

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Promotional and Community Event Grant Application**  
Fiscal Year 2022

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

- If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).

**Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.**

**Promotional and Community Event Grant Calendar:**

<b>Application Deadline</b>	<b>Presentation to MCDC Board</b>	<b>Board Vote and Award Notification</b>
Cycle I: November 30, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

## **APPLICATION**

### **INFORMATION ABOUT YOUR ORGANIZATION**

Name: MillHouse Foundation

Federal Tax I.D.: 83-3359144

Incorporation Date: January, 2019

Mailing Address: 610 Elm Street, Suite 1000

City McKinney

ST: TX

Zip: 75069

Phone: 202-810-2101

Fax:

Email:

beth@millhousefoundation.org

Website: www.millhousefoundation.org

### **Check One:**

Nonprofit – 501(c) Attach a copy of IRS Determination Letter

Governmental entity

For profit corporation

Other

Professional affiliations and organizations to which your organization belongs:

McKinney Chamber of Commerce

Volunteer McKinney

### **REPRESENTATIVE COMPLETING APPLICATION:**

Name: Dr. Beth Beck

Title: Executive Director

Mailing Address: 610 Elm Street, Suite 1000

City: McKinney

ST: TX

Zip: 75069

Phone: 202-810-2101

Fax:

Email: beth@millhousefoundation.org

**CONTACT FOR COMMUNICATIONS BETWEEN MDCD AND ORGANIZATION:**

Name: Dr. Beth Beck

Title: Executive Director

Mailing Address: 610 Elm Street, Suite 1000

City: McKinney

ST: TX

Zip: 75069

Phone 202-810-2101

Fax:

Email: beth@millhousefoundation.org

**FUNDING**

Total amount requested: \$13, 505

Matching Funds Available (Y/N and amount): N

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested:

Funds for the same amount have been requested from Visit McKinney. The award is pending until 12/7/21.

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: February 2022

Completion Date: October 2022

**BOARD OF DIRECTORS** (may be included as an attachment)

Andrea Holmes

Gail Delger

Lisa Temple

Dana Brock

Aimee Wolverton

Dr. Beth Beck

**LEADERSHIP STAFF** (may be included as an attachment)

Beth Beck, PhD, Executive Director, Volunteer

Dana Brock, Art Director, Consultant

Cortnie Davis, Communications Strategist, Consultant

**Using the outline below, provide a written narrative no longer than 7 pages in length:**

## **I. Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

## **II. Promotional/Community Event**

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

**Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?**

Yes

No

**Date(s):**

## Financial

- Provide an overview of the organization’s financial status including the projected impact of this event on your organization’s ability to fulfill mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.**
  - See attached MillHouse Foundation’s Budgets for Fiscal years 2020-2022.

### Overview of Promotional/Community Event financial goal?

#### Series of 5 MillHouse Arts Festivals

Gross Revenue	\$	69,250
Projected Expenses	\$	33,705
Net Revenue	\$	35,545

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?**

Sponsorship Revenue	\$	0
Registration Fees	\$	69,250
Donations	\$	29,900 (In kind facility support, not a cash donation)
Other (raffle, auction, etc.)	\$	0
Gross Revenue	\$	69,250 (from registration fees)

## IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at [ljones2@mckinneycdc.org](mailto:ljones2@mckinneycdc.org).

## V. Metrics to Evaluate Success

- Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

## **VI. Presentation to MCDC Board of Directors**

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

## Acknowledgements

### If funding is approved by the MCDC board of directors, Applicant will assure:

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

#### Chief Executive Officer

Dr. Beth Beck (digital signature)

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Signature

Dr. Beth Beck  
Printed Name

11/29/2022  
Date

#### Representative Completing Application

Lesli Robertson (digital signature)

