

# CITY OF McKINNEY, TEXAS

## Legislation Text

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**File #:** 20-0071, **Version:** 1

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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:**

- MCDCC's allocation for FY 20 Cycle I Promotional and Community Event grants \$75,000.
- MCDCC provided a grant of \$8,000 for the 2019 ManeGait Country Fair.