

# UNIVERSITY of HOUSTON

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## FRONTIER FIESTA ASSOCIATION

### **FY 2015 Base Augmentation Requests**

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

- 1. Increase in Main Stage programming dollars: \$100,700**
- 2. Funding of a new student-centered area: \$91,160**
- 3. Increase in Frontier Fiesta Midway production dollars: \$31,800**
- 4. Funding of a new Vice-Chair position: \$7,804.99**

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. Additionally, this allows increased consistency between Fiesta and similar organizations and events around the nations, at similar universities, in terms of their budgetary requirements and programming expenditures.

#### **FY 2015 Base Augmentation Request #1**

##### **Increase in Main Stage programming dollars**

Frontier Fiesta is requesting a \$95,400 increase in programming dollars for its main stage attraction at the event. This increase is requested as a base augmentation for fiscal year 2015. In order to maximize student engagement, Frontier Fiesta needs to contract high caliber, nationally recognized artists. In FY 2013 "Lights" presented by SPB was the highest attended concert or attraction. High caliber artists are consistently demanded by the student body as well. The preliminary results for our first public survey resulted in most of the respondents asking us to increase our large concert offerings. These students consistently asked for "better headlining artists" and "bigger, more known artists". This is also directly in line with the Division of Student Affairs Strategic Initiative #1 sub-point 4 to "create a wide variety of student involvement that focus on the development of a vibrant campus life, including expanded evening and weekend programs."

Additionally, such an increase in large-scale concert dollars puts Frontier Fiesta in line with comparable events at peer institutions around the nation. On average, these events spend around \$150,000 per headlining artist. For reference, some of these events include:

- 40 Acres Fest at University of Texas: The event consists of miniature events put on by student organizations, giant inflatables, food showcases, and a series of concerts culminating in a headlining artist. The cost of the headliner is typically close to \$150,000. They do not charge any entry fees.
- Green Fest at San Diego State University: The operating budget for Green Fest is \$210,000 with around \$100,000-\$150,000 spent on their headlining artist to end the weekend. The event also features numerous other attractions (boat race, business fair, guest speakers) and requires ticket purchase for the main concert.
- VEISHEA at Iowa State University: The event takes place over a week. It consists of guest speakers, student theater performances, comedy shows, food cook-outs, and a few mid-level

to large-scale headliners to end the event. The operating budget for the event is between \$420,000 and \$500,000.

- SUN GOD Fest at University of California San Diego: This event is primarily music-oriented, featuring around 21 artists and performers, with 3-4 nationally recognized headliners. The event is for students and those with university affiliation exclusively, and has an operating budget of \$600,000.

This request also functions in conjunction with a request by the Student Program Board. Frontier Fiesta is asking for funding for two mid-scale headliners and additional funds for sound, lighting and operational costs capable of hosting both these artists and a nationally recognizable headliner artist that SPB will request additional funding for (on top of preexisting funding allocated for this purpose). We hope this partnership can establish a strong framework for a long-standing partnership between our two organizations after the success of our collaboration last year with the artist, Lights. We hope this partnership can be put on display for the student body to elevate the status of the Student Program Board on campus and to establish a model for other organizations to work together.

Lastly, considering our requests for such massive increases in programming and operational dollars, we feel as if it behooves us to request an increase in our general marketing dollars in which to support these increases in programming. However, we also intend to modify and improve our marketing strategy in general. This we hope to involve a higher emphasis on viral and unique marketing tools that allude to the unique and temporary nature of Frontier Fiesta. This involves increase usage of grand advertising techniques such as an increased number of large-scale posters and signage, an increased number of awareness events leading up to Fiesta, and more general marketing events with the intention of capturing the viewer's attention and striking them off guard (some examples include massive signs on the side of buildings, placing large amounts of cowboy hats across campus, and more).

