



# ONE TIME REQUEST

FY22

COUNCIL FOR  
CULTURAL ACTIVITIES

## **Council for Cultural Activities**

### **FY2022 One-Time Request**

The Council for Cultural Activities (CCA) respectfully submits one (1) request for FY2022 for our signature program, **Cultural Taste of Houston**, which enhances the student experience by increasing exposure to the cultures represented at the University of Houston. This event has been on campus for three years and has demonstrated improvement in attendance, event logistics, and continues to engage students looking for a cultural experience on campus. The requests are as follows:

#### **FY2022 One-Time Request Summary**

Cultural Taste of Houston	\$30,538.60
<b>Total</b>	<b>\$30,538.60</b>

#### **FY 2022 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, cultural ornaments and novelties, and cultural entertainment. As part of one of the most diverse campuses in the country, CCA serves as a pillar of cultural diversity and we strive to bring that culture to life with the Cultural Taste of Houston, our signature program that embodies that very goal.

The Cultural Taste of Houston promotes student success and hosts a variety of restaurants from around the city of Houston to provide the UH population a sample from their respective menus. Students can purchase a ticket for \$1 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 popup shops providing items representing a host of cultures. The anticipated revenue is \$6,000.00 with an estimated **attendance figure of 2000 attendees** purchasing on average at least three tickets each.

The Cultural Taste of Houston promotes student success by allowing students to expand their scope of culture and experience food, music, trinkets, and performances that they might have never been exposed to before. This event also promotes social engagement and allows people to make connections with others who also enjoy experiencing new cultures and food. We hope to make attendees proud to be a part of one of the most diverse campus community in the nation with this annual campus-wide tradition.

#### **Cultural Taste of Houston's connections to DSAES Values**

##### **Student Success**

Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.

##### **Division Cohesion**

Foster collaborative divisional processes focused on common goals.

The Cultural Taste of Houston anticipates including:

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

**Funding Request**

Restaurant vendors (18 vendors @ \$1000 each, avg 2019 – \$957.5)	\$18,000.00
Food serving supplies	\$1,000.00
T-shirts for giveaway (1500 purchased)	\$5300.00
Tents for vendors and event	\$12,500.00
Marketing (ongoing throughout the WOW event plan)	\$1,600.00
Security	\$350.00
Entertainment	\$2,710.00
Tickets printing cost	\$350.00
<b>Total Expenses</b>	<b>\$41,810.00</b>
Ticket purchases (\$1/ticket, 2000 attendees @ \$3 avg. purchase)	(\$6,000.00)
CCA contribution towards Cultural Taste of Houston (\$7,000.00)	
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6% Administration Fee	\$1,728.60
<b>Total</b>	<b>\$30,538.60</b>