

## Final Report: 2025 McKinney Asian Food Festival

### Overview:

The McKinney Asian Food Festival is the newly renamed event, formerly known as the McKinney Moon Festival. This year marked the first time it was held over two days at the new McKinney City Hall location. Overall, the event was a great success. Vendors reported strong sales, and performers enjoyed enthusiastic audiences. The total estimated attendance was approximately 7,000 people over the two days — exceeding our expectations and showing strong community interest in the event.

### Key Highlights:

- **Attendance:** The festival attracted approximately 7,000 attendees, based on printed program distribution. The event significantly increased the visibility and appreciation of Asian culture within the community. We observed that a large portion of attendees came from outside McKinney, which may be due to several local events happening on the same day, as well as our marketing efforts focusing on the broader DFW metro area rather than only local residents. This aligns with our mission to promote the City of McKinney as a regional destination for cultural events.
- **Vendor Participation:** We had approximately 45 vendors participating in this year's festival. As this was our first event at the new City Hall location, we were still becoming familiar with the layout and flow of the space. To help vendors achieve better results, we limited the number of vendors in certain categories to reduce competition and increase profitability. Overall, vendors reported strong sales and expressed enthusiasm about returning for our future events.
- **Performances:** This year, we featured 18 performance groups, presenting a total of 35 performances throughout the two-day festival. We also introduced a flash mob performance for the first time as a trial alternative to traditional stage performances. While we observed some limitations in performing without a stage, the flash mob brought a unique and engaging experience for the audience. Overall, the performances added great cultural diversity and energy to the event.
- **Atmosphere and Lighting:** This year, our marketing efforts focused primarily on Facebook and Instagram, rather than local newspapers or printed materials. We hired a social media management professional to increase online engagement, attract more followers, and generate interest in the event.

In addition to promoting the festival, our social media campaign also aimed to educate the public about traditional Asian culture by sharing cultural stories and traditions — such as the meaning behind eating mooncakes, the origins of the Moon Festival, and the folktales and customs associated with it. This approach helped connect audiences to the cultural significance of the event while expanding our community reach.

### Lessons Learned:

#### Event Location:

The new location at the City of McKinney Plaza offers a beautiful garden design and improved parking availability, making it more convenient for attendees. However, compared to the Downtown Park, we missed the historic charm and cultural atmosphere of the downtown area. Although the two sites are only separated by Highway 5, we have not yet found an effective way to connect the two locations and maintain the sense of community tied to the downtown setting.

#### Vendor Location:

Due to ongoing construction, vendor booths were limited to the main brick walkway, which was too narrow to accommodate heavy foot traffic during peak hours. This caused occasional congestion when large crowds gathered. For next year, we plan to shift the main vendor traffic flow toward Virginia Street, which will provide more space and improve accessibility for attendees.

#### **Lighting:**

Some of the plaza lighting was not functioning properly, leaving parts of the performance area dimly lit at night. Next year, we plan to either rent a stage with better lighting from the City or schedule performances to finish earlier in the evening to ensure better visibility and safety.

#### **Conclusion:**

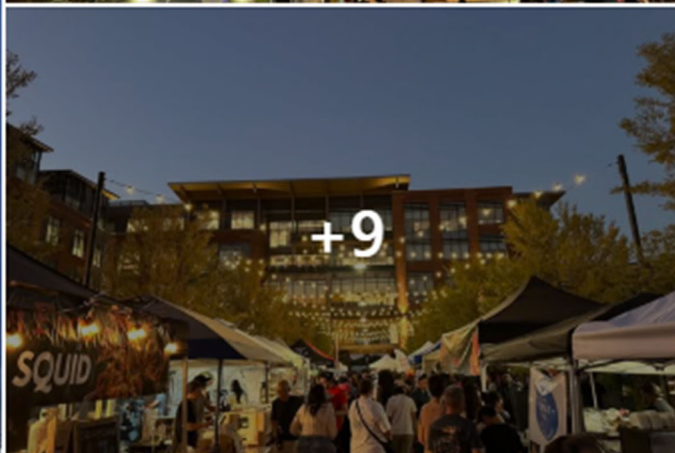
We believe the McKinney Asian Food Festival is becoming a well-recognized and anticipated annual event within the community. It has successfully established its identity and positive reputation among local residents and visitors alike. Moving forward, it is time to set a consistent date and location to strengthen its presence and allow for better planning, promotion, and growth in the coming years.

#### **Budget vs. Actual Expenditures**

| <b>Expense Category</b> | <b>Budgeted Amount</b> | <b>Actual Amount</b> | <b>Variance</b>      | <b>Explanation for Variance</b>                                                                                                               |
|-------------------------|------------------------|----------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Marketing and Promotion | \$17200                | \$15381              | Almost even          | We didn't spend on yard signs due to the construction in the area, which made it difficult to direct people.                                  |
| Operation Cost          | \$17500                | \$12111              | Less than expect     | Since this was a two-day event, we carefully managed our spending by reducing equipment and stage rental costs.                               |
| Performer's cost        | \$2500                 | \$2500               | Almost even          | Many performance groups volunteered to perform at our event in support of it.                                                                 |
| Decorations             | \$3250                 | \$3350               | Almost even          | We reused some décor from earlier events, so the only cost was for labor.                                                                     |
| Volunteer Expenses      | \$1200                 | \$3250               | Higher than expected | Because this was a two-day event, we doubled our number of volunteers and provided meals for them. We had a record high number of volunteers. |
| Vendor income           | \$22500                | \$18106              | Lower than expected  | We offered a discount to vendors who participated in the April 2025 MAF, but unfortunately, it rained.                                        |

## Marketing and Promotion

✨ What an amazing turnout Friday night — thank you to everyone who came and celebrated with us! 🎉 ... See more



# Drink MENU

**Joto Sake** \$10

**Sapporo: can** \$5

**Sapporo: Bottle** \$7

**Tsingtao** \$7

**SAPPORO PREMIUM BEER**

**TSINGTAO**

TEXAS WOMEN'S SOCIETY

## MCKINNEY ASIAN FOOD FESTIVAL COSPLAY CONTEST!!

CELEBRATE CREATIVITY AND BE WHERE COSPLAY THE BOLD.

## McKinney 亚洲中秋美食节



Texas Women Society

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It's Almost Here!

McKinney Asian Food & Art Festival – October 3 5:00pm-9:00pm & 4 11:00am-5:00pm... See more





Texas Women Society

Published by Jennie Shen · September 22 ·



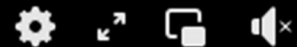
Baozi & Mooncakes! 🥟🥮

M... See more



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Texas Women Society

Published by Jennie Shen · September 20 ·

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We're so excited to welcome all the amazing cosplayers to the McKinney Asian Food Festival!  
Whether you're rocking your favorite anime, game, or... See more



Presented by: Texas  
Women Society

[www.mckinneymoonfest.org](http://www.mckinneymoonfest.org)

**MCKINNEYASIAN  
FOOD FESTIVAL  
COSPLAY  
CONTEST!!**

*McKinney*  
**ASIAN FOOD  
FESTIVAL**

**FREE ADMISSION!**

**Oct 3rd, 5:00pm-9:00pm**

**Oct 4th, 11:00am-9:00pm**

**FEATURING :**  
authentic cuisine, cosplay,  
live performance,



Texas Women Society is at Historic Downtown McKinney.

Published by Jennie Shen · September 3 · McKinney, TX ·

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Why do we eat mooncakes during the Moon Festival?... See more



Here is some video:

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

website: [www.mckinneymoonfest.org](http://www.mckinneymoonfest.org)