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Fiscal Year 2022-23

# Progress Report - Winter Art Fest February 27-28, 2023

MCDC Grant Program

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**Organization Name:** MillHouse Foundation

**Project Name:** Marketing For Art Festivals

**Contact Person:** Beth Beck

**Contract #:**

**Grant Award Amount:** \$ 10,000

**Project Duration:** 12 months

**Start Date:**

**Completion Date:**

**Location of Event:** McKinney Cotton Mill

## Narrative report on the Event:

MillHouse Winter ArtFest is a indoor, juried, community-focused festival 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 2023 Winter ArtFest experienced a record number of visitors with no parking available in the Cotton Mill parking lot for much of the festival. At times cars were parked on Elm Street and Anderson street. Our food vendor, Tasty Casa, sold out of food on Saturday and Sunday and had to go back to the restaurant to prepare more. Many participating artists experienced record sales for their festival experiences.

## Identify goals and objectives achieved:

Economic Impact Goals:

1. To increase exposure for local artists – The range of our advertising from the McKinney area is a 90 mile radius
2. Increase economic opportunities for local and regional artists through MillHouse Art Festivals. – Our 2 day festival brought in people from as far north as Sherman, and as far west as Forth 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 Winter 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:

- 1a. Add Monthly Indoor Maker Markets once the Cotton Mill receives City permits.
- 1b. Attract a greater number of statewide artists.
- 2a. Increase the number of art patrons who participate and purchase art.
- 2b. Provide opportunities for emerging and established artists to build their clientele.
- 2c. Increase economic opportunities for local and regional artisans.
- 3a. Draw statewide visitors who will stay for the weekend at McKinney hotels, bed & breakfast, and AirBNBs.
- 3b. Leverage print and digital media markets to increase awareness of McKinney as a weekend destination.

**Financial Report – budget as proposed and actual expenditures**

Proposed 2023 budget: \$10,000

Expenditures to date: \$1,970

**Metrics Outlines in application:**

- 1a. Metric: host four Maker Market events in 2023, contingent on City permitting
- 1b. Metric: compile database of artists and their studio locations – in process
- 2a. Metric: measure attendance by parking capacity – the Cotton Mill parking lot was full with cars parked on Elm Street. Estimated attendance:
- 2b. Metric: conduct informal interviews with participating artists
- 3a. Metric: promote hotel blocks with local hotels on our website and social media
- 3b. Metric: track social media, digital ads, and print publications data



## MILLHOUSE WINTER ARTFEST 2023

### MARKETING REPORT: SOCIAL MEDIA, WEB, PRINT & DIGITAL PROMOS



#### **SOCIAL MEDIA**

FACEBOOK AND INSTAGRAM  
68+ PROMOS  
5 REEL PROMOS  
TOO-MANY-TO-COUNT STORIES

#### **WEBSITE**

64 WEBSITE IMAGES FEATURING  
PARTICIPATING ARTISTS

#### **PAID ADS**

2 FACEBOOK/INSTAGRAM ADS  
1 PRINT MEDIA AD

#### **VIDEO**

1 MULTIMEDIA VIDEO CREATION

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. Reel videos amplify viewer interest with higher viewer interactions. Ad analytics are included for Community Impact, Facebook, and Instagram. We captured footage from Summer ArtFest to create a promo video that we debuted on our website for Winter ArtFest.

*NOTE: The banner in the image above was destroyed by the wind during Winter ArtFest.*

# MILLHOUSE WINTER ARTFEST 2023

## WEBSITE CONTENT CREATION

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

The month of ArtFest, our website views peaked at more 2500 views. Our website ranked in the 93th percentile for similar businesses.



