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May 22, 2016

Ms. Cindy Schneible
President
McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Dear Cindy,

On behalf of ManeGait, I would like to thank the McKinney Community Development Corporation for its grant funding in support of ManeGait's 2016 Gaitapalooza Festival. Attached please find a final report, which includes outcomes, financials and pictures from the event.

We are grateful to MCDC for its contribution to ManeGait Therapeutic Horsemanship programs and your work to improve the quality of life in McKinney and the development of our community as a whole.

Sincerely,

LeAnn M. AuBuchon
Marketing and Development Director
ManeGait Therapeutic Horsemanship



McKinney Community Development Corporation

Final Report – May 2016

Organization: ManeGait Therapeutic Horsemanship

Funding Amount: \$4,000

Promotional or Community Event Grant: Gaitapalooza 2016

Event Date: April 23, 2016

Event Location: 3160 N. Custer Rd, McKinney, TX 75071

Project Overview

Mission: At ManeGait Therapeutic Horsemanship, children and adults with disabilities move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community.

Founded in 2007 by community leaders Bill and Priscilla Darling and their daughter Landon Darling Schneider, ManeGait Therapeutic Horsemanship (ManeGait) is a PATH Premier Accredited Equine Center located on 14 beautiful acres of rolling pasture in McKinney, Texas.

ManeGait received an MCDC Promotional / Community Event Grant in support of the 2016 Gaitapalooza festival. On this special day, ManeGait's riding facility was open to the public and transformed into a carnival for adults and children of all ages.



Proceeds from Gaitapalooza support ManeGait's 2016 program goals:

- To increase annual clients served from 150 to 165 in 2016
- To expand the GaitWay to the Brain program by 50% (30 new participants in 2016)
- To expand the ManeGait's Veteran Program to serve 10 participants in 2016
- To ensure rider fees remain affordable for rider families (not to exceed 15% of operating budget)

Event Objectives and Results

As outlined in the grant application, the primary objectives of the Gaitapalooza festival were to:

1. *Raise financial support for ManeGait programs, which increases the quality of life for adults and children with disabilities*

Target Metric: Net event revenue estimated at \$68,000

Results: Net proceeds from the 2016 Gaitapalooza event raised \$46,300 in support of ManeGait riding programs.

2. *Raise awareness of ManeGait programs and increase community involvement as clients, volunteers, donors, and sponsors*

Target Metric: 800 attendees and 200 volunteers

Results: Approximately 500 guests and 100 volunteers attended this year's Gaitapalooza

Two important points about this metric:

- Due to the excessive rain the days before Gaitapalooza, the ground was far too muddy and wet to safely host the trail ride portion of the event. In the past, extended family and friends of our riders attended Gaitapalooza to watch their rider on the trail ride. With this portion of the event cancelled, many of these individuals did not attend. Also, fewer volunteers were needed to support the event. Therefore, our overall attendance was lower than projected.
- However, we were thrilled with how many new members of the community came to the event. These are families that were completely new to ManeGait. At check-in we had the opportunity to tell them about our programs and volunteer opportunities. When asked most had heard about the event through social media, event calendars, and other promotion.
- Our Facebook likes also increased by 200 the days leading up to and immediately after Gaitapalooza.

3. *Support the local community by promoting local businesses and providing a family-friendly activity for residents of McKinney and surrounding areas*

Results: Gaitapalooza was enjoyed by adults and children from McKinney and other North Dallas communities. The event featured petting zoo, food trucks, carnival games, arts and crafts, bounce houses, face painting, food trucks, and an opportunity to meet the ManeGait horses.

The event was also an opportunity to promote several local businesses sponsors, including The Burress Snellings Law Firm, McKinney Buick GMC, Republic Property Group, Camp Bow Wow Play Street Museum and Burns & McDonnell (engineering firm currently under contract with City of McKinney).



Feedback from the event attendees was overwhelmingly positive, and many of the families said they look forward to returning to Gaitapalooza next year!

Financial Report

Below is a breakdown of all promotional and event costs associated with Gaitapalooza.

Promotional Expenses ¹	
Banners and Promotional Signs	\$932
Public Relations / Promotion	\$925
Event T-Shirts	\$750
Total Promotional	\$2,607
Event Expenses	
Carnival Games and Prizes	\$1,367
Face painting, art, bounce house, petting zoo and table rental	\$2,173
ManeGait Plush Horses (for sale at event & future events)	\$1,465
Concessions	\$226
Decorations	\$261
Facilities	\$402
Total Event	\$5,894
Trail Ride Expenses	
Rider Gift Bags	\$397
Sponsor logos and Slinkies for horses to wear ²	\$1,780
Total Trail Ride	\$2,177
Total	\$10,677

Explanation of expenses:

1. When the MCDC Promotional/Community Event Grant was awarded, ManeGait believed the funding applied to all costs associated with Gaitapalooza (as the purpose of the event is to promote ManeGait and our community). Shortly before the event, our team revisited the terms of the grant and clarified with the MCDC Board that the funding was limited to promotional expenses for the event only. At that point it was too close to the date of the event to effectively use all the grant funds for promotional purposes. Therefore, ManeGait is requesting a portion (\$2,607) of the \$4,000 grant awarded by MCDC.
2. Expenses related to the Trail Ride included the gift bag for all our riders and the cost of decorating the horses with the sponsor logos. Since the trail ride could not take place the day of the event (because of the ground conditions), we were unable to use the decorative horse slinkies and sponsorship logos at this event. However, all these items can be reused for future horse shows and Gaitapalooza festivals.

