

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2023

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; by calling 972.547.7653 or by emailing 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
7300 SH 121, SB, Suite 200
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, by calling 972.547.7653 or emailing 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:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: MillHouse Foundation

Federal Tax I.D.: 83-3358144

Incorporation Date: January 2019

Mailing Address: 610 Elm Street, Suite 1000

City McKinney

ST: TX

Zip: 75069

Phone: 202-810-2101

Fax:

Email:

aimee@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

REPRESENTATIVE COMPLETING APPLICATION:

Name: Aimee Woolverton

Title: Creative Services Director

Mailing Address: 610 Elm Street, Suite 1000

City: McKinney

ST: Texas

Zip: 75069

Phone: 214-676-2622

Fax:

Email: aimee@millhousefoundation.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Beth Beck

Title: CEO

Mailing Address: 610 Elm Street, Suite 1000

City: McKinney

ST: Texas

Zip: 75069

Phone 202-810-2101

Fax:

Email: beth@millhousefoundation.org

FUNDING

Total amount requested: \$12,475

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:

PROMOTIONAL/COMMUNITY EVENT

Start Date: 2/15/2023

Completion Date: 11/11/2023

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

Beth Beck

Andrea Holmes

Aimee Woolverton

Dana Brock

Lisa Temple

Gail Delger

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

Beth Beck, CEO

Aimee Woolverton

Dana Brock

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): 12/2021

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.**

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$95,000
Projected Expenses	\$95,268
Net Revenue	\$-268

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	\$
Registration Fees	\$40,000
Donations	\$5,000
Other (raffle, auction, etc.)	\$
Net Revenue	\$45,000

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.

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 MCDC 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

Representative Completing Application

Signature

Signature

Beth Beck
Printed Name

Aimee Woolverton
Printed Name

11/30/22
Date

11/30/22
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
7300 SH 21, SB, Suite 200
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

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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

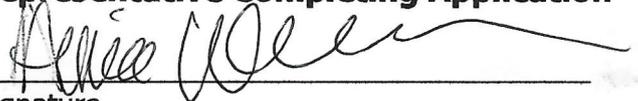


Signature

Beth Beck
Printed Name

11/30/22
Date

Representative Completing Application



Signature

Aimee Woolverton
Printed Name

11/30/22
Date

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

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

2023

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) Talent Showcase - community-based festivals, markets, and events to offer enhanced revenue opportunities for local and regional creatives by increasing visibility and sales, and attracting new customers;
- 2) Art/Product Spotlights: opportunities to highlight creative work through Gallery exhibits, Public Art, and social media promotions; and
- 3) Collaborative projects to elevate creative expression working with McKinney creatives and organizations.

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 local and regional 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 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 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 Volunteer McKinney Make a Difference Day, McKinney Art Studio Tours, Dia de los Muertos, and other community-based activities, 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
- Aimee Woolverton, Creative Services, Consultant

Volunteers

- Gail Delger,
- Lisa Temple
- Andrea Holmes
- Valerie Batchelder
- Karen Evans

II. Promotional/Community Event

II.a. Scope:

This grant will fund promotion and marketing activities for MillHouse 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 seven 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 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 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. Artisan Festivals, monthly indoor events for local and regional artisans. These festivals will use the Atrium Hallway space at the Cotton Mill to increase the number of participants and provide space for the community to gather and shop in a climate-controlled environment. These markets are contingent on the assembly permit process.
 - c. MuralFest, an annual festival that draws muralists from around the state and surrounding states to create a series of original murals on the facade of the Cotton Mill through commission and sales opportunities
3. **To contribute to McKinney’s reputation as a cultural destination.** MillHouse festivals and events draw from across the Metroplex, bringing in attendees who are both repeats and those new to MillHouse events. Attendees who attend MillHouse-hosted festivals and events at the Cotton Mill also 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. Add Monthly Indoor Artisan Festivals once the Cotton Mill receives City permits.
- 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 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. We have a successful history of drawing people to the community through our seven previous events which hosted close to 8,500 attendees.

