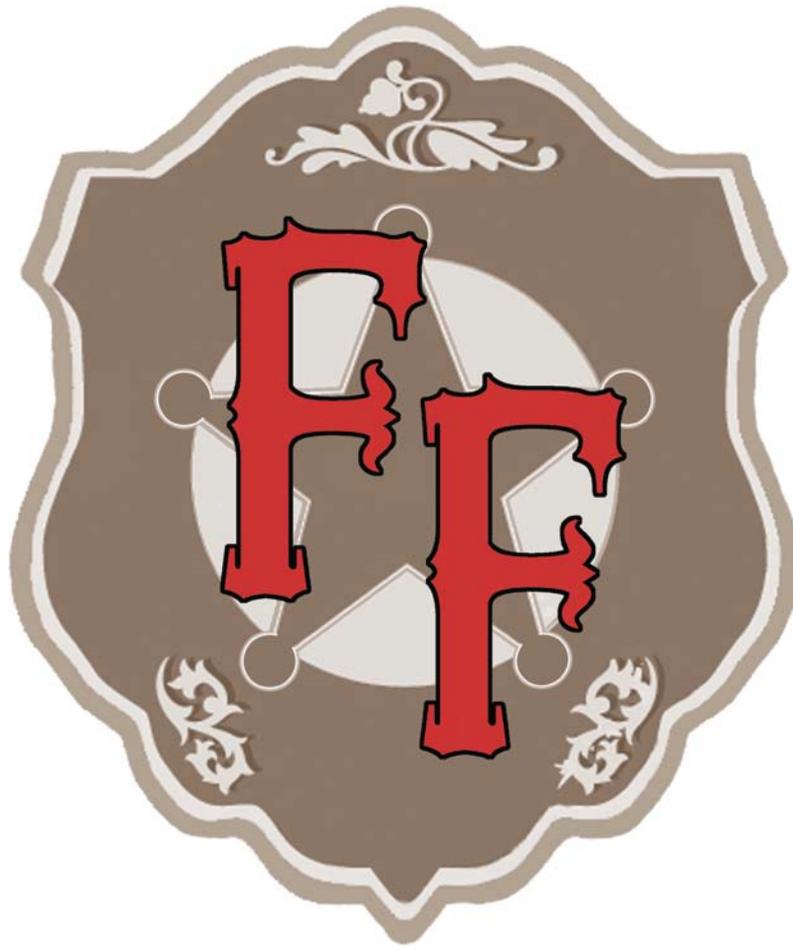


Frontier Fiesta Association

Student Fee Advisory Committee Request FY 2012

October 25, 2010





- 1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

The Frontier Fiesta Association (FFA) plans Frontier Fiesta; the three-day event that unites University of Houston students, faculty, staff and alumni in addition to the Houston community. The FFA is committed to providing low-cost or no-cost family-friendly entertainment and programming events that encourage school spirit with the purpose of raising funds for scholarships. FFA annually awards approximately \$11,000 to incoming freshman, current UH students, and graduate students.

The event includes student-conducted Broadway-style Variety Shows, Carnival Booths, Multicultural Performances, Student Organization Showcases and musical performances. Educational exhibits include historical and roving setups (Inter-Tribal Council, American Cowboy Museum, ROTC), Mad Science, petting zoo, a magician and storyteller.

The primary mission of the Frontier Fiesta Association is to continue to unify the University of Houston and the greater Houston Metropolitan Community to promote tradition, school pride, and education through scholarships as well as building on the success of the previous years.

Furthermore, Frontier Fiesta 2011 will celebrate the 20<sup>th</sup> anniversary of the event's triumphant return. In honor of the 20<sup>th</sup> anniversary, Frontier Fiesta 2011's vision is to create a positive, professional perception of the Frontier Fiesta Association by providing a quality event of the caliber inherited from the most successful years in Frontier Fiesta history. FFA will place emphasis on diversity, growth through campus participation, and giving back to the community that we ask so much from. We are the pride.