Event Photographs



Promotion



McKINNEY
online

HOME THINGS TO DO NEWS RESTAURANTS + FOOD ARTS + CULTURE HEALTHY

MCKINNEY MAGAZINE | MARCH 2015 | GAITAPALOOZA FAMILY FUN DAY SATURDAY AT MANEGAIT

SHARE EMAIL PRINT Pin It Like 0

Gaitapalooza Family Fun Day Saturday at ManeGait

MANEGAIT THERAPEUTIC HORSEMANSHIP NEWS RELEASE



On Saturday, April 23, [ManeGait Therapeutic Horsemanship](#) will transform its site into a family-friendly carnival and raceway-themed showcase of its equestrian therapy programs during the [Sixth Annual Gaitapalooza](#).

The event takes place from 11 a.m. to 3 p.m. at 3160 N. Custer Rd. in McKinney. Attendees can watch riders demonstrating their equestrian abilities while also enjoying activities including bounce houses, face painting, a petting zoo, food trucks and more. Guests will also have the opportunity to tour the barns and meet the horses.

Our riders will have the opportunity to take a ride outside the arena by raising funds to sponsor their trail rides. Be sure to help your favorite rider or riders fundraise by sharing their personal donation page with friends and family. Every rider that signs up for Gaitapalooza has the goal of raising \$1,000.

Admission is \$5 at the door for children (adult admission is free). For more information call 469-742-9611 or visit [manegait.org](#).



ManeGait Therapeutic Horsemanship
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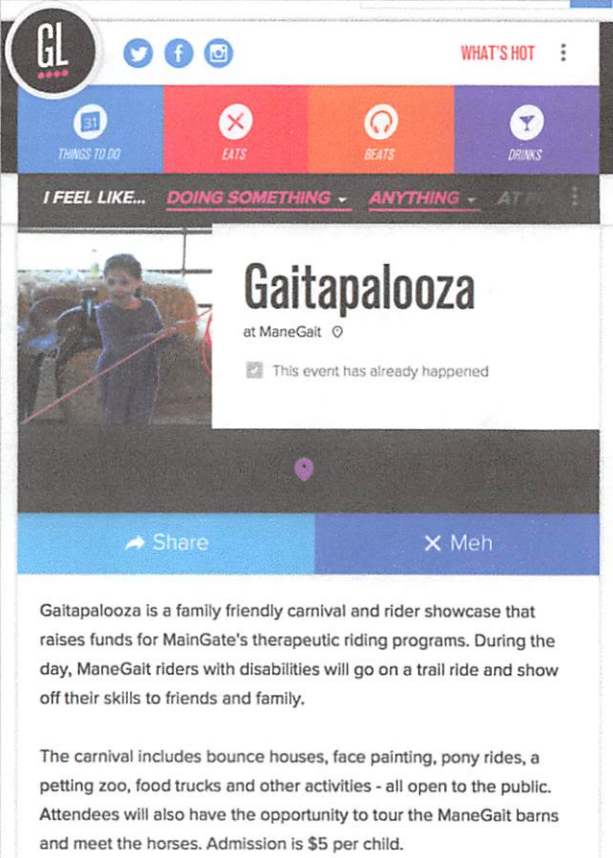
Special thank you to McKinney Community Development Corporation for their support of Gaitapalooza! <http://mckinneycdc.org/>



MCDC - Funding Community Projects, Activities & Events in McKinney, TX

McKinney Community Development Corporation promotes and preserves quality of life in McKinney, TX through grant funding of various community projects.

MCKINNEYCDC.ORG



Gaitapalooza
 at ManeGait

This event has already happened

Share Meh

Gaitapalooza is a family friendly carnival and rider showcase that raises funds for MainGate's therapeutic riding programs. During the day, ManeGait riders with disabilities will go on a trail ride and show off their skills to friends and family.

The carnival includes bounce houses, face painting, pony rides, a petting zoo, food trucks and other activities - all open to the public. Attendees will also have the opportunity to tour the ManeGait barns and meet the horses. Admission is \$5 per child.

Thank you to the McKinney Community Development Corporation for grant funding in support of the 2016 Gaitapalooza. We are grateful for MCDC's partnership with ManeGait and for your ongoing support of our mission.

Join in. Mount up. Ride tall.



ManeGait Therapeutic Horsemanship
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