

Frontier Fiesta Association

Student Fee Advisory Committee Request FY 2013

October 24, 2011





- 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; a 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, programming events that encourage school spirit, and raising funds for the scholarship award. FFA annually awards approximately \$11,000 to qualifying 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, and a magician and storyteller.

The primary mission of the Frontier Fiesta Association is to continue to unite 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 2012 will celebrate the 21th anniversary of the event's triumphant return. The Frontier Fiesta 2012's Board of Directors vision is to continue a successful annual tradition through outreach and education of students and organizations at the University of Houston.

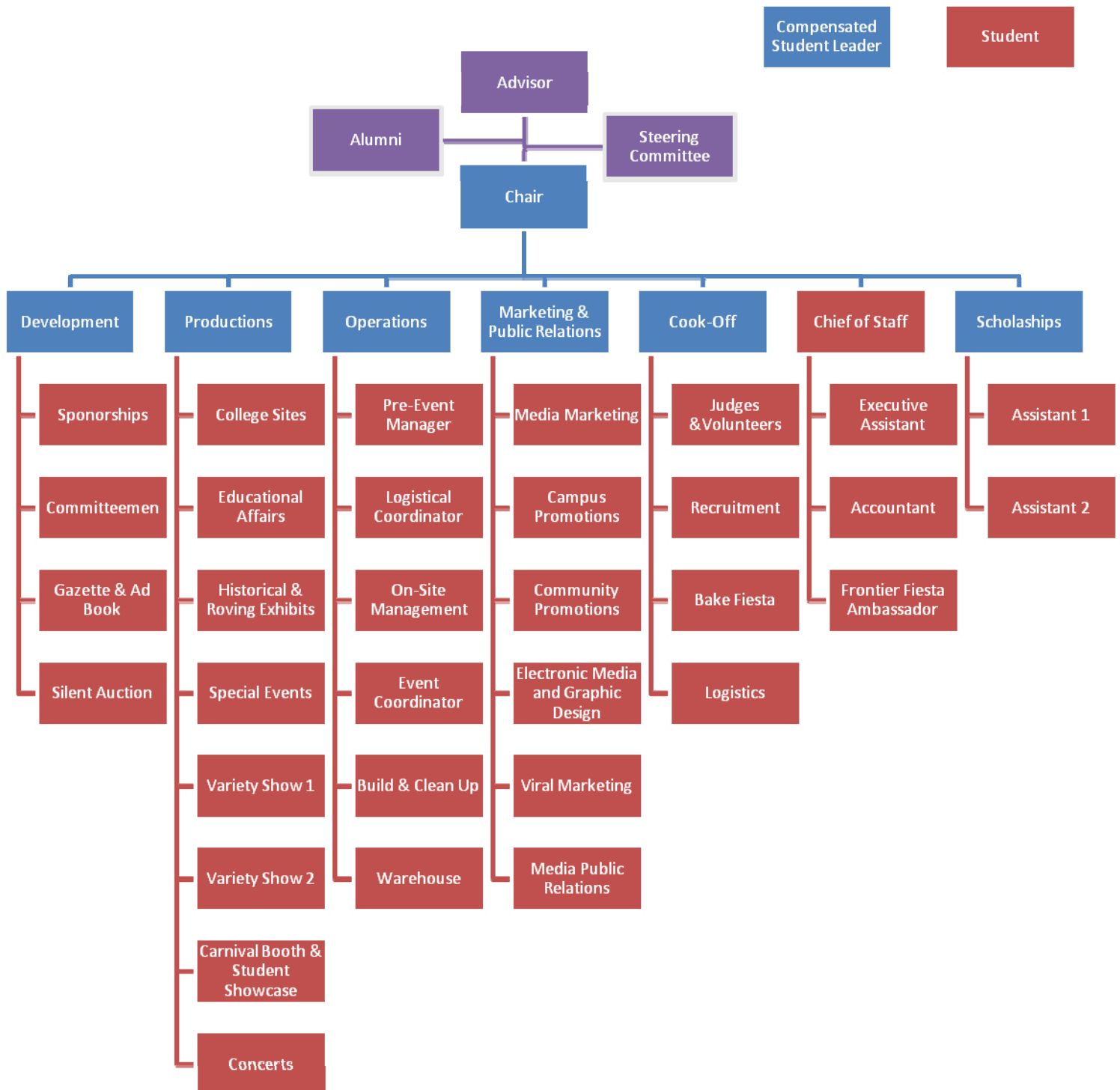
FFA will place emphasis on diversity, growth through campus participation, student involvement as well as giving back to the great Houston community.

