

McKinney Flour Mill

Grant Application



MCKINNEY FLOUR MILL
— EST. 1872 —

visit
McKinney

Established in 1872, The McKinney Flour Mill is a historic gem that still stands today right in the heart of beautiful Downtown McKinney.

From the industrial equipment, original hardwood floors & beams, to our unique event halls that have hosted hundreds of events and the local businesses that call the Mill home, the Mill has a one-of-a-kind look that cannot be replicated anywhere else.

We are committed to creating unforgettable experiences for our clients and guests.

Today, we're here to discuss our plans to enhance our bookings by increasing our venue's visibility through strategic advertising efforts.



With the recent growth in East McKinney, including TUPPS and the new City Hall municipal complex on both sides of our property, ongoing construction over the past couple of years has posed challenges in booking events.

Consequently, we consistently allocate funds towards advertising each month to attract prospective clients and secure bookings.

Annually, we invest approximately \$20,000 in direct social media advertising to promote weddings and other special events at our property.

The impact of this grant on our business will enable us to sustain our advertising efforts, thereby drawing thousands of out-of-town dollars to McKinney and to our property each year.



Projected annual hotel stays from our guests: 3,000

Calculation Methodology:

To derive this projection, we analyzed our historical data, focusing on our average guest count. Over the last three months, our events have seen an average attendance of 166 guests per event across eight events.

Breaking this down, we host approximately 1,000 guests per month. Notably, 25% of these guests travel from out of town. This equates to 250 out-of-town guests per month, resulting in a projected 3,000 hotel stays annually.



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Partnering with Visit McKinney

To accommodate guests visiting from out of town, we will refer our customers to Visit McKinney to negotiate special rates and secure a block of hotel rooms in close proximity to the Flour Mill. This partnership will enhance the overall guest experience and incentivize increased bookings. This partnership demonstrates our commitment to providing a seamless experience for our clients and their guests.

We not only contribute to the local economy but also strengthen our relationships with hotels in the area.

Recognizing the potential to attract tourists to our city, we are committed to investing in advertising.

