

# FLORIDA THOROUGHBRED BREEDERS' AND OWNERS' ASSOCIATION

## PLAN FOR PAYMENT OF BREEDER, STALLION, AND SPECIAL RACING AWARDS

(JANUARY 1, 2025 - DECEMBER 31, 2025)

In accordance with section 550.26165, Florida Statutes, the Florida Thoroughbred Breeders' Association, Inc., d/b/a the Florida Thoroughbred Breeders' and Owners' Association ("FTBOA"), hereby submits its plan for the payment of all monies dedicated to Breeder Awards, Stallion Awards, and Special Racing Awards under chapter 550 (the "Awards Account") for the calendar year ending December 31, 2025, pending the availability of funds. In addition to those monies, this plan is premised upon the FTBOA's use of funds from the Florida Department of Agriculture and Consumer Services pursuant to s. 571.265(3)(a), from which half of all Breeder and Stallion Awards under this plan will be funded. This plan was prepared in accordance with the FTBOA's 2025 Breeder Awards Policy, a copy of which is attached as Appendix A and incorporated herein by reference.

### (1) **Breeder Awards**

The FTBOA will pay Breeder Awards to the breeders of Florida-breds appropriately registered with the FTBOA that finish in first, second or third place in a licensed race at a Florida thoroughbred track during the 2025 calendar year as follows:

**1<sup>st</sup> Place** – Twelve and one-half percent (12.5%) of the announced gross purse, with each such Breeder Award limited to no more than \$12,500.

**2<sup>nd</sup> Place** – Five percent (5%) of the announced gross purse, with each such Breeder Award limited to no more than \$5,000.

**3<sup>rd</sup> Place** – Two and one-half percent (2.5%) of the announced gross purse, with each such Breeder Award limited to no more than \$2,500.

As used herein, "announced gross purse" means the gross purse available in the race, as stated in the official race conditions (whether actually earned or not), minus any Florida Owners' Awards included therein (pursuant to section 550.2625(6)(d), Florida Statutes).

These awards will be paid monthly.

### (2) **Stallion Awards**

The FTBOA will pay Stallion Awards to the owners of thoroughbred stallions appropriately registered with the FTBOA and siring FTBOA-registered Florida-breds that finish first in a listed black-type stakes race at a Florida thoroughbred track during the 2025 calendar year. The stallion must be registered with the FTBOA in the year of conception of the winning horse and each year thereafter, including 2025.

Stallion Awards will be paid at a uniform rate of twenty percent (20%) of the announced gross purse, with each such Stallion Award limited to no more than \$20,000. As used herein, “announced gross purse” shall have the same meaning as previously set forth for Breeder Awards.

These awards will be paid quarterly.

(3) **Special Racing Awards**

(a) Racing Meets under Gulfstream Park Management – Pursuant to section 550.26165(1), Florida Statutes, the FTBOA will return at least seventeen percent (17%) of the monies dedicated by statute for breeder and stallion awards, as generated from all thoroughbred racing meets managed by Gulfstream Park Racing Association Inc., under any Florida permit or at any Florida track, for Special Racing Awards to be distributed as purses, purse supplements and/or other racing incentives, pending adoption of an agreement establishing the rate, procedure, and eligibility requirements for such Awards entered into by the FTBOA, the Florida Thoroughbred Horsemen’s Association, and the relevant permitholder(s). While the agreement may establish additional requirements, eligibility will be limited to Florida-breds registered with the FTBOA except as specified below. In addition, for the Florida Sire Stakes (“FSS”) program, only thoroughbreds sired by an FTBOA-registered stallion standing in Florida are eligible. Eligibility to compete in one or more FSS stakes races for two-year-olds, at 50% of the FTBOA-funded purse, may also be extended to thoroughbreds foaled in other states but sired by an FTBOA-registered Florida stallion. Absent the above-referenced agreement, funds that would have otherwise been devoted to Special Racing Awards will be distributed as set forth in Paragraph (4).

(b) All Other Racing Meets – Pursuant to section 550.26165(1), Florida Statutes, the FTBOA will return at least seventeen percent (17%) of the monies dedicated by statute for breeder and stallion awards pro-rata to the permitholder generating the monies for Special Racing Awards to be distributed as purses, purse supplements and/or other racing incentives, pending adoption of an agreement establishing the rate, procedure, and eligibility requirements for such Awards entered into by the FTBOA, the relevant local horsemen’s association, and the individual permitholder. While the agreement may establish additional requirements, eligibility will be limited to Florida-breds registered with the FTBOA except as specified below. In addition, for the Florida Sire Stakes (“FSS”) program, only thoroughbreds sired by an FTBOA-registered stallion standing in Florida are eligible. Eligibility to compete in one or more FSS stakes races for two-year-olds, at 50% of the FTBOA-funded purse, may also be extended to thoroughbreds foaled in other states but sired by an FTBOA-registered Florida stallion. Absent the above-referenced agreement, funds that would

have otherwise been devoted to Special Racing Awards will be distributed as set forth in Paragraph (4).

