

MillHouse Foundation

FY2024 ANNUAL REPORT



**MILLHOUSE FOUNDATION IS A 501(C)(3) TAX EXEMPT CORPORATION THAT
SUPPORTS MICRO-BUSINESS WOMEN IN CREATIVE FIELDS.**

McKinney Cotton Mill
610 Elm Street, Suite 1000
McKinney, Texas 75069



WHERE WOMEN FLOURISH

MillHouse

**partners with the Cotton Mill Partners
to create a CULTURAL HUB
for creative expression in historic east McKinney.**





2024 MILESTONES

Consistent Growth

HIGHLIGHTS *NEW IN 2024

EVENTS

January	Indoor Makers Market
February	Winter Indoor ArtFest
March	Indoor Makers Market
April	Arts in Bloom Festival
April	Indoor Makers Market
May	Indoor Makers Market
June	MuralFest
July	Indoor Makers Market
August	Summer Indoor ArtFest
Sept/Oct	*International Postcard Art Exhibit
November.	Indoor Makers Market
November	McKinney Art Studio Tour
December	Indoor Makers Market

GRANTS

(Approved for 2023-24)

McKinney Arts Commission
2023/4 Season Support
\$15000

McKinney Community
Development Corporation
2024 Event Marketing
\$12000

Visit McKinney
2024 Event Marketing
\$3000

Grant Cycle = City Fiscal Year
October 1, 2023-September 30, 2024

McKinney City Council Goals

MillHouse Art Festivals, events, and public art projects support Goals 5A and 5C.

Goal 5A: *Create affordable recreational and cultural arts activities for all ages throughout the city.*

Goal 5C: *Continue to market and highlight McKinney as a unique destination for residents and visitors alike.*

MillHouse 2024 infographic PROGRAM HIGHLIGHTS

PRIMARY EXEMPT PURPOSE: SUPPORT MICRO-BUSINESS WOMEN IN CREATIVE FIELDS

INFUSE CULTURE



Imagine and execute collaborations and events that provide artists, artisans, muralists, and musicians increased visibility and sales;

- ArtFest – 2 fine art festivals, 130 artists, 4000 shoppers
- MuralFest – 1 mural festival, 20 muralists and musicians, 500 festival-goers
- Makers Markets – 9 one-day markets with 306 artists, 9000 shoppers

ELEVATE EXPRESSION



Highlight creative work through Gallery exhibits, Public Art, and social media promotions;

- International Postcard Art Exhibit – 1 exhibit, 550+ original artworks from 26 countries, 14-day event, 2000 attendees
- Public Art - commissioned 5 permanent artworks and 11 mobile artworks
- Social Media - aimee? numbers?

EXPAND ECONOMY



Build skills, client-base, and portfolio opportunities to increase income enhancement for micro-business owners in creative fields.

- Each of the above events provides opportunities for artists and creatives to earn income and expand sales tax dividends for the City of McKinney.



