



3160 N Custer Road
McKinney TX 75071
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May 15, 2018

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

Dear Cindy,

On behalf of ManeGait Therapeutic Horsemanship, I would like to thank the McKinney Community Development Corporation for its grant funding in support of the 2018 ManeGait Country Fair. Attached please find a final report, which includes outcomes, financials, and pictures from the event.

We are grateful to MCDC for helping to make this event a fabulous success and for your generous support of ManeGait programs, our riders, and the entire community of McKinney.

Our sincere thanks,

Susan Hansen
Chief Development Officer
ManeGait Therapeutic Horsemanship



McKinney Community Development Corporation

Final Report – May 2018

Organization: ManeGait Therapeutic Horsemanship

Funding Amount: \$5,000

Promotional or Community Event Grant: 2018 ManeGait Country Fair

Event Date: April 28, 2018

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 business and community leaders Bill and Priscilla Darling and their daughter, Landon Darling Schneider, ManeGait has had the privilege of serving North Texas for over 10 years. As a nonprofit organization, ManeGait's stewardship, business leadership, and community support have become the foundation for our center's growth and longevity. At the same time, proven program outcomes have led to a high demand for our services, creating ongoing opportunities to collaborate, innovate, and improve.



ManeGait received a \$5,000 MCDC Promotional / Community Event Grant in support of **marketing and promotion** for the **2018 ManeGait Country Fair** on Saturday, April 28. The event was held on ManeGait's 14-acre property in northwest McKinney offering wholesome fun for over 1,500 North Texas residents. All proceeds benefit ManeGait's therapy programs serving our special needs riders.



Goals and Objectives Achieved

Goals & Objectives of the 2018 ManeGait Country Fair

1. To 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 \$60,000
Results: Proceeds from the 2018 Country Fair netted \$75,674 in support of ManeGait riding programs.

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

Target Metric: 1,500 attendees and 150 volunteers
Results: Approximately 1,900 guests and 150 volunteers attended this year’s Country Fair

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

Results: The 2018 ManeGait Country Fair was enjoyed by adults and children from McKinney and other North Dallas communities. The event featured a petting zoo, pony rides, 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 Avalon Consulting, Independent Bank, and Paine Insurance Group. *Feedback from the event attendees was overwhelmingly positive, and many of the families said they look forward to returning to 2019 ManeGait Country Fair next year!*

Financial Report

Below is a breakdown of all promotional and event costs associated with the 2018 ManeGait Country Fair.

Promotional Expenses	
1. Cumulus Radio- KSCS 96.3 FM	2,255
2. Frisco Style Magazine	935
3. Alpha Media- KLAK 97.5	250
4. Community Profile- Plano Profile	595
5. Community Impact Newspaper	980
6. Facebook Boost	245
Total	\$ 5,260

Explanation of expenses:

1. KSCS 96.3 – 30 (15 second) advertising spots from 4/21 - 4/27. (120,600 reach)
2. Frisco Style Magazine – ¼ page ad in the April 2018 Magazine (66,000 reached)
3. Alpha Media- KLAK 97.5 – 20 (30 second spots) for ManeGait Country Fair from 4/16 through 4/27 (70,000 reach)
4. Plano Profile – ¼ page add in April 2018 Magazine (50,000 reached)
5. Community Impact Newspaper – ¼ page add in April 2018 Magazine (70,609 reached)
6. Facebook Event Page Boost – 55,000 reach, 2700 Views 1400 Responses - [2018 ManeGait Country Fair Event Facebook Page](#)

Sample of Print Marketing and Outreach

Presented by: **RANDALL REED'S PRESTIGE FORD** **RAD AD-IDES.COM**

ManeGait Country Fair

SATURDAY APRIL 28

ManeGait Therapeutic Horsemanship
3160 N Custer Rd *McKinney*

Advance ticket discounts at www.ManeGait.org

FUNDED IN PART BY **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

ManeGait Therapeutic Horsemanship

Posted by Danna Hamann
April 26 at 5:32 PM

Tomorrow (Friday) is the **LAST DAY** to purchase discount tickets to the **ManeGait Country Fair!** Order your tickets online today at www.ManeGait.org/countryfair

It's going to be a **FABULOUS** day!
#manegaitcountryfair

MANEGAIT.ORG
2018 ManeGait Country Fair
CARNIVAL GAMES • CONTESTS • CRAFTS • B...

ManeGait Therapeutic Horsemanship shared their event.

