



**MILLHOUSE FOUNDATION
AT THE MCKINNEY COTTON MILL
ATRIUM GALLERY**

TRANSFORMING AN EVERYDAY HALLWAY INTO A YEAR-ROUND PUBLIC ART EXPERIENCE

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JUNE 2026

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MILLHOUSE 01

MISSION: CULTURE-INFUSED ECONOMIC DEVELOPMENT

Mission: to enhance the earning potential of micro and small business owners in creative fields to catalyze hometown hero stories. Our focus is women; however, everyone can participate in our programming and events.

What we do: Makers Markets, ArtFests, Exhibitions, Art Education, Public Art

02 PROGRAM PRIORITIES

INFUSE CULTURE

by creating creative collaborations through events that provide artists, artisans, and musicians increased visibility, sales, and new customers;

ELEVATE EXPRESSION

by highlighting creative work through Gallery exhibits, Public Art, and social media promotions; and

EXPAND ECONOMY

by growing skills and enhancing economic opportunities for micro-business owners in creative fields.

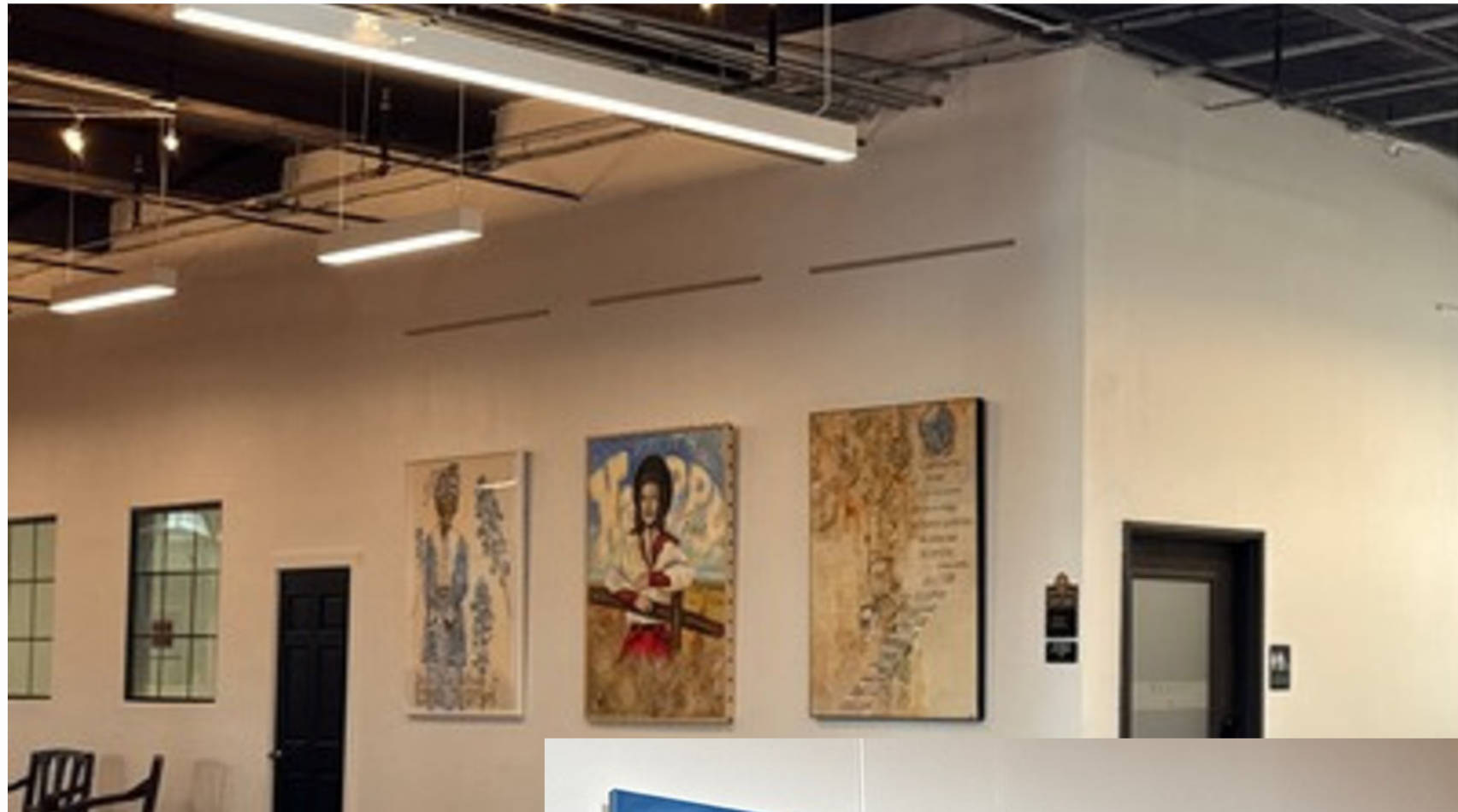


03 INTRODUCING THE ATRIUM GALLERY— A NEW CULTURAL DESTINATION



Traditional Gallery	Atrium Gallery
Permanent roster of artists	Rotating themed exhibitions
Artists display their own inventory	Works selected through a competitive juried process
Individual pieces	A cohesive, curated exhibition experience
Retail destination	Regional cultural destination
Visitors browse	Visitors make a special trip before the exhibition ends

PEOPLE CAN BUY ART ANYWHERE - THEY TRAVEL FOR EXPERIENCE



THE ATRIUM GALLERY 03

Each exhibition:

- Large Art (48"x60")
- Free admission
- Professional curation
- Public reception
- Artist recognition/cash awards
(Funded in part by Texas Arts Commission)
