



COUNCIL FOR CULTURAL ACTIVITIES

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY26 ONE-TIME REQUEST A

COUNCIL FOR CULTURAL ACTIVITIES

FY 26 One-Time Request #1 – Global Fusion

The Council for Cultural Activities (CCA) respectfully submits requests for FY26 for our new signature program, Global Fusion, which aims to enrich the student experience by increasing exposure to the different cultures represented at the University of Houston. As a one-day festival that will be a central part of Weeks of Welcome, Global Fusion is designed to engage students through immersive cultural experiences, offering them a platform to explore and appreciate different communities of our campus.

Given the success of previous cultural programs, like Cultural Taste of Houston, we anticipate Global Fusion will attract significant participation from students eager for meaningful, engagement that highlights UH student's culture. This festival aims to build upon CCA's legacy of promoting cultural awareness, and with its Festival format, it provides ample opportunities for deeper interaction between students and cultural organizations. The immersive nature of the event will help foster a sense of belonging and cultural appreciation among participants, making it a memorable and engaging experience for students at UH. Global Fest Tickets for food samples will be \$2. The anticipated revenue is \$12,000.00 with an estimated attendance figure of 2000 attendees purchasing on average at least three tickets each for a variety of food samples.

Global Fusion is designed to offer the University of Houston community a truly immersive cultural experience, emphasizing traditions, music, and hands-on activities rather than focusing primarily on food. Unlike Cultural Taste of Houston, which primarily revolves around food, Global Fusion seeks to deepen cultural engagement by highlighting various aspects of traditions and heritage that aren't typically covered through food trucks alone. In previous Cultural Taste's, it became clear that while food is an important part of culture, the food trucks present did not authentically represent the variety of global cuisines. Despite extensive outreach, many food vendors did not see the financial value in participating, further limiting the variety. Global Fusion will address this by focusing on interactive cultural activities like crafting, dance, and other traditions. Attendees will earn stamps for participating in these activities, and after completing all, they can redeem a t-shirt. This approach ensures a more comprehensive cultural experience, offering knowledge and appreciation for traditions, not just food. Additionally, Cultural RSOs will provide valuable cultural insights and recruitment opportunities.

Overall, Global Fusion will encourage student development by offering attendees the opportunity to expand their knowledge of global cultures through hands-on activities, traditional performances, food, and cultural showcases they may not have experienced before. The event promotes social engagement by allowing students to connect with others who share an interest in exploring different traditions. We aim to foster a sense of pride in being part of one of the most culturally enriched communities in the nation. This one-day campus-wide celebration offers a unique experience that brings the world to UH, encouraging unity, learning, and cultural appreciation.

Global Fusion includes:

- North America and South American, Europe, Africa, Asia, Middle East regions
- Variety of Ethnic food depending on region.
- Variety of musical performances such as:
 - o Mexican Mariachi Band, African Drums, Bagpipe Player, Sitar player, Tabla player, Samba Dancers, and more.
- Variety of pop- up shows with the items such as:
 - o Jewelry
 - o Goods
 - o Beauty Products
 - o Clothing
 - o Local and international types of tea and coffee
- Novelties
 - o Henna Tattoos
 - o Caricaturists
 - o Hands on activities
 - Cultural Craft Stations:
 - Origami from Japan.
 - Henna Tattoo Design from South Asia.
 - Mola Art from Panama.
 - African Beadwork from West Africa.
 - Interactive Dance Workshops:
 - Salsa Dance from Latin America.
 - Bollywood Dance from India.
 - Hula Dance from Hawaii.
 - Irish Step Dancing from Ireland.
 - Attendees can learn simple steps and participate in group performances.

- Calligraphy & Writing:
 - Arabic Calligraphy.
 - Chinese Calligraphy.
 - Maya Glyphs demonstration.
 - Attendees can practice writing and create their own pieces to take home.
- Cultural Games & Sports:
 - Peteca from Brazil (hand shuttlecock game).
 - Mancala from Africa.
 - Pétanque from France.
 - Introduce traditional games from different cultures where students can interact and compete.
- Traditional Clothing & Photo Booth:
 - Have traditional clothing from different cultures available for students to try on, take pictures, and learn the history and significance behind the attire.
- Global Art Mural:
 - Have a large canvas or wall where attendees can contribute to a community mural, each adding symbols, colors, or designs inspired by different cultures around the world.
- Cultural Tea Tasting Ceremony:
 - Set up tea stations where attendees can learn about and taste different teas from China, Japan, India, and the UK, while learning about the rituals and significance behind each.

These activities will offer engaging, educational, and memorable cultural immersion for students and create a deeper connection to the different cultures represented at UH.

| Funding Request | FY24 | FY26 Request | Reason |
|--|-----------------|---------------------|--|
| Marketing | \$1,300 | \$2,000 | New Event, need to promote to get the word out. |
| Houston Tents and Events | \$12,000 | \$0 | Since the event will be moved inside, we do not need tent and table rental. We can use that money for entertainment and hands-on activities. |
| T-Shirts | \$4,500 | \$7,000 | It was \$6,190 for 923 shirts CTOH Fall 24 and were out within the first hour of the event. |
| Food Vendors | \$16,000 | \$24,000 | There will no longer be food trucks, so we can bring a wider variety of ethnic foods. |
| Entertainment | \$3,000 | \$12,000 | We want to emphasize more so on the hands-on activities and have students learn more about culture. Culture is not just food. |
| Photography/ Videography | \$300 | \$300 | |
| Decorations | \$800 | \$4,000 | Wanting to clearly represent each region adequately.. |
| Subtotal Expenses | \$43,210 | \$49,300 | |
| 6% Administration Fee | \$2,593 | \$2,958 | |
| Event Total | \$45,803 | \$52,258 | |
| Ticket Purchases (\$2/ticket, 2000 attendees @ 3 ticket avg. Purchase) | (\$12,000) | (\$12,000) | |
| CCA Contribution towards Culture Fest | (\$7,000) | (\$7,000) | |
| | | | |
| Total Request | \$26,803 | \$33,258 | |