

# MillHouse Foundation

## FY2022 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 historic Cotton Mill in east McKinney to create a **CULTURAL HUB** for creative expression.





# 2022 MILESTONES

## Year of the Grant

### HIGHLIGHTS \*NEW IN 2022

### DATE

#### EVENTS

|   |          |
|---|----------|
| Winter Indoor ArtFest                     | February |
| *McKinney Garden Club: Home & Garden Tour | June     |
| *Wine and Walls MuralFest                 | June     |
| Summer Indoor ArtFest                     | August   |
| McKinney Art Studio Tour                  | November |
| Open Studio Days                          | December |

#### GRANTS (Approved for 2022 & 2023)

Grant Cycle  
October-December

1. \*McKinney Arts Commission:
  - a. 2022 Outreach Grant - \$3000.
  - b. 2023 Season Support Grant - \$16000
2. \*Visit McKinney:
  - a. 2022 Event Marketing - \$8500.
  - b. 2023 Event Marketing - \$5000
3. \*McKinney Community Development Corporation:
  - a. 2022 Event Marketing - \$5000.
  - b. 2023 Event Marketing - pending.

### 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.

# MillHouse2022 infographic PROGRAM HIGHLIGHTS

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

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### 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.

- Winter Indoor ArtFest - 1300+ visitors, 49 artists.
  - Wine & Walls MuralFest - 500 visitors, 17 artists, 10 artisan vendors, 2 wineries, 3 food trucks.
  - Summer Indoor ArtFest with 2500 visitors, 52 artists.
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### SPOTLIGHT



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

- 13 public art murals on the Cotton Mill exterior.
  - 450+ media posts to highlight artists & vendors.
  - Print media ads to highlight festivals.
  - 2 professional videos created to promote artists participating in festivals.
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### COLLABORATION



Elevate creative expression working with McKinney creatives and organizations.

- McKinney Garden Club Home Tour
  - Arts and Music Guild/McKinney Arts Studio Tour
  - Empty Bowls McKinney
  - Alliance of Elite Youth Leadership Internship
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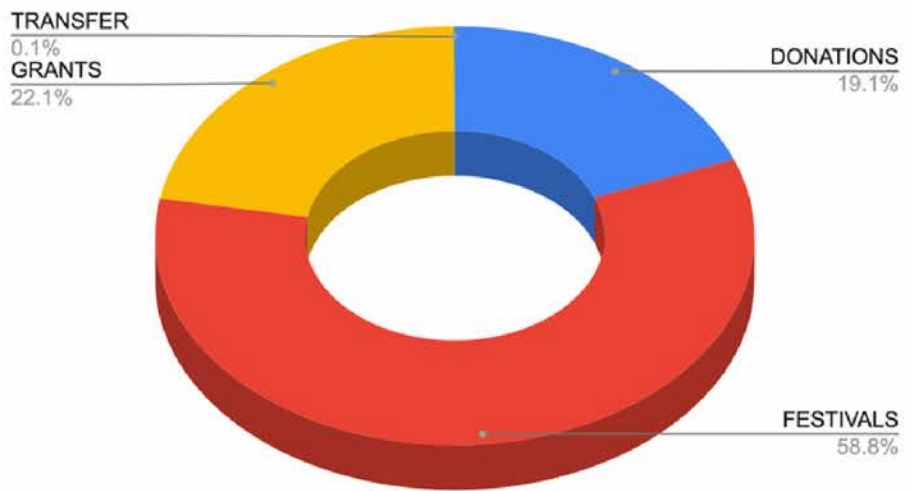
# FOUNDATION FINANCIALS

2021-2022 Revenue Doubled

## 2022 Revenue

|                      |                 |
|----------------------|-----------------|
| Donations            | \$11,893        |
| Festivals            | \$36,685        |
| Grants               | \$13,773        |
| Transfer to MhMk     | \$43            |
| <b>Total Revenue</b> | <b>\$62,394</b> |

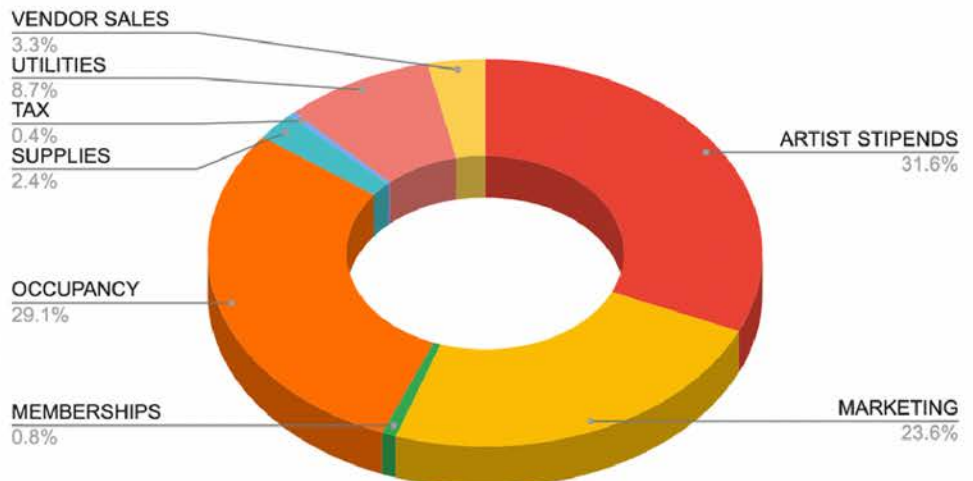
MillHouse Foundation 2022 Revenue



## Expenses:

|                       |                 |
|-----------------------|-----------------|
| Artist Stipends       | \$18,175        |
| Marketing             | \$13,541        |
| Memberships           | \$474           |
| Occupancy             | \$16,743        |
| Supplies              | \$1,358         |
| Tax                   | \$222           |
| Utilities             | \$5,015         |
| Vendor Sales          | \$1,920         |
| <b>Total Expenses</b> | <b>\$57,447</b> |

MillHouse Foundation 2022 Expenses



Net \$4,957



# LEADERSHIP

**DR. BETH BECK, CEO/EXECUTIVE DIRECTOR**

## **2022 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.

<https://millhousefoundation.org>