

January 2025

MillHouse Foundation

MCDC Final Grant Report



2024 Arts Festivals



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Executive Summary

MillHouse Foundation exists to promote small business women in creative fields.

MillHouse Foundation hosted thirteen events for the MCDC 2024 season with the goal of providing opportunities for micro-business owners to grow their skills, showcase, and sell their work, providing economic stability for their families and the surrounding communities. All events are free and open to the public. These events supported the MCDC goals of attracting visitors to McKinney and enhancing the quality of life for McKinney residents.

Event	Date	Attendance	MCDC Funds Used
Winter Art Fest	February 24-25	3,000	\$1,720
March Makers Market	March 9	685	\$1,130
April Makers Market	April 13	450	\$1,185
May Makers Market	May 11	700	\$665
MuralFest	June 1-2	400	\$1,631
July Makers Market	July 13	725	\$880
Summer ArtFest	August 24-25	2,500	\$1,091
September Makers Market	September 14	750	\$839
International Post Card Art Exhibition	September 21	600	\$0**
October Makers Market	October 12	785	\$515
November Makers Market	November 9	975	\$64*
December Makers Market	December 14	1100	\$0*
January 2025 Makers Market	January 11	585	\$0*

*Grant funds ran out for marketing. ** Paid in full by VisitMcKinney

Narrative Summary

ArtFest

MillHouse Summer and Winter ArtFests are indoor, juried, community-focused festivals to showcase products and offer enhanced revenue opportunities to members and participants by increasing visibility and sales, attracting new customers, and enhancing creative collaboration. By hosting indoor events, artists experience two full days of sales that are not affected by inclement weather. The MillHouse Art Festival draws from across the Metroplex, bringing in attendees who are both repeats and those new to ArtFest. Attendees are always encouraged to visit local shops and restaurants, creating a positive boost for the local economy in McKinney.

MuralFest

MillHouse MuralFest is an outdoor, juried, community-focused festival to showcase local and regional mural artists attracting new art patrons and enhancing creative collaboration. The MillHouse Mural Festival drew attendees from across the Metroplex - we expanded our advertising and had visitors come from as far away as Waco. The 2024 MuralFest featured participation by 14 selected mural artists, 4 artists who painted large murals on the Cotton Mill Southside walls and 10 artists painted 4'x8' mobile murals which were auctioned off to the public at the end of the festival. This year we used the City Music Stage with 10 local musicians/bands. The public was able to watch all muralists painting "live" as well as participate in painting a "community mural" designed by artists Gail Delger and Dana Brock.

Makers Markets

MillHouse Makers Markets are indoor, juried, community-focused markets to showcase local and regional artisans attracting new patrons and enhancing creative collaboration. This year we hosted 9 markets. The Cotton Mill Atrium Hallway was at capacity with 30-36 booths with product offerings including fiber art, upcycled clothing, jewelry, candles, fine art, and more. The MillHouse Makers Market drew attendees from across the Metroplex. Attendees were encouraged to visit local shops and restaurants, creating a positive boost for the local economy in McKinney. MillHouse also collaborated with White Box Roastery, a woman-owned small business, to host their one year anniversary during Makers Market. White Box Roastery collaborated with MillHouse and the participating artisans to provide drawings and giveaways throughout the day.

Event Metrics

- **Host at least one event per month at the McKinney Cotton Mill featuring local and regional creatives**
- **Leverage print and digital media markets to increase awareness of McKinney as a weekend destination.**



Event Advertising

Unpaid promotions

MillHouse leverages unpaid advertising as a staple of our promotions:

- Instagram: 2,929 followers
- Facebook: 2,800 followers
- Newsletter: 1,500 email subscribers
- Press releases sent to all local and regional digital and print publications
- Posters in the McKinney Cotton Mill
- Events are posted on all city platforms including Visit McKinney and Chamber of Commerce McKinney Today

Event Advertising - All Events

Paid Advertising - Community Impact Magazine (\$2,280)

MillHouse Foundation partners with Community Impact Magazine to run a monthly ad advertising all upcoming events. We started the year with a 1/8 page ads for specific events and moved to a 1/4 page ad in the Market Place section listing all upcoming events in August. This has afforded us a larger footprint in the magazine for a smaller monthly charge and a greater exposure.



