



Visit McKinney Grant Presentation  
October 26, 2021  
Dr. Beth Beck and Lesli Robertson

# Our Passion...



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



# Through ArtFest...

We **ENHANCE** economic opportunities for creatives in McKinney and surrounding communities.

We **ESTABLISH** the Cotton Mill as a unique cultural anchor in east McKinney.

We **ENTICE** visitors to McKinney for weekend art shopping excursions.







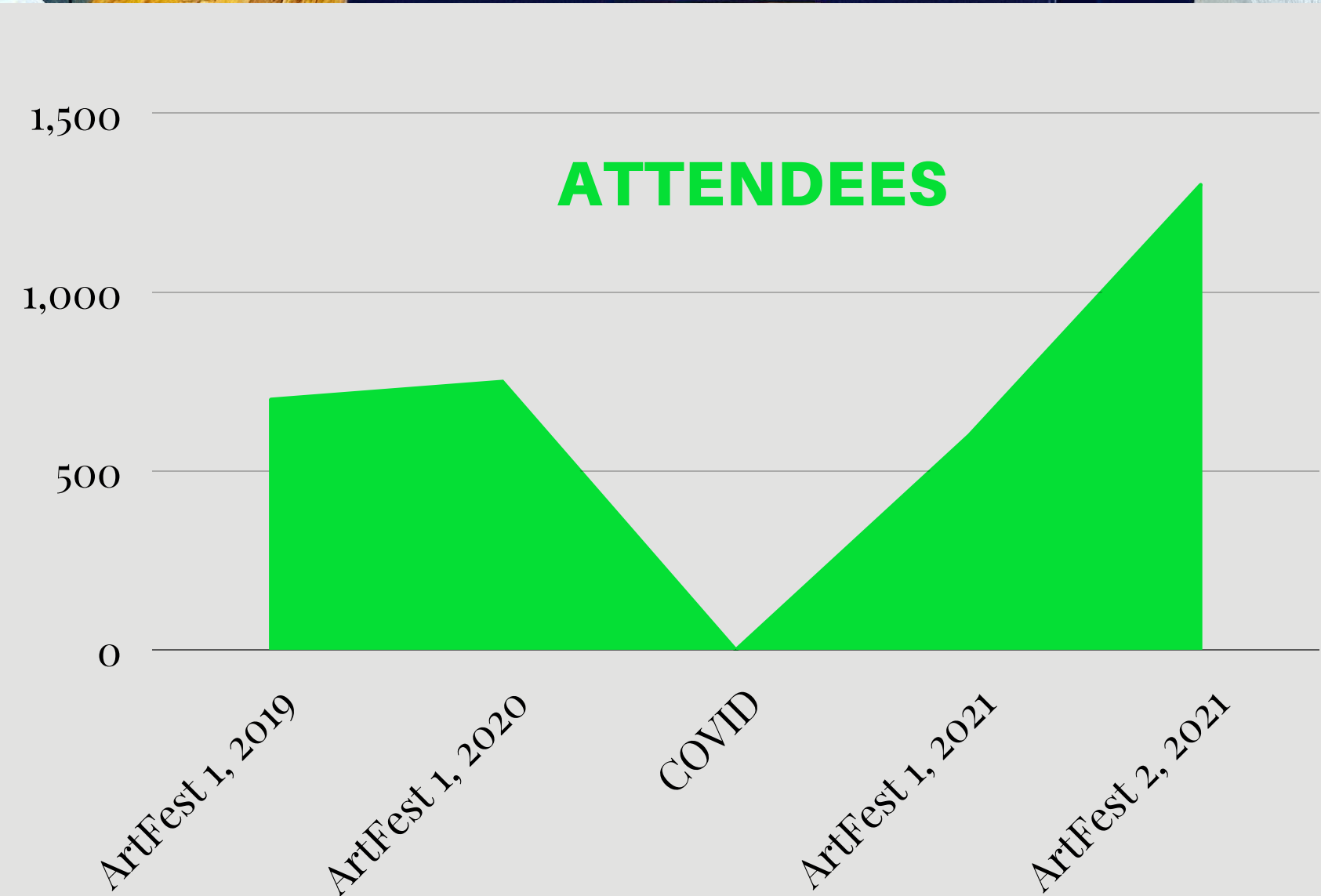
MillHouse  
ArtFest  
McKinney Cotton Mill







# ArtFest provides the venue to experience the art and culture of McKinney



## From our artists...

Many artists shared they met or exceeded their sales goals within the first two hours at the most recent ArtFest!