As seen by the increased attendance in each of our festivals, patrons and participants enjoy community focused events that highlight artists and handcrafted items, all within a venue that showcases a unique part of the history of McKinney. Many seek personal connections and value meeting artists in person, and appreciate learning about the motivation, influences, and perspectives reflected in their work. We promote our 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, MillHouse festivals, markets and events help promote the City of McKinney as a cultural arts destination for weekend travelers.

Benefits of MillHouse Festivals to business development:

- All MillHouse 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 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 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 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 festivals drew nearly 12,000 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 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 2023, we will continue to expand the number of business owners we represent through each 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.

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 MillHouse Foundation 2023 customers, and enhancing creative collaboration open to all year after year. It helps directly support the artists who are a part of the MillHouse non-profit ecosystem.

MillHouse festivals comprise 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 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. 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. Our 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 prior years have formed strong ties with other artists, and increased their exposure to the many patrons of the arts in McKinney. Our festivals and events will continue to expand the vibrant cultural arts reputation in McKinney.

II.g. All MillHouse festivals are free and open to the public.

II.h. 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).

100% of overall revenue pays for festival expenses and MillHouse Foundation occupancy at the Cotton Mill. Note: Executive Director position is currently volunteer.

II.i. 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 50+ booths that are a part of these indoor and outdoor events. Once the Cotton Mill Atrium Hallway is permitted, we hope to double our capacity to over 100 vendors per event. For the proposed artisan festivals, we hope to attract 25+ vendors each event.

Planned Activities: Free Admission to all

Winter Indoor Festival, February 25-26, 2023 (11am-5pm each day)

- The Cotton Mill, Grand Hallway, Atrium Hallway, and Wedding Venue
- Estimated attendance: 2000
- Participating artists: 50

Mural Festival, June 3-4, 2023 (11am-5pm each day)

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

MillHouse Indoor Festival, July 2023 (permit contingent)

- The Cotton Mill Atrium Hallway
- Estimated attendance: 400
- Participating artists: 25

Summer Indoor Festival, August 26-27, 2023 (11am-5pm each day)

- The Cotton Mill, Grand Hallway, Atrium Hallway, and Wedding Venue
- Estimated attendance: 2750
- Participating artists: 100

MillHouse Indoor Festival, September 2023 (permit contingent)

- The Cotton Mill Atrium Hallway
- Estimated attendance: 400
- Participating artists: 25

MillHouse Indoor Festival, October 2023 (permit contingent)

- The Cotton Mill Atrium Hallway
- Estimated attendance: 400
- Participating artists: 25

MillHouse Indoor Festival, November 2023 (permit contingent)

- The Cotton Mill Atrium Hallway
- Estimated attendance: 400
- Participating artists: 25

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.j. 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**
 - **2022 February Indoor ArtFest. 2 day.** Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- **1600+ visitors, 47 artists**
 - **2022 August Indoor ArtFest. 2 day. Juried art festival held at the historic McKinney Cotton Mill. Number of participants -- 2000+ visitors, 50 artists**

Even through the challenges of the pandemic, we saw steady participation from both artists and attendees in 2020 through 2022. We will increase our programming to host seven festivals and events per year as a part of MillHouse Foundation's ongoing programming.

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 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.I. 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 Festivals extend 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.

**Please see attached Budget sheets*

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.
- Instagram and Facebook posts and videos

Signage:

Strategic signage: including flag signs & banners, 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 Community Impact Publication ads

Detailed budget for marketing and outreach activities (Line items highlighted in orange are requests from MCDC).

