

★ FRONTIER ★  
**FIESTA**

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

KHATOR WAY

FRONTIER AVE

SFAC Presentation FY 2019

TETRA  
WATER & WASTEWATER

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## History - Timeline



**Frontier Fiesta  
Established  
1939**

**WWII  
Hiatus  
1942**



**Resumed  
1947**

**University  
Hiatus  
1959**



**Resumed  
1992**

**Bake Fiesta  
Established  
1996**



**25 Consecutive Years  
2017**



## OUR Mission Statement

Frontier Fiesta Association creates and executes the University of Houston's oldest and longest standing tradition. Our mission is to unite the student body, faculty, staff, alumni, and Houston community for a three-day western themed event. We strive to provide a low to no cost event that embraces our diversity, strives for inclusivity, and provides a place where everyone can come together and feel like they belong.

## OUR Values

- Involvement & Engagement
- Creativity & Innovation
- Diversity & Inclusion
- Scholarship





## Relationship with DSAES Strategic Initiatives

SI 1: Create new opportunities for student success through learning, engagement and discovery.

SI 2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

SI 3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

SI 6: Create and engage in strategic partnerships.



# OUR Program's Success

## Our Program's Success – Stronger Alumni Relations



- Frontier Fiesta Alumni Association (FFAA)
- University of Houston Alumni Association (UHAA)
- Commiteemen
- Mentors



# Our Program's Success – Collaborations

## University Departments & Registered Student Organizations

Center for Fraternities & Sororities

Center for Diversity & Inclusion

Center for Student Involvement

Center for Student Media

DSAES IT

Facilities Services

LGBTQ+ Resource Center

Parking & Transportation Services

Student Center

Student Housing & Residential Life

The Spirit of Houston

Urban Experience Program

Alpha Chi Omega

Alpha Phi Alpha

Athletic Training Student Society

Beta Chi Theta

Chi Omega

Council for Cultural Activities

Delta Gamma

Delta Sigma Theta

Delta Upsilon

Delta Zeta

Dhun Acapella

Food Recovery Network

Gamma Beta

Hallyu Club

Homecoming Board

Indian Student Association

Institute of Electrical Engineers

Kappa Sigma

Lambda Theta Alpha

Metropolitan Volunteer Program

Pakistani Student Association

Phi Kappa Alpha

Phi Mu

Pi Kappa Phi

Roarin' Raas

Sigma Alpha Epsilon

Sigma Kappa

Sigma Nu

Sigma Phi Epsilon

Sigma Phi Omega

Student Government Association

Student Program Board

Tau Kappa Epsilon

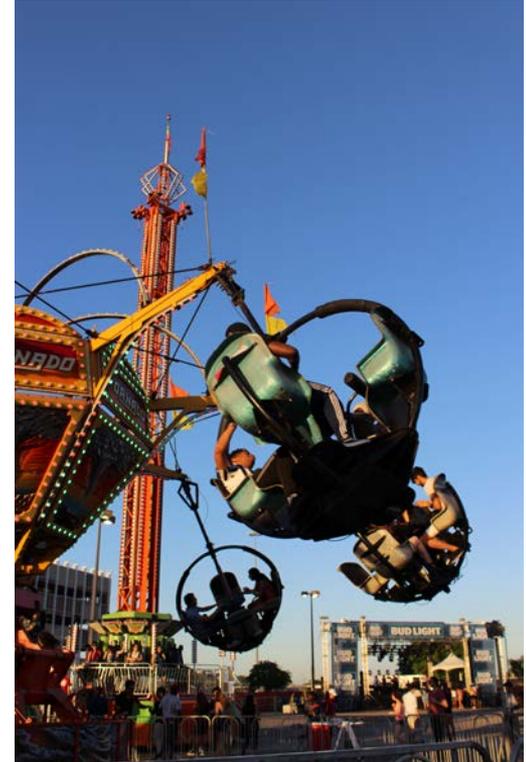
The Daily Cougar

Uncommon Colors

Zeta Tau Alpha

## Our Program's Success – Entertainment

- Willie's Theater was a universal tent that held a series of diverse programs including talent shows, virtual reality experiences, cultural showcases, and a movie showing.
- The main stage offered musical acts by student performers, local Houston artists, and D.R.A.M. our headliner. Genres included acoustic, pop, rock, funk, R&B, and Hip-Hop.



# Assessment

550 Respondents

Data collected at Homecoming Fiesta

Performed survey to ascertain student knowledge of the event and activities they'd like to see at the event.

