
Fiscal Year 2021-22

Final Report – Art Festivals 2022

McKinney Community Development Corporation Grant Program

Organization Name: MillHouse Foundation

Project Name: Marketing For Art Festivals

Contact Person: Beth Beck

Contract #:

Grant Award Amount: \$ 5,000

Project Duration: 12 months

Start Date: February 2022

Completion Date: August 2022

Location of Event: McKinney Cotton Mill

Narrative report on the Events:

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 drew from across the Metroplex, bringing in attendees who are both repeats and those new to ArtFest. Attendees were encouraged to visit local shops and restaurants, creating a positive boost for the local economy in McKinney. The 2022 ArtFests experienced a record number of visitors, sold-out allocation of art booths, and participation by several food and drink vendors. The parking lot was full and we had to open additional parking to accommodate all of the visitors. Many participating artists experienced record sales for their festival experiences.

MillHouse Walls and Wine MuralFest is an outdoor, juried, community-focused festival to showcase local and regional mural artists attracting new art patrons and enhancing creative collaboration. The festival juried in local artisan vendors allowing them to showcase products and offer enhanced revenue opportunities to members and participants by increasing visibility and sales and attracting new customers. The MillHouse Mural Festival 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. The public was able to watch 12 muralists paint original designs on the walls of the historic Cotton Mill facility, as well as the five canvas mural artists who created art for auction. The new south side murals join multiple murals on the north side of the Cotton Mill building, which are part of the MillHouse Public Art Program.

MillHouse completed 3 festivals – two indoor and one outdoor – in 2022. We had intended two more outdoor festivals, but after conducting MuralFest on the lawn in the heat, we have reconsidered and now plan to host more indoor festivals in the future as we expand the facility. As we expand into the Cotton Mill Atrium Hallway with city permitting, we intend to host weekend markets inside the facility.

Identify goals and objectives achieved:

Economic Impact Goals:

1. To increase exposure for local artists – we increased the range of our advertising from the McKinney area to a 90-mile radius
2. Increase economic opportunities for local and regional artists through MillHouse Art Festivals. – Our two-day festival brought in people from as far north as Sherman, and as far west as Fort Worth.
3. To contribute to McKinney's reputation as a cultural destination - MillHouse Art Festivals drew from across the Metroplex, bringing in attendees who are both repeats and those who were new to ArtFest. We encouraged attendees to visit local shops and restaurants via a streaming advertising monitor at the entrance of the festival, creating a positive boost for the local economy in McKinney.

II.c. Objectives:

1. Attract a greater number of statewide and regional artists – we had artists from the following locations: - the majority of our artists were from the North Texas, Dallas, and Fort Worth areas. We attracted artists from Sherman and Greenville, as well as an artist who flew in from Colorado and one from Arkansas.
2. Increase the number of art patrons who participate and purchase art – an estimated 2,500 people attended the two ArtFests (more than doubling the attendance in 2021).
- 2b. Provide opportunities for emerging and established artists to build their clientele – artists reported record level sales for this festival.
- 3a. Draw statewide visitors who will stay for the weekend at McKinney hotels, bed & breakfast, and AirBNBs.
- 3b. Leverage digital media markets to increase awareness of McKinney as a weekend destination: Social Media advertising encouraged patrons to stay and shop in McKinney before and after attending the festival.

Financial Report – budget as proposed and actual expenditures

ADVERTISING/MARKETING Budget MillHouse Art Festivals 2022 – MCDC	Winter ArtFest Event Cost	Total Budget	MuralFest Expenditures	Budget for remaning festivals	Explanation for Variance
Web and Social Media content (\$750 per event)	\$945	\$750	\$785	-\$195	
Facebook ads (for 4 events)	\$0	\$250	\$227	\$250	
Signage					
3, flag signs (\$135/ea)	\$0		\$655	-\$655	As this was the first MuralFest, we purchased flag signs to be used at all future events.
MuralFest Banners for Cotton Mill Sign	\$0		\$163	-\$163	A sign was needed for the large Cotton Mill sign on the corner of Hwy 5 and Elm Street.
MuralFest Sponsor Signs	\$0		\$122	-\$122	This was a one time purchase to be used at all future ArtFest and MuralFest events
75,"I'm an artist" Yard Sign (\$10/ea)		\$525	\$0	\$525	We moved these funds to the other signs as we felt they were a more important investment
10, Directional signs		\$125	\$0	\$125	We moved these funds to the other signs as we felt they were a more important investment
Print and Media Ads					
Living Magazine Advertorial, Frisco/Plano	\$0	\$0	\$0	\$0	
Living Magazine Advertorial, Houston	\$0	\$1,700	\$1,700	\$0	
Living Magazine Advertorial, McKinney/Allen	\$0	\$1,655	\$0	\$1,655	Because we had to forward fund, we didn't have the funds
McKinney Community Impact	\$0	\$0	\$0	\$0	
TOTAL	\$945	\$5,005	\$3,652	\$1,420	

Metrics Outlines in application:

1a. Metric: host five festivals in one year – we hosted 3 festivals in 2022.

1b. Metric: track artists and their studio locations – we have a spreadsheet of each artist and their location

2a. Metric: measure attendance at each entry point – we did not have enough volunteers to gather attendance information at the doors

2b. Metric: informal interviews and surveys – example feedback:

"I succeeded my sales goals by almost double and gained several new contacts for future commissions. I love showing in the Cotton Mill because it's indoors and safe from the ever-changing Texas weather and it has air conditioning! It's also such a beautiful setting."

"The attendance was exceptional for the Summer ArtFest. The crowds were constant, and my fellow artists and I were selling art left and right. I personally had my highest sales ever at this festival. In speaking with the shoppers, many of them were visiting McKinney for the first time ever. They were holding their copies of the newspaper ad or the Living Magazine ad and said it was the first time they had heard of the event. It was a great success, and I can't wait for the winter show."

"I only want to do indoor shows and this is great being indoors. I gained new commissions and enjoyed meeting so many other regional artists."

"The marketing brought in so many people! Setting up the day before is so helpful."

“This was the best experience ever to grow my business. I have almost more stained glass commissions than I can handle.”

3a. Metric: would coordinate tracking tools with McKinney Convention & Visitors Bureau – Host hotels and booking codes were embedded on the website.

