



**GRANT APPLICATION**  
**For Fiscal Year 2023-24**

**For Additional Information:**

Executive Director

200 W. Virginia • McKinney, TX • 75069

972-547-2059 • [executivedirector@visitmckinney.com](mailto:executivedirector@visitmckinney.com)

**IMPORTANT:**

Please read the Visit McKinney (dba McKinney Convention & Visitors Bureau) [Grant Guidelines](#), including state-mandated uses for local hotel occupancy tax funds, thoroughly prior to completing this application. The [Grant Guidelines](#) and Application are available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling the Executive Director at 972-547-2059, or by emailing [executivedirector@visitmckinney.com](mailto:executivedirector@visitmckinney.com).

**Interested applicants should call to discuss plans for submitting an application in advance of completing the form.** A completed application and all supporting documents should be submitted via email, OneDrive or on a thumb drive for consideration by the Visit McKinney board. Please submit the application to:

**Visit McKinney  
200 W. Virginia  
McKinney, TX 75069**

If emailing, please send to [executivedirector@visitmckinney.com](mailto:executivedirector@visitmckinney.com).

If you are interested in a preliminary review by Visit McKinney Board of Directors of your project, proposal or idea, please complete and submit the [Letter of Inquiry](#) form prior to completing the grant application, available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling 972-547-2059 or by sending an email to [executivedirector@visitmckinney.com](mailto:executivedirector@visitmckinney.com).

***Applications must be completed in full, using this form, and must be received by VISIT MCKINNEY, via email, OneDrive or on a thumb drive, by 5 p.m. on the appropriate date indicated in the schedule below. For ease of processing, please clearly label document files.***

Application Deadline	Presentation to VM Board	Board Vote on Awards
CYCLE 1: November 15, 2023	November 27, 2023	December/January board meeting
CYCLE 2: May 10, 2024	May 28, 2024	June 25, 2024
<b>Total Grant Amount Available in FY 2023-24</b>		
<b>\$30,000:</b> \$15,000 per cycle. Any funds not awarded/dispersed during Cycle 1 may be rolled over and made available for Cycle 2.		

**ABOUT YOUR ORGANIZATION**

Name:

Federal Tax I.D.:

Incorporation Date:

Mailing Address:

City:

State:

Zip Code:

Phone:

Email:

Website:

**CHECK ONE:**

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

Governmental entity

For profit corporation

Other (Please specify) \_\_\_\_\_

**PROFESSIONAL AFFILIATION(S) & ORGANIZATIONS TO WHICH YOURS BELONGS:**

**REPRESENTATIVE COMPLETING THE APPLICATION**

Name:

Title:

Mailing Address:

City

State:

Zip Code:

Phone:

Email:

**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:

**APPLYING ORGANIZATION'S BOARD OF DIRECTORS** *(List may be included as an attachment)*

Name:

Name:

Name:

Name:

Name:

Name:

Name:

Name:

Name:

**APPLYING ORGANIZATION'S LEADERSHIP STAFF** *(List may be included as an attachment)*

Name:

Name:

Name:

Name:

Name:

Name:

Name:

Use the outline below to prepare a written narrative no more than seven (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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.
- Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested.

### II. Tourism-Related Event or Project

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- 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.
- 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.

**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.**

- Ensure application eligibility for Visit McKinney consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). (Refer to accompanying Guidelines document.) To be considered for Visit McKinney grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category 2 as outlined in the Texas Hotel Tax Expenditure Requirements, which can be found on page 10 of the *Grant Guidelines* document. City goals and strategies may be found on at [www.McKinneyTexas.org](http://www.McKinneyTexas.org).
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested. A copy of the organization’s Texas Franchise Public Information Sheet is acceptable as documentation to prove financial stability.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as an authentic and memorable destination for visitors and residents alike.