Posted by Danna Hamann
April 17

Spread the word ... **ManeGait Country Fair** is almost here!

SO MUCH FUN FOR KIDS: carnival games, bounce houses & Nerf zone, pony rides, petting zoo, crafts, contests ... AND FOR ADULTS TOO: beer &... See More

SAT, APR 28
ManeGait Country Fair
ManeGait Therapeutic Horsemans...

GOING

Brought to you by  and  **RAD-DES.COM**



..... **SATURDAY**
APRIL 28

ManeGait Therapeutic Horsemanship
 3160 N Custer Rd *McKinney*

11AM to 4PM

ADMISSION:
\$25 per CAR

FUN FOR THE whole FAMILY!



CARNIVAL GAMES



LIVE MUSIC



PONY RIDES



PETTING ZOO



BOUNCE HOUSES



BEER & WINE GARDEN



FOOD TRUCKS

..... All Games & Entertainment Included
Advance ticket discounts at www.ManeGait.org



★ **PROCEEDS BENEFIT MANEGAIT THERAPEUTIC HORSEMANSHIP** ★

 **Bobcat.**
 of DALLAS • LEWISVILLE
 DALLAS • CEMER HILL
 DALLAS • MCKINNEY
 FORT WORTH
 LONGVIEW


ASHFORD

TUPPS
 BREWERY



FUNDED IN PART BY
**MCKINNEY
 COMMUNITY
 DEVELOPMENT
 CORPORATION**



OUR 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, caring community.



MCDC 48" x 72" Event Banner



Event Photographs



Online Promotions

2018 ManeGait Country Fair Event Facebook Page

Facebook Event Advertising: 55,000 reach, 2,700 Views 1,400 Responses

The following messages were posted on the Country Fair Facebook Event page by attendees after the event.



Eric Freeman Awesome event I'm glad my family enjoyed it !

Like · Reply · Message · 3w



Rachel Mortis McManis Our family had a great time! Nerf Battlefield was a big hit, as well as the carnival games and magic show. My girls enjoyed the crafts and meeting the horses. Pricing was perfect! Don't change a thing!

Like · Reply · Message · 3w



Mendy Lea We had so much fun! Thank you to everyone and especially Susan Hansen for organizing this great event!

Like · Reply · Message · 3w



Kathryn Wiginton Reynolds This was an amazing event! Thank you for all you do! My 3 kids had a blast! Ready for next year!

Like · Reply · Message · 3w



Shonda Russell Chiotti What an incredible location/set up/events! We loved it and after 3.5 hours there, we still weren't ready to leave when ya'll closed down at 4. 😊 From the carnival games (no lines and set up was perfect) to the magician and singers to the pony rides, just was all wonderful! Thank you!

Like · Reply · Message · 3w



"The activities were great. Music, food, animals, everything. Your place is lovely and everyone was very warm and welcoming. It couldn't have been a more beautiful day! Can't wait for next year. I think what you do here with the horses is amazing! Thank you!" -- Country Fair Attendee

Performance against metrics outlined in application

With the marketing and promotional support of MCDC, ManeGait's 2018 ManeGait Country Fair exceeded all success measures:

1. Raise financial support

- Gross event revenue
 - Target: \$83,000
 - Actual: \$92,196
- Net event revenue
 - Target: \$60,000
 - Actual: \$75,674

2. Raise awareness

- Number of media mentions and advertisements:
 - Number of radio spots - 50 total
 - Total listening audience for radio ads - 190,000
 - Total print ad reach - 186,000
- Number of social media posts / reach:
 - 55,000 people reached
 - 2,700 people viewed the event post
 - 1,400 people responded to the event post
- Event Attendance
 - Target: 1,500
 - Actual: 1,900

3. Build community partnership and promote local businesses

- McKinney organizations participating as vendors:
 - TUPPS
 - Playstreet Museum
 - Kona Ice
 - Farm House Fresh
 - Nothing Bundt Cakes
 - City of McKinney Parks & Rec
 - Canes
 - Walmart
 - Mounted Police
 - McKinney Fire Department
 - McKinney Police Department
 - Stark Magic
- McKinney business/organizations with sponsorship recognition at event:
 - MCDC
 - Avalon Consulting
 - VFW
 - Independent Bank
 - Paine Insurance Group

Thank you to the McKinney Community Development Corporation for grant funding in support of the 2018 ManeGait Country Fair. We are grateful for MCDC's partnership with ManeGait and for your ongoing support of our mission.

Join in. Mount up. Ride tall.

