



MCDC Grant Presentation
December 16th, 2021
Dr. Beth Beck and Lesli Robertson

**Our
Passion...**



**ELEVATE micro-businesswomen
in creative fields.**



We enhance the community with vibrant public art

We partner with the
McKinney Cotton
Mill to create a
CULTURAL HUB
for artistic
expression through
ArtFests.





**We provide
quality
experiences for
artists and
patrons**

*"ArtFest was a great opportunity to exhibit my art **indoors** away from possible inclement weather, and have access to hundreds of people.*

*I gained many **new art collectors** through participating and will certainly be an exhibitor again." - Robin Maria Pedrero*



**We are expanding from
TWO per year to FIVE!**



MillHouse Art Festival Series, 2022

**Winter Indoor ArtFest
February 26-27, 2022**

**Spring Outdoor ArtFest
May 7-8, 2022**

**Wine and Walls MuralFest
June 11-12, 2022**

**Summer Indoor ArtFest
August 27-28, 2022**

**MillHouse Fall Outdoor ArtFest
October 2-3, 2022**

NEW

MillHouse Wine & Walls

Coming soon:
June 11-12, 2022

Art brings **NEW** life to
historic architecture.



THIS GRANT WILL SUPPORT:

BUSINESS GROWTH

Providing multiple events that enable small creative businesses to sell products throughout the year.

SALES TAX

- 1) Keep local artists' sales local.
- 2) Bring regional artists' sales to McKinney.
- 3) Host events for art patrons to shop.

MARKETING

Reach new visitors through expanded marketing and outreach.



MillHouse Art Festivals



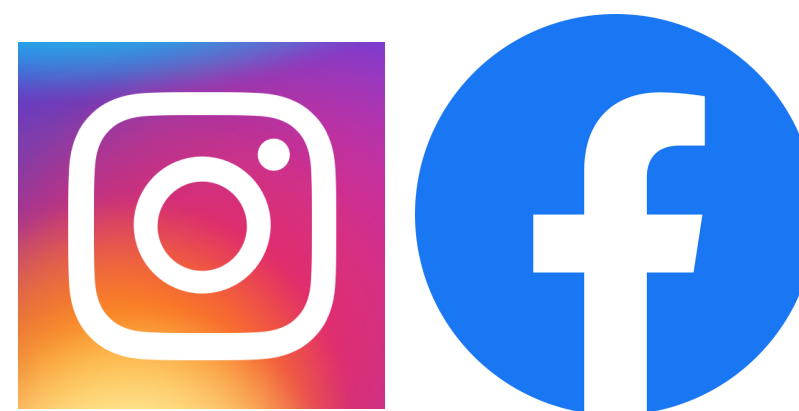
Downtown McKinney



TARGETED LOCAL SIGNAGE



PRINT AND MEDIA ADS (new)



SOCIAL MEDIA

Marketing and Promotion Avenues for 2022



This grant will fund expanded advertising to reach more visitors.

ADVERTISING/MARKETING Budget MillHouse Art Festivals for 2022 (Total for 5 events)	Cost	Description
Social Media		
Social Media Designer and Coordinator (\$750 per event)	\$3,000	Will create and design all of the social media content, including ArtFest webpage, photography, graphics, descriptions, links, etc.
Facebook ads (for 4 events)	\$3,600	To target ArtFest demographic, including ads to reach up to 100,000 people per campaign.
Signage		
3, flag signs (\$135/ea)	\$405	
75, "I'm an artist" Yard Sign (\$10/ea)	\$525	
10, Directional signs	\$125	
Print and Media Ads		
Living Magazine Advertorial, Frisco/Plano	\$1,700	An article format in Living Magazine. The article will highlight ArtFest and encourage people to make this a weekend getaway in downtown McKinney
Living Magazine Advertorial, 380 North	\$1,700	"
Living Magazine Advertorial, McKinney/ Allen	\$1,700	"
McKinney Community Impact	\$750	
TOTAL	\$13,505	
FUNDING RECEIVED, VISIT MCKINNEY	-\$8,500	
MCDC GRANT REQUEST	\$5,005	



THANK YOU!