

# 44TH MINNESOTA HMONG NEW YEAR



## Analysis Report

The United Hmong Family, Inc. (UHF) was founded in 2017 and emerged as a response to the growing needs of the Hmong community in Minnesota, particularly in the Twin Cities area. UHF was established to provide a supportive environment that fosters cultural preservation, community engagement, and empowerment. UHF hosts two significant events annually: the Minnesota Hmong New Year (MHNY) and the Hmong International Freedom Festival (HIFF).

### Key Metric Analysis

#### Sold tickets and attendance



Total tickets sold **27,190**



Total attendance **31,188**

#### 2023 vs. 2024 Attendance



Attendance from 2023 increase **33%**

### Sources of Revenue

#### Engagement Metrics



Sponsors:  
**6% of Revenue**



Ticket Sales:  
**64% of Revenue**



Vendor Booths:  
**27% of Revenue**

Overall, admissions for the 44th annual Minnesota Minnesota Hmong New Year was at its all-time high of 31,188 people in attendance. UHF's main source of revenue has been from the two annual events hosted by UHF.