3b. Metric: track social media, digital ad, and print publications data – Data from digital ads is attached



MILLHOUSE SUMMER ARTFEST 2022

MARKETING REPORT:

SOCIAL MEDIA, WEB, PRINT & DIGITAL PROMOS



SOCIAL MEDIA

FACEBOOK AND INSTAGRAM
53+ PROMOS
10 REEL PROMOS
TOO-MANY-TO-COUNT STORIES

WEBSITE

50+ WEBSITE IMAGES
FEATURING
PARTICIPATING ARTISTS

PAID ADS

1 FACEBOOK/INSTAGRAM AD
2 PRINT MEDIA ADS

Social media content creation leveraged Facebook and Instagram. This document shows insights and analytics from Instagram, Reels, and Facebook posts. Instagram and Facebook stories only last 24 hours; therefore, no analytics are available. Instagram posts tend to receive more viewers than Facebook, but not always. Of note, Reel videos amplify viewer interest with higher viewer interactions. Ad analytics are included for Community Impact, Facebook, and Instagram.

NOTE: The banner in the image above was purchased in 2019 prior to grant funding.

MILLHOUSE SUMMER ARTFEST 2022

WEBSITE CONTENT CREATION

[HTTPS://MILLHOUSEFOUNDATION.ORG/ARTFEST](https://millhousefoundation.org/artfest)

The month of ArtFest, our website views peaked at more than 3200 views. Our website ranks in the 97th percentile for similar businesses.



SUMMER Indoor ArtFest 2022

Mark Your Calendar: August 27-28, 2022

BEAT the HEAT with ART, DRINK, FOOD and FUN *INSIDE* the historic Cotton Mill in McKinney, Texas. ArtFest is open to the public free of charge.

Explore juried art by local artisans showcased against the grandeur of century-old architecture. Featured artists offering acrylic, oil, watercolor, pottery, jewelry, & more. Food and drinks by Tasty Casa and Amazing Bartending Services. Once you've purchased all the art you can carry, venture downtown to enjoy the historic Downtown McKinney charm for more shopping, eating, and drinking.

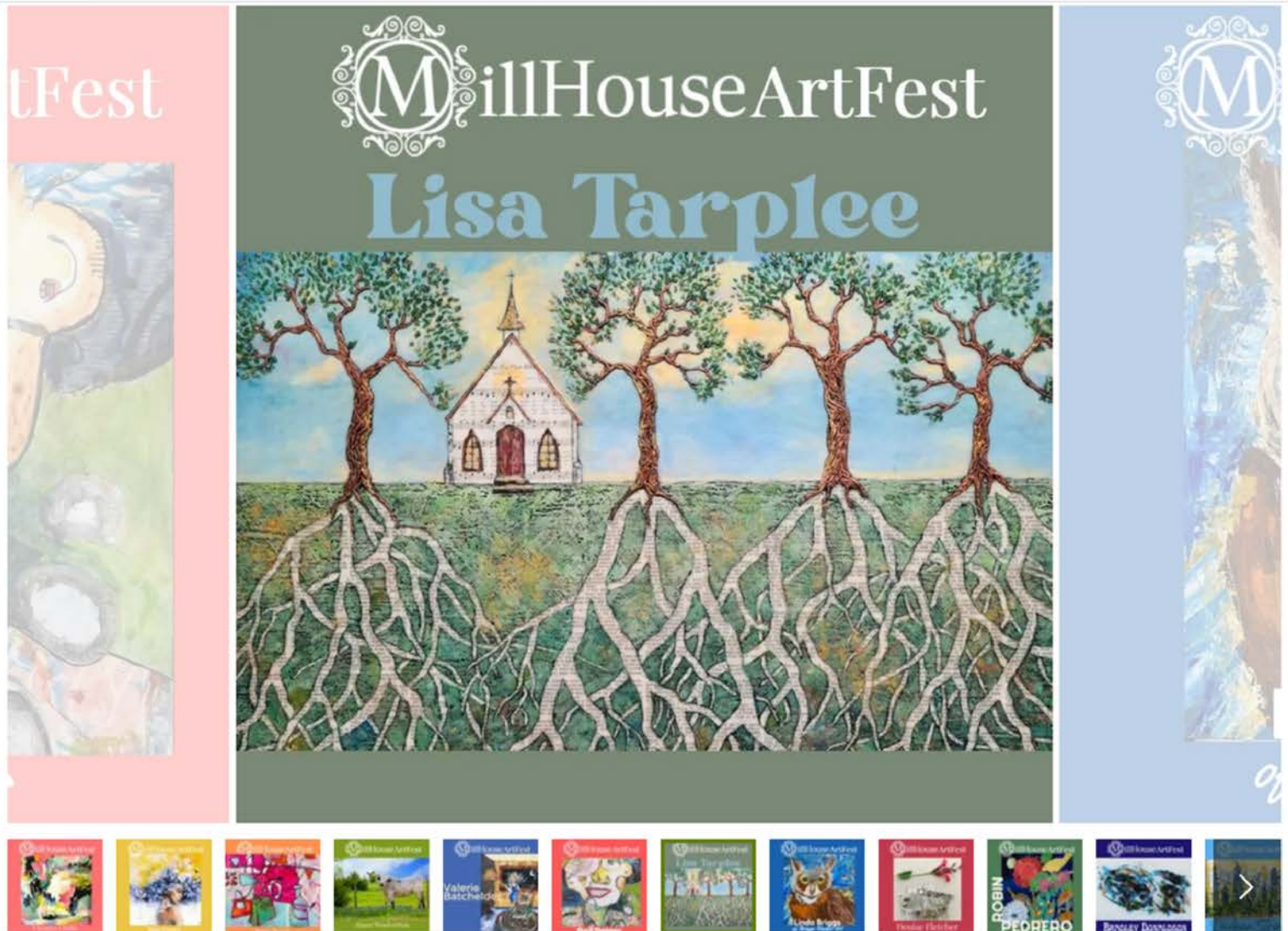
Funding and in-kind support provided by the **Cotton Mill Partners, McKinney Arts Commission, Visit McKinney, and McKinney Community Development Corporation.**

