

It would not be springtime in Downtown McKinney without our annual wine and art festival, Arts In Bloom. This year we entertained, educated, and provided a memorable backdrop for visitors attending the three-day festival.

In 2025, Arts In Bloom welcomed over 48K people to shop for art, sip wine, and enjoy the creative atmosphere. With the return of the Artist Demonstration Stage, the talented artists over at MillHouse McKinney created an educational and entertaining line-up of interactive art.

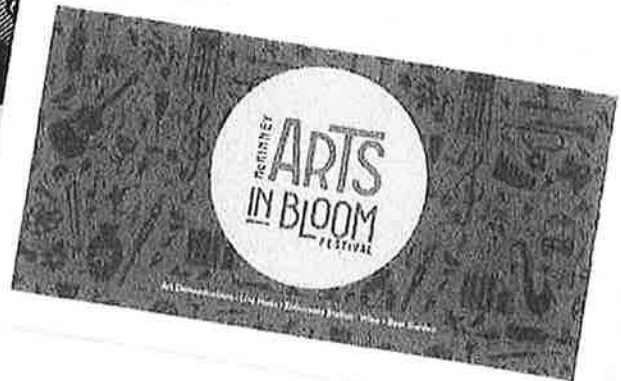
From pottery throwing to a live mural painting, this part of the festival was particularly special due to the audience interaction participation. Always a stand out of this event is the local and regional artist vendors on display. Main Street welcomed 107 artists, including 16 local artists, to display and sell their work. From painters, to wood workers, to jewelry makers, all facets of the art community was on display.

Let's not leave out the other "artists", the wine makers. Arts In Bloom 2025 hosted 14 Texas Wineries featured in our Park Place Wine Pavilion. Participants had the opportunity to purchase a tasting or wine by the glass. Also in the pavilion was an exclusive stage that provided live entertainment around the clock.

Not to leave out the littles, we welcomed back the KidsCreate Station. Families gathered around tables to paint together and most importantly, make memories.

Kids also had an opportunity to pet baby goats and rabbits in the popular Petting Zoo. This is always a crown favorite and staple in Downtown McKinney Signature Events.

The weather was perfect and so was this event. We are honored to host another community gathering in Downtown McKinney. We look forward to welcoming Arts In Bloom in 2026 with new artists, activities, and more.



Arts In Bloom 2025 – RECAP

- Welcomed 48K guests
- 14 Texas Wineries
- 107 Artist Vendors
- 16 Local Artists
- Artist Demonstration Stage organized by MillHouse McKinney. Featured pottery, painting, and leather work.
- Interactive 3D Chalk Art by Jan Riggins
- Texans Credit Union Returned as a Proud Title Sponsor for this event
- Hands on kids artist area organized by Jump Into Art

Social Media Ads:

- Total Facebook Followers – 50,00
- Instagram Views (Mar. 1st to April 13th) – 316,200K
- Instagram Reach (Mar. 1st to April 13th) – 40K
- Total Instagram Followers: 50,000
- Facebook Page Impressions (Mar 1st to April 13th) – 522,500K
- Facebook Reach 249,200K (Mar 1st to April 13th)

Influencer Data

Top collaborative post:

@DallasFunFam

Views: 94K

Shares: 1K

@Dallas_Discovered

Views: 70K

Shares: 1.3K

Advertising Reimbursement receipts:

- A. \$3,750 Community Impact**
- B. \$4,900 Salley Ackerman**
- C. \$5,250 Social Scribe AIB advertising (2 payments)**

Total: \$13,900