

February 2026

MillHouse Foundation

MCDC Final Grant Report



2025 Arts Festivals



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Executive Summary

MillHouse Foundation exists to promote small business women in creative fields.

MillHouse Foundation hosted fourteen events in the MCDC 2025 season. MillHouse used MCDC funding to market eleven of these events. The Makers Markets and ArtFests provide opportunities for micro-business owners to grow their skills, showcase, and sell their work, providing economic stability for their families and the surrounding communities. All events are free and open to the public. These events supported the MCDC goals of attracting visitors to McKinney and enhancing the quality of life for McKinney residents.

Event	Date	Attendance	MCDC Funds Used
Winter Art Fest	February 22-23	1820	\$1,634.81
March Makers Market	March 8	500	\$1,019.51
May Makers Market	May 10	650	\$908.75
June Makers Market	June 14	675	\$819.55
July Makers Market	July 12	650	\$739.50
Summer ArtFest	August 23-24	2750	\$521.77
September Makers Market	September 13	875	\$418.44
October Makers Market	October 11	750	\$505.91
November Makers Market	November 8	1100	\$576.32
December Makers Market	December 13	900	\$711.19
January 2026 Makers Market	January 10	575	\$694.25

Narrative Summary

ArtFest

MillHouse Summer and Winter ArtFests are indoor, juried, community-focused festivals to showcase products and offer enhanced revenue opportunities to members and participants by increasing visibility and sales, attracting new customers, and enhancing creative collaboration. By hosting indoor events, artists experience two full days of sales that are not affected by inclement weather. The MillHouse Art Festival draws from across the Metroplex, bringing in attendees who are both repeats and those new to ArtFest. Attendees are always encouraged to visit local shops and restaurants, creating a positive boost for the local economy in McKinney.

Makers Markets

MillHouse Makers Markets are indoor, juried, community-focused markets to showcase local and regional artisans attracting new patrons and enhancing creative collaboration. This year we hosted 9 markets. The Cotton Mill Atrium Hallway was at capacity with 30-36 booths with product offerings including fiber art, upcycled clothing, jewelry, candles, fine art, and more. The MillHouse Makers Market drew attendees from across the Metroplex. Attendees were encouraged to visit local shops and restaurants, creating a positive boost for the local economy in McKinney. MillHouse also collaborated with White Box Roastery, a woman-owned small business, to host their three year anniversary during Makers Market. White Box Roastery collaborated with MillHouse and the participating artisans to provide drawings and giveaways throughout the day.

Art In Action

While not an MCDC - funded event, MillHouse collaborated with Abbas Pride US/South Africa to teach marketable skills to Abbas Pride grannies/guardians and interested women in the Winterveld community, which is a large township in Gauteng, South Africa, located 50 miles from Abba's Pride headquarters in central Pretoria. In this pilot project, MillHouse artists partnered with Abba's Pride team members who served as instructional guides and translators to teach 50+ women skills such as jewelry-making, sewing, embroidering, knitting over a four-day period. At the end of the learning sessions, the women showcased their work and received official Certificates of Completion in a graduation ceremony, accompanied by traditional dancing and singing. The Abbas Pride team embraced the pilot project as a success, and seek to grow our project for future years. They are creating a women's guild to continue the learning process throughout the year, and grow leadership opportunities for women to rise up and teach one another skills.

Community Chalk It Up

Nonprofit Community Care North Texas and MillHouse co-created a sidewalk chalk party for Woodside apartment residents in the east McKinney neighborhood adjacent to the Cotton Mill. The purpose: infuse the children and community with creativity and encouragement. MillHouse provided artists, original sidewalk designs, and sidewalk chalk for the neighborhood block party which was attended by 50 elementary school children, a dozen middle school leaders from the Community Care Youth Enrichment Program, and neighborhood families. The children and youth colored in designs and drew their own. This was not an MCDC-funded event, but is part of the MillHouse community outreach.

Event Metrics

- **Host at least one event per month at the McKinney Cotton Mill featuring local and regional creatives**
- **Leverage print and digital media markets to increase awareness of McKinney as a weekend destination.**



Event Advertising

Unpaid promotions

MillHouse leverages unpaid advertising as a staple of our promotions:

- Instagram: 3,605 followers
- Facebook: 3,700 followers
- Newsletter: 1,500 email subscribers
- Press releases sent to all local and regional digital and print publications
- Posters in the McKinney Cotton Mill
- Events are posted on all city platforms including Visit McKinney and Chamber of Commerce McKinney Today

Additional Funding Sources

MillHouse used other organizational resources and donations to supplement the MCDC marketing grant.

- Social media content and creation for two of the markets.
- Social media content collection at events
- Advertising in Star Local Media

Event Advertising - All Events

Paid Advertising - Community Impact Magazine (\$4,590)

MillHouse Foundation partners with Community Impact Magazine to run a monthly ad advertising all upcoming events. We run a 1/4 page ad in the Market Place section listing upcoming events for the year. We try to feature the upcoming four months to give readers time to plan. We have received great response from this ad in 2025 with many people citing it as their source of information.



