



MillHouse

McKinney Community
Development Corporation
Grant Presentation
December 15, 2022

Dr. Beth Beck, Executive Director

MillHouse Mission:
support small business
women in creative fields.

3: STAURANT
ROUP

@BREESMITH



PROGRAM PRIORITIES

We create programs to showcase local and regional creatives in order to provide opportunities to enhance income potential.

Our focus is helping women, but all are welcome to participate.

**We partner with the
McKinney Cotton Mill
to create a cultural hub
for artistic expression.**



We host ART festivals:
August 2019
February 2020
February 2021
August 2021
February 2022
August 2022

MillHouse ArtFest

McKinney Cotton Mill

**Organized and
implemented
by MillHouse
artists!**



**OUTDOOR
Maker Markets:
October 2020
November 2020
December 2020**

**MillHouse
MAKER
Market
McKinney Cotton Mill**

**INDOOR
Artisan Festivals
planned for
2023**



MillHouse MuralFest McKinney Cotton Mill

Muralists painted original designs on the walls of the historic Cotton Mill facility, while canvas mural artists created art for auction.

The murals contribute to the cultural fabric of McKinney.



2023 Programs

Art Festivals:

February Indoor ArtFest
June Outdoor MuralFest
August Indoor ArtFest

Artisan Festivals:
(pending permits):
July, September
October, November



Permie Fallon.com

PRISCILLA AND BILL
DARLING



TARGET AUDIENCE TEXAS & BEYOND

Attendees/Shoppers
Art Patrons, Collectors, Families &
Friends, Tourists & Weekenders
who stay at McKinney hotels,
bed & breakfast, and AirBNBs



Creatives
Established & Emerging Artists, Makers,
Muralists, Musicians & Food Vendors

Digital Marketing

Online News
Online Magazines
Social Media
Facebook/IG Ads,
Posts, Stories, Reels
MillHouse Website

Marketing Strategy

Print Media

Community Impact Ad
Living Magazine stories
Signs & Banners

MillHouse ArtFest
McKinney Cotton Mill

MillHouse Summer INDOOR
ArtFest at the McKinney Cotton
Mill

Open to the Public: August 27-28

LEARN MORE

The Dallas Morning News

ARTS • CULTURE, EVENTS, FAMILY, THINGS TO DO, THINGS TO DO THIS WEEKEND, THINGS TO DO THIS WEEKEND

The Top 10 Things To Do This Weekend In Dallas & Collin County

Plan your weekend of August 26 to 28, 2022

BY VIRGINIA MINCORANCE
AUGUST 26, 2022



MILLHOUSE

INDOOR SUMMER ARTFEST IN MCKINNEY

Beat the August Heat, Celebrate Art, and Get Inspired

BY ANNETTE BROOKS

your calendars, then head to McKinney this August 27 and 28 for the Foundation summer ArtFest. Held from 11 AM to 5 PM on both days, the event is held in the historic McKinney Cotton Mill. ArtFest is fun for all ages and a great way for talented artists to showcase their work. It's open to the public, and admission is free. Immerse yourself in the art environment amidst quality artists, and enjoy great entertainment, and refreshing frozen drinks.

are truly remarkable, and offer a wonderful variety of art available of all sizes and genres.

McKinney. After you browse through the ArtFest booths and find the perfect pieces to take home, head to the historic square in old downtown McKinney located about a mile from the Cotton Mill. Browse through unique shops and boutiques at your leisure, dine at one of many restaurants, or relax at a wine bar and people-watch. Stay downtown at a local hotel, inn, or bed and breakfast (DowntownMcKinney.org/listing/lodging) and immerse yourself in the laid-back downtown McKinney vibe.

ABOUT MILLHOUSE FOUNDATION
MillHouse Foundation is a nonprofit charitable and educational corporation that promotes female artists and artists. MillHouse Foundation through the Cotton Mill Partnerships festivals showcasing local talent and to bring art history to McKinney to shop, and by the city.

use Foundation Board artistic guidance for ArtFest. Members include Dr. Beck, an award-winning author and creative services provider; a Brock artist, jeweler, and designer; Andrea Holmes, painter; Gail Delger, watercolor, printmaking, collage, and acrylic art and Lisa Temple, figurative portrait and abstract expressionism artist.

Sister nonprofits, MillHouse Foundation and MillHouse McKinney, operate out of the Cotton Mill to lift up micro-business women in creative fields. MillHouse McKinney operates the 14,000-square-foot MillHouse facility with 32 studios for female artists and creatives and hopes to add more studios in the future.

"The Cotton Mill is a beautifully renovated space where you're surrounded by century-old architecture and a slice of McKinney's history," Beth explains. "Our studios provide a place for women to spark their creative flame as well as meet and collaborate with other local artists."

Funding and in-kind support for ArtFest are provided by the Cotton Mill Partners, Ltd., McKinney Arts Commission, Visit McKinney, and McKinney Community Development Corporation.

610 Elm Street, Suite 1000
McKinney, Texas 75069
(202) 810-2101
MillHouseFoundation.org
MillHouseMcKinney.com

MillHouse ArtFest

MEET Valerie Batchelder

August 27-28 ~ 11 am-5 pm
McKinney Cotton Mill

Funding in-kind support provided by McKinney Arts Commission

Reel insights

Engagement-related insights, such as shares, may be lower than expected due to rules in some regions. Learn More

@millhousemckinney

#MURALFEST2

@MCKINNEYCOTTONMILL

living MAGAZINE

GATHERINGS AT TWIN CREEKS

55+ ACTIVE ADULT CONDOS

MillHouse ArtFest
McKinney Cotton Mill
August 27-28 ~ 11 am-5 pm

MEET Gail Delger

Funding in-kind support provided by Cotton Mill Partners, Visit McKinney



Our MillHouse Wine & Walls MuralFest is a wrap...

Giulio Cercato · For The Better (feat. Danelle S...
June 19 · Duration 1:23

13755 595 13 13 8

Instagram

millhousemckinney
MillHouse

millhousemckinney Peace out and Art love at #muralfest2022!!

People reached 0

Post interactions 0

45 likes 3 comments

0 Save

Account activity 0

0 texts 0 emails

0 calls 0 get directions

0 website clicks

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.



DIRECT RESULT OF MARKETING \$\$

Summer ArtFest ATTENDANCE doubled.
Artists' SALES increased!



HAPPY SHOPPERS = HAPPY ARTISTS!

ArtFest summer 2022 was a **huge success** for myself as well as other local artists!

I more than **doubled my sales** from the Winter Festival and exceeded my goal for this show by 35%! I met new clients and received **five commissions**.

I **exceeded my sales goals by almost double** and gained several new contacts for future commissions.

ArtFest continues to grow and each show gets better with so many **opportunities to showcase and sell** my art.

I participated in at least five Millhouse ArtFests and it is one of my **favorite shows**.

Operations Budget for 7 events

PROGRAM DETAIL MillHouse Art Festivals (2023) 7 events		
REVENUE		
Booth Fees for 5 events		
Winter ArtFest (50 artists @\$200)	\$10,000	
Wine and Walls (50 applications @\$50)	\$2,500	
Summer ArtFest (100 @\$200)	\$20,000	
4 Maker Markets (100 @\$75)	\$7,500	
REVENUE TOTAL	\$40,000	
EXPENSES		
Advertising	\$30,000	
Security	\$2,000	
Volunteer T-shirts	\$850	
MuralFest Artist stipends	\$20,000	
Festival Supplies	\$4,000	
Volunteer and participant food/drinks	\$1,700	
EXPENSES TOTAL	\$58,550	
NET	-\$18,550	
IN-KIND		
Cleaning	\$600	In-kind
Porter fee	\$320	In-kind
Outdoor security lighting	\$5,000	In-kind
Facility	\$20,000	In-kind
IN-KIND TOTAL	\$25,920	



707
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Marketing Request for 7 events

MCDC Budget for Festivals and Events	Cost	Description
DIGITAL MEDIA		
Media Content and Design	\$6,000	Media content creation and design, including festival and event webpages, photography, graphics, text descriptions, and any digital or print assets.
SIGNAGE		
3 Artisan Festival Flags	\$750	Promotion for new artisan festivals.
ADS		
Print and Media Ads	\$8,250	Print and online ads to boost participation in festivals and encourage overnight stays in McKinney
TOTAL MCDC	\$15,000	

@audie.anne.art



MillHouse ArtFest
AUGUST 27-28, 2022

Sponsor Shoutout!

Funding & In-kind support for
2022 Summer ArtFest provided by



THE COTTON MILL

visit
McKinney
Official Sponsor

McKinney Arts
Commission

MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

McKinney Cotton Mill
Hwy 5 & Elm St
Historic East McKinney

**THANK
YOU!**