



# FY24 ONE TIME REQUEST

THE COUNCIL FOR CULTURAL ACTIVITIES

## **FY 2024 One-Time Request #2 – Cultural Taste of Houston-Spring**

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 Spring Cultural Taste of Houston event hosts a variety of restaurants from around the city of Houston to provide the UH population with a sample from their respective menus. Students can purchase a ticket for \$1 that will buy one sample from a restaurant 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 restaurants 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 \$6,000.00 with an estimated **attendance figure of 2000 attendees** purchasing on average at least three tickets 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 DSA 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.

Spring Cultural Taste of Houston 2024 will include attractions such as:

- Restaurants representing various cultures and regions throughout the world
- Mariachi Band, African Dance and Drums, Hawaiian Hula dancers, salsa group and an oud player, which is an 11-string instrument popular in Western Asia.
- Variety of pop-up shops with items such as:
  - Jewelry
  - Henna tattoos
  - Beauty products
  - Local and international types of tea and coffee

<b>Funding Request</b>	<b>Amount</b>
Restaurant vendors (18 vendors @ \$1200 each, avg 2019 – \$957.50)	\$21,600.00
Food serving supplies	\$1,000.00
T-shirts for giveaway	\$5,300.00
Tents for vendors and event	\$14,000.00
Marketing and Printing (Including ticket printing)	\$1,950.00
Security	\$350.00
Entertainment	\$3,900.00
<b>Total Expenses</b>	<b>\$48,100.00</b>
Ticket purchases (\$1/ticket, 2000 attendees @ \$3 avg. purchase)	(\$6,000.00)
CCA contribution towards Cultural Taste of Houston	(\$4,000.00)
6% Administration Fee	\$2,886.00
<b>Total</b>	<b>\$40,986.00</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, the Council for Cultural Activities at University of Houston is unique by being one of a kind. Many institutions offer cultural programming and events, but here at the University of Houston there is a dedicated organization that helps increase awareness of cultural events from various cultures and identities. Not only, does CCA bring awareness, but it helps fund cultural and diversity related student organizations and events on campus. CCA is an impactful and unique organization not only within the University of Houston, but within the state of Texas. This request will allow us to continue to host our own signature events and bring meaningful programs to campus. Cultural Taste of Houston exposes students to a variety of cultural food and vendors and educates them about different identities that make University of Houston so diverse. Programs such as Cultural Taste of Houston displays UH's commitment to diversity but accurately reflects the diverse population of Houston. The Council for Cultural Activities would like to thank you for your time and consideration.