



COUNCIL FOR CULTURAL ACTIVITIES

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY27 ONE TIME REQUEST B

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The Council for Cultural Activities (CCA) respectfully submits our second request for FY27 for our signature program, Cultural Taste of Houston – Spring, which enhances the student experience by increasing exposure to the cultures represented at the University of Houston. The spring Cultural Taste of Houston event has been on campus for five 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 continued support for the Spring Cultural Taste of Houston. The request is as follows:

FY 27 One Time Request B – Cultural Taste of Houston – Spring

The Council for Cultural Activities' Cultural Taste of Houston aims to provide the 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, entertainment, adornments and novelties. As part of one of the most diverse campuses in the country, CCA serves as a pillar for cultural awareness that we strive to bring to life through our signature program, Cultural Taste of Houston.

Cultural Taste of Houston promotes student success and offers a variety of ethnic food vendors from around the city of Houston to provide the UH population with a sample from their respective menus. Students can purchase a ticket for \$2 that will buy one taste from a food vendor of their choice. Entrance to the event gives the students a free complementary t-shirt and access to activities, such as henna and caricaturist artist. Students can enjoy live entertainment representing various cultures from around the world. Students can also shop at a variety of pop-up shops providing items representing a host of heritage. The anticipated revenue is \$12,000.00 based on an estimated attendance figure of 2000 attendees purchasing on average of three tickets each.

Overall, Cultural Taste of Houston encourages student development by giving attendees the opportunity to expand their knowledge of Culture through food, music, hands-on activities, and performances they may not have experienced before. Our event 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 enriched communities in the nation with this annual campus-wide tradition. Through the DSA values, Cultural Taste of Houston aims to build community through our diverse campus culture and representing the many communities on campus.

The Cultural Taste of Houston includes:

Funding Request	FY25	FY27	Reason
Restaurants Vendors (15 vendors @ \$1,500 each)	\$15,000	\$22,500	Wanting to pay each food vendor \$1,500 based on samples served increasing cost.
T- Shirt Giveaways	\$5,300	\$6,200	It was \$6,190 for 923 shirts CTOH Fall 24 and were out within the first hour of the event.
Tents for Vendors and Event	\$18,000	\$18,500	Vendors prices each year.
Marketing	\$1,500	\$1,800	In case of rescheduling, adhesive stickers. More marketing, the more the word gets out there for the event.
Security	\$350	\$350	
Ticket Printing Cost	\$350	\$350	
Entertainment	\$2,710	\$3,000	Wanting to bring more variety and more hands-on activities where students will learn and appreciate more traditions, other than just food.
Subtotal Expenses	\$43,210	\$52,700	
6% Administration Fee	\$2,593	\$3,162	
Event Total	\$45,803	\$55,862	
Ticket Purchases (\$2/ticket, 2000 attendees @ 3 ticket avg. Purchase)	(\$12,000)	(\$12,000)	

CCA Contribution towards CTOH	(\$7,000)	(\$10,000)	
Total Request	\$26,803	\$33,862	