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TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Millhouse Foundation (PC 23-13) in the Amount of $12,475 for the Advertising, Marketing and Promotion of the 2023 Millhouse Arts Festivals, a series of two-day events held at McKinney Cotton Mill.

COUNCIL GOAL: 1: Direction for Strategic and Economic Growth
1D: Leverage the existing partnerships with MEDC and MCDC

MEETING DATE: January 26, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:
- Millhouse Foundation is requesting a grant in the amount of $12,475 for advertising, marketing and promotion of the 2023 Millhouse Arts Festivals, a series of two-day indoor and outdoor large scale art festivals held at the McKinney Cotton Mill.
- Events will include: Winter Indoor ArtFest on February 25-26, MuralFest on June 3-4, MillHouse Indoor ArtFest in July, Summer Indoor ArtFest August 26-27, plus 3 additional MillHouse Indoor Festivals in September, October and November.
- Each event hosts up to 75 artists with expected attendance from 400 to over 2,000 per event.

BACKGROUND INFORMATION:
- 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.
- Millhouse Foundation's overarching goal 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.

FINANCIAL SUMMARY:
- MCDC's allocation for Promotional and Community Event grants for FY 23 is

$200,000 -- $100,000 for Cycle I applicants and $100,000 for Cycle II applicants.
- MCDC awarded Millhouse Foundation a Promotional and Community Event grant in FY22 in the amount of $5,000 for the advertising, marketing and promotion of the 2022 MillHouse Arts Festivals.

SUPPORTING MATERIALS:
- Application Packet
- Presentation

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[Application Packet](#)
[Presentation](#)