

# Frontier Fiesta Association

## FY2016 One Time Requests

The Frontier Fiesta Association's (FFA) One Time Requests for FY2016 are as follows:

- 1. Increase in Operations Expenses: \$209,615**
- 2. Nationally Recognized Concert Artist: \$170,660**
- 3. Funds for Transportation and Parking Advisory Committee: \$61,925**

In order to continue the growth of Frontier Fiesta, such as attendance, student organization participation, collaborations with University of Houston and Frontier Fiesta Alumni, and the attendance and participation of the Houston community, while also continuing to host the event in the large stadium parking lot, FFA contends that these request are essential.

### FY 2016 One Time Request #1 – Increase in Operations Expenses

FFA is requesting \$209,615 in order to continue to host Frontier Fiesta at TDECU Stadium and adjacent parking lots. With such a large area, over 300,000 square feet, it costs more in order to have an additional amount of tents, generators, lighting, and sound. With such a large space, it also costs more money in security to cover the larger city and cook-off area. The expansion in size has increased Frontier Fiesta's cost to our tent and power vendor, our lighting and sound vendor, and our security company because they have to provide more services.

Frontier Fiesta has benefited in several ways with the additional space afforded by being at the TDECU Stadium. One benefit is the increase in space for midway attractions to have multiple carnival rides and inflatables, while not having to decrease the size of the cook-off area. Another benefit for the additional space is to increase the amount of fronts and entertainment in Fiesta City. Frontier Fiesta has been able to not only add two variety shows, two additional fronts for student performances and student entertainment, and additional carnival booths ran by student organizations. With an increase in space, and being adjacent to the stadium, Frontier Fiesta has effectively been able to have two different stages: one for smaller performers and student performers, and another for the large headlining artists. This has led to the unique opportunity for Frontier Fiesta to showcase not only the University of Houston's talents, but also the city of Houston's talents.

The breakdown for said funds is as follows:

Tent Cost -	\$36,252
Stages (Variety Show, Concert, etc.) -	\$30,529
Power -	\$22,455
Miscellaneous Vendor Cost (Fencing, tables, chairs, labor, etc.) -	\$54,764
Security Cost - (Interior & Exterior TDECU Stadium Security for all 3 Days)	\$53,750
UH Administration Fee (6%) -	\$11,865
Subtotal -	\$209,615

### FY 2016 One Time Request #2 – Nationally Recognized Concert Artist

Frontier Fiesta is requesting \$170,660 in order to increase the size of the headlining concerts inside of the stadium. At Frontier Fiesta 2015, the more well-known the concert artist led to higher concert attendance. For example, Cher Lloyd, a \$60,000 artist had an attendance of 2,162, while Schoolboy Q, an \$80,000 artist, had an attendance of 7,721. For an increase of 33% in cost, the larger artist almost tripled the amount of attendees. With Frontier Fiesta attempting to provide a unique experience to the University of Houston community, a nationally recognized artist will not only get students to attend the event, but give them an experience that will last them throughout their entire college experience. In the survey conducted at Homecoming Fiesta last year, 30% of the 2,700 students surveyed said they enjoyed the concerts at

Frontier Fiesta. In the questions asking what students wanted to see at Frontier Fiesta, many of the students filled out that they wanted larger artist in the other comment box.

The breakdown for said funds is as follows:

Artist Fee -	\$100,000
Middle Agent Fee (10% of Artist Fee as per industry standard)	\$10,000
Lighting and Sound Costs -	\$45,000
Flooring/Turf Cover -	\$6,000
Hospitality -	\$2,000
UH Administration Fee (6%) -	\$9,660
Subtotal -	\$170,660

**FY 2016 One Time Request #3 –  
Funds for Transportation and Parking Advisory Committee (TPAC)**

FFA is requesting \$61,925 for the Transportation and Parking Advisory Committee (TPAC) in order to cover the fee charged to Frontier Fiesta to rent the parking lot at TDECU Stadium. In 2013 and 2014, TPAC charged FFA roughly \$15,000 to rent Parking Lots 20A and 20C for the event. Last year Frontier Fiesta was charged \$12,350 in order to rent the parking lots adjacent to TDECU Stadium. However, for this coming year, TPAC has said that Frontier Fiesta will be charged \$5 per spot (a discounted price) in order to rent the parking lot for the three days of Frontier Fiesta and for the building and tearing down of the event. *Attached as an appendix is the bill given to Frontier Fiesta for parking lot charges by TPAC that reflects the cost below.*

The breakdown for said funds is as follows:

Parking Lot Fee Charged by TPAC -	\$57,920
LED Street Signs -	\$6,440
TPAC Lot Signage -	\$500
UH Administration Fee (6%) -	\$3,505
Subtotal -	\$61,925

The Frontier Fiesta Association needs the following request in order to continue to grow the event, as well as impact more of the University of Houston community. Our mission is to provide a unique cougar experience for the entirety of the University of Houston family, and the following funds will help Frontier Fiesta Association to do so.

One Time Request #1 – Increased in Operations Expense -	\$209,615
One Time Request #2 – Nationally Recognized Concert Artist -	\$170,660
One Time Request #3 – Additional Family Fun Day Attractions -	\$61,925
Subtotal -	\$442,200

Thank you from the Frontier Fiesta Association for considering the above requests.