MCKINNEY COTTON MILL
610 ELM STREET

JUNE	MAKERS MARKET	14	10 AM-4 PM
JULY	MAKERS MARKET	12	10 AM-4 PM
AUG	ARTFEST	23-24	11 AM-5 PM
SEPT	MAKERS MARKET	13	10 AM-4 PM

SHOP LOCAL



MILLHOUSE EVENTS
MCKINNEY COTTON MILL
610 ELM STREET
FREE ADMISSION

Jan	MAKERS MARKET	10	10 AM-4 PM
Feb	ARTFEST	14-15	11 AM-5 PM
Mar	MAKERS MARKET	14	10 AM-4 PM
May	MAKERS MARKET	9	10 AM-4 PM



Event Summary - Winter ArtFest

Meta Ads

Ads ran on Facebook and Instagram

from February 9-23, 2025

Link Clicks: 3,573 - 35% ↑

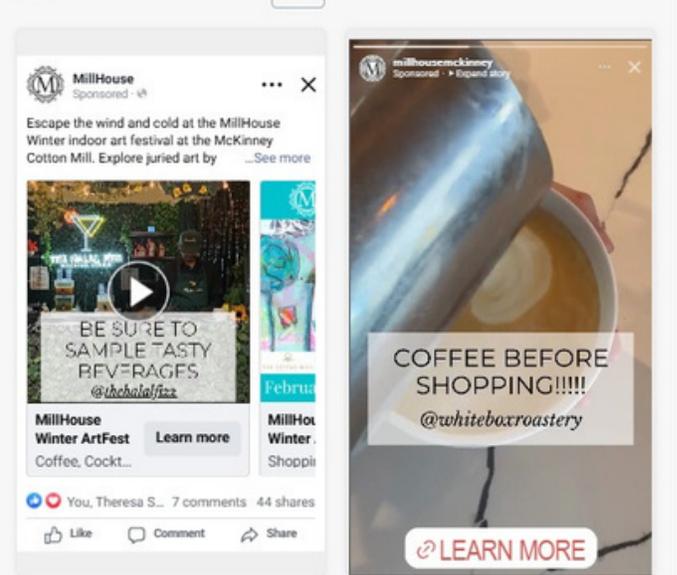
Impressions: 202,394

Reactions: 146

Comments: 6

Saves: 16

Shares: 26



Featured Artist Reels

Ran on Facebook and Instagram

from Jan 18-Feb 23, 2025

Posts (All Reels): 19

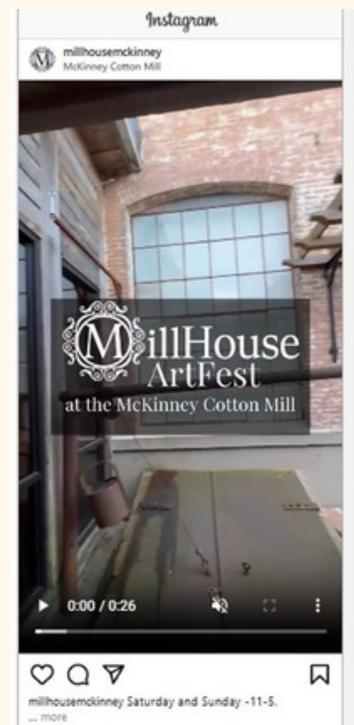
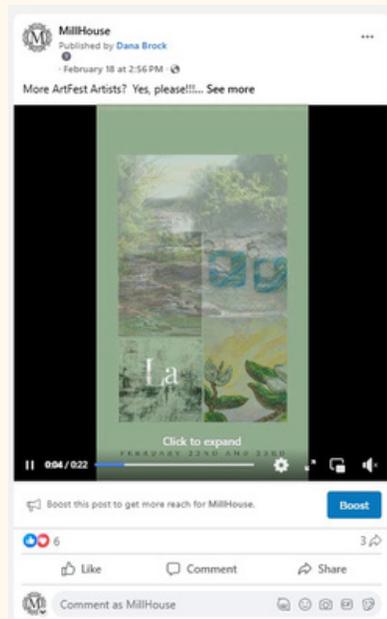
Reach: 12,175