**Indicate which Texas Hotel Tax Expenditure Requirement(s) found on page 10 of the [Grant Guidelines](#) document will be supported by the proposed Event or Project:**

**III. FINANCIALS:** Please provide the following items as attachments:

- An overview of the organization’s financial status including the impact of this grant request on the organization’s mission and goals.
- Your organization’s budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.  
*(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable for proof of financial stability.)*

**Has a funding request for this Event/Project been previously submitted to Visit McKinney?**

No

Yes, please provide

dates:

**What is the total estimated cost for this Event or Project? \$**

*(Please attach budget details for the Event or Project for which funding is being requested.)*

**What percentage of the Event/Project funding will be provided by the Applicant?**

**Have funds been requested from any other organization?**

No

Yes, please provide amount, source and percentage

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

***Please provide details regarding other potential sources for funding. Include the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.***

**IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization, for the Event or Project for which you are requesting funding, and how they are designed to help you achieve current and future goals.

**V. Metrics to Evaluate Success**

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

## ACKNOWLEDGEMENTS

If funding is approved by the Visit McKinney board of directors, Applicant will assure:

- The Event or Project 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 the purposes described in this application.
- Visit McKinney will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and Visit McKinney and be included in an executed performance agreement. (We recommend using this verbiage: “This event is funded in part by Visit McKinney” or “Funded in part by Visit McKinney.”) Please refer to [Visit McKinney Brand Guidelines](#) for logo usage dos and don’ts. *Download logos as needed from the Google drives linked below. Contact Visit McKinney if you have issues accessing or using these files.*
  - [Sponsored by Visit McKinney full logo](#)
  - [Sponsored by Visit McKinney monogram logo](#) (for placements where the full logo won’t fit)
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the [Visit McKinney Grant Guidelines](#) in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to Visit McKinney no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a reimbursement basis after the event or project takes place and after all receipts and a final report on the Event or Project have been verified by Visit McKinney. The event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project. The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed upon interest rate, no later than the 120<sup>th</sup> day after the date the Visit McKinney requests repayment.
- Reimbursement will not automatically be made for the full amount of the awarded grant funds unless the reimbursement report and submitted receipts match this total. (The total amount of receipts submitted should also match the final report.) All reimbursements must be distributed by Sept. 30 of the fiscal year in which they were awarded unless other arrangements have been made with Visit McKinney prior to Aug. 30 of that same fiscal year.

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer

Representative Completing Application

Signature

Signature

Printed Name

Printed Name

Date

Date

***PLEASE NOTE:***

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

## CHECKLIST

### Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Event or Project - description, budget, goals and objectives
- Indicate how this event/project supports City of McKinney and Visit McKinney's goals
- Event or Project timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff
- Link to event website for promotion by Visit McKinney
- Links to social media accounts for promotion by Visit McKinney

### Attachments:

- A one-page summary of the goals/activities involved in the Event or Project for which you are seeking Visit McKinney grant funding
- Financials: organization's budget for current fiscal year  
*(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable to show financial stability.)*
- Event or Project budget audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

**A FINAL REPORT IS TO BE PROVIDED TO VISIT MCKINNEY WITHIN 30 DAYS  
OF COMPLETION OF THE EVENT OR PROJECT.**

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

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

## VISIT MCKINNEY GRANT Final Report

Organization:

Funding Amount:

Event or Project:

Start Date:

Completion Date:

Location of Event or Project:

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

Narrative report on the Event or Project

Identify goals and objectives achieved

Financial report: budget as proposed and actual expenditures, with explanations for any variance *(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable to show financial stability.)*

All receipts for which you are seeking reimbursement

Samples of printed marketing and outreach materials

Screen shots of online promotions

Actual tear sheets from print advertisements (a PDF of just the ad by itself will not be accepted)

Photographs, slides, videos, etc. from the event

Performance against metrics outlined in application

***IMPORTANT! In order for Visit McKinney to reconcile and verify your financial report, please include a summary sheet on top of your final report and then collate and staple all of the receipts for which you are seeking reimbursement in the same order in which the expenditures are listed on this summary.***

