

**Council for Cultural Activities  
FY2020 One-Time Request**

The Council for Cultural Activities (CCA) respectfully submits two (2) requests for FY2020. One 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 three years and has demonstrated improvement in attendance, event logistics and continues to engage students looking for a cultural experience on campus. The second request is for Salary Augmentation. The requests are as follows:

**FY2020 One-Time Request Summary**

Cultural Taste of Houston	\$31,318.60
Salary Augmentation	\$15,341.50
<b>Total</b>	<b>\$46,660.10</b>

**FY2020 One-Time Request #1 – 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 campus 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 each 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. In addition, 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 **attendance figure of 2000 attendees** purchasing at least three tickets each.

The Cultural Taste of Houston promotes student success by giving students an opportunity 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 @ \$1100 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
6% Administration Fee	\$2,508.60
<b>Total Expenses</b>	<b>\$44,318.60</b>
Ticket purchases (\$1/ticket, 2000 attendees @ \$3 avg. purchase)	\$6,000.00
CCA contribution towards Cultural Taste of Houston	\$7,000.00
<b>Total</b>	<b>\$31,318.60</b>

**FY2020 One-Time Request #2 – Salary Augmentation**

The Council for Cultural Activities (CCA) requests a base augmentation allocation of \$15,341.50 for rate augmentation for student leaders. Our University Sponsored Organization is student-run and student-led and chooses to compensate our student leaders, commensurate upon experience and position. These student leaders wish to make further contributions to the UH community and recognize that having the opportunity to contribute to other organizations will be beneficial to their overall college experience.

To remain compliant with IRS requirements and the Student Government Bill for an increase of the minimum wage of all student employees to \$8 per hour, all student leaders in University Sponsored Organizations were transitioned from stipends to hourly rates, and adjusted their compensation rates respectively, with support from DSAES Student Life administration.

**FY2020 One-Time Request Summary**

Salary Augmentation	\$15,341.50
<b>Total</b>	<b>\$15,341.50</b>

**DSAES Strategic Initiative - Resources:** Evaluate, actively pursue, and leverage resources to enhance the UH experience.

1. Pursue and develop resources to address identified gaps and needs.
2. Leverage and adapt resources in innovative ways to increase effective utilization.

Council for Cultural Activities	Director CCA	1	12	20	\$ 9.50	\$	4.33	\$ 9,872.40	\$	50,725.95	\$ 14,337.85
Council for Cultural Activities	Assistant Director CCA	1	12	20	\$ 9.00	\$	4.33	\$ 9,352.80			
Council for Cultural Activities	Marketing & Outreach Liason	1	10	15	\$ 8.50	\$	4.33	\$ 5,520.75			
Council for Cultural Activities	Council Liasons (5)	5	10	15	\$ 8.00	\$	4.33	\$ 25,980.00			

**Funding Request**

Pay rate increase	\$ 14,337.85
Benefits (1%)	\$ 143.38
6% Administration Fee	\$ 860.27
<b>Total</b>	<b>\$ 15,341.50</b>

## Council for Cultural Activities

### FY2021 One-Time 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 increasing exposure to the cultures represented at the University of Houston. This event has been on campus 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:

#### **FY2021 One-Time Request Summary**

Cultural Taste of Houston	\$31,318.60
<b>Total</b>	<b>\$31,318.60</b>

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 campus 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 each 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. In addition, 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 **attendance figure of 2000 attendees** purchasing at least three tickets each.

The Cultural Taste of Houston promotes student success by giving students an opportunity 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.

## 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 @ \$1100 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
6% Administration Fee	\$2,508.60
<b>Total Expenses</b>	<b>\$44,318.60</b>
Ticket purchases (\$1/ticket, 2000 attendees @ \$3 avg. purchase)	\$6,000.00
CCA contribution towards Cultural Taste of Houston	\$7,000.00
<b>Total</b>	<b>\$31,318.60</b>