



# MillHouse

Visit McKinney  
Grant Presentation  
October 25, 2022

Dr. Beth Beck, Executive Director



**MillHouse Mission:  
support small business  
women in creative fields.**



# PROGRAM PRIORITIES

1. Talent Showcase – Community-based festivals, markets, and events to enhance economic opportunities for local and regional creatives;
2. Art/Product Spotlights – Highlight creative work through Gallery exhibits, Public Art, and social media;
3. Collaborative Projects – Elevate creative expression with McKinney creatives and local organizations.

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



**We host ART festivals:**  
August 2019  
February 2020  
February 2021  
August 2021  
February 2022  
August 2022

# MillHouse ArtFest

McKinney Cotton Mill

**Organized and  
implemented  
by MillHouse  
artists!**



**OUTDOOR  
Maker Markets:  
October 2020  
November 2020  
December 2020**

**MillHouse  
MAKER  
Market  
McKinney Cotton Mill**

**INDOOR  
Maker Markets  
planned for  
2023**



# MillHouse MuralFest McKinney Cotton Mill

**THIS YEAR:** 12 muralists painted original designs on the walls of the historic Cotton Mill facility, and five canvas mural artists created art for auction.

The murals contribute to the cultural fabric of McKinney.



# 2023 Programs Festivals & Markets

## Art Festivals:

February Indoor ArtFest  
June Outdoor MuralFest  
August Indoor ArtFest

## Artisan Maker Markets:

(pending permits):  
July, September  
*October, November*



*Arnie Fallon.com*

PRISCILLA AND BILL  
DARLING

# TARGET AUDIENCE

## TEXAS & BEYOND

Attendees/Shoppers  
Art Patrons, Collectors, Families &  
Friends, Tourists & Weekenders  
who stay at McKinney hotels,  
bed & breakfast, and AirBNBs



Creatives  
Established & Emerging Artists, Makers,  
Muralists, Musicians & Food Vendors

# Digital Marketing

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

# Marketing Strategy

# Print Media

Community Impact Ad  
Living Magazine stories  
Signs & Banners

**MillHouse ArtFest**  
McKinney Cotton Mill

MillHouse Summer INDOOR ArtFest at the McKinney Cotton Mill

Open to the Public: August 27-28

[LEARN MORE](#)

The Dallas Morning News

ARTS + CULTURE, EVENTS, FAMILY, THINGS TO DO, THINGS TO DO THIS WEEKEND, THINGS TO DO THIS WEEKEND

The Top 10 Things To Do This Weekend In Dallas & Collin County

Plan your weekend of August 26 to 28, 2022

BY VIRGINIA MINCORANCE  
AUGUST 24, 2022



MILLHOUSE

## INDOOR SUMMER ARTFEST IN MCKINNEY

Beat the August Heat, Celebrate Art, and Get Inspired

BY ANNETTE BROOKS

your calendars, then head to McKinney this August 27 and 28 for the Foundation summer ArtFest from 11 AM to 5 PM on both days. Held in the historic McKinney Cotton Mill, ArtFest is fun for all ages and a great way for talented regional artists to showcase their work. It's open to the public, and admission is free. Immerse yourself in a wonderful environment amidst quality art, and enjoy great food, entertainment, and refreshing frozen drinks.

are truly remarkable, offering a wonderful variety of art styles available of all sizes and genres.

McKinney. After you browse through the ArtFest booths and find the perfect piece to take home, head to the historic square in old downtown McKinney located about a mile from the Cotton Mill. Browse through unique shops and boutiques at your leisure, dine at one of many restaurants, or relax at a wine bar and people-watch. Stay downtown at a local hotel, inn, or bed and breakfast (DowntownMcKinney.org/listing/lodging) and immerse yourself in the laid-back downtown McKinney vibe.

ABOUT MILLHOUSE FOUNDATION

MillHouse Foundation is a nonprofit charitable and educational corporation that promotes female artists and fosters the MillHouse Foundation's history. Our studios provide a place for women to spark their creative flame as well as meet and collaborate with other local artists."

Funding and in-kind support for ArtFest are provided by the Cotton Mill Partners, Ltd., McKinney Arts Commission, Visit McKinney, and McKinney Community Development Corporation.

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McKinney, Texas 75069  
(202) 810-2101  
MillHouseFoundation.org  
MillHouseMcKinney.com

MillHouse ArtFest

MEET Valerie Batchelder

August 27-28 ~ 11 am-5 pm

McKinney Cotton Mill

Funding in-kind support provided by McKinney Arts Commission

Reel insights

Engagement-related insights, such as shares, may be lower than expected due to rules in some regions. Learn More

@millhousemckinney

#MURALFEST2022

@MCKINNEYCOTTONMILL

living MAGAZINE

EXCEL STAND OUT

GATHERINGS AT TWIN CREEKS

55+ ACTIVE ADULT CONDOS

MillHouse ArtFest McKinney Cotton Mill August 27-28 ~ 11 am-5 pm

MEET Gail Delger

Funding in-kind support provided by Cotton Mill Partners, Visit McKinney



Our MillHouse Wine & Walls MuralFest is a wrap...

Giulio Cercato · For The Better (feat. Danelle S...)

June 19 · Duration 1:23

13755 595 13 13 8

Instagram

millhousemckinney MillHouse

Peace out and Art love at #muralfest2022!!

People reached 0

Post interactions 0

45 likes 3 comments

0 Save

Account activity 0

0 texts 0 emails

0 calls 0 get directions

0 website clicks



Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.

# Marketing for 5 events: January-September

VISIT MCKINNEY Budget MillHouse Art Festivals and Maker Markets for January 1-September 30,	Cost	Description
<b>Digital Media</b>		
Media Content and Design	\$6,699	Create and design media content, including festival and market webpages, photography, graphics, text descriptions, and any digital or print assets
Facebook ads (\$350 per event)	\$1,750	To target festival and market demographics, including ads to reach up to 100,000 people per campaign
ArtFest Promotional Video	\$400	Promotional video to draw visitors to McKinney
<b>Print and Media Ads</b>		
Living Magazine Advertorial	\$4,800	Two article format ads in Living Magazine in markets which would require an overnight stay in McKinney. The stories highlight each festival and encourage visitors to plan a weekend getaway in downtown McKinney.
<b>TOTAL</b>	<b>\$13,649</b>	



# DIRECT RESULT OF MARKETING \$\$

Summer ArtFest ATTENDANCE doubled.  
Artists' SALES increased!



## HAPPY SHOPPERS = HAPPY ARTISTS!

ArtFest summer 2022 was a **huge success** for myself as well as other local artists!

I more than **doubled my sales** from the Winter Festival and exceeded my goal for this show by 35%! I met new clients and received **five commissions**.

I **exceeded my sales goals by almost double** and gained several new contacts for future commissions.

ArtFest continues to grow and each show gets better with so many **opportunities to showcase and sell** my art.

I participated in at least five Millhouse ArtFests and it is one of my **favorite shows**.



# MillHouse ArtFest

AUGUST 27-28, 2022

## Sponsor Shoutout!

Funding & In-kind support for 2022 Summer ArtFest provided by



THE COTTON MILL

McKinney Arts Commission

visit **McKinney**  
Official Sponsor

**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

McKinney Cotton Mill  
Hwy 5 & Elm St  
Historic East McKinney

# THANK YOU!