



STUDENT PROGRAM BOARD

FY2022 One-Time Requests

Student Program Board

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The Student Program Board (SPB) is submitting three FY2022 One-Time requests to the Student Fees Advisory Committee to allow potential additional programming dollars in addition to our FY22 base budget.

- \$10,600.00 to support Cinema Programming.
- \$59,890.00 to support the Homecoming Concert
- \$165,360.00 to support the Frontier Fiesta Concert

SPB's requests will look to enhance current programming in order to better serve the University of Houston's student body. By using these funds, SPB would be able to improve our large-scale events that are held each year which historically attracts the most attendance for SPB. If approved, these funds will be instrumental in furthering our goals of creating more popular and unique events. Additional funding for our cinema programming would allow us to continue our history of successful, inclusive movie events while providing greater programming options for students. SPB would like to have the opportunity to host the Homecoming and Frontier Fiesta concerts every year. Large-scale concerts deliver a sense of pride to students and enhances their experience here on campus. SPB brings out the University of Houston's diverse campus to these events and creates a shared experience for all.

FY2022 One-Time Request #1 – Cinema Programming

Due to the variety of different movie genres available and the large number of attendees at cinema events, SPB Cinema has consistently been one of our most popular programming committees. In the past year, we were successfully able to host 8 cinema events, with over 1,500 students in attendance throughout the year. As we strengthen our cinema programming, we find a higher demand for more variety of movies throughout the year. We were able to program these events thanks to our collaborators such as, InfraRED Nights, Student Housing and Residential Life, RECESS, Universal Pictures, and Hogan Communications. At the 2019 NACA Regional convention, we were given the award for "Large School Best Multi-Color Poster/Flyer" for marketing of our Avengers: Infinity War screening.

DSAES Value: Empowerment, Diversity, Innovation, and Collaboration.

Summary of Expenses:

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

FY2022 One-Time Request #2 – Homecoming Concert Funding

The Student Program Board requests \$59,890.00 in funding for a smaller-scale Homecoming Concert to be held on campus. Funding will cover the performer fee, middle agent fee, lodging, ground transportation, hospitality, security, venue staffing, and marketing for the concert. SPB wishes to collaborate with the Homecoming Board to host concerts for students, staff, and alumni. The 2019 Homecoming Concert was featured hip-hop artist Waka Flocka Flame. The total cost of the concert was \$34,874.00 and brought out 1213 UH students. Students were also given the unique opportunity to meet and take photos with the rapper. SPB would like to continue to collaborate with the Homecoming Board to create an atmosphere that students can enjoy during this tradition here at the University of Houston. The Student Program Board believes that we can replicate a low budget concert, similar to 2019 with strong student assessment and input in the future.

DSAES Value: Empowerment, Diversity, Innovation, and Collaboration.

Summary of Expenses:

Performer Fee	\$40,000.00
Production	\$8,000.00
Middle Agent (10% Performer Fee)	\$4,000.00
Catering/Green Room	\$1,000.00
Security	\$2,500.00
Marketing	\$1,000.00
Subtotal	\$56,500.00
UH Administrative Charge (6%)	\$3,390.00
Total	\$59,890.00

FY2022 One-Time Request #3 – Fiesta Concert

Frontier Fiesta is one of the largest traditions on campus. SPB is requesting funding to bring a notable artist next year that appeals to all UH students to continue to strengthen this amazing three-day event. Large-scale 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 experience on campus for students and Frontier Fiesta is the right atmosphere to host this notable artist because of its large attendance and its ability to give a memorable experience for students.

Some notable artists that would be considered bringing to campus are: Normani (\$100-125k), 6LACK (\$75-\$125k), and Jaden Smith (\$75-125k).

DSAES Value: Empowerment, Diversity, Innovation, and Collaboration.

Summary of Expenses:

Performer Fee	\$127,000.00
Production	\$12,000.00
Middle Agent (10% Performer Fee)	\$10,000.00
Catering/Green Room	\$2,000.00
Marketing	\$3,000.00
Subtotal	\$154,000.00
UH Administrative Charge (6%)	\$9,240.00
Total	\$163,240.00

Total FY2022 One-Time Requests

Request #1: Cinema Programming	\$10,600.00
Request #2: Homecoming Concert	\$59,890.00
Request #3: Frontier Fiesta Concert	\$165,360.00
Total	\$235,850.00

SPB would like to say thank you in advance for your consideration of these requests.