MILLHOUSE SUMMER ARTFEST 2022

WEBSITE CONTENT CREATION

[HTTPS://MILLHOUSEFOUNDATION.ORG/ARTFEST](https://millhousefoundation.org/artfest)
continued

Summer 2022 Featured Artists



Funding and In-kind Support Provided by



McKinney Arts
Commission

MILLHOUSE SUMMER ARTFEST 2022

WEBSITE CONTENT CREATION

[HTTPS://MILLHOUSEFOUNDATION.ORG/ARTFEST](https://millhousefoundation.org/artfest)
continued



MILLHOUSE SUMMER ARTFEST 2022

WEBSITE CONTENT CREATION

[HTTPS://MILLHOUSEFOUNDATION.ORG/ARTFEST](https://millhousefoundation.org/artfest)
continued



MILLHOUSE SUMMER ARTFEST 2022

PRINT/DIGITAL MARKETING

LIVING MAGAZINE AD

Print & Online

PROFILE



MILLHOUSE

INDOOR SUMMER ARTFEST IN MCKINNEY

Beat the August Heat, Celebrate Art, and Get Inspired

BY ANNETTE BROOKS

Mark your calendars, then head to McKinney this August 27 and 28 for the MillHouse Foundation summer ArtFest from 11 AM to 5 PM on both days. Held indoors in the historic McKinney Cotton Mill at 610 Elm Street, ArtFest is fun for everyone and a great way for talented local and regional artists to showcase and sell their work. It's open to the public, and admission is free. Immerse yourself in a colorful environment amidst quality art, meet the artists, and enjoy great food, live entertainment, and refreshing libations, including frozen drinks.

"The ArtFest artists are truly remarkable, and there will be a wonderful variety of artwork available of all sizes and genres. Drive a vehicle with some extra room to take home your finds," says Beth Beck, PhD, MillHouse Foundation founder, and executive director.

Live entertainment will be provided by musician Wesley Phipps, who will play throughout the weekend. Enjoy street tacos and more provided by Tasty Casa, an east McKinney neighborhood restaurant.

MAKE A WEEKEND OF IT

Bring family or friends and plan to stay a night and enjoy a weekend getaway in

McKinney. After you browse through the ArtFest booths and find the perfect pieces 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 created to promote female artists and entrepreneurs. MillHouse Foundation partners with the Cotton Mill Partners to offer art festivals showcasing local and regional talent and to bring art patrons to historic McKinney to shop, eat, and enjoy the city.

The MillHouse Foundation Board creates strategic guidance for ArtFest. Board members include Dr. Beck; Aimee Woolverton, award-winning photographer and creative services director; Dana Brock, artist, jeweler, and art director; Andrea Holmes, painter and muralist; Gail Delger, watercolor,

printmaking, collage, and acrylic art; and Lisa Temple, figurative portraits and abstract expressionism artist.

Sister nonprofits, MillHouse Foundation and MillHouse McKinney, operate out of the Cotton Mill to lift up micro-business women in creative fields. MillHouse McKinney operates the 14,000-square foot MillHouse facility with 32 studios for female artists and creatives and hopes to add more studios in the future.

"The Cotton Mill is a beautifully renovated space where you're surrounded by century-old architecture and a slice of McKinney's history," Beth explains. "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.

610 Elm Street, Suite 1000
McKinney, Texas 75069
(202) 810-2101
MillHouseFoundation.org
MillHouseMcKinney.com

MILLHOUSE SUMMER ARTFEST 2022

PRINT/DIGITAL MARKETING

MCKINNEY COMMUNITY IMPACT AD- Print & Online



Residences: 76,446
 Average Age: 43.9
 % with Children: 43.0%
 Average Income: \$103,169



Eighth
 Page 10



TOTAL MAILBOXES
76,446



PRINT READERSHIP
118,491



TOTAL REACH
118,491

POSTAL DATA

Total Residences
 76,446

Median Age
 43.0

Percent with Children
 43%

Median Income
 \$103,169

Median Home Value
 \$370,301

Cities
 McKinney

COST PER

Cost Per Mailbox
 \$0.008

Cost Per Print Reader
 \$0.005

Cost Per Total Reach
 \$0.005

MILLHOUSE SUMMER ARTFEST 2022

DIGITAL MARKETING

META – FACEBOOK/INSTAGRAM AD

Recent ads		Reach	Objective	Amount spent
 <p>Aug 12 Website visitors MILLHOUSE SU...</p>	Completed	52,336 Reach	1,484 Link clicks	\$399.98 Spent at \$25.00 day

MILLHOUSE SUMMER
ARTFEST Saturday and
Sunday - August 27-28 11
am-5 pm BEAT the HEAT with
ART, WINE, FOOD and FUN...



Performance

Link clicks

1,484

Reach

52,336

Cost per Link
Click

\$0.27

Activity

Post engagement

1699

Link clicks

1484

Post reactions

154

Post saves

28

Post shares

25

Post comments

8

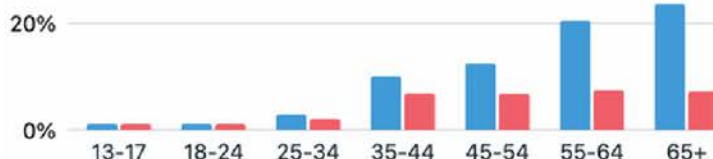
Audience

This ad reached 52,336 people in your audience.

People

Placements

Locations



Reach

52,336 ↑ 139.4%

See more

Post engagement

1,699 ↑ 100%

See more

Link clicks

1,484 ↑ 267.3%

See more

MILLHOUSE SUMMER ARTFEST 2022

DIGITAL MARKETING

EDITORS' PICKS

FREE

Dallas Morning News

MillHouse ArtFest Summer

at Cotton Mill

GET TICKETS



INFO

This event is for all ages

LOCATION

Cotton Mill



Beat the Heat at the Summer indoor juried art festival at the Cotton Mill in McKinney. Explore juried art by over 50 local artisans showcased against the grandeur of century-old architecture. Featured artists will offer acrylic, oil, watercolor, pottery, jewelry and more.

Information provided by the venue

Dallas Morning News Guide Picks: Top 10 Things to Do



2019 File Photo/Staff

arden for \$3, you
d.

