



MILLHOUSE FOUNDATION AT THE MCKINNEY COTTON MILL CULTURAL ARTS DISTRICT

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
DECEMBER 2025**

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"Noon Hour at Texas Cotton Mill, by Lewis Hines,
October 1914. Library of Congress, Washington, D.C.



MILLHOUSE 02

MISSION: CULTURE-INFUSED ECONOMIC DEVELOPMENT

Mission: to enhance the earning potential of micro and small business owners in creative fields to catalyze hometown hero stories. Our focus is women; however, everyone can participate in our programming and events.

Operating Model - Artists Supporting Artists: Local artists step into leadership and, in doing so, set aside their individual business practices to direct and manage MillHouse events to support fellow creatives. We provide stipends as direct compensation to defray their loss of income.

03 PROGRAM PRIORITIES

INFUSE CULTURE

by creating creative collaborations through events that provide artists, artisans, and musicians increased visibility, sales, and new customers;

ELEVATE EXPRESSION

by highlighting creative work through Gallery exhibits, Public Art, and social media promotions; and

EXPAND ECONOMY

by growing skills and enhancing economic opportunities for micro-business owners in creative fields.





Minah Ndobe Winterveld, Gautang, South Africa

PROGRAM PRIORITIES 03

ARTFEST

Biennial juried two-day indoor fine art festival held in February and August each year inside the historic century-old Cotton Mill. Artist-vendors showcase their artwork in the Grand Hallway, Wedding Event venue, and Atrium Hallway.

MAKERS MARKET

Juried one-day indoor Second Saturday market for artisans and makers to showcase and sell their products inside the Cotton Mill Atrium Hallway.

COLLABS

We're adding new events as organizations reach out to partner with us – in line with our mission and priorities.

NEW: Atrium Large Art Gallery and Exhibitions, Art Residencies

04 BY THE NUMBERS

WE'VE BEEN BUSY

2019	1 Summer ArtFest, 1 Make A Difference Day
2020	1 Winter ArtFest, 3 Makers Markets, 1 McKinney Art Studio Tour, 1 Make A Difference Day
2021	2 ArtFests (Winter/Summer), 1 McKinney Art Studio Tour (MAST) 1 Make A Difference Day
2022	2 ArtFests (Winter/Summer), 3 Makers Markets, MuralFest, Arts in Bloom, MAST
2023	2 ArtFests (Winter/Summer), 10 Makers Markets, MuralFest Arts in Bloom, MAST
2024	2 ArtFests (Winter/Summer), 9 Makers Markets, MuralFest, Postcard Art Exhibit, Arts in Bloom, MAST
2025	2 ArtFests (Winter/Summer), 9 Makers Markets, Arts in Bloom, MAST. NEW Community Chalk it Up, International Art in Action Pilot Project, Landon Art & Wine Stroll and MPAC Gallery Exhibition.



MillHouse Gallery Studio Artist Lisa Temple at ArtFest



BY THE
NUMBERS
04



MillHouse Gallery Studio
Artists Gail Delger & Dana
Brock on lift painting Cotton
Mill east exterior wall mural
commissioned by the
McKinney Arts Commission,
MillHouse, Terry Casey

MillHouse Foundation



04

BY THE
NUMBERS

33

Exterior Murals

Left to right MuralFest Muralists
Ivanevid, Pernie Fallon, Trenise Williams



MillHouse MuralFest Murals at the South exterior of the Cotton Mill behind MillHouse

