

McKinney Asian Art & Food Festival

by

Texas Women Society



Event History

Our Milestones

- 4 major cultural events since 2024
- Signature events:
 - ✓ March McKinney Asian Festival
 - ✓ October McKinney Moon Festival

Growth

- Expanded to a 2-day festival (Oct 2024)
- 4,000–5,000 attendees per event*
- Strong and consistent community engagement

*March 2025 attendance impacted by weather conditions



2026 Festival Vision

What's New in 2026

- Combining two festivals into one **large-scale October event**
- Creating a more cohesive and impactful experience

Stronger Focus on the Arts

- Expanded artistic programming
- Increased artist participation
- More interactive cultural experiences

Enhanced Experience

- More structured event layout
- Improved visitor flow and engagement
- Deeper cultural and educational elements



2026 Festival Experience Zones

Artist Alley

- Open to all community artists
- Tea ceremony demonstrations
- Handmade arts & crafts

Wellness Area

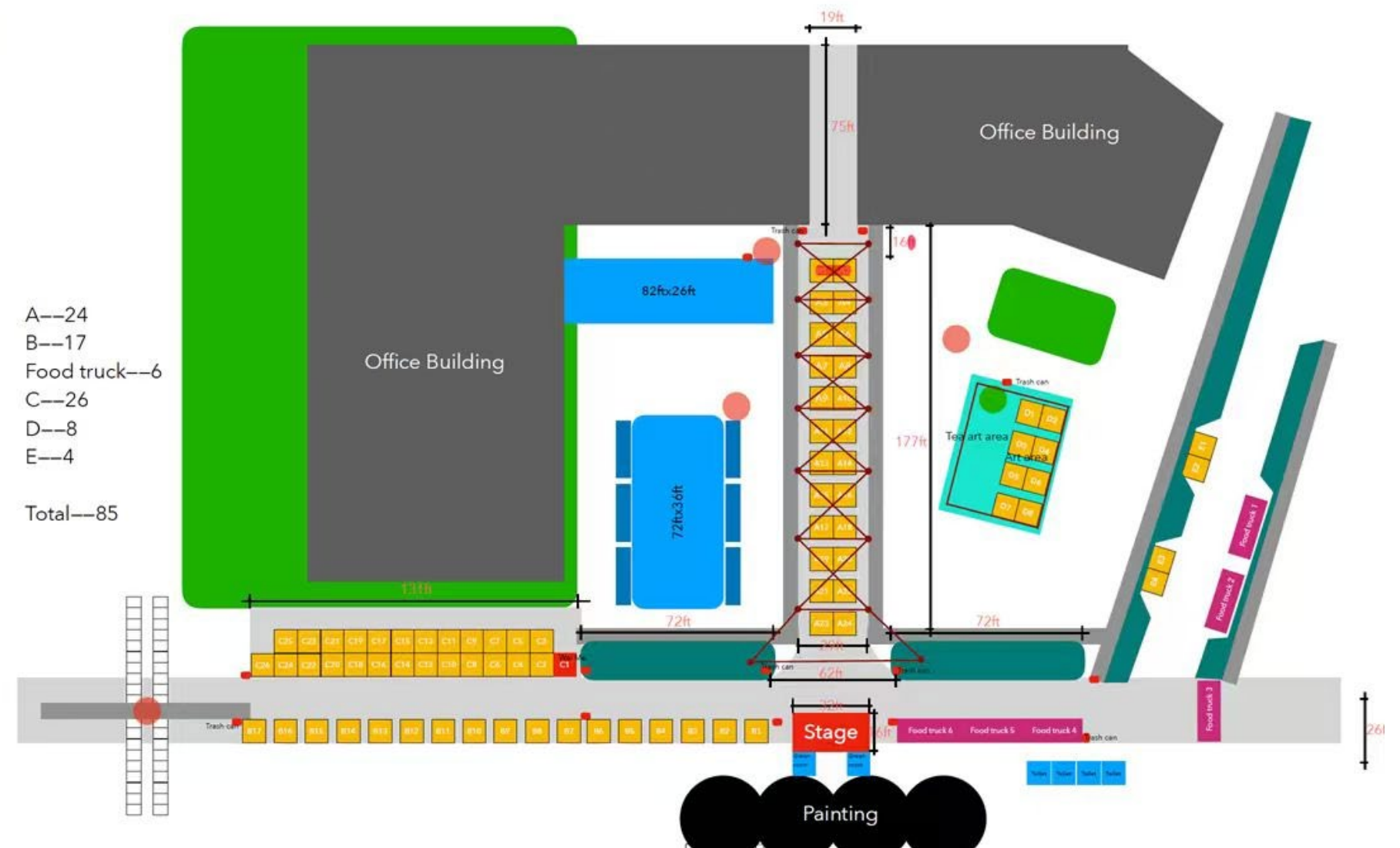
- Tai Chi (Taiji) & Acupuncture
- Community health awareness

Food Street

- Expanded international food vendors
- Authentic cultural cuisine

Performance

- One and half day, back to back performance



Community Impact & Engagement

Pre-Event Engagement/Marketing

- Community-wide **Poster Design Contest**
- Community outreach & promotion
- Partnering with **multiple local organizations**



Artist & Performer Opportunities

- Recruiting **30+ performance teams**
- Showcasing **20+ visual artists** in the Art Market
- Providing a platform for emerging and local talent

*Engaging the community not just as attendees—
but as creators, participants, and collaborators.*



Event Budget - Income

Type	Income Estimate: \$62000
Vendor and Program income: \$20000	• Vendors (Food, Non Food, Artist table) total \$16000 •Tea Ceremony program: \$2000 •Ticketed program: \$2000
Sponsorship Goal or Other source: \$17500	•Sponsorship goal: \$10000 •Other source: \$7500 (TWS self funding)
Grant Application: \$24500	•Through McKinney and Texas Grant application





Event Budget -Expense

Type	Expense Estimate: \$53500
Event Operation: \$30500	Event Cost: \$15000 • Stage: \$2900 DJ and equipment rental: \$2600 • Performers: \$5000 • Amenity rental (table, Chair, Tent, Generator, Lighting cost): \$4500 Operation cost: \$6100 • Security (\$1600) • Insurance (\$1300) • Waste Service(\$850) • Mobile Restroom (\$850) • Traffic Control (\$1500) Decoration: \$4400 Volunteer and Program cost: \$3000 Contractor: \$2000 Unexpected Event Expenses: 10% of total
Marketing: \$23000	Social Media: \$8000 News Paper: \$5000 Printing: \$4000 Yard Sign: \$1000 Pre-Event Campaign and Influence Interview :\$5000



Are you ready?

- Date: Oct 2nd, 3rd 2026 Location: McKinney City Hall Plaza