MCDC Budget MillHouse Festivals for 2023 (Total for 7 events)	Cost	Description
Social Media		
Media Content and Design	\$6,000	Create and design media content, including festival and market webpages, photography, graphics, descriptions, links, etc.
Facebook ads for 5 events Cycle 1	\$2,125	To target festival and market demographics, including ads to reach up to 100,000 people per campaign
Facebook ads for 2 events Cycle 2	\$850	To target festival and market demographics, including ads to reach up to 100,000 people per campaign
ArtFest Promotional Video	\$400	Promotional video to draw visitors to McKinney
Signage		
3 Artisan Festival Flags	\$750	
Print and Media Ads		
Print Ads Cycle 1 -	\$2,475	An article format in Living Magazine. The article will highlight ArtFest and encourage people to make this a weekend getaway in downtown McKinney
Print Ads Cycle 2-	\$4,800	An article format in Living Magazine. The article will highlight ArtFest and encourage people to make this a weekend getaway in downtown McKinney
Print Ads	\$8,250	
TOTAL	\$25,650	

Visit McKinney Cycle 1	\$5,000	Funds awarded by Visit McKinney Cycle 1
Visit McKinney Cycle 2	5,650	Funds to be requested from Visit McKinney in Cycle 2
MCDC	15,000	Funds requested from MCDC
Balance left	\$0	

V. Metrics to Evaluate Success

1a. Add monthly artisan festivals once the Cotton Mill receives permits

Metric: host four additional festivals in one year

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

Metric: compile database of artists and their studio locations

2a. To increase the number of art patrons

Metric: measure attendance by parking capacity

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

Metric: conduct 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

MCDC Budget MillHouse Festivals for 2023 (Total for 7 events)	Cost	Description
Social Media		
Media Content and Design	\$6,000	Create and design media content, including festival and market webpages, photography, graphics, descriptions, links, etc.
Facebook ads for 5 events Cycle 1	\$2,125	To target festival and market demographics, including ads to reach up to 100,000 people per campaign
Facebook ads for 2 events Cycle 2	\$850	To target festival and market demographics, including ads to reach up to 100,000 people per campaign
ArtFest Promotional Video	\$400	Promotional video to draw visitors to McKinney
Signage		
100, "I'm an artist" Yard Sign (\$10/ea)	\$0	
3 Artisan Festival Flags	\$750	
2 Makers Market Banners	\$0	
10, Directional signs	\$0	
Print and Media Ads		
Print Ads Cycle 1 -	\$2,475	An article format in Living Magazine. The article will highlight ArtFest and encourage people to make this a weekend getaway in downtown McKinney
Print Ads Cycle 2-	\$4,800	An article format in Living Magazine. The article will highlight ArtFest and encourage people to make this a weekend getaway in downtown McKinney
Print Ads	\$8,250	
TOTAL	\$25,650	
Visit McKinney Cycle 1	\$5,000	Funds awarded by Visit McKinney Cycle 1
Visit McKinney Cycle 2	5,650	Funds to be requested from Visit McKinney in Cycle 2
MCDC	15,000	Funds requested from MCDC
Balance left	\$0	

2023 BUDGET	
REVENUE	
Donations	\$5,000
Programs (See detailed budget below)	\$40,000
Requested Grants	\$50,000
REVENUE TOTAL	\$95,000
EXPENSES	
Rent/Utilities	\$34,000
Other/Supplies	\$2,218
Professional fees	\$500
Programs (See detailed budget below)	\$58,550
Salaries	\$0
EXPENSES TOTAL	\$95,268
NET	-\$268
Cotton Mill In-kind contributions (See detailed budget below)	\$33,920

PROGRAM DETAIL MillHouse Art Festivals (2023) 7 events		
REVENUE		
Booth Fees for 5 events		
Winter ArtFest (50 artists @\$200)	\$10,000	
Wine and Walls (50 applications @\$50)	\$2,500	
Summer ArtFest (100 @\$200)	\$20,000	
4 Maker Markets (100 @\$75)	\$7,500	
REVENUE TOTAL	\$40,000	
EXPENSES		
Advertising	\$30,000	
Security	\$2,000	
Volunteer T-shirts	\$850	
MuralFest Artist stipends	\$20,000	
Festival Supplies	\$4,000	
Volunteer and participant food/drinks	\$1,700	
EXPENSES TOTAL	\$58,550	
NET	-\$18,550	
IN-KIND		
Cleaning	\$600	In-kind
Porter fee	\$320	In-kind
Outdoor security lighting	\$5,000	In-kind
Facility	\$20,000	In-kind
IN-KIND TOTAL	\$25,920	

