

Council for Cultural Activities

FY2020 Base Augmentation Request

The Council for Cultural Activities (CCA) respectfully submits one (1) request for FY2020 for our signature program, Cultural Taste of Houston, which enhances the student experience by showcasing cultures represented at the University of Houston. Though this event has only been on campus two years, it has grown in attendance and continues to engage students looking for a cultural experience on campus. The requests are as follows:

FY2020 Base Augmentation Request Summary

1. Cultural Taste of Houston	\$38,386.55
Total	\$38,386.55

FY2020 Base Augmentation 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 performances. Being a part of the second most diverse campus in the country, CCA strives to bring our cultural diversity to life by being a pillar of culture on campus, with the Cultural Taste of Houston embodying 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 that will buy one sample from a restaurant of their choice and each ticket purchase also gives student a free t-shirt. Students can dine at many restaurants and enjoy music being played by bands representing cultures from around the world. In addition, students can shop at a variety of pop-up shops providing items representing a host of cultures. We plan to reduce the total cost of the event and cost per student by selling \$1.00 tickets, which we anticipate will generate \$6,000.00 in revenue. The anticipated amount from the sales of tickets is \$6,000.00 with an attendance figure of 2000 attendees, purchasing at least 3 tickets each.

In its second 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 Thursday, August 30th, 2018. The Council for Cultural Activities collaborated with the Center for Student Involvement, Center for Diversity and Inclusion, Student Government Association, Residence Halls Association, International Student and Scholar Services, and Women and Gender Resource Center. CCA is committed to hosting programs that enhance the student college experience and promote student success.

The Cultural Taste of Houston promotes student success by giving students an opportunity to expand their scope of culture and experience food, music, and performances that they might have never been exposed to before. This is a direct connection to the DSAES diversity value. The possibilities for innovation with this event are limitless due to the merging of cultural food and performances at a central location on campus. This event also promotes social engagement and allows people to make connections with others who enjoy experiencing new cultures and food. We hope to make attendees proud to be a part of the second-most diverse campus community in the nation with this soon-to-be tradition.

DSAES Values

Diversity

We demonstrate and celebrate the intentional inclusion of others with various experiences and cultures.

Innovation

We expect innovation of ourselves as we develop cutting-edge programs and services that continuously strive for excellence and student success.

The Cultural Taste of Houston anticipates including:

- 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:
 - Mexican Mariachi Band, African Drum Circle, Argentine Tango Dancers and other musicians singing songs featured from around the world
- Variety of pop-up shops with items such as:
 - Traditional jewelry
 - Traditional clothing
 - Cups and mugs

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	\$11,500.00
Marketing (ongoing throughout the WOW event plan)	\$1,173.50
Security	\$144.00
Traditional showcase vendors	\$2,500.00
Tickets printing cost	\$503.60
6% Administration Fee	\$2,512.45
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Total Expenses	\$44,386.55
Ticket purchases (\$1/ticket, 2000 attendees @ \$3 avg. purchase)	(\$6,000.00)
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Total	\$38,386.55