Q1. Have you heard of or been to Frontier Fiesta before?		
Count	Percent	
41	7.45%	I have not heard of Frontier Fiesta.
262	47.64%	I have heard of Frontier Fiesta, but I haven't been before.
247	44.91%	I have heard of Frontier Fiesta, and I have been to the event before
550	Respondents	

Q4. Why have you not been to Frontier Fiesta? Check all that apply.			
Count	Respondent %	Response %	
31	12.97%	11.19%	I live too far away
44	18.41%	15.88%	The dates do not work for me
10	4.18%	3.61%	It does not appeal to me
31	12.97%	11.19%	I do not have time
152	63.60%	54.87%	First year student
9	3.77%	3.25%	Other (please specify)
239	Respondents		
277	Responses		

## Assessment Continued...

**Q3. Did you see any marketing on campus for Frontier Fiesta 2016? If so, where?  
 Check all that apply.**

Count	Respondent %	Response %	
160	36.53%	17.70%	Student Center Video Walls
198	45.21%	21.90%	UH Residential Halls
265	60.50%	29.31%	Campus Postings/Posters on Campus
108	24.66%	11.95%	Digital Signage Around Campus
128	29.22%	14.16%	SC Satellite Banners
45	10.27%	4.98%	I did not see any marketing on campus
438	Respondents		
904	Responses		

**Q7. Please select the top two musical genres you would like to see at Frontier Fiesta 2017.**

Count	Respondent %	Response %	
80	16.88%	9.55%	Indie/Alternative
111	23.42%	13.25%	Rock
201	42.41%	23.99%	Pop
114	24.05%	13.60%	R&B
209	44.09%	24.94%	Rap/Hip-Hop
78	16.46%	9.31%	Electronic
45	9.49%	5.37%	Country
474	Respondents		
838	Responses		

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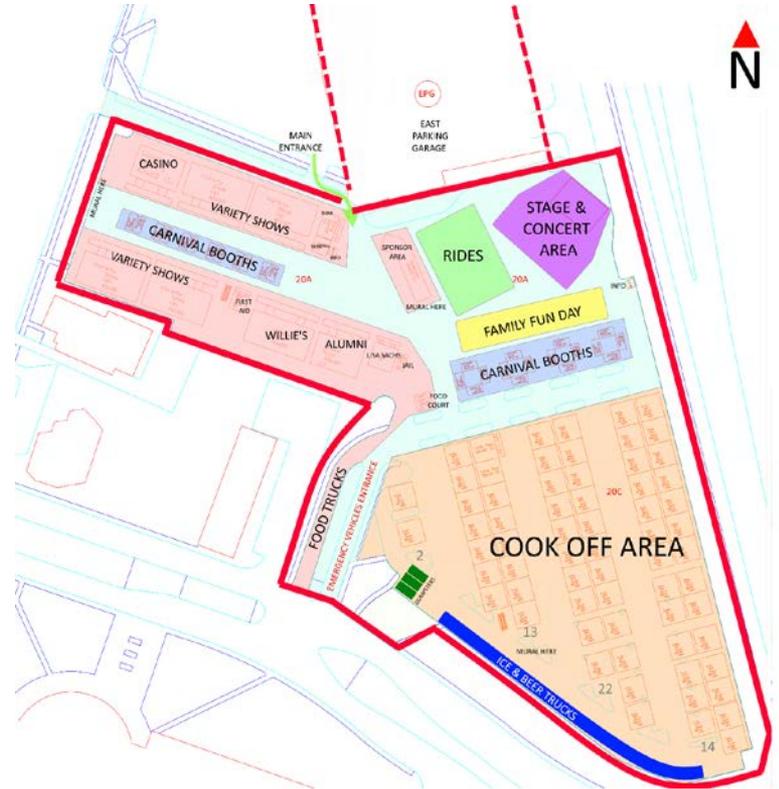


## By The Numbers

Attendance:	22,841
Corporate Sponsors:	7
Fee-Funded Depts. & Orgs.:	15
UH Departments:	12
Registered Student Organizations:	36
Student Main Stage Performers:	10
Other Student Performers:	12
Enrolled Volunteers:	273
Enrolled Volunteer Hours:	546
Volunteer Hours Value:	\$13,731.90

## Frontier Fiesta 2017 Site Map

- Moved locations to lots 20a & 20c
- Closer proximity to on-campus housing
- Direct access to nearby parking
- Fewer complaints from local community
- Increased sponsorship engagement



## SFAC Recommendations

- Role and purpose beyond tradition
- Continue to seek external funding



## Program Challenges

- TPAC Fees & Event Location
- External Funding
- Awareness of Activities & Performances
- Deepen/Further RSO Engagement





