

CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY & ORGANIZATION

Same as representative completing application from previous page

Name:

Title:

Mailing Address:

City

State:

Zip Code:

Phone:

Email:

IDENTIFY TOURISM-RELATED EVENT OR PROJECT

Name of the Event or Project:

Start Date:

Completion Date:

Requested Funds from Visit McKinney: \$

Requested Funds from other sources:

(e.g. McKinney Arts Commission, McKinney Community Development Corporation, McKinney Economic Development Corporation, etc.)
Please explain source and dollar amount requested or granted

Website URL where event will be promoted:

Facebook URL where event will be promoted:

Instagram URL where event will be promoted:

Other social media accounts or additional URLs where event will be promoted:

MillHouse Foundation

Founder, Dr. Beth Beck
610 Elm Street, Ste 1000
McKinney, TX, 75069

MillHouse Foundation is a 501(c)(3) tax exempt nonprofit corporation created to promote female artists and entrepreneurs through meaningful connections, social and educational activities, and access to shared resources to create social, creative, and economic impact in the local community. We create strategies to grow skills and experiences to increase economic capabilities for entrepreneurial women in creative fields. We design and operate festivals, public art projects, and highlight the historic Cotton Mill through creative activities. We are working to bring more visitors to the historic east side of McKinney through events and initiatives.

The MillHouse Foundation is applying to the Visit McKinney Grant to support outreach for the 2022 season of MillHouse Art Festivals. The goal of this program series is to host indoor and outdoor large scale art festivals that highlight regional artists (both men and women) against the backdrop of the century old Cotton Mill Factory in historic east McKinney. This grant will fund promotion and marketing activities for the 2022 MillHouse Art Festivals, memorable events that support McKinney's reputation as a unique cultural tourist destination, and create an environment where artists can collaborate, work, create, sell, and learn from each other through a community-centered approach.

We promote our art festivals as a two-day destination, one that attendees can "come and go" to throughout the weekend, mingled with visits to local shops, restaurants, historic buildings, and the many outdoor parks that McKinney has to offer.

MillHouse Art Festivals for 2022:

- **Winter Indoor ArtFest**, February 26-27, 2022
- **Spring Outdoor ArtFest**, May 7-8, 2022
- **Wine and Walls MuralFest**, June 11-12, 2022
- **Summer Indoor ArtFest**, August 27-28, 2022
- **MillHouse Fall Outdoor ArtFest**, October 2-3, 2022

MillHouse Art Festivals will directly enhance and promote tourism for the city of McKinney through our efforts in bringing five community arts festivals to historic east McKinney. Each event will allow MillHouse Foundation to fulfill its goal of enhancing economic opportunities for local and regional artists; building a large and wide community of artists, art patrons, and art lovers who come year after year to support the vibrant cultural arts of McKinney. We will work directly with Visit McKinney to cross-promote each of these events. In addition, we will work with Rachel Tamez, SMERF sales manager, to establish relationships with local hotels to reserve courtesy room blocks for attendees.

Metric: track social media, digital ad, and print publications data

MillHouse Foundation
Founder, Dr. Beth Beck
610 Elm Street, Ste 1000
The Cotton Mill
McKinney, TX, 75069

Visit McKinney 2021-2022 Application

I. Applying Organization

I.a. Mission:

MillHouse Foundation is a 501(c)(3) tax exempt nonprofit corporation created to promote female artists and entrepreneurs through meaningful connections, social and educational activities, and access to shared resources to create social, creative, and economic impact in the local community. The organization believes that when women flourish, so do their families and extended communities. MillHouse Foundation partners with her sister organization, MillHouse McKinney, to provide female artists and creatives access to private and open studios, co-working and social space, workshops and classes, and member resources; while focusing efforts on program priorities. MillHouse Foundation's top program priorities are 1) festivals and events to showcase talent, 2) member spotlights to highlight work at the Cotton Mill and the MillHouse facility, and 3) collaborative projects to elevate creative expression. Each of these priorities offer creative, entrepreneurial women the opportunity to learn, grow, collaborate, and showcase their ideas, products, and services.

Our core beliefs are centered on the following guiding principles:

- 1) every woman is an entrepreneur at heart, awaiting encouragement, guidance, and resources to awaken and flourish;
- 2) contributions by small business women deserve elevation, recognition and resources;
- 3) women, as artists and entrepreneurs, create economic impact with social benefits.

