

Quick Facts

A **\$4 billion** industry

Generates **80,000 - 100,000** direct and indirect jobs

Our state's **#1 cash crop**

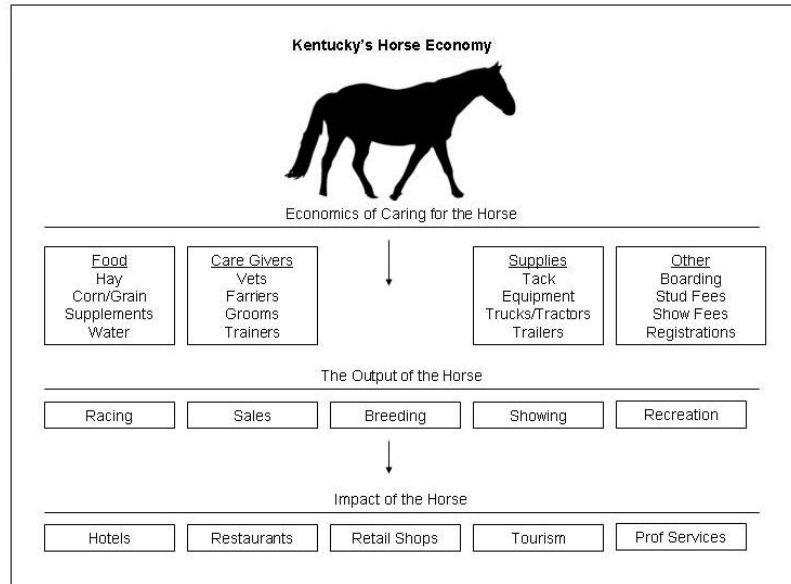
A key driver of the state's **\$10 billion** tourism industry

Estimated number of horses in Kentucky = **320,000**

Total value of horses sold at auction in Kentucky in 2003 = **\$650 million**

Acres preserved through the state's Thoroughbred industry = **140,000+**

The Industry is an Economic Driver



Why should the average Kentuckian care about the horse industry?

It's simple, the horse industry impacts almost every Kentuckian. In fact, based on the American Horse Council study, for every 12 people there is 1 horse in Kentucky. Horses are all around us and what our state is known for worldwide.

Whether for business or pleasure every county in Kentucky has horses. These horses help create and support jobs. Their owners' expenditures for their care supports local veterinarians, feed stores, truck and trailer dealers, grocers and all local retailers.

Why Purse Size Matters

*“The basic economic equation of the racing industry is this: handles fund purses, and purses drive the business. The fatter the purse, the better the **quality and quantity** of horses that run, making for more interesting races. More interesting races attract more bettors and larger handles. If purses shrink, so does the quality and quantity of the field, further handicapping the ability to attract interested bettors.”*

Thomas Perez, Maryland Secretary of Labor
August 2007 Report to Maryland Governor of the Slots
Impact on Maryland Racing

Which Would Your Choose?

Purse A = \$6,000

- Less interest in competing for this
- Lower quality of horses in race
- Decreases wagering
- Lower attendance
- Less horses, fewer people
- Fewer racing jobs

Purse B = \$24,500

- More interest in competing for this
- Higher quality of horses in race
- Increases wagering
- Higher attendance
- More horses, more people
- More racing jobs

Why should the average Kentuckian care about purse size?

It's simple. Purses have a direct correlation to jobs and increased expenditures in the state's economy.

A healthy and thriving racing industry also fuels our state's breeding program which keeps people employed in Kentucky and causes a ripple effect in the economy by the expenditures for the care of the animals.

According to the American Horse Council, there are approximately 320,000 horses in Kentucky. The average care of a horse for a year is \$4,510 per year. So just the care of the animals alone has a \$1.4 billion economic impact on our state's economy.

**More horses = more jobs =
a better Kentucky economy**

Purses Are Positively Impacted by Gaming Funds

This is not hypothetical, this is reality. Look at the two charts below. One shows the purse comparisons of Turfway Park in Northern Kentucky and Presque Isle Downs near Erie, Pennsylvania, which has casino-funded purses. Where would you race if this was your choice?

The other shows the impact increased purses had on total wagering (handle) and jobs at Saratoga once casinos were put in place. Higher purses, more wagering and an significant increase in jobs.

Purse Comparisons at Two Racetracks (August 2007)

Purses after casino supplement

	Turfway Park	Presque Isle Downs
Minimum purse	\$6,000	\$14,000 (\$24,500)
Maiden special weight (includes \$10,600 for Kentucky-breds only)	\$22,000	\$40,000 (\$70,000)
Entry-level allowance (includes \$11,500 for Kentucky-breds only)	\$24,000	\$42,000 (\$73,500)
Top stakes of meet	Kentucky Cup Classic (gr. II) \$350,000 (includes \$150,000 for Kentucky-breds only)	Presque Isle Downs Masters Stakes \$400,000

Source: Bloodhorse Online

Saratoga Gaming & Raceway, 2003 - 2004 Comparison



Source: Saratoga Gaming & Raceway

SURE, THEIR BACKS ARE STRONG. THEY SUPPORT THOUSANDS OF FAMILIES.

Horses work hard for Kentucky, plowing thousands of jobs and about \$4 billion dollars into the state's gross domestic product. They're our state's #1 cash crop – in a state where 30% of the economy is agricultural.

They are a key attraction for the Commonwealth's \$8 billion tourism industry. They put workers in riding rings, at auction sales, in feed and tack stores, in barns, in pastures, in offices, at race tracks... and in every single county in Kentucky, they help us prosper. Every one of Kentucky's 120 counties suffers a significant loss when the economic impact of the



horse industry goes elsewhere. And it is. Other states offer significant incentives for our horse business – our economic lifeblood – to move

elsewhere. Tax incentives, boarding incentives, breeding incentives, and racing purse incentives... are stealing the signature industry of Kentucky. And, as it goes, so go our jobs. With

the kind of economic benefits and international status that horses have given Kentucky, who can blame other states for becoming competitive? But, we can blame only ourselves if we let this distinctive Kentucky industry slip away. Sure, we're proud of our automotive, food service, distilled spirits and coal industries – and pleased to have the jobs that come with them. But, if Kentucky stands for anything in the world, it has to be our horses.

Find out how to keep jobs in Kentucky and to protect its heritage as "Horse Capital of the World." Visit www.horseswork.com – or call toll-free 1-866-771-KEEP (5337).

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