## 44TH MINNESOTA HMONG NEW YEAR



## **Analysis Report**

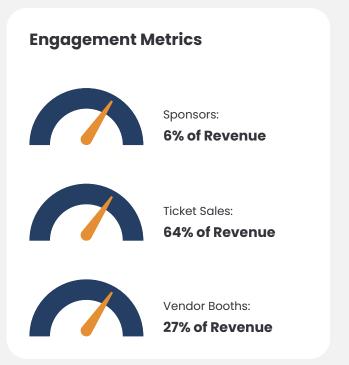
The United Hmong Family, Inc. (UHF) was founded in 2017 and emerged as a response to the growing needs of the Hmong community in Minnesota, particularly in the Twin Cities area. UHF was established to provide a supportive environment that fosters cultural preservation, community engagement, and empowerment.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

## Sold tickets and attendance Total tickets sold 27,190 Total attendance 31,188

Attendance from 2023 increase

Key Metric Analysis

## Sources 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.

33%