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Signature

Lesli Robertson  
Printed Name

11/29/2022  
Date

**INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.**



## **CHECKLIST:**

### **Completed Application:**

- ✓ Use the form/format provided
- ✓ Organization Description
- ✓ Outline of Promotional/Community Event; description, budget, goals and objectives
- ✓ Indicate how this event will showcase the City of McKinney for business development/tourism
- ✓ Promotional/Community Event timeline and venue included
- ✓ Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- ✓ Evaluation metrics are outlined
- ✓ List of board of directors and staff
- ✓ Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- ✓ IRS Determination Letter (if applicable)

**A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.**

**FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.**

**PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.**



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotional/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

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

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Promotional and Community Event Grant 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:**

- 1) **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.
- 2) **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.
- 3) **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
- Valerie Batchelder, ArtFest

## **II. Promotional/Community Event**

### **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. 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. By hosting five art festivals in McKinney, we are keeping the tax revenue generated by artists sales in McKinney rather than our artists traveling to other regional art festivals.

### **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.
4. **To create revenue generating opportunities for artists so that sales tax dollars benefit the City of 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.
4. Increase the number of events for artists to sell their work in McKinney.

**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 event will showcase McKinney and promote the City for the purpose of business development and/or tourism.**

Through MillHouse Art Festivals, MillHouse Foundation generates positive economic impact for local businesses, supports small creative business development, and promotes the City of McKinney as a lively arts destination.

*Benefits of MillHouse Art Festivals to business development:*

- All MillHouse Art Festivals are located at The Cotton Mill. This facility hosts weddings and events, and is home to many small and medium-sized businesses including MillHouse Foundation and MillHouse McKinney.
- MillHouse Art Festivals support business development for creatives who own a range of sole-proprietor businesses by giving them multiple opportunities throughout the year to earn income and grow their client base.
- MillHouse Art Festivals have the capacity to influence the general public, event planners, leisure and corporate visitors to choose McKinney as a place to spend their money.

*Benefits of MillHouse Art Festivals to tourism:*

- The series is located at a gateway historic property, The Cotton Mill, on Highway 5 as you enter the east McKinney redevelopment zone.
- We have a successful history of well-attended events, the past four ArtFests drew over 3,000 attendees, despite the pandemic. Many are repeat visitors. Because of the quality and diversity of art at our festivals, corporate executives, interior designers, and other businesses represent some of the patrons who attend and buy.
- 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.

Going forward in 2022, we will continue to expand the number of business owners we represent through each art festival. We believe these businesses help fuel our local economy in addition to providing important opportunities to generate revenue for locally based artists and creatives.

**II.f. Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.**

MillHouse Foundation hosts events with numerous economic benefits for participating artists’ small businesses, including festivals, open studio events, and pop-ups.

*MillHouse Art Festivals provide:*

- Opportunities for local and regional artists to showcase their creative work through public events.

- Increased visibility and sales, attracting new customers, and enhancing creative collaboration open to all year after year.
- Artists who participated the last two years have been able to form strong, collaborative communities of artists and increase their exposure to the many patrons of the arts in McKinney and build their creative businesses.

Anecdotally, artists have shared that they have exceeded their sales goals at MillHouse events. 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.

**II.g. If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).**

93% of overall revenue (\$69,250/\$74,250) which pays for MillHouse Foundation operating costs.

\*Note that we are adding three new festivals that will increase revenue for the org. Executive Director position is currently volunteer.

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

MillHouse Art Festivals are large scale arts events that are free and open to the public. They are 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.i. 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.j. Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.**

MillHouse Foundation is housed in the century old Cotton Mill in McKinney, with close proximity to all that the Historic Downtown has to offer visitors. MillHouse Art Festivals draw in tourists who make day trips as well as weekend stays at local establishments. While in McKinney, festival attendees mingle their visit with trips to local shops, restaurants, historic buildings, and the many outdoor parks that McKinney has to offer.

With a focus on providing economic opportunities for artists, we will promote McKinney as unique by nature and culture by highlighting the talented participants and their diverse work. Through anecdotal research with participating artists, many continue to join the event year after year because of positive sales growth. The more events that we host in east McKinney, the more we keep artists their sales tax here in McKinney.