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

MILLHOUSE FOUNDATION 2022 BUDGET

REVENUE

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

REVENUE TOTAL	\$53,000
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EXPENSES

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

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

Basic Information Worksheet

Name of organization
MillHouse Foundation

Employer ID number
83-3359144

Doing business as

Address (number and street)
610 Elm Street

Room or suite
1000

City, town, or post office
Mckinney

State
TX

ZIP code
75069

Telephone number
(202) 810-2101

Foreign country name

Foreign province/county

Foreign postal code

Foreign telephone number

Website
https://millhousefoundation.org

Formation date
01/29/2019

For calendar year 2020 Calendar year
or fiscal year beginning Fiscal year _____ and ending _____

Check type of return(s) to be filed:

Form 990, 990EZ, 990N or 990-PF

Form 990/990EZ/990N - Return of Organization Exempt From Income Tax

Check here if the organization's gross receipts normally \$50,000 or less.

Check here if you want to file Form 990-N.

Form 990PF - Return of Private Foundation

Neither Form 990/990EZ/990N or Form 990PF

Form 990-T

Did the organization have unrelated business gross income of \$1,000
or more during the year? Yes No

Check here to file Form 990-T - Exempt Organization Business Income Tax Return

If "Yes," has it filed a Form 990-T for this year? If "No", provide an
explanation below Yes No N/A

Check if applicable:

Address change Initial return Final return/terminated Application pending Name Change

Choose one of the following if a change of accounting period occurred _____

Tax-exempt status:

--	--	--	--	--	--

List the states with which a copy of this Form 990 is required to be filed (or registered for Form 990-PF)

State 1	State 2	State 3	State 4	State 5
TX				
State 6	State 7	State 8	State 9	State 10

Paid Preparer's Use Only Check this box if you do not want Paid Preparer information to transfer to this return.
 Paid Preparer for this return

Preparer's signature	Date
Preparer's name <input type="checkbox"/> Check if self-employed	PTIN
Firm's name	Firm's EIN
Firm's street address	Phone no.
Firm's city, town or post office Firm's state Firm's ZIP code	
Firm's foreign country code Firm's foreign province/county Firm's foreign postal code	Foreign phone no.

May the IRS discuss this return with the preparer shown above? Yes No

Name Control
MILL

0.

Part V Other Information (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V.) Check if the organization used Schedule O to respond to any question in this Part V

		Yes	No
33	Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O	33	
34	Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O. See instructions	34	
35a	Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?	35a	X
b	If "Yes" to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O	35b	
c	Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III.	35c	
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N	36	
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions ▶ 37a		
b	Did the organization file Form 1120-POL for this year?	37b	
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee; or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?	38a	X
b	If "Yes," complete Schedule L, Part II, and enter the total amount involved 38b		
39	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on line 9 39a		
b	Gross receipts, included on line 9, for public use of club facilities 39b		
40a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 ▶ _____ ; section 4912 ▶ _____ ; section 4955 ▶ _____		
b	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I.	40b	
c	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 ▶ _____		
d	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax on line 40c reimbursed by the organization ▶ _____		
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T.	40e	
41	List the states with which a copy of this return is filed ▶ TX		
42a	The organization's books are in care of ▶ Dana J. Brock Telephone no. ▶ (202) 810-2101 Located at ▶ 610 Elm Street Ste. 1000 Mckinney, TX ZIP + 4 ▶ 75069-6777		
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	42b	X
	If "Yes," enter the name of the foreign country ▶ _____ See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
c	At any time during the calendar year, did the organization maintain an office outside the United States?	42c	
	If "Yes," enter the name of the foreign country ▶ _____		
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here. ▶ <input type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 43		
44a	Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ.	44a	
b	Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ	44b	
c	Did the organization receive any payments for indoor tanning services during the year?	44c	
d	If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	44d	
45a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	45a	
b	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ. See instructions	45b	

46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I

	Yes	No
46		

Part VI Section 501(c)(3) Organizations Only

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II

	Yes	No
47		

48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E

48		
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49a Did the organization make any transfers to an exempt non-charitable related organization?