**We are expanding  
our art festivals  
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

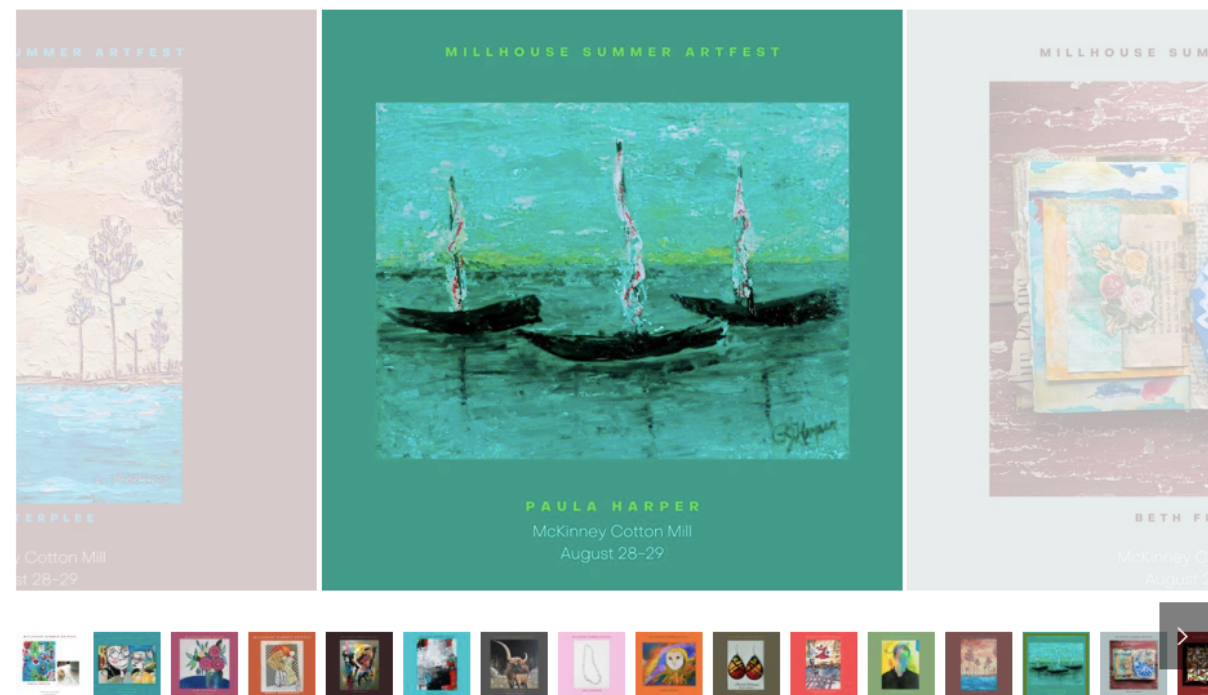
**Wine and Walls MuralFest**  
June 11-12, 2022

