

A photograph of a brick building with a water tower in the background and a mural on the wall. The building has several arched doorways and windows. A large mural of a stylized flower is painted on the right side of the brick wall. A string of lights hangs across the top of the building. The sky is overcast.

# Legacy Lane: Interactive History & Exploration of Cotton Mill's Arts & Design District

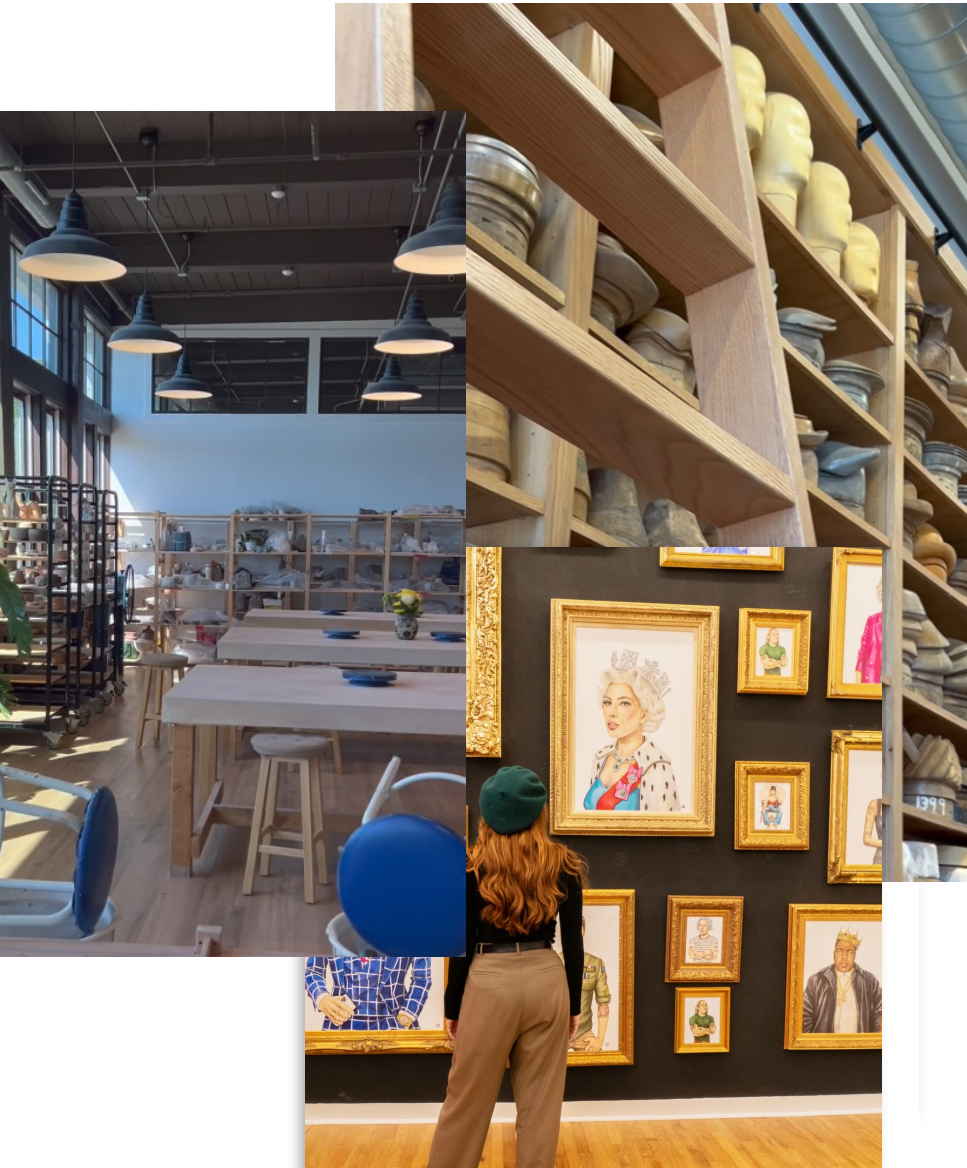
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Presented by LX Artworks

# Introduction

- LX Artworks In partnership with Cotton Mill
- Legacy Lane aims to provide an engaging and educational experience.
- Interactive media to learn history of mill, impact on McKinney culture and communities.
- Showcases Cotton Mill businesses and building history
- Designed for guests of all ages
- Interactive map available both digitally and physically in print
- Free to all visitors of the Cotton Mill





# Community & Business Impact

- As a must see attraction in McKinney, the Cotton Mill's visibility generates curiosity and interest from all who travel near it.
- Building on the already present attractions and experiences here in McKinney, the Legacy Lane project aims to compliment and add to those.
- Providing an additional must-see destination to a travelers local trip itinerary, making a day trip destination into a multi-day vacation spot.
- Increase foot traffic and sales to small locally-owned and operated businesses in the Cotton Mill.
- Increase reputation and renown of the Cotton Mill Arts & Design District as a must-see national art destination.

# Visitor Experience

- Scavenger hunt will guide visitors through the Cotton Mill, highlighting its 114-year-old history and vibrant present.
- The map and scavenger hunt will make the Cotton Mill more accessible and engaging for both local visitors and tourists.
- Main Focus is on education and engagement, making history come alive through interactive elements



# Community And Cultural Impact



ONE OF THE PROJECT'S ROLE IS TO FOSTER COMMUNITY PRIDE AND ENGAGEMENT BY CONNECTING VISITORS TO MCKINNEY'S RICH CULTURAL HERITAGE, AND HOW THE MILL SHAPED THAT OVER THE LAST 114 YEARS.



ITS ESSENTIAL THAT WE AS A COMMUNITY PRESERVE AND PROMOTE MCKINNEY'S HISTORY, MAKING IT ACCESSIBLE AND INTERESTING TO ALL AGES.



INCLUDED BUSINESSES WITHIN THE COTTON MILL COMPLIMENT THE ALREADY VIBRANT AND SUSTAINABLE LOCAL ECONOMY.



# Project Implementation

- "Legacy Lane," is already being designed. We are working on the development, marketing, and preparation through August. With an anticipated roll out date of September 1<sup>st</sup>.
- Our request of \$30,000 will be allocated towards exhibit development, educational materials, tour experience, marketing, and oversight.
- That you for your support with this transformative project, It has the potential to enrich the visitor experience, drive economic growth, and celebrate McKinney's heritage.





Thank you! We hope this  
project will benefit our  
beautiful city!