With funds from MCDC we will create a targeted marketing approach that includes print and media ads, social media boosts, and local signage. *\* Refer to section IV for our detailed strategy and section*

**II.k. Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.**

\* Please see attached Budget sheets

**III. Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.**

Our mission is focused on providing opportunities for MillHouse artists to showcase their work, spotlight their businesses, and open opportunities for collaboration. Our MillHouse Art Festivals extends the economic opportunities provided by the festivals to both male and female artists regardless of Millhouse association. Booth fees and application fees are a main source of revenue for MillHouse Foundation's general operating budget. As we increase the number of festivals in 2022, we are projecting an increase in revenue that will be applied towards new programs to fulfill our mission, including artist residencies, festival prizes, expanding festival programming, and adding artist fellowships and residencies. In addition we will be able to fund partial administrative costs.

*\*Please see attached Budget sheets*

## 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 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 festivals.***

### ***Social Media:***

- Targeted Facebook campaign.
- Instagram Social Media strategy/Brand package for artists.
- Reach out to influencers and organizations, and leverage the McKinney Chamber of Commerce.

### ***Signage:***

Strategic signage: including flag signs, 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

### **Detailed budget for marketing and outreach activities.**

ADVERTISING/MARKTING Budget MillHouse Art Festivals for 2022 (Total for 5 events)	Cost	Description
<b>Social Media</b>		
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
<b>Signage</b>		
3, flag signs (\$135/ea)	\$405	
75, "I'm an artist" Yard Sign (\$10/ea)	\$525	
10, Directional signs	\$125	
<b>Print and Media Ads</b>		
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	
<b>TOTAL</b>	<b>\$13,505</b>	

## 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*

<b>ADVERTISING/MARKETING Budget MillHouse Art Festivals for 2022 (Total for 5 events)</b>	<b>Cost</b>	<b>Description</b>
<b>Social Media</b>		
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
<b>Signage</b>		
3, flag signs (\$135/ea)	\$405	
75, "I'm an artist" Yard Sign (\$10/ea)	\$525	
10, Directional signs	\$125	
<b>Print and Media Ads</b>		
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	
<b>TOTAL</b>	<b>\$13,505</b>	

2022 BUDGET	
<b>REVENUE</b>	
Donations	\$5,000
Programs (5 festivals)	\$69,250
Dues	\$0
<b>REVENUE TOTAL</b>	<b>\$74,250</b>
<b>EXPENSES</b>	
Artist Residencies	\$10,000
Rent/Utilities	\$26,000
Other/Supplies	\$2,218
Professional fees	\$500
Programs (5 festivals)	\$33,705
Salaries	\$0
<b>EXPENSES TOTAL</b>	<b>\$72,423</b>
<b>NET</b>	<b>\$1,827</b>
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		
<b>REVENUE</b>		
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	
<b>REVENUE TOTAL</b>	<b>\$69,250</b>	
<b>EXPENSES</b>		
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
<b>EXPENSES TOTAL</b>	<b>\$33,705</b>	
<b>NET</b>	<b>\$35,545</b>	

