

# horse



Horse Capital of the World®

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HORSE CAPITAL DIGEST • 2023 SUMMER SPECIAL EDITION

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*Gentle Carousel Photo*



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# Ocala Means Reading with Horses

Gentle Carousel Miniature Therapy Horses and the Marion County School Board have partnered for equine education in schools. The Reading with Horses literacy program targets elementary schools in Marion County and includes a visit from one of the famous minis from Gentle Carousel. According to the program's organizers, even though the schools are in Horse Capital of the World®, many children have still never touched a horse before. The school program gives children this opportunity in a reading environment. To support the programs, contact Jorge Garcia-Bengochea, Executive Director, at [minihorsetherapy@att.net](mailto:minihorsetherapy@att.net) or 352-226-9009.



*Gentle Carousel Photo*



*Gentle Carousel Photo*



*Gentle Carousel Photo*





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*Stirrups n' Strides – HCTV Photo*



*Pat Parelli & Magic Mirror – HCTV Photo*



*Jena Antonucci – Susie Raisher Photo*

## HCTV Showcases Horse Capital's Impact

Launched in 2018, Horse Capital Television is the official video network of the Horse Capital of the World®. Kaplan Media partnered with the Florida Thoroughbred Breeders' and Owners' Association and Horse Capital Digest to create relevant content that supports the industry by focusing on stories that showcase the diversity of breeds, equine disciplines, events and venues that make Marion County home.

Award-winning HCTV segments are available [here](#), via Smart TV services by downloading the Horse Capital icon, via the Horse Capital TV app available on Smartphones, and on social media including [Facebook](#) and [YouTube](#).

A shortened version titled, *Inside the Horse Capital of The World®*, airs on ABC's WCJB on Wednesdays during the morning show and again Sundays at 11 p.m.

## Florida Thoroughbred Ownership The Key to the Winner's Circle

*Sign-up for our incentives and ownership insights.*



EVAN THOMPSON PHOTO

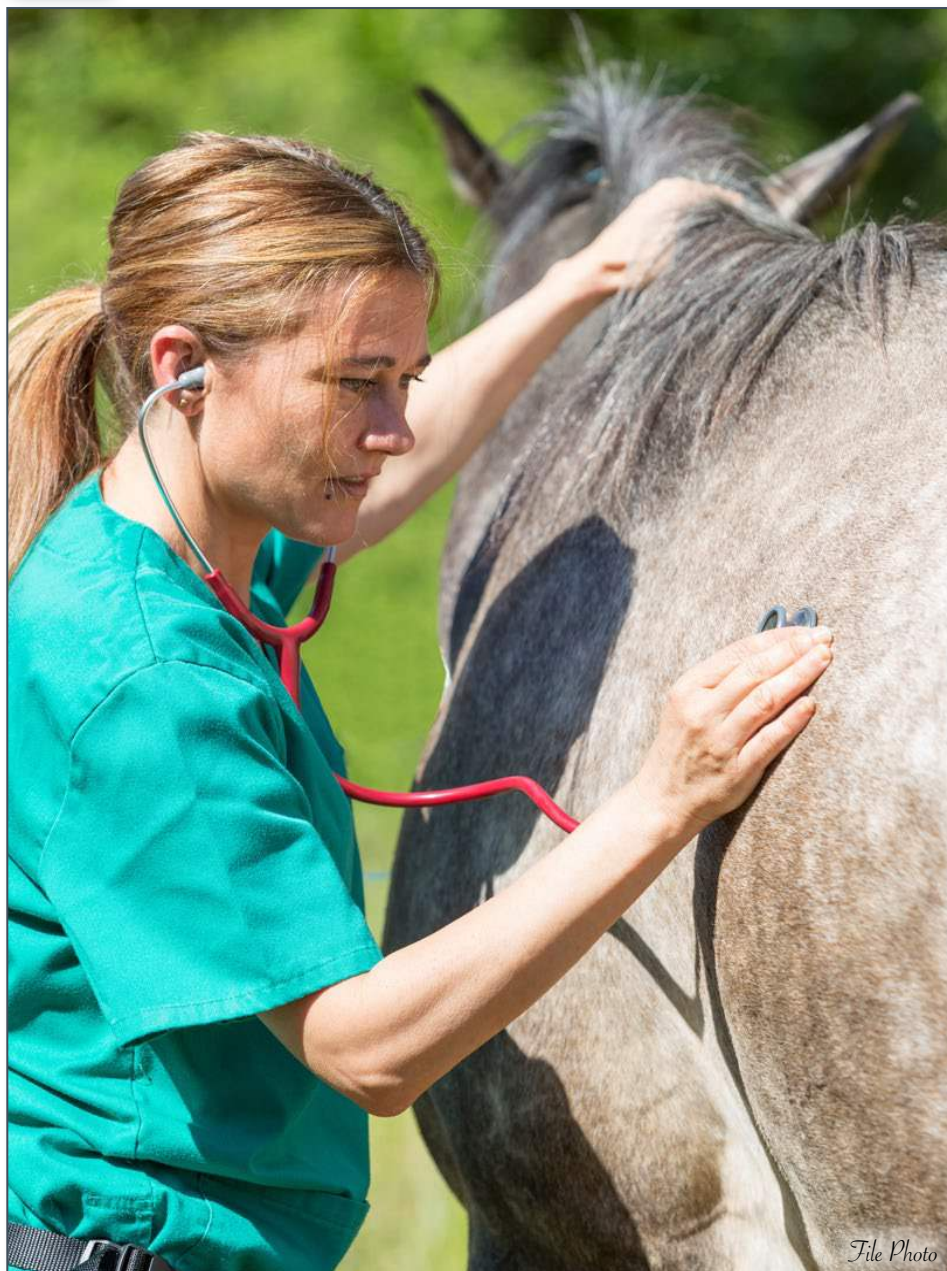


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# BetterHelp Offers Free Therapy

In May, Amplify Horse Racing announced a partnership with the leading online therapy platform, BetterHelp, to offer members of the equine industry one month of free therapy. The partnership Amplify has arranged with BetterHelp will give users up to four live sessions with a therapist that is specifically assigned to their individual preferences. After that, a discount to the platform is available if the participant chooses to continue. Any future or current equine industry participants or employees of all ages are welcomed to take advantage of this service through the use of code 9b8d2 on [BetterHelp.com](https://www.betterhelp.com). Amplify will not know who is receiving therapy, and won't have access to users personal data.