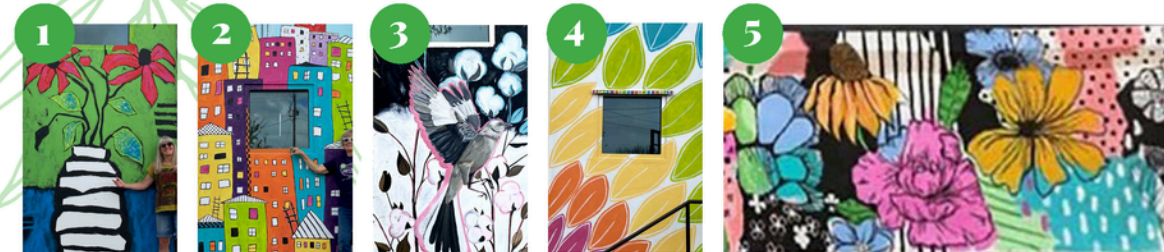
MillHouse Foundation

BY THE NUMBERS



Murals at The McKinney Cotton Mill

MillHouse Mural Artists



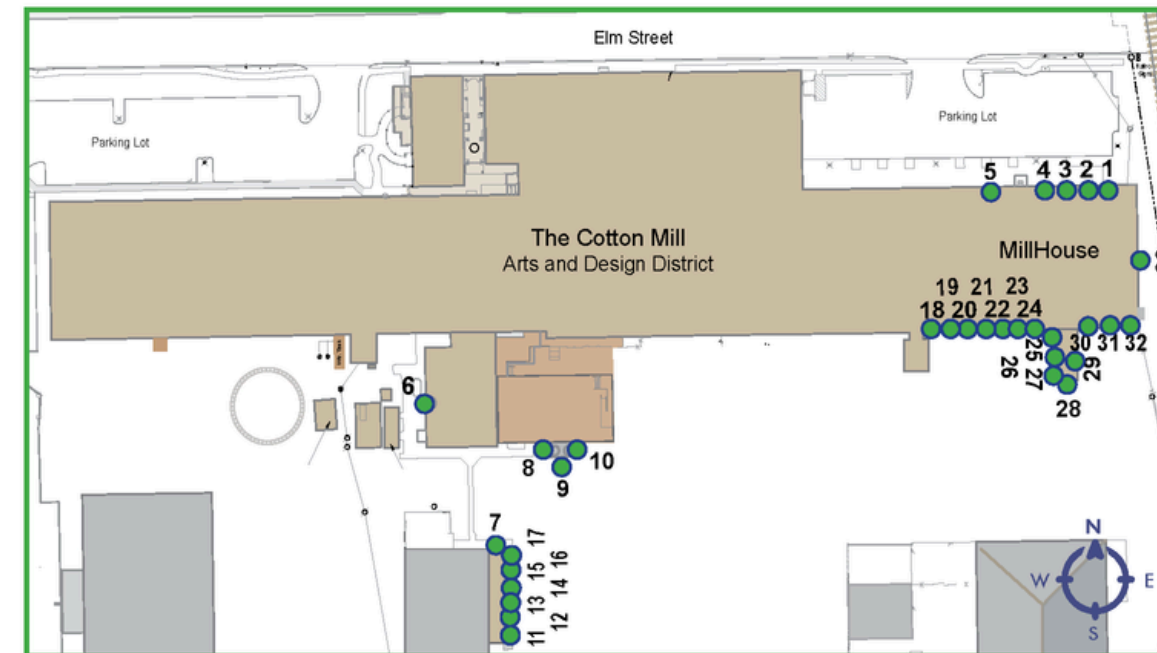
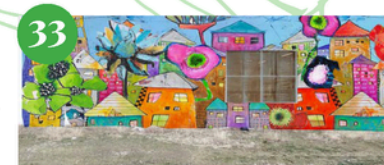
2022 MuralFest Artists



2023 MuralFest Artists



2024 Mural Artists



Mural Map Locations

MillHouse Mural Artists

1. Mockingbird - Andrea Holmes
2. Funky Milltown - Gail Delger
3. Not a Wallflower - Dana Brock
4. Rainbow Blooms - Cindy Gilstrap
5. COVID Flowers - Dana Brock, Gail Delger, Andrea Holmes Lisa Temple, Beth Beck

2022 MuralFest Artists

6. Ivanvid - Texas Women
7. Linda Herbert - Cotton Bolls
8. Pernie Fallon - Here Comes the Sun
9. Joshua Rhodes - McKinney Street Punk
10. Audie Pope - Denim Driven
11. Christa Diepenbrock - Cotton Mill Map
12. Juju Bartush - Butterflies
13. Valerie Studer - Fanciful Flowers
14. Becca Gordon - Texas Flowers
15. Molly Frisby - Unique by Nature
16. Angela Pitts - Bloom Where You're Planted
17. Bree Smith - Connected Through Time and Space

2023 MuralFest Artists

18. Denise Kendrick - Texas Longhorn
19. Jessica Molina - Empowered Texas Women
20. Alex Bugg - Spirit of Texas
21. Juju Bartush - Butterfly
22. Ivanvid - The Shapes that Come for Me
23. Molly Frisby - Sunset Cowgirl
24. Anna Terry - Art Tweet
25. Lauren Lewchuck- Ebb and Flow
26. Celeste Seitz - Haute Sauce
27. Rita Vicari - Texas Woman
28. Audie Pope - Mockingbird Blues
29. Erok Johanssen - Barn on a Prairie
30. Danielle Hodgins - Butterfly Garden
31. Robin Pedrero - Garden Goodness
32. Stacie & Grant Weever - Prosperity on Rails

