



MILLHOUSE FOUNDATION AT THE MCKINNEY COTTON MILL ATRIUM GALLERY

TRANSFORMING AN EVERYDAY HALLWAY INTO A YEAR-ROUND PUBLIC ART EXPERIENCE

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JUNE 2026

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MILLHOUSE 01

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.

What we do: Makers Markets, ArtFests, Exhibitions, Art Education, Public Art

02 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.



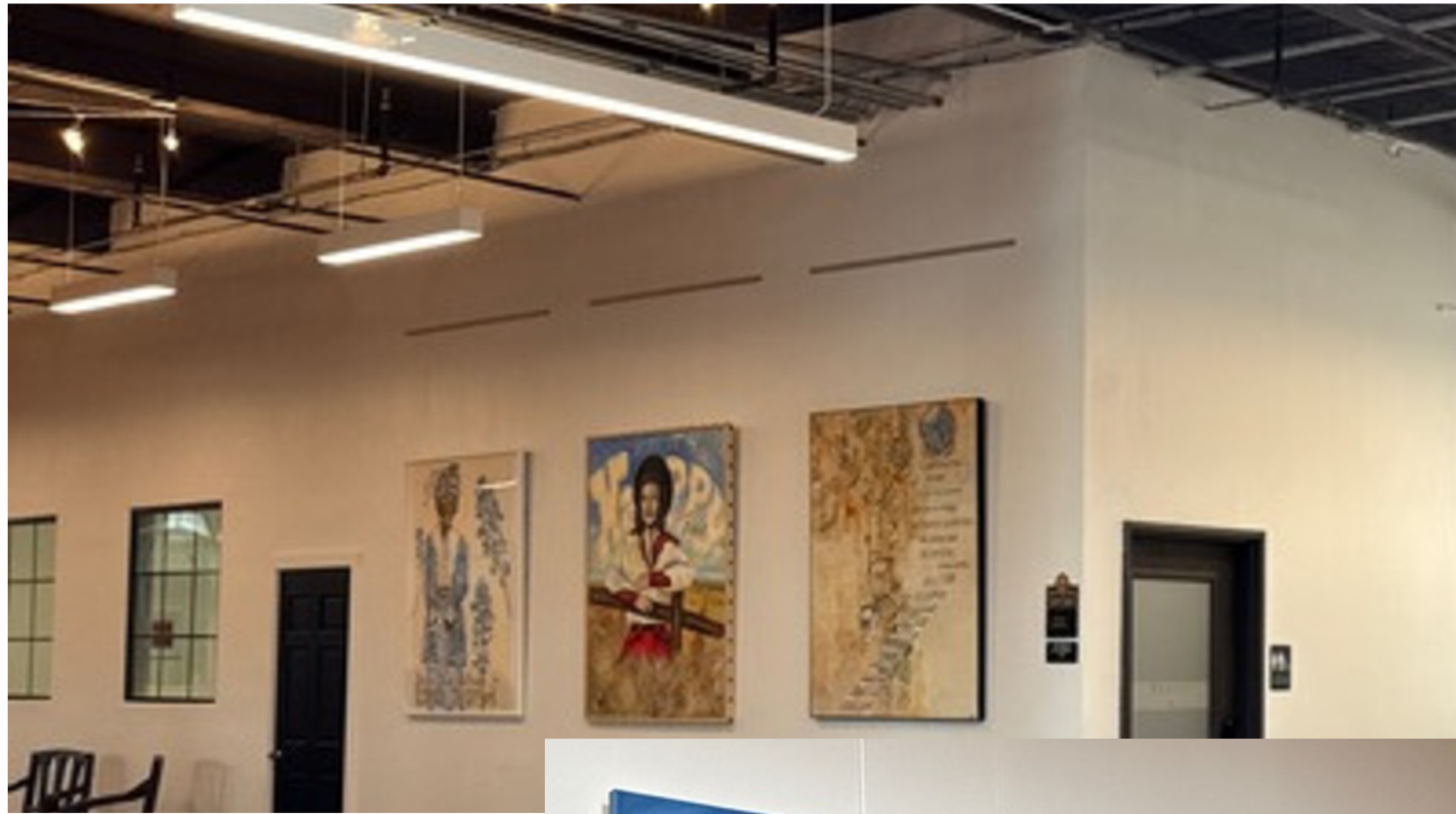
03 INTRODUCING THE ATRIUM GALLERY—
A NEW CULTURAL DESTINATION



Traditional Gallery	Atrium Gallery
Permanent roster of artists	Rotating themed exhibitions
Artists display their own inventory	Works selected through a competitive juried process
Individual pieces	A cohesive, curated exhibition experience
Retail destination	Regional cultural destination
Visitors browse	Visitors make a special trip before the exhibition ends

PEOPLE CAN BUY ART ANYWHERE - THEY TRAVEL FOR EXPERIENCE

MillHouse Foundation



THE ATRIUM GALLERY 03

Each exhibition:

- Large Art (48"x60")
- Free admission
- Professional curation
- Public reception
- Artist recognition/cash awards
(*Funded in part by Texas Arts Commission*)
- Educational opportunities

MillHouse Foundation

2026 / 2027

ATRIUM GALLERY SCHEDULE OF EVENTS
2026 - 2027

June 12-August 30, 2026	Texas Wonderwoman Exhibition - Celebrating America 250
Sept 15 - Dec 30, 2026	Fragments of Form
Jan 15 - March 15, 2027	Black and White, Plus One
April 1 - June 15, 2027	Uncoiled - The Fibonacci Explored
July 1 - Sept 15, 2027	The Space Between

05 WHY MARKETING MATTERS: REACH

Without regional marketing, the gallery primarily serves existing visitors.

