

★ FRONTIER ★
FIESTA

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

KHATOR WAY

FRONTIER AVE

SFAC Presentation FY 2019

TETRA
WATER & WASTE

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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

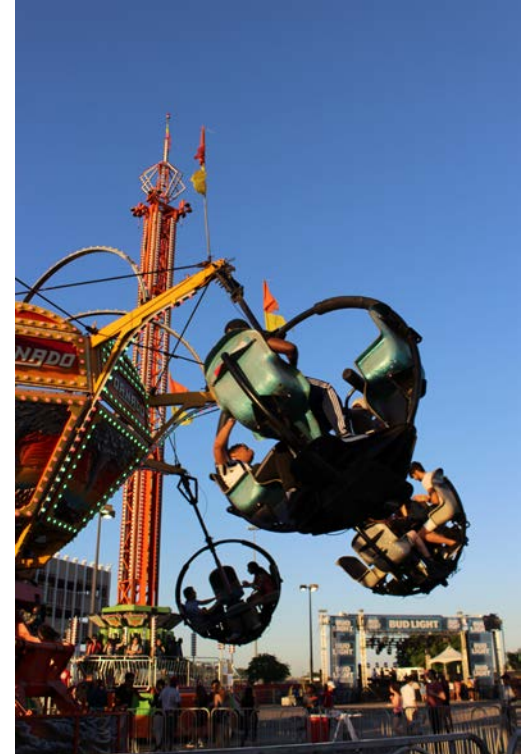
Center for Fraternities & Sororities
Center for Diversity & Inclusion
Center for Student Involvement
Center for Student Media
DSAES IT
Facilities Services
LGBTQ+ Resource Center
Parking & Transportation Services
Student Center
Student Housing & Residential Life
The Spirit of Houston
Urban Experience 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		

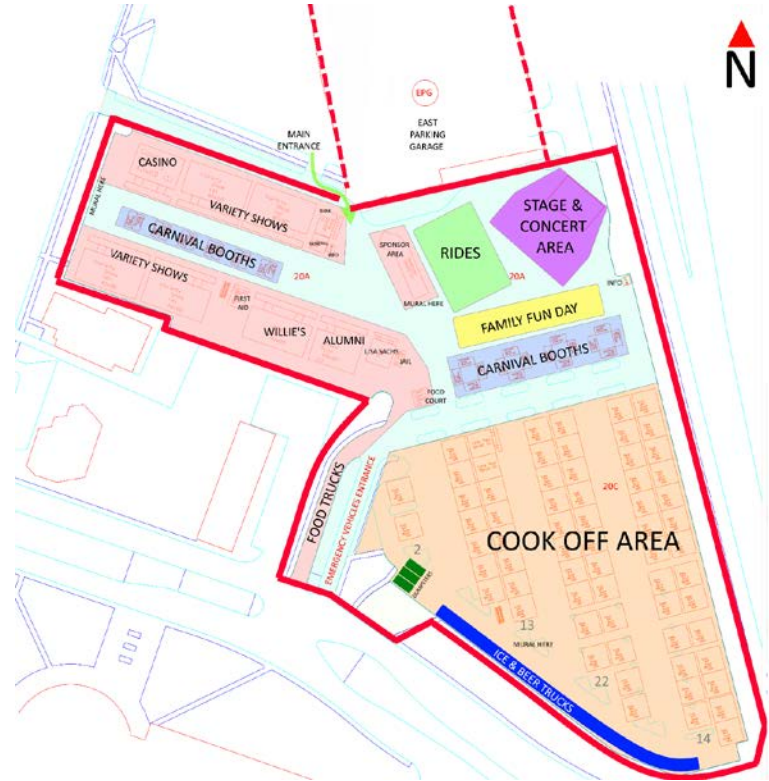


By The Numbers

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

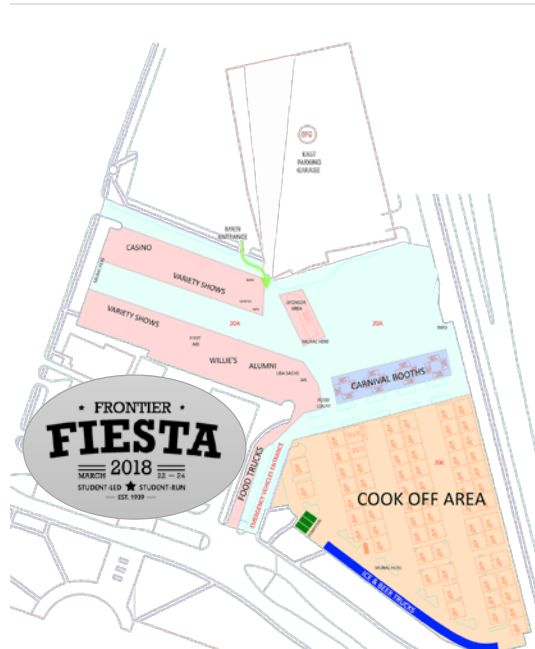
Operations:	\$75,738.75
Safety & Security:	\$6,750.00
Productions:	\$0.00
Parking Fees:	\$37,074.00
Fiesta City Attractions:	\$0.00
Insurance:	\$14,357.25
Student Stipend:	\$39,340.00
Total:	\$173,260.00

Expected FY18 Costs

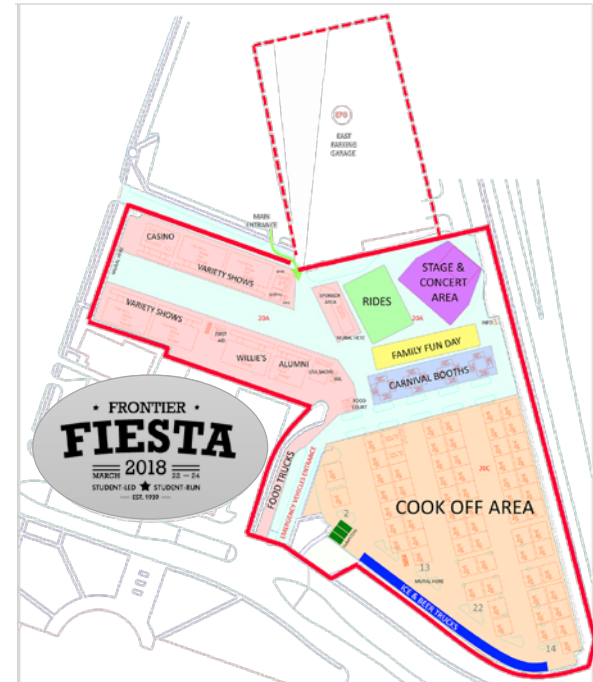
Operations:	\$331,102.08
Safety & Security	\$66,416.05
Productions:	\$50,327.32
Parking Fees:	\$44,022.86
Fiesta City Attractions:	\$36,040.00
Insurance:	\$14,357.25
Student Stipend:	\$39,340.00
Total:	\$581,605.60

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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
Total	\$144,703.80

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
Total	\$66,416.05



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



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
Total	\$36,040.00



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WHERE YOU BELONG

March 22nd – 24th



@frontierfiesta



uh.edu/fiesta



@frontierfiesta



@frontierfiesta



@frontierfiesta