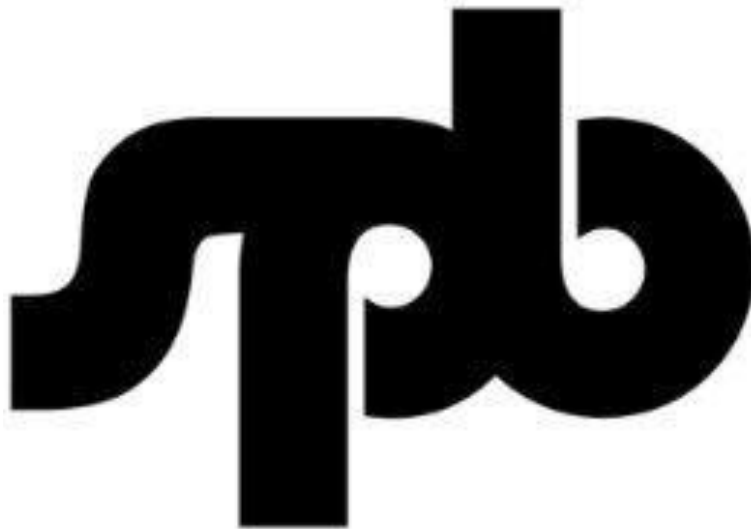




Student Fee Advisory Committee Program Requests FY2027

Student Program Board

President: Keyera Joseph

Vice President of Marketing and Assessment: Olivia Candelaria

FY2027 One Time Request #1 – Frontier Fiesta Concert

The Student Program Board is submitting an FY2027 Base Augmentation Request to the Student Fees Advisory Committee for our Frontier Fiesta concert.

Thanks to our original FY26 request, SPB successfully brought the notable artist Nardo Wick to Fiesta, greatly appealing to UH students and boosting engagement and participation. However, as we aim to feature even higher-caliber artists at Fiesta, it's crucial that we secure the necessary resources to meet their performance standards. These top-tier performers often demand advanced staging, production, and AV setups, which entail additional costs.

Drawing from insights gained during past large-scale events in Houston where safety concerns were a significant factor, SPB is making safety our top priority while simultaneously enhancing our artist lineup. To achieve this, we are avoiding Stadium fees and production by having Artists perform at one location inside Fiesta City. To keep up with the various and everchanging student preferences, there will be 3 artists performing in Fiesta City throughout the three-day event. This change will allow students to hear from a variety of artists depending on the day they visit Fiesta City. For FY25, a cumulative attendance of 4000 students attended the Frontier Fiesta concerts over the three-day event period. With the requested budget SPB will be able to continue growing this concert series and bring artist that cater to the student population. In summary, it offers significant cost-saving advantages compared to hosting the event at a larger and more expensive venue like the TDECU Stadium. The Fiesta concert has consistently served as a cornerstone of Fiesta programming, and SPB is committed to keeping this wonderful tradition alive and engaging for students.

Summary of Expenses:

Frontier Fiesta Concert	
Performances Fee (3 Artist)	\$ 70,000.00
Production	\$ 35,000.00
Middle Agent (10% Performer Fee)	\$ 4,000.00
Catering/Green Room	\$ 2,000.00
Staging	\$ 15,000.00
Subtotal	\$ 126,000.00
6% Administration Fee	\$ 7,560.00
Total	\$ 126,000.00

When we assess SPB in comparison to our peer institutions within the Big 12, it becomes evident that SPB distinguishes itself from its counterparts. While universities within the Big 12 host large-scale

programs throughout the year through various departments or student organizations, SPB is uniquely dedicated to a continuous year-round program of engaging, thought-provoking, and inclusive events. SPB aims to follow the DSA value of collaboration and integrity through the concert series. As collaboration with the Frontier Fiesta organization grows in bond with SPB the integrity of the concert series within the three-day event remains strong and uplifting for the UH community.

By utilizing these funds, SPB aims to enhance our annual large-scale events, which have consistently drawn the highest attendance. We aspire to host the Fiesta concert each year, leveraging our role as the primary programming board to unify the campus community through entertainment. These large-scale concerts not only instill pride in our students but also enrich their overall campus experience. SPB's events serve as a gathering point for the diverse University of Houston community, forging shared experiences that resonate with all.

We genuinely appreciate your consideration of our request. The Student Program Board extends its gratitude for your time and thoughtful consideration in supporting our mission to create memorable and unifying experiences for our campus community.