With regional marketing, we can attract new audiences from across North Texas who choose McKinney as a cultural destination, creating spending that benefits local businesses and strengthens the city's arts economy.



THE ATRIUM GALLERY CREATES A NEW REASON TO CHOOSE MCKINNEY.

MillHouse Foundation

05 SAMPLES: MARKETING & PROMOTION



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
EO TexasMonthly
Explore McKinney this Summer for Memorable Experiences Galore



The Dallas Morning News



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.



05 BUDGET



We are asking for one year of promotional funding to market the Atrium Gallery across North Texas and major cities within a four hour drive to McKinney.

Social Media Marketing	
Media Content and Design	\$3,000
Meta Ads McKinney	\$2,000
Meta Ads North Texas	\$4,500
Meta Ads Austin	\$1,000
Meta Ads Other Texas Metroplex	\$1,000
Other Promotional Calendar Fees	<u>\$500</u>
	\$12,000

\$3,000 does not create a massive advertising campaign.
It creates awareness. MillHouse will leverage that investment through our existing marketing channels, partnerships, and social media to maximize its impact

06 ECONOMIC IMPACT

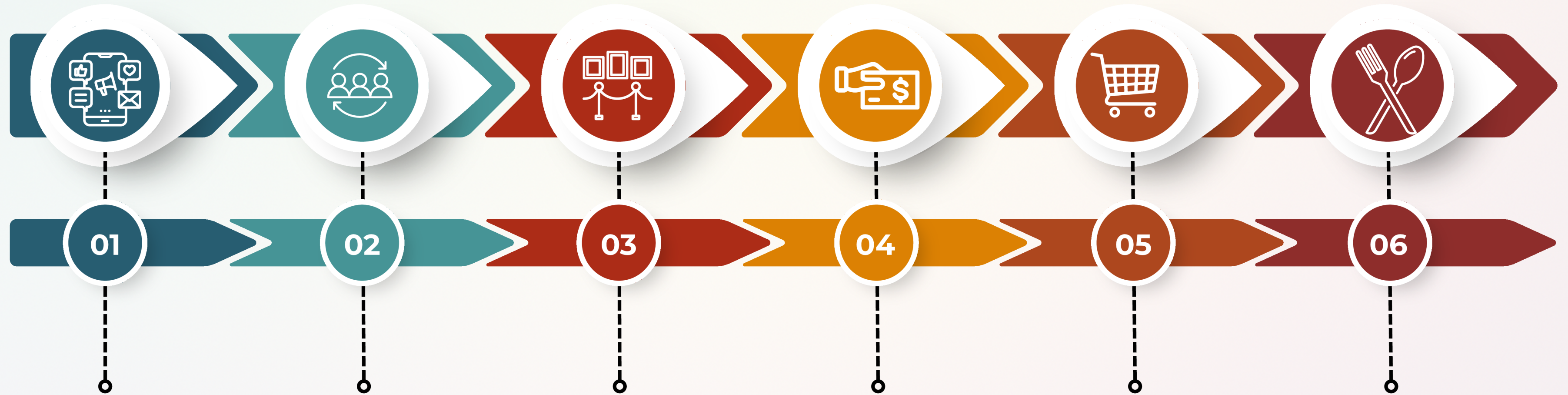
BRINGING NEW VISITORS—AND THEIR DOLLARS—TO MCKINNEY



THE ATRIUM GALLERY IS
DESIGNED TO ATTRACT
REGIONAL ART BUYERS,
COLLECTORS, AND
CULTURAL TOURISTS—
NOT JUST LOCAL
VISITORS.

06 ECONOMIC IMPACT

BRINGING NEW VISITORS—AND THEIR DOLLARS—TO MCKINNEY



**Regional
Marketing**

**Brings New
Visitors to
McKinney**

**Visit the Atrium
Gallery**

**Purchase
Large Scale
Fine Art**

**Shop the
Cotton Mill**

Coffee Shop
Art Studios
New Retail Boutique

**Continue to
Downtown
McKinney**

Restaurants
Shopping
Entertainment

07



Elm St

Amcott St



A West Parking



B East Parking



Artist
Parking at
Encore



Original Weaving Room



Atrium

Event Hall

Grand Hall

Dye Room

THE COTTON MILL

Smoke Stack

Garden



#300	#530	#1300
#310	#700	#1320
#320	#750 (Operable)	#1330
#300 (Operable)	#800	#1340
#400A	#930	#1350
#400B	#930	#1400
#400C	#1000A	#1420
#400D	#1000B	#1450
#130	#1000A	
#130	#1000B	

08 WHY THIS MATTERS

The Atrium Gallery will:

- Offer free access to rotating fine art exhibitions
- Showcase Texas and regional artists with large art opportunities
- Harness a new public space within an iconic historic industrial complex
- Embed year-round cultural programming
- Strengthen McKinney's identity as a cultural arts destination.

GREAT
COMMUNITIES
INVEST IN
PLACES
WHERE
PEOPLE WANT
TO GATHER,
EXPLORE, AND
RETURN.