MILLHOUSE UPCOMING EVENTS

AUG SUMMER ARTFEST
24-25 11 AM-5 PM

MAKERS MARKET SEP 14
10 AM-4 PM

SEP 21 POSTCARDART SHOW
1-4 PM
VIP TICKETS AVAILABLE

MAKERS MARKET OCT 12
10 AM-3PM

NOV 9 MAKERS MARKET
10 AM-4 PM

MAKERS MARKET DEC 14
10 AM-4 PM

MCKINNEY COTTON MILL 610 ELM STREET, SUITE 1000

  McKinney Arts Commission  



MILLHOUSE EVENTS

MCKINNEY COTTON MILL
610 ELM STREET

DEC MAKERS MARKET 14 10 AM-4 PM

JAN MAKERS MARKET 10 10 AM-4 PM

FEB 23-24 ARTFEST 11 AM-5 PM

MAR MAKERS MARKET 8 10 AM-4 PM

MAY MAKERS MARKET 10 10 AM-4 PM

Event Summary - Winter ArtFest

Meta Ads

Ads ran on Facebook and Instagram
from February 8–25, 2024

Link Clicks: 2,305

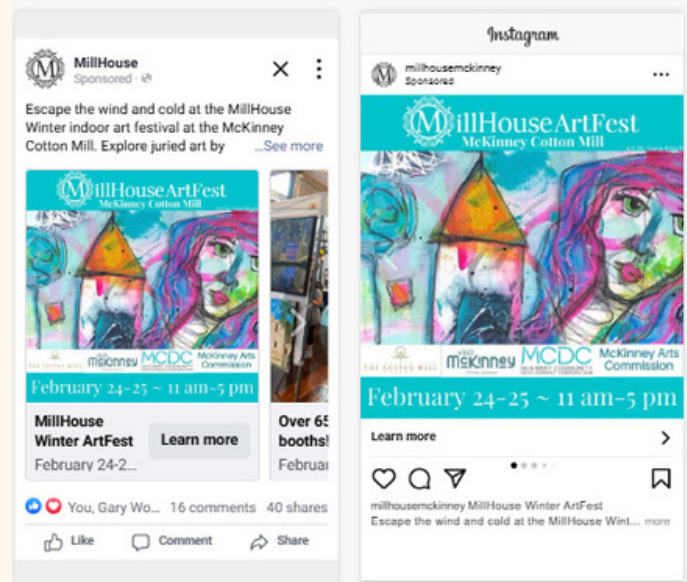
Impressions: 160,388

Reactions: 201

Comments: 10

Saves: 23

Shares: 42



Individual Artist Spotlights

Ran on Facebook and Instagram
from Jan 14–Feb 25, 2024

Posts: 67

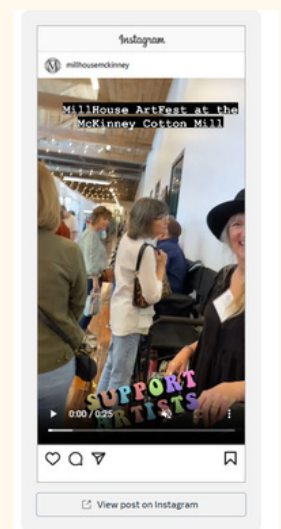
Reach: 12,409

Likes: 907

Comments: 72

Saves: 64

Shares: 85



Community Impact



Meta Ad: Paid for by Visit McKinney

Community Impact Ad: \$540

Individual Content Creation and Social Media for 65 artists: \$1,180

MCDC Grant Funds Spent: \$1,720

Event Summary - Summer ArtFest

Meta Ads

Ads ran on Facebook and Instagram
from August 14–25, 2024

Link Clicks: 1,835

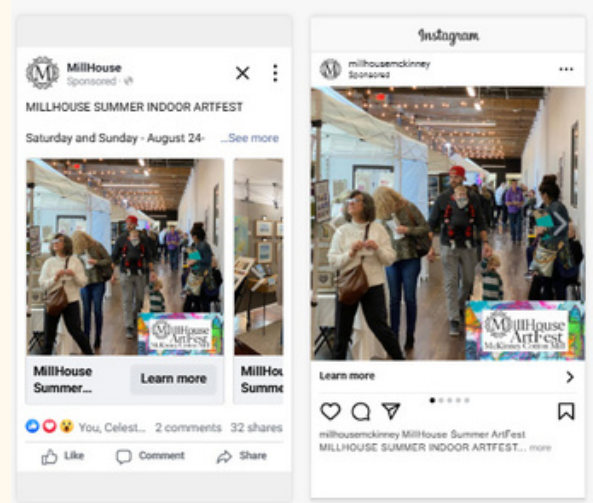
Impressions: 124,412

Reactions: 82

Comments: 1

Saves: 20

Shares: 28



Individual Artist Spotlights**

Ran on Facebook and Instagram
from July 14–August 25, 2024

Posts: 14

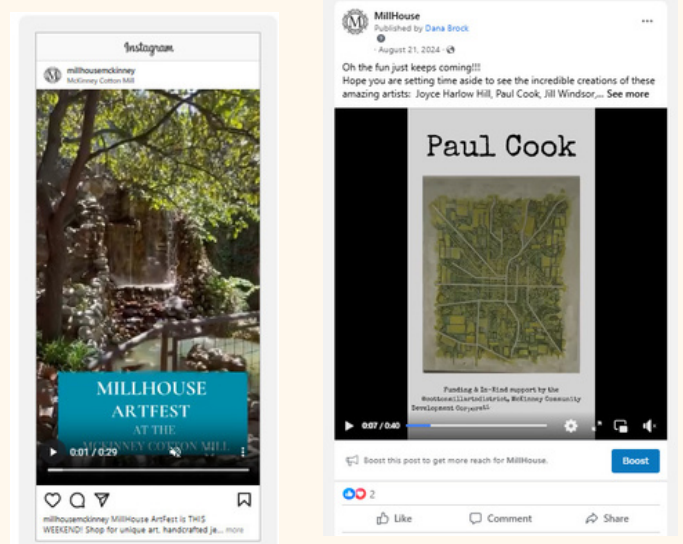
Reach: 9,842

Likes: 550

Comments: 25

Saves: 48

Shares: 86



Community Impact

Meta Ad: Paid for by Visit McKinney

Community Impact Ad: \$540

Individual Content Creation and Social Media for 65 artists: \$551

Grant Funds Spent: \$1,091



**Beginning with Summer ArtFest, we switched to fewer individual static posts. We began creating Reels which featured several artists in each one to increase social media algorithm traction without overwhelming followers with posts.

