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Student Affairs Fee
Advisory Board
DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2026

Department should complete one form for each individual request

Department:
MSC Programs

Program, Service or Operation Requested:
Aggie Park Programming

General Description:

As a programming department that houses 17 programming student organizations, Aggie Park offers an exceptional backdrop for campus programs. However, Aggie Park can be cost prohibitive for these programs, and recurring funding that supports programming in the park would ensure that this prime space is being utilized to its fullest extent.

Request Type:

- Full
 Increase
 One-Time
 Partial/Matching

Type of Funds Requested:

- UAF
 Other

General Questions

How does this address an important need and/or positively impact students?

Per the Texas A&M website, “Located across 20 acres in the heart of campus, Aggie Park provides enhanced outdoor spaces for study and relaxation, tailgating, entertainment and recreation for students and visitors. Envisioned as ‘an outdoor MSC,’ the park includes additional and enhanced tailgating space, water features, an outdoor amphitheater, a performance pavilion, public Wi-Fi, dedicated media utilities for national broadcasts, permanent Distinguished Alumni recognition, and improved infrastructure.”

Aggie Park was envisioned as a place for programming. However, use of the park can be cost prohibitive for recurring programs. For example, MSC Town Hall hosted a concert series in the park (Swaim Amphitheater) on the Friday nights of 2023 home football games and will do so again for the first 3 games of the 2024 season. The Fall 2024 rate for this venue is \$4500/weekend not including venue staff. MSC Town Hall has been fortunate enough to have one-time funding from the campus administration for these programs to date, but with funding models changing, this support will not be repeated in the future.

In addition to concerts, MSC Programs or its committees have used the park for heritage festivals, welcome week events, and the like. The park also offers many opportunities to

expand traditional entertainment programming (like movies in the park) or initiate new collaborations that can better serve the student body.

What department/Division strategic plan item does this support?

Department: Program with Excellence – Programming with excellence includes supporting and producing purposefully designed, high impact-high visibility events and activities that are mission-driven and mission-aligned. Embrace Innovation – Embracing innovation includes our ability to identify and utilize new methods to fulfill our mission, adopting a “cutting edge” approach to new technologies, and seeking innovation in program content and program delivery.

DSA: Inclusive and Caring Communities - Provide relevant opportunities for students to engage with staff, faculty, and each other that promotes a sense of belonging. Ensure DSA programs, services, and facilities are welcoming and accessible for all.

Please provide data, evidence, and/or input (student faculty, staff, other) you gathered to help you determine the need for additional resources.

MSC Party in the Park, a 2023 Howdy Week featured event, hosted over 2,000 attendees. The 2023 MSC Town Hall Fall and Spring Concert Series in Aggie Park recorded 7,500 attendees – 3,000 of which attended the Gary Allan concert on October 6, 2023. Additionally, MSC Town Hall students were honored at the annual MSC Awards Ceremony for the Collaboration of the year with MSC CAMAC for Hispanic Heritage Festival 2023, also held in Aggie Park. MSC Town Hall also collaborated with both The Big Event and Family Weekend to offer entertainment during their respective festivities in Aggie Park, but again, the costs of these programs were covered through one-time funding which will no longer be available. Overall, the park is very conducive to large campus events and entertainment programs that help to further increase connectivity and a sense of belonging for our students.

What actions have you implemented or discontinued internally to address the identified need?

With the significant cost associated with the park, recurring support from the department is not sustainable. Should funding not be received, MSC Programs will help supplement occasional park programming, but would rely heavily on the use of sponsorships and donations when possible.

If funding is granted, what metrics will you use to evaluate success of this program/service/operation?

The department and its partnered organizations will continue to track attendance at park events (IP address connections for large, open events or ID/QR scans for smaller or closed events), along with follow up assessments where student contact information can be gathered.

Have other sources of funding (fundraising, sponsorship, reserves, etc.) been considered? Please explain.

The majority of funding for Aggie Park events have come from one-time funding and/or sponsorships from university entities. MSC Programs has allocated over \$110,000 to the 17 MSC Council organizations to assist with their FY25 operating expenses.

Total Estimated Cost

Funding Description	Amount
Swaim Amphitheater Rental/Sound/Lights/Backline x 4	\$22,500
Large Stage Rental/Sound/Lights/Backline x 1	\$15,000
Artist or Licensing Fees	\$20,000
Staffing and Logistics (trash, A/V, porta-potties, etc.)	\$12,500
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$70,000