

MillHouse McKinney

FY2021 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 gather together
amazingness happens!*





2021 MILESTONES

Covid Vaccines = Back to Business

- **Covid vaccines created space for co-working and mask-less gatherings and events.**
- Doubled our membership from 38 to 72.
- Doubled our facility footprint: 5,500 to 12,000 sq. ft.
- Doubled our private studio space from nine to 18
 - and added 12 open studio spaces.
- Added two dedicated photography studios, three changing rooms, two hair/makeup stations, one conference room, one updated kitchen, two suite kitchenettes additional restroom.
- Hosted two college-bound summer interns.
- Increased Leadership team:
 - Member Engagement Coordinator
 - Added Monthly Member Events in March.
 - Grants and Product Coordinator
 - Developed New Member Kit and Member products.

MillHouse McKinney 2021 PROGRAM HIGHLIGHTS

PRIMARY EXEMPT PURPOSE: SUPPORT FEMALE ARTISTS AND ENTREPRENEURS

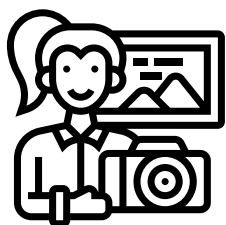
COLLABORATIVE WORK SPACE



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

- Doubled footprint to 12,000 sq. ft with 18 private studios, 12 open studios, and co-working space, private conference room, large workshop space, upgraded kitchen, two photography studios, four kitchenette/coffee stations.
 - Members doubled from 38 to 72 with 1880 daily co-work sign-ins.
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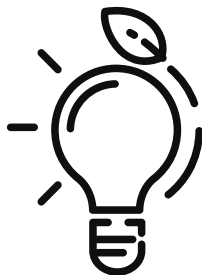
CREATIVE SERVICES



Manage facility, membership, programming, photography, and on-site film and photo shoots:

- Upgraded from shared studio to two dedicated studios, three hair/makeup stations, three dressing rooms.
 - Mentored for 15 member photographers; supported 241 studio sessions and **conducted X headshot and portfolio sessions;**
 - Support for over 195 fashion, film, and photo production teams at the Cotton Mill.
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ENHANCING EXPERTISE



Providing opportunities to showcase and enhance expertise and product sales for small business women.

- Hosted 64 workshops, 40 Lunch Bunch speakers, and 25 yoga classes with 2168 attendees.
 - Over \$9000 in member product sales, including a Holiday Pop-Up Shop which sold 214 items for over in one month.
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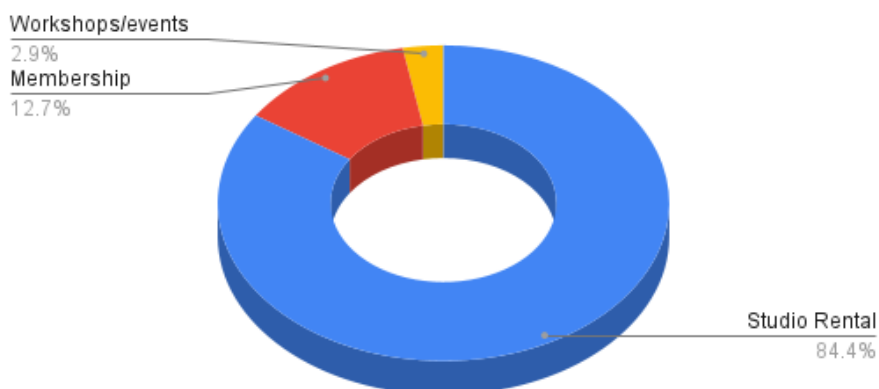
2021 FINANCIALS

Revenue:

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

Subtotal 175,618

MillHouse McKinney FY2020 Revenue

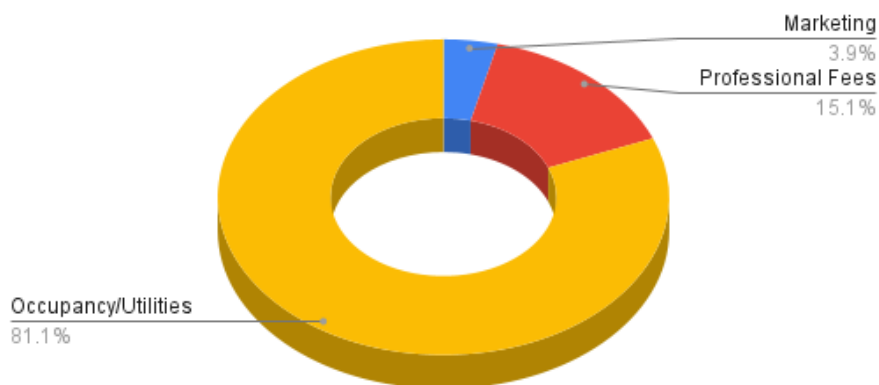


Expenses:

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 FY2020 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

WHITNEY WILSON: MEMBER SERVICES COORDINATOR

LESLI ROBERTSON: GRANTS AND PRODUCTS COORDINATOR