



MCKINNEY LUNAR HARVEST 2024

Visit McKinney Grant Presentation 5/28/2024

ABOUT US-TEXAS WOMEN SOCIETY



We are a nonprofit 501(c) women-managed organization based in North Texas.

Our Mission:

Serve all women, regardless of background

Provide a supportive community for advice, experience sharing, and mutual support

Promote cultural exchange within the local community



LUNAR HARVEST FESTIVAL (MID AUTUMN OR MOON FESTIVAL) BACKGROUND



There are two major celebrations in most Asian countries:

Lunar New Year: Celebrated at the beginning of the year, this festival marks the New Year, symbolizing new beginnings and setting positive intentions.

Mid-Autumn Festival: Held during the full moon in autumn, it celebrates family reunions and the bounty of the harvest. It's a time for giving thanks and enjoying the fruits of labor.

Our recent festival in March was a resounding success, showcasing the rich traditions. Hosting this Harvest Festival in October will create a complete cultural narrative.



ABOUT MCKINNEY LUNAR HARVEST

Event Time:

- Date: October 12th Time: 4:00 PM - 9:00 PM

To honor the "Full Moon," this event will take place in the evening/night.

Location:

- Dr. Glenn Mitchell Park, McKinney Downtown

Event Highlights:

- Free Entry
- Traditional Asian Festival decorations. Theme: "Silk Road"
- Focus on a variety of street food and cultural merchants
- Live band performances
- Cultural demonstrations including:
 - How to make mooncakes
 - Tea Ceremony



COMPARE TO MARCH ASIAN FESTIVAL

McKinney Asian Festival

Theme: Lantern and Dragon

Time: More Daytime Festival

Focus: Performance, variety of vendors

Activities: Music demonstration, calligraphy, Photo booth, lots information booth

McKinney Lunar Festival

Theme: Silk road and Lighting

Time: More Evening time Festival

Focus: Street food, Live music/band

Activities: Demonstration of making traditional Asian dish. Tea Ceremony. Lantern Making



OBJECTIVE AND GOALS



Showcase the beauty of McKinney's Historic Downtown and attract visitors to McKinney.

Showcase the rich cultural heritage of the Asian community.

Build up a partner relationship between consumers and McKinney local business.

We will reach out audience including both Asian American and residence from surrounding area (100 miles radius from McKinney).

We hope to make this event an annual event, and multi-days event in the near future



HOW TO MAKE THIS EVENT SUCCESS

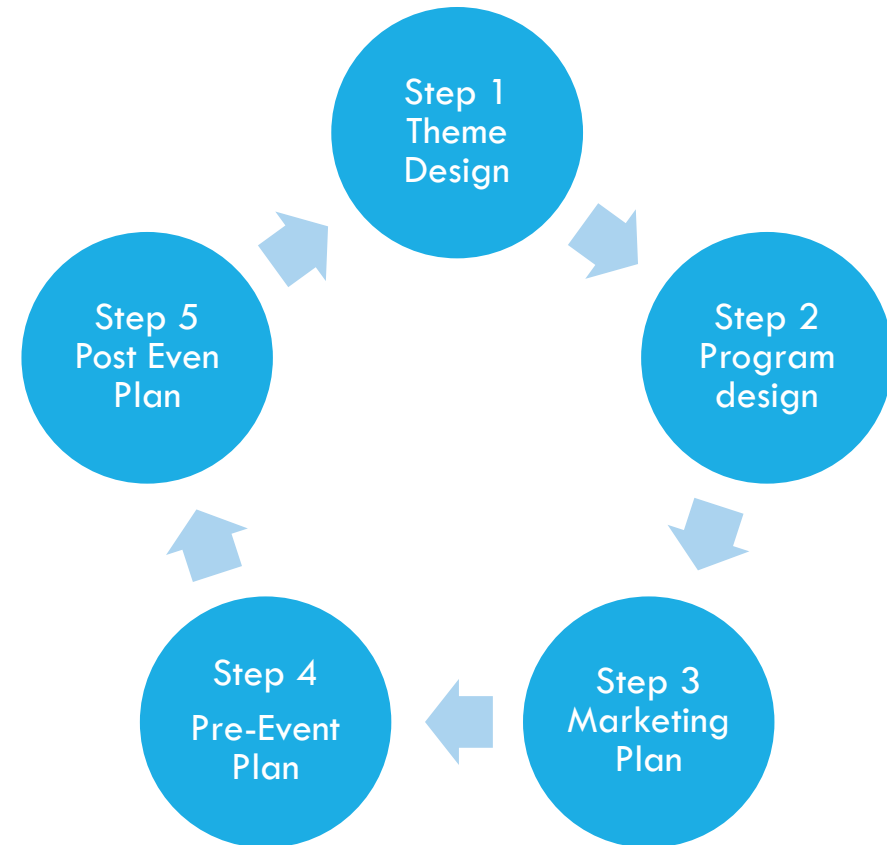
Step 1: Theme Design Each event has a story to tell. Our focus is not only on providing a marketplace but also on creating a cultural experience.

Step 2: Program design Develop programs that attract and engage visitors

Step 3: Marketing plan Implement a comprehensive marketing strategy that includes: Website promotion, Social media sponsorship programs, Flyer distribution

Step 4: Pre-event plan Engage schools and communities by educating them about the festival's background.

Step 5: Post-event plan Gather feedback through surveys and reviews from vendors, performers, sponsors, and guests.





