



# MillHouse

McKinney Community  
Development Corporation  
Grant Presentation  
December 21, 2023

Aimee Woolverton  
Creative Services Director



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

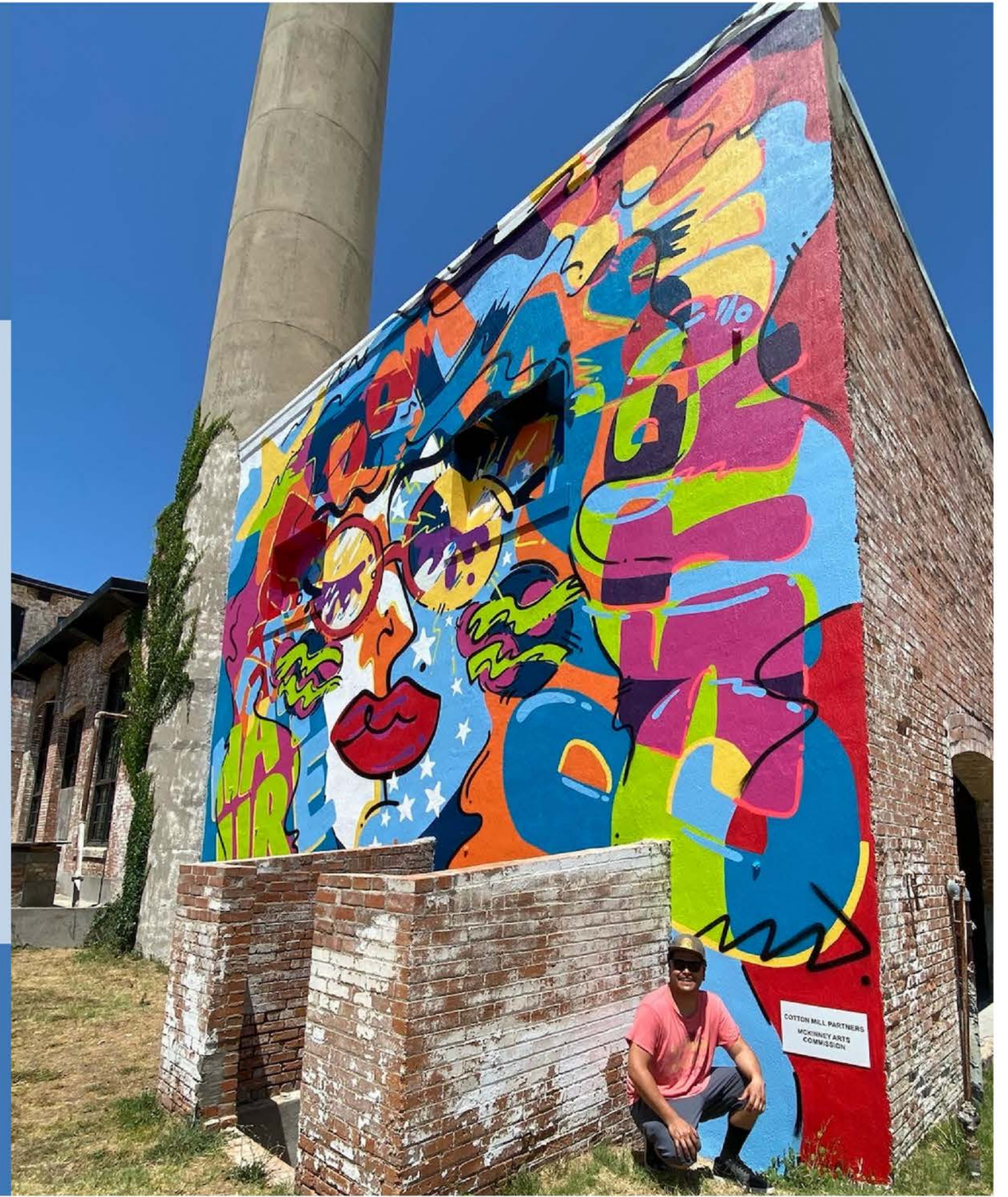


# PROGRAM PRIORITIES

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.*

**M**illHouse  
**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**



# **M**illHouse 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



## 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

# MillHouse MAKERS Market

Applications OPEN

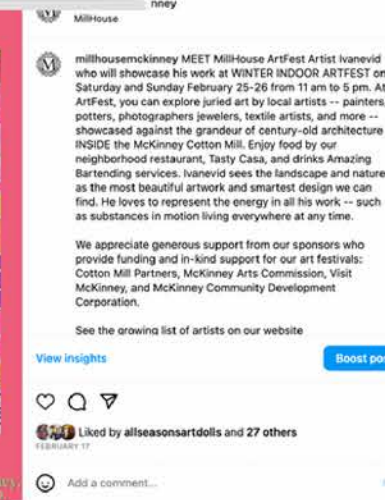
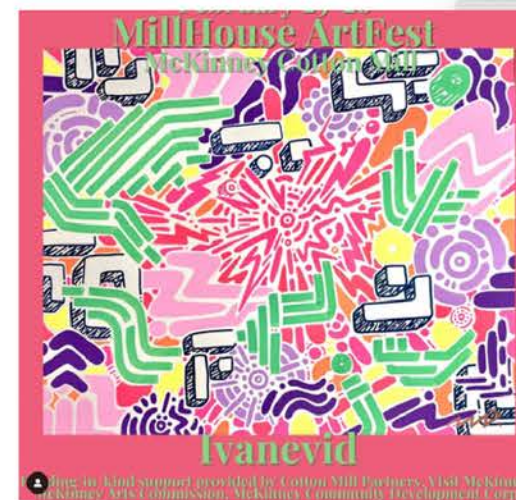
INDOOR MARKET  
July 8th from 10 am to 4 pm  
Atrium Hallway outside MillHouse  
Cotton Mill Arts District

LEARN MORE

# The Dallas Morning News



MillHouse Summer INDOOR  
ArtFest at the McKinney Cotton  
Mill



CIRCULATION: 79,547      READERSHIP: 123,298



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



Eighth  
Page 19



### Annual MillHouse MuralFest

Watch mural artists at work while enjoying live music, drinks, food, and children's activities at the 2<sup>nd</sup> 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.

# Marketing for 13 events

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

# MillHouse 2024 Budget

2024 Art Festival Season Budget - MillHouse Foundation (13 events)	
<b>REVENUE</b>	
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
<b>Total MillHouse Foundation 2024 Revenue</b>	<b>\$62,225</b>
<b>EXPENSES</b>	
Artist Festival Coordinators	\$20,500
MuralFest Artist Stipends	\$17,150
Production Costs	\$15,198
Marketing	\$21,550
Facility Rental for Makers Markets	\$1,400
<b>Total MillHouse Foundation 2024 Expenses</b>	<b>\$75,798</b>
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!**