

Public Art Opportunity: Silos & Grain Elevator

March 2, 2021

Molly Brewer-Hahn, McKinney Arts Commission

Amy Rosenthal, MPAC & MMS



McKinney's Public Art Program seeks to build the community's identity by initiating artworks and exhibitions that enhance the vitality of the community. Artworks add value by lending a special sense of identity, creating memorable public places and conveying a sense of civic purpose.



McKinney Mural (2016)

Artist Misty Oliver-Foster

Art Nouveau-style mural
highlights city's long history in
the cotton industry & features
native wildflowers



McKinney Blossoms (2019)

Artist Reginald Adams

441 sq ft glass tile

100 sq ft paint

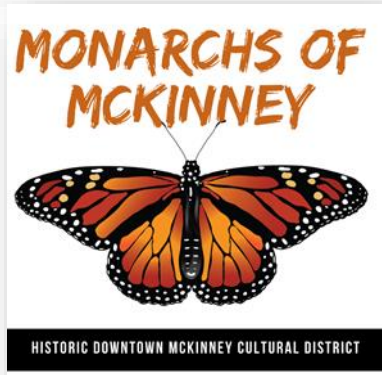
Abstract magnolias



Unity Sculpture (2019)

Artist Ai Qiu Hopen

Symbolic of human freedom,
aspiration & unity



Monarchs of McKinney (2020)

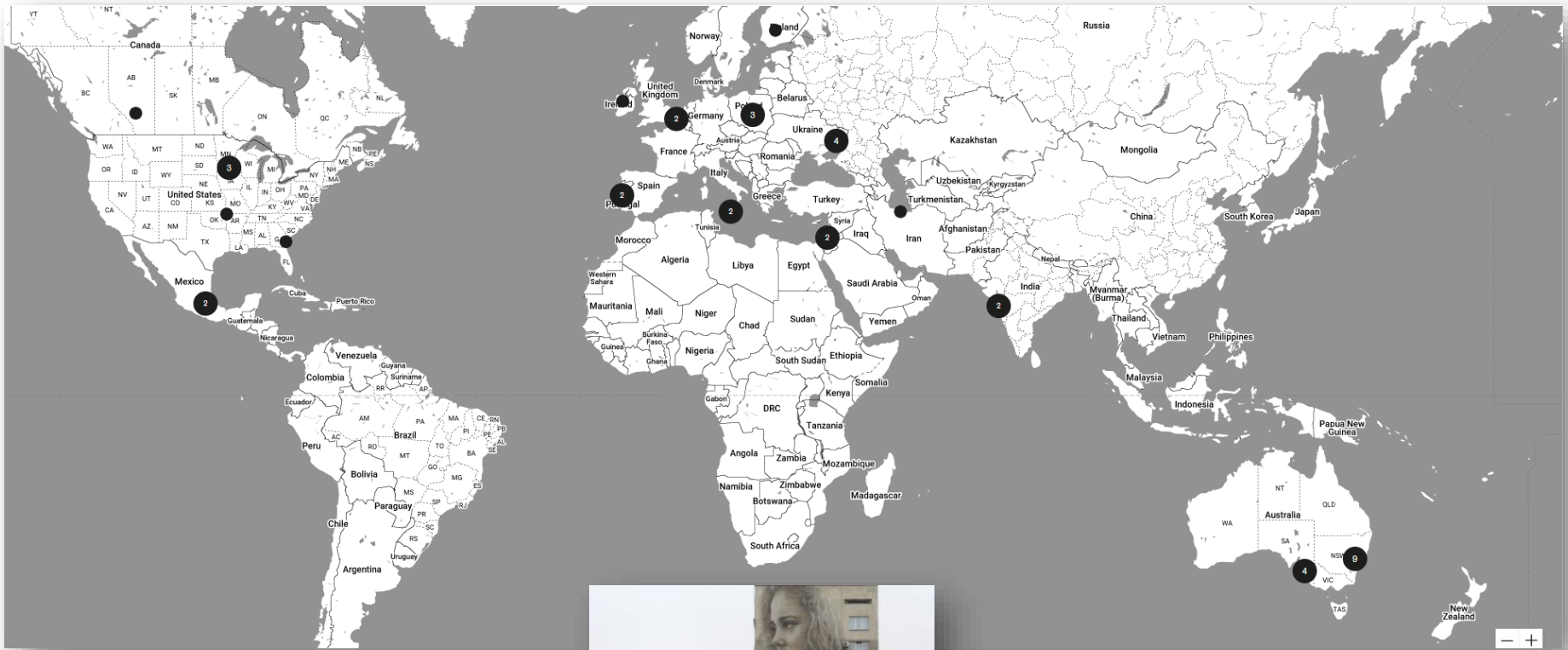
McKinney Artists

8 over-sized steel butterflies throughout
Cultural District



Artist Guido van Helten

- Australian
- International Reputation
- Photorealistic Murals
- 'Monuments' Silo Series in US