I.b. Strategic Goals:

Our goal as an organization is to provide opportunities for creative women to not only grow skills, but showcase and sell their work, providing economic stability for their families and the surrounding community. We invite members and nonmembers alike to engage and participate in creative projects and programs, with the intention of building and sustaining a vibrant, creative, prosperous community atmosphere to attract new visitors, residents, businesses, artisans, and foodies to the historic Mill Town District, once home to generations of Mill families who worked at the Cotton Mill factory.

I.c. Scope of Services:

TALENT SHOWCASE. Community-focused festivals and events to showcase products and offer enhanced revenue opportunities to members and participants by increasing visibility and sales, attracting new customers, and enhancing creative collaboration. Programs include ArtFest, MuralFest and Maker Markets.

SPOTLIGHT. Showcase work through Gallery exhibits, Public Art, and Media Promotion. Introduce MillHouse to the community: enable experts to share insights, ideas and expertise; and allow participants to learn and proactive skills; and build meaningful connections. Programs include public art murals and open studio tours.

COLLABORATION. Grow creative impact through collaborative projects and activities. Programs include Volunteer McKinney Make a Difference Day, McKinney Art Studio Tours, in addition to MillHouse-hosted classes and workshops.

I.d. Day to Day Operations:

We create strategies to grow skills and experiences that increase economic capabilities for entrepreneurial women in creative fields. We design and operate festivals, public art projects, and highlight the historic Cotton Mill through creative activities. We are working to bring more visitors to the east side of McKinney through memorable events and initiatives that highlight an authentic experience in an historic structure and within an historic community.

I.e. Staff and Volunteers:

MillHouse Foundation Staff

- Beth Beck, PhD, Executive Director, Volunteer
- Dana Brock, Art Director, Consultant
- Cortnie Davis, Communications Strategist, Consultant

Volunteers

- Gail Delger, ArtFest and ArtMural Volunteer
- Lisa Temple, ArtFest
- Andrea Holmes, ArtFest

II. Tourism-Related Event or Project

II.a. Scope:

This grant will fund promotion and marketing activities for MillHouse Art Festivals, a series of authentic two-day indoor and outdoor large scale art festivals held at the McKinney Cotton Mill. The intent is to host memorable events that support McKinney's reputation as a unique cultural tourist destination and creates an environment where women can collaborate, work, create, sell, and learn from each other through a community centered approach. MillHouse ArtFest was formed as a revenue-generating initiative to support local artists who are part of the regional community. Participants include artists of all genders to showcase their work against the historic backdrop of the Cotton Mill in east McKinney.

II.b. Economic Impact Goals:

1. **To increase exposure for local artists.** MillHouse Art Festivals focus on building awareness of local and regional artists who make up the cultural fabric of the McKinney area. Participation is open to any artist who applies, regardless of gender.
2. **Increase economic opportunities** for local and regional artists through MillHouse Art Festivals.
 - a. Summer and Winter Indoor ArtFest, an indoor juried festival. By hosting indoor events, artists experience two full days of sales that are not affected by inclement weather.
 - b. Spring and Fall Open Air ArtFest. These two inaugural festivals will use the expansive green space at the Cotton Mill to increase the number of participants and provide space for the community to gather and shop.
 - c. MuralFest. Our first event will draw muralists from around the state to create a series of original murals on the facade of the Cotton Mill through commission and sales opportunities. One mural will be permanent, while the other will be repainted each year at future MuralFests.
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 new to ArtFest.

Attendees regularly come to ArtFest and not only attend the event, but visit local shops and restaurants, creating a positive boost for the local economy in McKinney.

II.c. Objectives:

- 1a. Increase from two festivals to five festivals in one season.
- 1b. Attract a greater number of statewide artists.
- 2a. Increase the number of art patrons who participate and purchase art.
- 2b. Provide opportunities for emerging and established artists to build their clientele.
- 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.

II.d. Target Audience:

1. Art patrons from state and beyond;
2. Regional artists and creatives; and,
3. Citizens looking for family friendly activities.

II.e. Describe how this initiative will promote the City of McKinney for the purpose of tourism.

Through MillHouse Art Festivals, MillHouse Foundation generates economic impact by influencing the general public, event planners, leisure and corporate visitors to choose McKinney as their destination because of the depth of activities and excellence in art happening in McKinney. We have a successful history of drawing people to the community through our four previous events which hosted close to 4,000 attendees, despite the pandemic.