Frontier Fiesta 2012 will continue to maintain the three fundamentals instilled by the FFA Boards proceeding: scholarship, community participation--with special emphasis placed on Family Fun Day -- and providing meaningful entertainment to students in a safe and secure environment. This commitment to our fundamental ideals will allow Frontier Fiesta 2012 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.

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.





3. List the objectives that you provided with your 2010-2011 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.

Goals from 2011	How and if they were achieved
General: <ul style="list-style-type: none">• Remain Fiscally Sound• Fill all Assistant Director positions• Increase volunteers	<ul style="list-style-type: none">• The 2011 Board of directors were able to accomplish the goals set for their serving year. The Frontier Fiesta Association was left with an adequate amount of income for its following board to use, and positions for assistant directors were filled prior to Fiesta. This illustrating the growth of student involvement with this organization. There was a consistent amount of volunteers helping out during the event.
Chair <ul style="list-style-type: none">• Hiring of the Board of Directors before the end of the academic year• Maintaining a working budget throughout the Fiscal year	<ul style="list-style-type: none">• FFA Board positions were filled before the end of the year.• The board was left in the black margin in 2011. Something that Fiesta had been lacking in its previous years.
Marketing <ul style="list-style-type: none">• Develop a detailed marketing plan• Increasing awareness throughout the University and surrounding Houston community	<ul style="list-style-type: none">• Awareness and Fiesta participation was increased due to the marketing efforts.• There were class-room visits, PSA announcements, connections-meetings, informational tables, flyer and promotional items distribution.
Operations <ul style="list-style-type: none">• Continue to increase safety• Prepare a site plan with Board of Directors, vendors and alumni	<ul style="list-style-type: none">• There was security provided by UHDPS & Five Star at Fiesta.• Entrance had to be halted, as we reached capacity on one of the nights. This action was taken to maintain stability of the event and those in it.• Site plan was prepared in appropriate time before the event and revised with the FFA board and alumni.
Cook-Off <ul style="list-style-type: none">• Sanction Cook-Off• Increase cook-off teams	<ul style="list-style-type: none">• FY 2011, Cook-Off was sanctioned by the Texas Gulf Coast Barbeque Cookers Association.• The number of Cook-Off team participation increased from 58 to 69
Development <ul style="list-style-type: none">• Increase alumni participation• Increase Committeemen sponsorship• Increase event sponsorship (Dollar amount & gift in kind)	<ul style="list-style-type: none">• The board continues to increase Alumni participation as they held monthly meetings with their Alumni Mentors.• Director of Development and Staff advisor continue to work on Committeemen database.



Productions

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| <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• Director of Production continues to look at options for increased event attendance, and organization involvement. |
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- 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, the satisfaction level of those served, and/or any other assessment measures evaluated. 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 has been able to utilize the information contained in the reports to plan for the upcoming event.

We have found, awareness for the event has increased as one of the nights the event's entrance had to be halted. The board is looking at alternatives to adequately use the location it has been given to successfully cater to those attending the event, without compromising safety. Additionally, the board of directors is looking to connect more with the student body and organizations, to increase participation in Fiesta. FFA would like to increase knowledge of how organizations can get involved and have more activities available for attendees of Fiesta.

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:

Year	# of Organizations
2005	33
2006	34
2007	22
2008	21
2009	26
2010	31
2011	30



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:

Year	Scholarship Amount
2005	\$8,000
2006	\$9,000
2007	\$10,000
2008	\$4,500
2009	\$11,000
2010	\$11,000
2011	\$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:

Year	Attendance
2005	30,000
2006	25,000
2007	21,000
2008	18,000
2009	19,400
2010	18,606
2011	24,220



- 5. Please discuss any budget changes experienced since your last (FY2012) 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 FY2011 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.**

This year, the Frontier Fiesta Association is requesting an increase in our income on certain components that lead to the building of the event. The four areas we are requesting an increase in are: warehouse, operations, productions, and security. FFA board is requesting for a one time funding FY2011 for the warehouse, and a base augmentation FY2012 for warehouse, operations, productions, and security.

