

Magnolia Homes hosted its annual Homecoming event, the Silobration, from Oct. 10 to Oct. 12, drawing thousands of attendees to the Silos for a weekend filled with local vendors, live music, and family-friendly activities. The event, which has become a beloved tradition for fans of Chip and Joanna Gaines and their hit show “Fixer Upper,” attracted local Wacoans, Baylor University students, and Magnolia Homes enthusiasts from around the country.

Held at the Magnolia Market at the Silos, the three-day celebration featured an array of experiences. Guests were able to shop at booths showcasing local artisans and businesses, enjoy delicious food from various vendors, and participate in engaging daytime activities such as games, photo ops, and crafting sessions. Local vendor Summer Ellis Jewelry representing the Wacoan artisan community, also participated in the event. Social Media Marketer for the company, Katie Millician, shared that they had been preparing for Silobration for over a year. This event is a significant opportunity for the company to share their art with locals. Summer Ellis Jewelry offered questionnaires to better understand their audience.

“We have a giveaway question and one of the questions is could you see this being in a boutique near you? So I think that would be one of her [owner’s] goals,” Millician said.

The questionnaire will help the company guide their decisions on potential boutique expansion into new locations past Waco.

Aside from local vendors, another highlight of the weekend was the opportunity to see Chip and Joanna Gaines in person during exclusive events and meet-and-greets. Fans were thrilled to connect with the Gaineses, who have become synonymous with Waco’s growing cultural and lifestyle scene.

“We just came from California for it,” longtime Chip and Joanna fan Chris Dahl said.

Dahl and his wife plan on going to Magnolia table and engaging in all of the Silobration activities.

With audiences coming for events, security at the Silos is growing yet they expect nothing but positive encounters. Silobration’s security team also played a key role in ensuring the event ran smoothly. Chris Blanton, a member of the security team, expressed confidence in the event’s success.

“We don’t expect any problems; everyone’s here to have a great time,” Blanton said. He also noted the international draw of the event, having met fans from as far as Australia who traveled to Waco to join the celebration.

Live music performances lit up the evenings, bringing together a wide range of artists contributing to the festive energy. From casual daytime activities to intimate interactions with the Gaineses, Silobration embodied Magnolia’s vision of building a sense of community through creativity, home inspiration, and celebration.

