



## REPORT OF THE PRESIDENT FISCAL YEAR 2015-2016

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Harness Racing Museum &  
Hall of Fame  
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In 2016 we celebrate the 67<sup>th</sup> anniversary of the founding of the Harness Racing Museum & Hall of Fame. During the Museum's fiscal year ending April 30<sup>th</sup>, progress continued on a variety of important initiatives.

With regard to exhibits, the Museum continues to expand its collection of Greyhound memorabilia and has drafted plans for installation of the Immortal horse's highly anticipated exhibit. Successful completion of the project will largely depend on available funding and to this end a new fundraising push will take place. In addition, the Museum has put on display a collection of approximately 20 pieces of fine harness racing art, many not exhibited in over 20 years. Also, a selection of the Museum's extensive Currier & Ives lithograph collection has been reproduced to create a new traveling exhibit. This effort greatly broadens our reach by allowing replicas of these valuable works to be displayed at locations that would have been unable to ensure the proper custody and care of the originals.

In the technology arena, the much anticipated upgrade of the Museum's website has, for all intents and purposes, been completed. Among numerous other features and benefits, the new website now includes biographies of all members of the Hall of Fame. In the social media field, the Museum's Facebook page has enjoyed rapidly growing popularity and continues to record gains in benchmarks such as visits, "shares" and "likes."

In terms of Outreach, the Museum has made its presence known at most of the customary racing venues over the course of the year and continues, in collaboration with Goshen Historic Track, to be an important participant in the Harness Horse Youth Foundation's summer camp. With the return of the International Trot to the U.S., the Museum will introduce the visiting connections of this year's participants to the HRMHF with activities both at the Museum and at the host raceway. Finally, the Museum is in the early stages of an initiative to raise its profile with the nation's harness tracks and, in turn, to showcase for the Museum's patrons the critical role the racetracks play in this great sport.

The HRMHF remains in solid condition financially, with no debt or withdrawals from the endowment outside established guidelines. We continue to focus on ways to grow membership while carefully controlling expenses. The Museum's endowment, the subject of an ongoing Planned Giving Campaign, is well managed and conservatively invested, with total returns for the most recent 3, 5 and 10-year periods of 3.9%, 5.8% and 6.4% respectively.

At this point, it is appropriate to take a moment to acknowledge the very important role the Museum's hard-working director and loyal staff play in its continuing success and to thank our talented trustees for their dedication and support of the institution. These two groups contribute greatly to making the Museum the special place it is.

In closing, I want to report that Mal Burroughs notified me of his desire to resign as a trustee of the HRMHF. Mal has given selflessly of his time and treasure to this institution for 20 years, and in his new role as trustee emeritus he has agreed to continue to spearhead the Museum's Planned Giving campaign.

Lastly, I note with sorrow the passing this year of Hall of Famer Bill Weaver, legendary owner/breeder, generous supporter of the Museum and a true gentleman. Bill now becomes a member of harness racing's Immortals, and our sincerest condolences go out to the members of his family.

**Lawrence S. DeVan**  
President

## THE HARNESS RACING MUSEUM & HALL OF FAME ANNUAL REPORT OF THE DIRECTOR

### OVERVIEW

All sectors of the Museum continue to meet budget demands, address and deliver on annual objectives, and stimulate business expansion. The dedication of staff has ensured that management expectations have been and will continue to be realized.

The Museum has a long-standing commitment to preservation and is currently creating greater accessibility to its collections through digitization. Our website ([www.harnessmuseum.com](http://www.harnessmuseum.com)) is much improved and is now responsive and adaptive for mobile devices. Hall of Fame biographies for both Living and Immortals, human and horse, are for the first time available online and we continue to add information and photos to them. A new online search tool is operational, and opens selected areas of the collection to researchers around the world. More than 1,700 Roosevelt Raceway photographs have been scanned and are available on the website, along with selected Currier & Ives lithographs and the collection of postcards donated by James Brooks. Scanned images of the Ted Hansom glass negative collection will be made available also.

