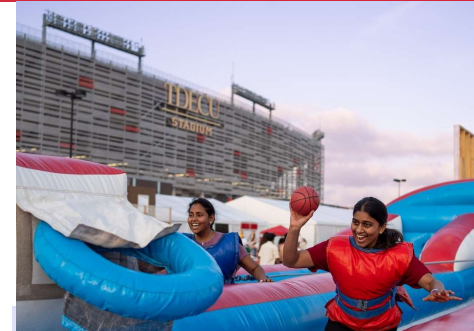




Division of Student Affairs
UNIVERSITY OF HOUSTON



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



Department Highlights

Mission Statement:

Frontier Fiesta unites the students, faculty/staff, alumni and greater Houston community for a three-day western themed event, striving to provide a low to no cost event for all attendees. Frontier Fiesta promotes inclusion and involvement, while giving students a platform to gain real-world experience, connect with campus support resources, and contribute to a vibrant and diverse campus culture.

Program Success:

- Highest attendance since Covid-19 with 18,512 individuals
- Continued collaborations with other USOs and student organizations
- Continued relationship with DSA values (empowerment, community, and collaborations)
- Programming featuring diverse entertainment and concert series, attracting thousands of attendees daily.

Program Values:

- ✓ **Tradition**
- ✓ **Involvement**
- ✓ **Scholarship**



FY27 New Initiatives

Student Involvement

Frontier Fiesta provides student organizations with leadership opportunities, such as, planning and event management through our Assistant Director Program. We plan to expand our collaborations with RSOs by providing programming to highlight their missions, while increasing engagement. Frontier Fiesta will celebrate each student and ensure their presence feels represented at the event. This includes cultural showcases, community focused programming, and live music, ensuring all visitors feel welcomed.

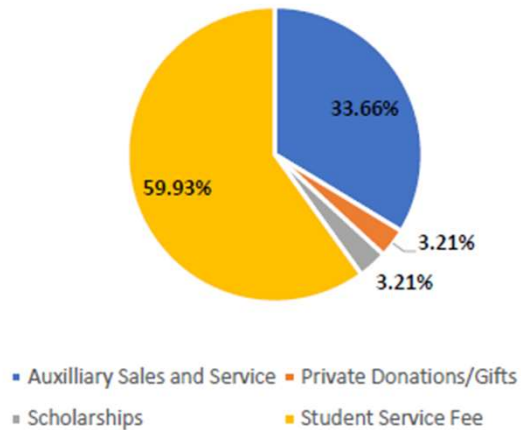
Donor Engagement

Frontier Fiesta plans to increase donor involvement by creating additional sponsorship opportunities. These include branded tents, promotional giveaways, and alternative program. This will allow donors to feel more connected with the event.



Budget Information

FY 26 Budget



Student Service Fee Prior Year and Current Year Budget and Actuals				
Budget Node	FY25 Budget	FY25 Actuals	Variance	FY26 Budget
Salary and Wage	\$ 36,247	\$ 33,862	\$ 2,385	\$ 64,547
Maintenance & Ops				
Student Programs & Events	\$ 418,431	\$ 418,911	(480)	\$ 101,594
Contracts	\$ 7,841	\$ 7,850	(9)	\$ 1,904
Supplies	\$ 125	\$ 125	(0)	\$ 30
Facilities & Equipment	\$ 4,393	\$ 4,398	(5)	\$ 1,067
Other M&O	\$ 23,726	\$ 23,753	(27)	\$ 5,761
Travel & Business	\$ -	\$ -	\$ -	\$ 1,500
Admin Charges	\$ 30,520	\$ 29,334	\$ 1,186	\$ 10,584
TOTAL	\$ 521,283	\$ 518,233	\$ 3,050	\$ 186,986

