



**STUDENT FEES ADVISORY COMMITTEE (SFAC)**

**FY2025 ONE TIME REQUEST B**

**COUNCIL FOR CULTURAL ACTIVITIES**

## Council for Cultural Activities

### FY2025 One-Time Request

The Council for Cultural Activities (CCA) respectfully submits two (2) requests for FY2025 for our signature programs, **Cultural Taste of Houston** (Fall and Spring), which enhances the student experience by increasing exposure to the cultures represented at the University of Houston. Cultural Taste of Houston, as a part of Weeks of Welcome, has been on campus for four years and has demonstrated improvement in event logistics and continues to engage students looking for a cultural experience on campus. With this program being such a success, CCA would like to request continued support for a Fall Cultural Taste of Houston. The requests are as follows:

#### **FY 2025 One-Time Request #1 – Cultural Taste of Houston-Spring**

The Council for Cultural Activities' Cultural Taste of Houston aims to provide our University of Houston student body, faculty, and staff with the opportunity to experience the variety of cultures represented here at UH in one event through food, music, cultural entertainment, cultural ornaments, and novelties. As part of one of the most diverse campuses in the country, CCA serves as a pillar of cultural diversity as we strive to bring that culture to life with our signature program, Cultural Taste of Houston.

The Cultural Taste of Houston event promotes student success and hosts a variety of restaurants from around the city of Houston to provide the UH population with a sample from their respective menus. Students can purchase a ticket for \$2 that will buy one sample from a restaurant of their choice and a ticket purchase also gives a student a free t-shirt. Students can dine at many restaurants and enjoy music played by bands representing various cultures from around the world. Also, students can shop at a variety of pop-up shops providing items representing a host of heritage. The anticipated revenue is \$12,000.00 with an estimated **attendance figure of 2,000 attendees** purchasing on average at least three tickets each.

The event encourages student development by providing attendees with the opportunity to expand their knowledge of diversity through food, music, trinkets, and performances that they may not have experienced before. This event also promotes social engagement as it allows people to make connections with others who enjoy experiencing different cultures. We hope to make attendees proud to be a part of one of the most diverse campus communities in the nation with this annual campus-wide tradition.

The Cultural Taste of Houston anticipates including:

- 15 restaurants representing various cultures and regions such as:
  - Mexico, Japan, Jamaica, India, Thailand, Venezuela, France, Pakistan, China, Turkey, Colombia, United States, and fusions from Asia and even Pacific Islander and others.
- Variety of musical performances such as:
  - Mexican Mariachi Band, African Dance and Drums, Hawaiian Hula dancers, salsa group and an oud player, which is an 11-string instrument popular in Western Asia

- Variety of pop-up shops with items such as:
  - Jewelry
  - Henna tattoos
  - Variety of pop-up shops from different cultures
  - Beauty products
  - Local and international types of tea and coffee

<b><u>Funding Request</u></b>	<b><u>Amount</u></b>
Restaurant vendors (15 vendors @ \$1000 each)	\$15,000.00
T-shirts for giveaway	\$5,300.00
Tents for vendors and event	\$18,000.00
Marketing	\$1,500.00
Security	\$350.00
Entertainment	\$2,710.00
Tickets printing cost	\$350.00
<b>Subtotal Expenses</b>	<b>\$43,210.00</b>
6% Administration Fee	\$2,593.00
<b>Event Total</b>	<b>\$45,803.00</b>
Ticket purchases (\$2/ticket, 2000 attendees @ 3 ticket avg. purchase)	(\$12,000.00)
CCA contribution towards Cultural Taste of Houston	(\$7,000.00)
6% Administration Fee	\$2,593.00
<b>Total Request</b>	<b>\$26,803.00</b>