In all respects, trustees and staff remain dedicated to the mission of this institution: to preserve the past, support the present, and promote the future of the sport we love in new and exciting ways.

### Department of Historic Collections

Each year new donations of art and memorabilia to the institution's historic collections reaffirm the vision of the institution's founders to create a place where our sport's diverse history would not only be preserved but be shared and celebrated. During the past twelve months the Museum has cataloged 454 new objects, including a wine funnel with inscription commemorating Tassel Hanover's record of 1:57.4; paintings and sketches by Richard Botto, Sherman Raveson, Richard Stone Reeves and Lumen Martin Winter; the colors of Linda Toscano, Montrell Teague, Jim Doherty (2<sup>nd</sup> set) and Edgar C. Pickard; a collection of trophies including three Little Brown Jugs (Noble Adios, Bullet Hanover, Torpid); a wealth of Frank Ervin archival materials, a plethora of postcards and 336 photographs.

Under the care of collections curator Rebecca Howard, and assistant Missy Gillespie, the department works hard to maintain the intellectual and physical control of the collection. The Museum's expanding collection, while enriching the institution's exhibit offerings, is outgrowing current storage space. Seeking creative solutions to the problem, the staff added several mobile shelving units yielding inexpensive compact storage. This has eased some of the pressure on the collection and the potential for incidental damage created by overcrowding, but a more long-term solution is still required.

During the past year, the Museum provided exhibit support in collaboration with a number of organizations. Art and object loans were provided by the Museum for displays by the Orange County, New York Tourism Office, Goshen Public

Library and Floral Hall in Lexington, Kentucky. "The Horse," an exhibit created by the American Museum of Natural History, and originally displayed in New York City during 2007/2008, has been showcased in museums around the U.S. and Canada. Items provided by the Harness Racing Museum for the display are a 1930s sulky and 1950s tin wind-up toy. This year the exhibit was displayed at The Museum at Prairiefire in Overland Park, Kansas (August 2015 – January 2016) and the Nevada Museum of Art, Reno (March 2016 - July 2016). The Museum also continues to provide, on long-term loan, reproductions of Richard McMahan's jacket and cap in Calumet Farm colors to the International Museum of the Horse in Lexington, Kentucky.

The Athan Kaloidis Memorial Foundation and Kaloidis family completed their \$20,000 pledge in support of the "Jim Brooks – Athan V. Kaloidis Children's Collection" this year. Pledging support to the development and installation of an exhibit of the collection being amassed by horseman and Museum member, Jim Brooks, the Kaloidis' made their first contribution in 2010 and with subsequent installments have now reached their goal. This fall the Museum will begin formal planning for a proposed July 2017 opening.

Preserving all the unique pieces within the Museum's collection for the education and enjoyment of future generations is one of the most significant functions of the historic collections department. This is accomplished, in part, by securing conservation treatment funding through various fundraising initiatives and grant agencies. In addition to the \$4,700 raised by the institution's annual Restoration Raffle in 2015, the collections department also applied for and gratefully received conservation funding from a New York State Council on the Arts (NYSCA) re-grant program administered by the Greater Hudson Heritage Network. Funding supported the care of an 1867 painting titled *Dexter, King of the Trotters* donated to the Museum in 1977.

The department also aided in drafting a successful application to the New York State Council on the Arts (NYSCA) for a new three-year cycle of general operating support funding. NYSCA, with the support of Governor Andrew M. Cuomo and the New York State Legislature, is dedicated to preserving and expanding the cultural resources of New York State and we are grateful for their continued support. The Museum has also sought funding at the federal level from the Institute of Museum and Library Services (IMLS). A grant request of \$24,986 was made in December 2015 to support improvement of the Museum's collection management database, build its digital collection and storage capabilities, and explore potential collaborations within the harness racing industry.

