

# Final Report for 2024 McKinney Asian Festival

## Overview

The Texas Women Society organized its first-year event on a tight budget, necessitating significant volunteer work to cover various expenses. Despite the challenges, the event was successfully executed, although there were variances between the budgeted and actual expenditures. Below is a detailed comparison along with explanations for major discrepancies.

## Budget vs. Actual Expenditures

Expense Category	Budgeted Amount	Actual Amount	Variance	Explanation for Variance
Marketing and Promotion	\$11700	\$11050	-\$650	We watched out our budget very carefully, plus we had two volunteers contribute some of their design.
Equipment and Facility rental	\$16700	\$16236	Almost even	
Performer's cost	\$4000	\$500	-\$3500	Due to the tight budget constraints, the Texas Women Society could not afford to hire professional performers for the event. However, this challenge turned into an opportunity to tap into the wealth of talent within our own community.
Decorations	\$3250	\$1250	-\$2000	To manage our tight budget effectively, the Texas Women Society chose not to allocate a large portion of our funds to decorations. Instead, we encouraged members to contribute their time and creativity to handmade decor.
Printing and Materials	\$5250	\$4500	-\$750	Print company donated the different of the amount.
Volunteer Expenses	\$0	\$0		All organizers and volunteers worked pro bono, eliminating these costs entirely.
Miscellaneous	\$600	\$600		Unanticipated small expenses were covered, such as additional supplies.

## Goals and Objectives

The Texas Women Society aimed to attract 3,000-4,000 attendees to our first-year event, with at least 50% of them coming from outside McKinney. We also hoped to increase the presence of various organizations, especially Asian organizations, in Downtown McKinney.

## Achievements and Results

Our post-event survey showed that we surpassed these goals. Over 5,000 people attended the event, with 70% coming from outside McKinney. This indicates that our marketing effectively reached a wider audience.

The event also drew significant interest from Asian organizations. As a result, several businesses, including a film studio, are now considering Downtown McKinney for their projects. This highlights the event's positive impact on the local economy and cultural scene.

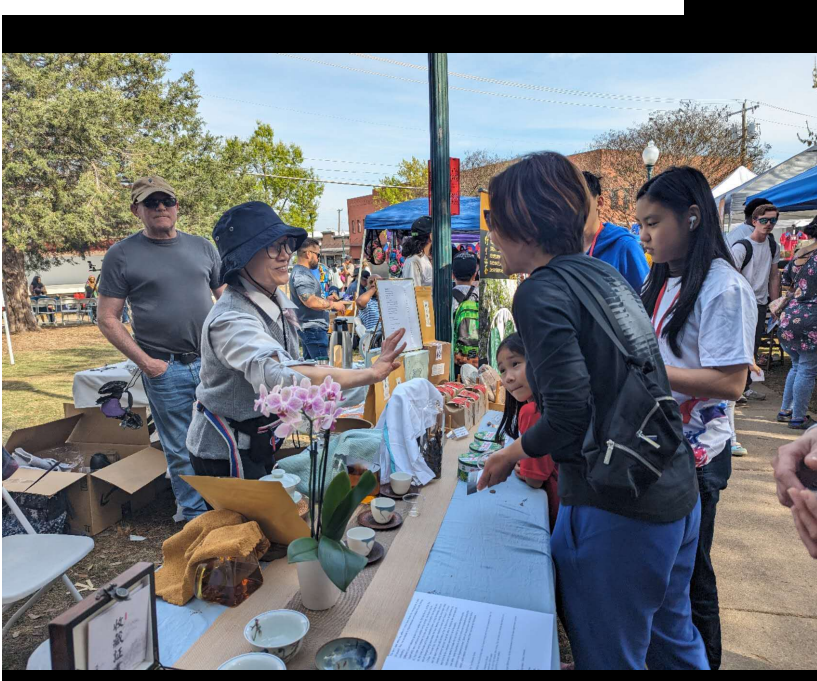
The event boosted local businesses by bringing more visitors to Downtown McKinney. Restaurants, shops, and other businesses benefited from the increased foot traffic. Additionally, the diverse cultural activities made the community more vibrant and inclusive.

## **Conclusion**

The Texas Women Society's first-year event was a great success. We stayed within budget thanks to volunteer efforts and smart marketing choices. Although there were some budget variances, we learned valuable lessons for future events.

We exceeded our goals by attracting more attendees than expected and reaching a wider area. The event also positively impacted the local economy and culture. This success shows the potential for future events to bring even more benefits to the community.

**Pictures for event and Marketing Promotion and Advertisement below**








Promotion picture:

Facebook event page, over 9000 people responded:



**23**

SATURDAY, MARCH 23, 2024 AT 11 AM – 6 PM

## McKinney Asian Festival 2024

Dr. Glenn Mitchell Memorial Park, Mckinney, Tx

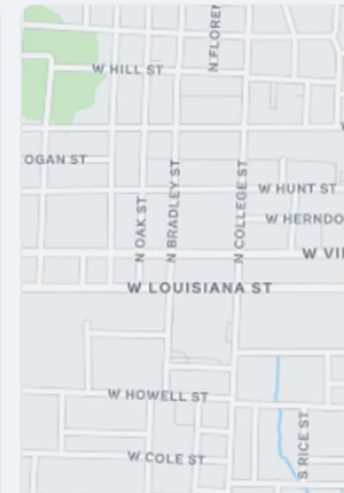
[About](#) [Discussion](#)

### Details

- 9.1K people responded
- Event by Texas Women Society
- Dr. Glenn Mitchell Memorial Park, Mckinney, Tx
- Duration: 7 hr
- Public · Anyone on or off Facebook

The very first Asian Festival event just got approved by City of McKinney! We look forward to seeing everyone from McKinney to come to join us on March 23rd, 2024 from 11am-6pm., a... [See more](#)

[Foods](#) [McKinney, Texas](#)



Impack Advertisement:



TEXAS WOMEN SOCIETY PRESENTS

# McKinney Asian Festival



Cultural food, live performances, fun activities, lantern walk, and more!

