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Fiscal Year 2022-23

## **Final Report – Art Festivals 2023**

McKinney Community Development Corporation Grant Program

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**Organization Name:** MillHouse Foundation

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**Project Name:** Marketing For Art Festivals

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**Contact Person:** Beth Beck

**Contract #:**

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**Grant Award Amount:** \$ 10,000

**Project Duration:** 12 months

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**Start Date:** January 2023

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**Completion Date:** December 2023

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**Location of Event:** McKinney Cotton Mill

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### **Narrative report on the Events:**

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 drew from across the Metroplex, bringing in attendees who are both repeats and those new to ArtFest. Attendees were encouraged to visit local shops and restaurants, creating a positive boost for the local economy in McKinney. The 2023 Winter and Summer ArtFest experienced a record number of visitors with no parking available in the Cotton Mill parking lot for much of the festivals. At times cars were parked on Elm Street and Anderson Street. During the Winter ArtFest, our food vendor, Tasty Casa, sold out of food on Saturday and Sunday and had to go back to the restaurant to prepare more. The White Box Roastery was open during the Summer ArtFest and experienced sales beyond their business plan had anticipated. Many participating artists experienced record sales for their festival experiences.

MillHouse MuralFest is an outdoor, juried, community-focused festival to showcase local and regional mural artists attracting new art patrons and enhancing creative collaboration. This year, we also brought in local musicians to play during the festival. The MillHouse Mural Festival 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. The 2023 MuralFest featured participation by 15 selected mural artists, 5 artists who painted large “mobile murals”, 6 local musicians/bands, JilliBean BBQ Oopsie Scoopsie TX, Creating Roots LLC, and Pop Parlor Frisco. The public was able to watch 15 muralists paint original designs on the walls of the historic Cotton Mill facility, as well as the five canvas mural artists who

created art for auction, The new south side murals join multiple murals on the north and southwest side of the Cotton Mill building, which are part of the MillHouse Public Art Program.

MillHouse Makers Markets are indoor, juried, community-focused markets to showcase local and regional artisans attracting new patrons and enhancing creative collaboration. The market focuses on a variety of artisan “makers”. This year we were able to host 3 markets. The Cotton Mill Atrium Hallway was at capacity with 25-35 booths with product offerings including fiber art, handmade bird houses, 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 grand opening during Makers Market. Their opening exceeded expectations due to the Market shoppers.

In 2023, MillHouse completed 3 festivals – two indoor and one outdoor – in 2023. We also completed 3 indoor Makers Markets. We had originally planned for 7 Makers Markets in 2023 but the occupancy for the Cotton Mill Atrium Hallway was delayed until mid-year.

#### Economic Impact Goals:

1. To increase exposure for local artists – we increased the range of our advertising from the McKinney area to a 90-mile radius. We ran print ads for all twelve months in the Community Impact Magazine. We also ran notices of the festival in Dallas GuideLive, Texas Monthly Magazine, and Texas Highways Magazine. We sent press releases to all of the media outlets in the DFW area.
2. Increase economic opportunities for local and regional artists through MillHouse Art Festivals. – Our 2-day festivals brought in people from as far north as Sherman, and as far west as Forth Worth. Our artists came from cities across the metroplex as well as from Austin, Houston and Colorado.
3. To contribute to McKinney’s reputation as a cultural destination - MillHouse Art Festivals draw from across the Metroplex, bringing in attendees who are both repeats and those who were new to the Cotton Mill and McKinney. We encouraged attendees to visit local shops and restaurants via a streaming advertising monitor at the entrance of the festival, creating a positive boost for the local economy in McKinney.

#### II.c. Objectives:

- 1a. Add Monthly Indoor Maker Markets once the Cotton Mill receives City permits.
- 1b. Attract a greater number of statewide artists: We had artists from the following locations: Austin, Houston, Bedford, Dallas, McKinney, Arlington, Allen, Fairview, and Little Elm.
- 2a. Increase the number of art patrons who participate and purchase art: an estimated 500-700 people attended MuralFest.
- 2b. Provide opportunities for emerging and established artists to build their clientele: this metric applies more to our ArtFests and Makers Markets
- 2c. Increase economic opportunities for local and regional artisans. Each mural artist was paid a stipend for their work. The mobile mural artists sold their paintings via an online auction.
- 3a. Draw statewide visitors who will stay for the weekend at McKinney hotels, bed & breakfast, and AirBNBs.
- 3b. Leverage print and digital media markets to increase awareness of McKinney as a weekend destination – social media encouraged patrons to stay in McKinney before and after visiting MuralFest

### **Financial Report – budget as proposed and actual expenditures**

Proposed 2023 budget: \$10,000

2023 Expenditures: \$10,134

**Metrics Outlines in application:**

1a. Metric: host four Maker Market events in 2023, we were able to hold 3 Makers Markets once the Cotton Mill received the city permit.

1b. Metric: compile database of artists and their studio locations – in process

2a. Metric: measure attendance by parking capacity – Estimated attendance: Art Festivals – 1800+ for each one, MuralFest: 400-500, Makers Markets: 250-500

2b. Metric: conduct informal interviews with participating artists.

3a. Metric: promote hotel blocks with local hotels on our website and social media.

3b. Metric: track social media, digital ads, and print publications data – data from social media ads is attached.