Winter and Summer ArtFests



Event Summary - MuralFest

Meta Ads

Ads ran on Facebook and Instagram from May 22–June 2, 2024

Link Clicks: 2,188

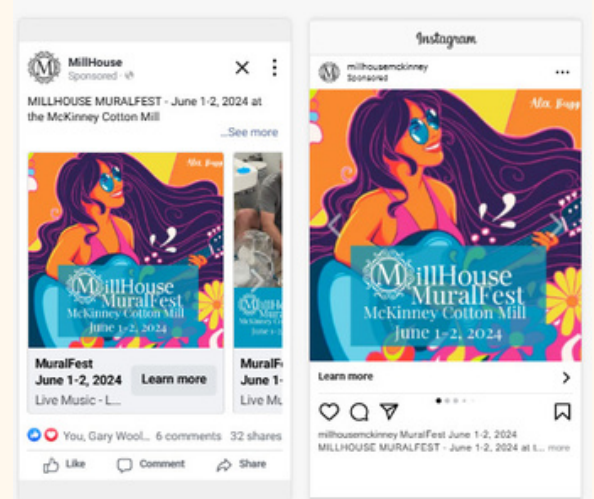
Impressions: 130,978

Reactions: 143

Comments: 5

Saves: 2

Shares: 26



Individual Mural Spotlights

Ran on Facebook and Instagram from January 1 – June 2, 2024

Posts: 27

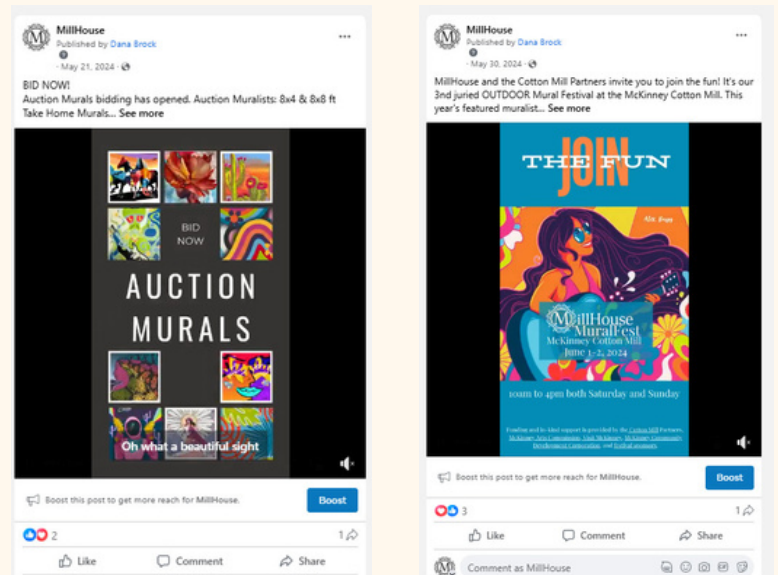
Reach: 6,047

Likes: 185

Comments: 10

Saves: 48

Shares: 42



Community Impact



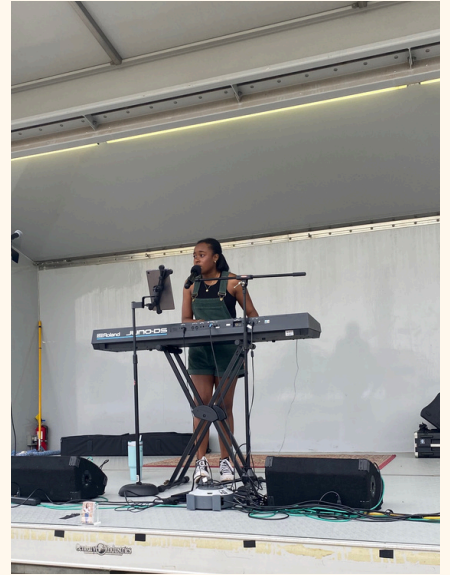
Meta Ad: Paid for by Visit McKinney

Community Impact Ad: \$1,080

Individual Content Creation and Social Media: \$551

Grant Funds Spent: \$1,631

MuralFest



Event Summary - March Makers Market

Meta Ads

Ads ran on Facebook and Instagram
from February 27–March 9, 2024

Link Clicks: 1,767

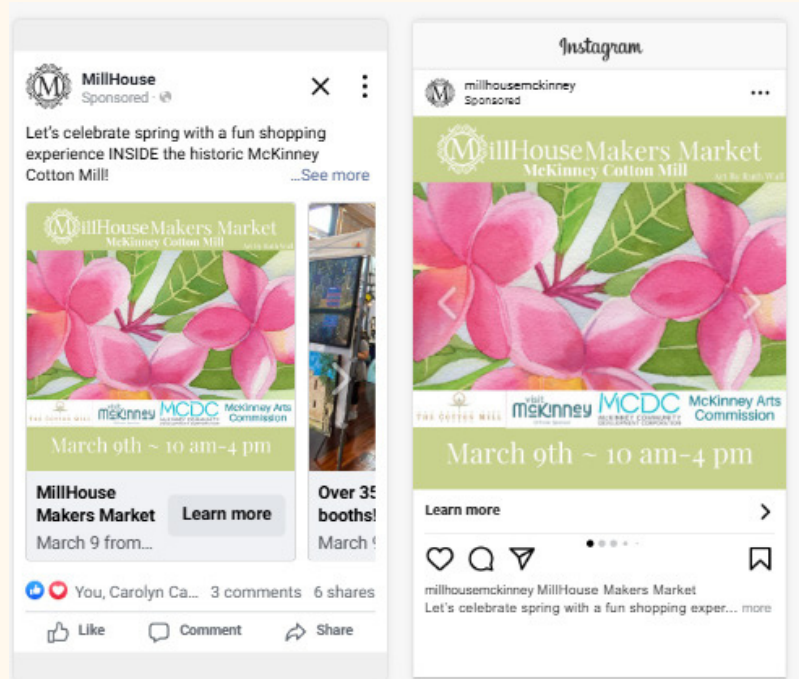
Impressions: 93,149

Reactions: 82

Comments: 1

Saves: 18

Shares: 9



Individual Artist Spotlights

Ran on Facebook and Instagram
from Feb 26–March 8, 2024

Posts: 39

Reach: 7,089

Likes: 471

Comments: 192

Saves: 14

Shares: 47



Community Impact



Meta Ad: Paid for by Visit McKinney