The heart of the Museum's activities remains focused on the collection and exhibitry. It is a winning combination as illustrated by the peer-reviewed Award of Excellence conferred upon the Museum by the Greater Hudson Heritage Network for the *Remember Roosevelt!* exhibit and book. The award, accepted on behalf of the Museum by exhibit designer Judi McMahan and collections curator Rebecca Howard, validates the support of Roosevelt Legacy Project donors, the care poured into the collection and the quality of the exhibit's design.

Expanding access to the Museum's outstanding collection is a focus of recent department activity. With the new online search tool accessed through the website, many of the collection's digitized photographs are available including Roosevelt, Currier & Ives and soon the Ted Hansom glass negative collection. In the coming year this will be expanded as more of the collection's vast archive of images are digitized and linked to the Museum's website.

### **The Peter Haughton Memorial Library**

Major responsibilities for the library include providing accurate research information for Museum projects and members, editorial and proofreading support, and traveling exhibit coordination. Librarian Paul Wilder continues to be in charge of producing the Museum Newsletter.

In the past fiscal year, the library responded to more than 70 outside research inquiries dealing with all aspects of harness racing, past and present. The Museum gained one new member as a result of this free research service.

A total of 36 books, 58 periodicals, 9 bound volumes of periodicals, 344 DVDs/videotapes, 17 sale catalogs, 5 scrapbooks and 22 stallion directories were received as donations from Museum members and friends. Most notable was the extensive collection of magazines, stallion directories, race programs, pamphlets and pedigree charts all related to the Trottingbred breed. The library also gratefully received complimentary subscriptions from *Hoof Beats*, *The Horseman And Fair World* and *Trot* magazines.

Income from used book and periodical sales through the Museum's gift shop and website totaled \$980 during FY 2015/16, an increase of more than 41% from the previous fiscal year.

### **Traveling Exhibits**

To date, the Museum's three traveling exhibits have appeared at 90 venues worldwide and have been seen by an audience of over 1.22 million people.

*"The Story of Harness Racing by Currier & Ives"* – Sponsored by the CTW Foundation and Bob Tucker of Stonegate Standardbred Farms, this one-of-a-kind exhibit has entertained and enlightened audiences around the world. *"Currier & Ives"* traveling exhibit attendance stands at more than 422,000 since its 2001 inception.

In an effort to open the Currier & Ives exhibit to a wider public – through presentation in less restrictive settings such as malls, fairs, racetracks and more – the Harness Racing Museum has produced and framed a limited set of 33 reproduction prints from original Currier & Ives lithographs in our collection, plus four reader boards. Just as the original series has done, this exhibit illustrates, in an artful way, harness racing's important role in American culture and history. The display introduces harness racing and the Harness Racing Museum to new audiences and is made possible by the generous support of the Burke Racing Stable. The exhibit's inaugural display will take place at the Delaware County Fair in Ohio in September 2016 with another appearance in

October at the opening of the Long Island "Driving Park" historic site in Brookhaven, New York.

Sponsored by the Harness Racing Museum, *"A Drive to Win"* appeared at Pickaway County (OH) Fair in June 2015 and Rosecroft Raceway in October-November 2015. Total attendance to date for this traveling exhibit is over 321,000.

*"What is Harness Racing?"* Poster Series – Total attendance to date for this traveling exhibit stands at 476,000.

In the coming year, the library will continue to provide editorial and administrative support, update the website, increase revenue through the sale of used books and periodicals in the gift shop, online and at outreach events and explore ways to add value to the Museum's video archives.

### **Education Department**

Education coordinator Kristin Roberts encourages groups of all backgrounds to visit the Museum to learn about the history, legacy and excitement of the sport of harness racing. Ms. Roberts has an artistic and academic interest in presenting horse-centric education programs to the youth of the community including homeschoolers, Scouts, 4-H members, equine enthusiasts and adult groups, and these have been well received.