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

VISIT MCKINNEY

200 W. Virginia McKinney, TX 75069

Attn: Executive Director

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer

*Beth Beck*

Signature

Beth Beck

Printed Name

Date

11.15.23

Representative Completing Application

*Amee Woodruff*

Signature

Amee Woodruff

Printed Name

Date

11/15/23

**PLEASE NOTE:**

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

## **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. Our mission is for women to flourish by providing opportunities to showcase their work and enhance income opportunities. Our focus is helping creative micro-businesswomen, but all are welcome to participate in our art festivals, artisan markets, art exhibits, and public art. 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 2024 season of MillHouse festivals and events. The goal of this program series is to host indoor and outdoor large scale festivals that highlight regional artists (both men and women) against the backdrop of the century old Cotton Mill Factory in east McKinney. This grant will fund promotion and marketing activities for the first seven 2024 MillHouse Festivals and Markets – events that promote 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 ArtFest and MuralFest as a two-day destination where attendees can “come and go” throughout the weekend, mingled with visits to local shops, restaurants, historic buildings, and the many outdoor parks that McKinney has to offer. Makers Markets are one-day events, though visitors are encouraged to stay for the weekend to split time at the Market and shopping downtown.

### **MillHouse 2024 Calendar of Events:**

- **MillHouse Indoor Makers Markets**, January 13, March 9, April 13, May 11, July 13, September 14, October 12, November 9, and December 14, 2024
- **Winter Indoor ArtFest**, February 24-25, 2024
- **Outdoor MuralFest**, June 1-2, 2024
- **Summer Indoor ArtFest**, August 24-25, 2024
- **International Postcard Art Exhibit**, September 28, 2024

### **Economic Impact Goals:**

#### **1. INCREASE exposure and economic opportunities for creative micro-business owners.**

MillHouse festivals and events offer revenue-generating opportunities for 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.

OBJECTIVE: Host one event per month at the McKinney Cotton Mill featuring local and regional creatives.

#### **2. ATTRACT visitors to MillHouse festivals and events to help generate hotel and sales tax dollars for the City of McKinney.**

OBJECTIVE: Leverage print and digital media markets to increase awareness of McKinney as a weekend destination.

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

## **2024 VISIT MCKINNEY 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. Our mission is for women to flourish by providing opportunities to showcase their work and enhance income opportunities. Our focus is helping creative micro-businesswomen, but all are welcome to participate in our art festivals, artisan markets, art exhibits, and public art. 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 offering creative micro-business owners the opportunity to showcase and sell work; spotlight local art through gallery exhibits, public art and social media; and promote collaborative opportunities to elevate creative expression with McKinney creatives and organizations.

#### **I.b. Strategic Goal**

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. Our focus is women, but all are invited to participate in our festivals and events. We invite local, regional, and international creatives to engage and participate in MillHouse 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 Cotton Mill Arts District.

#### **I.c Objectives**

In order to meet this goal, we are planning at least one event per month in 2024 to support creatives from across Texas and the surrounding states, as well as international artists.

- Indoor Winter and Summer ArtFest focused on fine artists,
- Outdoor MuralFest for muralists and musicians,
- Nine Makers Markets for local and regional artisans, and
- International Postcard Art Exhibition for artists around the world who create postcard, mailable works of art.

#### **I.d. 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 Art and Artisan Festivals.
- 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 gallery exhibitions, public art murals and open studio tours.
- 3) Collaboration: Grow creative impact through collaborative projects and activities. Programs include

the Texas Art and Music Guild McKinney Art Studio Tour, City-sponsored Arts in Bloom art demonstrations, and artist-led group collaborations.

### **I.e. 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.f. Staff and Volunteers**

MillHouse Foundation Staff: Beth Beck, PhD, Executive Director, Volunteer; Dana Brock, Art Director, Consultant; Aimee Woolverton, Creative Services, Consultant  
Volunteers: Gail Delger, Lisa Temple, Andrea Holmes, Valerie Batchelder, Lisa Moore, Celeste Seitz, Robin Pedrero, Alli Koch

**I.g. Disclose and summarize any significant , planned organizational changes:** MillHouse has no planned organizational changes at this time.

