

## Council for Cultural Activities

### FY2018 One-Time Request

The Council for Cultural Activities (CCA) respectfully submits one (1) request for FY2018 for our signature program, **Cultural Taste of Houston**, which enhances the student experience to the cultures represented at the University of Houston. CCA recently changed its name from the Council for Ethnic Organizations (CEO) to the Council for Cultural Activities based on the recommendations of SFAC from FY2018. The purpose of the name change is to clearly identify that our organization focuses on hosting and supporting cultural activities and events for the UH student body. The requests are as follows:

#### **FY2018 One-Time Request Summary**

1. Cultural Taste of Houston	\$36,206.10
<b>Total</b>	<b>\$36,206.10</b>

#### **FY2018 One-time Request – Cultural Taste of Houston**

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, and traditional presentations. Being the second most diverse campus in the country, CCA strives to bring that statement to life by being the pillar of cultural showcasing, and the Cultural Taste of Houston embodies that very goal.

The Cultural Taste of Houston hosts a variety of restaurants from around the city of Houston to provide students a sample from their menu. Students can purchase a ticket for \$1 which will buy one sample from a restaurant of their choice. Each ticket purchase will get a student a free t-shirt as well. Once in, students will have access to visit as many restaurants they want and enjoy music being played by bands representing cultures from around the world. In addition, students will access a variety of pop-up shops providing items representing a host of cultures of which students can purchase. The anticipated amount from the sales of tickets is \$6,000.00 with an **attendance figure of 1200 students** purchasing at least 5 tickets each.

The Cultural Taste of Houston will include:

- 20 restaurants representing various cultures and regions such as:
  - Taiwan, Cuba, Pakistan, Nigeria, Mexico, Peru, Jamaica, China, America, and fusions from Asia and even Hawaii
- Variety of musical performances such as:
  - Mariachi Band (representing Mexico), Steel Band (representing America), and musicians singing songs featured from around the world
- Variety of traditional presentations spanning different cultures such as “How to do black hair” for our Black and African American students
- Variety of pop-up shops with items such as:
  - Traditional bracelets and necklaces
  - Portraits
  - Cups and mugs
  - Clothing

In our first year, the Cultural Taste of Houston was featured as a signature event during Weeks of Welcome (WOW) and will continue to be featured in the university's biggest event programming series to start off the Fall Semester. It took place on Wednesday, September 27<sup>th</sup>, 2017. The Council for Cultural Activities collaborated with the Center for Student Involvement, Center for Diversity and Inclusion, Student Centers, and Women and Gender Resource Center.

### **DSAES Strategic Initiative**

**Strategic Initiative #1:** Create new opportunities for student success through learning, engagement, and discovery.

**Action Step 1.b:** Establish supportive and advocacy based programs and services for commuter, transfer, adult, non-traditional and graduate students.

**Action Step 1.d:** Create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life including expanded evening and weekend programs.

**Strategic Initiative #3:** Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

**Action Step 3.c:** Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.

### **Funding Request**

Restaurant vendors (20 vendors @ \$1000 each)	\$20,000.00
Food serving supplies	\$1,000.00
T-shirts for giveaway (1200 purchased)	\$4,843.00
Tents for vendors	\$9,717.00
Marketing (ongoing throughout the WOW event plan)	\$1,173.50
Security	\$144.00
Traditional showcase vendors	\$2,500.00
Music vendors	\$2,325.00
Tickets printing cost	\$503.60
6% Administration Fee	\$2,532.37
<b>Total Expenses</b>	<b>\$42,206.10</b>
Student purchases (\$1/ticket, 1200 students @ \$5 avg. purchase)	(\$6000)
<b>Total</b>	<b>\$36,206.10</b>

## Council for Cultural Activities

### FY2019 Base Augmentation Request

The Council for Cultural Activities (CCA) respectfully submits one (1) request for FY2019 for our signature program, **Cultural Taste of Houston**, which enhances the student experience to the cultures represented at the University of Houston. CCA recently changed its name from the Council for Ethnic Organizations (CEO) to the Council for Cultural Activities based on the recommendations of SFAC from FY2018. The purpose of the name change is to clearly identify that our organization focuses on hosting and supporting cultural activities and events for the UH student body. The requests are as follows:

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<b>Total</b>	<b>\$36,206.10</b>

#### **FY2019 Base Augmentation Request – Cultural Taste of Houston**

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