Community Impact Ad: \$540

Individual Content Creation and Social Media for 35 artisans: \$590

Grant Funds Spent: \$1,130

Event Summary - April Makers Market

Meta Ads

Ads ran on Facebook and Instagram from April 4-13, 2024

Link Clicks: 756

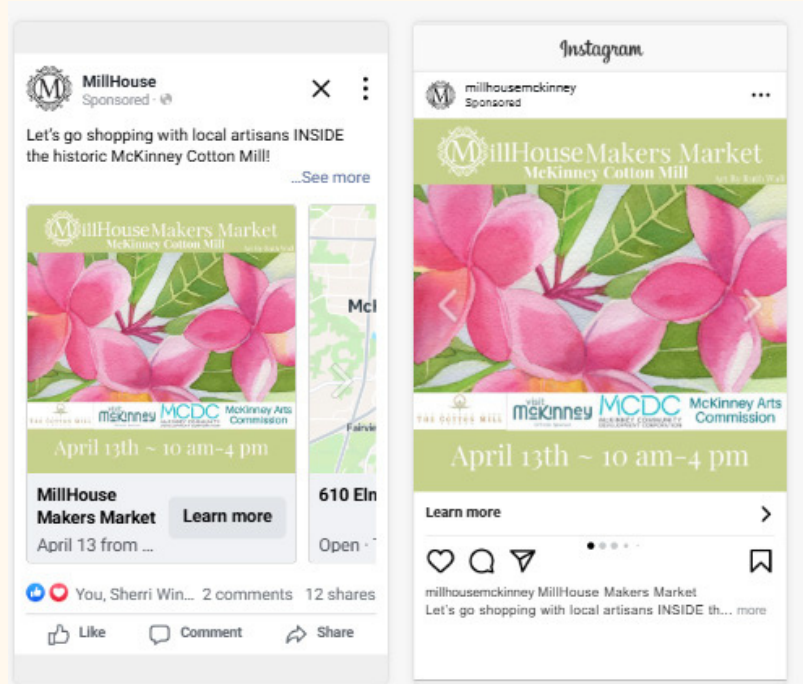
Impressions: 73,799

Reactions: 73

Comments: 1

Saves: 9

Shares: 14



Individual Artist Spotlights

Ran on Facebook and Instagram from March 9-April 11, 2024

Posts: 47

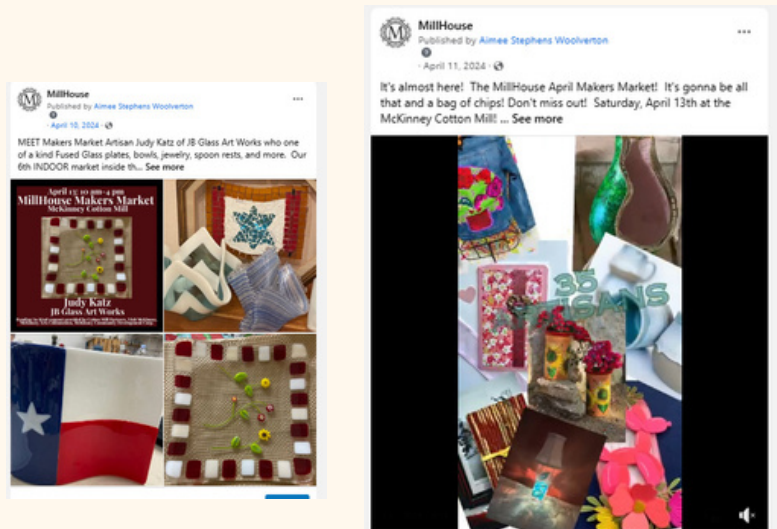
Reach: 10,386

Likes: 637

Comments: 42

Saves: 69

Shares: 243



Community Impact



Meta Ad: Paid for by Visit McKinney

Community Impact Ad: \$540

Individual Content Creation and Social Media for 35 artisans: \$645

Grant Funds Spent: \$1,185

Event Summary - May Makers Market

Meta Ads

Ads ran on Facebook and Instagram from May 1–11, 2024

Link Clicks: 1,435

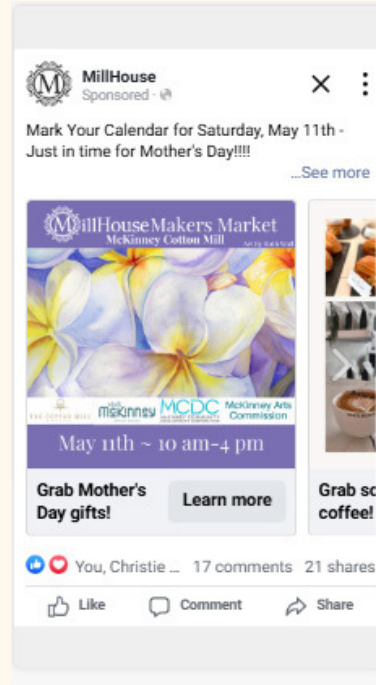
Impressions: 82,356

Reactions: 75

Comments: 7

Saves: 14

Shares: 19



Individual Artist Spotlights

Ran on Facebook and Instagram from April 13–May 10, 2024

Posts: 34

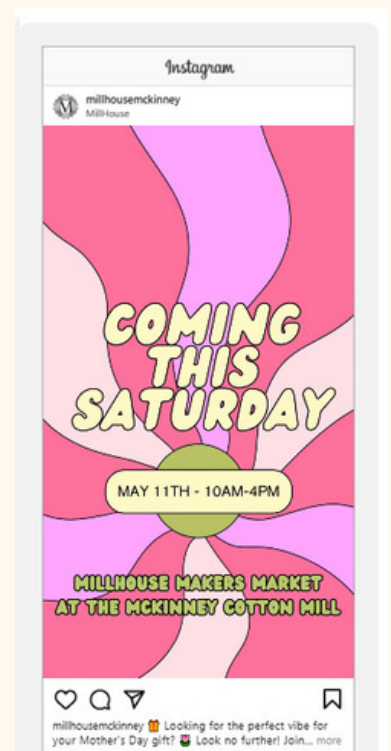
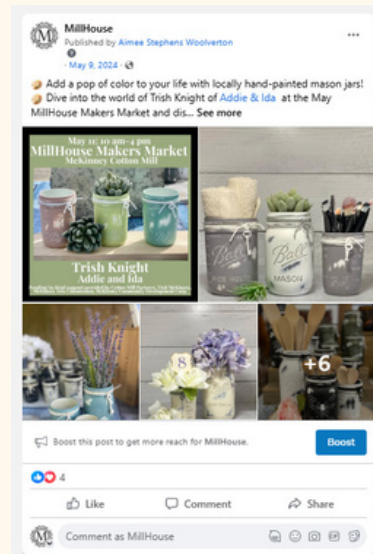
Reach: 6,249