Frontier Fiesta 2011 will continue to maintain the three fundamentals instilled by the 2010 Board of Directors: scholarship, community participation (with special emphasis placed on Family Fun Day), and providing meaningful entertainment to students in a safe, secure environment. This commitment to our fundamental ideals will allow Frontier Fiesta 2011 to continue reaffirming Frontier Fiesta's position as the oldest and greatest University tradition, while maintaining its heritage and properly reflecting the University's diverse population and interests. A progressive approach to continually reshape Frontier Fiesta, while maintaining time-honored values, will sustain the organization and event.

Frontier Fiesta relies predominately on SFAC funding to continue a tradition that remains the cornerstone of University of Houston history. The students, faculty and staff participate in and contribute to Frontier Fiesta as a declaration of pride for the University, the community and the City of Houston. The name and theme is recognition of the region's western heritage, but the event is a source of spirited competition and celebration of the University's talent.



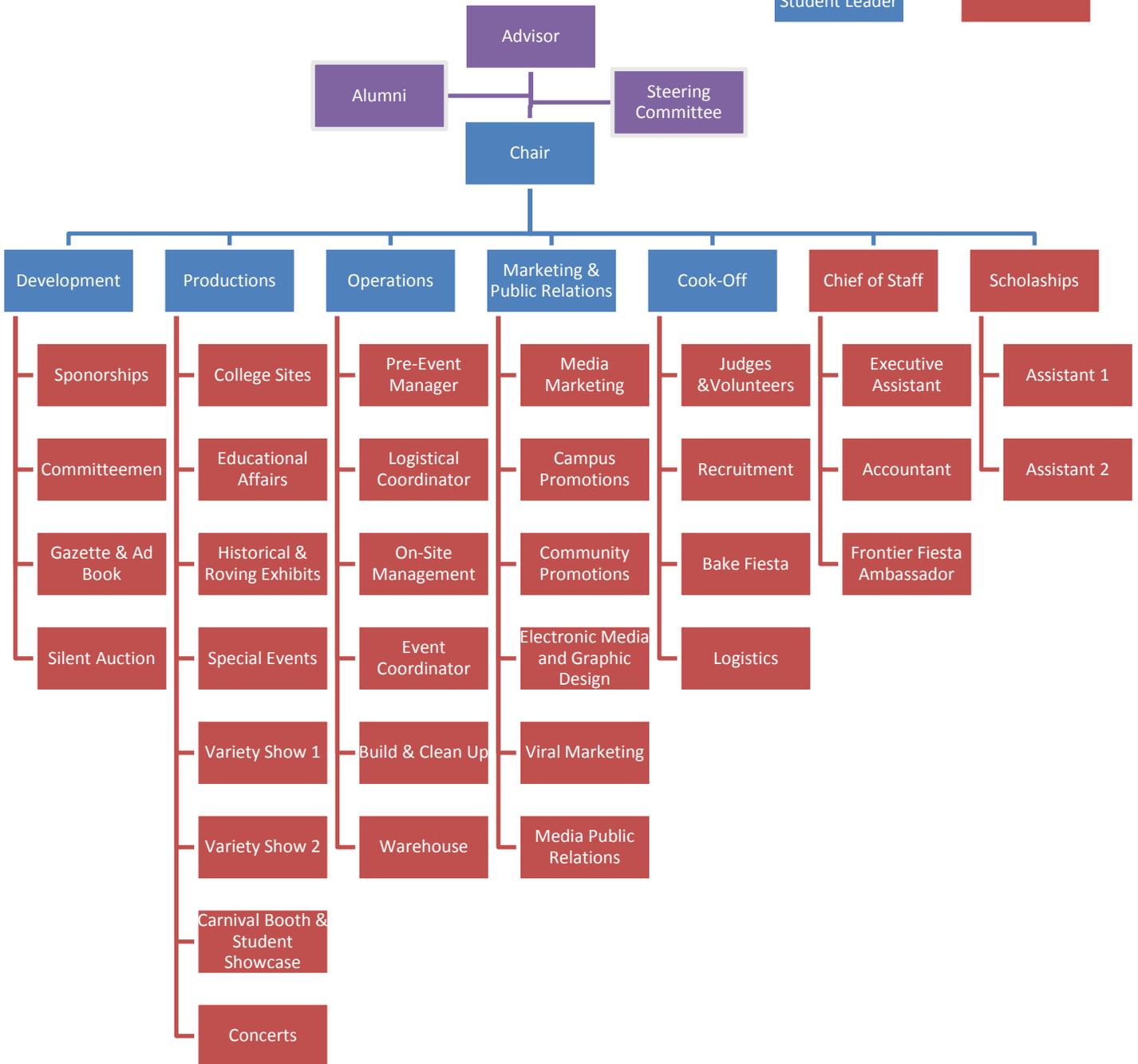
- 2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.**

(Please see next page)



Compensated Student Leader

Student





- 3. List the objectives that you provided with your 2009-2010 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.**

The Frontier Fiesta Association maintained the three fundamentals adopted in 2009 for Fiesta 2010.

### **2010 Fundamentals:**

#### **Fundamental #1: Scholarship**

In 2010, the Frontier Fiesta Association awarded \$11,000 in scholarships by allocating money raised from Committeemen donations directly to the scholarship fund.

#### **Fundamental #2: Appropriate reflection of the entire University**

The Frontier Fiesta Association felt that an attempt to more properly reflect the diversity of the entire University of Houston campus would not only help to increase participation, but also to help abate some of the negative stigmas that are associated with the event. The FFA sought out student groups that previously did not participate in the event, and especially groups associated with areas around campus that did not usually participate or attend Frontier Fiesta. This initiative is reflected by the increase in student organizations from 26 to 31 for the Fiesta 2010 event. Some new organizations were the Good News Gospel Choir, Malayalee Student Organization, UNICEF, Beta Kappa Gamma, and the Rugby team.

#### **Fundamental #3: A Family Fun Day that exhibits cultural, social, and campus-wide diversity**

For 2010, Family Fun Day and the city opened at 11am so as to allow families more opportunity to attend the event and take part in the activities offered. The Frontier Fiesta Association also collaborated with the Student Programming Board (SPB) to expand the events offered while keeping with the family-friendly theme. Many other organizations also participated in Family Fun Day, including the Metropolitan Volunteer Program, the Buffalo Soldiers, and the American Cowboy Museum. There was also a petting zoo, character artist, face painting, laser tag, and a Western Reenactment. Altogether, all these organizations help to provide a Family Fun Day that was as entertaining as it was culturally diverse.

**Fiscal responsibility** – According to alumni, Frontier Fiesta 2010 was the first year to ever have no outstanding debt. The board worked diligently to seek out discounts and best offers from agents and vendors.

**Safety initiatives** – The Association of General Contractors presented OSHA training for the organizations that would participate in Fiesta build. Additionally, each person that was on site had to wear safety goggles and a hard hat at all times. It is because safety initiatives like these that there were no major accidents or alcohol related incidents.



- 4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.**

As an organization, the Frontier Fiesta Association conducted numerous post-event meetings with participants, the Steering Committee and the Center for Student Involvement staff. The summaries of the meetings provide an objective evaluation in order to create a comprehensive event overview. The use of several focused discussion groups with non-participating and participating students were also compiled in a report. The current board of directors are able to utilize the information contained in the reports to plan for the upcoming event.

### **Participation**

Participation from University organizations and groups is an excellent method for the FFA to evaluate success. The following chart highlights organizational participation in past years:

<b>Year</b>	<b># of Organizations</b>
2005	33
2006	34
2007	22
2008	21
2009	26
2010	31



## Scholarship

Scholarship is a fundamental element of the FFA. Incoming freshman, current and graduate students at the University of Houston are eligible to apply. The following chart illustrates the amount of scholarship dollars given in past years:

<b>Year</b>	<b>Scholarship Amount</b>
2005	\$8,000
2006	\$9,000
2007	\$10,000
2008	\$4,500
2009	\$11,000
2010	\$11,000

## Attendance

Frontier Fiesta utilizes a daily attendance count, conducted by the security and University staff posted at the entrance to Fiesta City in order to evaluate the effectiveness of marketing and appeal of events/services offered. The following chart illustrates attendance in past years:

<b>Year</b>	<b>Attendance</b>
2005	30,000
2006	25,000
2007	21,000
2008	18,000
2009	19,400
2010	18,606



- 5. Please discuss any budget changes experienced since your last (FY2011) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY2010 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.**

**Base Budget:**

For FY2009, Frontier Fiesta's base was converted to a one-time allocation in response to questions raised about the event's attendance and support from the University community. For FY2010, the base augmentation was denied in favor of another one-time allotment, but an additional one-time allotment of \$26,225 was approved for increased operational expenses outside of the Frontier Fiesta Association's (FFA) control. As such, Frontier Fiesta does not currently have a base budget, and therefore no money would have been allotted for FY2011 under the current structure. This forced us to request the base budget for FY2011 as a one-time allotment. We were granted a total of \$101,664 for the FY2011. Due to the success of Frontier Fiesta over the past 2 years, we are now requesting a base allocation for FY2012.

Frontier Fiesta 2010 matched the number of student organizations from 2009 and generated a large amount of interest with students who have never attended the event previously. Fiesta 2010 has also maintained the benchmark that \$11,000 of scholarships will be awarded, thus reflecting our mission to give back to students and the University. According to alumni, Frontier Fiesta 2010 was able to stay under budget for the first time in Fiesta history. Through hard work and dedication, the Fiesta Board of Directors are capable of producing an even more successful event in 2012 and leaving a legacy for the events to follow. It is for these reasons FFA would greatly appreciate a base allocation of \$151,808.00.

This base request is a conglomeration of the following multiple expenses.

**Operational Expenses:**

Operational expenses, including raw materials, lighting, infrastructures, gas and electricity have substantially increased over the years. The current Board of Directors is looking to revitalize the Fiesta city for the upcoming event. Many of the current fronts are damaged, pieced together or non-existent. The fronts have been maintained as best as possible in the warehouse but natural wear and tear of the past 19 years has taken their toll on them. The Director of Operations in conjunction with the Director of Development have worked tirelessly to partner with alumni, lumber yards, and donors throughout the Houston Community to supply these various materials. Despite these efforts, the operational budget will still not be funded 100%.

**UHDPS:**

An event the size of Frontier Fiesta, which boasts 20,000 visitors a year, is required by the University to have a certain amount of Police personnel on site to provide for a secure event. The amount and cost of the personnel are determined by the UHDPS, and beyond the control of the Frontier Fiesta Association. The FFA maintains a great relationship with the UHDPS and, as such, are able to acquire services at the lowest cost possible because our DPS understands the budgetary constraints of the festival. However, the cost per hour for UHDPS officers and their subcontracted HPD officers has increased in 2010, and the increased cost creates a burden on the. Over the past few years, the Frontier Fiesta Association has worked closely with UHDPS to better prevent unnecessary incidents and drastically lower the number of tickets and incidents at the event. But the required number of officers still remains high; last year FFA spent \$15,451.00 on UHDPS personnel and anticipates spending over \$16,000.00 for Fiesta 2011.

**Security:**

As stated previously, in the UHDPS section, security is a necessary and important priority of the Frontier Fiesta Association. Instances of violence and criminal actions have occurred at numerous festivals on college campuses across the United States. It is for this reason that the FFA works closely with University, police, and insurance administrators to ensure that Fiesta is the safest and securest event possible. Currently, Frontier Fiesta has been using 5 Star Event Services as they provide the best services available for the cost. Unfortunately, this cost is still \$11,000 on average per year. These services include the checking of bags and IDs at all entrances, maintaining security at all entrance gates and in the concert areas, and overnight security of all areas and equipment. Many of these services are necessary to comply with either state laws (checking of IDs to identify underage patrons and prevent the sale of alcohol) or with rider requirements of vendors (lighting and sound vendors require 24 hour security on all equipment). Security is also necessary to provide a show of force from personnel to prevent/deter would-be law breakers from attempting any unwanted actions. Security personnel are significantly less expensive than UHDPS, and in consultation with UHDPS, FFA uses security personnel wherever possible. The use of security personnel over the years has resulted in assisting the police in producing a very safe event with a minimum number of incidents.



**6. Please list your 2011-2012 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.**

**Goals for 2011:**

General-

- Remain fiscally sound
- Fill all Assistant Director positions
- Increase volunteers

Chair –

- Hiring of the Board of Directors before the end of the academic year
- Maintaining a working budget throughout the Fiscal year

Marketing –

- Develop a detailed marketing plan
- Increasing awareness throughout the University and surrounding Houston community

Operations –

- Continue to increase safety
- Prepare a site plan with Board of Directors, vendors and alumni
- Maintain a fixture plan

Cook-off –

- Sanction the cook-off
- Increase cook-off teams

Development –

- Increase alumni participation
- Increase committeemen sponsorship
- Increase event sponsorship (Dollar amount & gift in kind)

Productions –

- Increase attendance by showcasing diverse talent (variety shows, carnival booths, talent show, concerts)
- Strive to generate new ideas and keep the event current with changing trends



**7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)?**

The Frontier Fiesta Association actively seeks other sources of funding and systematically approaches these avenues. This is accomplished through three primary areas. The most consistent area is the Frontier Fiesta Committeemen program. This program encourages prominent alumni and community members to sponsor the event through small donations. This year the Frontier Fiesta 2011 board has made becoming a Committeemen a onetime fee and a yearly donation to help in their continuous support of Frontier Fiesta and the Frontier Fiesta Scholarship funds. The Committeemen status is open to anyone that donates to the Frontier Fiesta Scholarship fund and continuous support of Frontier Fiesta.

The second avenue of donations is through individual and corporate sponsorship of parts of the city. In the past the exact constraints of these sponsors have been left largely up to the ingenuity of the sponsor. This year the board has laid out specific sponsorships that include different areas within Fiesta City. Examples of Sponsorship opportunities include the information booth, the general store, a wagon, or the jail. Sponsors have the option to be put on the website and FF event t-shirt. The packages have many privileges depending on the money donated and all of their funding goes towards the sustainability of the event thru donations, corporate sponsorships, and the silent auction.

To increase the success of our fundraising techniques we have developed new brochures and pamphlets. Our aim is to turn interest in this school Tradition into meaningful and working relationships. In these information packets we have clearly outlined the benefits of working with Frontier Fiesta. As a starting point we have already compiled old lists from the past 10 plus years and are branching out to anyone personally that we believe would like to sponsor such a great event.

We are trying to establish a communication with the Houston alumni and Houston metropolitan community by sending monthly newsletters out with announcements, upcoming events, historical facts and a calendar on the back. Also we are having a benefit night for past board members and alumni to raise money for Frontier Fiesta. In the Spring we will be hosting a skeet shooting tournament to continue the good relations the board is has established with Frontier Fiesta supporters.



**8. Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.**

Although there is no overlap between the Frontier Fiesta Association and any other University unit, we feel it is important to note the campus partnerships that occur before, during and after the event. The fee-funded groups that participate in Frontier Fiesta in some way include : Activities Funding Board, Student Program Board, Student Video Network, Homecoming, Council of Ethnic Organizations, Student Government Association, and the Metropolitan Volunteer Program. Some of the campus partners include the Bauer College of Business, Program for Excellence in Selling, Conrad Hilton College, Campus Recreation and Wellness Center, Residential Life and Housing, Athletics, Student Affairs, and -departments within the School of Technology, Frontier Fiesta remains an event that has no comparison at the University of Houston.