2024 Mural Artists

33. Flower Town - Dana Brock & Gail Delger



millhousefoundation.org

05 COMMUNITY COLLAB: CHALK IT UP with East McKinney Neighbors

PARTNERS: Community Care North Texas
Woodside Village Apartments



05 COMMUNITY COLLAB: ART IN ACTION Pretoria, South Africa

PARTNER: Abba's Pride

Pilot Project
Art of Micro-Business
Skills Exchange
Women's Empowerment
Income Enhancement
Expand Economy



06 2026: WHAT'S NEW



AMERICA 250 EXHIBITION

The 2026 Atrium Gallery Exhibit will celebrate heroic women who transformed society as icons and pioneers in thought-leadership, innovation, creativity, entertainment, and activism in the fields of faith, science, mathematics, governance, and space.

ATRIUM ART GALLERY

The planned Atrium Art Gallery will feature large art exhibitions with 48x60-sized or larger artworks hung along the north and south sides of the Atrium Hallway on the east side of the Cotton Mill facility next to the MillHouse McKinney suites.

AI ART RESIDENCY

Artist residencies feed into the local arts ecosystem by creating a supportive, learning environment that nurtures the creative process. Participating artists can pursue and enhance their creative practice through research, ideation, collaboration, creation, and production of proposed projects. We're crafting a process to attract, select, support resident artists, and showcase their work with exhibitions in the Atrium Gallery.

06 2026

CYCLE 1 SCHEDULE OF EVENTS
FEBRUARY 2026-JANUARY 2027

FEB	Call to Artists: Art Residency Winter ArtFest February 20-21, 11 am-5 pm	AUG	Summer ArtFest August 29-30, 11 am - 5 pm
MAR	Makers Market March 14 10 am-4 pm	SEPT	Makers Market September 12, 10 am-4 pm Landon Winery Art and Wine Walk September TBD
APR	Atrium Gallery Exhibition April 3, Opening Reception McKinney Arts in Bloom Festival April 10-12	OCT	Atrium Gallery Exhibition October 2, Opening Reception Makers Market October 10, 10 am-4 pm
MAY	Art Residency Begins Community Chalk It Up May 2, 10:30 am-12 pm Makers Market May 8 10 am-4 pm	NOV	Makers Market November 14, 10 am-4 pm
JUN	Makers Market June 12, 10 am-4 pm	DEC	Makers Market December 12, 10 am-4 pm
JUL	Atrium Gallery Exhibition July 2, Opening Reception Makers Market July 10, 10 am-4 pm	JAN	Makers Market January 9, 10 am-4 pm Call to Artists: Art Residency Call to Artists: Atrium Gallery Exhibitions Millhouse Foundation

07 MARKETING & PROMOTION



Dana Brock: ArtFest

AUDIENCE

MARKETING is two-pronged: 1) call to artists to participate in events – local, regional, and international creative small business owners, including established and emerging artists, artisans, makers, muralists and musicians; as well as underserved artisans through collaborative programs; and 2) attracting visitors and shoppers – patrons, community members, and tourists who travel to McKinney. We don't compile demographic data about participants – vendors nor shoppers.

PROMOTION

FUNDING: MillHouse leverages digital and print media to promote festivals, markets, events, and individual vendors and their products. MillHouse receives marketing grant dollars from McKinney Community Development Corporation. MillHouse leverages unpaid advertising as a staple of our promotions: Instagram: MillHouse 3,257 followers, Facebook: 2,800 followers, Newsletter: 1,500 email subscribers, and press releases to local and regional digital and print publications.

07 SAMPLES: MARKETING & PROMOTION



cottonmillartsdistrict



Digital Marketing

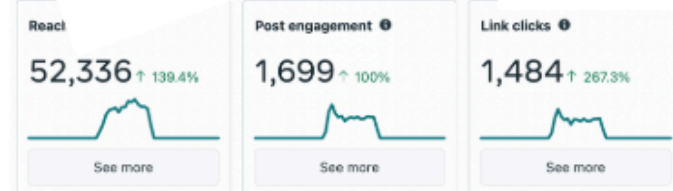
Online News
Online Magazines
Social Media
Facebook/IG Ads,
Posts, Stories, Reels
MillHouse Website