- Educational opportunities

MillHouse Foundation

2026 / 2027

ATRIUM GALLERY SCHEDULE OF EVENTS
2026-2027

June 12-August 30, 2026	Texas Wonderwoman Exhibition - Celebrating America 250
Sept 15 - Dec 30, 2026	Fragments of Form
Jan 15 - March 15, 2027	Black and White, Plus One
April 1 - June 15, 2027	Uncoiled - The Fibonacci Explored
July 1 - Sept 15, 2027	The Space Between

05 WHY MARKETING MATTERS: REACH

Without regional marketing, the gallery primarily serves existing visitors.

With regional marketing, we can attract new audiences from across North Texas who choose McKinney as a cultural destination, creating spending that benefits local businesses and strengthens the city's arts economy.



THE ATRIUM GALLERY CREATES A NEW REASON TO CHOOSE MCKINNEY.

05 SAMPLES: MARKETING & PROMOTION



cottonmillartsdistrict



Digital Marketing

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

Marketing Strategy



Print Media

Community Impact Ad
 Online media articles
 Signs & Banners
TexasMonthly
 Explore McKinney this Summer for Memorable Experiences Galore



The Dallas Morning News



Annual MillHouse MuralFest

Watch mural artists at work while enjoying live music, drinks, food, and children's activities at the 2nd Annual MillHouse McKinney MuralFest June 3-4 at the Historic McKinney Cotton Mill. Bring a lawn chair and picnic lunch to enjoy a relaxed day watching and visiting with local artists at work. For the full experience, purchase a VIP ticket that includes a pre-event artists' reception, commemorative swag, and 20 food/beverage tickets. Children will enjoy creating their own art in the kids' tent, too.



Residences: 79,547
 Average Age: 44.0
 % with Children: 43.0%
 Average Income: \$103,647