HOME MILLHOUSE MCKINNEY ARTFEST MURALFEST MURAL ART COTTON MILL TEAM NEWS CONTACT US



### Mark Your Calendar: February 25-26, 2023

**Escape the wind and cold at the Winter indoor juried art festival at the McKinney Cotton Mill. ArtFest is open to the public.**

Explore juried art by local artisans showcased against the grandeur of century-old architecture. Enjoy food and drinks by Tasty Casa and Amazing Bartending Services and music by Wesley Phipps. 65 artists, jewelers, potters, and artisans will offer original fine art pieces including Andrea Holmes, AimeeLouise Woolverton, Lisa Temple, Gail Delger, Dana Brock, DaAnna Stringer, Mary Ballering, Caroline Thompson, JoAnn Scofield, Caroline Campbell, Cindy Taylor, Suzanne Hoemke, Karen Gilmore, Mary Hannigan, Jill Windsor, Ryan Bledsoe, Christie Elliot, Linda MacNamara, Joyce Harlow and Denise Fletcher.

MillHouse Foundation partners with the Cotton Mill Partners to offer art festivals to showcase local and regional talent, and to bring art patrons to historic McKinney to shop, eat, and enjoy our marvelous city.

Funding and In-kind Support Provided by



# MILLHOUSE WINTER ARTFEST 2023

## WEBSITE CONTENT CREATION

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



MILLHOUSE WINTER ARTFEST 2023  
 WEBSITE CONTENT CREATION  
[HTTPS://MILLHOUSEFOUNDATION.ORG/ARTFEST](https://millhousefoundation.org/artfest)  
 continued



# MILLHOUSE WINTER ARTFEST 2023 PRINT/DIGITAL MARKETING MCKINNEY COMMUNITY IMPACT AD- Print & Online



			
TOTAL MAILBOXES <b>79,547</b>	PRINT READERSHIP <b>123,298</b>	DIGITAL IMPRESSIONS <b>16,776</b>	TOTAL REACH <b>140,074</b>

## MCKINNEY IN-PAPER

**IN MAILBOXES:** FEB 24 **SPEND:** \$600 **CIRCULATION:** 79,547 **READERSHIP:** 123,298



**Residences:** 79,547  
**Average Age:** 44.0  
**% with Children:** 43.0%  
**Average Income:** \$103,647



Eighth  
Page 19

## MCKINNEY WEBSITE

**START DATE:** FEB 1 **SPEND:** \$300 **IMPRESSIONS:** 16,776 **VIEWABLE IMPRESSIONS:** 6,404  
**END DATE:** FEB 28



**Report Generated Date:** Feb 28, 2023

**Clicks:** 17

**Click-Through Rate:** 0.10%

**Viewable Click-Through Rate:** 0.27%



# MILLHOUSE WINTER ARTFEST 2023

## DIGITAL MARKETING

### META - FACEBOOK/INSTAGRAM ADS



**Website visitors**  
MILLHOUSE WINT...

**51,421**  
Reach

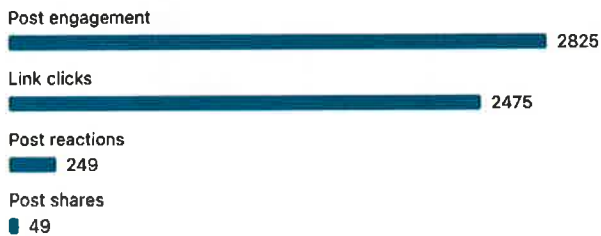
**2,475**  
Link clicks

**\$649.99**  
Spent at  
\$25.00 per...

#### Performance

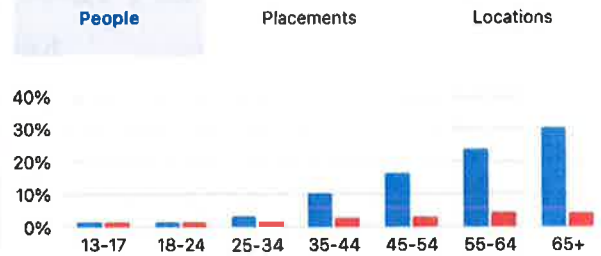
Link clicks **2,475**    Reach **51,421**  
Cost per Link clicks **\$0.26**

#### Activity



#### Audience

This ad reached 51,421 people in your audience.



