

The Horse Capital of the World



**KENTUCKY'S
SIGNATURE
INDUSTRY
BY THE NUMBERS**

ECONOMIC IMPACT TO THE STATE



6.5 BILLION: Total economic impact.

Nearly 80,000: Number of jobs provided by the equine industry.

24,402: Direct jobs racing supports.

\$832 MILLION: In direct value to Kentucky's state economy.

30.5% of HOUSEHOLDS or 571,00 PEOPLE: Have a horse enthusiast in the family. 38% are minors, compared to the national average of 23%. This bodes well for the future of our industry in Kentucky.

\$233 MILLION: Participants and spectators spend annually on travel, dining and lodging while attending and participating in equine events.

Nearly \$2 MILLION: Invested in equine rehabilitation and rescue annually.

5,828: Direct jobs supported by the recreation sector, including trail riders.

\$209 MILLION: Direct value from the recreation sector to Kentucky's economy. 49% of people who trail ride in Kentucky come from out of state.

7,924: Jobs supported by horse shows.

\$310 MILLION: Direct value to the state economy added by competitions and horse shows across the state.

831,000: Acres of land owned or leased for horse activities.



INDUSTRIES THAT BENEFIT BY RACING IN KENTUCKY



Accounting • Advertising •
Automotive & Equipment
Sales • Construction • Feed
Mills • Fence/Gate
Companies • Food &
Beverage • Hay/Stray
Farmers • Hospitality •
Insurance • Landscaping •
Legal • Marketing • Real
Estate • Restaurants •
Sales/Consignors •
Tourism • Transportation •
Veterinarians



INVESTED CAPITAL WITHIN THE STATE HAS TOTALED NEARLY \$1 BILLION OVER THE PAST DECADE



Racetracks have invested millions of dollars and added thousands of permanent and temporary construction jobs in Corbin, Franklin, Oak Grove, Lexington, Henderson, Louisville, Florence and Newport, Kentucky, adding significant economic impacts in those communities.



>\$200 MM
(2011-2020)



\$200 MM
(2019-2020)



>\$52 MM
(2015)



\$15 MM
(2012-2020)



\$75 MM
(2018-2020)



\$37 MM
(2020)



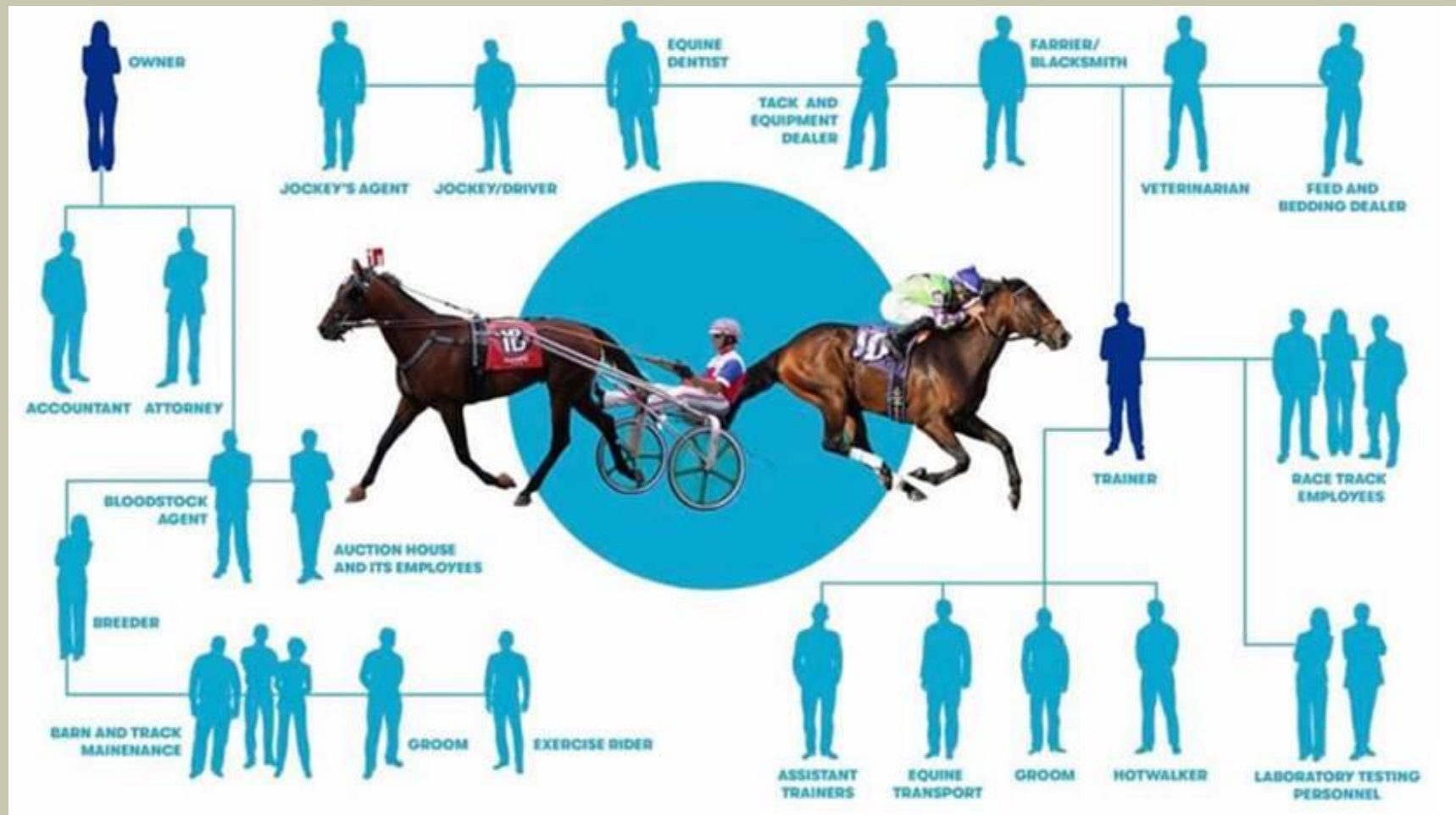
CHURCHILL
DOWNS

>\$230 MM
(2010-2020)



\$50 MM
(2010-2020)

ONE RACE HORSE = MANY JOBS



EQUINE INDUSTRY EMPLOYMENT SECTORS



FARMS

- Thoroughbred
 - Grooms, barn/division managers, night watch, landscaping/horticulture
- Non-racing (sport, show, performance)
 - Assistant manager, assistant trainer, barn foreman, facility maintenance

VETERINARY

- Clinics and ambulatory
 - Admissions, barn crew, nursing staff, reception, maintenance, pharmacy, laboratory techs
- Equine healthcare and support
 - Office staff (office managers, financials, HR), dentist, farrier, podiatrist, nutritionist, pharmaceutical rep, chiropractor, massage therapist, rehab specialist

BOARDING, CAMP, TRAIL FACILITIES

- Facility management and maintenance
- Lesson instructors, trail guides, camp counselors and instructors

TRANSPORTATION

- Land and air
 - CDL drivers, logistics manager, booking agents, quarantine facility managers, mechanics

VENDORS, RETAIL, AND INDUSTRY SUPPORT

- Feed rep, tack store manager, equipment dealer, hay/straw dealer, clothing rep
- Lawyer, accountant, insurance, photographer, videographer
- Landscape, horticulture, extension, professor

HORSES IN THE CLASSROOM

There are **at least 10 postsecondary institutions or technical training programs** offering equine education and training in Kentucky, including but not limited to:

- Asbury University
- University of Kentucky
- University of Midway
- University of Louisville
- Morehead State University
- Murray State University
- Western Kentucky University
- Georgetown College
- BCTC Equine
- Kentucky Horseshoeing School



STANDARD BRED RACING IMPACT

KENTUCKY STANDARD BRED DEVELOPMENT FUND PAID OUT IN PURSE SUPPLEMENTS

- Prior to HHR: <\$100,000
- In 2019 alone: \$1,716,556

STANDARD BRED RACING TRACKS

- Prior to HHR's growth - Players Bluegrass Downs and Thunder Ridge Raceway both closed
- Following growth of HHR: Oak Grove and Corbin tracks opening

INVESTMENT/EMPLOYMENT

- Corbin: Anticipated 200-250 full time jobs, 300-400 season jobs during racing.
- Oak Grove: \$200 million project, 350 mostly full time jobs

KENTUCKY SIRE STAKES

Purses

- In 2011: total purses approximately \$1,500,000
- In 2020, as a direct result of HHR, over \$4,300,000 in purses

Participation

- In 2014 - only 108 eligible 2 and 3 year olds participating in Sire Stakes Program
- Now - 500 participants

KENTUCKY PROUD SERIES

- Fair Program on the verge of failure prior to HHR
- 2020 Fair Program paid out over \$540,000 in purses, 2021 paid out \$780,000

KENTUCKY EQUINE EDUCATION PROJECT



KENTUCKY EQUINE EDUCATION PROJECT

KEEP is the economic advocate for Kentucky's \$6.5 billion horse industry in Frankfort and Washington, DC. Since 2006, we have championed issues that benefit Kentucky horses, breeders, race tracks and horsemen, in turn increasing the industry's financial contribution to the Commonwealth's economy, job creation, agricultural exports and global investment. We will continue to work to keep Kentucky the Horse Capital of the World on behalf of all breeds and all sectors of Kentucky's signature horse industry.

The number one goal of KEEP is to educate the public and key state constituencies about the multi-billion dollar economic impact the entire horse industry provides to all sectors of Kentucky's economy, including breeding and racing, equine services, farmworkers, show horses and trail riding.

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KENTUCKY EQUINE EDUCATION PROJECT FOUNDATION

The mission of the Kentucky Equine Education Project (KEEP) Foundation, a nonprofit 501(c)(3), established in 2014, is to support the economic success of Kentucky's signature industry by ensuring its continued economic viability, making the industry accessible for all who want to participate, introducing more young people to the industry and its opportunities, and educating the people of the Commonwealth about the importance of horses to the state, its economy, its heritage, and its people.

**Horses
work
for Kentucky.**

KENTUCKY'S EQUINE  ECONOMIC ADVOCATE