



23-0013

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by ManeGait Therapeutic Horsemanship (PC 23-08) in the Amount of \$12,500 for the Advertising, Marketing and Promotion of the 2023 ManeGait LIVE at the Gait Country Fair and Concert.

**COUNCIL GOAL:** 1: Direction for Strategic and Economic Growth  
1D: Leverage the existing partnerships with MEDC and MCDC

**MEETING DATE:** January 26, 2023

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- ManeGait Therapeutic Horsemanship is requesting \$12,500 for the advertising, marketing and promotion of the 2023 ManeGait LIVE.
- The event will be held on April 29, 2023 at ManeGait.
- Target audience includes friends of ManeGait and families from Dallas, Denton, Collin, Grayson, Tarrant and Rockwall counties.
- Estimated attendance is 2,200 visitors and over 100 volunteers.
- Entrance fee will be \$40 per carload (that is an average of \$6.67 to \$10 per person for a group of 4 to 6 people).

**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 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.

- MCDC awarded ManeGait a grant in the amount of \$7,500 for the advertising, marketing and promotion of the 2022 ManeGait Country Fair.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation

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