



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 25-2366, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by ManeGait Therapeutic Horsemanship (PC 25-10) in the Amount of \$12,500.00 for the Advertising, Marketing and Promotion of the 2025 ManeGait LIVE Country Fair and Concert.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2025

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 2024 ManeGait LIVE event.
- The event will be held on April 26, 2025, at TUPPS.
- Target audience includes friends of ManeGait and families from Dallas, Denton, Collin, Grayson, Tarrant and Rockwall counties.
- Estimated attendance is 2,600 visitors plus more than 100 volunteers.
- Admission to the event will be free.

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.
- ManeGait programs include Equine Therapy, GaitWay to the Brain, Therapeutic Carriage Driving, and ManeGait to Freedom (military vets and first responders).

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- MCDC awarded ManeGait a grant in the amount of \$9,000 for the advertising, marketing and promotion of the 2024 ManeGait Country Fair.

SUPPORTING MATERIALS:

- Application Packet
- Presentation