OUR TARGET GUESTS

All Ages: Welcoming everyone, from children to seniors

Asian American Communities: Including but not limited to Korean, Japanese, Vietnamese, Chinese, Indian, Lao, and others from various cities

Residents of DFW and Surrounding Areas: Inviting locals and those from nearby regions

Businesses: Encouraging participation from businesses interested in development opportunities in the McKinney area



MARKETING ANALYSIS

(Information based on the McKinney Asian Festival held in March 2024)

Visitor Attendance: The McKinney Asian Festival attracted over 5,000 visitors, surpassing our goal of 2,000-3,000 attendees.

Vendor Success: According to surveys from food vendors, they sold between 500-800 orders each, most of them sold out before event ends.

Visitor Demographics: The festival drew a diverse crowd, including individuals of various ages, families, and groups of friends.

Impact on Downtown McKinney: Following the festival, Downtown McKinney has become a popular attraction within the Asian community.

Community Feedback: We have received numerous requests to host more festivals of this community.

SUPPORTING HOTEL BUSINESS THROUGH DIFFERENT FESTIVALS WE PROVIDED

Coordination with Hotels: We have partnered with two hotel chains, Grand Hotel and Sheraton, to block rooms for the festival, accommodating performance groups and vendors from other cities.

Boosting Local Activities: Our efforts have encouraged more Asian groups to hold activities in McKinney Downtown and local hotels. Examples include:

- **January 20th:** The North Texas Taiwanese Chamber of Commerce held their annual fundraising event at the Sheraton Hotel, attended by over 300 people.
- **May 10th:** The Flower Sister Studio filmed a music video in Downtown McKinney, featuring performers from various cities.

Promoting Local Stays: Since the event will last until 9 PM, we will provide visitors and vendors with information about staying in local hotels, further supporting the local hospitality industry.

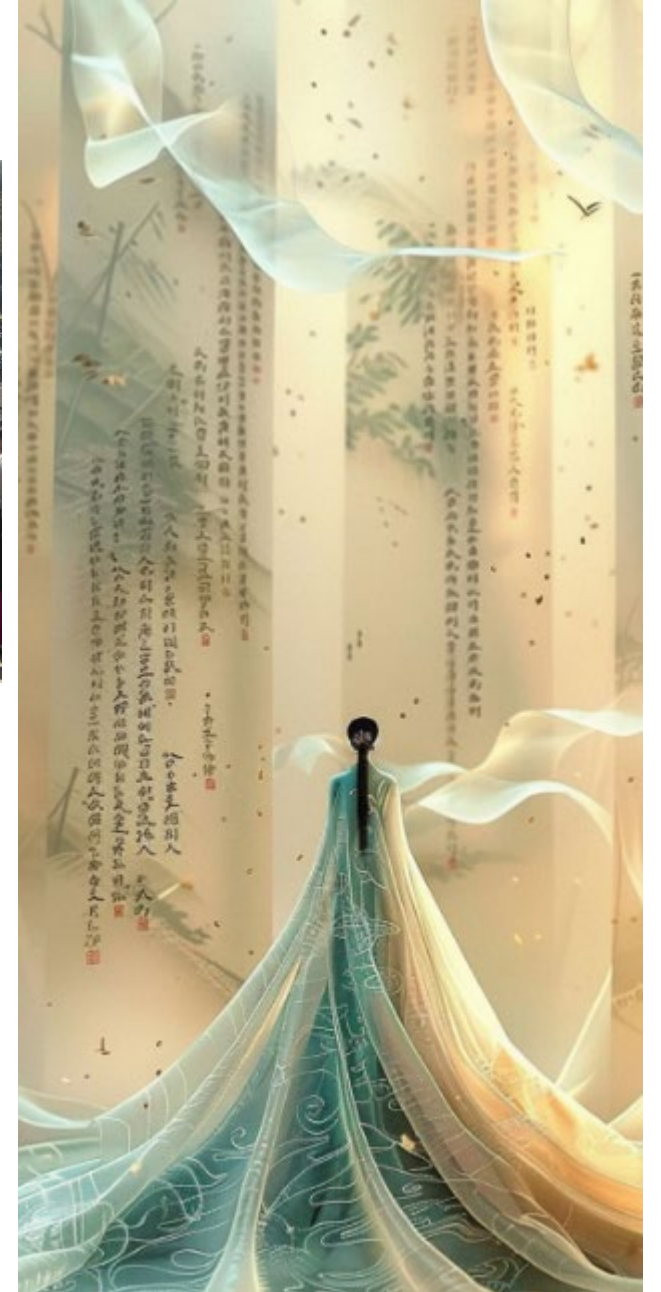
OUR MARKETING BUDGET

Expense Type	Estimate Cost
Traditional Way	Flyer/ poster print : \$4250
Social Media	Facebook /Instagram promotion, \$5500
Local Newspaper and Magazine	\$6500

EVENT BUDGET (BASE ON MAF)

Income	Budget
Vendor fee: \$12607	Operation cost:\$16236 (Grant covered\$2000)
Sponsorship/Donation: \$7675	Marketing cost: \$15550 (Grant covered \$12250)
Total income: \$20282	Total expense: \$17536

DESIGN SHOWCASE



THANK YOU FOR GIVING US OPPORTUNITY TO WORK WITH MCKINNEY



With this team, we can achieve anything!