

# Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

## Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).

<b>Company Name</b>	Texas Women Society
<b>Federal Tax I.D.</b>	883219610
<b>Incorporation Date</b>	Wednesday, July 13, 2022
<b>Mailing Address</b>	PO Box 250128 Plano, TX, 75025
<b>Phone Number</b>	(214) 679-1853
<b>Email</b>	texasws12@gmail.com
<b>Website</b>	www.texasws.org
<b>Social Media</b>	www.facebook.com/texasws, NA NA, NA

## **Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.**

Founded in 2022, the Texas Women Society (TWS) was created to build a strong, supportive community for women. Since then, the organization has rapidly grown, now with over 100 members, primarily in the Dallas-Fort Worth (DFW) area. Our Mission is on helping women enjoy life, improve themselves, and contribute to the community.

TWS organizes a mix of small and large events to serve our members and the broader community:

- Monthly small events: These focus on personal development, wellness, and enjoying life, bringing members together for workshops, group discussions, and fun activities.
- Big cultural events: We host 2-3 large-scale cultural festivals each year, where members and the public can celebrate diverse traditions, promote cultural understanding, and connect with one another.

Key Achievements and Contributions

2024 has been a year of significant success for TWS:

- McKinney Asian Festival (March 2024): The first-ever Asian Festival in McKinney, Texas, organized by TWS, was a huge success, featuring cultural performances, food, and art that attracted a diverse audience.
- McKinney Moon Festival (October 2024): Another successful cultural celebration focused on the Mid-Autumn Festival, complete with traditional mooncakes, performances, and family activities.

Additionally, TWS partnered with the Dallas Police Department to assist in the planning and execution of their First Dallas Moon Festival in 2024, drawing from our experience to help make the event a success.

Community Engagement and Impact

TWS members are deeply involved in their local communities, supporting charities, mentoring others, and

fostering cultural exchange. Through our events and outreach, we aim to inspire women to take on leadership roles, volunteer their time, and make a difference.

**Select One**

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

**IRS Determination Letter for 501(c)3**



tws\_501C3\_aproval.pdf

**Noteworthy recognitions or awards in the last two years.**

NA

**Representative Completing Application**

Jennie Shen President

**Mailing Address**

PO Box 250128  
Plano, TX, 75025

**Phone Number**

(214) 679-1853

**Email**

texasws12@gmail.com

**Contact for Communications Between MCDC and Organization**

Catherine Chen Vice President

**Address**

PO Box 250128  
Plano, TX, 75025

**Phone Number**

(214) 263-8488

**Email**

texasws12@gmail.com

**Funding - Total Amount Requested**

11000

**Are matching funds available?**

No

**Matching Funds Available**

0

**Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?**

Yes

**Provide name of City of McKinney entity funding source and amount.**

VisitMcKinney and Art Commission

**Have you received or will funding be requested from other organizations / foundations?**

No

**Provide name of organization / foundation funding source and amount.**

NA

**Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?**

Yes

**Please list.**

2024

**Board of Directors**

Jennie Shen, Catherine Chen, Summer Wood, Dawn Chiu, Nancy Tidmore, Jin Geng, Fang Wang

**Board of Directors Attachment**



JennieShen\_resume.pdf



catherine\_resume.pdf

**Leadership Staff**

Catherine Chen, Jin Geng, Fang Wang and Jennie Shen

**Leadership Staff Attachment**



JennieShen\_resume\_9565.pdf



catherine\_resume\_688.pdf

Information provided for promotional / community event for which you are seeking funding.

**Date(s) of Event**

03/29/2025

**Location(s)**

Dr. Glenn Mitchell Memorial Park

**Event(s) open to the public?**

Yes

**Ticket Prices**

Free to public

**Describe the target audience for the event(s).**

McKinney Local community and all in DFW area.

**Is this the first for this event?**

No

**If not, what is the history for the event (annual / biannual since what year)?**

Annual event since 2024.

**How does event showcase McKinney for tourism and/or business development?**

1. Showcasing Cultural Diversity

The festival celebrates Asian cultures, making McKinney stand out as a welcoming, diverse city. This can attract visitors who are interested in cultural events and make McKinney a more appealing destination.

## 2. Supporting Local Businesses

The festival provides a platform for local businesses—especially those owned by Asian entrepreneurs—to showcase their products and services. This encourages people to explore McKinney’s shops, restaurants, and local vendors.