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# Take the National Economic Impact Study



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Horse Owner Survey

Horse Industry  
Supplier Survey

## Marion County's Equine Impact

- Equines are 18% of the county GDP
- A top breeding region in the world for thoroughbreds
- Thoroughbreds sold at Ocala Breeders' Sales in the past decade valued at more than \$1.3 billion
- OBS buyers come from 49 states and 2 territories and more than 42 countries

Source: AHC



Paulette Stoudt & Silver Gypsy – Harry Furey Photo

## Central Florida is Horse Capital of the World®

In 1997, Ocala/Marion County Horse Capital of the World® and Horse Capital of the World® were trademarked by the Florida Thoroughbred Breeders' and Owners' Association. Ever since, the marks have become synonymous with the FTBOA and its Association services. While others periodically try its use, by trademark and literally, the county is the Horse Capital with more horses and ponies than any other in the U.S. and Florida ranks third as a state in its horse population.

FTBOA trademarked the phrase to create a brand identity for the area and the services it promotes related to equines. The diversity of breeds and disciplines make the area an ideal setting for any horse fanatic, casual horse lover or for services catering to the horse world.

Horses in Florida are more than pretty scenery in a pasture. They are economic drivers for our county and state. The concentration of equines – particularly the thoroughbred breeding, training and sales industry in Central

Florida – is strongly supported by a network of equine services, such as specialized veterinarians, feed and tack retailers, blacksmith, equine dentists, feed mills and major horse transportation companies by land and by air.

This makes Ocala a great place to enjoy equines with its opportunities to attend world-class horse shows and events, equine venues, recreational activities and farm tours at a variety of venues, farms and showgrounds. Visitors have the chance to go on a farm tour, take a trail ride through our numerous parks and national forest, enjoy a carriage ride, learn polo, visit an equine museum or gallery, attend the world's leading two-year-olds in-training thoroughbred sales, watch a horse train at Ocala Breeders' Sales or wager on simulcast horse races from the state's tracks and from across the country. The choices are limitless and local citizens are a daily part of the one-of-a-kind experience that only the Horse Capital of the World® can bring.

## Florida Racing's Annual Impact

- \$1.5 billion in direct economic impact and \$2.7 billion overall
- \$400,000+ in payroll taxes
- 20,000+ thoroughbreds engaged in racing
- 23,000+ jobs

Source: AHC



# Thoroughbred Themed Podcast Goes In-Depth

## THE **Florida** HORSE PODCAST

PRESENTED BY  
FLORIDA THOROUGHBRED BREEDERS'  
AND OWNERS' ASSOCIATION

In 2022, *The Florida Horse* video and audio podcast was launched highlighting Florida Thoroughbreds, the people behind the horses, and timely industry topics. A

year later, the podcast has been seen nearly 100,000 times and continues to grow. Topics have included Florida stallions, the Florida Sire Stakes racing program, behind-the-scenes of the Ocala Breeders' Sales, thoroughbred retirement programs, Ocala's downtown Thoroughbred Walk of Fame, equine educational programs, and the Florida Thoroughbred Breeders' and Owners' Association's incentive programs. The shows are educational, informational, and, at times, a call-to-action for



the industry, community and state.

The video podcast is available on the [FTBOA YouTube channel](#) and [Facebook](#) and the audio podcast is on Spotify, iTunes, and on the Horse Capital TV phone app.



Florida Horse Podcast Collage





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Kerrie Riber

### ADMINISTRATIVE/MEMBERSHIP ASSISTANT

Vicki Davis

### Florida Thoroughbred Breeders' and Owners' Association

Executive Office - 801 SW 60th Avenue Ocala, Florida 34474

(352) 629-2160 • Fax: (352) 629-3603 • e-mail: [info@ftboa.com](mailto:info@ftboa.com) • [www.ftboa.com](http://www.ftboa.com)

Office Hours: Monday - Friday 8:30 am - 4:30 pm.

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Brock Sheridan

### ASSISTANT EDITOR -

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### CONTRIBUTING EDITOR -

#### INDUSTRY & COMMUNITY AFFAIRS

Tammy A. Gantt

### ADMINISTRATIVE ASSISTANT

Antoinette Griseta

### SENIOR GRAPHIC DESIGNER

Nancy Moffatt

### GRAPHIC DESIGNER

Cynthia M. Harper

### GRAPHIC DESIGNER

Mari Black

Published by



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### Florida Equine Communications, Inc.

A corporation owned by the Florida Thoroughbred Breeders' and Owners' Association

Executive Office - 801 SW 60th Avenue Ocala, Florida 34474

(352) 732-8858 • Fax: (352) 867-1979

e-mail: [info@wiretowire.net](mailto:info@wiretowire.net) • [www.ftboa.com](http://www.ftboa.com)

For subscription and advertising information contact Antoinette Griseta at (352) 732-8858.

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