

Frontier Fiesta Association
FY 2020 One Time Requests

The Frontier Fiesta Association's (FFA) One Time Requests for FY 2020 are as follows:

1. \$125,730.18 for Operations Expenses
2. \$65,655.20 for Safety, Security, and Insurance
3. \$65,116.07 for Productions Audio & Video
4. \$40,293.39 for Parking Lot Rental
5. \$41,340.00 for Fiesta City Attractions

FFA contends that these requests are critical to the immediate execution of the event and long-term growth of the organization. Each request will serve as an instrumental component of the event's continued success.

FY 2020 One Time Request #1 - Operations Expenses

FFA is requesting \$125,730.18 to have the foundational infrastructure necessary to build and maintain Frontier City along with its activities. The 2020 event will require additional stages, tents, lavatories, electrical, and additional misc. materials. FFA intends on expanding programming opportunities (including an additional large tent and stage to provide underutilized student organizations a means of participating with the expectation of increased numbers in student performers, variety shows, and artistic showcases, etc.) for organizations, sponsors, and both external and internal entities to expand on our diversity and inclusivity. Additionally, FFA is requesting funding to retain the turnstile entrance system implemented this past year to increase efficiencies in accounting for attendees and providing a safer and more efficient ingress and egress of event attendees. The continued existence of the aforementioned events and activities is attainable through the funding of stages, electrical, and other infrastructure aspects as well as the upgrades necessary to safely host event attendees.

The breakdown for Operations Expenses is as follows:

Production & Performance Stages -	\$26,031.00
Tents -	\$30,824.00
Power -	\$24,276.00
Chairs, Tables, Equipment, Misc.	\$11,258.63
Labor & Delivery -	\$26,223.75
<u>UH Administrative Fee (6%) -</u>	<u>\$7,116.80</u>
Total -	\$125,730.18

FY 2020 One Time Request #2 - Safety, Security, & Insurance

Frontier Fiesta is requesting \$65,655.20 to be used for security and safety expenses which will provide comprehensive protection to all Frontier Fiesta attendees throughout the entirety of the event. Consistently providing students, faculty, staff and community members the opportunity to enjoy themselves while providing a secure and safe space is a top priority for any activity, especially for one as large as Frontier Fiesta. Through assistance from SFAC, FFA will contract all the necessary safety & security measures for a 30,000-person event to maintain order and ensure all University of Houston policies and procedures are followed throughout the event. These funds would specifically cover EMT, Police, Fire Marshall, and security services to ensure quick response times to any potential emergency situations that may emerge at such a large event. Aside from event oversight to be provided March 20th - 22nd, FFA is requesting funds for security to protect FFA, University, contractor and participating organizations property during the build week and the days that follow, leading up to the event, March 8th - 19th. This security would responsible for watching over tens of thousands of dollars of work materials which include power tools, generators, heavy equipment, vehicles, and other various building materials. Additionally, the funds would be used to provide comprehensive insurance coverage from the start of build week throughout the entirety of the event.

The breakdown for Safety, Security, and Insurance costs is as follows:

UHPD -	\$42,104.50
Fire Marshals -	\$2,887.50
Security -	\$16,946.87
<u>UH Administrative Fee (6%) -</u>	<u>\$3,716,.33</u>
Total -	\$65,655.20

FY 2020 One Time Request #3 - Productions Audio & Visual

FFA is requesting \$65,116.07 to assist with the cost of providing an enthralling visual and audio display at our variety shows, student performance shows, talent shows, and at the main stage. Funding requested below is essential to the success of individual and event activities because it provides students, faculty, staff, and community members to be heard and seen when performing throughout Frontier Fiesta. With SFAC's assistance FFA will be able to provide audio and lighting at all stage locations throughout the event.

The breakdown for Productions Audio & Visual funds is as follows:

Main Stage AV -	\$24,953.25
Student Productions AV -	\$18,375.00
Labor & Delivery -	\$18,102.00
<u>UH Administrative Fee (6%) -</u>	<u>\$3,685.82</u>
Total -	\$65,116.07

FY 2020 One Time Request #4 -Parking Lot Rental

FFA is requesting \$40,293.39 for the Transportation and Parking Advisory Committee (TPAC) to cover the costs charged to Frontier Fiesta by TPAC to rent parking lots 20a, 20c, 21b, and additional event parking in the East Parking Garage. Frontier Fiesta has consistently negotiated rates down from TPAC and is continuing to do so. In 2015, FFA was charged a standard visitor rate of \$10 per spot per day, the following year it was negotiated down to \$5 per spot per day, and year after it was negotiated down further to \$4 per spot per day. FFA successfully negotiated pricing down to the actual value of the parking spots per day, \$1.70 Student, \$1.51 Faculty/Staff Ungated, \$2.15 Student Garage, and \$0.52 for Weekends plus a twenty percent administrative fee. In receiving assistance from SFAC, FFA will be able to provide students, faculty, staff, and community members a location for Frontier Fiesta to occur, along with clear and concise information regarding parking lot closures and raise awareness and anticipation for the event during the weeks prior to the event.

The breakdown for TPAC parking lot rental costs is as follows:

Parking Lot Rental -	\$27,222.63
LED Street Signs -	\$5,465.00
TPAC Lot Signage -	\$525.00
Parking Lot Hole Filling -	\$4,800.00
UH Administrative Fee (6%) -	\$2,280.76
<u>Total -</u>	<u>\$40,293.39</u>

FY 2020 One Time Request #5 - Fiesta City Attractions

FFA is requesting \$41,340.00 for the contracting of highly anticipated amusement rides and carnival attractions such as photo novelties, petting zoo, etc. These amusement rides and carnival attractions would be available to all attendees throughout the entire three-day event with special attractions specifically for Family Fun Day on Saturday, March 22nd. Amusement rides are a popular draw for attendees and highly anticipated having become a staple part of Frontier Fiesta that FFA would like to continue to see at the event. With SFAC's help FFA hopes to expand on the experiences our attendees have in hopes of reaching and enticing more of our UH Students, Alumni, and local community to come out and participate. Providing a wide range of diverse amusement rides, carnival booths, and Frontier Fiesta novelties further entices individuals that might not normally participate.

The breakdown for said funds is as follows:

Amusement Rides -	\$25,000.00
Family Fun Day -	\$10,000.00
Novelties -	\$4,000.00
UH Administrative Fee (6%) -	\$2,340.00
<u>Total -</u>	<u>\$41,340.00</u>

The Frontier Fiesta Association would greatly appreciate the following requests to continue to host a quality event, as well as impact more of the University of Houston community. This long-lasting tradition has year in and year out proven to be an aspect of the University that students and alumni alike are able to connect with the traditions of the University and create timeless memories. Our mission is to provide a unique Cougar

experience for the entirety of the University of Houston family and Houston community, and the following funds will help the Frontier Fiesta Association to do so.

FY 20 One Time Request #1 - Operation Expenses	\$125,730.18
FY 20 One Time Request #2 - Safety, Security & Insurance	\$65,655.20
FY 20 One Time Request #3 - Productions Audio & Visual	\$65,116.07
FY 20 One Time Request #4 - Parking Lot Rental	\$40,293.39
FY 20 One Time Request #5 - Fiesta City Attractions	\$41,340.00
Total -	\$338,134.84

Thank you from the Frontier Fiesta Association for considering the above requests.