

Final Report: 2024 McKinney Moon Festival

Overview: The inaugural McKinney Moon Festival marked a significant milestone as the city's first moon festival and its second Asian-themed celebration. The event successfully fostered a strong relationship with the McKinney community, receiving enthusiastic support from local residents.

Key Highlights:

- **Attendance:** The festival attracted approximately 3,000 to 4,000 attendees, significantly increasing the visibility of Asian culture within the community. We noticed a higher representation of Asian attendees compared to the McKinney Asian Festival, likely due to our targeted advertising efforts in the Asian community across the DFW area.
- **Community Engagement:** The diverse crowd included many attendees from various cities, with some traveling from as far as the Garland and Mesquite areas. This broad participation highlighted the festival's appeal beyond McKinney.
- **Vendor Participation:** We saw a comparable number of vendors to previous festivals, with a notable increase in food vendors. This variety contributed to a vibrant atmosphere, allowing attendees to explore an array of culinary delights.
- **Performances:** The festival featured performances from talented artists, including acts from Houston, which were a significant success and well-received by the community. Attendees expressed excitement over the unique performances we offered.
- **Atmosphere and Lighting:** As a nighttime event, the festival featured captivating lighting that transformed the venue. The illumination created a magical ambiance, enhancing the overall experience and making it a memorable occasion for all attendees.

Lessons Learned:

1. **Vendor Selection and Parking:** We encountered challenges with parking for vendors, particularly those with trailers. Many new vendors expected closer parking options, which created logistical issues. Future events will need to address these parking concerns more effectively.
2. **Event Timing and Lighting:** Holding the event at night posed challenges regarding power availability and lighting supply at the park. We need to evaluate the suitability of nighttime events in this location to ensure optimal conditions.

Conclusion: The McKinney Moon Festival was a resounding success, laying the groundwork for future cultural celebrations in the city. Our efforts to advertise within the Asian community greatly enhanced attendance and awareness of McKinney's cultural initiatives. We look forward to building on this momentum and further engaging the community in upcoming events, taking these lessons into account for continued improvement.

Budget vs. Actual Expenditures

| Expense Category | Budgeted Amount | Actual Amount | Variance | Explanation for Variance |
|-------------------------------|-----------------|---------------|-------------|---|
| Marketing and Promotion | \$14700 | \$14350 | Almost even | Our budget toward more to social media instead of print out this event. Facebook, WeChat is still our major target. We increased more on Facebook promotion. |
| Equipment and Facility rental | \$11700 | \$11236 | Almost even | We do not provide tent to vendors. We cut the mobile toilets number. Downtown McKinney offered some tables which helps a lot. Barricade expense was higher due to the increase on the pricing. We tried to keep the cost low. |
| Performer's cost | \$4000 | \$4500 | Almost even | We coordinate with Henan General associate, that helps us on the performance cost a lot. The majority of the cost is for stage, DJ, and providing water snacks to the performers. |
| Decorations | \$3250 | \$3350 | Almost even | A newer design for décor always a fresh look experience is a big attractive to most of attendees. We are keeping the best look possible. |
| Volunteer Expenses | \$1200 | \$1150 | Almost even | Volunteer meals and appreciation event |
| Vendor income | \$11000 | \$11000 | Almost even | Vendor was set for around 50 vendors |

Marketing and Promotion

Here is some video:

- <https://youtu.be/G24DiBwvLRA>
- <https://youtu.be/IV-6kEd4tpw>

website: www.mckinneymoonfest.org

Facebook has been running since July.

Pictures:



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Saturday, October 12, 2024 at 4 PM - 9 PM

