

Legislation Text

File #: 25-2364, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Millhouse Foundation (PC 25-08) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2025 Millhouse Arts Festivals and Makers Market Events at McKinney Cotton Mill.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2025

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Millhouse Foundation is requesting a grant in the amount of \$15,000 for advertising, marketing and promotion of the 2025 Millhouse Arts Festivals and Makers Markets held at the McKinney Cotton Mill.
- Events will include:
 - MillHouse Makers Market dates are January 11, March 8, May 10, June 14, July 12, September 13, October 11, November 8, and December 13, 2025;
 - Winter Indoor ArtFest, February 22-23, 2025;
 - Community Mural Event in March;
 - Summer Indoor ArtFest, August 23-24, 2025; and
 - Art in Discovery Phase for New International Event in September 2025.
- Makers Markets host up to 36 artists/vendors, while festivals host 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 develop 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 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- MCDC awarded Millhouse Foundation \$12,000 in FY 24 for the advertising, marketing and promotion of the 2024 MillHouse Arts Festivals, Makers Markets, and International Postcard Event.

SUPPORTING MATERIALS:

- Application Packet
- Presentation