



★ FRONTIER ★
FIESTA

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

SFAC
PRESENTATION
FY26

MISSION STATEMENT

The Frontier Fiesta Association creates and executes the University of Houston's oldest and longest-standing programming 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 to attendees, and provides a place where everyone can come together and feel like they **belong**.



WHAT IS FRONTIER FIESTA?

Carnival Booths



Concert Series



Cook-Off



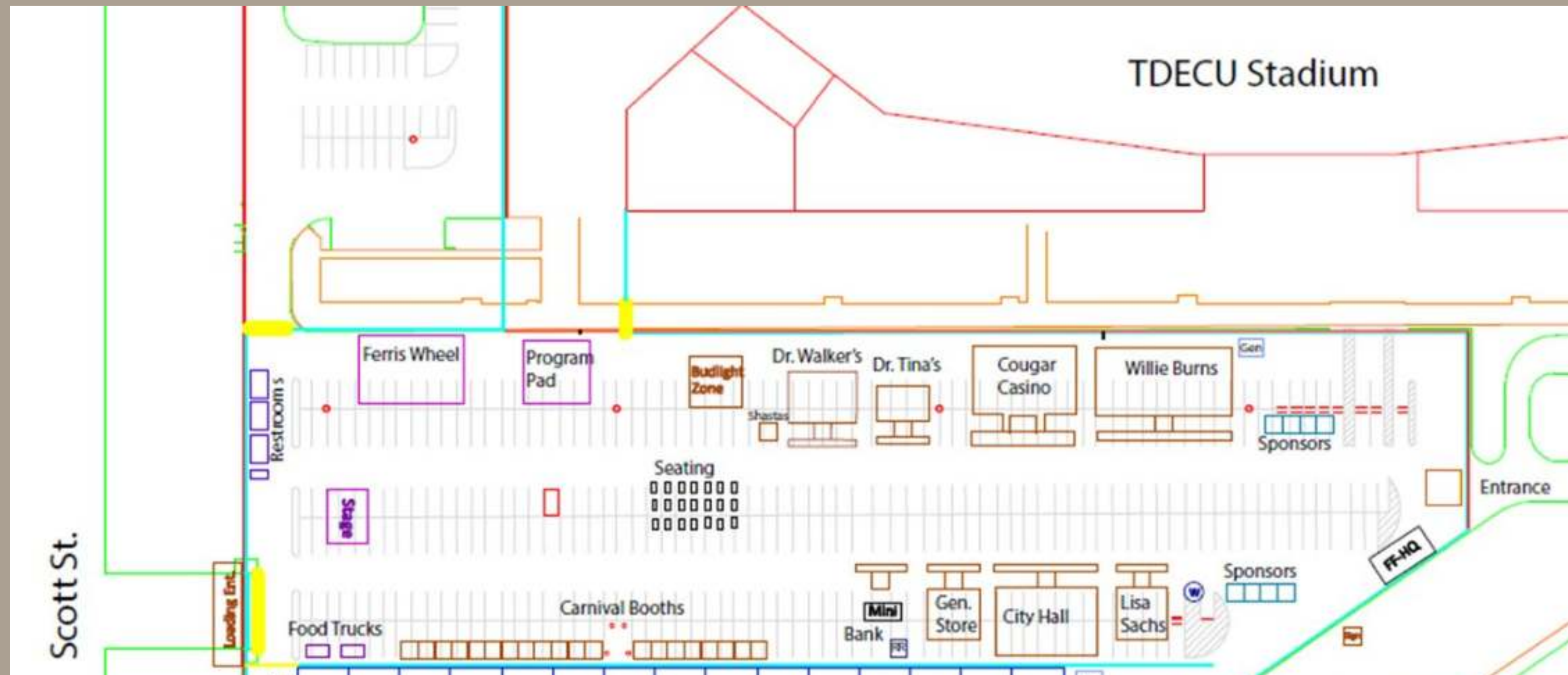
Variety Shows



Student Performers



EVENT MAP



FRONTIER FIESTA BY THE NUMBERS

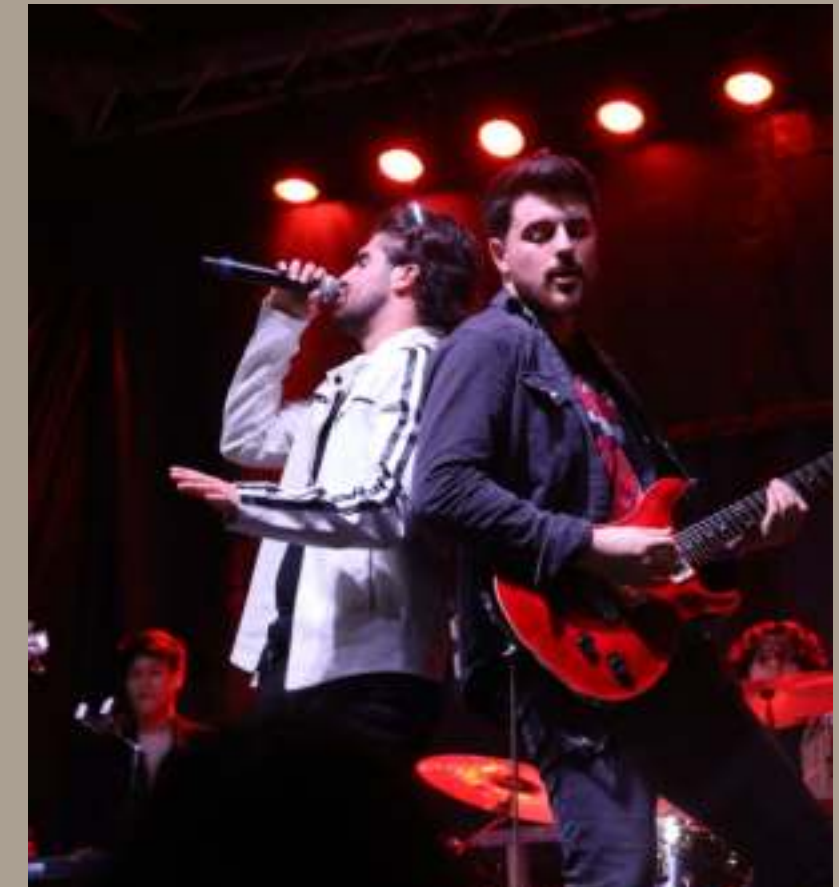
STUDENT INVOLVEMENT

- 7 Variety Show Teams (16 organizations)
- 19 Carnival Booths
- 5 Step Show Teams
- 42 Student Performers