Likes: 120

Comments: 2

Saves: 63

Shares: 53



Meta Ad: Paid for by Visit McKinney

Individual Content Creation and Social Media for 35 artisans: \$665

Grant Funds Spent: \$665

Event Summary - July Makers Market

Meta Ads

Ads ran on Facebook and Instagram
from July 2-13, 2024

Link Clicks: 2,097

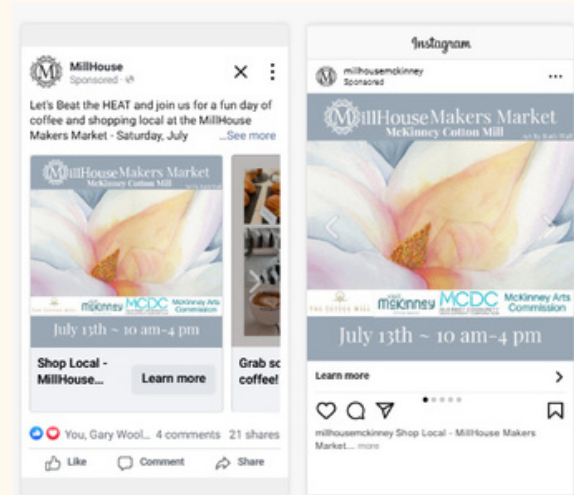
Impressions: 159,801

Reactions: 138

Comments: 2

Saves: 20

Shares: 22



Individual Artist Spotlights

Ran on Facebook and Instagram
from June 15-July 11, 2024

Posts: 39

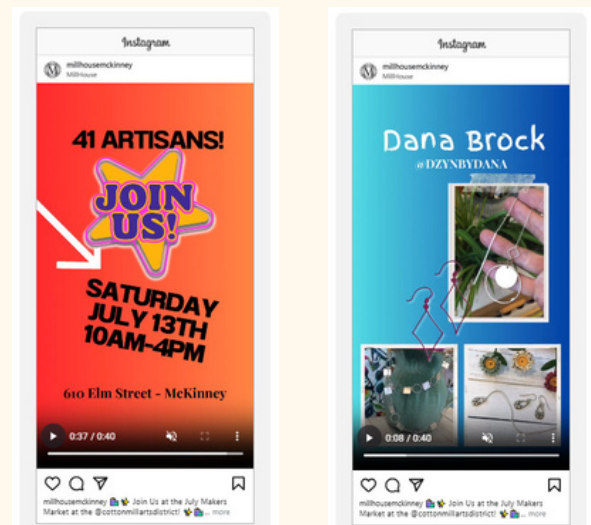
Reach: 8,783

Likes: 286

Comments: 29

Saves: 224

Shares: 43



Community Impact



Meta Ad: Paid for by Visit McKinney

Community Impact Ad: \$540

Individual Content Creation and Social Media for 35 artisans: \$340

Grant Funds Spent: \$880

Event Summary - September Makers Market

Meta Ads

Ads ran on Facebook and Instagram
from August 8–September 14, 2024

Link Clicks: 2,193

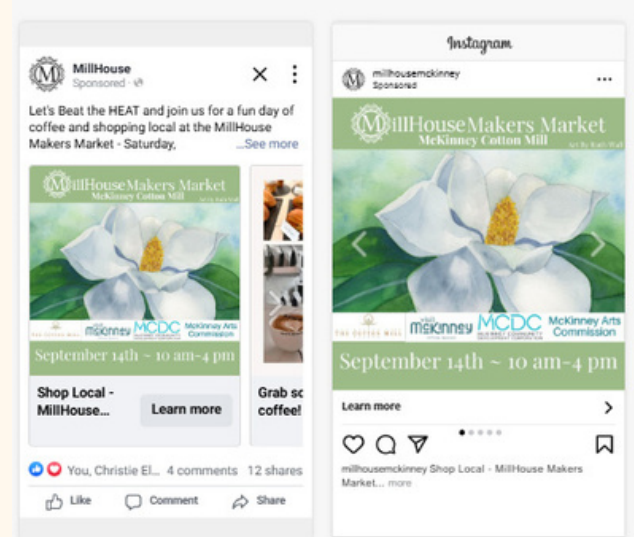
Impressions: 122,648

Reactions: 82

Comments: 3

Saves: 16

Shares: 16



Individual Artisan Spotlights

Ran on Facebook and Instagram
from August 26–September 14, 2024

Posts: 6

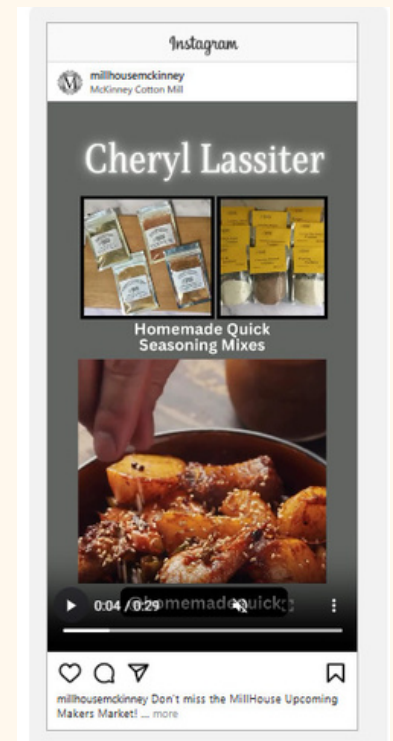
Reach: 5,553

Likes: 111

Comments: 28

Saves: 2,600

Shares: 31