## **II. Tourism-Related Event**

### **II.a. Outline details of the Advertising/Promotional/Community Event**

#### **Scope:**

This grant will fund promotion and marketing activities for MillHouse Festivals, a series of two-day indoor and outdoor large scale art festivals held at the McKinney Cotton Mill. MillHouse, as well as one-day indoor artisan markets. These events serve as revenue-generating initiatives to support local and regional creatives. MillHouse focuses on women creatives; however, all genders showcase their work against the historic backdrop of the Cotton Mill in east McKinney. By hosting more than a dozen festivals in McKinney, we keep the tax revenue generated by artists sales in McKinney, and give local artists the option to stay in town to earn income rather than traveling to other regional art festivals and events.

#### **Economic Impact Goals**

- 1. Increase exposure and economic opportunities for creative micro-business owners.** MillHouse festivals and events offer revenue-generating opportunities for 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. Attract visitors to MillHouse festivals and events to help generate hotel and sales tax dollars for the City of McKinney.**

#### **Objectives**

1. Host one event per month at the McKinney Cotton Mill featuring local and regional creatives.
2. Leverage print and digital media markets to increase awareness of McKinney as a weekend destination.

#### **Target Audience**

- 1. Art patrons from Texas and beyond; regional artists and creatives; and citizens looking for family-friendly activities.**

**II.b. Describe how this event will promote the City of McKinney tourism.**

Through MillHouse festivals and events, MillHouse Foundation generates local 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. Data provided from the McKinney Community Development Corporation shows that almost 75% of our festival attendees come from outside McKinney.

We have a successful history of well-attended events, with close to 12,000 participants over the previous thirteen events. Many are repeat visitors who are drawn to our unique venue in a gateway historic McKinney property, The Cotton Mill, on Highway 5 at the entry to the east McKinney redevelopment zone. 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 and mural festivals as two-day destinations where attendees can “come and go” throughout the weekend, mingled with visits to local shops, restaurants, historic buildings, and the many outdoor parks that McKinney has to offer. MillHouse festivals, markets and events help promote the City of McKinney as a cultural arts destination for weekend travelers.

We believe the creative micro-business owners, who participate in MillHouse events, help fuel our local economy. As their income-potential rises, so does the community as they invest their well-earned dollars at the local grocery stores, gas stations, restaurants, schools, and other local establishments.

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

Our core program focus 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. Our focus is women, but all are invited to participate in our festivals and events. Our two strategic economic goals are closely aligned with this program focus: 1) increase exposure and economic opportunities for creative micro-business owners, and 2) attract visitors to McKinney.

Our first strategic economic goal, to enhance income-earning opportunities for creative micro-business owners, is achieved by offering revenue-potential events. We’ve more than doubled our events from six in 2023 to thirteen in our 2024 calendar. Anecdotal evidence from participating artists supports high sales and profits at our MillHouse Winter and Summer ArtFests, in comparison to similar regional festivals they participate in. We believe our festivals draw art patrons with the intent to purchase art as opposed to festival attendees who attend for the food and music rather than the art vendors. Artists who participated the prior years have formed strong ties with other artists, and increased their exposure to the many patrons of the arts in McKinney.

- Visit McKinney grant funds enable us to better support artists and creatives who participate in our events through the purchase of promotional materials that we could not afford without the grant.*

Our second strategic goal to attract visitors to McKinney is also achieved by hosting events. Data shows that our festivals are attended by visitors to the City, who also visit downtown McKinney and other McKinney locations. We believe our festivals and events will continue to expand the vibrant cultural arts reputation in McKinney, as well as serve as a positive multiplier effect in producing increased visibility and sales for

participating creatives. Anecdotally, we can attest to the delight visitors express about the historic Cotton Mill and the Downtown shops – many on their first (of many) visits to the City. We love seeing them return time and again.