Likes: 425

Comments: 29

Saves: 14

Shares: 100



Meta Ad: \$899.81

Individual Content Creation and Social Media for 65 artists: \$735

MCDC Grant Funds Spent: \$1.634.81

Event Summary - Summer ArtFest

Meta Ads

Ads ran on Facebook and Instagram
from August 8–24, 2025

Link Clicks: 2,896 - 58% ↑

Impressions: 96,773

Reactions: 360 - 340% ↑

Comments: 12

Saves: 49

Shares: 78

Featured Artist Reels

Ran on Facebook and Instagram
from July 22–August 24, 2025

Posts: 35

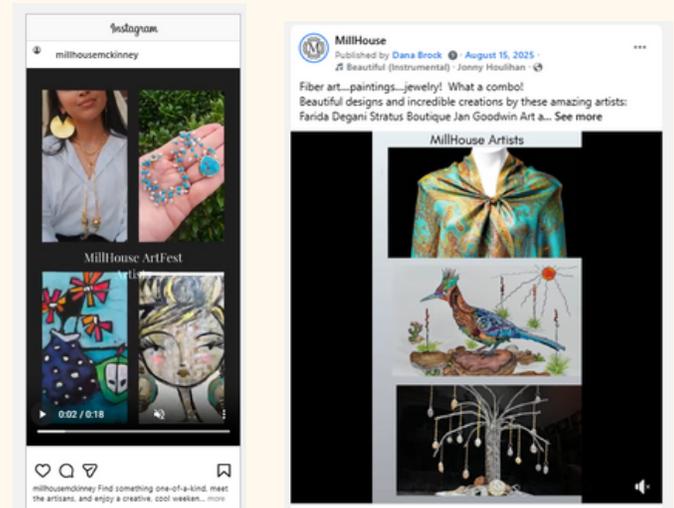
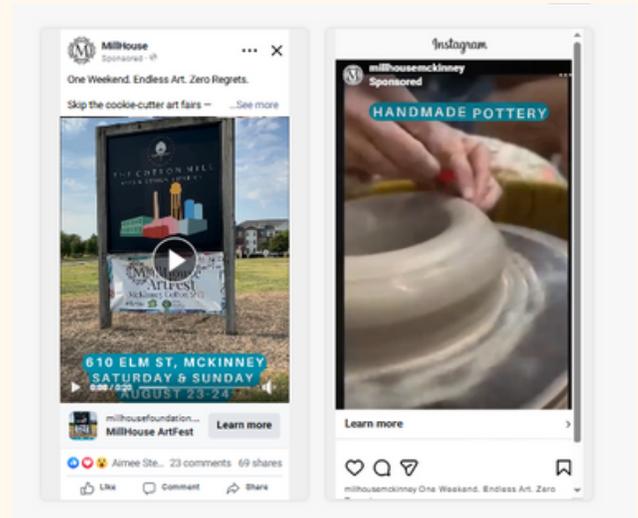
Reach: 46,535