As we continue adapting to life within a pandemic, people need places and spaces to connect with their local community while being inspired by creative artists. As seen by the increased attendance in each of our ArtFests, many people are drawn to festivals, enjoying community focused events that highlight artists and handcrafted items, all within a venue that showcases a unique part of the history of McKinney. People want personal connections, and value meeting artists in person, hearing about their work, and being away from their homes and computers. We promote our art festivals as a two-day destination, one that attendees can “come and go” to throughout the weekend, mingled with visits to local shops, restaurants, historic buildings, and the many outdoor parks that McKinney has to offer. With repeat visitors year after year, ArtFest helps promote the City of McKinney as a cultural arts destination for weekend travelers.

II.f. Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.

One core program priority of MillHouse Foundation is to enhance economic opportunities for MillHouse artists, as well as local and regional artists, through festivals, open studio events, and pop-ups. This type of programming has a positive multiplier effect in producing increased visibility and sales, attracting new customers, and enhancing creative collaboration open to all year after year. It helps directly support the artists who are a part of the MillHouse Foundation and MillHouse McKinney non-profit ecosystem.

MillHouse Art Festivals is the largest initiative MillHouse Foundation hosts, with numerous benefits for participating artists. Most have been able to track positive financial growth and exposure directly to their participation in these events. Though artists are uncomfortable providing financial data to plug into a return on investment formula, anecdotal evidence from participating artists supports high sales and profits at

MillHouse Art Festivals in comparison to similar regional festivals they participated in. We believe our festivals draw art patrons with the intent to purchase art as opposed to festival attendees who are attracted to food and music with a sprinkle of art. Because of the quality and diversity of art at our festivals, corporate executives, interior designers, and other businesses represent some of the patterns who attend. Our MillHouse Foundation focus on supporting entrepreneurial endeavors of women in creative fields is furthered by our festivals which allow women to learn, grow, collaborate, and showcase their ideas, products, and services. Artists who participated the last two years have been able to form strong communities of artists, and increase their exposure to the many patrons of the arts in McKinney. Our art festivals continue to build a larger and wider community that supports the vibrant cultural arts of McKinney.

II.g. Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.

MillHouse Art Festivals are large scale arts events focused on providing an engaging space for the community to interact with artists in one of the 50+ booths that are a part of these indoor and outdoor events.

Planned Activities: Free Admission to all

Winter Indoor ArtFest, February 26-27, 2022 (12-6pm each day)

- The Cotton Mill, Grand Hallway, Atrium Hallway, and Wedding Venue
- Estimated attendance: 1200
- Participating artists: 50

Spring Outdoor ArtFest, May 7-8, 2022 (12-6pm each day)

- The Cotton Mill, Cotton Mill South Grounds
- Estimated attendance: 1400
- Participating artists: 75

Wine and Walls MuralFest, June 11-12, 2022 (12-6pm each day)

- The Cotton Mill, Cotton Mill South Grounds and Dye Room
- Estimated attendance: 700
- Participating artists: 1 commissioned artist for a permanent mural on The Cotton Mill, plus 10 artists for semi-permanent mural on exterior location (each artist receives a stipend), 10-20 artists with stand alone murals work for auction.

Summer Indoor ArtFest, August 27-28, 2022 (12-6pm each day)

- The Cotton Mill, Grand Hallway, Atrium Hallway, and Wedding Venue
- Estimated attendance: 1500
- Participating artists: 90

MillHouse Fall Outdoor ArtFest, October 2-3, 2022 (12-6pm each day)

- The Cotton Mill, Cotton Mill South Grounds
- Estimated attendance: 1600
- Participating artists: 125

Each festival offers opportunities to showcase the historic Cotton Mill in McKinney, in addition to:

- Interacting with local artists through individual art booths.
- Tours of MillHouse McKinney and the historic Cotton Mill (including its unique history)
- Eats and drinks from local vendors

II.h. Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.

A central goal of MillHouse Foundation is to showcase the talent of local and regional artists. Since 2019, MillHouse has hosted community-focused festivals and events to showcase products and offer enhanced revenue opportunities to members and participants. Each art-centered event has been host to hundreds of people who come from across Texas to visit McKinney for this event.