- Visit McKinney grant funds allow us to pay for print and digital marketing that we could not afford. The enhanced marketing attracts artists and creatives to participate in our events, and draws patrons to attend and purchase products and services.*

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

MillHouse festivals are large-scale arts events focused on providing an engaging space for the community to interact with artists in one of the 65+ booths that are a part of these indoor and outdoor events. The artisan Makers Markets can host up to 34 vendors to each event. MuralFest invites the community to enjoy muralists painting murals at the Cotton Mill over the weekend, with a full line of musicians performing.

**Planned Activities:** Free Admission to all  
**Makers Market, January 9, 2024 (10 am - 4 pm)**

- The Cotton Mill Atrium Hallway
- Estimated attendance: 500
- Participating artists: 25+

**Winter Indoor Festival, February 24-25, 2024 (11am-5pm each day)**

- The Cotton Mill, Grand Hallway, Atrium Hallway, and Wedding Venue
- Estimated attendance: 2500
- Participating artists: 65+

**Makers Market, March 9, 2024 (10 am - 4 pm)**

- The Cotton Mill Atrium Hallway
- Estimated attendance: 500
- Participating artists: 25+

**Makers Market, April 13, 2024 (10 am - 4 pm)**

- The Cotton Mill Atrium Hallway
- Estimated attendance: 500
- Participating artists: 30+

**Makers Market, May 11, 2024 (10 am - 4 pm)**

- The Cotton Mill Atrium Hallway
- Estimated attendance: 500
- Participating artists: 30+

**Mural Festival, June 1-2, 2024 (11am-5pm each day)**

- The Cotton Mill, Cotton Mill South Grounds and Dye Room
- Estimated attendance: 750-1000
- Music Sound Stage with 10 bands
- Participating artists: 10-15 artists for semi-permanent mural on exterior location (each artist receives a stipend), 10-20 artists with stand-alone temporary murals available for auction.

**Makers Market, July 13, 2024 (permit contingent)**

- The Cotton Mill Atrium Hallway
- Estimated attendance: 500
- Participating artists: 30+

***NOTE: The remaining events will be included in the second grant cycle.***

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); and
- Eats and drinks from local vendors.

All MillHouse festival events are free and open to the public.

**II.e. Provide the venue/location for each Event.**

All events will take place at the historic McKinney Cotton Mill.

**II.f. Provide a timeline for the Event.**

Timeline for our season of events is listed in II. d. above.

**II.j. Detail the 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 strategic goal of MillHouse Foundation is to showcase the talent of local and regional artists and increase their earning potential. Since 2019, MillHouse has hosted a dozen community-focused festivals and events for this purpose. 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 event.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **700+ visitors, 32 artists**
- **2020 February Indoor ArtFest. 2-day event.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **750+ visitors, 37 artists**
- **2020 August Indoor ArtFest canceled due to pandemic.**
- **2021 February Indoor ArtFest. 2-day event 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 event.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **1300+ visitors, 50 artists**
- **2022 February Indoor ArtFest. 2-day event.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **1600+ visitors, 47 artists**
- **2022 August Indoor ArtFest. 2-day event. Juried art festival held at the historic McKinney Cotton Mill.** Number of participants -- **2000+ visitors, 50 artists**
- **2023 February Indoor ArtFest. 2-day event.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **2000+ visitors, 62 artists**
- **2023 June Outdoor MuralFest - 4-day event.** Juried mural festival held at the McKinney Cotton Mill. Number of participants - **750+ visitors, 25 artists.**
- **2023 July Makers Market - 1-day event.** Juried artisan makers market held at the McKinney Cotton Mill. Number of participants - **500+ visitors, 30 vendors.**
- **2023 August Indoor ArtFest. 2-day event. Juried art festival held at the historic McKinney**

**Cotton Mill. Number of participants -- 2500+ visitors, 65 artists**

- **2023 July Makers Market - 1-day** Juried artisan makers market held at the McKinney Cotton Mill. Number of participants - **500+ visitors, 28 vendors.**

Our 2024 plans include 13 events, with an expanded MuralFest event, and a new international event, the Postcard Art Event, with confirmed visitors from Norway, Canada, and New York City, so far. More details will be provided in the second grant cycle.