Meta Ad: \$ 484

Individual Content Creation and Social Media for 35 artisans: \$355

Grant Funds Spent: \$839

Event Summary - October Makers Market

Meta Ads

Ads ran on Facebook and Instagram from October 1-12, 2024

Link Clicks: 897

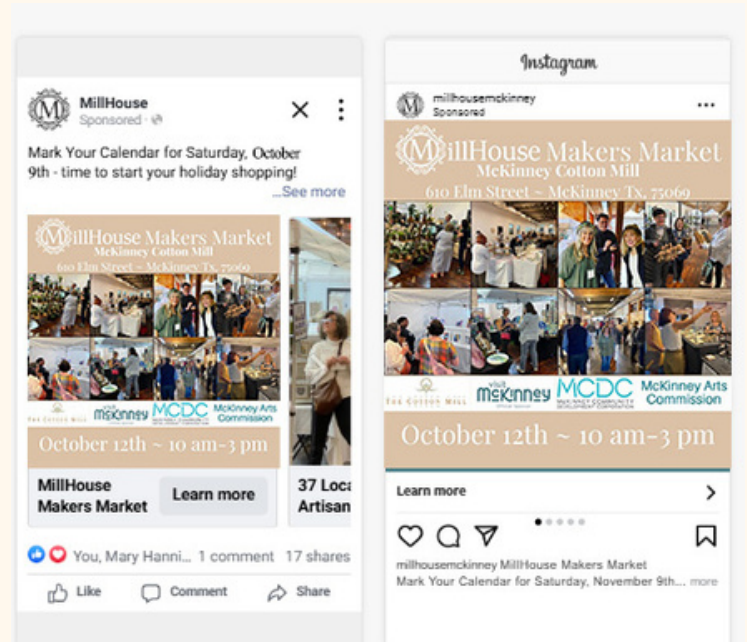
Impressions: 49,931

Reactions: 122

Comments: 2

Saves: 23

Shares: 24



Individual Artisan Spotlights

Ran on Facebook and Instagram from September 14-October 11, 2024

Posts: 9

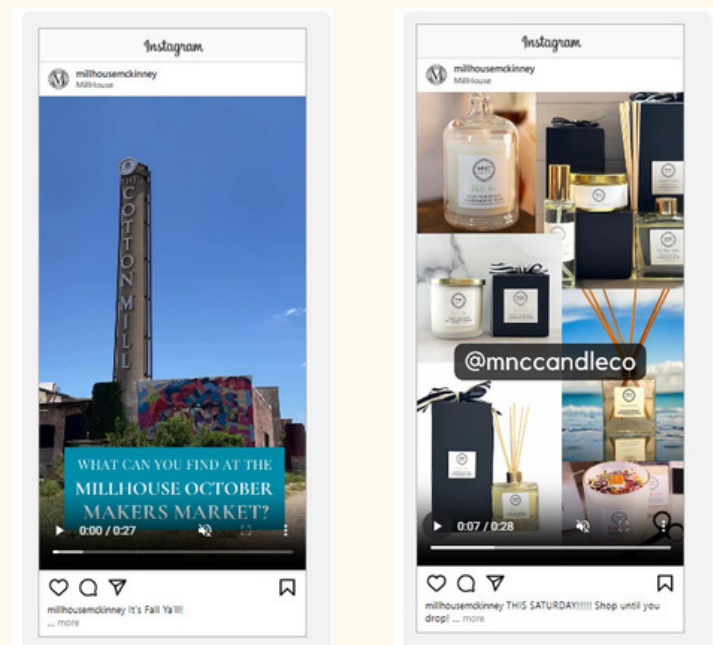
Reach: 6,767

Likes: 108

Comments: 8

Saves: 3,028

Shares: 32



Meta Ad: \$149.97

Individual Content Creation and Social Media for 35 artisans: \$365

Grant Funds Spent: \$514.97

Event Summary - November Makers Market

Meta Ads

Ads ran on Facebook and Instagram from November 1-9, 2024

Link Clicks: 2,165

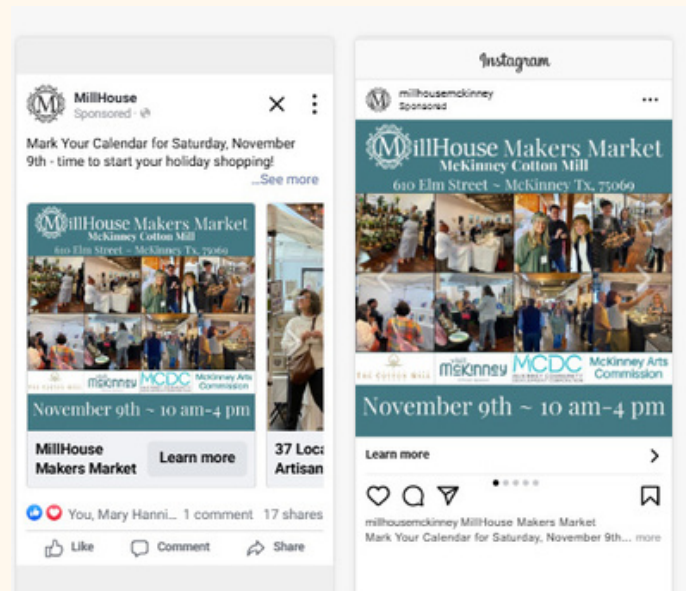
Impressions: 113,199

Reactions: 76

Comments: 2

Saves: 10

Shares: 21



Individual Artisan Spotlights

Ran on Facebook and Instagram from October 30-November 8, 2024

Posts: 6

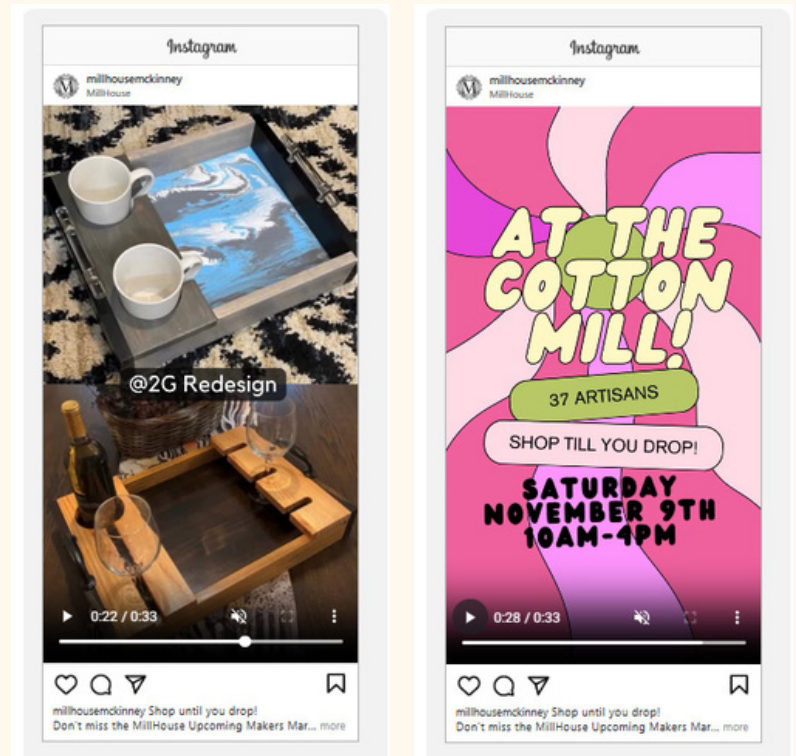
Reach: 4,232

Likes: 86

Comments: 11

Saves: 2,410

Shares: 19



Meta Ad: \$571.80

Individual Content Creation and Social Media for 37 artisans: \$385

Grant Funds Spent: \$47 (balance of grant award)