CAMPUS INVOLVEMENT

- 4 USOs
- 6 Campus Departments
- 24 Alumni Cookoff Teams



HISTORY OF FRONTIER FIESTA



Frontier Fiesta
Established
1939



1947 "Greatest College
Show on Earth"



1992 Second
Heyday



2025 Frontier Fiesta
86!

CARNIVAL BOOTHS & VARIETY SHOWS

Carnival Booths provides opportunities to RSOs on campus to raise money and reach new populations for their organizations

Variety Shows provide a fun competition between RSOs in the form of a 15 - 20 minute show



Students gain the chance to audition in order to showcase their talents by performing at Frontier Fiesta!

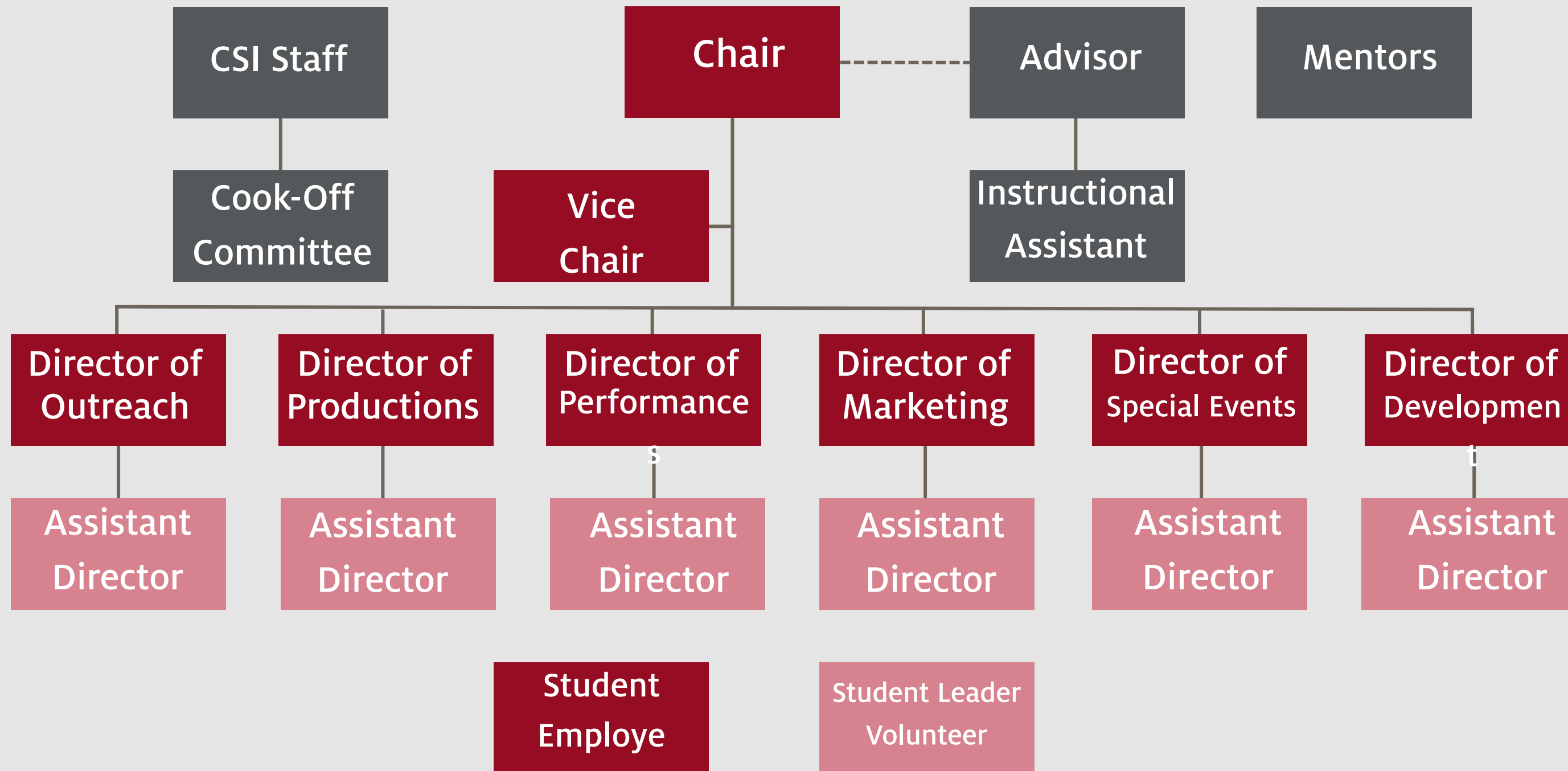
Frontier Fiesta works with the NPHC and the MGC to put on a Step-Show to kick off the first night in Fiesta City.