**It's almost
time for the
last dance at
this year's
Vitruvian Salsa
Festival in**

activities, take architecture tours, buy
treats from the Melt ice cream truck and
Pelican SnoBalls, and get custom pet
portraits (while supplies last). There will
be a Best in Show parade at 6:30 p.m.,
when dogs can compete to be awarded
smallest dog, largest dog, dog with the
best costume and dog who best resembles
the one in Waldmüller's painting.
Humans can also go inside for a scavenger
hunt to find dogs represented in the
museum's permanent collection.

■ Aug. 26 from 5:30 to 7:30 p.m. at the Kimbell
Art Museum, 3333 Camp Bowie Blvd., Fort Worth.
Free admission; reservations required at
eventbrite.com, kimbellart.org.

MILLHOUSE ARTFEST

FREE More than 50 local artists will
show and sell their work inside the
historic McKinney Cotton Mill. There will
be paintings, photography, ceramics,
jewelry, pottery, paper crafts, fabrics,
mixed media and more to browse and
purchase. There will also be food and
drinks for sale. Art show proceeds benefit
the MillHouse Foundation's programs to
support female artists and entrepreneurs.

■ Aug. 27-28 from 11 a.m. to 5 p.m. at the historic
McKinney Cotton Mill, 610 Elm St., McKinney. Free
admission. millhousefoundation.org/artfest.

MILLHOUSE SUMMER ARTFEST 2022

DIGITAL MARKETING

LocalProfile.com



Millhouse Summer ArtFest

When: August 27 and 28, 2022 | 11:00 a.m. to 5:00 p.m.

Where: McKinney Cotton Mill | 610 Elm Street, McKinney

[More Info](#)

Over fifty local artist and artisans will participate in this two-day juried art festival at the cotton mill in McKinney. Enjoy food and drinks as you admire the works of featured artists offering acrylic, oil, watercolor, pottery, jewelry and more. Proceeds benefit the MillHouse Foundation to support small business women in creative fields.

MILLHOUSE SUMMER ARTFEST 2022

DIGITAL MARKETING

#StayHappening

Stay Happening

Arts Events in Mckinney

Check out happening arts events all around Mckinney, TX

MillHouse Summer Indoor ArtFest

at the McKinney Cotton Mill

August 27-28, 2022

McKinney, TX

millhousefoundation.org/artfest

North Texas e-News

Lifestyles

Five unique North Texas events this weekend: Aug. 25-28

By Brett Grega
Aug 28, 2022

MillHouse Summer ArtFest 2022 – McKinney

The spacious McKinney Cotton Mill complex hosts this free art showcase and festival from 11:00 a.m. to 5:00 p.m. on August 27 and 28.

The fest will feature more than 50 area artisans specializing in everything from acrylic and watercolor paintings to pottery and jewelry as well as catered food and drinks. The event is in support of the work done by MillHouse Foundation, a nonprofit that works to promote and elevate female artists and entrepreneurs which happens to also be based out of the McKinney Cotton Mill.



MILLHOUSE SUMMER ARTFEST 2022

DIGITAL MARKETING

Art & Seek



The screenshot shows the Art & Seek website. At the top left is the 'art+seek' logo. In the top right corner are icons for a calendar, a magnifying glass, and a menu. The main banner features a colorful abstract background with the text 'Past Events MillHouse Summer Indoor Art Fest' and 'The McKinney Cotton Mill' below it. To the right of the banner is a small image of a poster for the event that says 'CALLING ALL ARTISTS!'. Below the banner, there are three columns of text. The first column on the left has a small image of the McKinney Cotton Mill and the text 'The McKinney Cotton Mill' and '972-838-7558'. The middle column contains the text 'CALL FOR ARTISTS! BEAT THE HEAT! JOIN THE FUN! Artists come be a part of our 3rd MillHouse Indoor Art Fest this Aug 29 - 30 from noon to 6pm at the amazing Cotton Mill in McKinney. Booth spaces are 10 x 10 and 8 x 6.' followed by 'Lots of space in this gorgeous venue for social distance set up. Protocols in place for comfortable safe shopping for patrons and artists. All fees benefit MillHouse Foundation. 100% of sales go to the artists. Applications and details here: <https://www.millhousefoundation.org/artfest>'. The third column on the right features the 'KERA art+seek' logo and the text 'Your source for arts news, stories and events in North Texas. Art&Seek is a service from KERA (KERA FM, KERA TV and KXT 91.7). Follow Art&Seek:'.

art+seek

Past Events

MillHouse Summer Indoor Art Fest

The McKinney Cotton Mill




The McKinney Cotton Mill
972-838-7558

CALL FOR ARTISTS! BEAT THE HEAT! JOIN THE FUN! Artists come be a part of our 3rd MillHouse Indoor Art Fest this Aug 29 - 30 from noon to 6pm at the amazing Cotton Mill in McKinney. Booth spaces are 10 x 10 and 8 x 6.

Lots of space in this gorgeous venue for social distance set up. Protocols in place for comfortable safe shopping for patrons and artists. All fees benefit MillHouse Foundation. 100% of sales go to the artists. Applications and details here: <https://www.millhousefoundation.org/artfest>

KERA
art+seek

Your source for arts news, stories and events in North Texas. Art&Seek is a service from KERA (KERA FM, KERA TV and KXT 91.7). Follow Art&Seek:

ArtNews DFW



The screenshot shows the ArtNews DFW website. At the top left is the 'ARTNews DFW' logo with the tagline 'Art & Artists in North Texas' and contact information 'ArtNewsDFW@gmail.com' and 'ArtNewsDFW.com'. To the right is a large image of the 'MillHouse ArtFest McKinney Cotton Mill' poster. Below the image is a green button that says 'Opportunities for Artists'. The main headline is 'MillHouse Summer ArtFest call for artists'. Below the headline is a meta-information line: 'May 30, 2021 webmaster artists booths, indoor event, McKinney TX'. Below that is 'Views: 1186'. The next line is 'MillHouse and the McKinney Cotton Mill announce Summer Indoor Juried ArtFest'. Below that is 'August 28-29, 2021'. The final line is 'Applications are now open!! <https://millhousefoundation.org/artfest>'.

