



18-1088

TITLE:

Consider/Discuss Promotional and Community Event Grant Application Submitted by ManeGait Therapeutic Horsemanship (PC #19-07) in the Amount of \$8,000 for the Advertising, Marketing and Promotion of the 2019 ManeGait Country Fair

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: December 20, 2018

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- ManeGait Therapeutic Horsemanship is requesting \$8,000 to be used for advertising, marketing and promotion of the 2019 Country Fair.
- The event will be held on April 27, 2019 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 1,500 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 Promotional and Community Event grants for FY 19 is \$150,000, \$75,000 for Cycle I applicants, and \$75,000 for Cycle II applicants.
- MCDC provided a grant of \$5,000 for the 2018 ManeGait Country Fair.

SUPPORTING MATERIALS:

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