

STUDENT FEES ADVISORY COMMITTEE (SFAC)
FY2027 PROGRAM QUESTIONNAIRE

Please answer the questions below. The totality of your responses should give the members of the Committee a comprehensive understanding of the role and function of your unit(s).

Questionnaire completed by (please include name, title, email, and phone number):

Miyana Gates
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1. Please provide in brief terms: your unit's mission, goals that support your mission, and a justification of your unit's student fee allocation in terms of benefits for students.

Frontier Fiesta is a student-led spring tradition that was established in 1939. It began as a festival to promote the University of Houston when the University first moved from downtown Houston to its present location. Frontier Fiesta has grown into a diverse showcase of the talents of the University of Houston's student body. Each year, students from various student organizations volunteer and assist the Frontier Fiesta Association in transforming a piece of our campus into a fully functional town called "Frontier Fiesta City." This event is a major production that takes the cooperation of the students, faculty, staff, alumni, and community of the University of Houston.

Our Mission:

Frontier Fiesta Association (FFA) 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 for attendees that provides a place where everyone can come together and feel like they belong.

Frontier Fiesta is comprised of a Board of Directors; eight student leaders who, over the course of 10 months (with the assistance of advisors, mentors, alumni, faculty, and staff), plan, program, and execute the largest student fee-funded event at the University of Houston. Aside from the Board of Directors, FFA collaborates with an incredibly broad range of campus partners such as the Division of Student Affairs (DSA), our fellow university sponsored organizations and numerous registered student organizations.

At Frontier Fiesta, we provide our stakeholders, 18,000+ attendees, and patrons a place where everyone can feel like they belong. Without funding from SFAC, the size and scope of Frontier Fiesta would be significantly diminished. To help the longest standing and oldest programming tradition here at the University evolve to meet the needs and expectations of our students, we need your help.

The University of Houston's populace partakes in a unique experience where students and community members are given the opportunity to enjoy carnival rides, concerts, programmed events and carnival booths all on campus grounds. Through this distinctive event, FFA continues collaborations with various campus entities, thus introducing students to more registered student organizations, University of

Houston departments, and Alumni than any other student programmed event on-campus. Furthermore, Frontier Fiesta is filled with school spirit, pride, and history. Appearances by President Khator and university administrators, performances by the Spirit of Houston (which includes our cheerleaders, mascots, and bands), Cultural Showcases, variety shows performed by student organizations, and carnival booths run by RSOs and Greek organizations represent great examples of what the University of Houston community may experience throughout the three days.

2. Please discuss the means that you are utilizing to evaluate your success in achieving the DSA strategic initiatives as well as action steps in contributing to the retention of students. Where data exists, discuss any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data.

Community

Attendance from Frontier Fiesta 2025 showed the growing interest of the student body in this long-standing tradition. Over the course of the three-day event Frontier Fiesta had 18,512 attendees, the largest turn out since the Covid-19 pandemic. We received 4,359 the first day, 6,216 the second day, and 7,937 on the final day. Our organization plans to continue raising these numbers each year.

Attendance over the year:

Year	Thursday	Friday	Saturday	Total
FY23	3,558	4,067	6,211	13,836
FY24	4,187	6,256	6,041	16,484
FY25	4,359	6,216	7,937	18,512

Collaboration

The Frontier Fiesta association has continued to work with CSI, CSAC, IAMUH, USOs, RSOs, RHA and the Student Centers to provide more involvement opportunities for UH students and local communities. In 2025, Frontier Fiesta maintained traditional events, while also introducing new collaborations like the Houston Rockets, Monster, Postmates, UH Athletics, Budlight, RHA, Smart Water, Coog Radio, Red Poets Society, etc.

Care and Integrity

The Frontier Fiesta Association is continuously updating existing documentation like task trackers and transition documents to provide the best training for incoming board members. Throughout the year, we meet weekly to ensure all members feel heard, encouraged, and confident when performing their roles. We frequently emphasize the importance of accountability, transparency, personal development, and personal needs.

3. Please discuss any budget or organizational changes experienced since your last (FY2026) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections.

We received \$128,717 less than we originally requested for FY26. As a result of this, we have submitted an additional one-time request to allow us to execute this year's event operations.

Without additional funding, the decrease in our budget would affect many aspects of Frontier Fiesta. This includes our major expenses, such as power, infrastructure, sanitation, etc., preventing us from carrying out our standard programming. With labor and power being our two biggest expenses, we would be forced to reduce the size of the already reduced Fiesta City. We would also need to reduce the scale of our headlining concert, as we wouldn't be able to provide an adequate amount of security or power. These cuts, and those in previous years, have forced us to move the headliner concert out of the TDECU and Fertitta stadium and pivot to having the headliner perform in Fiesta City, on our Bud Light stage.

4. Please use the following file naming conventions when submitting your pdf files to the Dean of Students:

FY27Q_DepartmentName	Questionnaire
FY27AOT25a_DepartmentName	Add'l One time request - change "a" to "b", "c", etc. for additional one-time requests
FY27WS_DepartmentName	Excel worksheet
FY27OTa_DepartmentName	One time request - change "a" to "b", "c", etc. for multiple one-time requests
FY27PRES_DepartmentName	Presentation