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	



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

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



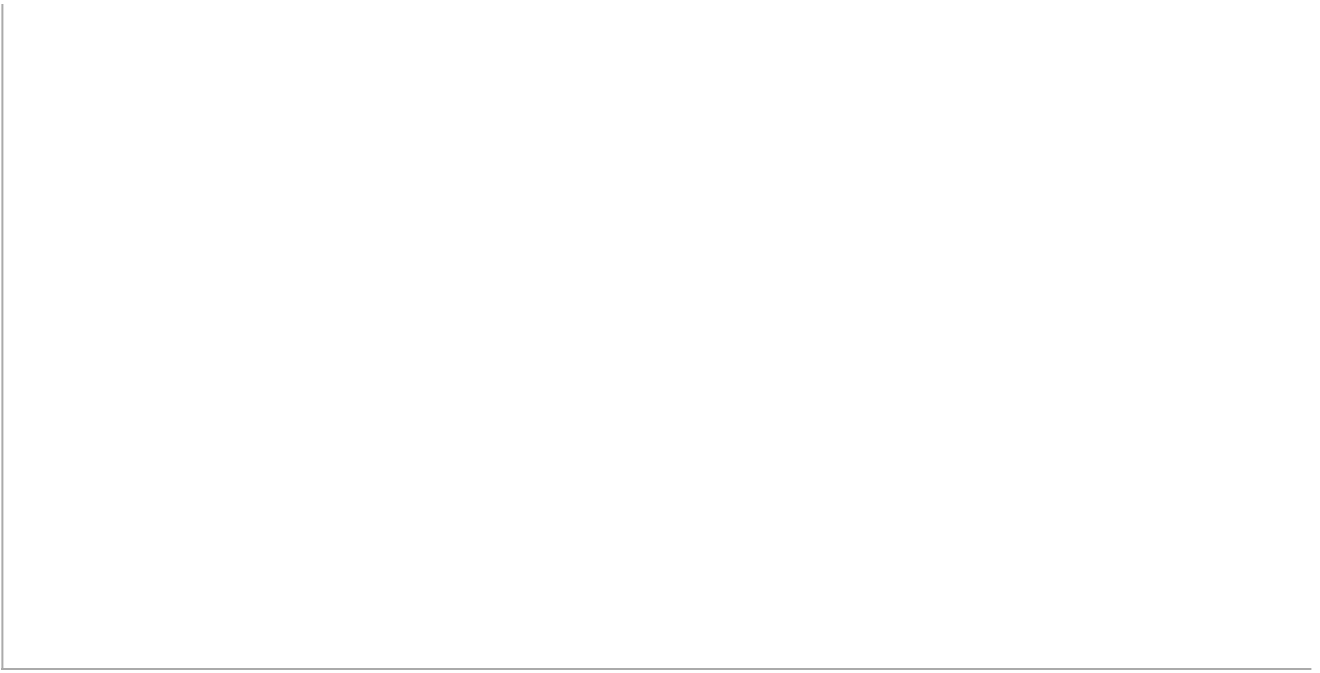


<b>2020 BUDGET</b>	
<b>REVENUE</b>	
Donations	\$9,159
Programs	\$28,329
Dues	\$14,256
<b>REVENUE TOTAL</b>	<b>\$51,744</b>
<b>EXPENSES</b>	
Rent/Utilities	\$48,183
Other/Supplies	\$2,218
Professional fees	\$4,588
Salaries	\$0
<b>EXPENSES TOTAL</b>	<b>\$54,989</b>
<b>NET</b>	<b>-\$1,022</b>

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







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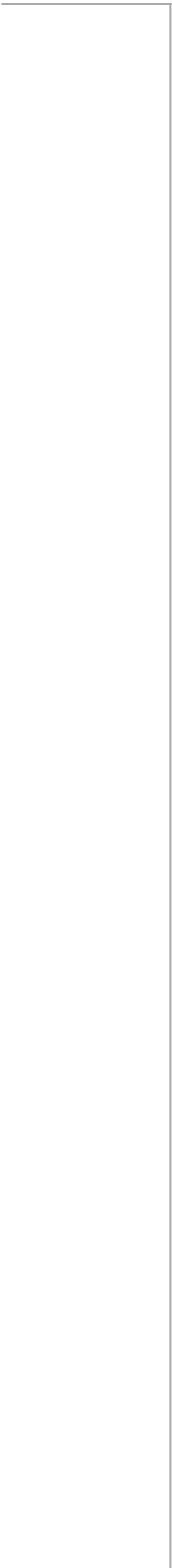




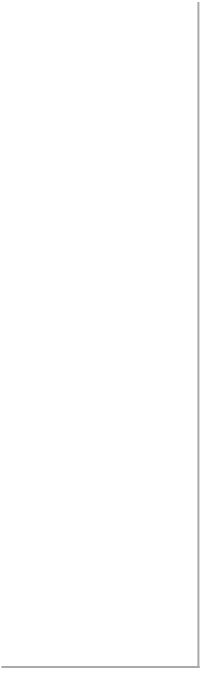












INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

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](http://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