



3160 N Custer Road  
McKinney TX 75071  
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May 15, 2019

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 grant funding in support of marketing and promotions for the 2019 ManeGait Country Fair. We are thrilled with the turnout of the event and the feedback we received from our attendees, sponsors, and partners.

Attached please find a final report for this grant, which includes outcomes, financials, pictures, and a sample of the marketing and promotional materials.

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

Sincerely,

Danna Hamann  
Marketing and Development Director

ManeGait Therapeutic Horsemanship



## McKinney Community Development Corporation

### Final Report – May 2019

**Organization:** ManeGait Therapeutic Horsemanship

**Funding Amount:** \$8,000

**Promotional or Community Event Grant:** 2019 ManeGait Country Fair

**Event Date:** April 27, 2019

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

#### *Project Overview*

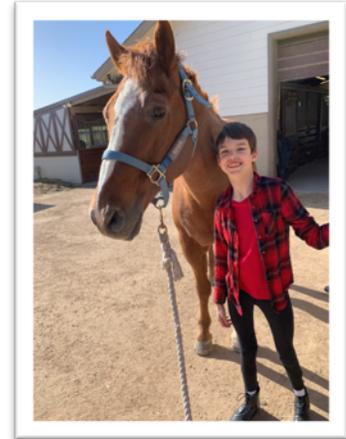
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**Mission: At ManeGait Therapeutic Horsemanship, children and adults with disabilities move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community.**

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 11 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 \$8,000 MCDC Promotional and Community Event Grant in support of **marketing and promotion** for the **2019 ManeGait Country Fair** on Saturday, April 27.

The event was held on ManeGait's 14-acre property in northwest McKinney offering old-fashioned family fun for over 2,000 North Texas residents. All proceeds benefit ManeGait's therapy programs serving children and adults with disabilities.



## Goals and Objectives Achieved

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### Goals & Objectives of the 2019 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:** Actual net revenue was \$59,938

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 **2,000 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 2019 ManeGait Country Fair was enjoyed by adults and children from McKinney and other North Dallas communities. The event featured a petting zoo, pony rides, carnival games, arts and crafts, bounce houses, face painting, food park, and an opportunity to meet the ManeGait horses.

The event was also an opportunity to promote several local businesses sponsors, including Independent Bank, Bob Tomes Ford, Brandon Tomes Subaru, TUPPS Brewery, Bobcat of McKinney, Blink Eyecare, FarmHouse Fresh, and Raising Cane’s. ***Feedback from the event attendees was overwhelmingly positive. Many families had attended last year and many more look forward to returning to the 2020 ManeGait Country Fair!***

## Financial Report

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Below is a breakdown of all promotional and event costs associated with the 2019 ManeGait Country Fair. **Receipts for the first \$8,000 in expenses (1-8 below) are enclosed for reimbursement.**

<b>Promotional Expenses</b>	
1. Cumulus Radio- KSCS 96.3 FM & KPLX 99.5	3,999
2. Frisco Style Magazine	935
3. Alpha Media- KLAK 97.5	250
4. Community Local Profile – Collin County	595
5. Community Impact Newspaper	980
6. The Art of Living Beautifully	600
7. Star Local Newspapers	612
8. Facebook/Instagram Boosted Posts	305
9. DiscountMugs - Giveaway bags	2,125
10. UPrinting - event tickets branded w/MCDC logo	87
<b>Total</b>	<b>\$10,488</b>

**Explanation of expenses:**

1. KSCS 96.3 & KPLX 99.5 – 38 total (15 second) advertising spots the week of 4/22 (247,500 reach)
2. Frisco Style Magazine – ¼ page ad in the April 2019 Magazine (66,000 circulation)
3. Alpha Media- KLAK 97.5 – 20 (30 second spots) for ManeGait Country Fair from 4/16 through 4/26 (70,000 reach)
4. Local Profile Collin County – ¼ page add in April 2019 Magazine (50,000 circulation)
5. Community Impact Newspaper – ¼ page add in April 2019 Magazine (74,400 circulation)
6. The Art of Living Beautifully eMagazine – Full-page ad & featured blog article from editor
7. Star Local Newspapers – Plano, Allen, Fairview, Celina, Frisco, McKinney (127,000 circulation)
8. Facebook Event Page/Post Boost – 40,160 impressions
9. DiscountMugs Giveaway Bags – tote bags branded with sponsor logos, given to first 500 families at the fair
10. Uprinting - Professionally printed tickets given to sponsors and partners – 150 distributed

**Sample of Marketing and Outreach**

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**Radio Spot (15 second):** IT'S THE MANEGAIT COUNTRY FAIR WITH PONY RIDES, PETTING ZOO, AND FAMILY FUN THIS SATURDAY 11 TO 4 IN MCKINNEY! BENEFITING SPECIAL NEEDS RIDERS AT MANEGAIT THERAPEUTIC HORSEMANSHIP. PRESENTED BY GOLD MEDAL POOLS, AND FUNDED IN PART BY MCKINNEY CDC. MANEGAIT COUNTRY FAIR THIS SATURDAY, ON CUSTER RD, JUST NORTH OF 380!