**Website visitors**  
MILLHOUSE WINT...

**55,808**  
Reach

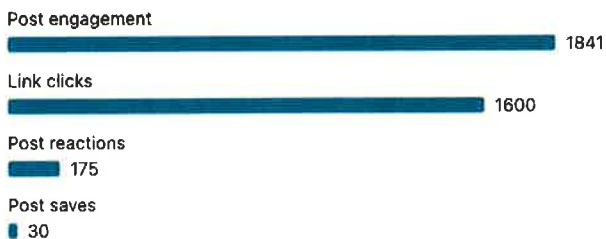
**1,600**  
Link clicks

**\$437.42**  
Spent at  
\$25.00 per...

#### Performance

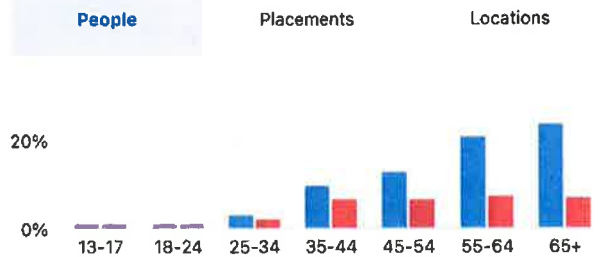
Link clicks **1,600**    Reach **55,808**  
Cost per Link clicks **\$0.27**

#### Activity



#### Audience

This ad reached 55,808 people in your audience.





# MILLHOUSE WINTER ARTFEST 2023 PRINT/DIGITAL MARKETING

Sections

Search

The Dallas Morning News

DALLASNEWS EDITORS' PICKS FREE

## Winter Indoor ArtFest

at McKinney Cotton Mill

INFO

This event is for all ages

LOCATION

Cotton Mill



Mark your calendar to escape the wind and cold at our Winter indoor juried art festival at the McKinney Cotton Mill. Explore juried art by local artisans showcased against the grandeur of century-old architecture. Enjoy food by Tasty Casa, drinks Amazing Bartending services. Musician Wesley Phipps is coming back to perform during the festival.

McKinney Courier-Gazette Home Publications News Sports Podcast Obituaries Public Notices Jobs

FEATURED SPOTLIGHT

Sign up for notific

## McKinney Cotton Mill comes alive with ArtFest by MillHouse

Audrey Hervey / Star Local Media

On a Saturday afternoon in February, the parking lot of 610 Elm St. was full of cars.

Inside the corridors of the historic McKinney Cotton Mill, visitors stopped at artists' stalls to view paintings, jewelry, fiber arts, ceramic arts and more.

It was all a part of the winter ArtFest hosted by MillHouse and the Cotton Mill on Feb. 25 and 26. MillHouse McKinney and the MillHouse Foundation operate from the McKinney Cotton Mill to support creative small business women in the local marketplace.



# MILLHOUSE WINTER ARTFEST 2023

## DIGITAL MARKETING

### Calenderly



Add To Calendar ▾ SHARE

[Back to the calendar](#)

AUG  
28

## Summer ArtFest 2022

By MillHouse Foundation

### BEAT the HEAT with ART, WINE, FOOD and FUN at the Cotton Mill!

#### About this event

Beat the Heat at the Summer indoor juried art festival at the Cotton Mill in McKinney, Texas. Explore juried art by over 50 local artisans showcased against the grandeur of century-old architecture. Featured artists offering acrylic, oil, watercolor, pottery, jewelry, and more. Enjoy food and drinks by Fresh Mex and Amazing Bartending Services. The facility is large and spacious with plenty of room to browse, shop, and relax with family and friends.

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. Proceeds benefit the MillHouse Foundation to support small business women in creative fields.

