

CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 23-0013, **Version:** 1

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