(4) **Awards Account Surplus**

After payment of awards pursuant to Paragraphs (1), (2) and (3) (as applicable) and after providing for a reserve deemed appropriate by the FTBOA to meet future cash flow requirements for Breeder, Stallion, and Special Racing Awards, the FTBOA, through its Board of Directors, shall select from the options specified below (or any combination thereof) to dispose of excess funds, after reconciliation and resolution of any outstanding payments and receipts:

(a) If excess funds are greater than currently anticipated, e.g., because a 2025 agreement under Paragraph (3) is not reached with the permitholder and its local horsemen's association or because this agreement results in fewer awards dollars than expected going to purses, purse supplements and/or other racing incentives, some or all of the excess funds may be paid as bonus Breeder Awards and/or Stallion Awards to recipients of those awards earned during the 2025 calendar year. Any bonus awards under this subparagraph will be paid in the same proportion as previously earned awards during the 2025 calendar year. These bonus awards may cause individual awards to exceed the levels stated in Paragraphs (1) and/or (2).

(b) Some or all of the excess funds may be held in reserve to enhance Breeder Awards, Stallion Awards and/or Special Racing Awards to be made available during the 2026 calendar year.

Ten percent (10%) of the gross receipts into the Awards Account for the 2025 calendar year will be withheld by the FTBOA in accordance with section 550.2625(3), Florida Statutes, for administering the payment of awards and for general promotion of the industry. The FTBOA's proposals for general promotion of the industry are set forth in its 2024 Industry Promotion Plan, a copy of which is attached as Appendix B and incorporated herein by reference.

As stated in the FTBOA's 2025 Breeder Awards Policy (Appendix A), the FTBOA has typically adopted a conservative approach in setting the initial awards rate in the annual plan, with the prospect of later paying bonus breeder and/or stallion awards as actual performance during the plan year becomes clear.

Pursuant to section 550.26165(3), Florida Statutes, the FTBOA may, in the future, ask the Division to approve changes to this plan based upon material changes in the thoroughbred breeding and racing industries or other circumstances underlying the plan, which may include new Florida legislation, court decisions, natural disasters or other emergency conditions, etc.

# FTBOA

## Breeder & Stallion Awards Policy

This document memorializes the ongoing practices of the Florida Thoroughbred Breeders' and Owners' Association ("FTBOA") in administering the Florida breeder and stallion awards program and establishing the annual plan for the program, pursuant to chapter 550, Florida Statutes.

**Policy Statement:** It is the Policy of the FTBOA to distribute to the breeders of registered Florida-bred thoroughbreds successfully competing in Florida races and, secondarily, to distribute to the owners of registered Florida sires of such horses successfully competing in Florida stakes races, the maximum possible breeder and stallion awards, within the confines of available revenues and consistent with sound financial business practices and the requirements of chapter 550, Florida Statutes.

When preparing the annual plan and initial awards rate for the next calendar year, which typically occurs in August and September, numerous variables must be evaluated, including current and projected breeding and racing activity in Florida, as well as the breeding incentive programs offered in other states. Setting the initial awards rate, which may extend to Florida-breds that win, place, or show in licensed races, is always a balancing act among competing factors, including:

- (a) the uncertainty of how many Florida-breds will actually win, place, or show in Florida races conducted in the coming year;
- (b) how tracks will write the conditions, including base purses and added purses, for those races;
- (c) existing and projected awards obligations for the remainder of the current year;
- (d) the level of reserves that will be carried over into the coming year;
- (e) how much awards revenue will actually be generated and paid by the tracks during the plan year;
- (f) how much will be returned to the tracks generating those revenues as "special racing awards" in the form of purses, purse supplements and/or other racing incentives, pursuant to FTBOA agreements with those tracks and the respective local horsemen's associations;
- (g) the desire to avoid over-committing available revenues, which would require the issuance of "IOUs" to breeders and/or stallion owners – a regrettable situation that has occurred in other states; and
- (h) recent and possible future developments affecting the marketplace and the legislative, regulatory, racing dates, and legal/political/economic landscapes.

In light of the many variables involved, the FTBOA has typically adopted a conservative approach in setting the initial awards rate in the annual plan, with the prospect of later

paying bonus breeder and/or stallion awards as actual performance during the plan year becomes clear, as discussed below.