## 3. Attracting Investment and Partnerships

The festival positions McKinney as a city that can successfully host large, diverse events. This can attract investors and businesses interested in the area’s growth potential.

## 4. Promoting McKinney’s Tourism Infrastructure

The festival showcases McKinney’s event spaces, hotels, restaurants, and other tourism infrastructure. This can make the city more attractive to event planners and tourists looking for a great destination.

## 5. Regional Collaboration

The festival brings together local businesses and cultural groups, helping build relationships with other cities and regions. These connections can boost McKinney’s profile as a cultural and business hub.

## 6. Building McKinney’s Reputation as a Cultural Hub

Over time, the festival can establish McKinney as a cultural destination. With more events like it, McKinney can become known as a place where diverse cultural experiences are celebrated.

**Expected attendance.** 4000-5000

**Expected number or percentage of attendees coming from outside of McKinney.** 80%

**Does the event support a non-profit (other than applicant)?**

**What percentage of revenue will be donated (indicate gross or net)?** 0

### Financial Goals of Promotional / Community Event

**Gross Revenue** 17500

**Projected Expenses** 45000

**Net Revenue** 0

### Other Funding Sources

VisitMcKinney Funding, Art and Commission Funding, Local business donations

### Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

#### Mission

The McKinney Asian Festival was launched in 2024 with the mission of celebrating the rich cultural heritage of Asian communities, promoting cross-cultural understanding, and fostering unity within the broader McKinney and Dallas-Fort Worth (DFW) area. The event is designed to create an inclusive, family-friendly environment where people of all ages can experience, enjoy, and learn about Asian cultures through food, music, arts, and performances.

#### Goals

The primary goals of the McKinney Asian Festival are:

1. Celebrate Cultural Diversity
2. Promote Community Engagement
3. Support Local and Asian-Owned Businesses
4. Create a Signature Event for McKinney

## 5. Foster Education and Awareness

### Event Activities and Schedule

Activities The McKinney Asian Festival features a variety of activities that celebrate different aspects of Asian culture, including:

- Cultural Performances: Traditional and contemporary dance, music, and dragon dance performances representing various Asian countries. Performers may include local artists, school groups, and professional performers.
- Food and Beverage Stalls: A wide selection of authentic Asian food and beverages, ranging from street food to gourmet dishes. Local Asian-owned restaurants and food trucks will offer a taste of various Asian cuisines.
- Arts and Crafts Exhibits: Art displays and craft booths where local and regional artists can showcase traditional Asian arts such as calligraphy, painting, pottery.
- Workshops and Demonstrations: Interactive workshops, such as traditional cooking demonstrations, origami, and calligraphy, where attendees can participate and learn hands-on.
- Kids' Activities: Family-friendly activities such as face painting, games, crafts, and storytelling to engage younger attendees and provide entertainment for all ages.

### Event Schedule

Saturday, March 29th, 2025

10:00 AM - 11:00 AM: Opening Ceremony & Welcome Speech

11:00 AM - 5:00 PM: Cultural Performances, Workshops, Kids' Cultural Games

11:00 AM - 7:00 PM: Food and Beverage Stalls Open

7:00 PM - 8:00 PM: Lighting up time

### Production Timeline

- Partnerships & Sponsorships: by Feb 2025
- Vendor Applications: Open applications for food vendors, artists, performers, and craft exhibitors by Mar 15th, 2025
- Marketing and Promotion: Starting from Jan 2025
- Volunteer Recruitment: Starting Feb 2025
- Community Outreach: Starting from Jan 2025

### Goals for Growth and Expansion

#### Short-Term Goals (1-2 years):

- Increase Attendance: Keep attendance at 4000-5000 each year
- Selective Vendor Participation: Provide more specified culture related vendor participation
- Add More Cultural Performances: Include more diverse performances to represent a wider range of Asian cultures and expand programming for families and children.
- Community Involvement: Strengthen collaboration with local schools, cultural organizations, and businesses to increase engagement and promote the event.