**Radio Spot (30 second):** ENJOY OLD-FASHIONED FUN WITH PONY RIDES, A PETTING ZOO, AND GAMES FOR ALL AGES AT THE MANEGAIT COUNTRY FAIR THIS SATURDAY 11 TO 4 IN MCKINNEY! BENEFITING SPECIAL NEEDS RIDERS AND VETERANS AT MANEGAIT THERAPEUTIC HORSEMANSHIP. PRESENTED BY GOLD MEDAL POOLS AND FUNDED IN PART BY MCKINNEY COMMUNITY DEVELOPMENT CORPORATION. THE MANEGAIT COUNTRY FAIR THIS SATURDAY ON CUSTER RD JUST NORTH OF 380.

**Printed Tickets:**



Presented By:  SANDLER'S GOLD MEDAL POOLS

 ManeGait  
**Country Fair**  
★★★★

**SATURDAY**  
**APRIL 27**  
ManeGait Therapeutic Horsemanship  
3160 N Custer Rd ★ McKinney

11 AM to 4 PM | **ADMISSION:**  
**\$25** per CAR

**FUN FOR THE WHOLE FAMILY!**

**All Games & Entertainment Included**  
Advance discount tickets at [www.ManeGait.org](http://www.ManeGait.org)

 FUNDING IN PART BY  
McKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION



Proceeds benefit ManeGait Therapeutic Horsemanship

**Giveaway Bags** - These bags were a big hit with our attendees and a great way to promote our sponsors! They were given out to the first 500 families when they entered the fair. Many parents used it to carry their children's arts and crafts, prizes, or merchandise purchases at the fair.



MCDC 48" x 72" Event Banner



All Sponsor Banner



**ManeGait Country Fair** *Presented By:*   
**SANDLER'S GOLD MEDAL POOLS**

 **SATURDAY**  
**APRIL 27**  
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](http://www.ManeGait.org)*



**OUR GENEROUS SPONSORS:**

**• PROCEEDS BENEFIT MANEGAIT THERAPEUTIC HORSEMANSHIP •**

**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.

## Social Media Outreach and Comments

2019 ManeGait Country Fair Event Facebook Page: <https://www.facebook.com/events/2321495458074110/>

**ManeGait Country Fair**  
 Presented By: SANDLER'S GOLD MEDAL POOLS  
**SATURDAY APRIL 27**  
 ManeGait Therapeutic Horsemanship  
 3160 N Custer Rd McKinney  
 Advance ticket discounts at [www.ManeGait.org](http://www.ManeGait.org)

**APR 27** **ManeGait Country Fair**  
 Public · Hosted by ManeGait Therapeutic Horsemanship

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**Donna Jefferson** We had a wonderful time and plan to make it an annual tradition!! Thank you for the great memories!! ❤️ 😊 🐾

Like · Reply · Message · 2w
- 

**Juan del Valle** Blessed day!

Like · Reply · Message · 2w
- 

**Ryan Duke Rhynes** We had fun!

Like · Reply · Message · 2w
- 

**Brandy Gibson-ramsey** We enjoyed our time there and will be back again.
- 

Like · Reply · Message · 2w
- 

**Toni Latham Bramley** Great time for a great cause! ...

Like · Reply · Message · 2w
- 

**Sara Snellings** We had a great time! Looking forward to next year ❤️

- Kathy Morelli Lamb** It was a wonderful event! Thank you to everyone who worked so hard to make it such a wonderful experience you are very much appreciated!! 🍷 🌸 🌟

Like · Reply · Message · 2w
- Donna Jefferson** What a wonderful day! We had so much fun!! Thank you to all the volunteers and sponsors for putting on such a cool event!! We are already excited for next year!! ❤️ 🐾 🍷 🌟

Like · Reply · Message · 2w
- Sue Tr** Thank you! We had a blast! Beautiful day!

Like · Reply · Message · 2w



29 likes

**ksadya4** Our favorite fair in Texas, the @Manegait Country Fair. Perfect day, happy kids. #manegait #manegaitcountryfair #smalltownfair #bigtimefun

APRIL 27

*Event Photographs*



## *Performance against metrics outlined in application*

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With the marketing and promotional support of MCDC, ManeGait's 2019 ManeGait Country Fair met or exceeded all success measures:

### **1. Raise financial support**

- Gross event revenue
  - Target: \$83,000
  - Actual: \$92,375
- Net event revenue
  - Target: \$60,000
  - Actual: \$59,938 – Expenses were a bit higher this year due to investment in new games and reusable décor and the purchase of giveaway bags to increase recognition for our sponsors.

### **2. Raise awareness**

- Number of media mentions and advertisements:
  - Number of radio spots - 58 total
  - Total listening audience for radio ads - 317,500
  - Total print ad circulation - 317,400
- Number of social media posts / reach:
  - 40,160 impressions on Facebook/Instagram Ads
  - 31,700 reach on 22 posts
  - 2,100 people responded to the Facebook event
- Event Attendance
  - Target: 1,500
  - Actual: 2,000

### **3. Build community partnership and promote local businesses**

- McKinney organizations participating as partners:
  - TUPPS
  - Kona Ice
  - McKinney Parks & Rec
  - Raising Cane's
  - McKinney Mounted Police
  - Stark Magic
  - The Art of Living Beautifully
- McKinney business/organizations with sponsorship recognition at event:
  - MCDC
  - Independent Bank
  - Brandon Tomes Subaru
  - Bob Tomes Ford
  - Bobcat McKinney
  - Blink Eyecare
  - Phillips Realty Group
  - FarmHouse Fresh

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Thank you to the McKinney Community Development Corporation for grant funding in support of the 2019 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.**