**II.k. 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 Festivals attract tourists who make day trips as well as weekend stays at local establishments. Data shows that 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 promote McKinney cultural richness by highlighting the local talent and their diverse body of work. Through anecdotal research with participating artists, many continue to join the event year after year due to positive sales growth. The more events we host in east McKinney, the more we keep artists' sales tax here in McKinney.

With grant funds, we are able to create a targeted marketing approach that includes print and media ads, social media boosts, and local signage.

**II.h. 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.**

With grant funds for marketing, we are able to secure print and digital media ads, social media boosts, and local signage. We create social media posts for each participating artist which allows them to multiply the effort through reposting the media in their influence circles. We also leverage the free online media outlets such as the Dallas Morning News/Dallas Guide Live, Art and Seek, Art Guide, Fort Worth Star Telegram, Texas Highways, All Events, Texas Destination, County Line Magazine, DFW Child, NewsBreak Original, Pinterest, and more.

**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.**

Revenue for MillHouse Foundation is generated from three sources: approximately 50% from event application and booth fees, 30% from grants, and 20% from donations. Our expenses include approximately 50% for artists stipends, 20-25% for marketing, 20-25% for occupancy, as well as small percentages for insurance, security, and supplies.

Festivals and events are our bread and butter, as also provide bread and butter for the creatives who participate in our events. We exist to support our local creative business owners through our artist stipends, and the opportunity for them to showcase and sell their products and services. This grant request enables us to market our events, which increases participation by artists and patrons, and is instrumental in increased product sales for the artists and artisans.

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

**Social Media:** \$3,150 Cycle 1 Facebook ads for 7 events to target festival and market demographics, including ads to reach up to 100,000 people per campaign.

**Print and Media Ads:** \$1,800 Cycle 1 Community Impact Print/Web Ads for Winter ArtFest and MuralFest.

**Total Cycle 1:** \$4,950

### **IV. Marketing and Outreach**

Our marketing and outreach strategy will be based on effective methods used in previous festivals 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:**

#### ***Media Content and Design***

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

***Brand package for artists to use to promote festivals.***

***Social Media:*** Targeted Facebook campaign, and Instagram and Facebook posts and videos

***Signage:*** Flag signs & banners, and a 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; as well as McKinney Community Impact Publication ads.

### **V. Metrics to Evaluate Success**

Strategic Economic Objectives and Metrics:

1. Host one event per month at the McKinney Cotton Mill featuring local and regional creatives.  
*Metric: Complete the planned festivals and events in a timely manner.*
2. Leverage print and digital media markets to increase awareness of McKinney as a weekend destination.  
*Metric: Plan monthly Community Impact ads, send press releases to local and regional media outlets, and post social media for all festival participants.*

2024 Season Budget - MillHouse Foundation		
<b>MURALFEST 2024</b>		
<b>REVENUE</b>		
		In-Kind
(35 applications @\$25)	\$875	
Vendor applications and booth fees	\$1,875	
mobile mural sales	\$1,000	
<b>REVENUE TOTAL</b>	<b>\$3,750</b>	
<b>EXPENSES</b>		
2 Part-time Artist Festival coordinators	\$4,000	
MuralFest Artist stipends	\$12,000	
Live Musicians	\$3,000	
MuralFest Artist supplies	\$5,900	
Porta-Potty rental	\$800	
Audio Equipment Rental	\$250	
OutdoorEvent/Security	\$1,000	
Cleaning		\$300
Event Insurance	\$350	
Porter fee		\$200
Outdoor Facility		\$1,000
Artist signs for murals	250	
Sponsor Boards	250	
Marketing	\$2,675	
<b>EXPENSES SUBTOTAL</b>	<b>\$30,475</b>	<b>\$1,500</b>
<b>WINTER AND SUMMER ARTFESTS 2024</b>		
<b>REVENUE</b>		
		In-Kind
Artist Applications	\$3,125	
Artist Booth Fees	\$29,500	
<b>REVENUE TOTAL</b>	<b>\$32,625</b>	
<b>EXPENSES</b>		
2 Part-time Artist Festival coordinators	\$8,000	
Live Musicians	\$1,800	
Cotton Mill Facility Rental		\$6,000
Volunteer and participant food/drinks	\$680	
Event/Security	\$3,000	
Event Insurance	\$398	
Cleaning		\$600
Porter fee		\$400
MARKETING	\$5,350	
<b>EXPENSES SUBTOTAL</b>	<b>\$19,228</b>	<b>\$7,000</b>

