

Dear Racetrack Operator:

The American Horse Council has commissioned an economic impact study for the horse industry and we hope to fully capture the contributions made by the racetrack and pari-mutuel sector. When a national study was last performed, in 2004, a survey was sent out to horseracing pari-mutuel operators. However, given that different states have different mandates and formats of reporting, for this study we believe it would be more efficient to provide a list of the data we are seeking to collect and allow operators to provide the data in a form most convenient to them.

Handle categories in particular can get complex because each wager is categorized and taxed differently by different states, and we would like to eliminate the need for operators to convert their standard reporting into generic categories.

The study is designed to reflect calendar-year 2016 data. In addition, we intend to detail the impacts of the three major racing breeds (Quarter Horse, Standardbred, and Thoroughbred), so if you host more than one breed please break down the data by breed, wherever possible.

If you operate more than one track, please provide data for each track or at a minimum for each state since we will also be separating out impacts by state.

We are trying to capture all horseracing-related revenues and expenses. If the racetrack consolidates any racing and gaming revenues and expenses, please attribute the portion to racing, if possible, when answering questions about revenues and expenses.

If the racetrack also operates OTB, phone or ADW platforms, please include those revenues and expenses with racetrack revenues and expenses where possible. There are separate letters available as part of this survey, and available upon request, for stand-alone OTB and ADW operators.

If you cannot answer any individual questions, please complete the remaining questions, as all information provided will help to determine the economic impact of the horse industry.

We understand that the information provided in this questionnaire is proprietary to the operator; please note that **all** information gathered by the American Horse Council will be held in strict confidence and impacts will be aggregated to geographical region totals. The results of this survey will only be used by the AHC to promote the economic benefits of the horse industry.

*The following outline shows the **minimum** level of data we are seeking to collect:*

- I. Track Information (if separate race meets were held for different breeds, please provide separate information for each race meet if possible):
  - a. Horse Breeds that Raced at Track (e.g., Thoroughbred, Quarter Horse, Standardbred, Mixed Breeds/Other)
  - b. Breeds on which Wagers were Accepted (e.g., Thoroughbred, Quarter Horse, Standardbred, Mixed Breeds/Other, Greyhound)
  - c. Racing and Pari-Mutuel-Related Employment
    - i. Permanent Year-Round Workers

1. Full-Time
    2. Part-Time
  - ii. Seasonal
    1. Number of Weeks for Season
    2. Number of Seasonal Workers
- II. Racing Statistics:
  - a. Number of Live Race Days
  - b. Total Number of Live Races in 2016
  - c. Live Racing Attendance
  - d. Total Handle on Live Races (All Sources)
  - e. Total Handle on Imported Simulcasts (including Handle Wagered at the Racetrack's OTBs and via the Racetrack's Own Account Wagering System)
  - f. Total Purses Paid (Including Nomination Fees)
- III. Revenue:
  - a. Wagering Revenue (from All Sources, Including Imported Simulcasts)
  - b. Admissions, Concessions, Parking & Programs
  - c. All Other Revenue
- IV. Racing Operation Expenses:
  - a. Capital Investments
    - i. Equipment & Structures
    - ii. Land Purchases
  - b. Operating Expenses
    - i. Purses
    - ii. Payment of Host Fees for Imported Simulcasts
    - iii. Satellite Distribution Fees
    - iv. Video Production
    - v. Facilities Maintenance
    - vi. Salaries, Wages & Benefits
    - vii. Equipment, Vehicle and Facility Rental Fees
    - viii. Pari-Mutuel Taxes
    - ix. Non-Pari-Mutuel Taxes (Federal, State and Local)
    - x. Other Statutory Distributions Based on Handle
    - xi. All Other Business Expenses

*The following outline shows **additional** details that would help us present a more comprehensive portrait of the racetrack sector and its contribution to the U.S. economy and individual states:*

- I. State-Bred Racing Statistics
  - a. Number of State-Bred Races
  - b. Number of State-Bred Starters
  - c. Total State-Bred Purses Paid to State-Breds
- II. Racetracks with Alternative Gaming (e.g., Casinos, Video Lottery, Historical Racing)

- a. Casino-Related Employment
    - i. Full-time
    - ii. Part-time
  - b. Impact of Live Racing on Gaming Revenue
    - i. On comparable days (e.g., holidays, weekends or weekdays), does live racing produce an increase in gaming revenue?
    - ii. If live racing produces an increase in gaming revenue on comparable days, what is the estimated percentage increase in gaming revenue?
- III. *(Optional) Operator Contact information*
- a. *Racetrack Name*
  - b. *Direct Email of Respondent*
  - c. *Direct Telephone of Respondent*

We truly appreciate your contribution to the horse industry and your support in our endeavor to quantify the economic value of horses in the United States.

**All data requests can be sent in either Word, PDF, or Excel format to Ashley Furst at the AHC at [afurst@horsecouncil.org](mailto:afurst@horsecouncil.org).**

**Thank you!**

AHC