- **2019 August Indoor ArtFest. 3 day.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **700+ visitors, 32 artists**
- **2020 February Indoor ArtFest. 2 day.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **750+ visitors, 37 artists**
- **2020 August Indoor ArtFest cancelled due to pandemic.**
- **2021 February Indoor ArtFest. 2 day with mask and CDC protocols.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants --**600+ visitors, 34 artists**
- **2021 August Indoor ArtFest. 2 day.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **1300+ visitors, 50 artists**

Even through the challenges of the pandemic, we saw steady participation from both artists and attendees in 2020 and 2021. We will increase our programming to host five ArtFest events per year as a part of MillHouse Foundation's ongoing programming.

II.i. Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.

MillHouse Foundation is housed in the historic Cotton Mill in McKinney, with close proximity to all that the Historic Downtown has to offer visitors. MillHouse Art Festivals draws in tourists who make day trips as well as weekend stays at local hotels, BnBs, and AirBNBs. While in McKinney they visit other businesses, eating at dining establishments, and enjoy all that the historic district has to offer.

We will promote McKinney as unique by nature and culture. McKinney has countless artists who work in a variety of mediums, from painting to sculpture, to ceramics and jewelry. Each brings their unique perspective to their work through their variety of talents and experiences. We will promote each festival by highlighting the talented participants and their work. Through targeted Facebooks and Instagram ads, plus print ads in specific publications, we will highlight the festivals while encouraging tourists to visit the other attractions that McKinney has to offer. Refer to section IV for our strategy.

III. Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and Visit McKinney.

MillHouse Art Festivals and events support goals 5A and 5C of the McKinney City Council through our track record of bringing several thousands of citizens and tourists to McKinney to engage with the local arts and culture through our art festivals.

Goal 5A: Create affordable recreational and cultural arts activities for all ages throughout the city. Every festival is free to attend for all ages. We have diverse price points for the artworks, for beginning collectors to established collectors.

Goal 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike. We host each festival in the historic McKinney Cotton Mill. Many of our guests have never been to east McKinney nor visited the Cotton Mill. We share the history of the mill and the surrounding area. We offer tours to all who are interested.

The goal, “Every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry,” will be met through a targeted marketing approach. Through each of our strategies for promoting the event, we will market and highlight McKinney as an authentic and memorable destination for visitors and residents alike.

IV. Marketing and Outreach

Our marketing and outreach strategy will be based on effective methods used in previous ArtFests with the addition of targeted investments in proven tools that will reach larger regional audiences, including digital and print media. We will work directly with Visit McKinney to cross-promote each of these events. In addition, we will work with Rachel Tamez, SMERF sales manager to establish relationships with local hotels to reserve courtesy room blocks for attendees.

We will use the following strategies to reach attendees per event:

Social Media Strategist.

Curated strategy, creation, and design all of the social media content, including ArtFest webpage, photography, graphics, descriptions, links, etc.

Brand package for artists to use to promote festival.

A brand and social media posting guide will enable participating artists to effectively communicate and inform their networks about upcoming ArtFests.

Social Media:

- Targeted Facebook campaign.
- The continuation and expansion of our Instagram Social Media strategy that MillHouse will use to reach our target audience. This will tie into our Brand Package for participant artists
- Reach out to influencers and organizations, and leverage the McKinney Chamber of Commerce.

Signage:

Strategic signage: including flag signs (in road facing parking lots), banners, directional signs (from the historic downtown to the Cotton Mill), including 14 ft sign outside of the Cotton Mill at Elm and Hwy 5.

Print and Media Ads:

- Targeted Media Ads, including: Art & Seek, Guidelive, ART DFW, McKinney Visitors Bureau.
- Targeted print Ads - Living Magazine Advertorials (McKinney/Allen, Frisco/Plano, 380 North) , McKinney Impact Publication ads

V. Metrics to Evaluate Success

1a. To increase from two festivals to five festivals in one season.

Metric: host five festivals in one year

1b. To increase our reach to host more statewide artists.

Metric: track artists and their studio locations

2a. To increase the number of art patrons

Metric: measure attendance at each entry point

2b. To provide opportunities for emerging and established artists to build their clientele.

Metric: informal interviews and surveys

3a. Hosting weekend long events that will draw statewide visitors who will stay for the weekend at McKinney hotels, bed & breakfast, and AirBNBs.

Metric: would coordinate tracking tools with McKinney Convention & Visitors Bureau

3b. Leverage print and digital media markets to increase awareness of McKinney as a creative destination.