<b>INDOOR MAKERS MARKET 2024 (10 planned)</b>		
<b>REVENUE</b>		In-Kind
Artist Applications (250 at \$25 each)	\$6,250	
Artist Booth Fees	\$14,000	
<b>REVENUE TOTAL</b>	<b>\$20,250</b>	
<b>EXPENSES</b>		
Part-time Artist Festival coordinator	\$7,500	
Cotton Mill Facility Rental	\$1,400	\$0
Event Insurance	\$1,270	
Event/Security	\$0	
Cleaning		\$900
Porter fee		\$600
MARKETING	\$11,000	
<b>EXPENSES SUBTOTAL</b>	<b>\$21,170</b>	<b>\$1,500</b>
<b>TWITTER ART EXHIBIT</b>		
<b>REVENUE</b>		In Kind
Original Art Cards sales - estimate of MillHouse percentage	\$5,600	
<b>EXPENSES</b>		
Part-time Artist Exhibit Curator	\$1,000	
Display boards	\$300	
Marketing	\$1,175	
Art Book Design	\$500	
Print media	\$150	
Signs	\$200	
Supplies	\$100	
Live Musician	\$350	
Volunteer and participant food/drinks	\$600	
Event insurance	\$250	
Event security	\$300	
Cotton Mill Facility Rental		\$750
Cleaning		\$90
Porter fee		\$60
<b>EXPENSES SUBTOTAL</b>	<b>\$4,925</b>	
<b>Total MillHouse Foundation 2024 Revenue</b>	<b>\$62,225</b>	
<b>Total MillHouse Foundation 2024 Expenses</b>	<b>\$75,798</b>	

## MILLHOUSE FOUNDATION 2021 BUDGET

### REVENUE

Donations	\$5,400
Programs	\$19,550
Grants	\$0

<b>REVENUE TOTAL</b>	<b>\$24,950</b>
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### EXPENSES

Rent/Utilities	\$11,975
Marketing	\$1,599
Other/Supplies	\$6,348
Artist Stipends	\$7,375
Salaries \$0	\$0

<b>EXPENSES TOTAL</b>	<b>\$27,297</b>
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NET	-\$2,347
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Our organization is new but growing. We do not have audited financial statements.

## MILLHOUSE FOUNDATION 2022 BUDGET

### REVENUE

Donations	\$15,000
Programs	\$23,000
Grants	\$15,000

<b>REVENUE TOTAL</b>	<b>\$53,000</b>
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### EXPENSES

Rent/Utilities	\$20,000
Marketing	\$15,000
Other/Supplies	\$5,000
Professional/Vendor fees	\$17,000
Salaries \$0	\$0

<b>EXPENSES TOTAL</b>	<b>\$57,000</b>
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NET	-\$4,000
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Our organization is new but growing. We do not have audited financial statements.

## MILLHOUSE FOUNDATION 2023 BUDGET

### REVENUE

Donations	\$13,453
Programs	\$37,201
Grants	\$31,000

<b>REVENUE TOTAL</b>	<b>\$81,654</b>
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### EXPENSES

Rent/Utilities	\$17,226
Marketing	\$17,569
Other/Supplies	\$6,166
Artist Stipends	\$39,802
Salaries \$0	\$0

<b>EXPENSES TOTAL</b>	<b>\$80,763</b>
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NET	\$891
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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](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