McKinney Moon Festival 2024

Dr. Glenn Mitchell Memorial Park, McKinney, TX

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Details

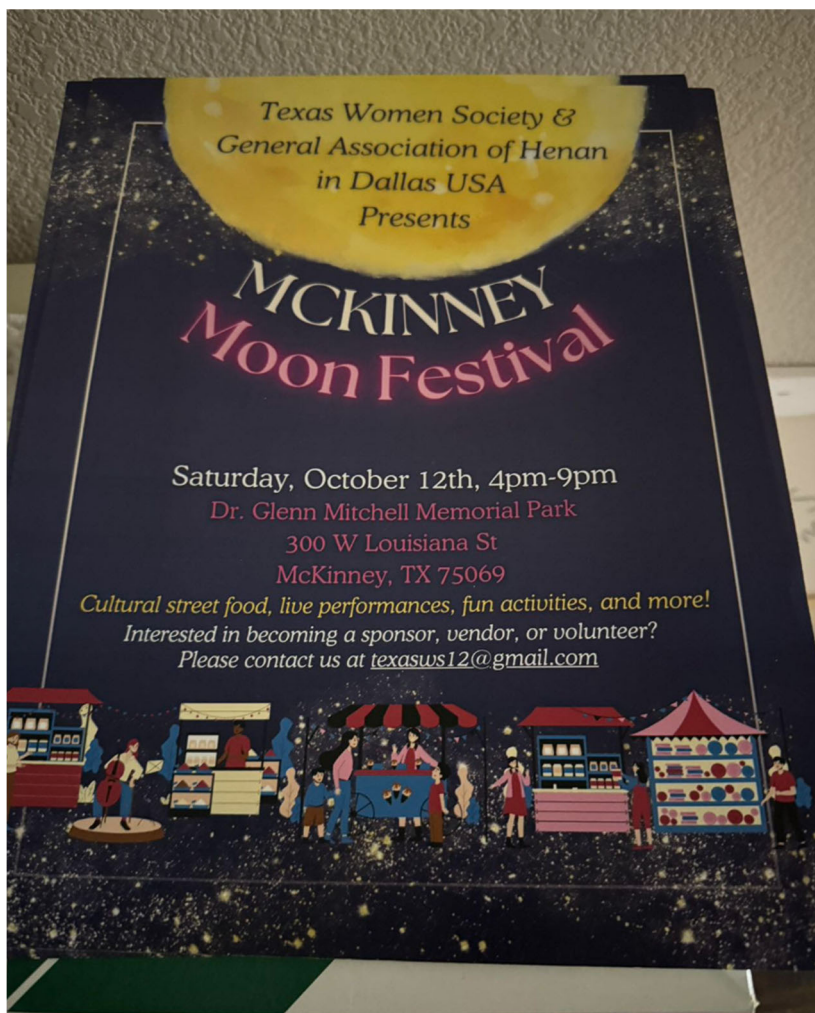
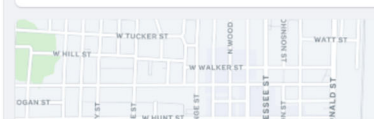
- 2K people responded
- Event by Texas Women Society
- Dr. Glenn Mitchell Memorial Park, McKinney, TX
- Duration: 5 hr
- Public · Anyone on or off Facebook

Unforgettable Experiences at the McKinney Moon Festival. Join us for special experiences that will create lasting memories:

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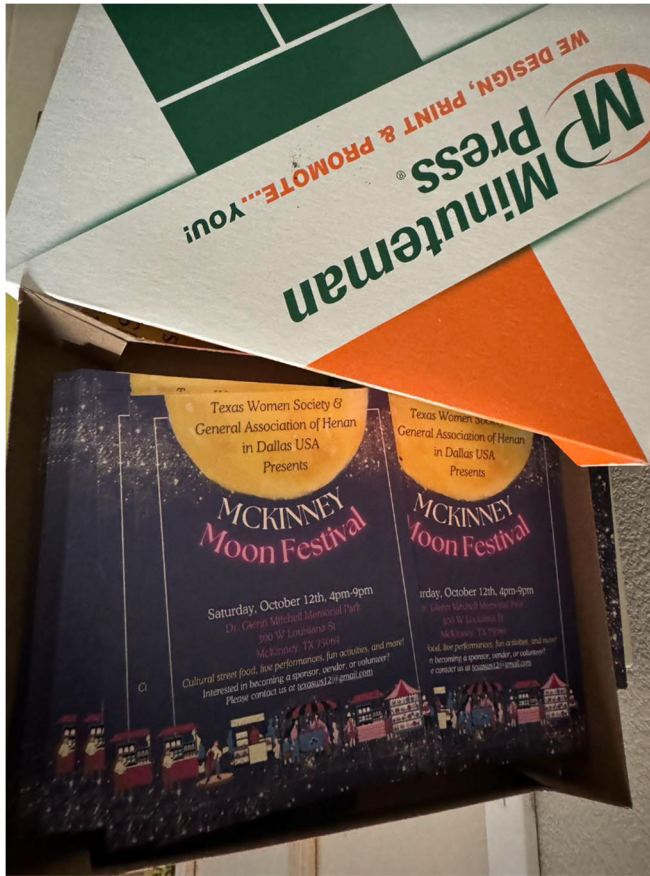
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By admin

SEP 18, 2024





Texas Women Society is at Dr. Glenn Mitchell Memorial Park, McKinney, Tx. ...

Published by Jennie Shen

· 3 days ago · McKinney, TX ·

Volunteer opportunity for McKinney Moon Festival

(sign up from our website:

<http://www.mckinneymoonfest.org/volunteer>