Additional Breeder and/or Stallion Awards: In order to distribute the maximum possible breeder and/or stallion awards within available revenues and to ensure that the awards fund balance does not grow excessively, the annual plan may authorize the payment of bonus breeder and/or stallion awards and/or may authorize the payment of breeder and/or stallion awards on certain classes of races conducted in other states, pursuant to section 550.26165(5)(c), Florida Statutes, if agreed to by the FTBOA, Florida Thoroughbred Horsemen's Association, and all Florida thoroughbred permitholders. If an awards account surplus exists after providing for cash reserves appropriate to ensure that the ongoing payment of breeder and stallion awards is not jeopardized, and after considering the factors and variables described above, the FTBOA Board of Directors may direct the payment of any of the additional types of awards provided for in the annual plan. This review occurs yearly in conjunction with the conclusion of the annual financial audit of the awards fund, typically in May.

# FTBOA

## 2025 Industry Promotion Plan

This document memorializes the ongoing activities of the Florida Thoroughbred Breeders' and Owners' Association ("FTBOA") in promoting the Florida thoroughbred industry.

**Mission Statement:** It is the mission of the FTBOA to promote the State of Florida's thoroughbred industry, educating the public within the state, across the country, and internationally about the benefits of breeding, buying, selling, owning, training, and racing in Florida. These efforts target individuals already active in the world of thoroughbreds and/or other horse breeds, as well as potential newcomers to the community of horse enthusiasts. The goal is to make Florida the most attractive thoroughbred environment as compared to other locales and their competing incentive and promotional programs, leading to enhanced economic benefits, investment and employment opportunities for the State of Florida and its citizens.

The importance of the industry and these promotional efforts is recognized in Florida law, which created the Florida Breeder Awards Program "to encourage the agricultural activity of breeding and training racehorses in this state." Section 550.26165(1), Florida Statutes. This program is "intended to encourage thoroughbred breeding and training operations to locate in this state," and the FTBOA is given considerable flexibility in its design, because this program "must be responsive to rapidly changing incentive programs in other states." Section 550.26165(5)(a), Florida Statutes.

Beyond the FTBOA's operation of the Breeder Awards Program, the importance of the FTBOA's efforts to promote the state's thoroughbred industry is underscored by the state's dedication of funds to the FTBOA "for general promotion of the industry." Section 550.2625(3), Florida Statutes. Of course, these promotional efforts must be accomplished within existing budget limitations, and they must remain adaptable to a constantly evolving and developing thoroughbred marketplace in this state, nationally, and internationally.

**Promotional Plan:** The FTBOA's investment in promotional activities on behalf of the Florida thoroughbred industry will continue and expand upon its ongoing initiatives, to include the following:

**1) Create and support marketing programs to educate the state, national, and international communities about the benefits of breeding, buying, selling, owning, training, and/or racing in Florida.** The FTBOA's website at [www.FTBOA.com](http://www.FTBOA.com) provides a wealth of information on the Florida industry, notable events, and dates, etc., while the FTBOA's marketing and promotional efforts extend to racetrack condition books, racetrack overnight sheets, race results, official racing programs, thoroughbred sales catalogs, digital marketing, online video platforms, podcasts, cell phone text programs, digital newsletters, and social media. The FTBOA also regularly participates in state, national, and international conferences and, when possible, international trade missions.

**2) Negotiate agreements on special Florida-bred purses and Florida-bred incentives with the Florida thoroughbred racetracks, pursuant to Sections 550.26165(1) and 550.2625(3)(c), Florida Statutes.** Under these agreements, a portion of breeder awards funds are designated for use as purses and purse supplements in select races (“special racing awards” under the statutes), which are generally made available to Florida-breds competing in races conducted at Florida’s thoroughbred racetracks. In addition, for the Florida Sire Stakes (“FSS”) program, as discussed below, only FTBOA-registered thoroughbreds sired by an FTBOA-registered stallion standing in Florida are eligible. Among other things, this program incentivizes “black-type” stakes races or incentives restricted to FTBOA-registered runners. The winner and the second and third place finishers in black-type races are printed in bold in sales catalogs, increasing market demand and future breeding values.

Florida-bred or Florida-sired restricted races are a substantial component of FTBOA purses and incentives, examples of which have included: (a) Tampa Bay Downs’ annual Florida Cup Day in March/April and (b) Gulfstream Park’s annual Florida Sire Stakes series for two-year-olds run in September, October, and December.

