



Visit McKinney Grant Presentation November 28, 2023

Dr. Beth Beck, Executive Director



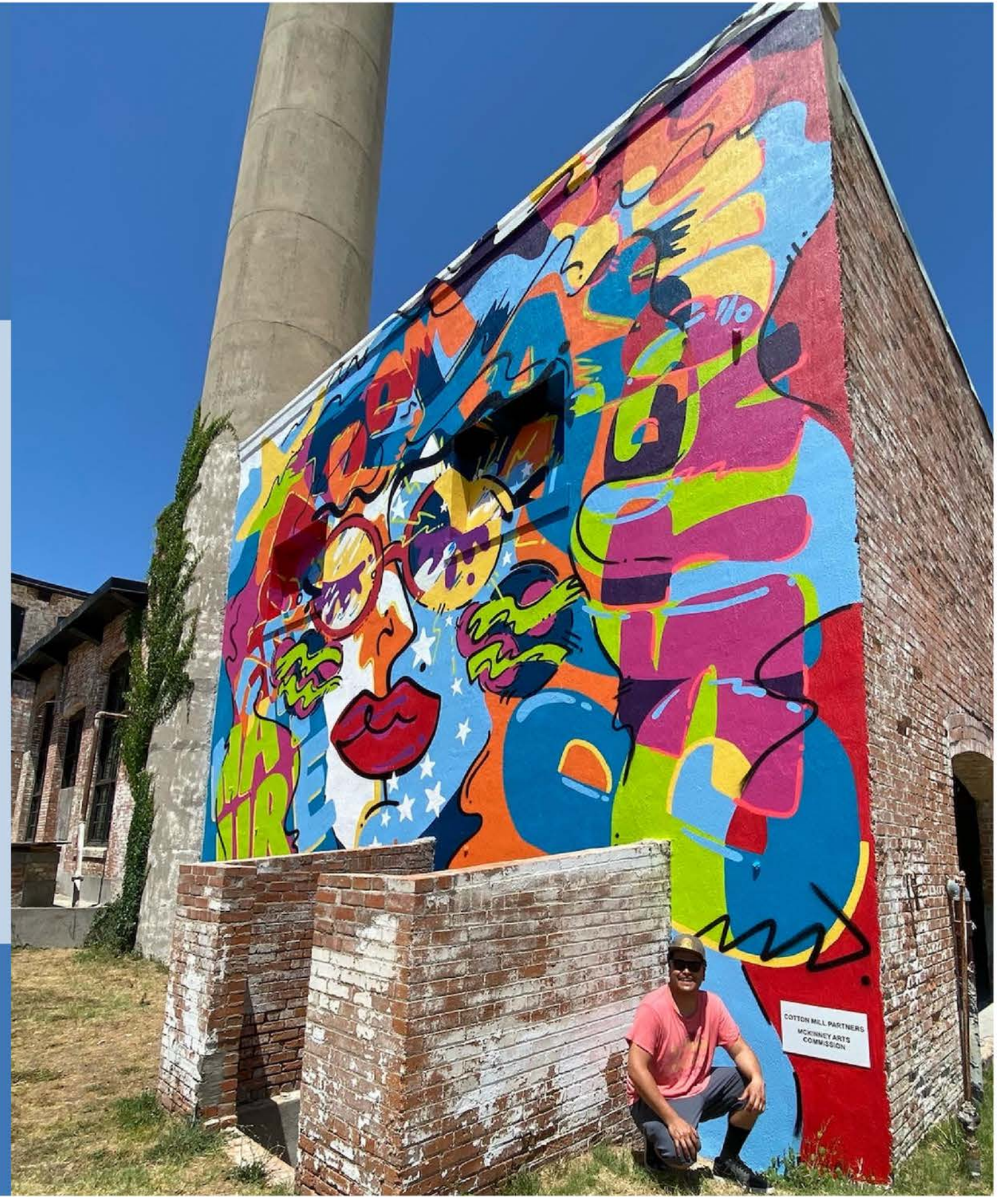
MillHouse Mission:
support micro-business
owners in creative fields.