Mumbai, India



Kiev, Ukraine



Brim, Victoria, AU



Fort Smith, AR



Mankato, MN

<https://youtu.be/i94UmlXrdHg>

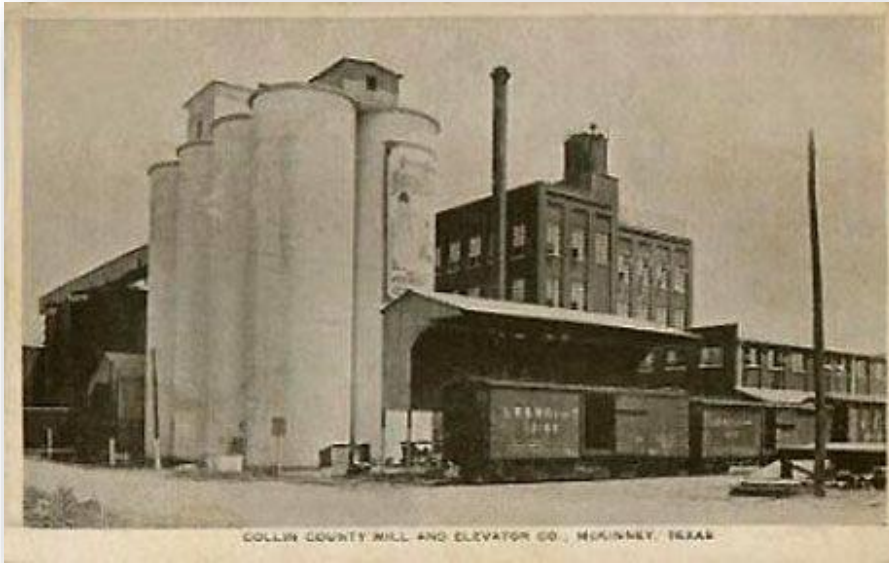


Greenville, SC

<https://www.youtube.com/watch?v=2cPxc6nkv8Y>

McKinney Opportunity





Collin County Mill & Elevator Co.

- Millhouse (The Mill at East McKinney) ca 1914
- Grain Elevators & Concrete Silos ca 1927
- Feed mill in 1930's
- Closed in 1970's
- National Register 1987
- Concrete silos are contributing (newer metal silos are not)
- City acquired silos 2019



Historic Downtown McKinney Cultural District

- State designation 2018
- ‘Walkable’ boundaries include silo site
- District Goals:
 - Richly diverse
 - Public additions
- Grant funds available – 50% of total project for high quality projects that attract ‘Cultural Tourists’



Cultural Tourism

Americans for the Arts

'Cultural Tourists' are individuals or groups seeking out distinctive experiences focusing on visual and performing arts, architecture, cuisine, and craft.

Variable	Average Traveler	Cultural Traveler
Spending	\$457	\$623
Age	47	49
Retired	16%	20%
Graduate Degree	19%	21%
Use Lodging	55%	62%
Spend \$1000+	12%	19%
Air Travel	16%	19%
Trip Length	3.4	5.2



ART, VIDEO 5 YEARS AGO

Street Artist Turns A Town Of 100 People Into Tourist Attraction By Painting Mural On Old 30m Silos



Adrian Smith
COMMUNITY MEMBER

Brisbane based street artist Guido van Helten has turned the tiny town of Brim, with a population of about 100, into a tourist destination overnight with his massive mural on 30m old silos.

* The Goss Agency, 2017

Opportunities & R.O.I.

McKinney Silo Public Art Project:

1. Artist's Community Engagement Process
2. Telling the Cultural Story of McKinney through Art
3. Builds Geographic Connection and Community Identity
4. Catalyst for Additional Public Art Projects
5. Generate National & International PR
6. Attract Cultural Tourists



Silo Project Investment

Proposal - \$298,850

(Possibilities for in-kind donations – lodging, equipment, supplies. Not included - expenses with site prep.)

Funding Potential

- TCA Grant - \$150,000
- Foundation Support - \$50,000
- Tourism - \$50,000
- Private Donations - \$30,000
- McKinney Public Art - \$20,000+

Silo Project Timeline

- March 2021 - Structural Engineer Inspection
- April 2021 – Artist Contract
- May 2021 – THC Courtesy Letter
- Summer 2021 – Artist Site Visit
- June 2021 – TCA Grant Application
- Fall/Winter 2021 – Artist Community Engagement
- Spring 2022 – Site preparation
- Spring 2022 – Installation (2 months)

