



McKinney Community Development Corporation

Final Report – May 2025

Organization: ManeGait

Funding Amount: \$10,000

Promotional or Community Event Grant: 2025 ManeGait LIVE! – Country Fair and Concert

Event Date: April 26, 2025

Event Location: 402 East Louisiana Street, McKinney, TX 75069

Mailing Address: 4261 E. University Dr. #30-253 Prosper, TX 75078

Project Overview

Mission: At ManeGait, 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 18 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 \$10,000 MCDC Promotional / Community Event Grant in support of **marketing and promotion** for the **2025 ManeGait LIVE event** on Saturday, April 26. The event was held at TUPPS Brewery's new location, while the Beacon Project construction is underway at ManeGait. All proceeds benefit ManeGait's therapy programs serving our special needs riders.



Goals and Objectives

Major Goals of this Event

1. To raise financial support for ManeGait programs, which increases the quality of life for adults and children with disabilities.
2. To raise awareness of ManeGait programs and increase community involvement as clients, volunteers, donors, and sponsors.
3. To support the local community by promoting local businesses and providing a family-friendly activity for residents of McKinney and the surrounding areas.

Event Offering and Schedule

Country Fair (Noon – 6 PM) FREE ADMISSION FOR ALL AGES

Activities: • Inflatables • Face Painting • Carnival Games • Petting Zoo • Craft Corner • Axe Throwing • Climbing Wall • Mechanical Bull Riding • Euro Bungee

Food & Drink for Purchase: • TUPPS Kitchen • Kona Ice • Fresh Mex Food Truck • Java Journey • Drip-n-Roll • JilliBean BBQ • Beer & Wine

LIVE Concert & HippieFest coordinated by Maylee Thomas and Texas Homegrown Music.

Texas Homegrown Music Stage:

- Shawn Fussell Band - 12:30 PM
- The Imaginaries - 2:00 PM
- Maylee Thomas Band - 3:30 PM
- Dallas Burrow - 5:00 PM



McKinney Stage:

The Ruckus Duo

- 1:30 PM
- 3:00 PM
- 4:30 PM



Financial Report

Below are the projected and actual budgets from ManeGait LIVE at the 'Gait.

2025 ManeGait LIVE – Country Fair and Concert Budget

Income Sources	2025 Budget	2025 Actuals
Sponsorship Totals	\$195,500	\$183,000
Raffle	\$6,000	\$2,768
Merchandise Sales	\$1,500	\$960
Donations	\$500	\$682
Total Income	\$203,500	\$187,410
Total Expenses	\$64,552	\$53,765
Net Revenue	\$138,948	\$133,645
		37% increase over 2024

Below is a breakdown of all promotional and event costs associated with the 2025 ManeGait LIVE.

	Expense	Amount
1	Meta (Facebook/Instagram) Ads – Content Boosts	\$725.25
2	Meta (Facebook/Instagram) Ads – Content Boosts	\$187.33
3	Meta (Facebook/Instagram) Ads – Content Boosts	\$393.52
4	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
5	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
6	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
7	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
8	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
9	Meta (Facebook/Instagram) Ads – Content Boosts	\$194.92
	Total Meta Ads – Content Boosts	\$6,001.02
10	KLAK Radio Ads	\$1,080
11	KHYI - 40 ads, on location broadcast	\$2,200
12	UPS – 100 Posters	\$100
13	Spotify Ads	\$504.41
14	Spotify Ads	\$520.26
		\$10,405.69

Performance against metrics outlined in application

1. Raise financial support

- Gross event revenue (targeted at \$203,500; **actual \$187,410**)
- Net event revenue (targeted at \$138,948; **actual \$133,645**)

2. Raise awareness

- Number of social media posts / impressions:
 - Total of 11 posts on social media.
 - Collectively, 2.3M impressions.
- Number of media mentions and advertisements
 - 100 Posters at 40+ local businesses
 - 36 – 60-second ads on 97.5 K-LAKE
 - 40 – 60-second ads on 95.3 KHYI The Range
 - 30-second ads on Spotify – 176,594 impressions

- **Event Attendance (targeted at 2,600): TUPPS estimated there were over 5,000 attendees!**

3. Build community partnership and promote local businesses. ManeGait LIVE was a terrific opportunity to feature and bring new guests to TUPPS Brewery. Other McKinney-based partners recognized and promoted at ManeGait LIVE include:

Encore Wire Corp
Independent Financial
Love Life Foundation
Maylee Thomas Band

McKinney Community Development Corporation
Painted Tree McKinney
SRS Raise the Roof Foundation
Tomes Auto Group
Tradition Homes

Thank you to the McKinney Community Development Corporation for grant funding in support of the 2025 ManeGait LIVE. We are grateful for MCDC's partnership with ManeGait and your ongoing support of our mission.

Join in. Mount up. Ride tall.