ARTNews DFW
Art & Artists in North Texas
ArtNewsDFW@gmail.com ArtNewsDFW.com



Opportunities for Artists

MillHouse Summer ArtFest call for artists

May 30, 2021 webmaster artists booths, indoor event, McKinney TX

Views: 1186

MillHouse and the McKinney Cotton Mill announce Summer Indoor Juried ArtFest

August 28-29, 2021

Applications are now open!! <https://millhousefoundation.org/artfest>

MILLHOUSE SUMMER ARTFEST 2022

DIGITAL MARKETING

All Events

Publish Events

MillHouse Summer ArtFest

Sat Aug 27 2022 at 11:00 am
Mckinney Cotton Mill ,Mckinney



Date
Sat Aug 27 2022 at 11:00 am

Location
Mckinney Cotton Mill, 610 Elm St,Mckinney,TX,United States, Mckinney, United States

Organizer
MillHouse



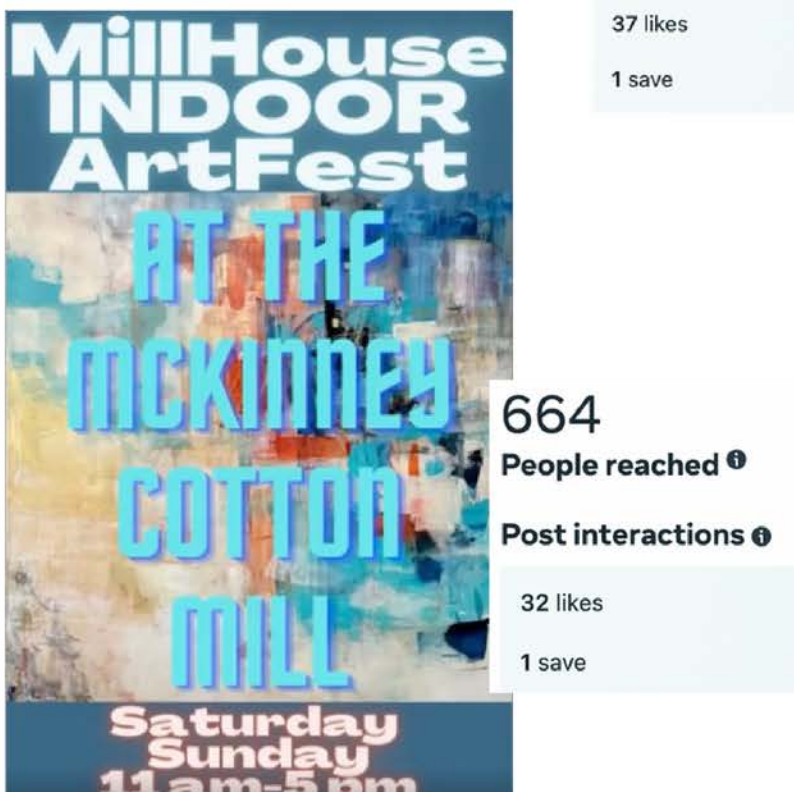
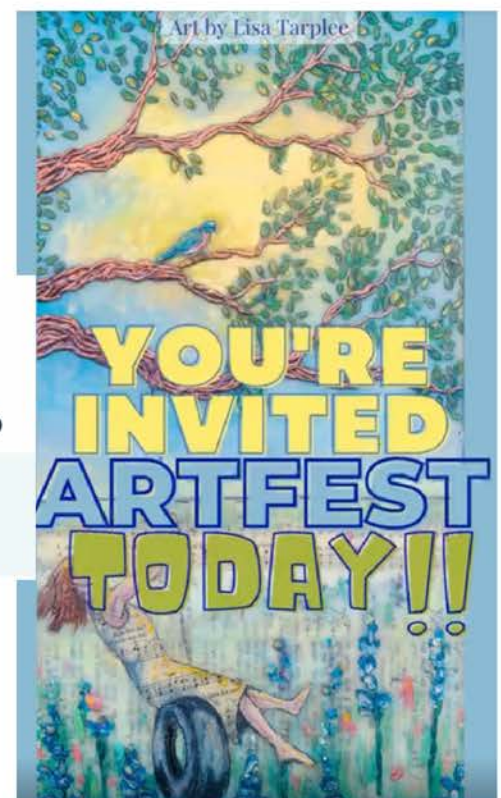
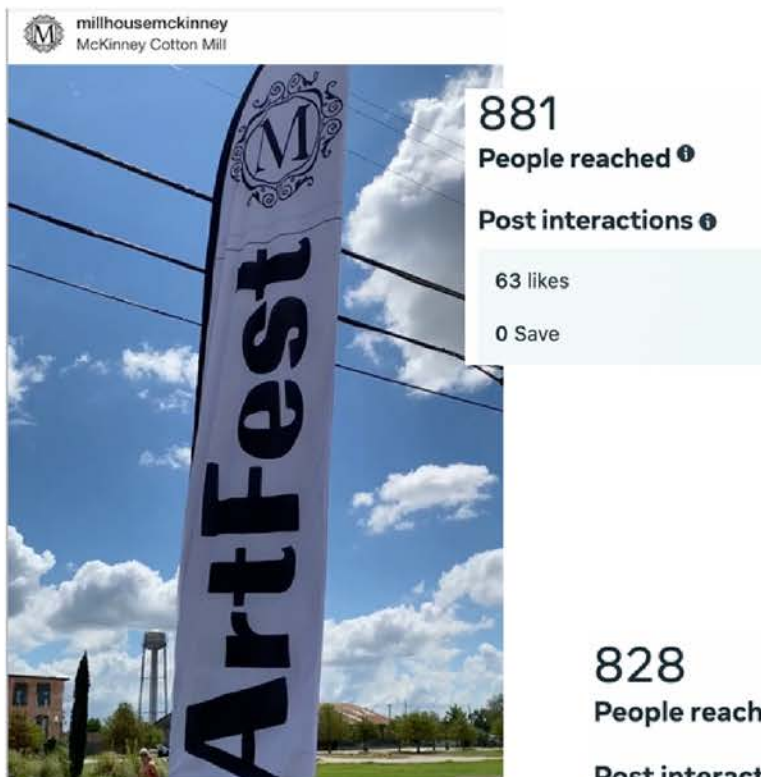
August 27-28,2022



MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

INSTAGRAM INSIGHTS - REELS



MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

INSTAGRAM INSIGHTS - REELS

continued



678

People reached ⓘ

Post interactions ⓘ

49 likes

0 Save

588

People reached ⓘ

Post interactions ⓘ

36 likes

0 Save



552

People reached ⓘ

Post interactions ⓘ

49 likes

0 Save

MILLHOUSE SUMMER ARTFEST 2022
SOCIAL MEDIA CONTENT CREATION
INSTAGRAM INSIGHTS - REELS
continued



540

People reached ⓘ

Post interactions ⓘ

42 likes

1 save



313

People reached ⓘ

Post interactions ⓘ

18 likes

0 Save

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

INSTAGRAM INSIGHTS -- SAMPLE POSTS



383

People reached ⓘ

Post interactions ⓘ

36 likes

1 save

millhousemckinney
MillHouse

MillHouse ArtFest
McKinney Cotton Mill

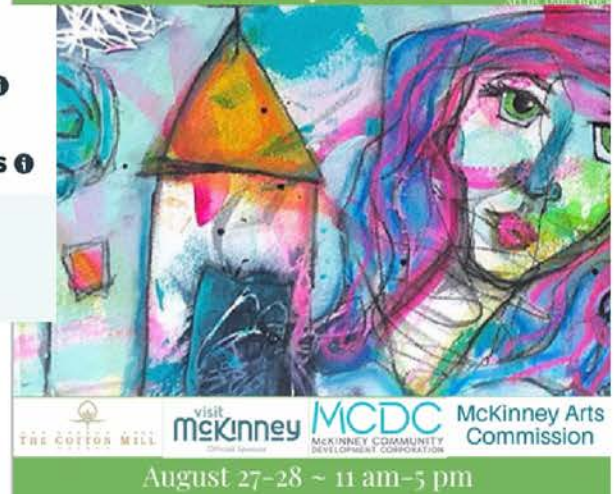
223

People reached ⓘ

Post interactions ⓘ

23 likes

0 Save



millhousemckinney MillHouse Summer Art Sponsor Shoutout!

BEAT the HEAT with ART, WINE, FOOD and FUN at our upcoming MillHouse Summer INDOOR ArtFest at the historic @mckinneycottonmill on August 27-28, 2022. Explore juried art by local artisans showcased against the grandeur of century-old architecture. Featured artists offering acrylic, oil, watercolor, pottery, jewelry, & more. Food provided by our neighbor Tasty Casa, and drinks by Amazing Bartending Services.

Funding and in-kind support provided by the Cotton Mill Partners, McKinney Arts Commission, @visitmckinneytx, and McKinney Community Development Corporation.

More info about participating artists on our website at <https://millhousefoundation.org/artfest>.

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

INSTAGRAM INSIGHTS -- SAMPLE POSTS

continued



225

People reached ⓘ

Post interactions ⓘ

13 likes

0 Save



205

People reached ⓘ

Post interactions ⓘ

11 likes

0 Save



193

People reached ⓘ

Post interactions ⓘ

22 likes

1 save

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

INSTAGRAM INSIGHTS

continued



179

People reached ⓘ

Post interactions ⓘ

15 likes

0 Save



167

People reached ⓘ

Post interactions ⓘ

17 likes

0 Save



164

People reached ⓘ

Post interactions ⓘ

13 likes

1 save

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

META (FB & IG) ANALYTICS

	BEAT the HEAT with ART, WINE, ... Wed Jun 29, 8:04am	Post		118	15
	BEAT the HEAT with ART, WINE, ... Wed Jun 29, 8:00am	Post	Boost post	102	13
	Mark Your Calendar: August 27-2... Wed Jul 6, 11:33am	Post		205	21
	Mark Your Calendar: August 27-2... Wed Jul 6, 11:33am	Post	Boost post	46	6
	Meet ARTFEST Artist Kim Kort of ... Fri Jul 8, 1:20pm	Post		113	14
	Meet ARTFEST Artist Kim Kort of ... Fri Jul 8, 1:20pm	Post	Boost post	33	5
	Meet ARTFEST Artist Jim Brightw... Sun Jul 10, 8:00am	Post		193	19
	Meet ARTFEST Artist Jim Brightw... Sun Jul 10, 8:00am	Post	Boost post	53	6
	Meet ARTFEST Glass Artist Debe... Sat Jul 9, 8:00am	Post		184	14
	Meet ARTFEST Glass Artist Debe... Sat Jul 9, 8:00am	Post	Boost post	31	7
	Meet ARTFEST Artist Valerie Batc... Mon Jul 11, 5:00pm	Post		124	17
	Meet ARTFEST Artist Valerie Batc... Mon Jul 11, 5:00pm	Post	Boost post	35	1
	Who's coming to Summer ArtFes... Mon Jul 11, 1:35pm	Post	Boost unavailable	131	2
	MillHouse Summer ArtFest Mon Jul 11, 1:33pm		Boost unavailable	2,937	--
	Meet Linda Briggs of Briggs Harp... Wed Jul 13, 4:03pm	Post		133	13
	Meet Linda Briggs of Briggs Harp... Wed Jul 13, 4:03pm	Post	Boost post	32	4
	Meet ArtFest Artist John Lightle ... Sat Jul 16, 6:00pm	Post		102	9
	Meet ArtFest Artist John Lightle ... Sat Jul 16, 6:00pm	Post	Boost post	33	0
	MEET MillHouse Summer ArtFest... Sat Jul 16, 10:36am	Post		128	13
	MEET MillHouse Summer ArtFest... Sat Jul 16, 10:36am	Post	Boost post	44	17