#### Long-Term Goals (3-5 years):

- Establish the Festival as a Signature Event: Position McKinney Asian Festival as one of the top cultural festivals in the DFW area, attracting visitors from outside the region.
- Expand to Multiple Days: Grow the event into a multi-day festival to allow for even more cultural programming and larger performances.
- Increase Sponsorships and Partnerships: Secure larger sponsorships and regional partnerships to ensure financial sustainability and support for the event's continued growth

## **Provide a detailed marketing plan and budget for the event(s).**

To promote the 2025 McKinney Asian Festival, we'll use both digital and traditional marketing to reach a wide audience from McKinney, the DFW area, and beyond. Here's how we'll do it:

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### Digital Marketing

#### 1. Social Media

- o We'll use Facebook, Instagram, TikTok, and WeChat to promote the event to both local McKinney residents and the Asian community in the DFW area.
- o Paid ads will target people who are interested in cultural events and festivals, ensuring we reach the right audience.
- o Content will include fun posts, videos, and updates about performers, vendors, and festival highlights to get people excited.

#### 2. Influencers

- o We'll partner with local influencers from different Asian communities to help spread the word and encourage their followers to attend the festival.
- 3. Event Listings
  - o The festival will be listed on event websites like Eventbrite and Meetup, as well as the city's website and social media pages, so people can easily find all the event details.

**Traditional Marketing**

1. Print Ads
  - o We'll run ads in local newspapers like the McKinney Community Impact and in Asian community newspapers around DFW to reach both the local and Asian communities.
2. Flyers
  - o Flyers will be distributed in busy places like shopping malls, restaurants, libraries, and grocery stores across McKinney and the DFW area. These flyers will have festival details and QR codes for easy access to more information.
3. Posters and Banners
  - o Posters and banners will be placed in key locations in McKinney and other nearby cities to get the word out and build excitement.

**Community Engagement**

1. Local Partnerships
  - o We'll work with local Asian cultural organizations and community centers to help spread the word through their networks. Local businesses will also display posters and flyers to reach more people.
2. Email Marketing
  - o We'll send out emails to past attendees, local businesses, and community members with event details, special offers, and festival highlights.

**Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)**

Promotional Channel	Budget
Facebook and Nextdoor	11000
Print out	4000
NewsPaper	3000

**Total Promotional Budget** 18000

**What percentage of the total marketing budget does the grant represent?** 60

**Attendance from previous event(s), if applicable** 4000-5000

**Marketing lessons learned from past (what worked and what did not).**

What Worked Well:

1. Facebook:
 

Facebook was the most successful platform for promoting both the McKinney Asian Festival and the McKinney Moon Festival. It helped us reach a wide audience through posts, event pages, and targeted ads.
2. EventBrite:
 

EventBrite worked great for the McKinney Moon Festival by helping with ticket sales and managing RSVPs. It also allowed us to send reminders and updates to attendees.
3. Print Marketing:
 

Flyers and posters were still effective in promoting the event, especially for people who may not be active online.

What Didn't Work:

1. Nextdoor:

Nextdoor didn't give us the results we expected. It didn't drive much engagement or attendance.

Marketing Strategy Moving Forward:

- Continue Using Facebook: Facebook will remain our main tool for reaching a large audience through posts, ads, and event pages.
- Focus on EventBrite: Use EventBrite for ticketing and to gather attendee information, and promote the event more on this platform.
- More Print Distribution: Increase flyer and poster distribution through McKinney businesses and public spaces to reach local residents.
- Shift Focus for Local Promotion: Since Nextdoor didn't work, look for other local platforms or community partnerships to spread the word.

**How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)**

For example, we promoted the McKinney Asian Festival event on Facebook. Every three days, we targeted audiences within a 100-mile radius around the DFW area. Our event reached over 82,000 people, with more than 12,000 marking "interested" and 5000 marking "Going" on the event. We had about 21 event discussions and Facebook posts about our performances, vendors, and the stories behind the culture. Each post attracted 200-300 likes. As a result, we had an actual attendance of 4,000-5,000 people during the event, which was very close to our expectations.

**Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)**

Please visit at [www.facebook.com/texasws](http://www.facebook.com/texasws)

**Budget**

budget\_MAF2025.pdf

**What percentage of Project / Promotional / Community Event funding will be provided by the applicant?** 50

**Are matching funds available?**

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

<b>Sponsorship Revenue</b>	5000
<b>Registration Fees</b>	12500
<b>Donations</b>	0
<b>Other (raffle, auction, etc.)</b>	500
<b>Net Revenue</b>	18000

**Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.**

To see if we've met our goals for the 2025 McKinney Asian Festival, we'll focus on a few key things:

1. Visitor and Vendor Surveys

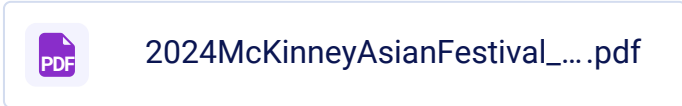
- o We'll send out online surveys to both visitors and vendors after the event. Visitors will share their experience, and vendors will tell us about their sales and how they felt the event went.
- 2. Attendance Numbers
  - o We'll track how many people attend the event. Our goal is 4,000-5,000 visitors, and we'll measure if we hit that target.
- 3. Social Media Engagement
  - o We'll look at social media activity (likes, shares, comments) to see how much excitement and interest there is before and after the event.
- 4. Vendor Experience
  - o We'll gather feedback from vendors on how their products did and whether they felt the cultural elements connected with the crowd.
- 5. Interest for Future Events
  - o We'll measure if people and vendors want to come back next year. If there's strong interest in making the festival an annual event, that will be a sign of success.

- Provide an overview of the organization's financial status, including the impact of this grant request on the organization's mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

**Budget**



**Financial Statements**



**IRS Determination Letter (if applicable)**



**W9**



Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

**Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.



If funding is approved by the MCDC board of directors, Applicant assures:

- The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images on MCDC website and social media content.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to the submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

#### Applicant Electronic Signature

**We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

Selecting this option indicates your agreement with the above statement.

**Chief Executive Officer**



**Date**

Thursday, November 7, 2024

**Representative Completing Application**



**Date**

Thursday, November 7, 2024

#### Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

## 2025 McKinney Asian Festival Budget

The budget for the **2025 McKinney Asian Festival** is designed to build upon the success of the 2024 McKinney Asian Festival and the 2024 McKinney Moon Festival, with improvements aimed at enhancing the overall event experience. The 2025 event will expand to feature a broader representation of Asian cultures, extend event hours, and introduce a dynamic day-to-night program. Below is a detailed breakdown of each line item in the proposed budget:

1. **Stage Rental: \$1,150**  
This covers the cost of renting the stage for performances and entertainment.
2. **Special Event Amenity Covers: \$5,150**  
This includes the cost of security (police officers), traffic control, portable toilets, trash services, and insurance to ensure the event is safe and runs smoothly.
3. **Performance, DJ Services, and Stage Lighting: \$3,500**  
This budget covers paying for performers, DJs(including sound equipment and technical support.), and lighting for the stage to create an exciting atmosphere, especially for the evening part of the festival.
4. **Equipment Rental: \$14,000**  
This includes renting tables, chairs, tents, and power generators for the event. These are needed for vendor booths, seating, and powering equipment to support lightings.
5. **Decoration of the Event: \$5,500**  
This covers decorations like banners, flags, and stage backdrops to make the festival look festive and represent different Asian cultures.
6. **Marketing: \$18,000**  
This amount is for advertising the event. It includes digital ads, posters, radio/TV ads, and social media campaigns to attract attendees.
  1. Social Media and Digital Market: \$11000
  2. Print out \$4000
  3. NewsPaper \$3000
7. **Transportation Service: \$3,500**  
This covers the cost of transporting performers, vendors, and equipment to and from the event site.

