

25-2357



TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Texas Women Society (PC 25-01) in the Amount of \$11,000.00 for the Advertising, Marketing and Promotion of the 2025 McKinney Asian Festival.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2025

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Texas Women Society is requesting \$11,000 for the advertising, marketing and promotion of the 2025 McKinney Asian Festival to be held March 23, 2025, at Dr. Glenn Mitchell Memorial Park.
- The goal of the event is to promote cross-cultural understanding and appreciation by showcasing the sights, sounds and tastes of the many different Asian countries represented in our community. T
- The event will feature traditional dances and music performances, delicious food offerings, and fun family activities. The event will also feature a pre-event photographic contest and scavenger hunt.
- The grant would be used to expand the marketing scope of the festival and reach a wider audience not only in the DFW area but also in the surrounding states/cities.
- Admission to the event is free.

BACKGROUND INFORMATION:

- Texas Women Society is a non-profit women's organization in North Texas area founded by three Asian women in March 2022. The mission is to empower women and make a positive impact on the community by increasing awareness

of different cultures and promoting unity through diversity and understanding.

- The organization has more than 100 members and five non-paid Board members.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- Texas Women Society was awarded an MCDC promotional grant for this event for \$8,000 in 2024.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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