Interest in homeschooler programs continues to expand with offerings on a wide range of topics including drawing, sculpture, painting, printmaking, nutrition, communication, history, horse care, math and science. Virtually any topic can be integrated into horse and harness racing education. With trends moving toward higher costs for specialized programming, which so many of these individuals participate in and rely on, the Museum provides affordable education for this sector of the community – a group which values original views, selects programs to celebrate individualism and prefers learning in a family environment. The Museum's affordable fees are within their budget to pay for such opportunities and learning experiences, especially for those families with two or more children. Even with shrinking public school budgets for transportation and trips, 1,301 children participated this year, yielding a 30% increase from 2014/15.

Both the Girl Scout & Boy Scout Councils restructured badge topics and related requirements this past year, and while the regular patch program continues to be offered, the department expanded and revitalized programs to meet the changes of the current badge requirements. A workshop to complete the Drawing badge includes experimenting with various drawing materials, practicing skills in shading, stippling and cross-hatching and developing a perspective drawing of a roadway between horse pasture fence lines. This is currently one of our most popular scout and homeschooler programs. The Comic badge educates children on the use of images to tell a story and utilizes images depicting horses throughout history from the Paleolithic cave paintings of the Lascaux Caves in France to chariot horses on Greek vases to Robert Dickey's illustrations of Standardbreds, many depicting events and individuals right here in Goshen. American Heritage Girls joined our list of scouts this year, participating in the patch

program and an art workshop adapted to fulfill their related requirements by combining aspects of the existing Drawing badge and our other art workshops. These programs have great appeal, with participation in scouting programs growing to 147 participants, a 163% increase from the prior fiscal year.

The Museum was well represented during the Cornell 4-H Horse Fun Day at Northwind Farm with a station including a racehorse shoe display, Standardbred tack presentation, Buddy pacer game, raffle and craft table. Approximately 200 individuals participated in the event. Bookings for both scout tours and birthday parties were positively influenced by our attendance at this event.

Advertising continues with Cornell Cooperative Extension News and the Museum Facebook page, as well as Goshen and Hudson Valley Homeschoolers. Event posts are on Parent Magazine online and press releases appear in The Independent and the Times Herald-Record. Youth Beats magazine and our own flyers are distributed to elementary school children, as are birthday party coupons. MJ Goff, assistant Orange County historian, came for a private tour resulting in an enthusiastic and very complimentary online article about the Museum.

Our children’s exhibit area is in need of three new sets of driving colors, so in collaboration with Youth Beats magazine we are currently running a Children’s Driving Colors Contest. Three winners will be selected and the winning designs will be made by Joyce’s Racing Silks and be made available for kids to wear when they visit the Museum. Also, the winners will receive a free membership to the Museum and a jacket with their design. Winners will be published in a future issue of Youth Beats.

So as to include all members of our community, our general tour was modified and expanded for special needs groups to not only lunch in Haughton Hall after a tour, but to also include a horse-related craft. Many special needs organizations have a craft ‘store’ in which items that clients create are sold to provide funding for attending additional programs and events throughout the community.

Ms. Roberts and Rebecca Howard have collaborated to enhance the adult programming of the Lunch & Learn Lecture experience to Lunch, Learn & Create! Participants attending the events enjoy lunch prepared by one of our local caterers, listen to an informative lecture and follow up with an educational adult art session. Past sessions have been great fun and the sharing of stories has been most enjoyable for both clients and staff alike. Art sessions may also be added to a general tour if so decided by the group. New topics of focus will be related to current exhibits and our Currier & Ives collection, reflecting art projects related to seasons and holidays near lecture dates. Four new programs are on the calendar for this coming fall. Some of the groups attending our general tour and luncheon this year have included: Spanish Amateur Driving Association, The Red Hats, the Retired Teachers Organization and an Agri-Women tour. Adult tours show a 48% increase since last year with a total 314 individuals participating.

