

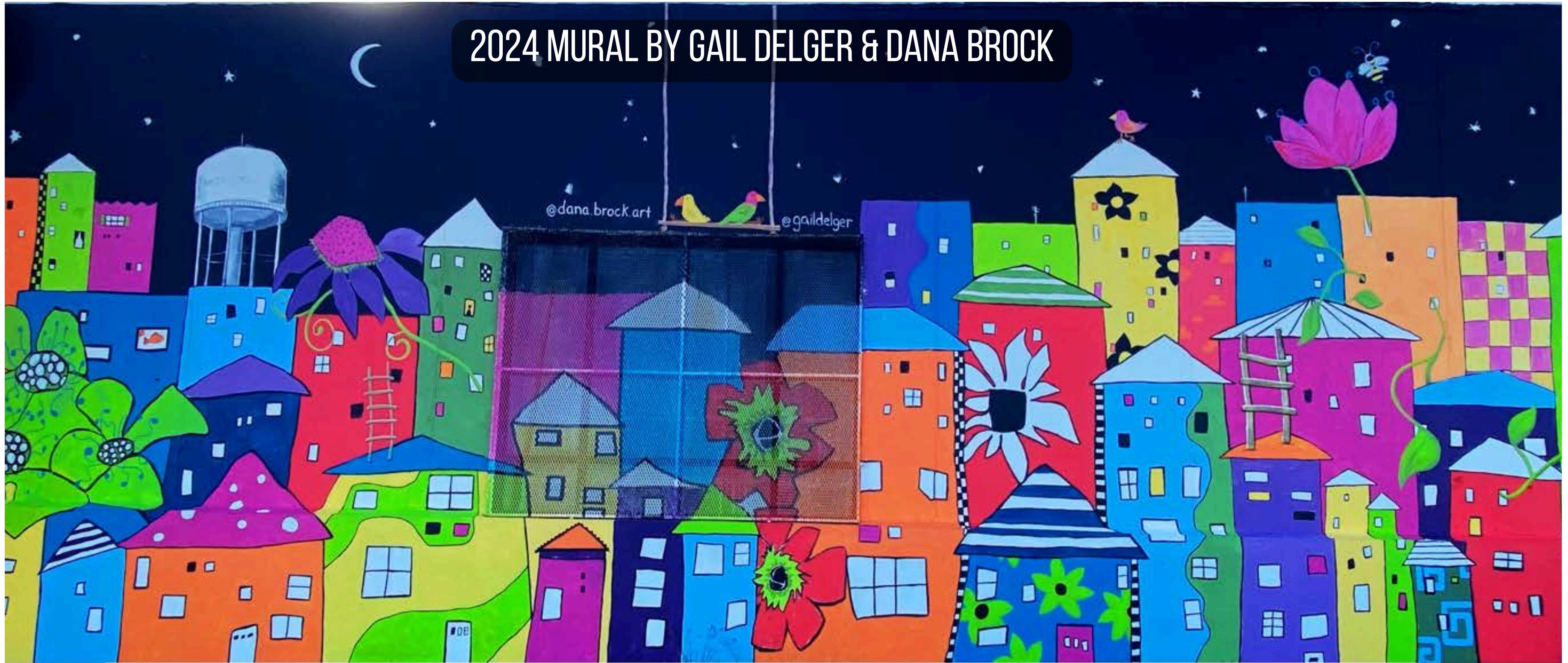


MillHouse

**McKinney Community
Development Corporation
Grant Presentation
December 18, 2024**

**Aimee Woolverton
Creative Services Director**

2024 MURAL BY GAIL DELGER & DANA BROCK



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



PROGRAM PRIORITIES

1. ENHANCE ECONOMIC OPPORTUNITIES FOR LOCAL AND REGIONAL CREATIVES THROUGH COMMUNITY-BASED FESTIVALS, MARKETS, AND EVENTS;
2. HIGHLIGHT CREATIVITY THROUGH GALLERY EXHIBITS, PUBLIC ART, AND SOCIAL MEDIA;
3. ELEVATE CREATIVE EXPRESSION THROUGH COLLABORATIVE PROJECTS 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.***

**AUGUST 2019
FEBRUARY 2020
FEBRUARY 2021**

**MillHouse
ArtFest
McKinney Cotton Mill**

**AUGUST 2021
FEBRUARY 2022
AUGUST 2022
FEBRUARY 2023
AUGUST 2023
FEBRUARY 2024
AUGUST 2024**



OUTDOOR Markets:

OCTOBER 2020
NOVEMBER 2020
DECEMBER 2020

MillHouse MAKER Market

McKinney Cotton Mill

INDOOR Markets:

JULY 2023	MAY 2024
SEPTEMBER 2023	JULY 2024
DECEMBER 2023	SEPTEMBER 2024
JANUARY 2024	OCTOBER 2024
MARCH 2024	NOVEMBER 2024
APRIL 2024	DECEMBER 2024