The allocation for said funds is as follows:

Mid-tier headlining artist -	\$40,000
Low/Mid-tier headlining artist -	\$20,000
Operational expenses (sound/lighting, security, stage fees, green room) -	\$30,000
Increase in marketing for large performer -	\$5,000
UH Administrative Fee (6%) -	\$5,700
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Sub-total:	\$100,700

### **FY 2015 Base Augmentation Request #2**

#### **Establishment of funding for a new student-focused area of entertainment.**

Frontier Fiesta is requesting \$91,160 for a new student-focused entertainment area that will contain concerts, movie showings, performances by student organizations, and barbecue food options. One of the most consistent criticisms of Frontier Fiesta is the lack of a student destination in Cook-off. Cook-off is composed of private cook-off team sites and if a student were not connected in some way to one of these groups, he or she could not enjoy this integral part of the event. This is also directly in line with the Division of Student Affairs Strategic Initiative #1 sub-point 4 to "create a wide variety of student involvement that focus on the development of a vibrant campus life, including expanded evening and weekend programs."

The student-centered area will contain a multitude of activities, including small bands, including a battle of the bands for local musicians hosted by Coog Radio, and underground national musicians in the

evenings. There will also be nightly movie presentations featuring popular new releases. There will be a student film festival at Fiesta hosted by the Student Video Network throughout the weekend. Other features include:

- Student organization hosted events and performances, such as a proposed themed party night hosted by the Student Program Board (one such idea being a “Foam Party”) and another being the opportunity for more student organizations to host variety show performances without having to worry about the cost difficulties associated with a full-scale variety show.
- Opportunities for student organizations to market themselves via tabling, fliers, banners, etc. in a primarily student operated area.
- Lastly, and one of the most significant portions of the area relative to student complaints, is the area’s serving of a barbecue food options for general attendees. Many students left Fiesta 2014 upset at the lack of such options at an event that celebrates these same themes, and we would like to use this area as opportunity to provide them either partially subsidized or free to all.

As indicated by our proposed ideas for programming within the area, we hope that this area can be one of the primary ways that we dramatically increase student organization participation at Frontier Fiesta. It will provide multiple mediums in which to be involved, whether on the performance end or merely as advertising for your organization. We hope it will also cement long-standing partnerships with other programming organizations that assist us in celebrating the diversity and sense of community on our campus, that we feel hasn’t existed at Fiesta in the past.

The allocation for said funds is as follows:

Opening artist (3 at \$1,000 per artist) -	\$3,000
Low-tier headlining artist (2 at \$10,000 per artist) -	\$20,000
Low/mid-tier headlining artist -	\$20,000
Artist requirements and operational expenses -	\$15,000
Movie showings (3 at \$1,000 per showing) -	\$3,000
Thursday food service -	\$7,500
Friday food service -	\$7,500
Saturday food service -	\$10,000
UH Admin Fee (6%) -	\$5,160
<b>Sub-total:</b>	<b>\$91,160</b>

**FY 2015 Base Augmentation Request #3**

**Increase in Frontier Fiesta Midway productions dollars.**

One of the most unique characteristics of Frontier Fiesta is the presence of Carnival-type activities; including carnival-booths by student organizations, carnival booths presented by Frontier Fiesta, small-scale productions, photo booths and novelties. Frontier Fiesta has failed in providing a sufficient number of these opportunities to capitalize on the opportunities that these attractions present. As such, Frontier Fiesta is requesting a \$31,800 increase in our productions budget for Frontier Fiesta Midway improvements. This is also directly in line with the Division of Student Affairs Strategic Initiative #1 sub-point 4 to "create a wide variety of student involvement that focus on the development of a vibrant campus life, including expanded evening and weekend programs."

Included within these improvements are funding for:

- Two large play inflatables that are both student and child-friendly (for Family Fun Day on Saturday)
- A Fiesta-themed photo booth with a professional photographer and a themed display.
- The return of the Frontier Fiesta General Store as both an aesthetic and functional attraction. Selling:
  - Old-fashioned candies and snacks
  - Old-fashioned fountain soda
  - Old-fashioned ice-cream and ice-cream treats/other old-fashioned items
  - A secondary main food service option consisting of Americana food/Burgers.
  - Promotional items/novelties for Frontier Fiesta

The allocation for said funds is as follows:

Two large inflatables (\$6,000 per day) -	\$12,000
Photo booth (\$1,000 per day) -	\$3,000
Frontier Fiesta General Store -	\$15,000
UH Admin Fee -	\$1,800
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Sub-total:	\$31,800

**FY 2015 Base Augmentation Allocation Request #5**

**Funding for the implementation of a Vice-Chair position.**

The Frontier Fiesta Association is requesting a FY 2015 Base Augmentation of \$7,804.99 for the creation of a Frontier Fiesta Vice-Chair position. The primary duties of this position include general office and staff management, implementation of recruit efforts and membership development, and upkeep of financial records. We feel that this will greatly increase the efficiency of our organization as this allows relevant responsibilities to be consolidated into one position. This primarily benefits the Chair, as this allows the Chair to increase his or her focus on all things external to the organization, while the Vice-Chair would focus on the internal activities of the organization. Considering the time and work requirements for both of those duties, it is almost impossible for it to be contained in one position. This would include a stronger system of membership development, more reliable financial records due to the active and constant monitoring of such records, and a more efficient and organized office environment due to heightened focus on that environment which the Chair cannot provide.

Additionally, the implementation of this position alleviates the problems associated with the un-paid nature of the Chief of Staff position. In the past, the person filling that position would have to take on the role of an executive board member. This has naturally made the position very hard to fill and often very unreliable due to the decreased amount of accountability that comes along with volunteer-ship. Ideally, the Vice-Chair would not be a replacement to the Chief of Staff, rather, the Chief of Staff would become an assistant to the Vice-Chair whose job would primarily be assisting in recruitment and some office management, as the Chief of Staff has been responsible for in the past. However, the significant decrease in that roles responsibility allows it to more reasonably fit at an un-paid status.

Lastly, this would have innumerable benefits to Frontier Fiesta's relationship with the University as a

whole. The removal of many duties related to the internal workings of the Board of Directors allows the Chair to have more focus on affairs that are external the Board. In this way, the Chair is more easily able to function as the "face" of the organization. This would allow more chances for meetings with outside departments, other student organizations, and even those groups and individuals external to the University. It would also allow the Chair to remain more holistic and goal-oriented regarding the entire organization, as opposed to having to deal with many of the minute, day to day activities that merely serve to take up time that would be more easily filled by a Vice-Chair. Of course, such a position would also increase Frontier Fiesta's consistency with other student-fee based organizations, and general student organizations, as Frontier Fiesta is one of the few organizations that does not have such a position.

As such, the Vice-Chair of the Frontier Fiesta Association shall serve as the executive financial officer of Frontier Fiesta and as executive officer in absence of the Chair. Their duties consist of:

- a. Oversight of the development of individual members and responsible for an ongoing program of leadership development and training workshops for executive board members and association members
- b. Primarily responsible for the entire recruitment campaign of Fiesta, Advancing the organization's existing membership incentive program, and maintaining an accurate database of all current members and volunteers for Fiesta's needs.
- c. Plan and lead all Frontier Fiesta board meetings and Frontier Fiesta general assembly meetings, while attending and remaining an active participant in all Frontier Fiesta executive board meetings.
- d. Responsible for all financial paperwork and maintenance of financial records for Frontier Fiesta along with the Frontier Fiesta advisor.
- e. Preparing of the annual budget and budget requests for the following year for the Student Fees Advisory Committee, and assisting the chair in developing the presentation and presentation documents for the Committee.
- f. Managing the office space of Frontier Fiesta (keeping track of member's office hours, taking care of office supplies and equipment, etc).
- g. Maintaining at least twenty hours a week of hours during which students must be able to access him/her
- h. Meet with Fiesta Advisor on a weekly basis
- i. Assisting the Chair in maintaining the operational solvency of Frontier Fiesta.
- j. Assumes the role of the Chair in his or her absence.
- k. Must maintain a minimum of 9 semester class hours at the University of Houston while maintaining a minimum GPA of 2.5.

We are seeking to compensate this position at:

Student Stipend (\$613.60/month at 12 months) -	\$7,363.20
UH Administrative Fee (6.0%) -	\$441.79
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Subtotal:	\$7,804.99