By promoting and enhancing the value of these events, the FTBOA increases public awareness of Florida-breds, encourages investment in breeding and racing in the Sunshine State, and contributes to the continued success of our state racetracks.

**3) Administer and promote the Florida Sire Stakes (“FSS”), which is a special racing program for foals born in Florida and sired by FTBOA-registered stallions standing in this state.** The FTBOA began administering the program with the foal crop of 2012, featuring a robust racing and incentives schedule tailored to FSS-eligible runners, including a series of FSS stakes races with attractive FTBOA-funded purses as well as FTBOA-funded purse supplements in designated races.

Eligibility to compete in one or more FSS stakes races for two-year olds, at 50% of the FTBOA-funded purse, may also be extended to thoroughbreds foaled in other states but sired by an FTBOA-registered Florida stallion. The program encourages breeding Florida-breds, standing Florida-based stallions, training and racing in Florida, and the purchase and sale of FSS-eligible horses.

**4) Support national organizations, such as the Thoroughbred Owners and Breeders Association (“TOBA”) and American Horse Council.** Beyond participating in TOBA activities at the national level, the FTBOA supports TOBA seminars in Florida and The Jockey Club/TOBA’s OwnerView National Thoroughbred Owners’ Conferences, serving as panelists, acting as a resource for recruiting potential new owners by introducing the Florida industry to participants, and promoting TOBA’s educational programs. The FTBOA’s participation enhances the Florida thoroughbred climate by highlighting Florida’s thoroughbreds to potential owners and enhancing the experience of existing owners through education.

**5) Sponsor national events, such as the Eclipse Awards and the National Thoroughbred Owners' Conference.** Administered by the National Thoroughbred Racing Association, the Eclipse Awards are the thoroughbred industry's highest honors, presented annually in a televised event to honor the best thoroughbred horses, industry participants, and media members – an evening frequently called the “Oscars of Horse Racing.” The FTBOA's annual sponsorship brings key recognition to Florida-breds and Florida's contributions to the sport at a national and international level, with the FTBOA and Florida-breds prominently featured at event sites, in the awards program, and throughout the awards telecast.

**6) Host an annual awards event honoring Florida-bred champions, their breeders, owners and trainers.** The FTBOA Awards Gala (“Gala”) in April annually celebrates divisional Florida equine champions, crowns a Florida-bred horse of the year and honors leading Florida horsemen and women. The Gala is held at a large-scale event center in the Ocala area, attracting roughly 250-400 attendees, including sponsors, award winners, and members of the public. The breeders, owners, and trainers receive awards for their accomplishments, among other awards recognized at the event. The Gala allows the Florida thoroughbred industry to showcase its best and increase public awareness locally, nationally, and internationally.

**7) Educate the Florida public on the thoroughbred industry's significant economic contribution to Marion County and to the State of Florida.** In 2023, FTBOA funded and promoted broad participation in an independent American Horse Council Foundation equine economic impact study that provides economic impact, job, and land preservation statistics at the county, state and national level. FTBOA promotes the resulting economic impact estimates through web, advertising, publications and continuous presentation or speaking engagements.

**8) Support local organizations and events.** The FTBOA supports community organizations and events including the Ocala Metro Chamber & Economic Partnership, Marion County Hospitality Council, UF/IFAS Farm City Week, Florida Equine Institute & Allied Trade Show, University of Florida Large Animal Hospital, University of Florida Animal Sciences and Equine Programs, the College of Central Florida Equine Management and Equine Event Programs, Future Farmers of America, 4-H Programs, Florida Public Relations Association-Ocala chapter, Run for the Ribbons Horse Shows, Stirrups ‘n Strides Therapeutic Riding Center, the Marion County Therapeutic Riding Association, and the Florida Thoroughbred Transformation Exposition among others.

**9) Provide support for Florida thoroughbreds retired from racing that are cared for at Second Chances Farm at the state's Lowell Correctional Institution in Marion County.** The FTBOA assists this thoroughbred retirement program by sharing its mission, which gives inmates an opportunity to earn an equine certification degree while caring for retired thoroughbreds in their lifelong, post-racing home.

**10) Provide administrative and fundraising support for a youth education scholarship program.** The FTBOA provides administrative and fundraising support for a student scholarship program, which issues scholarships annually to college and university students. The FTBOA coordinates these scholarships with the University of Florida and College of Central Florida.



**11) Maintain a Florida thoroughbred history library at the FTBOA's offices available as a research resource.** The FTBOA offices house an extensive research library, including more than 65 years of industry periodicals such as *The Florida Horse*, *The Blood-Horse*, *The Thoroughbred Record*, *Thoroughbred Times*, and American Racing Manuals. Sale catalogs are also available from North America's leading sales companies, as well as international sales catalogs. Rare thoroughbred breeding books are also available for review.

