

# Final Report for 2025 McKinney Asian Festival

## Overview

The Texas Women Society successfully hosted its second annual **McKinney Asian Festival** in 2025. Building on our experience from the previous year at the same location, we made significant improvements in vendor placement, decoration planning, and event logistics.

Unfortunately, this year's event faced unexpected challenges due to unfavorable weather. Despite the rain and cold wind, with the dedication of our volunteers, performers, and the unwavering support of the community, the event was still a meaningful and successful celebration of Asian culture.

## Budget vs. Actual Expenditures

Expense Category	Budgeted Amount	Actual Amount	Variance	Explanation for Variance
Marketing and Promotion				
Social Media and design	11000	\$9775	-\$1225	This is within budget. Compared to our first year, we had more experience and received support from volunteers to reduce costs.
Print out	4000	\$2750	-\$1250	We planned ahead and ordered a large quantity of print materials directly from the printing company at a discounted rate.
Newspaper	\$3000	\$3000	\$0	No variance. Aligned with budget.
Operation Cost				
Performer's cost	\$3500	\$2300	-\$1200	We partnered with other organizations and exchanged performance services, helping to lower the cost.
Amenity (Stage, Toilets, Trash)	\$17850	\$9932	-\$7918	To reduce costs, vendors provided their own tents. We also received 50 sets of tables and chairs from Andrew's office, significantly lowering rental costs.
Decorations	\$5500	\$3250	-\$2250	Due to poor weather forecasts, we scaled back on decoration installations.
Miscellaneous	\$1300	\$3100	\$1800	Because of the weather, we purchased raincoats for volunteers and visitors, added water-cleaning services for the stage, and extra tarps to prevent muddy conditions.

## Participation & Attendance

- Performers: 34 performance groups, totaling over 150 individual performers
- Volunteers: 95 volunteers worked in different shifts from 7:00 AM to 5:00 PM
- Vendors: 50 vendors registered; 35 were able to attend due to weather
- Visitors: We estimated over 1,200 attendees, based on the number of festival programs distributed

While the cold weather shortened the length of visitor stay, food vendors still reported strong sales, and audience feedback was overwhelmingly positive.

### Community Impact

The McKinney community's response deeply moved us. Even though we didn't reach the same attendance numbers as 2024, the kindness and encouragement we received reminded us of why we do this work. We feel incredibly welcomed and supported in this community, which motivates us to continue building inclusive and enriching cultural experiences.

When we saw the photos and videos shared by our marketing team after the event, many of us were brought to tears. The smiles, the performances, and the spirit of resilience told a powerful story — one of unity, celebration, and commitment.

### Volunteer & Performer Appreciation

The message we sent to our volunteers and performers speaks from the heart:

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#### Dear Volunteers,

We are truly grateful for your support at the McKinney Asian Festival. On this special day—with rain, cold, and strong winds—you stood by us and showed incredible dedication and commitment.

Many people asked why we didn't cancel the event. The weather forecast gave us hope for a clearer day after the rain, but more importantly, we didn't want to give up or disappoint our community. Together, we stood strong with unity and spirit.

After today, one thing is clear: we can handle anything as a team.

From the bottom of my heart, thank you. Please continue to support us and stay connected with us in every way you can.

With deep appreciation,  
Texas Women Society

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This message reflected not only our gratitude but also our deep respect for the community that made the event possible.

### Looking Ahead

Inspired by this year's festival, we are already planning new events, including a Fall Food & Art Festival and Tea Ceremony performances. We will continue to strengthen partnerships, improve logistics, and engage even more deeply with the community.

Thank you to the City of McKinney, our sponsors, volunteers, vendors, and attendees for making the 2025 McKinney Asian Festival a meaningful success despite the challenges.