Frontier Fiesta also invites both UH and the Houston community to enjoy a Concert Series put on in collaboration with SPB



PERFORMANCES

ORGANIZATION CHART



FRONTIER FIESTA BOARD OF DIRECTORS



Bailey Payne
Chair
Public Relations
Class of 2025



Miyana Gates
Vice Chair
Media Production
Class of 2026



Lauren Willard
Director of Performances
Psychology
Class of 2027



Annabelle Roberts
Director of Development
Political Science
Class of 2025

FRONTIER FIESTA BOARD OF DIRECTORS



Saachi Aggarwal
Director of Outreach
Sales & Entrepreneurship
Class of 2027



Olivia Dickens
Director of
Productions
Anthropology
Class of 2026



Justice Masters
Director of
Marketing
Teaching and Learning
Class of 2027



Thea Nguyen
Director of Special
Events
Marketing
Class of 2027

OUR VALUES

Tradition

Involvement &
Engagement

Scholarships



RELATIONSHIP WITH DSA VALUES

EMPOWERMENT

- Engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.
- Enrich the sense of connection, belonging, and shared UH identity among all students.
- Enhance assessment of student success by defining measures at the departmental and divisional level with a focus on the impact of our programs and services.

COMMUNITY

- Encourage relations with not only the university, but also the alumni network and greater Houston community.

COLLABORATIONS

- Forge and strengthen partnerships to expand our reach into the university and greater community.



PROGRAM SUCCESSES

Fiesta 2024

Day 1: 4,138 attendees

Day 2: 6,537 attendees

Day 3: 7,482 attendees

Total Attendees: 18,157



PROGRAM SUCCESSIONS

Continued Collaborations:



CCA & MVP: Cultural Fiesta

SPB: Concert

AFB: Funding RSO for the event

CSAC: #IAMUH

RHA: Karaoke

MVP: Volunteers

CFSL/NPHC: Step Show

RSO: Carnival Booths & Variety Shows

FFA Alumni Association: Alumni Mixer

Students: Student Performances and
volunteers

The President's Office: Chair Reception

PROGRAM CHALLENGES

- Low staff and late-night volunteer numbers
 - Low staff volunteers due to the late-night timing of the event



FY26 BASE AUGMENTATION REQUEST

Operations Essentials

Stages	\$3,191.00
Tents	\$54,735.00
Power	\$80,134.00
Infrastructure Rentals	\$30,827.00
Sanitation	\$12,500.00
Equipment	\$19,225.00
Labor & Delivery	\$85,778.29
Labor (Installation and Strike of Fronts)	\$23,720.00
UH Admin Fee	\$18,606.65
Total Request	\$328,717.44



FY26 BASE AUGMENTATION REQUEST



Safety and Security

UHPD	\$53,949.76
Ambulance	\$5,900.00
Fire Marshals	\$3,660.00
Security	\$24,000.00
UH Admin fee	\$5,250.59
Total Request	\$92,760.34

FY26 BASE AUGMENTATION REQUEST

Parking Lot Rental

Parking Lot Fees	\$53,532.50
LED Parking Signs	\$5,000.00
UH Admin fee	\$3,511.95
Total Request	\$62,044.45





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