**12) Maintain a Florida thoroughbred history museum available for tours in order to educate the public on Florida-bred racing history.** The FTBOA museum captures more than 75 years of Florida's thoroughbred history, with a collection including Needles' 1956 Kentucky Derby trophy, Codex's 1980 Preakness Stakes trophy and memorabilia from prominent thoroughbred families and farms, such as the Heaths, the Hoopers, the Franks, and Mockingbird and Tartan Farms. The museum is free and open to the public on weekdays during normal business hours. Tours are typically provided to a wide variety of individuals, ranging from school field trips to retirement community groups and to many passersby visiting Ocala.

**13) Maintain the Florida Thoroughbred Hall of Fame**

Excellence in the industry is celebrated with the Florida Thoroughbred Hall of Fame maintained by the FTBOA which honors the people in the industry that have left an indelible mark on the industry within the state and nationally. Periodically, a selection and induction committee is formed to review candidates to be added to the Hall of Fame.

**14) Recognize Florida-breds winning stakes races across the country.** Each year the FTBOA honors the breeders of Florida-bred stakes winners in publications and at times with annual awards plaques, as funding permits. Breeding a stakes winner is a monumental achievement worthy of recognition from the FTBOA, spreading further goodwill for the Florida breeding industry.

**15) Inform, educate, assist, and serve FTBOA members and prospective members while promoting the virtues of Florida-breds and Florida breeding, buying, selling, owning, training, and racing as part of daily FTBOA activities.** The FTBOA has a membership services department dedicated to providing members with many valuable benefits, including a number of member discounts from relevant businesses, numerous member services useful to thoroughbred breeders and owners, educational programs, member events, and collective representation before legislative and regulatory bodies.

**16) Facilitate communications with, between, and among the FTBOA membership, industry stakeholders, community, business, and the media.** Examples of these communication efforts and outreach are provided in the "Additional Information" section, which starts on page 5.

**17) Maintain a consistent and effective legislative presence in the State legislature in Tallahassee.** In order to communicate state benefits from the thoroughbred industry and to create a favorable governmental environment in which to advocate for initiatives that would make the Florida industry more competitive nationally and internationally, the FTBOA maintains a consistent presence in the state capitol. The FTBOA also works within the processes to oppose initiatives that would work counter to that goal. FTBOA plays a key role in advocacy for the thoroughbred industry.

## **Additional Information on FTBOA Promotional Activities and Marketing Programs**

### **State, National and International**

- The all-new FTBOA website ([www.FTBOA.com](http://www.FTBOA.com)), launched in September 2023 and grown to 15,000 views per month in 2024, increases visibility of FTBOA, Florida-breds, the FSS, and our numerous breeding and racing incentive programs. Improved navigation and news-posting efficiency improves membership services, communications, and drive industry awareness of Florida-bred successes.
- The creation and production of advertising campaigns to promote Florida-bred racing programs, thoroughbred ownership, Florida-bred incentives, various FTBOA registration deadline reminders, and important industry events as part of an ongoing marketing program.
- Placement of advertisements in print and online, in sales catalogs at thoroughbred sales, in program ads at racetracks, and in track condition books for trainers and owners.
- Sponsorship of key conferences and events in the industry
- Identify new international marketing arenas.

### **State**

- Promotion on radio stations and television programs. In 2021, Horse Capital Television launched a regular segment on area TV channel 20, launched a phone app and launched on Smart TV systems. Developed with FTBOA, HCTV segments feature Florida thoroughbred industry topics on a regular basis. Radio stations and podcast programs request FTBOA resources for their content and they also book FTBOA management as show guests on a periodic basis. In 2022, Horse Capital TV expanded to be available on Fire TV, Roku, Apple TV and added an Apple i-phone app to its existing Google Play phone app. The show was awarded national honors in 2022.
- Promotion at state industry conferences and events.

### **National**

- Promotion at national conferences and events in person or virtually (see below).

### **International**

- The FTBOA has been an active member of the international community promoting the Florida thoroughbred worldwide. The FTBOA's participation enhances the Florida thoroughbred climate by developing relationships with key personnel in other countries and promoting the Florida-bred internationally.