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



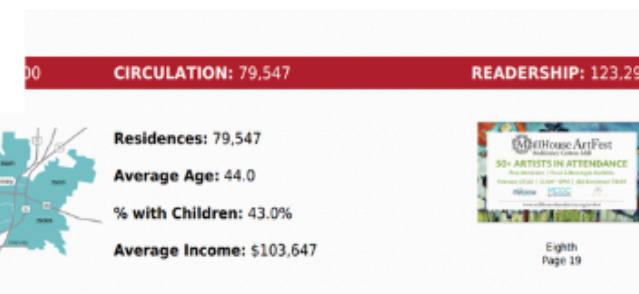
Marketing Strategy



The Dallas Morning News



MillHouse Summer INDOOR
ArtFest at the McKinney Cotton
Mill



Print Media

Community Impact Ad
Online media articles
Signs & Banners



Explore McKinney this
Summer for Memorable
Experiences Galore



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.

08 BUDGET



Earned Income	\$0
Admissions, box office, subscriptions	\$0
Tuition, class, workshop fees, registrations	\$81,625
Interest on investments, endowments	\$0
Other	\$0
<i>Subtotal</i>	\$81,625
Private Support	\$0
Contributions	\$0
Foundations	\$0
Other private unearned income	\$0
Carry over from previous year	\$0
Government Support	\$20,000
MAC Request	\$0
Other city support (MDCD) <i>**Funding not granted at this time</i>	\$0
State Support	\$0
Federal Supports	\$0
<i>Subtotal</i>	\$20,000
TOTAL PROJECTED INCOME	\$101,625
Season/Project Expenses	
Artist administrative stipends	\$34,000
Artist stipends	\$17,000
Facility Costs	\$2,700
Marketing & Promotions	\$15,376
Program/Exhibit Production Cost	\$53,420
TOTAL EXPENSES	\$121,332

100%

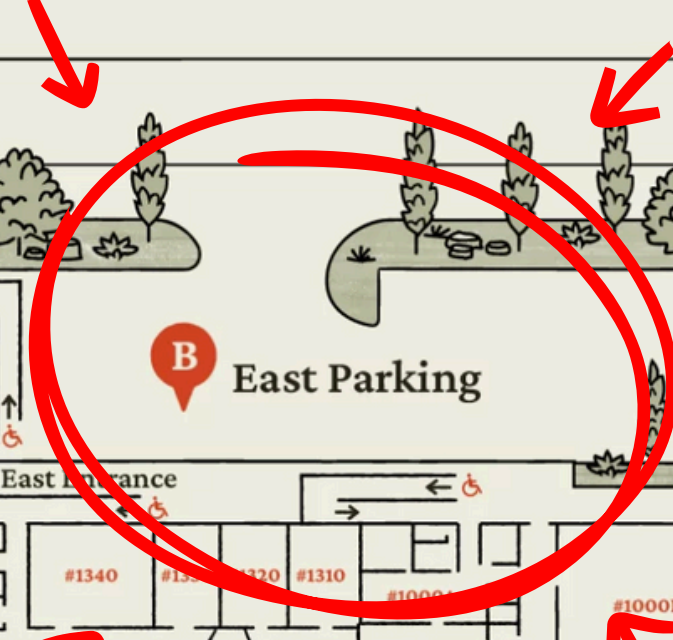


Elm St

Amscott St



A West Parking



B East Parking



Artist
Parking at
Encore



Original Weaving Room



Event Hall

Grand Hall

East Entrance

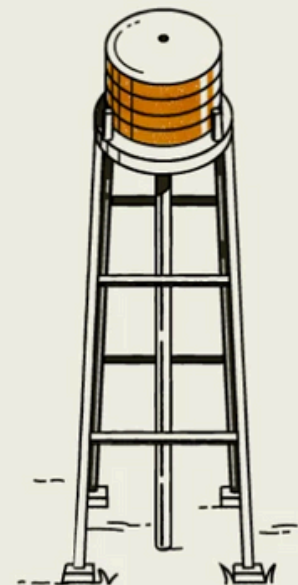
Atrium

Dye Room

THE COTTON MILL

Garden

Smoke Stack



#100	#530	#1310
#110	#700	#1320
#120	#710 (Upstairs)	#1330
#300 (Upstairs)	#800	#1340
#400A	#920	#1350
#400B	#930	#1410
#400C	#1000A	#1420
#400D	#1000B	#1450
#510	#1100A	
#520	#1100B	