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

Saturday and Sunday 11 am-5 pm

#### DATE ⓘ

August 28  
🔄

#### TIME

11:00am - 5:00pm

#### LOCATION

McKinney Cotton Mill  
610 Elm Street  
McKinney, TX United States  
[Get Directions](#)

#### TAGS

Art Festival

#### CATEGORIES

Art Food and Wine

#### ORGANIZER

MillHouse Foundation  
aimee@millhousemckinney.com  
2028102101



# MILLHOUSE WINTER ARTFEST 2023

## DIGITAL MARKETING

#StayHappening



### MillHouse ArtFest Winter 2023

SAT FEB 25 2023 AT 11:00 AM TO SUN FEB 26 2023 AT 05:00 PM

The McKinney Cotton Mill | McKinney

MCKINNEY COURIER GAZETTE- Print



**Promote Your Event with Star Local Media!**

Whether you are hosting an event, or looking for the perfect date night idea, Star Local Media's event calendar has you covered. Scan the QR code to go straight to our online events calendar where you can promote your event with a few clicks, or find the perfect activity to make every day special!

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**KREWE OF BARKUS AND 'BENJI' STATUE UNVEILING**

McKinney Main Street will host an unveiling of the Benji Love Project Statue during the Feb. 19 Krewe of Barkus event, a Mardi Gras-themed dog parade in downtown McKinney.

Remarks and the reveal will happen on the city stage located near Dr. Glenn Mitchell Park. These activities are free to attend. The parade begins at 2 p.m., and the unveiling will take place immediately following back at McKinney Park. The statue will be installed after the event on the southeast corner of N. Tennessee and E. Virginia Streets.

**McKinney Repertory Theatre presents the outrageous comedy, "The Farndale, Avenue Housing Estate Dramatic Society Murder Mystery", as its first show of 2023.**

McKinney Repertory Theatre (MRT) is a 99% volunteer, nonprofit, community theatre supported, in part, by grants from McKinney Arts Commission, McKinney Community Development Corporation and through donations from the McKinney community. MRT is McKinney's Official Community Theatre and is a resident company at McKinney Performing Arts Center in historic, downtown McKinney.

Showtimes are:

- Friday, Feb. 24 at 8 p.m.
- Saturday, Feb. 25th at 2 p.m. & 8 p.m.
- Friday, March 3 at 8 p.m.
- Saturday, March 4 at 2 p.m. & 8 p.m.

Tickets are \$22 for adults, \$19 for Seniors 65+, \$17 for children/students ages 4-18. Group tickets are available by calling the MPAC ticket office at (214) 544-4630.

More information is at [mckinneyrep.org](http://mckinneyrep.org)



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**'THE ART OF THE CONTINUOUS LINE'**

Millhouse McKinney will host the next installation of its "Lunch Bunch" series from 11:30 a.m. to 12:30 p.m. Feb. 21, featuring local artist Karen Case.

Case will discuss the basics of Continuous Line Drawing and then give attendees the opportunity to practice during this free event. Lunch is not provided, but you are welcome to bring your own. The event will take place at Millhouse McKinney (810 Elm Street, Suite 1000).

**'THE FARNDALE AVENUE HOUSING ESTATE TOWNSWOMEN'S GUILD DRAMATIC SOCIETY MURDER MYSTERY'**

Roy and Helen Hall Library will host a day of music, education, and entertainment for everyone between 11 a.m. and 2 p.m. Feb. 25. This is a come-and-go event with live music and craft for all ages.

Check out the lineup below:

**MILLHOUSE ART FEST**

MillHouse and the McKinney Cotton Mill Partners invite you to attend WINTER ArtFest on Saturday and Sunday, Feb. 25-26 from 11 a.m. to 5 p.m.

The event will feature an indoor juried art festival at the McKinney Cotton Mill (810 Elm St.). Explore juried art by local artisans showcased against the grandeur of century-old architecture. Enjoy food by Tasty Casa, drinks Amazing Bartending services. Musician Wesley Phipps is coming back to perform during the festival.