Likes: 532

Comments: 55

Saves: 21

Link Clicks: 3,768

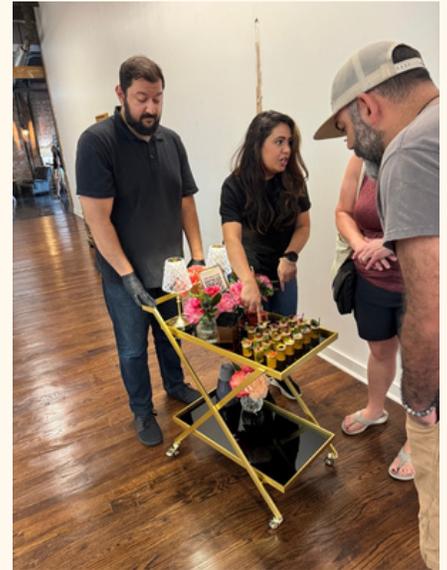


Meta Ad: \$449.41

Individual Content Creation and Social Media for 55 artists: \$570

Grant Funds Spent: \$1,019.51

Winter and Summer ArtFests



Event Summary - March Makers Market

Meta Ads

Ads ran on Facebook and Instagram from February 27–March 8, 2025

Link Clicks: 1,877

Impressions: 98,437

Reactions: 78

Comments: 2

Saves: 13

Shares: 12



Featured Artist Reels

Ran on Facebook and Instagram from Feb 23–March 8, 2025

Posts: 8

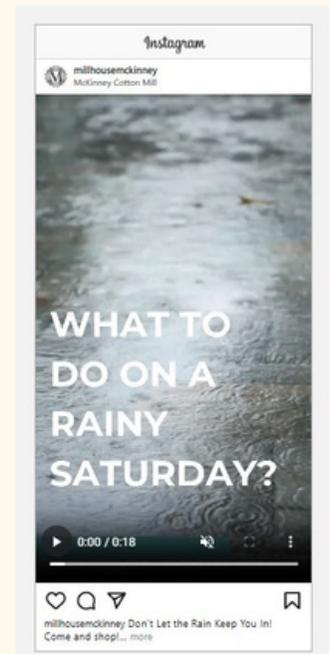
Reach: 7,786

Likes: 191

Comments: 48

Saves: 40

Shares: 40



Meta Ad: \$453.75

Individual Content Creation and Social Media for 31 artisans: \$455

Grant Funds Spent: \$908.75

Event Summary - May Makers Market

Meta Ads

Ads ran on Facebook and Instagram from May 2-10, 2025

Link Clicks: 384

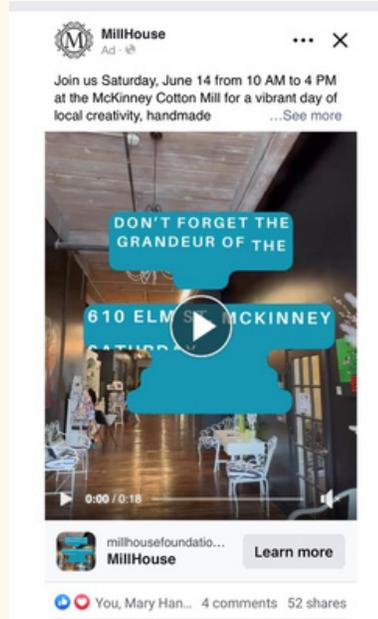
Impressions: 25,627

Reactions: 63

Comments: 3

Saves: 28

Shares: 6



Featured Artist Reels

Ran on Facebook and Instagram from April 13-May 9, 2024

Posts: 15

Reach: 4,741

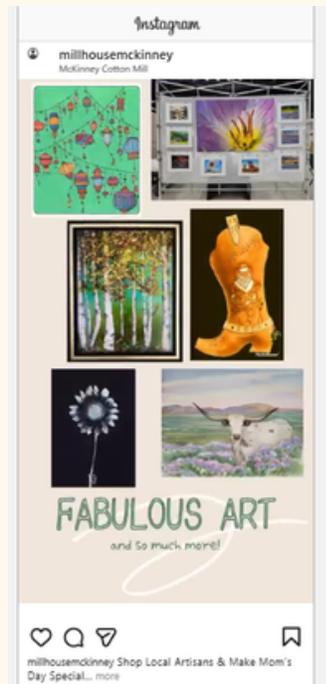
Likes: 228

Comments: 8

Saves: 8

Shares: 107

Link Clicks: 77



Meta Ad: \$439.55

Individual Content Creation and Social Media for 35 artisans: \$380

Grant Funds Spent: \$819.55

Event Summary - June Makers Market

Meta Ads

Ads ran on Facebook and Instagram
from May 28–June 13, 2025

Link Clicks: 2464

Impressions:

Reactions: 283

Comments: 3

Saves: 28

Shares: 71



Featured Artist Reels

Ran on Facebook and Instagram
from May 28 - June 14, 2025

Posts: 19

Reach: 1,626

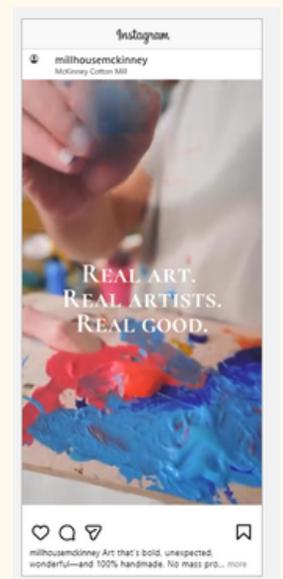
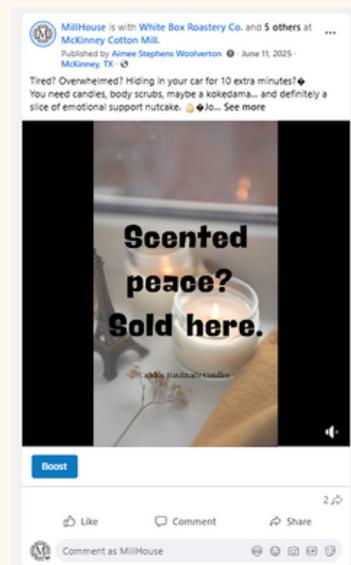
Likes: 41

Comments: 51

Saves: 1

Shares: 11

Link Clicks: 26



Meta Ad: \$359.50

Individual Content Creation and Social Media for 35 artisans: \$380

Grant Funds Spent: \$739.50

Event Summary - July Makers Market

Meta Ads

Ads ran on Facebook and Instagram
from July 6-11, 2025

Link Clicks: 826

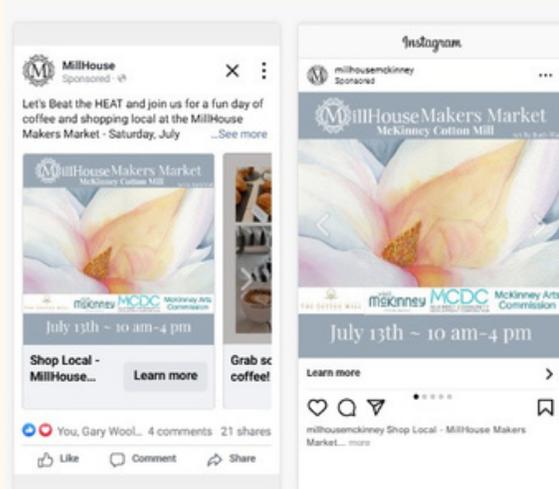
Reach: 19,993

Reactions: 57

Comments: 1

Saves: 8

Shares: 15



Featured Artist Reels

Ran on Facebook and Instagram
from June 30, 2025

Posts: 19

Reach: 1,626

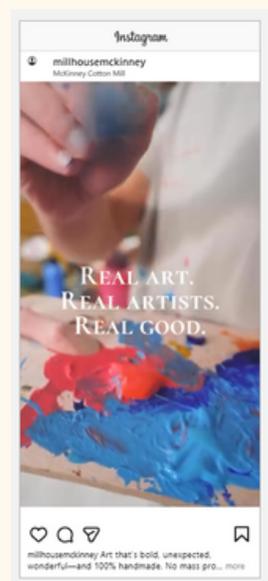
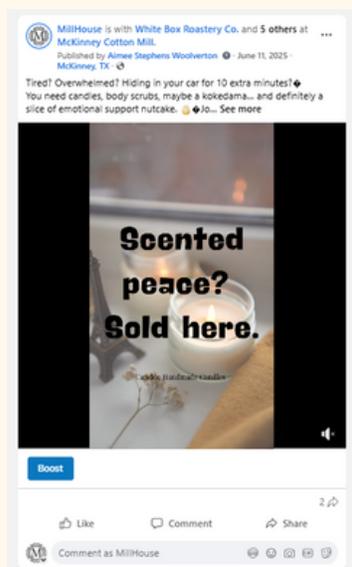
Likes: 41