Warehouse

- Requesting an increase of \$2,220.00
- The pricing of renting our warehouse increased this year. We had to option to move unto university property which would give us a warehouse with electricity, water and better safety. This in comparison to our previous warehouse. Those amenities cost our organization an additional \$2,220 per year.

Operations

- Requesting an increase of \$10,000.00
- In order to operate Fiesta and all the operational requirements (i.e. water, electricity, sound, lighting, rental space) the board has had to raise or work with companies to find adequate price arrangements to what we are able to afford. This is the highest expense for our event that can limit the amount of funds spend on the development of Fiesta. Additionally, this increase in budget would help alleviate the price of how much organizations have to pay to participate at Fiesta. The budget for operations covers raw materials, lighting, gas, electricity, infrastructure, site cost, lumber, tents, and any operational cost.

Productions

- Requesting an increase of \$10,000.00
- Providing entertainment for Fiesta is not just about artist performances. Fiesta works to bring exhibits and activities for students and families to enjoy throughout the three day festival. The budget for productions limits the amount of activities and entertainment we are able to provide at Fiesta.. Each year the amount of income allocated to productions from SFAC has been surpassed by the actual amount spent. The budget for operations covers any exhibits, lighting, artists, stages, petting zoo, DJ's, sound, games, any entertainment at Fiesta.

Security

- Requesting an increase of \$5,000.00
- Security is a vital component of Frontier Fiesta. We have to ensure everyone at Fiesta is as safe as possible to secure the continuance of our event. Security is paid around the clock to supervise before and post our event. The additional amount requested would help alleviate some of the expense paid for security. There has also been an increase in the cost of security, which is why FFA is requesting additional funding.



6. Please list your 2012-2013 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.

Chair

- Hiring of the Board before the end of the academic year
- Maintain a working budget throughout the fiscal year

Development

- Increase event sponsorship (dollar amount & gifts in kind)
- Increase Alumni participation
- Increase and organize Committeemen sponsorship
- Increase local business participation

Operations

- Look at potential new locations for Fiesta
- Continue to increase safety
- Enhance site plan for the event

Marketing

- Continue to increase awareness of Frontier Fiesta within the University and Houston community.
- Structure and implement a marketing plan.

Productions

- Work with organizations that have at one time or never participated with Fiesta, on continuing or starting a relationship with our event.
- Continue to increase participation through the showcase of diverse student talent, artist entertainment, variety shows, talent shows, carnival booth, and all components of Fiesta.
- Continue to centralize Family Fun Day around families and the community, and increase activities for them.

Cook-Off

- Increase cook-off teams
- Increase participation of cook-off teams in Charcoal Challenge

Scholarships

- Increase awareness of the Fiesta scholarship around the community, and the University. Increase exposure of the application through college websites, high school advisors contacts, and alumni connections.



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 explores these avenues. This is accomplished through three primary areas – Committeemen, sponsorships, donations.

The most consistent area is the Frontier Fiesta Committeemen program. This program encourages prominent alumni and community members to sponsor the event through donations. The Frontier Fiesta board continues to make becoming a Committeemen a onetime fee and a yearly donation to help in their continuous support of Frontier Fiesta and the Frontier Fiesta Scholarships. 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 for parts of Fiesta City. The board continues to lay 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 through donations, corporate sponsorships, and the silent auction.

The Frontier Fiesta Association has information packets that clearly outlined the benefits for working with Frontier Fiesta. The Director of Development continues to identify previous and new sponsors and committeemen.

The board and alumni are working to establish a UHAA recognized Alumni group. The board is working to develop relationships with previous board members by having Alumni mentors and board reunions. FFA is also trying to build better relationships with organizations to increase involvement with Fiesta, as well as show support in other activities.

In order to make Fiesta run to its full potential, development will have to raise about \$90,000 to pay for the increase in expenses, entertainment, marketing, maintenance, scholarships, and any additional expenses.



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.