More information is at [millhousefoundation.org/artfest](http://millhousefoundation.org/artfest)

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# MILLHOUSE WINTER ARTFEST 2023 SOCIAL MEDIA CONTENT CREATION INSTAGRAM INSIGHTS - REELS

5:08



## Reel Insights



## Instagram ⓘ

**1,110**  
Accounts reached

**575**  
Followers



**535**  
Non-followers

**THANKS to all of you who came it to shop with o...**

🎵 Eveningland · Moon Candy  
February 25 · Duration 1:02

▶  
1247

♥  
78

💬  
7

📌  
6

🔖  
0

Plays	1,247
Likes	78
Comments	7
Shares	6
Saves	0

## Reel Insights ⓘ

Instagram and Facebook plays 1,247

Instagram likes and Facebook reactions 78



# MILLHOUSE WINTER ARTFEST 2023

## SOCIAL MEDIA CONTENT CREATION

### INSTAGRAM INSIGHTS - REELS

continued

5:07



#### Reel Insights



#### Untitled

Secret Agent 23 Skidoo · Do You (feat. Laura...  
February 24 · Duration 0:54

#### Instagram ⓘ

**350**

Accounts reached

**207**

Followers



**143**

Non-followers

430 23 0 5 0

Plays	430
Likes	23
Shares	5
Comments	0
Saves	0

#### Reel Insights ⓘ

Instagram and Facebook plays	430
Instagram likes and Facebook reactions	23

# MILLHOUSE WINTER ARTFEST 2023

## SOCIAL MEDIA CONTENT CREATION

### INSTAGRAM INSIGHTS -- SAMPLE PROMOS



millhousemckinney

millhousemckinney ARTISTS: Applications are open for our next WINTER Indoor Juried ArtFest at the McKinney Cotton Mill, scheduled for February 25-26. We're accepting applications on a rolling basis. The earlier you apply, the better your chance of receiving the booth of your choice.

Apply on our website at <https://millhousefoundation.org>.

#millhouse #millhousemckinney #visitmckinney #mckinneyb #texasartfestival #mckinney #millhouseartfest #winterart

29w

236 Accounts reached  
14% weren't following millhousemckinney

Impressions	257
From Home	203
From Profile	20
From Hashtags	19
From Other	15

View insights

Boost post

Liked by Itarplee and 15 others  
OCTOBER 4, 2022

Add a comment...



millhousemckinney MillHouse

millhousemckinney THIS WEEKEND: Winter INDOOR ArtFest is finally here!!

MillHouse and the McKinney Cotton Mill F attend WINTER ArtFest on Saturday and S 26 from 11 am to 5 pm.

You can collect art and products from mo potters, paper artists, wood crafters, pho sculptors, illustrators, jewelers, textile & f more. You can browse our list of participa MillHouse Foundation website at <https://millhousefoundation.org/artfest>.

We appreciate generous support from ou provide funding and in-kind support for o Cotton Mill Partners, McKinney Arts Com... McKinney, and McKinney Community Development Corporation.

328 Accounts Center accounts reached  
0% from boosted posts  
328 organic 0 paid

21 Post engagements

12 reactions	0 Comment
8 on post	0 on post
0 on shares	0 on shares
2 shares	7 clicks
2 on post	3 photo clicks

View insights

Boost post

Liked by allseasonsartdolls and 29 others  
FEBRUARY 19

Add a comment...

# MILLHOUSE WINTER ARTFEST 2023

## SOCIAL MEDIA CONTENT CREATION

### INSTAGRAM INSIGHTS -- SAMPLE POSTS

continued

**MillHouse**  
Published by Mailchimp · February 24 ·

**THIS WEEKEND: Winter Indoor ArtFest -**  
<https://mailchi.mp/851.../this-weekend-winter-indoor-artfest> at the McKinney Cotton Mill. We have 60+ artists and have expanded booths into the new Atrium Hallway next to MillHouse. Saturday and Sunday 11 am to 5 pm both days. #winterartfest2023 #millhouseartfest #visitmckinney



