

UNIVERSITY OF
LOUISVILLE
COLLEGE OF BUSINESS
EQUINE INDUSTRY PROGRAM



When it comes to horses, we mean business!

OVERVIEW

- The Equine Industry Program was created by the Kentucky Legislature in 1986 (KRS 230.550)
- It's the only *equine business program* offered in an AACSB accredited business school
- Undergraduate Degree – Bachelor of Science in Business Administration (Equine Administration)
- Undergraduate Certificate in Equine Business
- Graduate Certificate – Horse Racing Industry Business Certificate

GRADUATE ROI



- Approximately 50% of our students come from out-of-state
- 57% of EIP graduates stay in the Commonwealth post-graduation (UL Alumni Office)
- Jack Sisterson – Trainer, Calumet Farm
- Alissa & Destin Heath – Winstar Farm
Asst. Broodmare Manager & Farm Trainer
- Taylor Rae – Senior Marketing Manager, USEF
- Laurel Humbert – Senior Racing Accountant – Keeneland
- Dean Roethemeier – Sales – Keeneland
- Aaron Kinsey – Simulcast Operations Manager – Churchill
- Liam Benson – Stallion Nominations – Taylor Made and co-owner Emerald Edge Stud
- Jason Barkley – Trainer
- Alyssa Carinder – Development Manager – TRF Chestnut Hall
- Liz Crow – Partner - BSW/Crow Bloodstock
- Melissa Cozart – Veterinary/Office Asst. Hermitage Farm
- Robert Forbeck – Senior VP, National Advertising Director – Daily Racing Form
- Vance Hansen – Editor – Bloodstock Research Information Systems
- Michele Fischer – Owner – Darting Star, LLC
- Michelle Wuetcher – Owner, Trainer, Instructor – Silver Ridge Stables
- Christine Deluca – Associate Editor – *Bloodhorse*
- Gary Palmisano – Special Asst. to the President – Churchill Downs

FUNDING OVERVIEW

- Funded by pari-mutuel tax on live, simulcast, and historical horse racing handle
- Decreases in live handle have resulted in a drop of funding of 16.46% in FY2020 and 15.25% in FY2021.
- Historical Horse Racing funding contributions (capped at \$650,000 annually) were 83.79% of the EIP revenue source in FY 2021 an increase from 71% in FY 2019.
- Funding allocated to operations, faculty, student recruitment and retention, marketing, research, and stewards/judges programming.

FUNDING OVERVIEW

EIP Funding Received*

FY21	\$775,781
FY20	\$764,763
FY19	\$915,462
FY18	\$931,860
FY17	\$939,212

*Includes HHR, live and simulcast receipts

Equine Program Expenditures (% of budget)

Faculty & Staff	76%
Operations*	21%
Scholarships	3%

*includes publicity, promotion, sponsorship, student recruiting and retention, dues and memberships, research and stewards/judges programming

FUNDING OVERVIEW: A Partnership

	Credit Hours	Percent of Program
Cardinal Core (general education)	31	26%
Business Core & Breadth	41	34%
Required A&S Courses - Math & Ethics	6	5%
General Electives	15	13%
Equine Industry Required Courses	27	23%
Total	120	100%

For every course Equine Business majors take in the Equine Industry Program they need to take three courses outside the program to complete their degree.

Funding provided by the University of Louisville in FY21

Value of credit hours instructed outside of the EIP	\$219,104
Value of facilities and instructional infrastructure	<u>209,461</u>
Total	<u>\$428,565</u>

FULL-TIME FACULTY

UNIVERSITY OF
LOUISVILLE

COLLEGE OF BUSINESS

EQUINE INDUSTRY PROGRAM



Dr. Sarah Memmi, PhD



Dr. Thomas Lambert, PhD



Dr. Katharine Lawyer, PhD

INDUSTRY RESEARCH

- *Response to Kentucky Center for Economic Policy Blog on Taxing Betting Uniformly (2020)*
- *Historical Horse Racing Trends over the Last Five Years: How Much does each Machine Earn? (2021)*
- *Turfway Park Renovation and Transformation and Its Impact on the Cincinnati Metro Area (2021)*
- *Derby City Gaming Expansion, Its Impact on the Louisville Metro Area (2021)*
- *Did Covid Benefit or Harm Horse Racing Wagering? A Comparison of Trends (2021)*
- *Sports Gaming, Casinos and Horse Racing in New Jersey: The Record before and during Covid-19 Pandemic (2021)*
- *Kentucky and the Thoroughbred Industries: Prospects and Challenges as Gambling Stagnates (2021)*



Bet on your business career

HORSE RACING INDUSTRY BUSINESS GRADUATE CERTIFICATE

The horse racing industry is a dynamic business. Our courses are tailored to the industry however, the knowledge garnered is applicable to any business. Young to seasoned professionals will develop specialization in crisis communication, leadership strategy, and data analysis pertinent to your chosen career path.



Courses	Hours
EQIN 610 Horse Racing Industry Overview	1.5
EQIN 620 Strategic Communications for the Equine Industry	1.5
EQIN 630 Management and Leadership of Equine Enterprises	1.5
EQIN 640 Racetrack Operations and Related Activities	1.5
EQIN 650 Equine and Sports Analytics	1.5
EQIN 660 Regulatory Law in the Thoroughbred Industry	1.5
	9



EIP HIGH SCHOOL PILOT PROGRAM IN EQUINE BUSINESS



Highlights

- **Recruiting** – resources to students to assist in application process, scholarships, and FAFSA
- **Student Success Program** –study skill development and computer literacy training
- **Student Support Fund** – assistance for student needs that can hinder degree completion

Learning Modules

- Sales/Catalog Page (Lawyer)
- Industry Overview (Lawyer)
- Breeding/Pedigree Analysis (Burch)
- Animal Welfare/Current Issues (Beirne)
- Marketing/Public Relations (Memmi)
- Economic Drivers (Lambert)
- Structure of Racing (Lawyer)

UNIVERSITY OF
LOUISVILLE[®]

COLLEGE OF BUSINESS
EQUINE INDUSTRY PROGRAM

When it comes to horses, we mean business!