# 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.

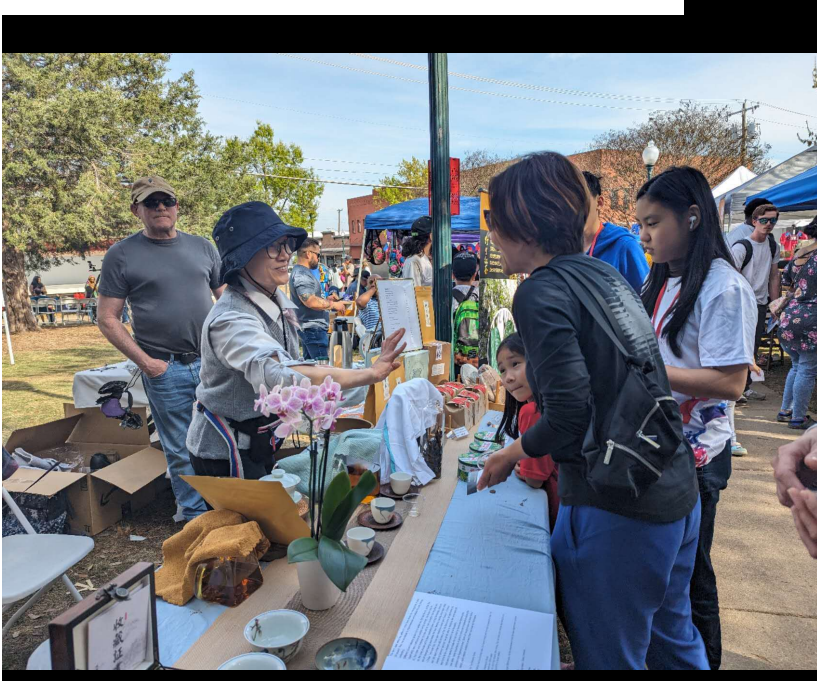
The event boosted local businesses by bringing more visitors to Downtown McKinney. Restaurants, shops, and other businesses benefited from the increased foot traffic. Additionally, the diverse cultural activities made the community more vibrant and inclusive.

## **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

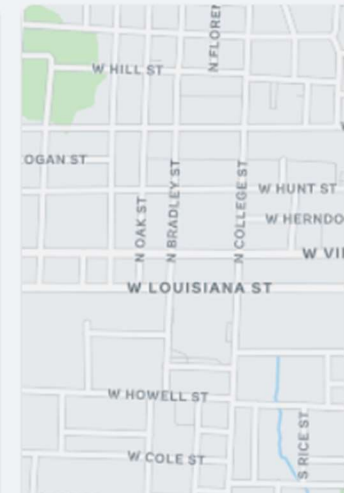
[About](#) [Discussion](#)

### 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 Dink (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



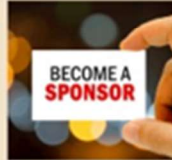
Register by Nov 30th to take advantage on our earlybird discount

## 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

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

Dallas Chinese News:



## Catherine You Chen

4455 LBJ Freeway STE 1009 Dallas TX 75244 (214) 263-8488 [cchen.educph@gmail.com](mailto:cchen.educph@gmail.com)

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With vision, passion, and enriched experience in the international education business, I led the team to grow the company to fourteen offices in China, four regional centers in America, over 20 million USD revenue per year. I believe the education has the ability to transform lives, both inside the classroom and outside of it—including on the field, in the studio or with the host family.

### Professional Work Experience

- |  |                |
|--|----------------|
| China Project Hope Inc. Dallas<br>Executive Director   | 2007-present   |
| The first one to promote the American High school Exchange program (J1) to the Chinese market, and to expand it to the private middle and high school(F1) as well as colleges and universities |                |
| Setting up the screen standard to control the quality and to provide the college counseling training to agencies   |                |
| The first one to set up the shadow program for international students to come over the US to experience the high school and the college lives  |                |
| Tailor the different short-term program as well as the Sino-American programs  |                |
| Coaching and mentoring each student in my program  |                |
| Organizing Sino-American Headmaster Round table and leading American high school students to teach in China  |                |
| Developing the market in India and Vietnam   |                |
| Southern Methodist University Dallas<br>Assistant of Global Development of business school   | 2006.3-2006.11 |
| Coordinating the director to build business relationship with different companies  |                |
| Developing the practical routines for the MBA students to visit  |                |
| Arranging the symposium  |                |
| Managing the daily operation with the students   |                |
| William Chu Law Office Dallas<br>Manager of Asian market   | 2003-2005      |
| Developing the Asian market, especially the Chinese market   |                |
| Facilitating the law firm to expand the business in China  |                |
| Strengthened the Asian team communication network  |                |
| Federal Express International Co. Hongkong<br>Head of Customs Clearance/Internal Trainer of Southern China   | 1995-1999      |
| Communicating with the clients to inform the customs' issues   |                |
| Clearing the packages, goods   |                |
| Conducting with the clients to address the emergency matters   |                |
| Training the Fedex team in China and evaluating the quality control  |                |

### Education

University of California at Berkeley	Certificate of Admission Counseling and Career Planning	2016
University of Texas at Arlington	MBA in Finance & Accounting	2000-2003
University of Utah	Computer science	1992-1995
Guizhou Economics and Finance University		1989-1992