# Frontier Fiesta Association

## FY2017 Base Augmentation Requests

The Frontier Fiesta Association's (FFA) Base Augmentation Requests for FY2017 are as follows:

- 1. Increase in Operations Expenses: \$209,615**
- 2. Nationally Recognized Concert Artist: \$170,660**
- 3. Additional Family Fun Day Attractions: \$13,515**
- 4. Increased Attractions in Fiesta City: \$21,200**
- 5. Funds for Transportation and Parking Advisory Committee: \$61,925**

In order to continue the growth of Frontier Fiesta, such as attendance, student organization participation, collaborations with University of Houston and Frontier Fiesta Alumni, and the attendance and participation of the Houston community, while also continuing to host the event in the large stadium parking lot, FFA contends that these request are essential.

### FY2017 Base Augmentation Request #1 - Increase in Operations Expenses

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Security Cost -	\$53,750
(Interior & Exterior TDECU Stadium Security for all 3 Days)	
UH Administration Fee (6%) -	\$11,865
Subtotal -	\$209,615

### FY2017 Base Augmentation Request #2 - Nationally Recognized Concert Artist

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Homecoming Fiesta last year, 30% of the 2,700 students surveyed said they enjoyed the concerts at Frontier Fiesta. In the questions asking what students wanted to see at Frontier Fiesta, many of the students filled out that they wanted larger artist in the other comment box.

The breakdown for said funds is as follows:

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Lighting and Sound Costs -	\$45,000
Flooring/Turf Cover -	\$6,000
Hospitality -	\$2,000
UH Administration Fee (6%) -	\$9,660
<hr/> Subtotal -	<hr/> \$170,660

### **FY2017 Base Augmentation Request #3 - Additional Family Fun Day Attractions**

FFA is requesting \$14,045 to have additional attractions and family friendly carnival rides to increase the activities for children and families during Frontier Fiesta's Family Fun Day. At Frontier Fiesta 2015, Saturday's attendance was significantly larger than that of Frontier Fiesta 2014. In fact, the attendance Saturday in 2015 was 18,586 compared to the attendance on Saturday in 2014 of 6,103. During Family Fun Day, the attractions that were contracted last year were used heavily on Saturday. FFA attributes this to three things: (1) Family Fun Day was increased from four to five hours to accommodate more families, (2) FFA increased the targeted marketing done for Family Fun Day, and (3) FFA contracted more child-friendly activities, including working with Staff Council to coordinate an egg hunt on Family Fun Day. Part of the FFA mission statement is to provide a unique experience to the University of Houston community, who we recognize as the students, faculty and staff, alumni, and even the surrounding Houston communities. In order to provide this group of people with a unique experience, we would like to include their families in their experience in order to leave a lasting impression on the University of Houston community. This will keep attendees of the event coming back year to year in order to take part in the University's greatest tradition.

In order to continue the growth of Family Fun Day, FFA requests funds for the following:

One Kid Friendly Carnival Ride -	\$5,000
One Kid Friendly Inflatable -	\$2,000
Carnival Attractions -	
Petting Zoo -	\$1,000
Novelty Attractions -	
Photo Novelty -	\$1,500
Name Art -	\$1,750
Stamp-A-Ring -	\$1,500
UH Administration Fee (6%) -	\$765
<hr/> Subtotal -	<hr/> \$13,515

### **FY2017 Base Augmentation Request #4 - Increased Attractions in Fiesta City**

FFA is requesting \$21,200 in order to increase the attractions in Fiesta City. Of the 2,500 students surveyed at Homecoming Fiesta 2014, 22% said that carnival rides would be something they would like to see at Frontier Fiesta, and another 10% specifically said they would want to see a Ferris wheel. FFA would also like to increase the amount of inflatables, novelties, and other attractions such as face painting, or laser tag games for guests of Frontier Fiesta. In addition, over 25% of students surveyed suggested that they would like to continue to see photo novelties and inflatables at Frontier Fiesta. By increasing the amount of attractions in Fiesta City, we are increasing the amount of activities for University of Houston students to do at Frontier Fiesta. This allows the guest of the event more to do while at the event, giving them more incentive to stay longer and come earlier.

Frontier Fiesta will use the funds to enhance the following areas specifically:

Carnival Rides -	
Ferris Wheel -	\$8,000
Quad Jumper -	\$2,000
Chair Swing -	\$2,000
Round Up -	\$2,000
Large Inflatable Obstacle Course -	\$1,000
Novelty Items -	
Photo Booth -	\$2,000
Airbrush Tattoos -	\$1,500
Personalized Stamp Bracelet -	\$1,500
UH Administration Fee (6%) -	\$1,200
Subtotal -	\$21,200

**FY 2017 Base Augmentation Request #5 -  
Funds for Transportation and Parking Advisory Committee (TPAC)**

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The breakdown for said funds is as follows:

Parking Lot Fee Charged by TPAC -	\$57,920
LED Street Signs -	\$6,440
TPAC Lot Signage -	\$500
UH Administration Fee (6%) -	\$3,505
Subtotal -	\$61,925

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Base Augmentation #1 – Increased in Operations Expense -	\$209,615
Base Augmentation #2 – Nationally Recognized Concert Artist -	\$170,660
Base Augmentation #3 – Additional Family Fun Day Attractions -	\$13,515
Base Augmentation #4 – Increased Attractions in Fiesta City -	\$21,200
Base Augmentation #5 – Funds for TPAC -	\$61,925
Total -	\$476,915

Thank you from the Frontier Fiesta Association for considering the above requests.