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

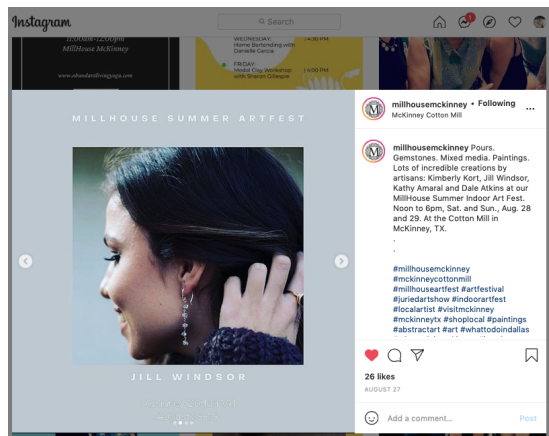
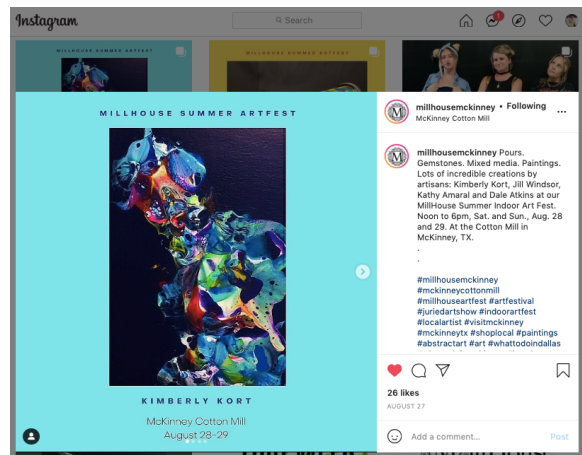
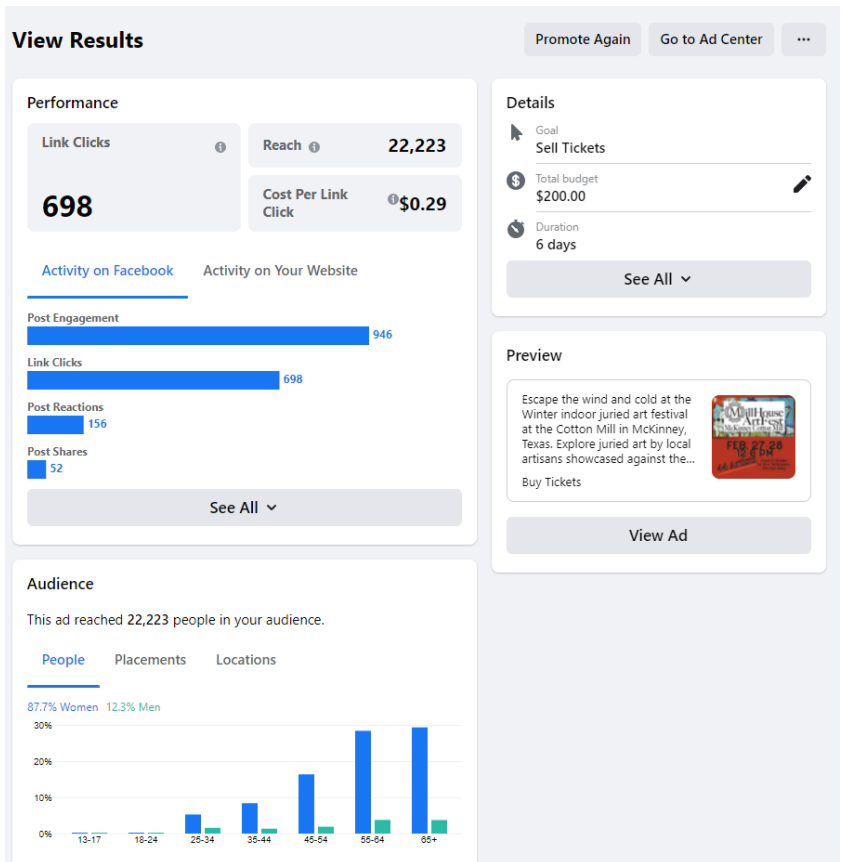
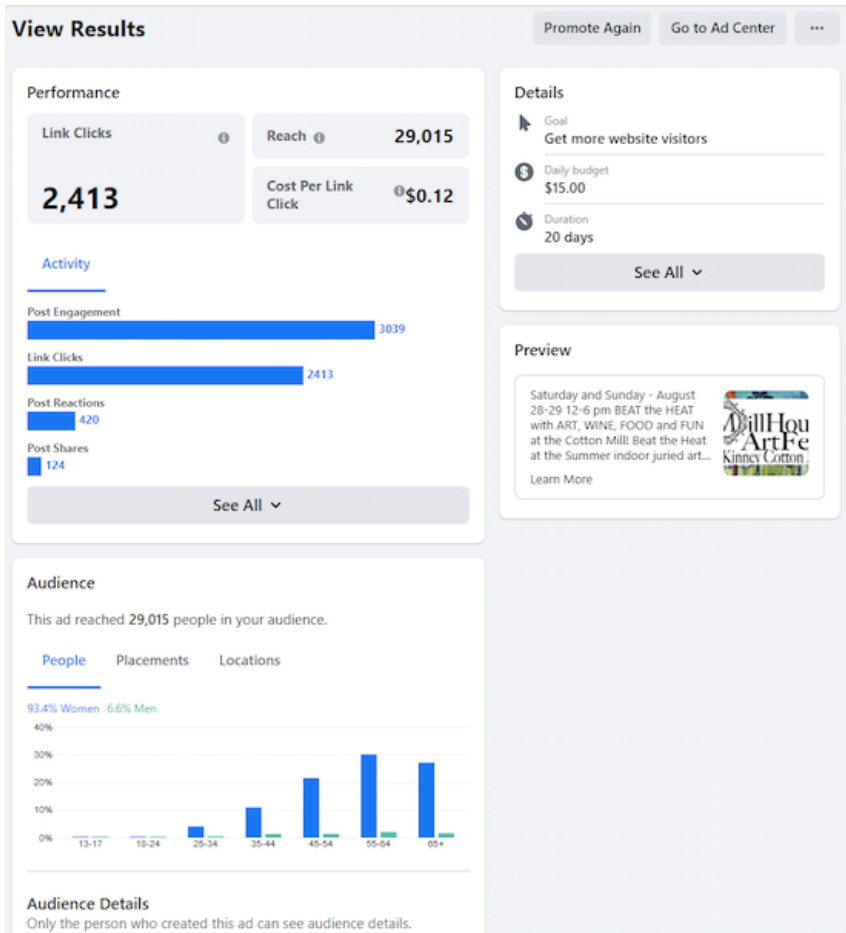
**MillHouse Fall Outdoor ArtFest**  
October 2-3, 2022



## Summer 2021 Featured Artists



# Social Media Marketing 2019-2021







TARGETED  
LOCAL SIGNAGE



PRINT AND MEDIA ADS (new)



SOCIAL MEDIA

Potential  
Marketing and  
Promotion  
Avenues  
2022





This grant  
will fund  
expanded  
advertising  
to reach  
more  
visitors

VISIT MCKINNEY ADVERTISING Budget MillHouse Art Festivals for 2022 (Total for 5		Cost	Description
<b><u>Social Media</u></b>			
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
<b><u>Signage</u></b>			
3, flag signs (\$135/ea)	\$405		
75, "I'm an artist" Yard Sign (\$10/ea)	\$525		
10, Directional signs	\$125		
<b><u>Print and Media Ads</u></b>			
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 Impact	\$750		
<b>TOTAL</b>	<b>\$13,505</b>		



**This grant will help us :**

**EXPAND** from two to five  
festivals in 2022.

**INCREASE** economic  
opportunities for local and  
regional artists.

**ATTRACT** new artists and art  
patrons to our city.

**REACH** new weekend visitors  
through additional marketing.





