

**Frontier Fiesta Association  
 Student Fees Advisory Committee  
 SSF Request for 2009-2010  
 One-Time Allocation Request**

The Frontier Fiesta Association is requesting FY2009-2010 one-time allocation of \$132,489.83 to fund both Frontier Fiesta 2010 and Frontier Fiesta 2011. This one-time allotment is a conglomeration of multiple expenses, including the FY2010-2011 (FY2011) budget, which are broken down as following and will be explained after:

Requested For	Amount Requested	Admin & Finance Fees	VPSA Fees	Amount Needed
Base Budget	\$74,489.00	\$2,681.60	\$1,117.33	\$70,690.06
Operational Expenses/Base Augmentation	\$26,225.00	\$944.10	\$393.38	\$24,887.53
Tandem Axle Trailer	\$3,416.32	\$122.99	\$51.24	\$3,242.09
Curtain Hardware	\$1,865.83	\$67.17	\$27.99	\$1,770.67
UHPD/HPD	\$14,902.53	\$536.49	\$223.54	\$14,142.50
Security	\$11,591.15	\$417.28	\$173.87	\$11,000.00
<b>Total Requested</b>	<b>\$132,489.83</b>	<b>\$4,769.63</b>	<b>\$1,987.35</b>	<b>\$125,732.85</b>

**Base Budget:**

For FY2009, Frontier Fiesta's base was converted to a one-time allocation in response to questions raised about the event's attendance and support from the University community. For FY2010, the base augmentation was denied in favor of another one-time allotment, but an additional one-time allotment of \$26,225 was approved for increased operational expenses outside of the Frontier Fiesta Association's (FFA) control. As such, Frontier Fiesta does not currently have a base budget, and therefore no money will be allotted for FY2011 under the current structure. This has forced us to request the base budget for FY2011 as a one-time allotment in FY2010.

Fiesta 2009 took great care in trying to meet or exceed the recommendations that Campus Activities, SFAC, and the Dean of Student's Office generated to counteract dropping attendance and participation numbers. Broad student input was sought from throughout the campus on how to better entice the University community to participate as well. This information allowed last

year's Frontier Fiesta Association to produce an event with greatly increased student participation and attendance. Some of these initiatives included lowering costs for student groups to compete, increasing the number of alumni organizations competing in Cook-Off, and increasing the marketing pressure on campus through word of mouth and organizational booths around campus. In total, Frontier Fiesta 2009 boasted 6 variety shows, 6 carnival booths, 2 student showcases, Family Fun Day, and numerous volunteers representing 26 student organizations total, not including multiple others participating in Frontier Fiesta Cook-off with their alumni counterparts. Fiesta 2009 also had an attendance of over 19,400 patrons. Both the participation and attendance surpassed not only Fiesta 2008's numbers, but also Fiesta 2007's, and was approaching Fiesta 2006's benchmark year of 34 student organizations and 25,000 patrons.

Currently, Frontier Fiesta 2010 has matched the number of student organizations from 2009 and has generated a large amount of interest with students who have never attended the event previously. Fiesta 2010 has also maintained the benchmark that \$11,000 of scholarships will be awarded, thus reflecting our mission to give back to students and the University. This and many other factors indicate that Frontier Fiesta 2010 will be another record breaking year for the event.

However, because of the situation that has arisen with budget student fees for the 2011 fiscal year, Frontier Fiesta does not have a base budget to approve and therefore will receive no fees for FY2011. This is why Frontier Fiesta must request a base budget of \$100,714 for FY2011. Without this allocation, Frontier Fiesta 2011 will begin the year unable to pay basic bills to function as an organization, let alone the operational expenses necessary to produce the event. This seriously jeopardizes the possibility of producing Fiesta 2011, thereby either forcing the Frontier Fiesta Association to cancel the event or produce an extremely substandard event. Both of these options can create an extremely negative opinion of one of the University's oldest and greatest traditions.

#### **Operational Expenses:**

Operational expenses (raw materials, lighting, infrastructures, gas and electricity) have substantially increased over the previous years, while the base budget has not been adjusted since FY2006. Many of these increases have arisen from circumstances outside of FFA's direct control such as increasing fuel costs for generators, lumber and hardware costs, event

insurance (\$14,163), and external services required by the University or others. Cost for external services includes security (\$26,979), lease equipment (\$40,000), and the warehouse rental (\$24,000). The total of basic operational expenses is \$105,142 which does not include production costs.

A one-time allotment of \$26,225.00 was approved for FY2010 and will help to offset some of these increased costs. This allotment has allowed Frontier Fiesta to continue seeking improvement on or initiate certain programs with money that was previously used to fund the increasing operational expenses. These programs include eliminating student fees required for participation, increasing and expanding scholarships, and offering more cost efficient options to student groups through vendor leveraging via bulk purchasing of production equipment, which was initiated for Fiesta 2010.

As mentioned above, the Frontier Fiesta Association eliminated the required fees for student organizations to participate in an attempt to decrease costs and therefore increase participation from smaller student groups which were previously underrepresented at the event. This effort resulted in an increase in student organizations, as described previously, but also resulted in some lost revenue that was previously used to offset operational expenses necessary to produce the event for these organizations to participate in. Also in 2009, scholarship levels were increased to \$11,000.00, including \$4,000.00 being awarded to graduate students, a new award that help to forward Fiesta's commitment to providing the University and it's students with opportunities for advancement and excellence. This was made possible by allowing all Committeemen donations to fund scholarships instead of operational expenses. For Fiesta 2010, the FFA has decided to expand our efforts to lower student organizational costs by providing packages to all organizations competing in Variety Shows at a lower cost than previous years. This is accomplished by the FFA negotiating all tent, staging, and production costs with the vendors and then purchasing the products together allowing for bulk purchases discount. Currently, the packages are priced as to allow the student organizations participating to recover the production costs from AFB funding since they are all below the \$2,000.00 cap.