49a		
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b If "Yes," was the related organization a section 527 organization?

49b		
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50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees, and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and title of each employee	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC/1099-NEC)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation

f Total number of other employees paid over \$100,000 **0**

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and business address of each independent contractor	(b) Type of service	(c) Compensation

d Total number of other independent contractors each receiving over \$100,000 **0**

52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations must attach a completed Schedule A. **Yes** **No**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	<hr/> Signature of officer	<hr/> Date
	Elizabeth S. Beck, Board President Type or print name and title	

Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name ▶	Firm's EIN ▶			
	Firm's address ▶	Phone no.			

May the IRS discuss this return with the preparer shown above? See instructions **Yes** **No**

SCHEDULE A
(Form 990)

Public Charity Status and Public Support

OMB No. 1545-0047

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

2021

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization **MillHouse Foundation** Employer identification number **83-3359144**

Part I Reason for Public Charity Status. (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

- 1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2 A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E (Form 990).)
- 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state: _____
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 8 A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 9 An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: _____
- 10 An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)
- 11 An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.
- 12 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3)**. Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
 - a **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
 - b **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
 - c **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
 - d **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
 - e Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
 - f Enter the number of supported organizations
 - g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
(A)						
(B)						
(C)						
(D)						
(E)						
Total						

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3.						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f).						
6 Public support. Subtract line 5 from line 4.						

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 Total support. Add lines 7 through 10						
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						<input type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2021 (line 6, column (f), divided by line 11, column (f))	14	%
15 Public support percentage from 2020 Schedule A, Part II, line 14	15	%
16a 33 1/3 % support test—2021. If the organization did not check the box on line 13, and line 14 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 33 1/3 % support test—2020. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
17a 10%-facts-and-circumstances test—2021. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization.		<input type="checkbox"/>
b 10%-facts-and-circumstances test—2020. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization.		<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions		<input type="checkbox"/>

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")				23,415.		23,415.
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose				28,329.		28,329.
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5				51,744.		51,744.
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support. (Subtract line 7c from line 6.)						51,744.

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
9 Amounts from line 6				51,744.		51,744.
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)				51,744.		51,744.
14 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ► <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2021 (line 8, column (f), divided by line 13, column (f)).	15	100.00%
16 Public support percentage from 2020 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2021 (line 10c, column (f), divided by line 13, column (f)).	17	%
18 Investment income percentage from 2020 Schedule A, Part III, line 17.	18	%

- 19a 33 1/3 % support tests—2021.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ►
- b 33 1/3 % support tests—2020.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ►
- 20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ►

Part IV Supporting Organizations

(Complete only if you checked a box in line 12 on Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

		Yes	No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? <i>If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.</i>		
2	Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? <i>If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).</i>		
3a	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? <i>If "Yes," answer lines 3b and 3c below.</i>		
b	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? <i>If "Yes," describe in Part VI when and how the organization made the determination.</i>		
c	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? <i>If "Yes," explain in Part VI what controls the organization put in place to ensure such use.</i>		
4a	Was any supported organization not organized in the United States ("foreign supported organization")? <i>If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.</i>		
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? <i>If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.</i>		
c	Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? <i>If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.</i>		
5a	Did the organization add, substitute, or remove any supported organizations during the tax year? <i>If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).</i>		
b	Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c	Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? <i>If "Yes," provide detail in Part VI.</i>		
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
9a	Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? <i>If "Yes," provide detail in Part VI.</i>		
b	Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? <i>If "Yes," provide detail in Part VI.</i>		
c	Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? <i>If "Yes," provide detail in Part VI.</i>		
10a	Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? <i>If "Yes," answer line 10b below.</i>		
b	Did the organization have any excess business holdings in the tax year? <i>(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)</i>		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?		
b A family member of a person described on line 11a above?		
c A 35% controlled entity of a person described on line 11a or 11b above? If "Yes" to line 11a, 11b, or 11c, provide detail in Part VI.		