Sample of Marketing and Outreach

Website Banner

LIVE AT THE GAIT
ManeGait
ManeGait.org/LIVE

. SATURDAY .
APRIL 26

TUPPS BREWERY
402 E Louisiana St
McKinney TX

TUPPS BREWERY

Country Fair & CONCERT

BENEFITING MANEGAIT

SPONSORED BY

NEW YORK LIFE
Dallas Fort Worth
General Office

TOMES AUTO GROUP

MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

ROCKHILL
CAPITAL & INVESTMENTS

NOON - 6 PM FREE ADMISSION

INFLATABLES • CARNIVAL GAMES • PETTING ZOO
FACE PAINTING • AXE THROWING • CLIMBING WALL
CRAFT CORNER • FOOD TRUCKS • BEER & WINE
LIVE MUSIC • STILT WALKERS • AND MORE

TEXAS HOMEGROWN MUSIC
BY MAYLEE THOMAS

Maylee's Hippie Fest

KUBOTA STAGE

12:30 PM	Shawn Fussell Band
2:00 PM	The Imaginaries
3:30 PM	Maylee Thomas Band
5:00 PM	Dallas Burrow

MCKINNEY STAGE

The Ruckus Duo

1:30 PM
3:00 PM
4:30 PM

BENEFITING MANEGAIT



. SATURDAY .
APRIL 26

TUPPS BREWERY
402 E LOUISIANA ST.
MCKINNEY, TX

MANEGAIT.ORG/LIVE





Country Fair & CONCERT

NOON - 6 PM FREE ADMISSION

INFLATABLES • CARNIVAL GAMES • PETTING ZOO • FACE PAINTING
AXE THROWING • CLIMBING WALL • CRAFT CORNER • FOOD TRUCKS
COWBOY COSTUME CONTEST • BEER & WINE GARDEN • AND MORE!



PRESENTS



KUBOTA STAGE

12:30 PM **Shawn Fussell Band**

2:00 PM **The Imaginaries**

3:30 PM **Maylee Thomas Band**

5:00 PM **Dallas Burrow**

MCKINNEY STAGE

The Ruckus Duo

1:30 PM

3:00 PM

4:30 PM

LIVE MUSIC • STILT WALKERS
• HIPPIE COSTUME CONTEST
CRAFTS • LOCAL ARTISANS



OUR GENEROUS SPONSORS



Dallas Fort Worth
General Office



McKINNEY COMMUNITY
DEVELOPMENT CORPORATION





Online Promotions



ManeGait created an event.

Published by Mady White



· March 14 ·

ManeGait LIVE! - Country Fair & Concert
SATURDAY, APRIL 26
 TUPPS BREWERY
 402 E Louisiana St
 McKinney TX

NOON - 6 PM FREE ADMISSION

INFLATABLES • CARNIVAL GAMES • PETTING ZOO
 FACE PAINTING • AXE THROWING • CLIMBING WALL
 CRAFT CORNER • FOOD TRUCKS • BEER & WINE
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SPONSORED BY
 NEW YORK LIFE
 Dallas Fort Worth General Office
 TUMES AUTO GROUP
 MCDC
 ROCK HILL

Sat, Apr 26

ManeGait LIVE! - Country Fair & Concert

TUPPS Brewery

85 Went · 1,786 Interested



ManeGait is with Texas Homegrown Music and 2 others.

Published by Mady White



· 22h ·

A huge THANK YOU to our incredible sponsors and everyone who joined us for this year's ManeGait LIVE! – Country Fair & Concert featuring HippiieFest!

We are beyond grateful to be part of such a wonderful, supportive community. Can't wait to see y'all next year for more fun at the fair! 🎉🎸

🙌🌸 Special thank you to Maylee Thomas and [Texas Homegrown Music](#) for producing an incredible concert line-up.

Thank you to our Sponsors

PRESENTING
 NEW YORK LIFE
 Dallas Fort Worth General Office

BLUE RIBBON
 AMERICAN NATIONAL BANK OF TEXAS
 GARDEN CITY
 KUBOTA
 KUNZ FAMILY
 TEXAS COUNTER FITTERS
 THEATER ADVICE
 THE REDDEN GROUP
 TOYOTA MUSIC FACTORY

WINNER'S CIRCLE
 PRIS AND BILL DARLING
 DAYSTAR LANDSCAPES, INC
 ENCORE WIRE CORPORATION
 SOUTHWESTERN INTERIORS
 TRADITION HOMES

FRIEND OF MANEGAIT
 BLOOMFIELD HOMES

ENTERTAINMENT
 TUMES AUTO GROUP

PROMOTIONS
 MCDC
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

TRIPLE CROWN
 CK HILL CAPITAL & INVESTMENTS
 SDI GROUP, INC
 ES RAISE THE ROOF FOUNDATION
 TUPPS BREWERY

GRAND CHAMPION
 INDEPENDENT FINANCIAL
 LOVE LIFE FOUNDATION
 WEBB IMPACT FOUNDATION

Event Photographs