Name & Booth #	Booth #	Artist Name
1	1	Mary Fret
2	2	Paula Hargreaves
3	3	Mary Hargreaves
4	4	Paula Hargreaves
5	5	Shelly Hargreaves
6	6	John Hargreaves
7	7	John Hargreaves
8	8	John Hargreaves
9	9	John Hargreaves
10	10	John Hargreaves
11	11	John Hargreaves
12	12	John Hargreaves
13	13	John Hargreaves
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49	49	John Hargreaves
50	50	John Hargreaves
51	51	John Hargreaves
52	52	John Hargreaves
53	53	John Hargreaves
54	54	John Hargreaves
55	55	John Hargreaves
56	56	John Hargreaves
57	57	John Hargreaves
58	58	John Hargreaves
59	59	John Hargreaves
60	60	John Hargreaves

**604**  
Accounts Center accounts reached

0% from boosted posts

**604 organic**

**110**  
Post engagements

**19 reactions**  
15 on post  
4 on shares

**2 shares**  
2 on post  
0 on shares

**Total Insights**  
See more details about your post.

<b>Post Impressions</b> 650	<b>Post reach</b> 604	<b>Post Engagement</b> 110
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**1 comment**  
1 on post  
0 on shares

**88 clicks**  
46 photo clicks  
16 link clicks  
0 clicks to play

Instagram

millhousemckinney



**Millhouse MuralFest 2023**

millhousemckinney Open Call for Public Art. 2nd annual MillHouse MuralFest at the historic Cotton Mill... more

**468**  
Accounts Center accounts reached

**Post interactions**

34 likes  
4 saves  
2 comments


**Account activity**

0 texts  
0 calls  
0 website clicks  
0 emails  
0 get directions

Instagram

millhousemckinney  
MillHouse

February 25-26  
**MillHouse ArtFest**



**Ivanevid**

**313**  
Accounts Center accounts reached

**Post interactions**

28 likes  
2 saves  
5 comments

**Account activity**

0 texts  
0 calls  
0 website clicks  
0 emails  
0 get directions

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.

# MILLHOUSE WINTER ARTFEST 2023 SOCIAL MEDIA CONTENT CREATION INSTAGRAM INSIGHTS -- SAMPLE POSTS continued

409

Accounts Center accounts reached ①

Post interactions ①

26 likes

2 comments

1 save

Account activity ①

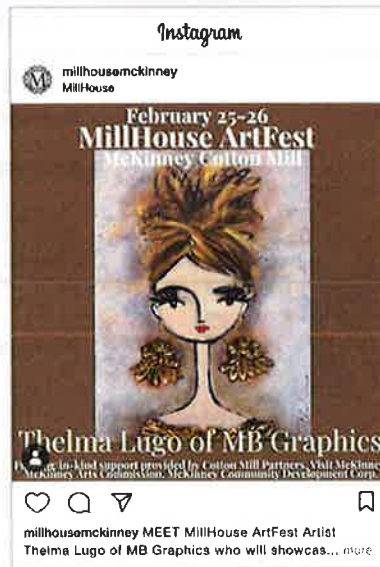
0 texts

0 emails

0 calls

0 get directions

0 website clicks



258

Accounts Center accounts reached ①

Post interactions ①

24 likes

2 comments

3 saves

Account activity ①

0 texts

0 emails

0 calls

0 get directions

0 website clicks

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.

