



COUNCIL FOR CULTURAL ACTIVITIES

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY27 ONE-TIME REQUEST A

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FY 26 One-Time Request A – Global Fusion

The Council for Cultural Activities (CCA) respectfully submits requests for FY27 for our new signature program, Global Fusion, which aims to enrich the student experience by increasing exposure to the different cultures represented at the University of Houston. As a one-day festival that will be a central part of Weeks of Welcome, Global Fusion is designed to engage students through immersive cultural experiences, offering them a platform to explore and appreciate different communities of our campus.

Given the success of previous cultural programs, like Cultural Taste of Houston, we anticipate Global Fusion will attract significant participation from students eager for meaningful, engagement that highlights UH student's culture. This festival aims to build upon CCA's legacy of promoting cultural awareness, and with its Festival format, it provides ample opportunities for deeper interaction between students and cultural organizations. The immersive nature of the event will help foster a sense of belonging and cultural appreciation among participants, making it a memorable and engaging experience for students at UH. Global Fest Tickets for food samples will be \$2. The anticipated revenue is \$12,000.00 with an estimated attendance figure of 2000 attendees purchasing on average at least three tickets each for a variety of food samples.

Global Fusion is designed to offer the University of Houston community a truly unique cultural experience, emphasizing traditions, music, and hands-on activities rather than focusing primarily on food. Unlike Cultural Taste of Houston, which primarily revolves around food, Global Fusion seeks to deepen cultural engagement by highlighting various aspects of traditions and heritage that aren't typically covered through food alone. In previous Cultural Taste's, it became clear that while food is an important part of culture, the food trucks present at the fall event did not authentically represent the variety of global cuisines. Despite extensive outreach, many food vendors did not see the financial value in participating, further limiting the variety. Global Fusion addresses this by focusing on interactive cultural activities like crafting, dance, and other traditions. Attendees will earn stamps for participating in these activities, and after completing all, they can redeem a t-shirt. This approach ensures a more comprehensive cultural experience, offering knowledge and appreciation for traditions, not just food. Additionally, Cultural RSOs will provide valuable cultural insights and recruitment opportunities.

Overall, Global Fusion will encourage student development by offering attendees the opportunity to expand their knowledge of global cultures through hands-on activities, traditional performances, food, and cultural showcases they may not have experienced before. The event promotes social engagement by allowing students to connect with others who share an interest in exploring different traditions.

The Fall 2025 Global Fusion was the first time the event was held here at the University of Houston in the Student Center South, Houston Room. The event brought in a new attendance of 863 to the event as well as new vendors and restaurants to the event. This is the first time CCA presented this event to the UH community, and as this event grows, we look forward to the expansion of participation, vendors, and registered student organizations collaborating for the event. We aim to foster a sense of pride in being part of one of the most culturally enriched communities in the nation. This one-day campus-wide celebration offers a unique experience that brings the world to UH, encouraging unity, learning, and cultural appreciation.

Funding Request	FY25 Request	FY27 Request	Reason
Marketing	\$2,000	\$3,000	Continue the need to promote to get the word out.
Cultural Organizations	\$0	\$10,000	Money originally used for equipment will be geared toward collaboration with cultural registered student organizations tabling and activities for the event.
T-Shirts	\$7,000	\$7,000	T- Shirts continue to be a great success for the event and bring attendance allowing students to a souvenir for the event.
Food Vendors	\$24,000	\$7,000	There will no longer be food trucks, so we can bring a wider variety of ethnic foods to focus on the cultural aspect of the event.
Entertainment	\$12,000	\$3,500	We want to emphasize more so on the hands-on activities and have students learn more about culture. Culture is not just food.
Photography/ Videography	\$300	\$300	
Decorations	\$4,000	\$4,000	Wanting to clearly represent each region adequately.
Subtotal Expenses	\$49,300	\$34,800	
6% Administration Fee	\$2,958	\$2,088	
Event Total	\$52,258	\$36,888	
Ticket Purchases (\$2/ticket, 2000 attendees @ 3 ticket avg. Purchase)	(\$12,000)	(\$12,000)	
CCA Contribution towards Culture Fest	(\$7,000)	(\$7,000)	
Total Request	\$33,258	\$17,888	