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

META (FB & IG) ANALYTICS

continued

















	Meet MillHouse Studio Artist Lav... Sun Jul 17, 4:00am	Post	Boost post	37	13
	Meet MillHouse Studio Artist Lav... Sun Jul 17, 4:00am	Post		149	22
	Meet MillHouse ArtFest Artist Rit... Mon Jul 18, 6:07am	Post		156	18
	Meet MillHouse ArtFest Artist Rit... Mon Jul 18, 6:07am	Post	Boost post	185	41
	Meet MillHouse ArtFest Jewelry ... Mon Jul 18, 2:00pm	Post		190	20
	Meet MillHouse ArtFest Jewelry ... Mon Jul 18, 2:00pm	Post	Boost post	27	1
	Meet MillHouse Studio Artist @da... Tue Jul 19, 1:00pm	Post	Boost post	31	7
	Meet MillHouse Studio Artist @da... Tue Jul 19, 1:00pm	Post		116	13
	Meet ArtFest Artist Sue Taylor. H... Thu Jul 21, 5:00pm	Post		143	12
	Meet ArtFest Artist Sue Taylor. H... Thu Jul 21, 5:00pm	Post	Boost post	27	2
	Meet Daniel Dziuba of Darlin' Ha... Thu Jul 21, 8:04am	Post	Boost post	24	1
	Meet Daniel Dziuba of Darlin' Ha... Thu Jul 21, 8:02am	Post		91	8
	MEET ArtFest Artist Beth Hubber... Fri Jul 22, 5:00pm	Post		109	13
	Meet ArtFest Artist Cate Robbins ... Fri Jul 22, 6:06am	Post		137	15
	Meet ArtFest Artist Cate Robbins ... Fri Jul 22, 6:04am	Post	Boost post	21	2
	Meet Dana Brock Art, MillHouse ... Sat Jul 23, 5:00pm	Post		126	16
	Meet Dana Brock Art, MillHouse ... Sat Jul 23, 5:00pm	Post	Boost post	60	18
	Meet @gaildelger, MillHouse Stu... Sat Jul 23, 4:00am	Post	Boost post	61	16
	Meet @gaildelger, MillHouse Stu... Sat Jul 23, 4:00am	Post		126	15

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

META (FB & IG) ANALYTICS

continued



















	Meet sisters Carol and Pam of Cr... Sun Jul 24, 5:00am	Post		123	7
	Meet sisters Carol and Pam of Cr... Sun Jul 24, 5:00am	Post	Boost post	36	5
	Meet MillHouse Gallery Studio Ar... Sun Jul 24, 5:00pm	Post	Boost post	60	21
	Meet MillHouse Gallery Studio Ar... Sun Jul 24, 5:00pm	Post		137	18
	Meet ArtFest Photographer Denn... Mon Jul 25, 5:01pm	Post	Boost post	35	1
	Meet ArtFest Photographer Denn... Mon Jul 25, 5:00pm	Post		91	8
	Meet MillHouse Studio Creative N... Tue Jul 26, 5:00pm	Post		143	14
	Meet MillHouse Studio Creative N... Tue Jul 26, 5:00pm	Post	Boost post	98	45
	This post has no text Tue Jul 26, 12:34pm	Story		--	--
	Meet Fiber Artist Patricia Baird at... Tue Jul 26, 4:00am	Post		102	12
	Meet Fabric Artist Patricia Baird a... Tue Jul 26, 4:00am	Post	Boost post	35	1
	ArtFest Wed Jul 27, 9:56am	Story		--	--
	This post has no text Wed Jul 27, 9:42am	Story		--	--
	This post has no text Wed Jul 27, 9:39am	Story		--	--
	Meet ArtFest artist Lisa Tarplee A... Wed Jul 27, 8:07am	Post		148	19
	Meet ArtFest artist Lisa Tarplee A... Wed Jul 27, 8:05am	Post	Boost post	93	16

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

META (FB & IG) ANALYTICS

continued

















	Meet MillHouse co-founder and fi... Thu Jul 28, 8:04am	Post	Boost post	42	14
	Meet MillHouse co-founder and fi... Thu Jul 28, 8:02am	Post		125	16
	Meet ArtFest Artist Paul Benson ... Wed Jul 27, 5:00pm	Post		86	5
	Meet ArtFest Artist Paul Benson ... Wed Jul 27, 5:00pm	Post	Boost post	30	0
	Meet Artist Bradley Donaldson, w... Thu Jul 28, 3:00pm	Post		141	6
	Meet Artist Bradley Donaldson, w... Thu Jul 28, 3:00pm	Post	Boost post	33	2
	ArtFest!!! Fri Jul 29, 4:07am	Story		--	--
	This post has no text Fri Jul 29, 4:04am	Story		--	--
	Meet MillHouse Studio Watercolo... Fri Jul 29, 6:05am	Post		112	11
	Meet MillHouse Studio Watercolo... Fri Jul 29, 6:00am	Post	Boost post	42	7
	Meet MillHouse Studio Contempo... Fri Jul 29, 5:00pm	Post		106	9
	Meet MillHouse Studio Contempo... Fri Jul 29, 5:00pm	Post	Boost post	55	8
	Meet Mixed Media Artist Mansi A... Sat Jul 30, 8:00am	Post	Boost post	33	4
	Meet Mixed Media Artist Mansi A... Sat Jul 30, 8:00am	Post		225	13
	Meet MillHouse Studio Artist Cin... Sun Jul 31, 5:00pm	Post	Boost post	27	3
	This post has no text Sun Jul 31, 12:05pm	Story		--	--
	Meet MillHouse Studio Artist Cin... Sun Jul 31, 10:52am	Post		145	15
	Meet MillHouse Studio Artist/Prin... Sun Jul 31, 4:25am	Post		205	11
	Meet MillHouse Studio Artist/Prin... Sun Jul 31, 4:25am	Post	Boost post	33	9