Total individuals for paid tours was 1,882 of which 1,301 were children, the highest number since 2011/12, and 1,296 enjoyed free admission, for a total of 3,178 attendees. Fiscal year 2015/16 yielded an overall increase of 31% in paid attendance. New programs are continually in the works and we receive rave reviews on our adaptability to individual group needs while sharing the exciting sport of harness racing.

Thanks to the continuing support from the USTA, approximately 7,747 adults and children visited the Museum without charge. In addition, 955 people that included teachers and chaperones visited the Museum as part of school tours and other special events.

**Attendance Numbers**

Type of Program	12/13	13/14	14/15	15/16
School Programs	1,230	1,023	999	1,301
Paid Adult Tours	540	231	212	314
Birthday Parties	667	473	499	341
Scouts	111	60	56	147
Workshops	191	58	163	120
Education Free	729	464	496	955
<b>Totals</b>	<b>3,468</b>	<b>2,309</b>	<b>2,425</b>	<b>3,178</b>

**Development**

Development director Joanne Young ably conducts the affairs of her department. She is consistent and steadfast in her solicitation and reporting methods, and is positive about the future. Ms. Young not only oversees the solicitation and recordkeeping of most of the Museum’s active fundraising efforts, but her familiarity with the Standardbred industry, its people and its horses, also makes her an extremely valuable staff member whose expertise is called upon regularly in both proofreading and the direction of research projects and Outreach events. Marcia Faber is a frequent volunteer for this department.

**Membership**

FY	New	Renewals	Total #	Total \$
2012/2013	65	669	734	99,355
2013/2014	55	627	682	105,925
2014/2015	76	654	730	97,213
2015/2016	60	649	709	110,720

Membership contributions in fiscal year 2015/2016 increased almost 14% to \$110,720 even though the total number of members decreased about 3%. For fiscal year 2015/2016 a Museum member pledged a \$10 match for each new member (60) to the Museum resulting in a generous donation.

A substantial number of invitations for new members was sent to owners, trainers and drivers of Grand Circuit eliminations and finals, including the Breeders Crown but with disappointing results. Several year-end renewals were delayed and received after the end of the fiscal year.

Over 1,300 renewal letters were sent. Reminders were mailed on a regular basis. Some members, who request their renewal by email, don't respond to the emails and follow-up reminders are mailed in 30 days and as needed.

More than 800 invitations to join the Museum as active members were sent to harness racing leaders, owners, trainers, drivers, fans, USTA directors, researchers, lecture series participants and historic collections donors. Membership forms are available at Outreach programs, in the Museum, on the website, in sale catalogs and other publications. The invitation stresses that increasing our membership gives us a more significant presence when applying for grants and government funding. The membership form also lists the many benefits for a Museum member which include eligibility to elect horses to the Living Horse Hall of Fame and nominate people and horses for the Hall of Immortals.

#### 41<sup>st</sup> Annual Holiday Concert

The Evergreen Chorus, a chapter of the award-winning a cappella group Sweet Adelines International, joined the Goshen High School's Varsity Choir and Jazz Voices Ensemble for the annual Holiday Concert held December 3, 2015. Sponsors for the evening festivities were Edie Haughney, financial advisor and franchise owner of Ameriprise Financial, Montebello, NY, and Bob Boni of Northwood Bloodstock, in memory of Museum trustee John A. Cashman, Jr. Houghton Hall was filled to capacity as everyone enjoyed the holiday music followed by refreshments in the Carriage Room. The Museum also participated in the U.S. Marine Corps Reserve Toys for Tots Program as a drop-off for unwrapped toys for the community.

#### Donations

<u>FY</u>	<u>Donations</u>
2012/2013	\$169,197
2013/2014	\$125,104
2014/2015	\$171,091
2015/2016	\$178,430

Donations increased this year to \$178,430. We are grateful to the following major contributors (\$5,000+) in 2015/2016: Agriculture & New York State Horse Breeding Development Fund, Burke Racing Stable, CTW Foundation, Elbridge T. Gerry, Jr., Ted Gewertz, Delvin Miller Harness Drivers Association, