

UNIVERSITY of HOUSTON

FRONTIER FIESTA ASSOCIATION

FY 2016 Base Augmentation Requests

The Frontier Fiesta Association is presenting a series of Base Augmentation Requests for FY2015. These request are as follows:

1. **Increase in main stage programming dollars: \$183,380**
2. **Increase in Frontier Fiesta Midway productions and student focused area dollars: \$37,100**
3. **Increase in attractions and activities for Family Funday: \$14,840**
4. **Increase in summer and fall marketing expenses: \$7,420**

In order to strengthen the association's primary goal of enhancing campus life and positively impacting the student experience through increasing student participation in terms of both student organization participation and general student attendance, Frontier Fiesta contends that these requests are essential to achieving such goals.

FY 2016 Base Augmentation Request #1

Increase in main stage programming dollars.

Frontier Fiesta is requesting \$183,380 for an increase in main stage programming dollars to have additional concerts at the event for student entertainment. This increase in funding will assist Frontier Fiesta in providing the University of Houston student body with a lasting memory from Frontier Fiesta. Increasing the programming dollars for the main stage ties in with the Division of Student Affairs and Enrollment Services strategic initiative 1 sub point 4, "Create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life, including expanded evening and weekend programs." This also aligns with University of Houston strategic principle 2: student access, by giving students the opportunity to view widely known artists, right on campus. This increase in main stage programming dollars will be beneficial to Frontier Fiesta in the following ways:

- An increase in mid-tier headlining artists will increase the hype for Frontier Fiesta. As the excitement for the event increases through the student body, more people, not only at the University of Houston, but also throughout the Houston Community, will be enticed to come to Frontier Fiesta.
- More funds for low-tier opening artists will allow Frontier Fiesta to have music options throughout the evening leading up the main headliner each night. This keeps those attending the event entertained the entire day by showcasing student talents during the day and having concert performers in the evening and at night.
- With bigger artists coming to Frontier Fiesta, there is a need to increase the marketing for these performers in order to make students and the Houston Community aware of the artists.

- With bigger concert artists, Frontier Fiesta needs a better quality stage to host these artists to enhance the concert experience. This stage includes lights, security, sound equipment, and the physical stage itself.

The allocation for said funds is as followed:

Mid-tier headlining artists -	\$ 110,000.00
Low-tier opening artists -	\$ 5,000.00
Increase in marketing for concert performers -	\$ 8,000.00
Operational Expenses -	\$ 50,000.00
UH-Administrative Fee (6%) -	\$ 10,380.00
<hr/>	
Subtotal -	\$ 183,380.00

FY 2016 Base Augmentation Request #2

Increase in Frontier Fiesta Midway Productions and Student Focused Area dollars.

Frontier Fiesta is requesting \$37,100 in order to increase the productions and entertainment options of the Fiesta Midway and the open student area. This increase allows more options for students to be entertained throughout the day at Frontier Fiesta. The guests at Frontier Fiesta will have a large variety of entertainment options, such as inflatables, novelties, and carnival attractions. This increase directly correlates with the Division of Student Affairs and Enrollment Services strategic initiative 1 sub point 2, by allowing for every student to have a source of entertainment at Frontier Fiesta. The Frontier Fiesta Midway and the student-focused area programming fund increase will be used in the following ways:

- Three large inflatables every day will allow for interactive entertainment in the Fiesta Midway. These inflatables are always popular throughout the student body and the Houston Community. The inflatables are also larger and attract people to the event and keep them entertained while they are at Frontier Fiesta.
- The increase in the general store money is to provide the guests of Frontier Fiesta with merchandise that can be a memento of their time at the event. These would be made available through the General Store front in the Fiesta Midway, and also through a merchandise table near the alumni to make the souvenirs accessible to the alumni and the cook-off teams.
- A photo booth every day at Frontier Fiesta is a novelty that guests of the event can hang up or display at their place of work. Items produced from the photo booth are a good reminder to the guests of Frontier Fiesta of the event and entices them to attend year after year.
- Interactive programming is a way for the University of Houston student body and the Houston community to have interactive entertainment that makes their experience at Frontier Fiesta a memorable one. This interactive programming includes things such as face painting and crafting novelties.

The allocation for said funds is as followed:

Three large inflatables per day -	\$ 7,000.00
-----------------------------------	-------------

General Store -	\$ 15,000.00
Photo booth every day -	\$ 4,000.00
Interactive programming -	\$ 9,000.00
UH-Administrative Fee (6%) -	\$ 2,100.00
<hr/>	
Subtotal -	\$ 37,100.00

FY 2016 Base Augmentation Request #3

Increase in attractions and activities for Family Funday.

Family Funday occurs on the Saturday of Frontier Fiesta and allows for greater community involvement by providing a family friendly environment. Over the past few years, a decrease in Family Funday programming has led to a decrease in families attending Frontier Fiesta. Frontier Fiesta is requesting \$14,840 for Family Funday programming to help build community within the University of Houston and greater Houston area. This directly correlates to the Division of Student Affairs and Enrollment Services Strategic Initiative 5 sub point 4, "Expand the opportunities for staff involvement in division-wide initiatives, programs and services." Family Funday allows for faculty and staff to bring their families to Frontier Fiesta to enjoy the same experience that the student body enjoys and foster tradition. Frontier Fiesta Association's mission statement discusses how the events purpose is to unite the University of Houston students, faculty, staff, and alumni in addition to the Houston Community. In order to foster the sense of community, the Frontier Fiesta Association designed Family Funday to bring families to campus and showcase the talents and traditions of the University of Houston.

Family Funday programming will include:

- A family friendly concert or group of family friendly performers.
- Interactive programming that are both student and child friendly, such as:
 - Kid friendly inflatables
 - Photo Novelties
 - Petting Zoo
 - Small carnival rides

The allocation for said funds is as followed:

Interactive Programming -	\$ 11,000.00
Family Friendly Concert -	\$ 3,000.00
UH-Administrative Fee (6%) -	\$ 840.00
<hr/>	
Subtotal -	\$ 14,840.00

FY 2016 Base Augmentation Request #4

Increase in summer and fall marketing expenses.

The Frontier Fiesta Association is requesting \$7,420 to help increase awareness of the organization during the summer and fall months. In order to better market the organization and recruit a member base, marketing material is needed in the summer and fall. This year round

marketing campaign aligns with the Division of Student Affairs and Enrollment Services strategic initiative 5 sub point 3, “Develop a comprehensive and integrated communications plan to increase awareness and understanding among the Division, the campus community and the surrounding environments about who we are, what we do, and who we serve.” This summer and fall marketing material will include:

- Promotion of leadership positions through Frontier Fiesta. These leadership positions allow for an increase in student involvement as well as a way to engage the students in an activity that builds leadership skills.
- Promotional items to distribute during Cougar Carnival, Cat’s Back, and Weeks of Welcome. This allows the Frontier Fiesta Association to educate new students about the traditions on campus, as well as how to get involved.

The allocation for said funds is as followed:

Fall Marketing -	\$ 5,000.00
Summer Marketing -	\$ 2,000.00
UH-Administrative Fee (6%) -	\$ 420.00
<hr/> Subtotal -	<hr/> \$ 7,420.00

FRONTIER
FIESTA
STUDENT-LED ★ STUDENT-RUN
— EST. 1939 —

UNIVERSITY of HOUSTON

FRONTIER FIESTA ASSOCIATION

FY 2015 One-Time Allocation Requests

The Frontier Fiesta Association is presenting a series of One-Time Allocations Requests for FY2015. These request are as follows:

- 1. Increase in operational/production expenses for increase in size: \$132,500**
- 2. Rental fee charged by Sports and Entertainment for use of the stadium: \$96,990**
- 3. Increase in attractions and activities for Family Funday: \$14,840**
- 4. Long term event marketing expenses: \$37,100**

In order to strengthen the association's primary goal of enhancing campus life and positively impacting the student experience through increasing student participation in terms of both student organization participation and general student attendance, Frontier Fiesta contends that these requests are essential to achieving such goals.

FY 2015 One-Time Allocation Request #1

Increase in operational/production expenses for an increase in size.

Frontier Fiesta Association is requesting a \$132,500 increase in operational and productions expenses for the event. Due to a move to the new University of Houston stadium, Frontier Fiesta is gaining 298,690 square feet of space, in which to host the school's largest and greatest tradition. With such a large increase in size comes an increase in the cost of security for the event, the production of the event such as sound and lighting for the variety shows and concerts, and the operations cost to have more tents and attractions at the event.

One of the biggest complaints about Frontier Fiesta in recent years has been the lack of carnival attractions. With the large increase in space that we will receive in moving to the stadium, Frontier Fiesta can add more carnival attractions that everyone wants. In the lots across from the Campus Recreation and Wellness Center, 20A and 20C, Frontier Fiesta was limited with the space available for the event.

With these additional funds, Frontier Fiesta can increase the amount of variety shows that student organizations host, increase the number of carnival booths that allow for more entertainment in the Fiesta Midway, and have carnival rides to allow for more attractions and activities at the event. The stadium assists by adding hype of the event being back at the previous location and, additionally allows for Frontier Fiesta to ride on the excitement of the University of Houston stadium being brand new. With people coming to the event, Frontier Fiesta needs to leave a lasting impression that is becoming the event that it was at the being, an event for everyone in the Houston community. Additional ways Frontier Fiesta will benefit from the extra funding for operations and productions are:

- Continue to **provide two or three inflatables for guest enjoyment** at the event. These are inflatables such as Gladiator Jousting, a large obstacle course, a Velcro wall, or a bungee run. These inflatables provide enjoyment for Frontier Fiesta guests of all ages, making them great for all three days of the event.

- The **carnival ride attractions** will help add interactive entertainment to the event, as well as enhance the student area. This has been a major complaint about Frontier Fiesta's in years past, and will allow more people, including students to enjoy the event.
- Allow for an increase in the size of Frontier Fiesta's Texas State Sanctioned Cook-off. At Frontier Fiesta 2014, there were a total of 56 cook-off spaces. With the move to the stadium and the additional funds for the operations and productions of Frontier Fiesta, there is enough space available to have **double the amount of cook-off spaces** at the event.
- More security to cover the additional space that the parking lots adjacent to the stadium offer. With such a large increase in the amount of space, there is also a need for an increase in security to guard everything on the site of the event. With the increase in cook-off spaces, Frontier Fiesta will need more security due to an increase in alcohol consumption and people staying later than the concerts.
- **Increase in the amount of variety shows and carnival booths** at Frontier Fiesta. Variety Shows are a form of entertainment for the guests of Frontier Fiesta that showcases the talent of the University of Houston student body. Frontier Fiesta can also **increase student organization participation** in carnival booths that will enhance the student experience as well as showcase the diversity of the organizations on campus.
- Increase in department and college involvement in Frontier Fiesta. This partnership allows for engagement of faculty and staff with the students of the respective colleges, as well as networking opportunities for students with University of Houston alumni.

The allocation for said funds is as followed:

Productions Cost -	\$ 45,000.00
Operations Cost -	\$ 40,000.00
Security Cost -	\$ 40,000.00
UH-Administrative Fee (6%) -	\$ 7,500.00
Subtotal -	\$ 132,500.00

FY 2015 One-Time Allocation Request #2

Rental fee charged by Sports and Entertainment for use of the stadium.

Frontier Fiesta Association is requesting \$96,990 to utilize the new University of Houston stadium. With the help of Sports and Entertainment and the Student Government Association, Frontier Fiesta is hoping to obtain a more reasonable price for the usage of the stadium. This partnership is in line with the University of Houston Strategic Principle 5: External Partnerships. Through this partnership we also hope to achieve a feasible price, which is fixed for the future. In order to obtain the projected ticket sales, we used last year's attendance and estimated the percentage that were students and the percent that were the Houston Community. Frontier Fiesta plans to charge students a discounted rate for the concerts with a charge of \$10 per headlining artist. For all others, we have projected tickets to be \$20 per headlining artists, and are in the works of creating packages for guests and students to buy tickets for all three nights.

The use of the inside of the stadium provides the opportunity for expansion of areas including entertainment, Fiesta Midway, and the open student area. Being inside the stadium, Frontier

Fiesta has the ability to contract larger concert artists and compensate some of those costs with ticket revenue. Tickets would be sold to students, faculty, staff, alumni, and the greater Houston Community. With the main stage being inside of the stadium, it opens more room for Fiesta City in regards to student involvement. The Frontier Fiesta Association will also be able to expand on the open student area and Fiesta Midway through more interactive programming such as inflatables, novelties, and carnival rides. Due to Fire Safety Regulations, a concert in an open space limits the maximum amount of guests, where as the stadium will hold up to 40,000 guests (we are estimating to only use a portion of the stadium).

The allocation for said funds is as followed:

Production Cost -	\$ 128,000.00
Operations Cost -	\$ 88,500.00
Projected Ticket Revenue -	(\$ 125,000)
UH-Administrative Fee (6%) -	\$ 5,490.00
Subtotal -	\$ 96,990.00

FY 2015 One-Time Allocation Request #3

Increase in attractions and activities for Family Funday.

Family Funday occurs on the Saturday of Frontier Fiesta and allows for greater community involvement by providing a family friendly environment. Over the past few years, a decrease in Family Funday programming has led to a decrease in families attending Frontier Fiesta. Frontier Fiesta is requesting \$14,840 for Family Funday programming to help build community within the University of Houston and greater Houston area. This directly correlates to the Division of Student Affairs and Enrollment Services Strategic Initiative 5 sub point 4, “Expand the opportunities for staff involvement in division-wide initiatives, programs and services.” Family Funday allows for faculty and staff to bring their families to Frontier Fiesta to enjoy the same experience that the student body enjoys and foster tradition. Frontier Fiesta Association’s mission statement discusses how the events purpose is to unite the University of Houston students, faculty, staff, and alumni in addition to the Houston Community. In order to foster the sense of community, the Frontier Fiesta Association designed Family Funday to bring families to campus and showcase the talents and traditions of the University of Houston.

Family Funday programming will include:

- A family friendly concert or group of family friendly performers.
- Interactive programming that are both student and child friendly, such as:
 - Kid friendly inflatables
 - Photo Novelties
 - Petting Zoo
 - Small carnival rides

The allocation for said funds is as followed:

Interactive Programming -	\$ 11,000.00
Family Friendly Concert -	\$ 3,000.00

UH-Administrative Fee (6%) -	\$ 840.00
Subtotal -	\$ 14,840.00

FY 2015 One-Time Allocation Request #4

Long term event marketing expenses.

The Frontier Fiesta Association is requesting \$37,100 for an establishment of marketing materials to recruit, promote longevity, and market at the event. Last year, the Student Fees Advisory Committee recommended to “Enhance marketing efforts across campus in order to appeal to a wider base of the University of Houston student body.” Frontier Fiesta proposes to do this in a number of ways:

- Working with the University of Houston Marketing departments by broadening our marketing efforts through the utilization of their resources. This includes, but is not limited to, the large garage banners, shuttle graphics, and the lamppost banners around campus.
- According to a small focus group, there were no clear directions provided on how to get to the Frontier Fiesta event site. The Frontier Fiesta Association hopes to change this by purchasing A-frames and yard signs that can be used yearly to direct traffic and students towards the event.
- To promote the organization during the summer and fall, Frontier Fiesta hopes to reach out to the University of Houston student body to educate and recruit. This will grow the events organization and membership base to help organize the Frontier Fiesta event. This includes the tent, tables and table topper, all with the Frontier Fiesta brand logo.
- A recommendation from the Frontier Fiesta Think Tank was to include more signage at the event. Frontier Fiesta plans to use the Tear Drop Flags to denote different areas and provide said signage. This will also include utilizing the tent, tables, and table toppers at information booths, volunteer stations, and merchandise tables.
- In the past, there has been a lack of communication with the alumni and friends of Frontier Fiesta and the organization. The community relation’s funds will be used to purchase invitations and thank you cards, to show appreciation for all that the Frontier Fiesta alumni and friends do for the organization and event.

The allocation for said funds is as followed:

10 X 10 Tent Frame -	\$558.00
10 X 10 Pro Top for tent -	\$558.00
Digital Patch Fee -	\$112.00
Custom Graphics -	\$429.00
Roller Bags -	\$164.00
Tear Drop Flags- Fiesta City -	\$837.00
Tear Drop Flags- Cook-Off -	\$837.00
Tear Drop Flags- The Fiesta Midway -	\$837.00
Tear Drop Flags- Information Booth -	\$837.00
Tear Drop Flags- Merchandise -	\$837.00
Tear Drop Flags- Judging -	\$837.00
Tear Drop Flags- Volunteer -	\$420.00
Tear Drop Flags- Frontier Fiesta -	\$837.00

Stretch Table Cloth Cover- FF Merchandise -	\$677.00
Stretch Table Cloth Cover- Frontier Fiesta -	\$677.00
Table Topper -	\$1,500.00
A-Frame for AD's -	\$640.00
Large Garage Banners -	\$12,000.00
Shuttle Graphics -	\$480.00
Lampost Banner -	\$8,000.00
Back Drop -	\$800.00
Tables -	\$200.00
Portfolios -	\$26.00
Community Relations -	\$1,000.00
Yard Signs -	\$300.00
Facebook Boost & Ads -	\$600.00
UH-Administrative Fee (6%) -	\$2,100.00
Subtotal -	\$37,100.00