Therefore the operational expense allotment of \$26,225.00 will allow the Frontier Fiesta Association to continue its commitments to lowering student organization costs, increasing participation, and increasing scholarship awards.

**Tandem Axle Trailer:**

Currently, the FFA relies on either the kindness of individuals associated with the event or University Plant Ops to provide a trailer for the Association to transport all equipment and fronts for both the event and student organizations to and from the warehouse. This presents a long-term problem as the FFA is forced to either pay for Plant Ops services to haul all necessary items, or hope that someone will be kind enough to lend the Association a trailer, which itself creates an opportunity as it is borrowed equipment and liability questions can arise. By purchasing a tandem-axle trailer, the Frontier Fiesta Association can forego the long-term opportunity of liability and increased costs of trailer usage by maintaining its own equipment. This will allow the Association to be able to transport items whenever the necessity arises, such as a sale on lumber or equipment necessary for the event, or assisting student organizations who desire to build their fronts early or solely need to use pieces that they store in the warehouse. Overall, a tandem-axle trailer would greatly expand the functionality of the Association and the event as well as saving money in the long-term by eliminating the cost of paying University Plant Ops to transport equipment.

The trailer is a 2009 tandem axle, bumper pull trailer that is 20' long by 83" wide and has safety chains, electric brakes, treated floor, pipe rails, and a carrying capacity of 7,716 pounds. It can be purchased for \$3,242.09 from Midway Trailer and Equipment, located in Madisonville, Texas.

**Curtain Hardware:**

As stated previously, the Frontier Fiesta Association has instituted a program to lower costs by providing packages to all student organizations competing in Variety Shows at a substantially lower cost than previous years. This is done by providing 40x80 tents, instead of the 40x60 previously used, and requiring the organizations to share spaces, thus performing two shows in one tent and sharing the overhead costs of tent, staging, chairs, and sound/lighting. This will also enhance the professional appearance of all shows by creating a consistency in the way the interior setup of all shows. However, because of the system and tents being used, the FFA will incur some initial costs of purchasing and producing the curtain systems for all the tents as the previously used systems will not be able to be used in the new areas.

After researching numerous different systems the Association decided on a simple system whose parts are available from many different hardware retailers, thus allowing for lower prices and an enhanced ability to replace parts, which consists of barn door trolley rails and hangers in 12' sections. The initial costs for 4 systems (3 necessary for Fiesta 2010, with 1 spare in case of failures) is \$1,770.67 and is available at Ace Hardware. The system is simple in design and requires the fewest number of parts while still allowing for ease of teardown and storage after the event.

The funding for this project will allow the FFA to continue its commitment to lowering the costs of participation to student organization's while preventing the Association from incurring additional expenses while producing a high-quality event for all patrons.

**UHPD/HPD:**

An event the size of Frontier Fiesta, which boasts 20,000 visitors a year, is required by the University and the City of Houston to have a certain amount of Police personnel on site to maintain order and allow for a quick response to handle situations before they escalate. The amount and cost of the personnel are beyond the control of the Frontier Fiesta Association. The FFA maintains a great relationship with the UHPD and HPD offices assigned to work with Frontier Fiesta and, as such, are able to acquire services at the lowest cost possible because these departments understand the budgetary constraints of the festival. However, the \$15,738 cost creates a burden on the event and requires resources that could be used to provide more services to all patrons be used to provide for the police force. Over the past few years, the Frontier Fiesta Association has worked closely with UHPD and HPD to better prevent unnecessary incidents and drastically lower the number of tickets and incidents at the event. While security should never, and will never, be neglected at the event, a one-time allotment of \$14,902.53 will fund the necessary law enforcement personnel while allowing the FFA to use the money previously allotted for this cost to fund other initiatives like additional open access sites for all patrons and additional scholarships for the University community.

**Security:**

As stated previously, in the UHPD/HPD section, security is a necessary and important priority of the Frontier Fiesta Association. Instances of violence and criminal actions have occurred at numerous festivals on college campuses across the United States. It is for this reason that the FFA works closely with University, police, and insurance administrators to ensure that Fiesta is the safest and securest event possible. Currently, Frontier Fiesta has been using 5 Star Event Services as they provide the best services available for the cost. Unfortunately, this cost is still \$11,000 on average per year. These services include the checking of bags and ids at all entrances, maintaining security at all entrance gates and in the concert areas, and overnight security of all areas and equipment. Many of these services are necessary to comply with either state laws (checking of ids to identify underage patrons and prevent the sale of alcohol) or with rider requirements of vendors (lighting and sound vendors require 24 hour security on all equipment). Security is also necessary to provide a show of force from personnel to prevent/deter would-be law breakers from attempting any unwanted actions. The use of security personnel over the years has resulted in assisting the police in producing a very safe event with a minimum number of incidents. As discussed in the section above, the use of security personnel should never, and will never, be overlooked, but a one-time allotment of \$11,519.15 will allow the FFA to use the previously allotted security funds to provide other services, such as additional open access areas for all patrons and additional scholarship opportunities for University students.