#### Community

Founder of Texas Women Society in Plano, organized many events for local women and to build a sisterhood for them to help each other

Founder of 9 Fortunes Women Club

# JENNIE SHEN

Jennie\_yyang@hotmail.com

2023 Cupressus Ct • Allen, TX 75013 • (214) 679-1853

## EDUCATION

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**Shanghai Jiaotong University Medical School**  
**Texas Heart Institute**

Bachelor of Biomedical Engineering,  
**Post** Bachelor of Perfusionist,

July 1991  
July 1996

## EXPERIENCE

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**MD Anderson Cancer Center** – *Research Assistant*; Houston, TX  
September 1992 – July 1995

**Cardiac Perfusion Services** – *Licensed Perfusionist*; Dallas, TX  
July 1996 - August 1999

**Dallas Semiconductor/Maxim IC** – *Webadmin and Webdesign*; Dallas, TX  
Dec 1999 – Feb 2012

**Farmers Insurance** – *Independent Insurance Agency*; Allen, TX  
May 2012 - Present

**Real Estate Investor** – *Independent Real Estate Investor*; DFW area, TX  
May 2015 – Present

**Texas Women Society** – *President*  
May 2022 - Present

### About Texas Women Society

Texas Women Society is dedicated to supporting and connecting women in our community. Our events aim to provide monthly events that celebrate the interests and educational needs of our members. We believe that by coming together, women can form lasting bonds and create meaningful change in their lives and the lives of others.

### About me

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As a mother of two daughters and President of Texas Women Society, I am dedicated to promoting the growth and prosperity of women in our community. My mission is to use my leadership and organizational skills to help our society reach new heights. We are a community of like-minded women who strive to empower each other and make a positive impact in our society. Come join us and become a part of this ever-growing community!

As the President of Texas Women Society, I am proud to lead an organization that seeks to empower and inspire women in all walks of life. As a small business owner and a mother of two daughters who have recently flown the nest, I have been through the challenges and joys that come with being a woman in today's world. I am dedicated to promoting the growth and prosperity of women in our community. My mission is to use my leadership and organizational skills to help our society reach new heights. I am committed to help others on their journey to success and fulfillment, and to fostering a community of support and encouragement.

# JENNIE SHEN

Jennie\_yyang@hotmail.com

2023 Cupressus Ct • Allen, TX 75013 • (214) 679-1853

## EDUCATION

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Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
P.O. Box 2508  
Cincinnati, OH 45201

TEXAS WOMEN SOCIETY  
PO BOX 250128  
PLANO, TX 75025

Date:  
01/25/2023  
Employer ID number:  
88-3219610  
Person to contact:  
Name: Customer Service  
ID number: 31954  
Telephone: 877-829-5500  
Accounting period ending:  
December 31  
Public charity status:  
509(a)(2)  
Form 990 / 990-EZ / 990-N required:  
Yes  
Effective date of exemption:  
June 07, 2022  
Contribution deductibility:  
Yes  
Addendum applies:  
No  
DLN:  
26053419001743

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

*Stephen A. Martin*

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements



# Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**Give form to the  
 requester. Do not  
 send to the IRS.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

<b>Print or type.</b> See <i>Specific Instructions</i> on page 3.	<p><b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)</p> <p><b>Texas Women Society</b></p>	
	<p><b>2</b> Business name/disregarded entity name, if different from above.</p>	
	<p><b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor    <input type="checkbox"/> C corporation    <input type="checkbox"/> S corporation    <input type="checkbox"/> Partnership    <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____</p> <p><b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.</p> <p><input checked="" type="checkbox"/> Other (see instructions) <b>Non profit</b></p>	<p><b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p><i>(Applies to accounts maintained outside the United States.)</i></p>
	<p><b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/></p>	
	<p><b>5</b> Address (number, street, and apt. or suite no.). See instructions.</p> <p><b>PO Box 250128</b></p>	<p>Requester's name and address (optional)</p>
	<p><b>6</b> City, state, and ZIP code</p> <p><b>Plano, TX 75025</b></p>	
	<p><b>7</b> List account number(s) here (optional)</p>	

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>										
<b>or</b>										
<b>Employer identification number</b>										
8	8		-	3	2	1	9	6	1	0

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person <i>Jennie Shen</i>	Date <i>6/1/2024</i>
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## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they