- Trade missions are part of the overall marketing program focused on enhancing inbound and outbound trade for Florida-breds in emerging thoroughbred markets, which may include in-country visits, periodic follow-up, and reporting of trade missions in industry publications.
- The Race Track Industry Program (RTIP) at the University of Arizona has gained worldwide recognition for its annual Global Symposium on Racing held in Tucson, Ariz. every December since 1974. The Symposium attracts attendees representing thoroughbred, standardbred, quarter horse, greyhound, and racino interests from across the United States and internationally. Topics presented during the Symposium include issues and trends of importance to the pari-mutuel industry such as international simulcasting, account wagering, marketing, track surfaces, track operations, innovative technologies and regulation. Symposium speakers and panel sessions represent the “Who's Who” of the racing industry as well as specialists from outside the field. The broad cross-section of North American and international participants, representing all pari-mutuel racing breeds, makes the Global Symposium on Racing the largest industry conference in the world. The Symposium is another example of promotion of the Florida industry. FTBOA leadership - many of which are former graduates/and a past coordinator of the program - serve on panels and support various RTIP initiatives.
- Consultation with countries to assist with association issues, breed enhancement, racing programs and regulatory issues. Examples of providing industry information and consultation include the Barbados Breeders' Association, the Virgin Islands Thoroughbred Breeders and Jamaica's racing community, among others.

**Florida Sire Stakes:** The Florida Sire Stakes (“FSS”) is a special racing and incentives program for foals born in Florida and sired by a stallion standing in this state. The FTBOA began administering the program with the foals of 2012, featuring a robust racing schedule for FSS horses that typically includes a series of FSS stakes races with attractive FTBOA-funded purses and incentives, including the opportunity in some years for horses beyond the age of two to participate, as well as FTBOA funded purse supplements in a number of FSS-designated races. The program encourages breeding Florida-breds, standing Florida-based stallions, training and racing in Florida, and the purchase and sale of FSS-eligible horses.

## Support of Key Organizations

- **Thoroughbred Owners and Breeders Association:** The Thoroughbred Owners and Breeders Association (“TOBA”), based in Lexington, Ky., was formed in 1961 and is a national trade organization for thoroughbred owners and breeders. TOBA's mission is to improve the economics, integrity, and pleasure of the sport on behalf of thoroughbred owners and breeders. TOBA's commitment to recruiting new owners to the industry, providing education through clinics and seminars, and enhancing owner and breeder experiences through programs such as the Sales Integrity Program, American Graded Stakes Committee and Claiming Crown, make TOBA the voice of thoroughbred owners and breeders. TOBA co-manages Thoroughbred OwnerView with The Jockey Club.
- **American Horse Council:** The mission of the American Horse Council (“AHC”) is to promote and protect the equine industry by representing its interests in Congress and in federal regulatory agencies on national issues of importance; to unify the equine industry by informing industry members of regulations and pending legislation and by serving as a forum for all member organizations and individuals; and to advise and inform government and the industry itself of the equine industry’s important role in the United States economy. FTBOA’s CEO serves on the racing committee for AHC, among other committees related to the sport.

The FTBOA is a member of the AHC and routinely attends AHC conferences. FTBOA’s CEO Lonny Powell received one of AHC’s top awards in 2022, the Van Ness award for being a champion of the equine industry. He was recognized for his work overseeing FTBOA’s political, regulatory, legal, public relations, and promotional activities. He has served as a registered lobbyist in California, Washington, Oregon, Arizona, and Florida promoting the thoroughbred industry specifically, and overall, the equine industry.

- **Additional Organizations:** The FTBOA’s CEO currently serves on the Florida Animal Industry Technical Council, an advisory council to the Florida Department of Agriculture and Consumer Services. Additionally, the FTBOA’s CEO is regularly asked to speak as an industry expert to professional organizations, including Racing Commissioners International, and at conferences on simulcasting, thoroughbred ownership, the gaming marketplace, and gaming regulation. The FTBOA management team also serves on key councils and committees and is asked to speak at industry gatherings. The FTBOA management team also serves on educational committees to promote job opportunities in the industry. In 2020, the FTBOA began collaboration with the Marion County, Florida school system to highlight the new national apprenticeship for the equine industry through the Department of Labor, specifically focusing on thoroughbred industry opportunities.

## Supporting National Thoroughbred Events

- **Eclipse Awards:** Administered by the National Thoroughbred Racing Association (“NTRA”), the Eclipse Awards are the thoroughbred industry’s highest honors, presented annually in a televised event to honor the best thoroughbred horses, industry participants, and media members – an evening frequently called the “Oscars of Horse Racing.” The

NTRA, Daily Racing Form, and the National Turf Writers and Broadcasters are organizers of the event, which is aired on Horse Racing TV, Television Games Network, and YouTube. The lead-up to the event features a number of other industry related events, including a ThoroFan breakfast. FTBOA is typically a supporter of the Eclipse Awards week when it is frequently hosted in Florida. High profile support brings key recognition to Florida-breds and Florida's contributions to the sport at an international and world class level with recognition in collateral for the events, at event sites, the awards program and throughout the awards telecast. The mission of the NTRA "is to increase the popularity, welfare, and integrity of thoroughbred racing through consensus-based leadership, legislative advocacy, safety and integrity initiatives, fan engagement, and corporate partner development." The FTBOA works closely with the NTRA, informing members regarding federal legislative updates, and NTRA's industry purchasing programs. The FTBOA also worked closely with the NTRA, and will continue to do so, as it relates to the pandemic providing resources and data used to draft position statements on how certain emergency funding, procedures and rules impact the industry negatively.

