



Art by Alex Bugg

**MillHouse**

**Visit McKinney  
Grant Presentation  
May 28, 2024**

**Dr. Beth Beck, Executive Director**



**MillHouse Mission:  
support micro-business  
owners in creative fields.**

## PROGRAM PRIORITIES

1. **INFUSE CULTURE** by creating events that provide artists, artisans, and musicians increased visibility and sales, helps artists attract new customers, and provides creative collaboration;
2. **ELEVATE EXPRESSION** by highlighting creative work through Gallery exhibits, Public Art, and social media promotions; and
3. **EXPAND ECONOMY** by growing and enhancing economic opportunities for micro-business owners in creative fields, and attracting tourists to McKinney.

Art by Carly Haynie



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



Our ART festivals are  
designed & managed  
by **MillHouse** artists.

# MillHouse ArtFest

McKinney Cotton Mill

AUGUST 2019  
FEBRUARY 2020  
FEBRUARY 2021  
AUGUST 2021  
FEBRUARY 2022  
AUGUST 2022  
FEBRUARY 2023  
AUGUST 2023  
FEBRUARY 2024



## OUTDOOR MAKER MARKETS:

OCTOBER 2020  
NOVEMBER 2020  
DECEMBER 2020

# MillHouse MAKER Market

McKinney Cotton Mill

## INDOOR MAKER MARKETS

JULY 2023      SEPTEMBER 2023  
DECEMBER 2023.      JANUARY 2024  
MARCH 2024.      APRIL 2024  
MAY 2024



# MillHouse MuralFest McKinney Cotton Mill

We've hosted two 2-day mural festivals in 2022 & 2023 on the south lawn of the Cotton Mill.

In 2023-24, we added a music stage with back-to-back performances.

The murals contribute to the cultural fabric of McKinney.



# 2024 Programs Festivals & Markets

**\*Cycle 2 events**

## Artisan Maker Markets:

January  
March  
April  
May  
July  
September  
October  
November  
December

## Fine Art Festivals:

February Indoor ArtFest  
**August Indoor ArtFest**

## Mural Festival:

June Outdoor MuralFest

**NEW**

## International Postcard Art Exhibit

**September – October**



# Target Audience

## TEXAS & BEYOND



Attendees/Shoppers  
Art Patrons, Collectors,  
Families, Friends, Tourists,  
& Weekenders



Creatives  
Established & Emerging Artists,  
Makers, Muralists, Musicians

# 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



# The Dallas Morning News



MillHouse Summer INDOOR  
ArtFest at the McKinney Cotton  
Mill



The Dallas Morning News

International Postcard Art Exhibit  
at McKinney Cotton Mill  
Sep 21, 2024



Event details and description for the Postcard Art Exhibit, including ticket information and a description of the event's purpose.



CIRCULATION: 79,547 READERSHIP: 8



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



Eighth Page 19

# DIRECT RESULT OF MARKETING DOLLARS

## MillHouse Contribution to Hotel Taxes

### **VERIFIED PAST WEEKEND STAYS \***

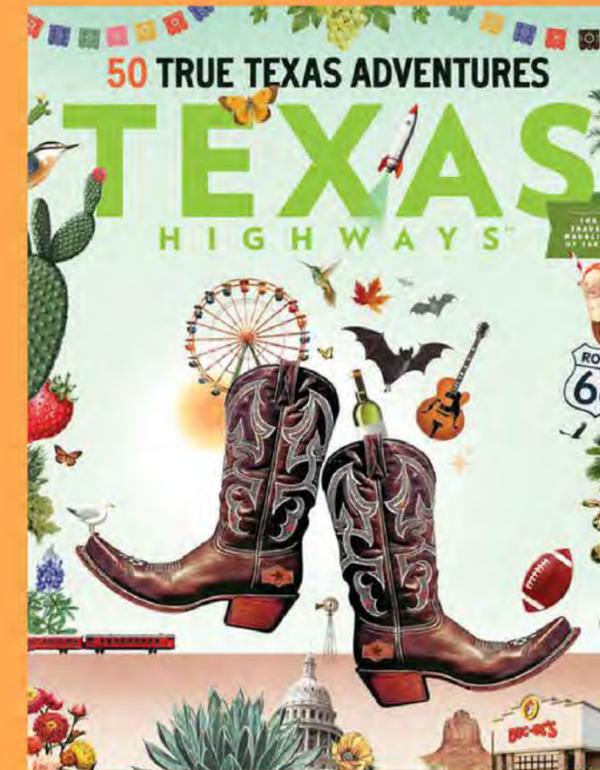
Summer ArtFest 2022 – 7 rooms  
Winter ArtFest 2023 – 10 rooms  
Summer ArtFest 2023 – 18 rooms  
Winter ArtFest 2024 – 11 rooms  
MuralFest 2022 – 3 rooms  
MuralFest 2023 – 7 rooms  
MuralFest 2024 – 8 rooms

\*These numbers represent artists from locations 90 miles away, including Arkansas, Colorado, and New York State. We do not have data on attendees.

### **ESTIMATED UPCOMING WEEKEND STAYS \*\***

Summer ArtFest 2024 – 38 rooms  
International PostCard Art Exhibit – 55 rooms +  
45 potential

\*\*These numbers represent estimated artists stays based on previous year data as well as estimated attendance. Estimated attendance is based on the Statewide Texas Highways Magazine Feature, as well as the RSVP's for the International PostCard Art Exhibit.



## Postcard Art Exhibit

ART FOR A CAUSE



Through art, we can  
change the world.



MillHouse ArtFest

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!**