Section B. Type I Supporting Organizations

	Yes	No
1 Did the governing body, members of the governing body, officers acting in their official capacity, or memberships of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organizations's officers, directors, or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.		
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.		

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).		

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).		
3 By reason of the relationship described on line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.		

Section E. Type III Functionally Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).			
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.			
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.			
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see instructions).			
2 Activities Test. Answer lines 2a and 2b below.			
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.	Yes	No	
b Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.			
3 Parent of Supported Organizations. Answer lines 3a and 3b below.			
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? If "Yes" or "No," provide details in Part VI.			
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.			

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

1 Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (*explain in Part VI*).

See instructions. All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3.	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8	
Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (<i>explain in detail in Part VI</i>):		
2	Acquisition indebtedness applicable to non-exempt-use assets	2	
3	Subtract line 2 from line 1d.	3	
4	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by 0.035.	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	
Section C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, column A)	1	
2	Enter 0.85 of line 1.	2	
3	Minimum asset amount for prior year (from Section B, line 8, column A)	3	
4	Enter greater of line 2 or line 3.	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6	
7	<input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions		Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	1
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	3
4	Amounts paid to acquire exempt-use assets	4
5	Qualified set-aside amounts (prior IRS approval required - <i>provide details in Part VI</i>)	5
6	Other distributions (<i>describe in Part VI</i>). See instructions.	6
7	Total annual distributions. Add lines 1 through 6.	7
8	Distributions to attentive supported organizations to which the organization is responsive (<i>provide details in Part VI</i>). See instructions.	8
9	Distributable amount for 2021 from Section C, line 6	9
10	Line 8 amount divided by line 9 amount	10

Section E - Distribution Allocations (see instructions)		(i) Excess Distributions	(ii) Underdistributions Pre-2021	(iii) Distributable Amount for 2021
1	Distributable amount for 2021 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2021 (reasonable cause required- <i>explain in Part VI</i>). See instr.			
3	Excess distributions carryover, if any, to 2021			
a	From 2016			
b	From 2017			
c	From 2018			
d	From 2019			
e	From 2020			
f	Total of lines 3a through 3e			
g	Applied to underdistributions of prior years			
h	Applied to 2021 distributable amount			
i	Carryover from 2016 not applied (see instructions)			
j	Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
4	Distributions for 2021 from Section D, line 7: \$			
a	Applied to underdistributions of prior years			
b	Applied to 2021 distributable amount			
c	Remainder. Subtract lines 4a and 4b from line 4.			
5	Remaining underdistributions for years prior to 2021, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, <i>explain in Part VI</i> . See instructions.			
6	Remaining underdistributions for 2021. Subtract lines 3h and 4b from line 1. For result greater than zero, <i>explain in Part VI</i> . See instructions.			
7	Excess distributions carryover to 2022. Add lines 3j and 4c.			
8	Breakdown of line 7:			
a	Excess from 2017			
b	Excess from 2018			
c	Excess from 2019			
d	Excess from 2020			
e	Excess from 2021			

**SCHEDULE O
(Form 990)**

Supplemental Information to Form 990 or 990-EZ

OMB No. 1545-0047

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

2021

Department of the Treasury
Internal Revenue Service

▶ Attach to Form 990 or Form 990-EZ.

**Open to Public
Inspection**

▶ Go to www.irs.gov/Form990 for the latest information.

Name of the organization

Employer identification number

MillHouse Foundation

83-3359144

Multiple horizontal lines for supplemental information.

Name of the organization

Employer identification number

MillHouse Foundation

83-3359144

Part I Line 10

Grants and other assistance to domestic individuals \$2350.00

Part I Line 16

Advertising and promotion \$2864.00

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