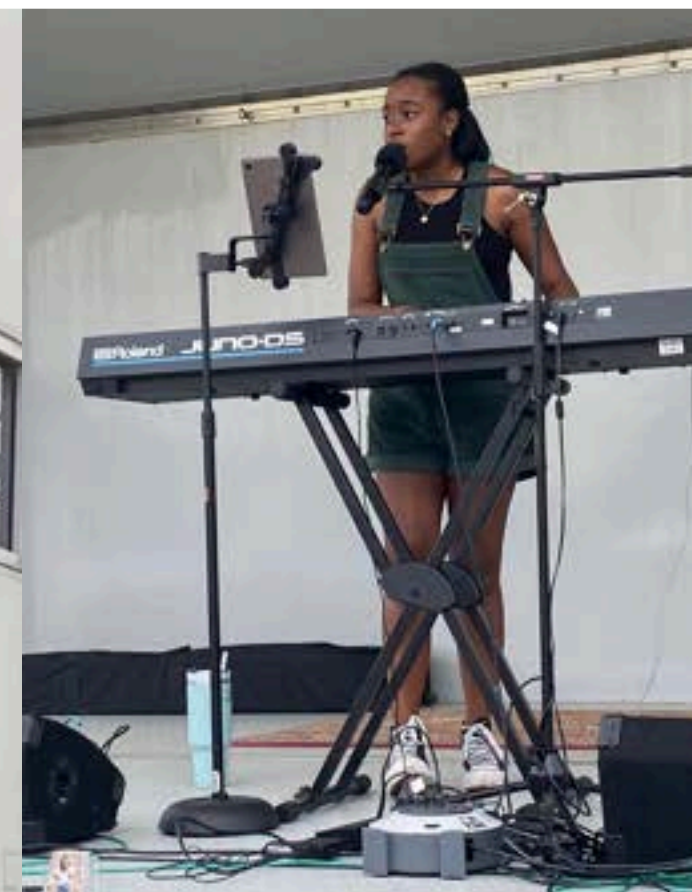


MillHouse MuralFest McKinney Cotton Mill

We hosted three 2-day mural festivals in 2022-2024 on the south lawn of the Cotton Mill.

In 2024, we leveraged the City's mobile music stage with back-to-back performances.

The murals contribute to the cultural fabric of McKinney.





2025 Programs Festivals & Markets

Artisan Maker Markets

March
April
May
June
July

September
October
November
December
January

Fine Art Festivals

February Indoor ArtFest
August Indoor ArtFest

NEW
East McKinney Community Mural

Spring

NEW
International Art in Action

September



Target Audience

TEXAS & BEYOND

Creatives

**Established & Emerging Artists,
Makers, Muralists, Musicians**

Attendees/Shoppers

**Art Patrons, Collectors,
Families, Friends, Tourists,
& Weekenders**

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



millhousemckinney MEET MillHouse ArtFest Artist Ivanevid who will showcase his work at WINTER INDOOR ARTFEST on Saturday and Sunday February 23-24 from 11 am to 5 pm. At ArtFest, you can explore juried art by local artists -- painters, authors, photographers, jewellers, textile artists, and more -- showcased against the grandeur of century-old architecture INSIDE the McKinney Cotton Mill. Enjoy food by our neighborhood restaurant, Tasty Casa, and drinks Amazing Bartending services. Ivanevid sees the landscape and nature as the most beautiful artwork and sometimes design we can find. He looks to represent the energy in all his work -- such as substances in motion living everywhere at any time.

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

Marketing for 14 events

MCDC Budget MillHouse Festivals for 2025 (Total for 14 events)	Award	Description
Social Media	\$17,700	
Media Content and Design	\$7,850	Create and design media content, including festival and market webpages, photography, graphics, descriptions, links, etc.
Social Media Ads	\$5,850	
Social Media Ads in regional markets for ArtFests	\$4,000	Target: Austin, Houston, and San Antonio
Makers Market Banner	\$300	
Print and Media Ads	\$17,376	
CI MarketPlace	\$4,776	McKinney Edition
CI ArtFest 1/4page	\$12,600	Multiple markets including Austin, Houston, and Fort Worth, and Dallas
TOTAL	\$35,376	
MCDC Request	\$15,000	

MillHouse 2025 Budget

2025 Art Festival Season Budget - MillHouse Foundation (14 events)	
REVENUE	
Winter and Summer Art Festivals Booth Fees	\$34,425
10 Makers Markets Booth Fees	\$31,375
South Africa Art Exchange Trip Fees	\$5,600
Total MillHouse Foundation 2025 Revenue	\$71,400
EXPENSES	
Artist Festival Coordinators	\$48,000
Artist Stipends	\$25,300
Production Costs	\$24,102
Marketing	\$17,780
Facility Rental for Makers Markets	\$2,720
Total MillHouse Foundation 2025 Expenses	\$117,902
Net	-\$46,502
In Kind	
Cotton Mill Facility Rental	\$16,000

DIRECT RESULT OF MARKETING DOLLARS

As attendance increases,
artists' sales increase.



EACH EVENT WE HOST
BRINGS FAMILIAR FACES, AS
WELL AS NEW VISITORS TO
MCKINNEY AND THE COTTON
MILL. SOME DRIVE FOR
HOURS TO ATTEND.
YOUR MARKETING DOLLARS
MAKE THIS POSSIBLE.

HAPPY SHOPPERS = HAPPY ARTISTS!



MillHouse ArtFest

Sponsor Shoutout!

Funding & in-kind support for
2023 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!