

MCKINNEY ARTS IN BLOOM FESTIVAL

DOWNTOWN
McKINNEY
TEXAS • EST. 1848

Arts in Bloom was such a major success that we should call it Arts in “Flourishing” Festival. And here’s why...For three beautiful days in April, Downtown McKinney was a buzz with the sights and sounds of a vibrant celebration featuring fine art and Texas wineries. Main Street’s annual spring festival is the seasons highly anticipated signature event that has become synonymous with the cultural identity of the City of McKinney

The streets and blocks of Downtown McKinney welcomed an astounding crowd of **49,000** guests! Visitors had the opportunity to shop with **150** local and regional artists from painters to jewelry-makers, sniff and swirl **18,000+** glasses of wine, and danced to over **40** hours of entertainment.

And the streets never looked more festive. We add more pop-up art installations (see cheeky photo below) and introduced an interactive mural experience that was a hit with little Picasso’s and Kahol’s.

Survey results from event vendor and business owners spoke volumes of the impact and reach this festival had. Of the artists that participated in the survey, 94% said they would return again next year, and 90% said they were ‘very satisfied’ from the weekend.

This year was also the introduction to the new ‘Arts in Bloom’ logo. The refresh reflects the bold and playful brand this event has become.

Historic Downtown McKinney is nationally recognized as one of the most vibrant and thriving historic downtowns in the country. Downtown McKinney also boasts an extraordinary creative community. Arts in Bloom is the perfect opportunity to visitors from across North Texas to relish the best of what our community has to offer.



DOWNTOWN
McKINNEY
TEXAS • EST. 1848

APRIL 8-10

FRIDAY, 5 - 10 P.M. • SATURDAY, 11 A.M. - 10 P.M. • SUNDAY, 12 - 5 P.M.

ART + WINE FESTIVAL

ARTSINBLOOMTX.COM