



# FY24 ONE TIME REQUEST

THE COUNCIL FOR CULTURAL ACTIVITIES

## **FY2024 One-Time Request**

The Council for Cultural Activities (CCA) respectfully submits two (2) requests for FY2024 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 additional support for a Spring Cultural Taste of Houston. The requests are as follows:

### **FY 2024 One-Time Request #1 – Cultural Taste of Houston-Fall**

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 Fall Cultural Taste of Houston event hosts a variety of food trucks from around the city of Houston to provide the UH population with a sample from their respective menus. Students can purchase a ticket for \$5 that will buy one meal from a food truck of their choice. In addition to the food trucks, the event provides entertainment, T-shirts, novelties, and activities for students to enjoy for free. Students can dine at many food trucks and enjoy music and performances 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 \$10,000.00 with an estimated **attendance figure of 2000 attendees** purchasing at least one ticket 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.

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

#### **Student Success**

Expand diverse experiences through 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.

For the Fall 2023 Cultural Taste of Houston, we anticipate, including:

- 8 Food trucks representing various cultures and regions from around the world.
- Variety of musical performances such as:
  - o Mariachi Band, African Drums, Bagpipe Player, Sitar player, and Tabla player
- Variety of pop-up shops with items such as:
  - o Jewelry
  - o Henna Tattoos
  - o Beauty products
  - o Local and international types of tea and coffee

<b>Funding Request</b>	<b>Amount</b>
Marketing (Includes ticket printing)	\$1,300.00
Tents and Staging	\$8,500.00
T-shirts for giveaway	\$4,000.00
Food Trucks	\$16,000.00
Entertainment	\$3,900.00
Photography/Videography	\$300.00
Security	\$350.00
<b>Total Expenses</b>	<b>\$34,350.00</b>
Ticket purchases (\$5/ticket, 2000 attendees)	(\$10,000.00)
CCA contribution towards Cultural Taste of Houston	(\$4,000.00)
6% Administration Fee	\$2,061.00
<b>Total</b>	<b>\$22,411.00</b>

The Council for Cultural Activities will continue to promote cultural awareness, diversity, and inclusion at the University of Houston. Our future peer institutions across the big 12 showcase their commitment to diversity in numerous ways, however, CCA is unique by being one of a kind; and one of few organizations dedicated to increasing awareness and funding for cultural organizations and programs on campus. This request will allow Council for Cultural Activities to continue to expose students to a variety of cultural food and vendors, through a food truck festival, while building community and reflecting the diverse population of Houston. The Council for Cultural Activities would like to thank you for your time and consideration.