FOUNDATION FINANCIALS

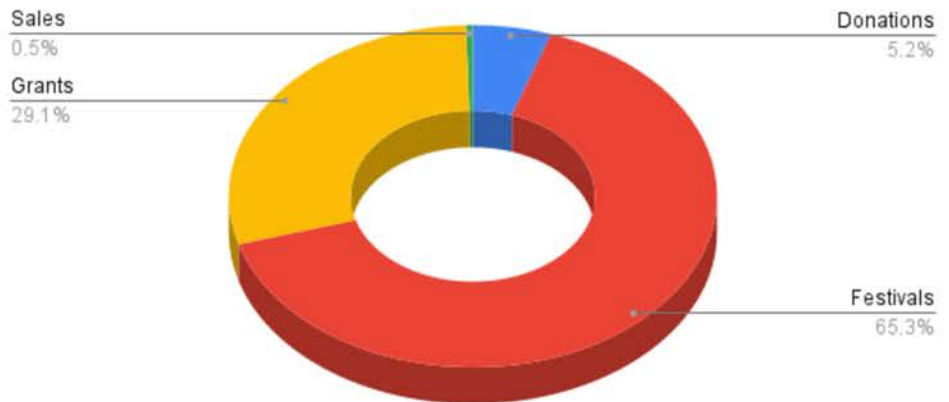
2024 Revenue & Expenses

2024 Revenue

Donations	\$5,825
Festivals	\$73,233
Grants	\$32,656
Sales	\$511

Total Revenue \$112,225

MillHouse Foundation 2024 Revenue

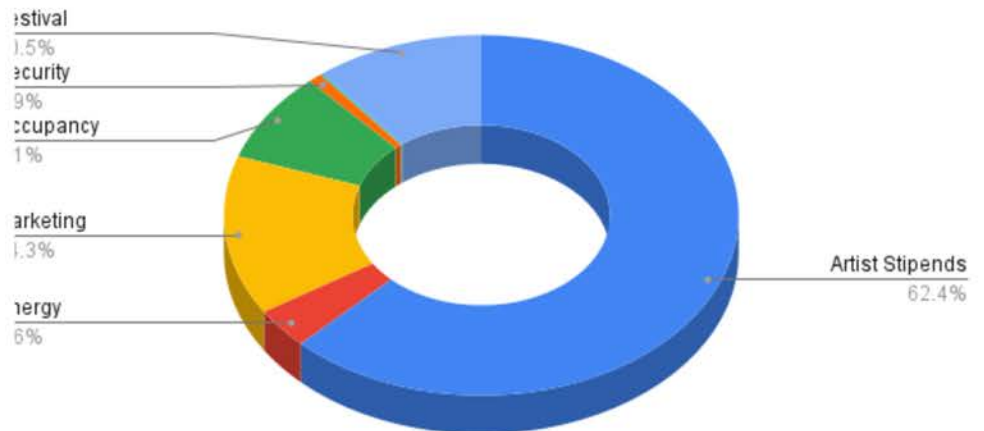


Expenses:

Artist Stipends	\$68,6511
Marketing	\$15,773
Festival	\$11,615
Occupancy	\$8,881
Energy	\$3,999
Security	\$949
Taxes	\$237

Total Expenses \$110,105

MillHouse Foundation 2024 Expenses



Net Profit-Loss \$2,119



FOUNDATION FINANCIALS

2024 Fiscal Health

Key performance indicators of our fiscal health for 2022, 2023, 2024
demonstrate program revenue growth, increased focus on program activities,
and lowered administrative costs.

REVENUE GROWTH RATE (RGR) = % increase in income over time.

2021-22:59% 2022-23:39% 2023-24:47%

We continue to add programs, increasing our revenue potential.

PROGRAM EFFICIENCY RATIO (PER) = % of total expenses related
to program activities.

2022:61% 2023:76% 2024:90%

The higher number indicates efficiency.

ADMINISTRATIVE EXPENSE RATIO (AER) = % of total expenses
related to administrative fees.

2022:39% 2023:24% 2024:10%

Dr. Beth Beck leads the organization on a volunteer basis,
contributing to reduced administrative costs.

EXPENSE-to-REVENUE RATIO (ERR) = Relationship between \$
flowing in and out of the organization.

2022:92% 2023:94% 2024:101%

We intentionally keep our revenue carryover low to ensure we expend our
resources as planned.



LEADERSHIP

DR. BETH BECK, CEO/EXECUTIVE DIRECTOR

2024 BOARD OF DIRECTORS

BETH BECK, PhD: Champion of collaborative practice that sparks unexpected creative business models. Retired from NASA after 33 years in federal service. Founded MillHouse in 2018, and serves as Board President.

AIMEE WOOLVERTON: Award-winning photographer, entrepreneur, and founding owner of AimeeLouise. She creates digitally-painted fine art photography, available in local galleries. One of the original MillHouse Foundation founders, she serves as Board Secretary.

DANA BROCK: Dana has an artist's spirit and a gypsy soul. She loves to create things -- every day. She believes there's a soul-deep connection in the work you do with your hands. Dana is ArtFest co-founder and co-director, and serves as Board Treasurer.

GAIL DELGER: Gail is passionate about art expressed through humor in watercolor, printmaking, collage and acrylic. She invites you to tell your own story about her art. Gail is the co-founder and co-director of ArtFest.

LISA TEMPLE: Lisa paints figurative portraiture and abstract expressionism, most often in oil and acrylic. Her background in dance and choreography always shows up on the canvas.

ANDREA HOLMES: Andrea is a Texas-based painter, muralist, and self-proclaimed bird nerd. She started painting Texas birds in 2013, and branched out to paint murals in 2020. You'll find Andrea's murals around downtown McKinney, as well as private homes and shops in the area.