## Base Augmentation Review

### SFAC Base FY18 Budget

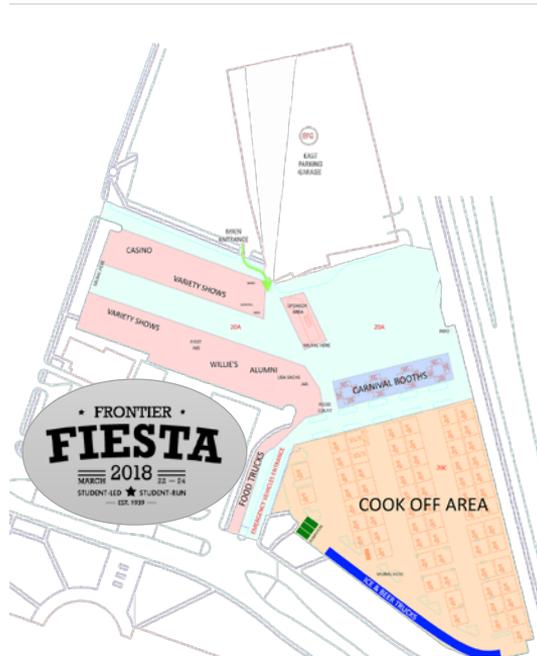
Operations:	\$75,738.75
Safety & Security:	\$6,750.00
Productions:	\$0.00
Parking Fees:	\$37,074.00
Fiesta City Attractions:	\$0.00
Insurance:	\$14,357.25
Student Stipend:	\$39,340.00
<b>Total:</b>	<b>\$173,260.00</b>

### Expected FY18 Costs

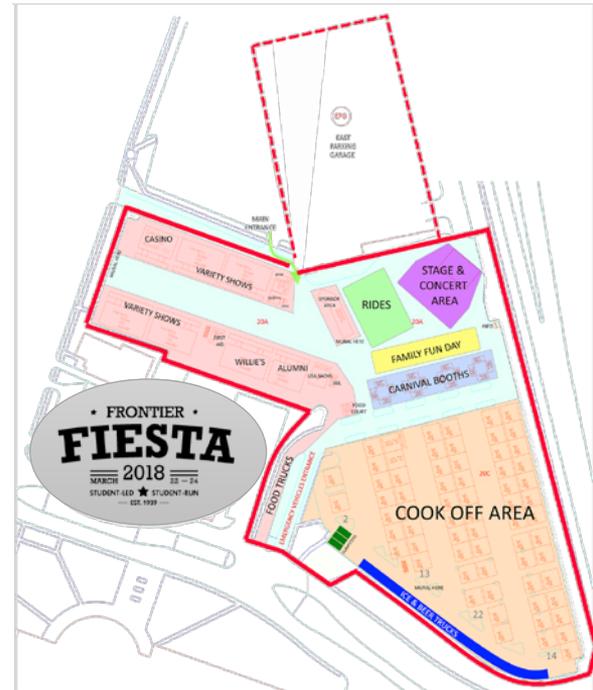
Operations:	\$331,102.08
Safety & Security	\$66,416.05
Productions:	\$50,327.32
Parking Fees:	\$44,022.86
Fiesta City Attractions:	\$36,040.00
Insurance:	\$14,357.25
Student Stipend:	\$39,340.00
<b>Total:</b>	<b>\$581,605.60</b>

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Frontier Fiesta w/o One-Time Requests



Frontier Fiesta w/ One-Time Requests



## FY18 One-Time Requests



### **Operations Essentials:**

Stage -	\$16,011.00
Tents -	\$15,000.00
Power -	\$22,725.00
Fencing -	\$19,923.50

### **Additional Operational Expenses:**

Lavatories -	\$7,995.00
Lumber -	\$2,000.00
Curtains -	\$8,000.00
Lighting -	\$2,500.00
Misc. Items -	\$36,358.30
UH Admin Fee -	\$8,190.77
<b>Total</b>	<b>\$144,703.80</b>

## FY18 One-Time Requests

### Safety & Security Essentials:

UHPD -	\$39,766.77
Ambulance -	\$4,000.00
Fire Marshalls -	\$2,750.00
Security -	\$16,139.88
UH Admin Fee -	\$3,759.40
<b>Total</b>	<b>\$66,416.05</b>



## FY18 One-Time Requests



### **Productions A/V Essentials:**

Main Stage A/V - \$19,145.00

Labor - \$28,333.60

UH Admin Fee - \$2,848.72

**Total \$50,327.32**

## FY18 One-Time Requests

### **Parking Lot Rental -**

Parking Lot Rental - \$37,076.00

LED Street Signage - \$4,455.00

UH Admin Fee - \$2,491.86

**Total \$44,022.86**



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## FY18 One-Time Requests

### Fiesta City Attractions:

Amusement Rides -	\$20,000.00
Novelties/Photos -	\$10,000.00
Family Fun Day -	\$4,000.00
UH Admin Fee -	\$2,040.00
<b>Total</b>	<b>\$36,040.00</b>



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WHERE YOU BELONG

**March 22<sup>nd</sup> – 24<sup>th</sup>**



@frontierfiesta



uh.edu/fiesta



@frontierfiesta



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