

MillHouse McKinney

FY2023 ANNUAL REPORT



**MILLHOUSE MCKINNEY IS A 501(C)(6) NONPROFIT MEMBERSHIP-BASED
BUSINESS LEAGUE THAT SUPPORTS WOMEN IN CREATIVE FIELDS.**

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



EVERY WOMAN IS AN ENTREPRENEUR AT HEART

*When women flourish, so do our
families and extended communities.*





2023 OUTLOOK

Steady Growth

The MillHouse facility at the McKinney Cotton Mill now boasts 14,000 sq. ft. of space with 30 private and open studios and two large gallery studios, a dedicated social space for co-working, a private conference room, two photography studios fully equipped with lighting, backdrops, and props, changing rooms, hair and makeup stations, large classroom space, and kitchen. The Atrium Hallway outside our facility has additional seating for meetings and conversations.

2022 marked a turning point with Covid-19, however outbreaks continued to plague the community. Families faced multiple rounds of sickness and child-care complications as exposure spread -- affecting MillHouse membership. Membership fluctuated throughout the year. For nearly every member that left, a new member joined. Member totals stayed mostly steady throughout the year and declined as holidays approached at the end of the year.

Two of our part-time staff members moved on to other endeavors, and we added two volunteer team members: Cindy Taylor, Graphic Designer, and Bailey Rush, Communications Strategist. The Executive team members, Beth Beck, Aimee Woolverton, and Dana Brock, continue to serve on a volunteer basis. When possible, we paid stipends for their effort.

MillHouseMcKinney 2022 PROGRAM HIGHLIGHTS

PRIMARY EXEMPT PURPOSE: SUPPORT FEMALE ARTISTS AND ENTREPRENEURS

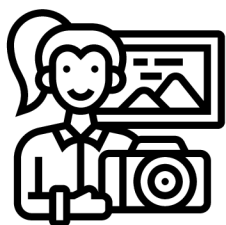
COLLABORATIVE WORK SPACE



Provide facility space for small business women to connect, conduct business, collaborate on projects, meet clients, and showcase their work.

- Increased daily attendance by 152% from 2022 to 3746 total, while membership increased slightly by 8%.
- Members reserved the shared conference room 245 times for client meetings and collaborative endeavors, up 168% from 2022.

CREATIVE SERVICES



Provide services to support the MillHouse facility, membership, programming, photography, and on-site film and photo shoots for the Cotton Mill.

- Members used the photography studios to conduct 317 sessions, up slightly from 2022.
- Support for 50 fashion, film, and photo production teams at the Cotton Mill that generated \$32,000 shared between MillHouse and the Cotton Mill..

ENHANCING EXPERTISE



Provide opportunities to showcase talents, enhance expertise and promote sales for small business women.

- Hosted 138 workshops, 47 Lunch Bunch speakers, and 48 yoga classes for a total of 233 programming events, a 25% decrease from 2022.
- Increased product sales by 58% over 2022, generating over \$41,000 in sales.
- Hosted two summer interns: one college junior, and one high school graduate.

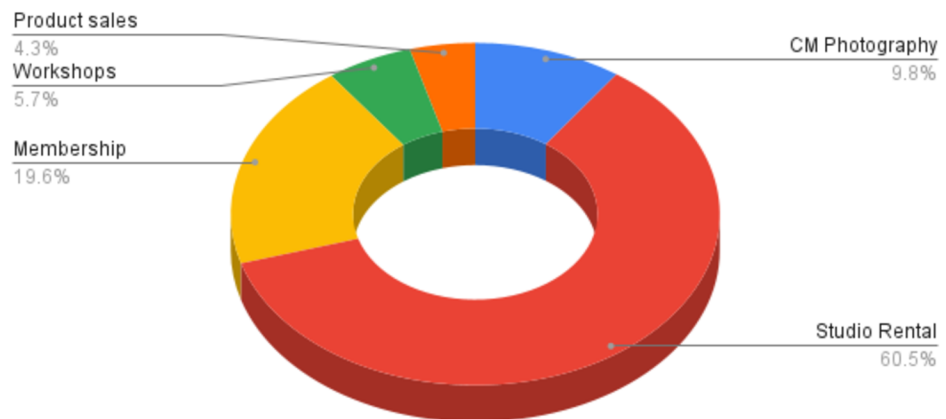


2023 FINANCIALS

Revenue

Studio Rental	\$104,588
Membership	\$33,911
CM Photography Rental	\$16,937
Workshops	\$9,845
Product sales	\$7,477
Subtotal	175,618

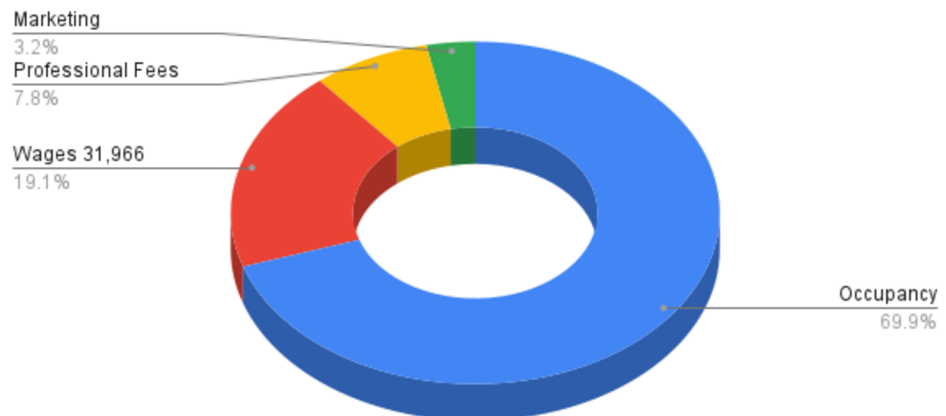
MillHouse McKinney 2021 Revenue



Expenses

Occupancy (Lease/energy)	\$116,903
Wages	\$31,966
Professional Fees	\$12,978
Marketing	\$5,384
Subtotal	\$167,507
Net Operating Income	\$8,111

MillHouse McKinney 2021 Expenses





LEADERSHIP

DR. BETH BECK, CEO/EXECUTIVE DIRECTOR

BOARD OF DIRECTORS

BETH BECK, PhD: Beth is a champion of collaborative practice that sparks unexpected creative business models, such as the MillHouse model. She retired from NASA after 33 years in federal service, and founded MillHouse McKinney in November, 2019. She serves as Board President.

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 one of the MillHouse McKinney founders and serves as Board Treasurer. She serves as MillHouse Art Director.

AIMEE WOOLVERTON: Award-winning photographer, entrepreneur, and founding owner of AimeeLouise. She creates digitally-painted fine art photography, available in local galleries. She serves as Board Secretary, as well as Creative Services Director for MillHouse McKinney.

CAROL BECK: Carol is a federal civil servant in Washington, DC., published author, and yoga instructor. She is one of the MillHouse McKinney founders, and serves as consultant, and Vice-President of the Board.

MILLHOUSE LEADERSHIP TEAM

BETH BECK, PHD: EXECUTIVE DIRECTOR

DANA BROCK: ART DIRECTOR

AIMEE WOOLVERTON: CREATIVE SERVICES DIRECTOR

CINDY TAYLOR: Graphic Designer

BAILEY RUSH: COMMUNICATIONS STRATEGIST