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.

**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.



2023 Programs Festivals & Markets

***Cycle 1 events**

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

October



Target Audience

TEXAS & BEYOND

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



Creatives
Established & Emerging Artists,
Makers, Muralists, Musicians



Digital Marketing

Online News
Online Magazines
Social Media
Facebook/IG Ads,
Posts, Stories, Reels
MillHouse Website



Marketing Strategy



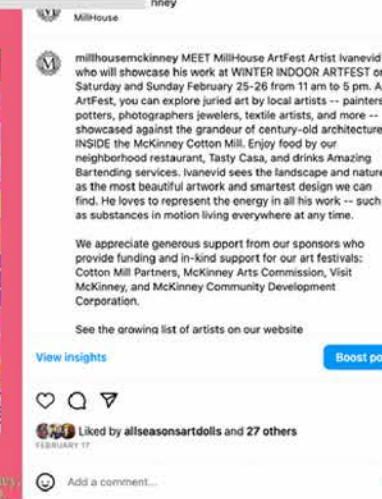
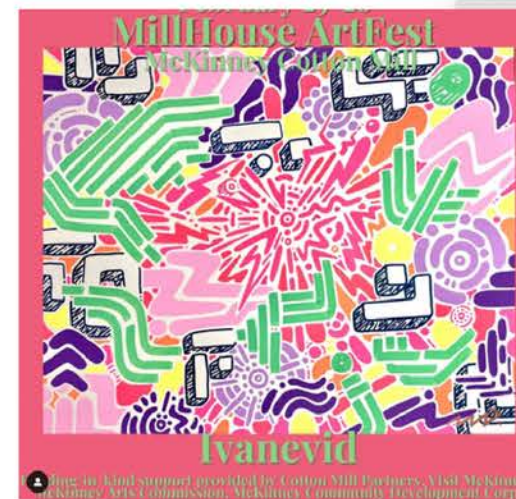
Print Media

Community Impact Ad
Online media articles
Signs & Banners



Explore McKinney this
Summer for Memorable
Experiences Galore

The Dallas Morning News



Annual MillHouse MuralFest

Watch mural artists at work while enjoying live music, drinks, food, and children's activities at the 2nd Annual MillHouse McKinney MuralFest June 3-4 at the Historic McKinney Cotton Mill. Bring a lawn chair and picnic lunch to enjoy a relaxed day watching and visiting with local artists at work. For the full experience, purchase a VIP ticket that includes a pre-event artists' reception, commemorative swag, and 20 food/beverage tickets. Children will enjoy creating their own art in the kids' tent, too.



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



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CIRCULATION: 79,547 READERSHIP: 123,298

Marketing for 7 events: January-July

Visit McKinneyBudget MillHouse Festivals for 2024 (Total for 13 events)	Requested	Description
Social Media		
Facebook ads for 7 events Cycle 1	\$3,150	January - July Events
Facebook ads for 6 events Cycle 2	\$2,700	August - December Events
Total Facebook Ads	\$5,850	
Print and Media Ads		
Print Ads Cycle 1 -	\$1,800	Winter Art Fest and Mural Fest
Print Ads Cycle 2 -	\$1,800	Summer ArtFest and Postcard Art Exhibit
Total Print Ads	\$3,600	
Cycle 1	\$4,950	
Cycle 2	\$4,500	
TOTAL	\$9,450	



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. Our December event is sold out with a long waiting list.



MillHouse ArtFest

Sponsor Shoutout!

Funding & In-kind support for
2022 Summer ArtFest provided by



THE COTTON MILL

McKinney Arts
Commission

McKinney Cotton Mill
Hwy 5 & Elm St
Historic East McKinney

visit
McKinney
Official Sponsor

MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

**THANK
YOU!**