Event Summary - December Makers Market

Meta Ads

Ads ran on Facebook and Instagram
from November 20–December 14, 2024

Link Clicks: 3,038

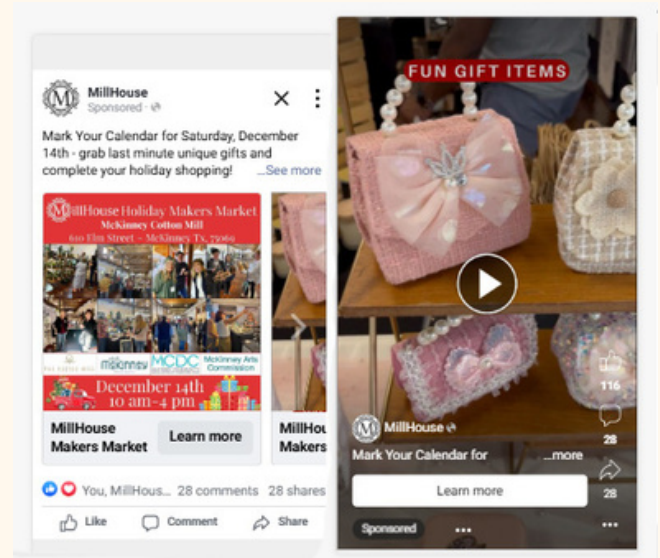
Impressions: 136,239

Reactions: 112

Comments: 10

Saves: 31

Shares: 24



Individual Artisan Spotlights

Ran on Facebook and Instagram
from December 1–13, 2024

Posts: 10

Reach: 14,510

Likes: 256

Comments: 9

Saves: 11

Shares: 120



Meta Ad: \$288.95

Individual Content Creation and Social Media for 39 artisans: \$400

Grant Funds Spent: \$0 - Balance of grant award

Event Summary - January Makers Market

Meta Ads

Ads ran on Facebook and Instagram
from Dec 30, 2024-Jan 17, 2025

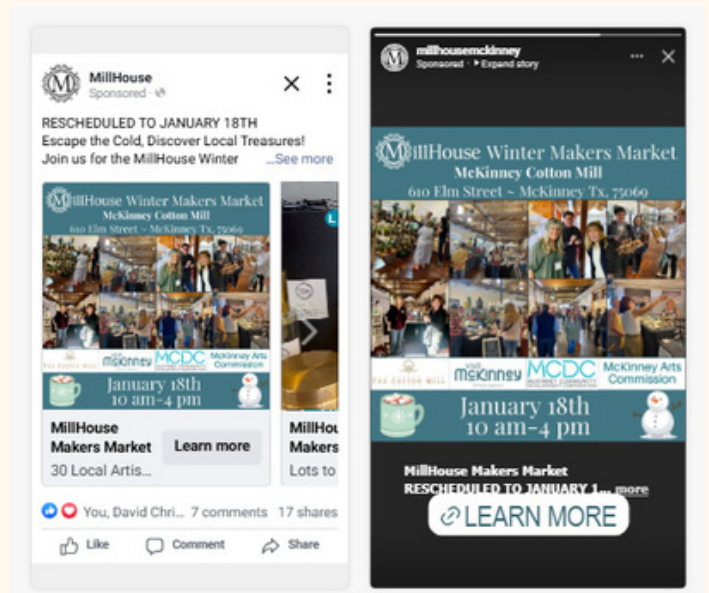
Link Clicks: 3,572

Impressions: 116,487

Comments: 8

Saves: 19

Shares: 34



Individual Artisan Spotlights

Ran on Facebook and Instagram
from January 1-17, 2024

Posts: 8

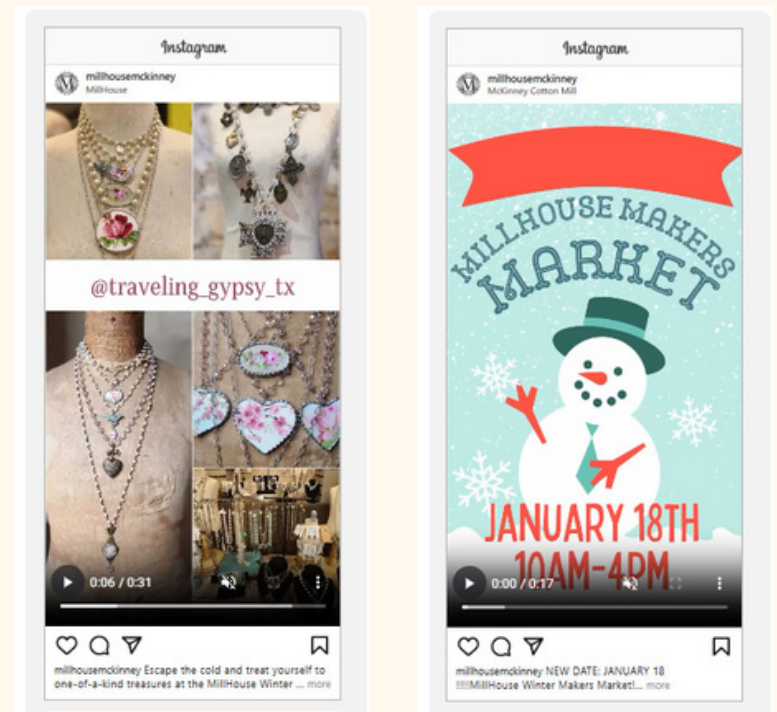
Reach: 8,486

Likes: 212

Comments: 7

Saves: 11

Shares: 100



Meta Ad: \$576.73

Individual Content Creation and Social Media for 33 artisans: \$385

Grant Funds Spent: \$ 0 (balance of grant award)

Makers Markets



Event Summary - International PostCard Art Exhibition

Meta Ads

Ads ran on Facebook and Instagram
from September 6–20, 2024

Link Clicks: 2,793

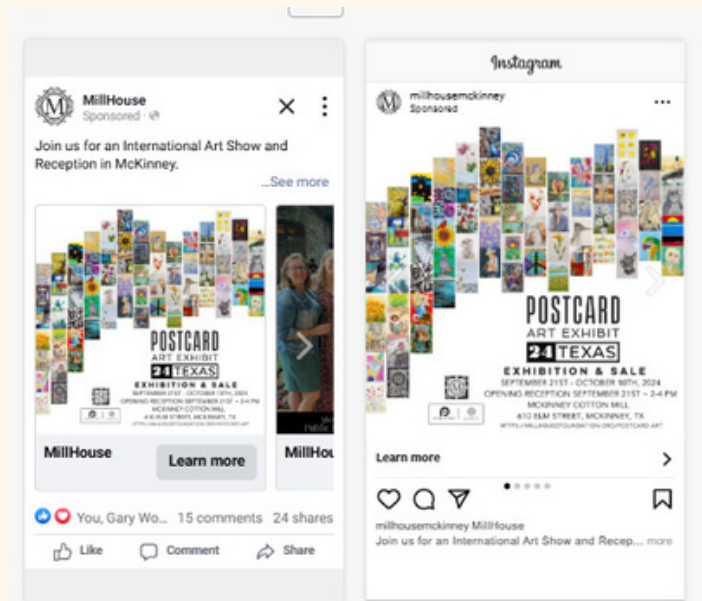
Impressions: 318,666

Comments: 10

Saves: 9

Shares: 23

Meta Ad: Paid for by VisitMcKinney
Grant Funds Spent: \$ 0





Budget Realization

Description	Budget	Actual	Variance
Content/ Design	\$7,500	\$6,427	-\$1, 073
Print Ads	\$4,500	\$6,082	+\$1,582
Meta Ads	\$0	\$2,071	+2, 071
Total	\$12,000	\$14,580	+2,580

Variance Summary

MillHouse traditionally relies on marketing funds from two different City grants. Our Initial MCDC budget anticipated funding from both sources. We received less than expected and realigned our marketing budget. We leveraged MCDC funds as best we could.

Conclusion

Funding impact

The marketing dollars provided by MCDC have been instrumental in promoting our festivals and events. Without the funding, we would not have been able to effectively advertise and attract customers from across the metroplex. These funds have not only helped increase visibility but have also driven economic growth by bringing valuable tax dollars into the city and creating income opportunities for the artisans participating in our events. Your investment has made a meaningful impact, and we are truly grateful for your continued support in fostering a thriving creative community.



2024 Outcomes

25%↑

Attendance in monthly
markets

23%↑

Social Media Followers

130%↑

Social Media Reach



Thank you for supporting MillHouse.

