

GREEN BAY

HMONG NEW YEAR 2025

Impact Report



The 2025 Green Bay Hmong New Year brought together thousands of attendees, small businesses, performers, and community members for a two-day celebration of culture, community, and opportunity at the Kress Events Center.

<p>6,000+ ATTENDEES over two days</p>	<p>11,000+ TRACKED VISITS (Placer.ai)</p>	<p>3+ HOURS AVERAGE DWELL TIME on-site</p>	<p>MULTI-STATE ATTENDANCE WI, MN, IL, CA</p>	<p>REGIONAL REACH Across Northeast Wisconsin</p>
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NIGHT PARTY IMPACT

333
TICKETS SOLD (ONLINE)

350-400
ESTIMATED ATTENDEES

\$13,105
TICKET REVENUE

High-energy entertainment featuring top artists, DJs, and VIP experiences.

ECONOMIC IMPACT

\$33,372.71
TOTAL REVENUE GENERATED

\$14,750
SPONSORSHIP & GRANT FUNDING

\$16,495.47
IN-KIND SUPPORT

≈ \$50,000
TOTAL EVENT VALUE

ESTIMATED \$180,000-\$300,000
IN TOTAL LOCAL ECONOMIC ACTIVITY

Vendors • Food • Retail • Hotels • Transportation
Restaurants • Entertainment

SMALL BUSINESS IMPACT

60+
VENDORS, SPONSORS
& PARTNERS ENGAGED

Supporting local entrepreneurs and creating economic opportunities across our community.

COMMUNITY POWERED

87
VOLUNTEERS MOBILIZED

500+
VOLUNTEER HOURS CONTRIBUTED

Thank you to our incredible volunteers for powering this event with heart and dedication!

PROGRAMMING & PARTICIPATION

<p>15 DANCE GROUPS</p> <p>150+ PERFORMERS</p>	<p>9 FASHION SHOWCASE PARTICIPANTS</p>	<p>10+ ARTISTS & ENTERTAINMENT PROFESSIONALS</p>	<p>4 SPORTS & COMPETITIONS</p> <ul style="list-style-type: none"> Dance Competition Men's Volleyball Women's Volleyball Basketball (3v3)
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MORE THAN A CELEBRATION—A Platform for
ECONOMIC • CULTURAL • COMMUNITY IMPACT

Preserving our heritage. Empowering our people. Strengthening our future.

Thank You

to our sponsors, partners, vendors, volunteers, performers, athletes, and attendees for making Green Bay Hmong New Year 2025 a tremendous success!



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🌐 www.greenbaymongnewyear.com