**March 23, 2024: 11am-6pm : FREE ADMISSION**

**Dr. Glenn Mitchell Memorial Park  
300 W Louisiana St McKinney, TX 75069**

Join us for the **first-ever** McKinney Asian Festival!



Program:

TEXAS WOMEN SOCIETY PRESENTS

# McKinney Asian Festival

March 23, 2024  
11 am - 6 pm  
**FREE ADMISSION**  
Dr. Glenn Mitchell Memorial Park  
300 W Louisiana St  
McKinney, TX 75000

**Sponsorship**

## Special Program

**毛笔书法 Chinese Calligraphy**

**Photo Booth**

**Check Out Wellness Spot**

Our dedicated volunteers from various organizations are providing essential wellness services.

- free Hep B screening
- early heart attack signs awareness
- early breast cancer detection info
- and insights on Alzheimer's.

Your health matters, so come check it out and empower yourself with knowledge!

## Workshop Activity

- 12:00-12:30 Japanese Ikebana (Flower Arrangement)
- 12:30-1:00 Chopstick Competition
- 1:00-1:30 Japanese Kendo (Swordsmanship)
- 1:30-2:00 Indian Hand Painting
- 2:00-3:00 Analysis of Chinese Traditional Music
- 3:00-4:00 Analysis of Chinese Calligraphy

## Performance

- Sallad (Japanese rock band)
- Samarat Int'l martial arts
- Southlake Waist Drum Troupe (Chinese)
- Dragon & Lion Dance (Chinese)
- Dallas Guzheng Association, Guzheng Ensemble
- SKN Culture Service (Vietnamese)
- SKN & Van Lang Vietnamese School
- Cambodian Dance
- Maharlika Dancers (Philippines)
- Miss Asian American (Indonesia)
- Ms. International Texas (Traditional Fashion Show)
- International Cultural Dancing with SG (Thailand)
- Edwin Jabllo (Singing)
- Mora Chev/Eetah Dinkh (Cambodian)
- Dance E Motion (Line Dancing)
- Ayus Frisco & Piano branch (Live Band)
- Silambam (Indian Martial Arts)
- Grace Dance Group (Chinese)
- PREET ZUMBOLLY DANCE (India)
- GNTYO, Philharmonic Orchestra (Live Band)
- XJ Star Academy (Chinese Classic Dance)
- SKN Cultural Services Doan Xuan Ca (Vietnamese)
- HuiTong Guzheng Music Studio, Chinese Ensemble (Live Band)
- Keolas Hula Malau (Hawaiian Dance)
- Unix Dance club (Kpop Dance)
- Tabya Performing Arts (India Classic Dance)
- Indian Tabla Instrument (Live Band)
- XJ Star Academy (Pop Dance)
- B-Side (Kpop Dance)
- The 10YEC-Youth Excellence Center (India)
- HappyFeet Dance Company (Chinese)
- Desi Dance Beats (India)
- Mastee Dance School (India)
- YES Orchestra (Live band)

Webdesign:

# McKinney Asian Festival

Big Event Coming March 23, 2024

122 Days 11 Hours 00 Minutes 17 Seconds

Welcome to the first ever McKinney Asian Festival taking place near the square in downtown McKinney, Texas, a city with over a century of rich history. Over the years, Asian culture has spread to every corner of the globe, and McKinney is no exception. While Asians make up 60% of the world's population, presently just 11% of McKinney's residents are Asian. The McKinney Asian Festival provides a wonderful opportunity for this community to experience what Asian culture has to offer. We anticipate more than 70 vendors for guests to explore, including authentic Asian food trucks/booths, arts & crafts merchants, a photobooth with traditional Asian attire, and family-friendly, hands-on activities with prizes. The highlight of the event will be on stage performances by groups coming from different Asian backgrounds. Once the event concludes at 6 p.m., there will also be a lantern walk through the streets of downtown McKinney that will serve as a spectacular finale to an exceptional event. To participate in this event as a vendor, performer, sponsor, or volunteer, if you have any question, please contact us at [info@mcKinneyasianfestival.org](mailto:info@mcKinneyasianfestival.org). (See [flyer](#) here)

## Vendors



Register by Nov 30th to take advantage on our earlybird discount

## Performance



Enjoy the Asian Music, dance, art performance

## Sponsorship



Help us to make the very first McKinney Asian Festival success

## Volunteer



Help us bring the world to McKinney, and get community service hours

### Event Date

March 23rd, 2024

### Location:

Dr. Glenn Mitchell Memorial Park  
300W Louisiana St  
McKinney, TX 75069

### Activities

- Food Corner
- Martial Arts
- Music from Many Cultures
- Photo Booth
- Asian Cultural Booths and Fine Art
- Fashion Show and Performance
- Lantern DIY
- Lantern Walk

## Community impact

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300 W Louisiana St McKinney, TX 75069

Dallas Chinese News:





德州帷美俱樂部主辦

# McKinney 亞洲文化節

亞洲美食、現場表演、製作燈籠等有趣活動

**March 23, 2024**  
11am-6pm  
Dr. Glenn Mitchell Memorial Park  
300 W Louisiana St.  
McKinney, TX 75069  
[www.McKinneyAsianFestival.org](http://www.McKinneyAsianFestival.org)  
免費入場



歡迎參加McKinney首次舉辦的亞洲文化節

贊助單位

**MCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

visit **McKinney**  
Official Sponsor

FUNDED IN PART BY  
**City of McKinney arts COMMISSION**

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