Comments: 51

Saves: 1

Shares: 11

Link Clicks: 26



Meta Ad: \$226.77

Individual Content Creation and Social Media for 35 artisans: \$295

Grant Funds Spent: \$521.77

Event Summary - September Makers Market

Meta Ads

Ads ran on Facebook and Instagram from August 8–September 14, 2024

Link Clicks: 3,363

Impressions: 74,937

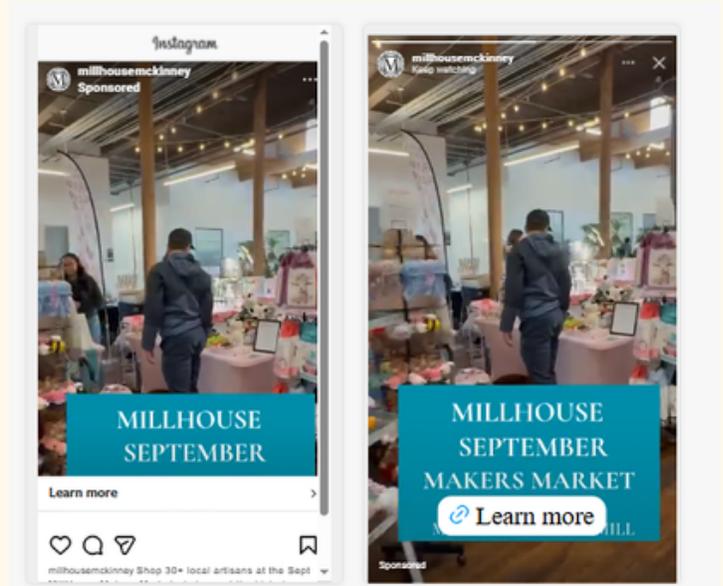
Reach: 41,765

Reactions: 269

Comments: 8

Saves: 37

Shares: 35



Featured Artisan Reels

Ran on Facebook and Instagram from August 29–September 12, 2025

Posts: 6

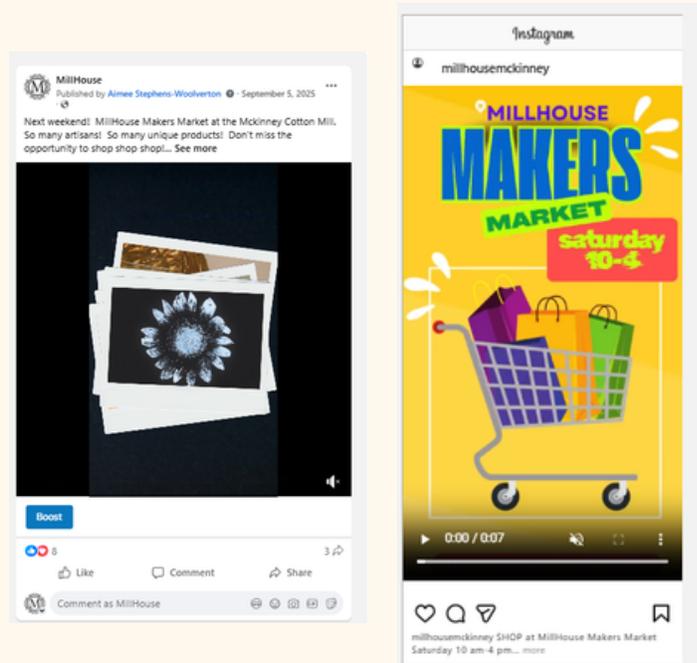
Reach: 2,456

Likes: 103

Comments: 1

Saves: 5

Shares: 26



Meta Ad: \$ 418.44

Individual Content Creation and Social Media: Not billed to MCDC

Grant Funds Spent: \$418.44

Event Summary - October Makers Market

Meta Ads

Ads ran on Facebook and Instagram from September 29–October 11, 2025

Link Clicks: 2,188

Impressions: 47,015

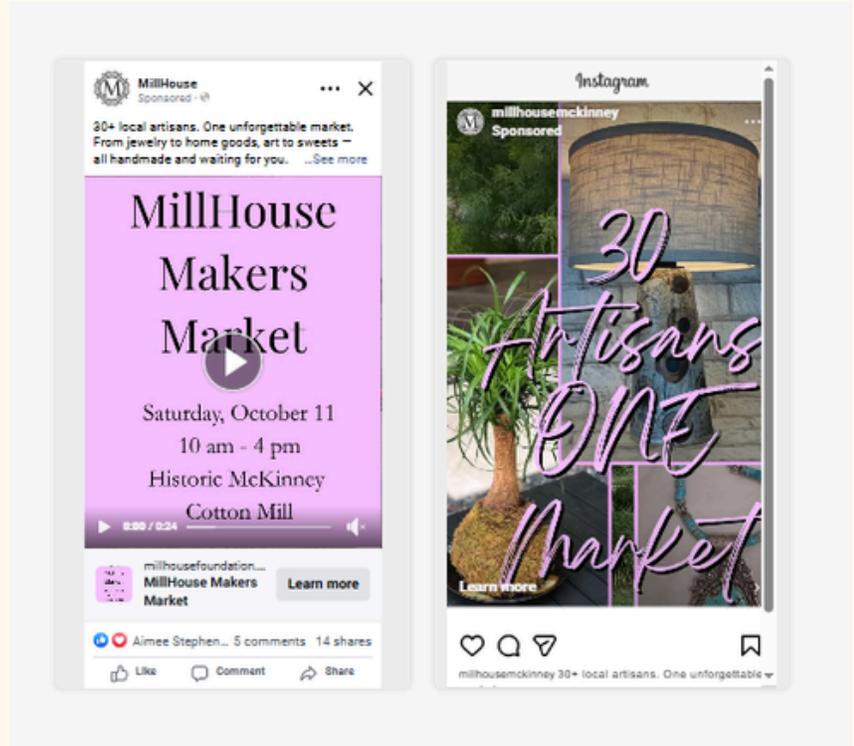
Reach: 29,989

Reactions: 167

Comments: 4

Saves: 13

Shares: 28



Featured Artisan Reels

Ran on Facebook and Instagram from September 29–October 10, 2025

Posts: 15

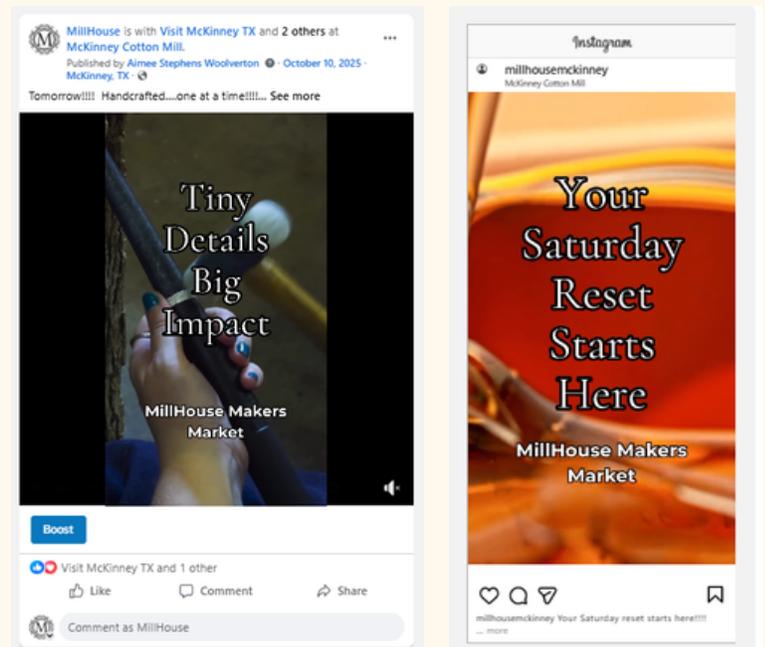
Reach: 3,261

Likes: 107

Comments: 3

Saves: 9

Shares: 38



Meta Ad: \$505.91

Individual Content Creation and Social Media for 35 artisans: Not billed to MCDC.

Grant Funds Spent: \$505.91

Event Summary - November Makers Market

Meta Ads

Ads ran on Facebook and Instagram from October 28–November 8, 2025*

Link Clicks: 1,253

Impressions: 44,308

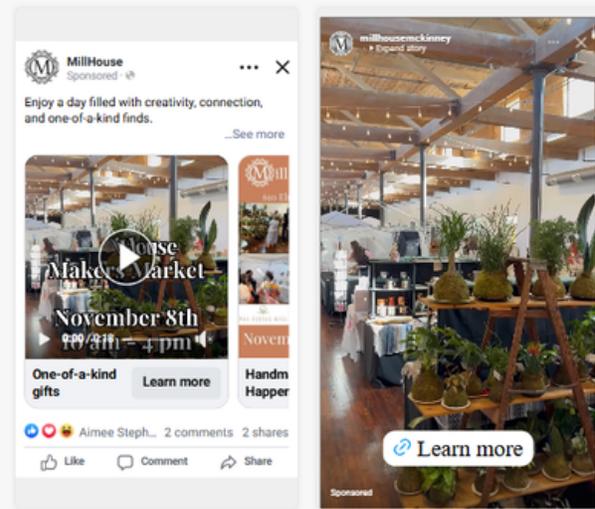
Reach: 24,724

Reactions: 68

Comments: 1

Saves: 1

Shares: 3



*This month we tried a carousel with a reel and images to test engagement. Our statistics decreased significantly. We decided to only advertise with reels in the future.

Featured Artisan Reels

Ran on Facebook and Instagram from October 29–November 8, 2025

Posts: 10

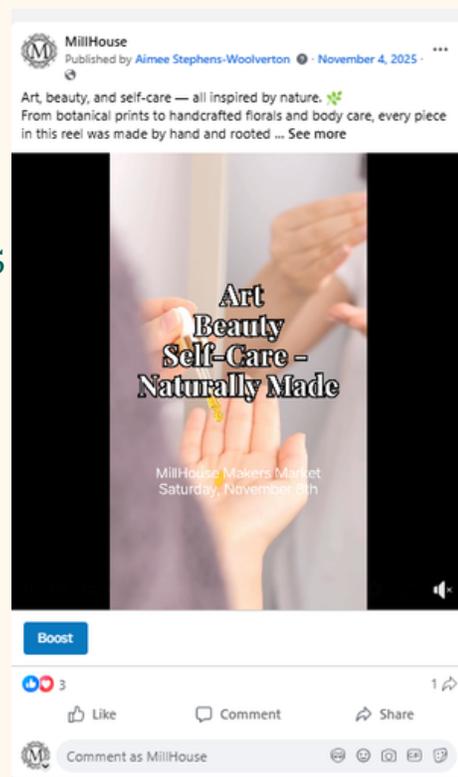
Reach: 1,862

Likes: 60

Comments: 4

Saves: 2

Shares: 25



Meta Ad: \$296.32

Individual Content Creation and Social Media for 37 artisans: \$280

Grant Funds Spent: \$576.31

Event Summary - December Makers Market

Meta Ads

Ads ran on Facebook and Instagram from December 3-13, 2025

Link Clicks: 3,038

Impressions: 43,983

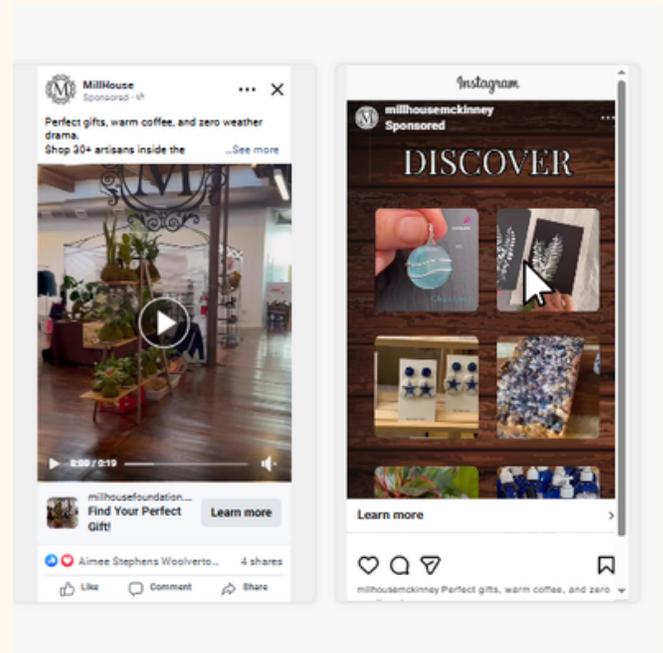
Reach: 27,196

Reactions: 114

Comments: 0

Saves: 15

Shares: 14



Featured Artisan Reels

Ran on Facebook and Instagram from December 3-12, 2025

Posts: 8

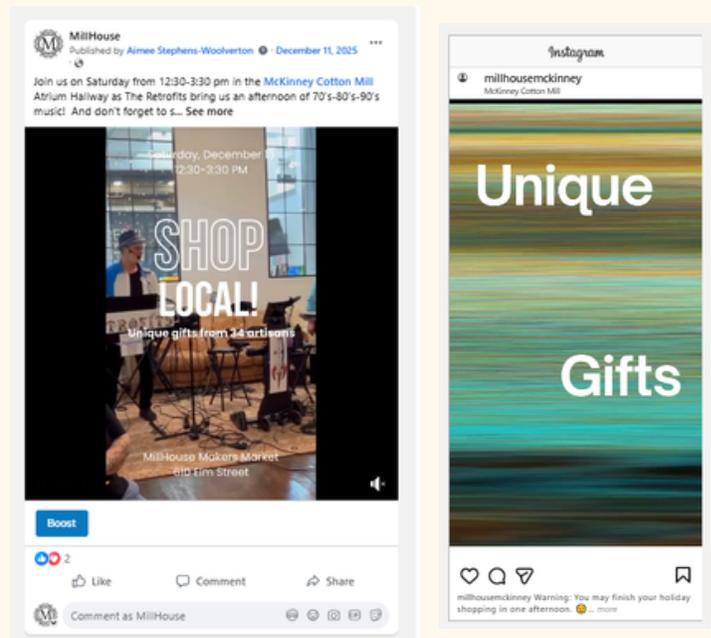
Reach: 1,998

Likes: 68

Comments: 2

Saves: 5

Shares: 23



Meta Ad: \$368.25

Individual Content Creation and Social Media for artisans: \$325

Grant Funds Spent: \$711.19

Event Summary - January Makers Market

Meta Ads

Ads ran on Facebook and Instagram from January 2-10, 2025

Link Clicks: 5,734

Impressions: 73,981

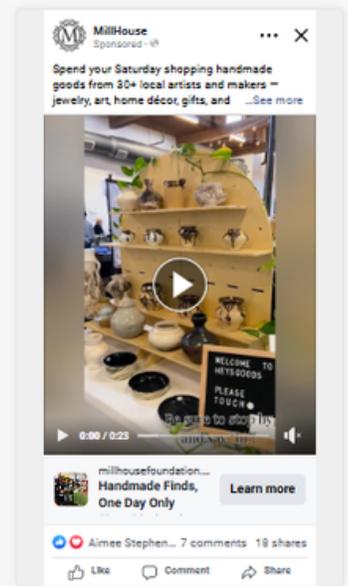
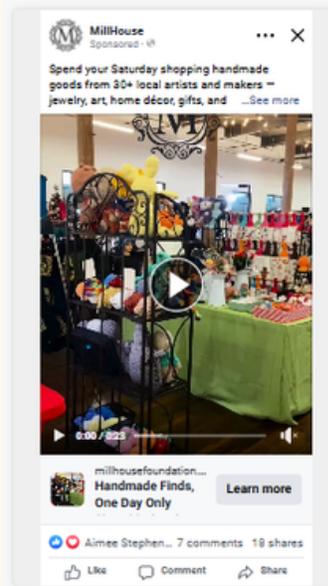
Reach: 49,830

Reactions: 199

Comments: 4

Saves: 35

Shares: 37



Featured Artisan Reels

Ran on Facebook and Instagram from December 30- January 10, 2026

Posts: 9

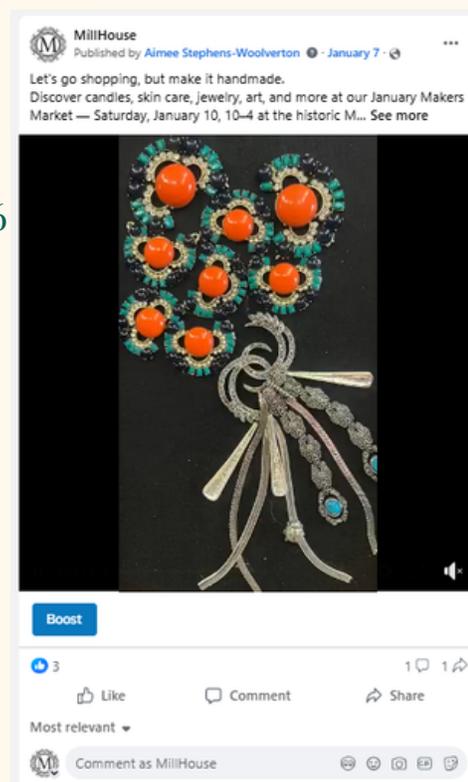
Reach: 2,379

Likes: 125

Comments: 12

Saves: 4

Shares: 22



Meta Ad: \$369.25

Individual Content Creation and Social Media: \$325

Grant Funds Spent: \$ 694.25

