

# McKinney Asian Art & Food Festival

by

Texas Women Society



# Event History

## Our Milestones

- 4 major cultural events since 2024
- Signature events:
  - ✓ March McKinney Asian Festival
  - ✓ October McKinney Moon Festival

## Growth

- Expanded to a 2-day festival (Oct 2024)
- 4,000–5,000 attendees per event\*
- Strong and consistent community engagement

\*March 2025 attendance impacted by weather conditions



# 2026 Festival Vision

## What's New in 2026

- Combining two festivals into one **large-scale October event**
- Creating a more cohesive and impactful experience

## Stronger Focus on the Arts

- Expanded artistic programming
- Increased artist participation
- More interactive cultural experiences

## Enhanced Experience

- More structured event layout
- Improved visitor flow and engagement
- Deeper cultural and educational elements



# 2026 Festival Experience Zones

## Artist Alley

- Open to all community artists
- Tea ceremony demonstrations
- Handmade arts & crafts

## Wellness Area

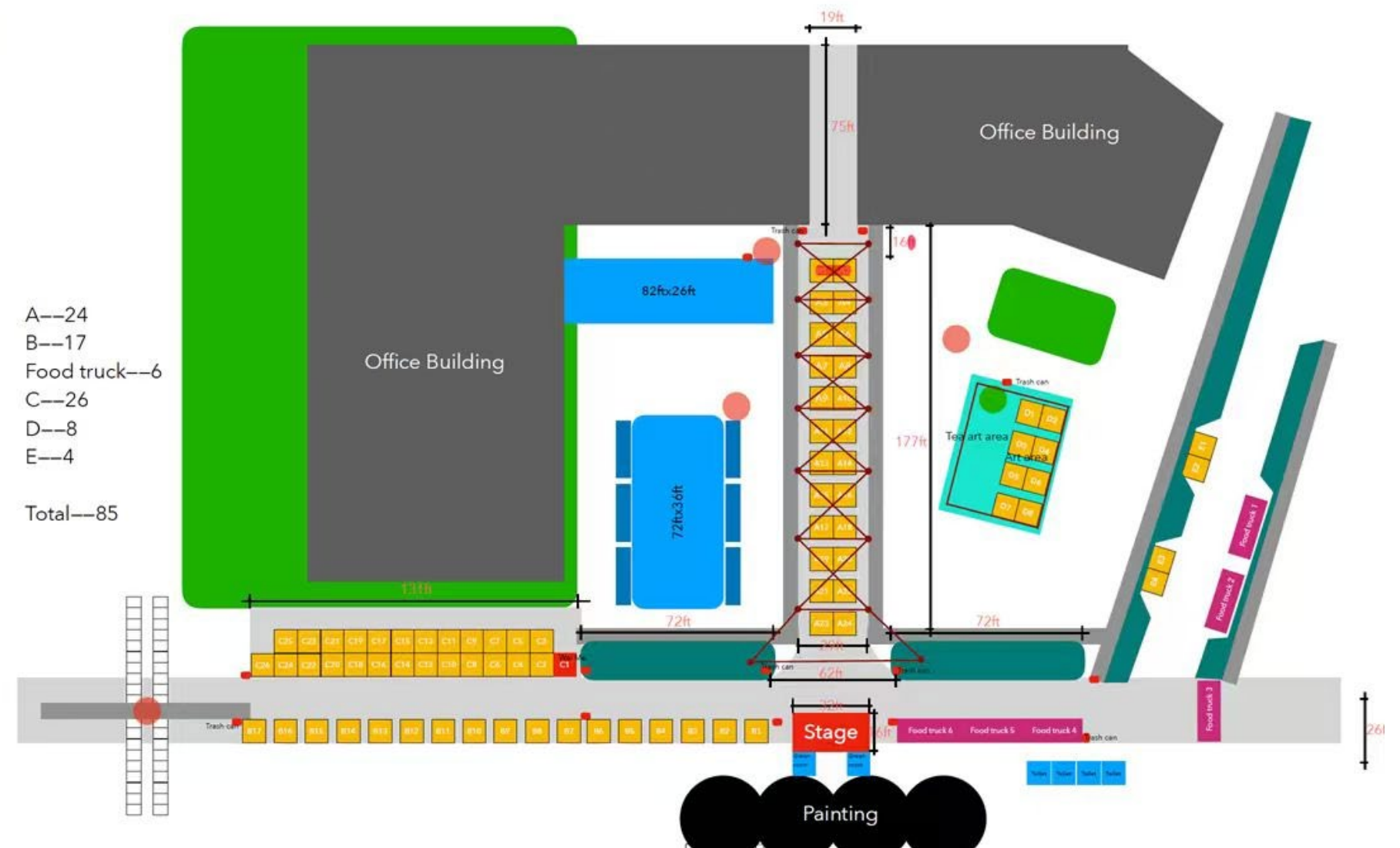
- Tai Chi (Taiji) & Acupuncture
- Community health awareness

## Food Street

- Expanded international food vendors
- Authentic cultural cuisine

## Performance

- One and half day, back to back performance



# Community Impact & Engagement

## Pre-Event Engagement/Marketing

- Community-wide **Poster Design Contest**
- Community outreach & promotion
- Partnering with **multiple local organizations**



## Artist & Performer Opportunities

- Recruiting **30+ performance teams**
- Showcasing **20+ visual artists** in the Art Market
- Providing a platform for emerging and local talent

*Engaging the community not just as attendees—  
but as creators, participants, and collaborators.*



# Event Budget - Income

|                                           |                                                                                                                                                                                |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Type                                      | Income Estimate: \$62000                                                                                                                                                       |
| Vendor and Program income: \$20000        | <ul style="list-style-type: none"><li>• Vendors (Food, Non Food, Artist table) total \$16000</li><li>•Tea Ceremony program: \$2000</li><li>•Ticketed program: \$2000</li></ul> |
| Sponsorship Goal or Other source: \$17500 | <ul style="list-style-type: none"><li>•Sponsorship goal: \$10000</li><li>•Other source: \$7500 (TWS self funding)</li></ul>                                                    |
| Grant Application: \$24500                | <ul style="list-style-type: none"><li>•Through McKinney and Texas Grant application</li></ul>                                                                                  |





# Event Budget -Expense

| Type                     | Expense Estimate: \$53500                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Event Operation: \$30500 | Event Cost: \$15000 <ul style="list-style-type: none"><li>• Stage: \$2900 DJ and equipment rental: \$2600</li><li>• Performers: \$5000</li><li>• Amenity rental (table, Chair, Tent, Generator, Lighting cost): \$4500</li></ul> Operation cost: \$6100 <ul style="list-style-type: none"><li>• Security (\$1600)</li><li>• Insurance (\$1300)</li><li>• Waste Service(\$850)</li><li>• Mobile Restroom (\$850)</li><li>• Traffic Control (\$1500)</li></ul> Decoration: \$4400<br>Volunteer and Program cost: \$3000<br>Contractor: \$2000<br>Unexpected Event Expenses: 10% of total |
| Marketing: \$23000       | Social Media: \$8000<br>News Paper: \$5000<br>Printing: \$4000<br>Yard Sign: \$1000<br>Pre-Event Campaign and Influence Interview :\$5000                                                                                                                                                                                                                                                                                                                                                                                                                                              |



# Are you ready?

- Date: Oct 2<sup>nd</sup>, 3<sup>rd</sup> 2026 Location: McKinney City Hall Plaza

