



Art by Alex Bugg



Visit McKinney Grant Presentation May 28, 2024

Dr. Beth Beck, Executive Director



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

PROGRAM PRIORITIES

1. INFUSE CULTURE by creating events that provide artists, artisans, and musicians increased visibility and sales, helps artists attract new customers, and provides creative collaboration;
2. ELEVATE EXPRESSION by highlighting creative work through Gallery exhibits, Public Art, and social media promotions; and
3. EXPAND ECONOMY by growing and enhancing economic opportunities for micro-business owners in creative fields, and attracting tourists to McKinney.

Art by Carly Haynie



**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
FEBRUARY 2024



OUTDOOR MAKER MARKETS:

OCTOBER 2020
NOVEMBER 2020
DECEMBER 2020

MillHouse MAKER Market

McKinney Cotton Mill

INDOOR MAKER MARKETS

JULY 2023 SEPTEMBER 2023
DECEMBER 2023. JANUARY 2024
MARCH 2024. APRIL 2024
MAY 2024



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 2023-24, we added a music stage with back-to-back performances.

The murals contribute to the cultural fabric of McKinney.



2024 Programs Festivals & Markets

***Cycle 2 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

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



The Dallas Morning News



MillHouse Summer INDOOR
ArtFest at the McKinney Cotton
Mill

The Dallas Morning News

FREE
International Postcard Art Exhibit
at McKinney Cotton Mill
Sep 21, 2024



GET TICKETS

Who to
This event is for all ages

Location
McKinney Cotton Mill

Date & Time
Sep 21, 2024

Entry & Admission
Sat, Sep 21, 2024
From 1:00 PM to 4:00 PM

Postcard Art Exhibit, formerly known as "Twitter Art Exhibit", is an annual art exhibition made of hundreds of postcard-sized original artwork organized by a team of volunteers sponsoring a different charity each year.

Postcard Art Exhibit's exhibitions utilize social media and public engagement to support charities and nonprofits worldwide. Our exhibitions have helped to sustain a library suffering from deep funding cuts to purchase much-needed children's books. Also, an abused women's shelter to improve the lives of the families they serve. And an arts organization mentoring underprivileged young adults in preparation for careers in the visual arts and many other worthy causes.

We reach out to artists on the social media platforms, X, Instagram, Facebook and LinkedIn. Artists worldwide respond to our call, create and send postcard-sized, original artwork for our exhibition. A local, physical showcasing of the art is displayed at a different venue and often in a new country each year. The public is invited to the exhibition to purchase original art to support the chosen beneficiary. Out of participating, our artists receive new exhibition opportunities, new audiences, benefactors, and appeal to art enthusiasts worldwide.

Information submitted to DallasNews.com

Related Links

Website

Event Type: Art and Sculpture, Arts Event Opening



CIRCULATION: 79,547 READERSHIP: 79,547

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



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DIRECT RESULT OF MARKETING DOLLARS

MillHouse Contribution to Hotel Taxes

VERIFIED PAST Weekend STAYS *

Summer ArtFest 2022 – 7 rooms
Winter ArtFest 2023 – 10 rooms
Summer ArtFest 2023 – 18 rooms
Winter ArtFest 2024 – 11 rooms
MuralFest 2022 – 3 rooms
MuralFest 2023 – 7 rooms
MuralFest 2024 – 8 rooms

*These numbers represent artists from locations 90 miles away, including Arkansas, Colorado, and New York State. We do not have data on attendees.

ESTIMATED UPCOMING Weekend STAYS **

Summer ArtFest 2024 – 38 rooms
International PostCard Art Exhibit – 55 rooms +
45 potential

**These numbers represent estimated artists stays based on previous year data as well as estimated attendance. Estimated attendance is based on the Statewide Texas Highways Magazine Feature, as well as the RSVP's for the International PostCard Art Exhibit.





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!