Metric: track social media, digital ad, and print publications data

VISIT MCKINNEY ADVERTISING Budget MillHouse Art Festivals for 2022 (Total for 5 events)		
	Cost	Description
Social Media		
Social Media Designer and Coordinator (\$750 per event)	\$3,000	Will create and design all of the social media content, including ArtFest webpage, photography, graphics, descriptions, links, etc.
Facebook ads (for 4 events)	\$3,600	To target ArtFest demographic, including ads to reach up to 100,000 people per campaign
Signage		
3, flag signs (\$135/ea)	\$405	
75, "I'm an artist" Yard Sign (\$10/ea)	\$525	
10, Directional signs	\$125	
Print and Media Ads		
Living Magazine Advertorial, Frisco/Plano	\$1,700	An article format in Living Magazine. The article will highlight ArtFest and encourage people to make this a weekend getaway in downtown McKinney
Living Magazine Advertorial, 380 North	\$1,700	"
Living Magazine Advertorial, McKinney/Allen	\$1,700	"
McKinney Impact	\$750	
TOTAL	\$13,505	

2022 BUDGET	
REVENUE	
Donations	\$5,000
Programs (5 festivals)	\$69,250
Dues	\$0
REVENUE TOTAL	\$74,250
EXPENSES	
Artist Residencies	\$10,000
Rent/Utilities	\$26,000
Other/Supplies	\$2,218
Professional fees	\$500
Programs (5 festivals)	\$33,705
Salaries	\$0
EXPENSES TOTAL	\$72,423
NET	\$1,827
Cotton Mill In-kind contributions (See detailed budget below)	29,900

TOTAL PROGRAM EXPENSES \$63,605
 PERCENTAGE OF IN-KIND 47.01%
 PERCENTAGE OF MILLHOUSE 52.99%

Note: We did not include volunteers hours for all five events with the value of, \$18,900 (1260 hours @\$15/hr)

PROGRAM BREAKDOWN

MillHouse Art Festivals (2022) 5 events		
REVENUE		
Winter ArtFest (50 artists @\$200)	\$10,000	
Spring ArtFest (75 @\$200)	\$15,000	
Wine and Walls (50 applications @\$25)	\$1,250	
Summer ArtFest (90 @\$200)	\$18,000	
Fall ArtFest (125 @\$200)	\$25,000	
REVENUE TOTAL	\$69,250	
EXPENSES		
Advertising	\$13,505	For 5 events
Volunteer T-shirts	\$1,500	For 5 events
Part-time Festival coordinator	\$7,500	For 5 events
MuralFest Artist stipends and supplies	\$9,500	For 5 events
Volunteer and participant food/drinks	\$1,700	For 5 events
EXPENSES TOTAL	\$33,705	
NET	\$35,545	

IN-KIND	BASE PRICE	# of events
Indoor Event/Security	1600	2
OutdoorEvent/Security	6000	3
Cleaning	1000	5
Porter fee	800	5
Outdoor security lighting	4500	3
Indoor Facility	6000	2
Outdoor Facility	9000	3
Indoor Utilities	1000	2
	29,900	

2021 BUDGET	
REVENUE	
Donations	\$5,000
Programs (2 festivals + COVID)	\$17,000
Dues	\$0
REVENUE TOTAL	\$22,000
EXPENSES	
Rent/Utilities	\$7,000
Other/Supplies	\$2,218
Professional fees	\$500
Programs (2 festivals + COVID)	\$13,568
Salaries	\$0
EXPENSES TOTAL	\$23,286
NET	-\$1,286

*Our organization is new but growing. We do not have audited financial statements.

2020 BUDGET	
REVENUE	
Donations	\$9,159
Programs	\$28,329
Dues	\$14,256
REVENUE TOTAL	\$51,744
EXPENSES	
Rent/Utilities	\$48,183
Other/Supplies	\$2,218
Professional fees	\$4,588
Salaries	\$0
EXPENSES TOTAL	\$54,989
NET	-\$1,022

*Our organization is new but growing. We do not have audited financial statements.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUN 27 2019**

MILLHOUSE FOUNDATION
505 W LAMAR ST
MCKINNEY, TX 75069

Employer Identification Number:
83-3359144
DLN:
17053081321009
Contact Person:
ANNA M BLAIR ID# 17260
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
January 29, 2019
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

MILLHOUSE FOUNDATION

Sincerely *Stephen A. Martin*

Director, Exempt Organizations
Rulings and Agreements