06 ECONOMIC IMPACT

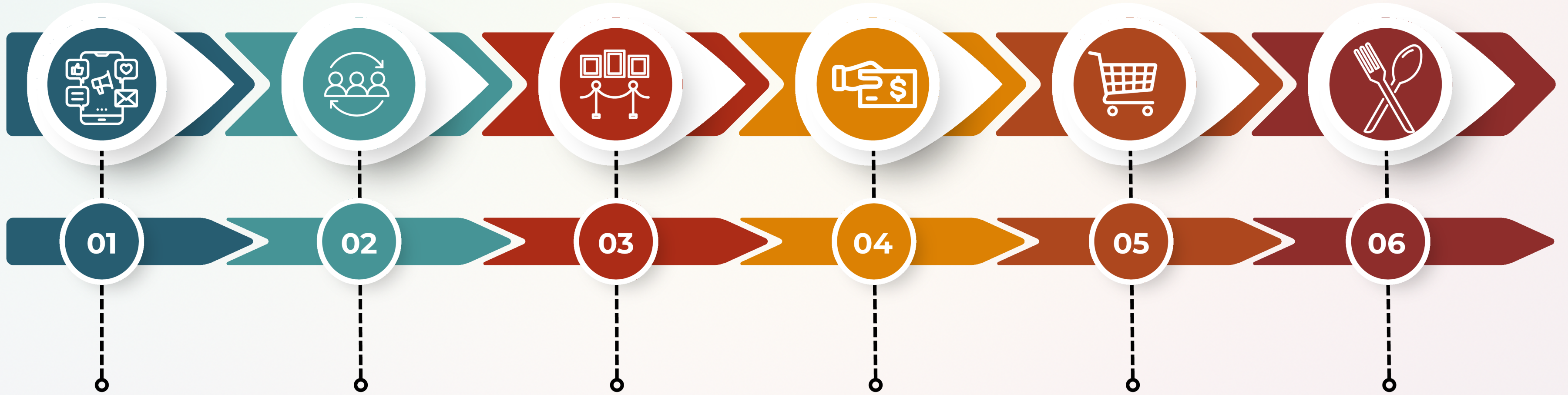
BRINGING NEW VISITORS—AND THEIR DOLLARS—TO MCKINNEY



THE ATRIUM GALLERY IS DESIGNED TO ATTRACT REGIONAL ART BUYERS, COLLECTORS, AND CULTURAL TOURISTS—NOT JUST LOCAL VISITORS.

06 ECONOMIC IMPACT

BRINGING NEW VISITORS—AND THEIR DOLLARS—TO MCKINNEY



**Regional
Marketing**

**Brings New
Visitors to
McKinney**

**Visit the Atrium
Gallery**

**Purchase
Large Scale
Fine Art**

**Shop the
Cotton Mill**

Coffee Shop
Art Studios
New Retail Boutique

**Continue to
Downtown
McKinney**

Restaurants
Shopping
Entertainment

07



THE COTTON MILL
ARTS & DESIGN DISTRICT



Elm St



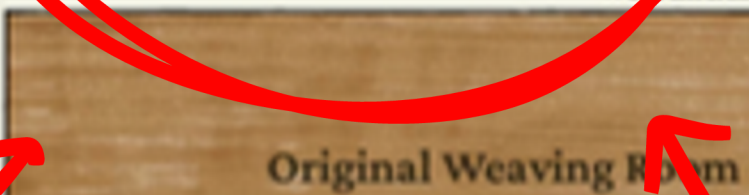
A West Parking



B East Parking



Artist
Parking at
Encore



Original Weaving Room



Atrium

Amcott St



Event Hall

Grand Hall

Dye Room

THE COTTON MILL

#300	#530	#1300
#600	#700	#1320
#130	#750 (Operain)	#1330
#300 (Operain)	#800	#1340
#400A	#930	#1350
#400B	#930	#1400
#400C	#3000A	#1420
#400D	#3000B	#1430
#130	#3000A	
#530	#3000B	

08 WHY THIS MATTERS

The Atrium Gallery will:

- Offer free access to rotating fine art exhibitions
- Showcase Texas and regional artists with large art opportunities
- Harness a new public space within an iconic historic industrial complex
- Embed year-round cultural programming
- Strengthen McKinney's identity as a cultural arts destination.

GREAT
COMMUNITIES
INVEST IN
PLACES
WHERE
PEOPLE WANT
TO GATHER,
EXPLORE, AND
RETURN.

