



MillHouse

McKinney Community
Development Corporation
Grant Presentation
December 21, 2023

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Creative Services Director



**MillHouse Mission:
support micro-business
owners in creative fields.**

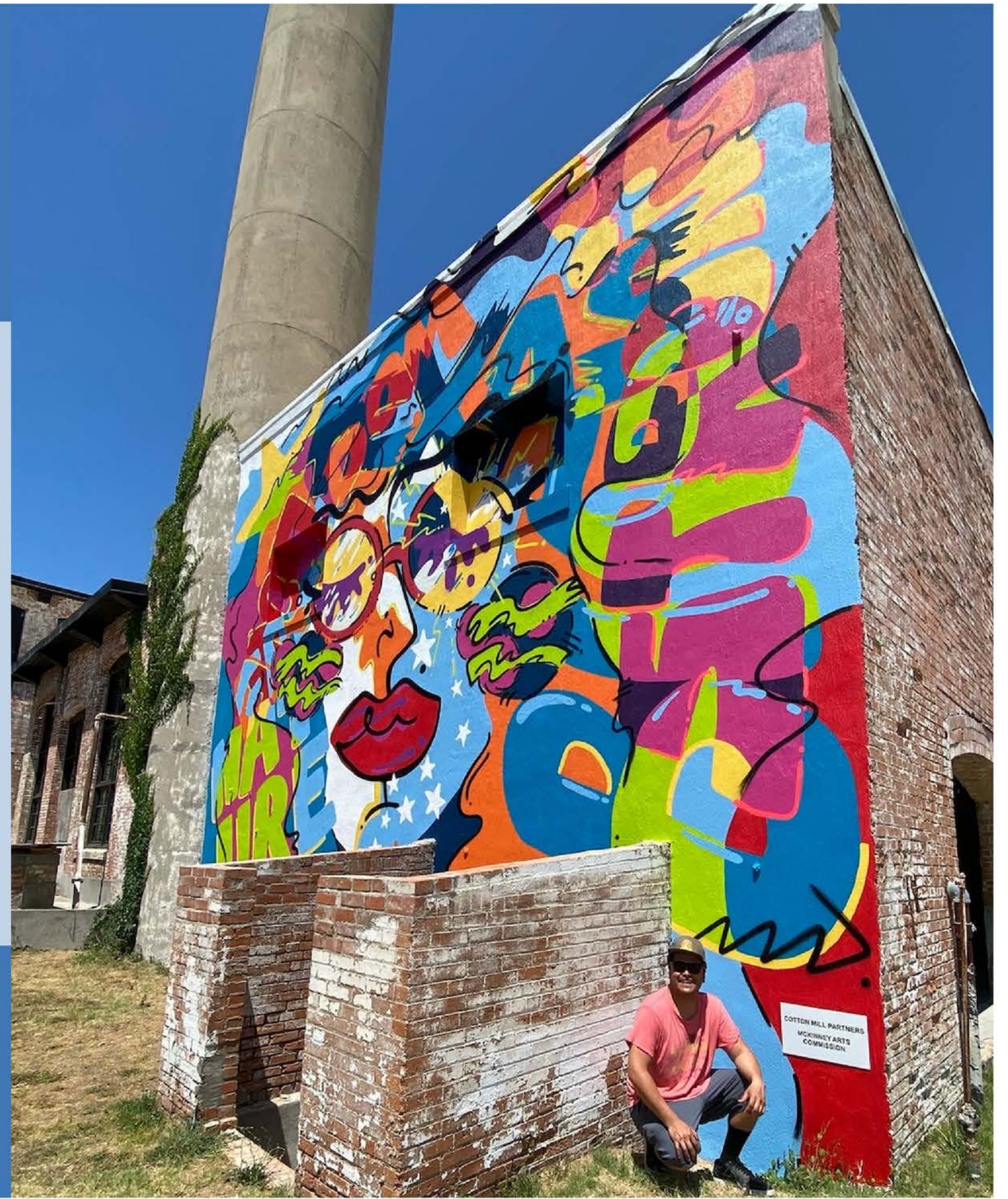


PROGRAM PRIORITIES

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.

ARTIST SALES = SALES TAX \$

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



Our ART festivals are
designed & managed
by *MillHouse artists.*

MillHouse
ArtFest
McKinney Cotton Mill

August 2019
February 2020
February 2021
August 2021
February 2022
August 2022
February 2023
August 2023



OUTDOOR
Maker Markets:
October 2020
November 2020
December 2020



MillHouse
MAKER
Market
McKinney Cotton Mill



INDOOR
Maker Markets
July 2023
September 2023
December 2023



MillHouse MuralFest McKinney Cotton Mill

We've hosted two 2-day mural festivals in 2022 & 2023 on the south lawn of the Cotton Mill.

In 2023, we added a music stage with back-to-back performances.

The murals contribute to the cultural fabric of McKinney.



2024 Programs Festivals & Markets

Artisan Maker Markets:

January
March
April
May
July
September
October
November
December

Fine Art Festivals:

February Indoor ArtFest
August Indoor ArtFest

Mural Festival:

June Outdoor MuralFest

NEW

International Postcard Art Exhibit

September/October



Target Audience

TEXAS & BEYOND

Attendees/Shoppers
Art Patrons, Collectors,
Families, Friends, Tourists,
& Weekenders



Creatives
Established & Emerging Artists,
Makers, Muralists, Musicians



Marketing for 13 events

MCDC Budget MillHouse Festivals for 2023 (Total for 13 events)	Award	Description
<u>Social Media</u>		
Media Content and Design	\$8,550	Create and design media content, including festival and market webpages, photography, graphics, descriptions, links, etc.
<u>Print and Media Ads</u>	\$5,400	
TOTAL	\$13,950	

MillHouse 2024 Budget

2024 Art Festival Season Budget - MillHouse Foundation (13 events)	
REVENUE	
Winter and Summer Art Festivals Booth Fees	\$32,625
Mural Fest Applications and mobile mural sales	\$3,750
9 Makers Markets Booth Fees	\$20,250
International Post Card Art Exhibit Sales	\$5,600
Total MillHouse Foundation 2024 Revenue	\$62,225
EXPENSES	
Artist Festival Coordinators	\$20,500
MuralFest Artist Stipends	\$17,150
Production Costs	\$15,198
Marketing	\$21,550
Facility Rental for Makers Markets	\$1,400
Total MillHouse Foundation 2024 Expenses	\$75,798
Net	-\$13,573
In Kind	
Cotton Mill Facility Rental	\$10,000

DIRECT RESULT OF MARKETING DOLLARS

As attendance increases,
artists' sales increase.



HAPPY SHOPPERS = HAPPY ARTISTS!

Over 70% of our event participants travel from outside McKinney, and visit other local establishments before returning home.

Many shoppers return every event, while new attendees visit the Cotton Mill for the first time at each event.

Many artists report record sales at ArtFest.

Makers Market artisans are often first timers. We're offering a Season Pass for 2024.



MillHouse ArtFest

Sponsor Shoutout!

Funding & in-kind support for
2023 Summer ArtFest provided by



THE COTTON MILL

visit
McKinney

Official Sponsor

MCDC

MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

McKinney Arts
Commission

McKinney Cotton Mill
Hwy 5 & Elm St
Historic East McKinney

**THANK
YOU!**