154

Accounts Center accounts reached ①

Post interactions ①

13 likes

0 Comment

0 Save

Account activity ①

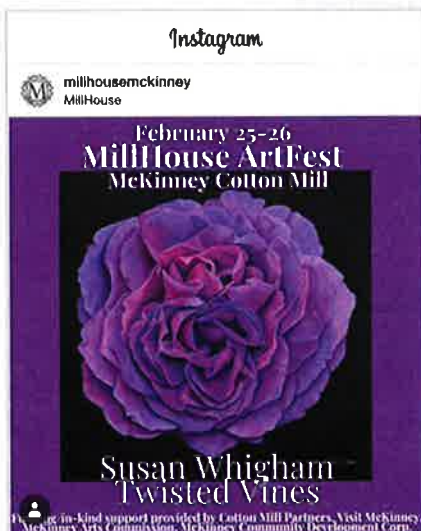
0 texts

0 emails

0 calls

0 get directions

0 website clicks



Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account



# MILLHOUSE WINTER ARTFEST 2023 SOCIAL MEDIA CONTENT CREATION INSTAGRAM INSIGHTS -- SAMPLE POSTS continued



253

Accounts Center accounts reached ①

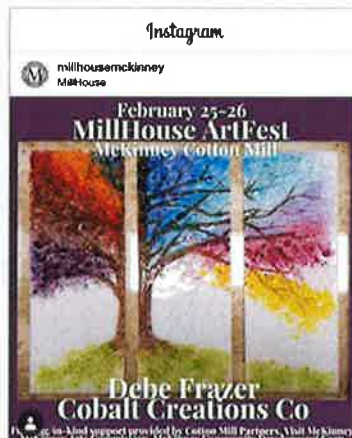
Post interactions ②

28 likes      0 Comment  
5 saves

Account activity ③

0 texts      0 emails  
0 calls      0 get directions  
0 website clicks

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.



309

Accounts Center accounts reached ①

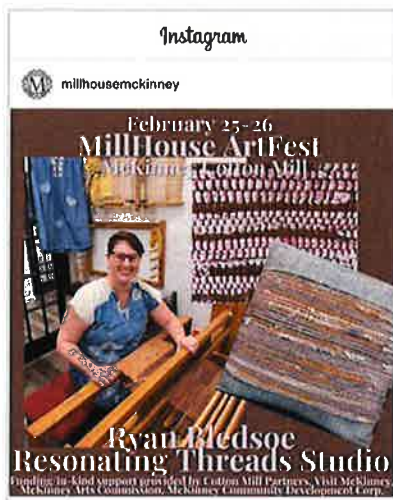
Post interactions ②

14 likes      0 Comment  
1 save

Account activity ③

0 texts      0 emails  
0 calls      0 get directions  
0 website clicks

Insights activity is reported in Pacific time zone. Ads activity is



258

Accounts Center accounts reached ①

Post interactions ②

20 likes      3 comments  
2 saves

Account activity ③

0 texts      0 emails  
0 calls      0 get directions  
0 website clicks

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.

# MILLHOUSE WINTER ARTFEST 2023 SOCIAL MEDIA CONTENT CREATION FACEBOOK INSIGHTS -- SAMPLE POSTS



MEET MillHouse ArtFest Floral Artist Susan Whigham of Twisted Vines who will showcase her work at WINTER...

Post Impressions ⓘ

**1,676**

Post reach ⓘ

**1,569**

Post Engagement ⓘ

**374**



What I love about photographic art is that there is no right or wrong—there is only creative expression. A...

Post Impressions ⓘ

**421**

Post reach ⓘ

**411**

Post Engagement ⓘ

**57**



MEET MillHouse Gallery Studio Artist Dana Brock of @dana.brock.art and @dzynbydana, who will be...

Post Impressions ⓘ

**411**

Post reach ⓘ

**323**

Post Engagement ⓘ

**38**



MEET MillHouse ArtFest Artist Olivia Lee Hiller @olivialeehillerart, who will be showcasing her work at...

Post Impressions ⓘ

**387**

Post reach ⓘ

**327**

Post Engagement ⓘ

**37**



MEET MillHouse ArtFest Artist Rita Vicari @ri.inc , who works in mixed media art creating dreamy colorful...

Post Impressions ⓘ

**376**

Post reach ⓘ

**347**

Post Engagement ⓘ

**36**

# MILLHOUSE WINTER ARTFEST 2023 MULTIMEDIA PROMO VIDEO CREATION

ArtFest at the McKinney Cotton Mill



Note: Footage from Summer ArtFest was used for our promo video that debuted on our website for Winter ArtFest.