- National Thoroughbred Owners' Conference: OwnerView, a website and information resource developed to assist both current and prospective thoroughbred owners, typically hosts a two-day in-person National Thoroughbred Owners' Conference annually and in 2020 a two-day conference was held virtually. In 2021 to current year, the conference has been held monthly via virtual platform. The conference features panel discussions with prominent industry participants.

### **Educating Florida on the Industry's Impact**

- Industry Economic Impact Studies: Industry Economic Impact Studies: The FTBOA assembles and disseminates key data on the industry's economic, employment, and tax revenue impacts to industry stakeholders, members, business leaders, legislators, and the community at large.

Total employment impact by the Florida equine industry is 112,000 jobs, with a total economic impact of \$12.8 billion. Florida's 335,000 horses rank third in U.S. equine population, behind only Texas and California. Approximately 561,000 acres of land in Florida is used for horse-related purposes. One-in-five Florida households participate in equine activities.

One in four horses in Florida is a thoroughbred (90,000 horses), creating total employment of 33,500 and \$3.24 billion in total economic impact. Thoroughbred auction sales in Florida generate over \$180 million in annual revenue.

- Office Loan Program: The FTBOA makes its offices available for meetings of local charitable organizations and businesses and a number have used the FTBOA board room or library to conduct their business, increasing their exposure to the thoroughbred industry.
- Educational Opportunities: FTBOA staff serve as representatives of the industry to the general public that visits the FTBOA offices, museum, and gallery. This includes scheduled

and unscheduled tour groups, industry leaders, community leaders, and the business community. For example, the FTBOA has worked closely with Marion County realtors to highlight the industry's strong economic impact on the area. FTBOA staff also presents classes to the public to help promote the Florida thoroughbred and its impact on the state.

- Marion County Equine Academy: A four-year Magnet educational program launched in the Fall of 2022 giving students in the county an opportunity to earn a high school level equine certification upon completion of a 4-year program focusing on foundations of agriculture, animal welfare, safety, handling, biosecurity, horse behavior, and horsemanship.
- Publications/Publication Content: FTBOA serves in an advisory and administrative role and provides editorial content for trade publications vital to the Florida thoroughbred and equine marketplace including the *Wire to Wire Racing Digest*, *The Florida Horse* monthly magazine, *The Florida Horse Farm and Services Directory*, *The Florida Horse Stallion Register*, the *Thoroughbred Training Centers of Florida* guidebook and *The Florida Horse Podcast*.

FTBOA via Florida Equine Communications fulfills requests from media outlets, press secretaries, producers, and journalists on a regular basis. FTBOA spends considerable focus on the distribution of content to promote the mission of the Florida thoroughbred reviewing current strategies and identifying communications trends for the future to ensure the content reaches and impacts key audiences.

- In 2023 and 2024, FEC won national awards from American Horse Publications for art and feature art creativity and video production.

### **Supporting Local Organizations**

- Ocala/Marion County Chamber & Economic Partnership: The national award-winning Ocala Metro Chamber of Commerce & Economic Partnership (“CEP”) was formed to create a one-stop approach to local business retention, attraction, and creation efforts. The CEP’s desire is to be a unified voice and catalyst for the local business community. By collaborating with partners and community investors, the CEP continues to improve the quality of life and build a powerful base for economic development in Marion County. The FTBOA supports the CEP by participating in workshops, seminars, committees, and leadership events. FTBOA staff members participate as speakers and panelists and seek out additional opportunities to promote the Florida thoroughbred. The FTBOA staff has spoken to the CEP membership, at committees, and also to the Leadership Ocala Youth and Leadership Ocala business leaders. The CEP also created the Equine Engagement Initiative to advance the impact of equines to the county.

