



COUNCIL FOR CULTURAL ACTIVITIES

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY26 BASE AUGMENTATION REQUEST B

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FY26 Base Aumentation Request

The Council for Cultural Activities (CCA) respectfully submits requests for FY26 for our signature program, Cultural Taste of Houston – Spring, which enhances the student experience by increasing exposure to the cultures represented at the University of Houston. The spring Cultural Taste of Houston event has been on campus for five 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 the Spring Cultural Taste of Houston. The request is as follows:

FY 26 Base Aumentation Request #2 – Cultural Taste of Houston – Spring

The Council for Cultural Activities' Cultural Taste of Houston aims to provide the 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, entertainment, adornments and novelties. As part of one of the most multicultural campuses in the country, CCA serves as a pillar for cultural awareness that we strive to bring to life through our signature program, Cultural Taste of Houston.

Cultural Taste of Houston promotes student success and hosts a variety of ethnic food vendors 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 taste from a food vendor of their choice. Entrance to the event gives the students a free complementary t-shirt and access to activities participating in the event, such as henna and caricaturist. Students can enjoy live entertainment representing various cultures from around the world. Students can also shop at a variety of pop-up shops providing items representing a host of heritage. The anticipated revenue is \$12,000.00 based on an estimated attendance figure of 2000 attendees purchasing on average of three tickets each.

Overall Cultural Taste of Houston encourages student development by giving attendees the opportunity to expand their knowledge of Culture through food, music, hands-on activities, and performances they may not have experienced before. Our event 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 enriched communities in the nation with this annual campus-wide tradition.

The Cultural Taste of Houston includes:

- Approximately 15 restaurants representing various cultures and regions such as:
 - o Africa, North America, Asia, South America, Middle East, Europe, and more
- 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 shops with the items such as:
 - o Jewelry
 - o Goods
 - o Beauty Products
 - o Clothing
 - o Local and international types of tea and coffee
 - o And more
- Novelties
 - o Henna Tattoos
 - o Caricaturists
 - o And more

Funding Request	FY25	FY26	Reason
Restaurants Vendors (15 vendors @ \$1,500 each)	\$15,000	\$22,500	Wanting to pay each food vendor \$1,500 based on samples served.
T- Shirt Giveaways	\$5,300	\$6,200	It was \$6,190 for 923 shirts CTOH Fall 24 and were out within the first hour of the event.
Tents for Vendors and Event	\$18,000	\$18,500	Houston Tents and Events increase a small percentage each year.
Marketing	\$1,500	\$1,800	In case of rescheduling, adhesive stickers. More marketing, the more the word gets out there for the event.

Security	\$350	\$350	
Ticket Printing Cost	\$350	\$350	
Entertainment	\$2,710	\$3,000	Wanting to bring more variety and more hands-on activities where students will learn and appreciate more traditions, other than just food.
Subtotal Expenses	\$43,210	\$52,700	
6% Administration Fee	\$2,593	\$3,162	
Event Total	\$45,803	\$55,862	
Ticket Purchases (\$2/ticket, 2000 attendees @ 3 ticket avg. Purchase)	(\$12,000)	(\$12,000)	
CCA Contribution towards CTOH	(\$7,000)	(\$10,000)	
Total Request	\$26,803	\$33,862	