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

META (FB & IG) ANALYTICS

continued


















	Meet ArtFest Multimedia Artist Ci... Mon Aug 1, 2:17pm	Post		99	11
	Meet ArtFest Multimedia Artist Ci... Mon Aug 1, 2:17pm	Post	Boost post	40	8
	Meet MillHouse Studio Creative K... Tue Aug 2, 5:00pm	Post		97	5
	Meet MillHouse Studio Creative K... Tue Aug 2, 5:00pm	Post	Boost post	38	7
	Meet MillHouse Studio Artist Mar... Tue Aug 2, 5:00am	Post		165	12
	Meet MillHouse Studio Artist Mar... Tue Aug 2, 5:00am	Post	Boost post	37	5
	Meet ArtFest Artist Patricia Klam... Wed Aug 3, 3:00pm	Post		128	12
	Meet ArtFest Artist Patricia Klam... Wed Aug 3, 3:00pm	Post	Boost post	30	3
	Meet ArtFest Artist Michelle Noa... Wed Aug 3, 8:05am	Post		108	13
	Meet ArtFest Artist Michelle Noa... Wed Aug 3, 8:03am	Post	Boost post	119	36
	MEET MillHouse Member and Arti... Thu Aug 4, 5:00pm	Post		95	14
	MEET MillHouse Member and Arti... Thu Aug 4, 5:00pm	Post	Boost post	36	3
	MEET MillHouse Studio and Asse... Thu Aug 4, 6:04am	Post		184	10
	MEET MillHouse Studio and Asse... Thu Aug 4, 6:00am	Post	Boost post	67	10
	MEET MillHouse Member and Arti... Fri Aug 5, 8:07am	Post		164	13
	MEET MillHouse Member and Arti... Fri Aug 5, 8:02am	Post	Boost post	41	4
	MillHouse ArtFest Artist Alfredo ... Fri Aug 5, 5:00pm	Post	Boost post	41	1
	Meet ArtFest Artist @katherine.ur... Sat Aug 6, 8:00am	Post		122	7
	Meet ArtFest Artist @katherine.ur... Sat Aug 6, 8:00am	Post	Boost post	73	14

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

META (FB & IG) ANALYTICS

continued


	Meet ArtFest Artist and Designer ... Wed Aug 10, 1:00am	Post		141	11
	Meet ArtFest Artist and Designer ... Wed Aug 10, 1:00am	Post	Boost post	63	0
	COME TO ARTFEST Thu Aug 11, 11:59pm	Story		--	--
	Meet Painter @juliewpreston at t... Thu Aug 11, 1:00am	Post		124	11
	Meet Painter @juliewpreston at t... Thu Aug 11, 1:00am	Post	Boost post	71	7
	shop @ artfest August 27-28 11a... Fri Aug 12, 12:25pm	Story		--	--
	MEET MillHouse Studio Artist/Mu... Fri Aug 12, 1:03am	Post		167	17
	MEET MillHouse Studio Artist/Mu... Fri Aug 12, 1:00am	Post	Boost post	154	9
	Shop at #artfest2022 Mon Aug 15, 10:18pm	Story		--	--
	This year's Summer INDOOR Art... Mon Aug 15, 8:06am	Reels		664	32
	SUMMER ARTFEST!! Wed Aug 17, 9:17am	Story		--	--
	ArtFest next weekend Sat Aug 20, 9:56am	Story		--	--
	This post has no text Sat Aug 20, 4:08am	Story		--	--
	Art in motion Sat Aug 20, 4:06am	Story		--	--
	Meet MillHouse Gallery Artist Da... Sat Aug 20, 1:48am	Reels		678	49
	This post has no text Tue Aug 23, 9:02am	Story		--	--
	Come shop for art with @robinpe... Tue Aug 23, 5:31am	Reels		540	42
	This post has no text Tue Aug 23, 9:04am	Story		--	--

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

META (FB & IG) ANALYTICS

continued

	This post has no text Tue Aug 23, 9:04am	Story		--	--
	MEET ArtFest Artist Holli Michen... Fri Aug 26, 6:37am	Post	Boost post	154	2
	MillHouse Summer INDOOR ArtF... Wed Aug 24, 8:00am	Post	Boost post	348	7
	MillHouse Summer INDOOR ArtF... Wed Aug 24, 8:00am	Post		158	13
	MEET ArtFest artist @ivanevid, w... Wed Aug 24, 6:06am	Post	Boost post	174	4
	MEET ArtFest artist @ivanevid, w... Wed Aug 24, 6:00am	Post		193	22
	MEET ArtFest Artist Jamie Owen,... Fri Aug 26, 10:00am	Post	Boost post	440	18
	MEET ArtFest Artist Jamie Owen,... Fri Aug 26, 8:00am	Post		142	11
	MEET ArtFest Artist Holli Michen... Fri Aug 26, 6:37am	Post		201	22
	MEET ArtFest Artist Holli Michen... Fri Aug 26, 6:37am	Post	Boost post	154	2
	Summer INDOOR ArtFest opens ... Sat Aug 27, 6:56am	Reels		313	18
	Summer INDOOR ArtFest opens ... Sat Aug 27, 4:10am	Reels		828	37
	Summer INDOOR ArtFest behind ... Sat Aug 27, 2:16am	Reels		588	36
	This post has no text Sat Aug 27, 9:48pm	Story		--	--
	ArtFest OPEN NOW!! FOLLOW th... Sat Aug 27, 9:22am	Reels		881	63
	ArtFest Sun Aug 28, 12:33pm	Story		--	--
	This post has no text Sun Aug 28, 12:05pm	Story		--	--
	ArtFest Sun Aug 28, 11:50am	Story		--	--
	artfest Sun Aug 28, 11:49am	Story		--	--

MILLHOUSE SUMMER ARTFEST 2022

SOCIAL MEDIA CONTENT CREATION

META (FB & IG) ANALYTICS

continued

	ARTFEST Sun Aug 28, 11:48am	Story	--	--
	MillHouse Summer ArtFest at the... Sun Aug 28, 11:45am	Reels	383	36
	ArtFest TODAY Sun Aug 28, 5:19am	Story	--	--
	artfest Sun Aug 28, 5:15am	Story	--	--
	ARTFEST Sun Aug 28, 2:28am	Story	--	--
	ARTFEST Sun Aug 28, 2:26am	Story	--	--
	This post has no text Sat Aug 27, 9:48pm	Story	--	--
	ArtFest OPEN NOW!! FOLLOW th... Sat Aug 27, 9:22am	Reels	881	63
	This post has no text Sun Aug 28, 11:40am	Story	--	--
	ARTFEST Sun Aug 28, 10:28am	Story	--	--
	Summer INDOOR ArtFest opens ... Sun Aug 28, 10:27am	Reels	555	49
	This post has no text Sun Aug 28, 8:58am	Story	--	--
	ARTFEST Sun Aug 28, 8:54am	Story	--	--
	BUY THIS AT ARTFEST! Sun Aug 28, 5:25am	Story	--	--