



TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by ManeGait Therapeutic Horsemanship (PC #20-10) in the Amount of \$7,000 for the Advertising, Marketing and Promotion of the 2020 ManeGait Country Fair.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- ManeGait Therapeutic Horsemanship is requesting \$7,000 to be used for advertising, marketing and promotion of the 2020 Country Fair.
- The event will be held on April 25, 2020 at ManeGait.
- Modeled after old-fashioned county fairs, the event will feature fun for the whole family.
- Target audience includes friends of ManeGait and families from Dallas, Denton, Collin, Grayson and Rockwall Counties.
- Estimated attendance is 1,800 visitors; 150 volunteers.

BACKGROUND INFORMATION:

- ManeGait Therapeutic Horsemanship was founded by Bill and Priscilla Darling and their daughter Landon, in 2007. It is a 501(c)(3) nonprofit corporation.
- The mission of ManeGait is to ensure that 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.
- ManeGait riders range from 4 to 93 years of age.

FINANCIAL SUMMARY:

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants

\$75,000.

- MCDC provided a grant of \$8,000 for the 2019 ManeGait Country Fair.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)