$6,000.00
Marketing	-	\$6,000.00
Ushers (For Homecoming Concert)	-	\$2,200.00
Subtotal	-	\$170,200.00
UH Administrative Charge (6%)	-	\$10,212.00
Total	-	\$180,412.00

**FY2019 Base Augmentation Request #2 – Stuff-A-Bear**

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**Summary of Expenses:**

Movie Rights	-	\$6,250.00
Marketing	-	\$1,750.00
Reservation/AV	-	\$2,000.00
Subtotal	-	\$10,000.00
UH Administrative Charge (6%)	-	\$600.00
Total	-	\$10,600.00

**Total FY19 Base Allocation Requests**

Base #1: Concert Budget	-	\$180,412.00
Base #2: Stuff-A-Bear	-	\$11,342.00
<u>Base #3: SPB Cinema</u>	-	<u>\$10,600.00</u>
Subtotal	-	<b>\$202,354.00</b>

Thank you for your consideration of these requests.