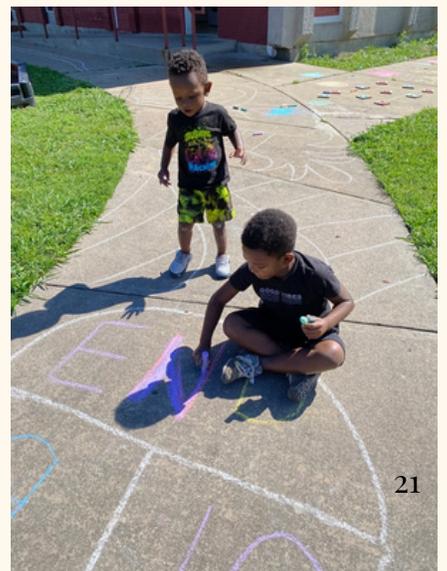
Makers Markets



Art In Action - South Africa



Chalk It Up - Woodside Apartments





MCDC Budget

Description	Budget	Actual	Variance
Content/ Design	\$3,460	\$3,745	-\$285
Print Ads	\$4,590	\$4,590	\$0
Meta Ads	\$4,950	\$4,805	\$145
Total	\$13,000	\$13,140	-\$140

Variance Summary

Final marketing costs exceeded the grant allocation by \$140. This amount was covered through other organizational resources. In addition, additional print advertising and two months of social media content and design for a total of \$1,200 were covered through organizational resources. This amount is not reflected in the report, but it was funding spent in addition to the MCDC allotment.

Conclusion

Funding impact

The marketing dollars provided by MCDC are instrumental in promoting our festivals and events, enabling us to advertise and attract customers from across the metroplex. With monthly events to benefit artists and enhance community culture, we allocate each dollar as efficiently as possible to boost our reach in the DFW region and beyond. Your investment is crucial for our efforts to help increase cultural tourism and drive economic growth, bringing valuable tax dollars into the city and creating income opportunities for the artisans participating in our events. We are truly grateful for your continued support.



2025 Outcomes

43%↑

Content Interactions

21%↑

Social Media Followers

50%↑

Social Media Reach



Thank you for supporting MillHouse.