The FTBOA CEO previously served on the board of directors. The FTBOA provides key data and recommendations to the business community via the CEP as it relates to issues affecting the thoroughbred environment. FTBOA staff has previously invited CEP officials as guests on the Horse Sense radio show on NBC Sports Radio to promote cooperative initiatives, including the release of economic impact studies. FTBOA supports the CEP

hosted Irish Trade Mission programs, and other equine related partnerships. FTBOA staff members were instrumental in the launch of the CEP website portal promoting the equine community. FTBOA staff have also been speakers at CEP events including, “*Future Careers in the Horse Industry*” 2022, “*Future Careers in the Horse Industry*” in 2019 and Leadership Ocala in 2022. In 2024, staff presented the impact of the equine industry on the economics of Marion County.

- Farm-City Week: National Farm-City Week, recognized by a White House proclamation, is organized by the National Farm-City Council, a non-profit organization dedicated to enhancing links between farm families and urban residents. The FTBOA contributed to the first Ocala Farm-City Week back in 1963.

Since then, the FTBOA has continued to be a valuable contributor to the Farm-City Week coalition along with UF/IFAS Marion County Extension Service, the Marion County Farm Bureau, public schools, and the Florida Department of Agriculture.

- Florida Equine Institute & Allied Trade Show: Administered by the University of Florida IFAS Extension Service and the Central Florida Livestock Agents’ Group, the FTBOA is an ardent supporter of this one-day educational equine event.
- University of Florida (“UF”) Large Animal Hospital: The UF Large Animal Hospital is the only equine veterinary hospital in Florida within a College of Veterinary Medicine and treats horses, cattle, alpacas, llamas, goats, pigs, and other large farm and food animals. The FTBOA works with the facility to promote their programs, serve as a resource, and share information with health care officials. A scholarship is also awarded.
- University of Florida Equine Programs: University of Florida College of Agricultural and Life Sciences Department of Animal Sciences creates innovative solutions to tomorrow's problems in the areas of teaching, research, and extension, by integrating the most modern technologies available with personal expertise and attention to the needs of both students and industry. Animal Sciences graduates work with the science and business of producing domestic livestock species or animal-related products. Animal Sciences students study biotechnology, reproduction, genetics, nutrition, physiology, growth, behavior, management, and food processing. The college offers specialization in equine science with instructors completing research in equine behavior and genetics. The FTBOA management serves as speakers and resources to assist with research and provide thoroughbred-specific background to students.
- College of Central Florida (“CCF”) Equine Programs: FTBOA staff are guest presenters at equine program classes on the health of the industry and the opportunities for careers in the field. In addition, they discuss current topics of interest to students regarding the industry. FTBOA also works with CCF annually on a student scholarship, participates in mock interviews and serves on the equine studies program advisory board.
- Future Farmers of America (“FFA”): The FTBOA works with interested FFA students as volunteers and interns. FTBOA staff periodically attends the FFA state convention in

Orlando which enhances the Florida thoroughbred climate by promoting the industry to future participants. The FTBOA works with FFA advisors via the Marion County Business Advisory Council to share the types of jobs students should be aware of and how to best prepare for those jobs.

- Marion County Ag Extension offices: FTBOA partners with Ag extension and UF/IFAS with programming, resources, and expertise. FTBOA participates in the Healthy Horse Conference and Florida Equine Workshops.
- Florida Farm Bureau: The FFB advisory board meetings are held on occasion at the FTBOA offices and FTBOA works with the bureau on projects including Farm-City Week and Ag Ventures as part of the county youth fair.
- Florida Farm Bureau Federation: FTBOA staff serve on the committee as technical advisors. Members include FDACS, UF/IFAS Animal Sciences, and the UF College of Veterinary Medicine, among other hands-on practitioners.
- Farm Credit of Florida: FTBOA staff have served on the Young, Beginning and Small Farmers advisory committee since 2019. The committee works to identify obstacles and market trends for young, beginning and small farmers focusing on diversity, equity and inclusion in the industry.
- 4-H Programs: In Belleview, Dunnellon, and elsewhere around the state, the FTBOA supports 4-H programs with recognition of their thoroughbred breeding and sales programs and assists with fundraising efforts for their local and state equine programs.
- Leadership Ocala/Citizen's Academies: FTBOA speaks, supplies programming, and consults for the equine portion of these programs which promote the industry to new leaders and citizens in the community.
- Horse Farms Forever ("HFF"): Founded in 2018, the HFF mission is to raise awareness of the "character and culture" that defines Ocala and Marion County to ensure its protection for generations. HFF works with the County to partner on ways to help preserve the character and culture of horses, horse farms and the horse industry that makes it unique. HFF also works to shine a spotlight on farmland preservation. FTBOA is a founding member.

**Membership Services:** The FTBOA formed a membership services department in 2013 to engage membership in a unified way, and membership has increased through the department's initiatives.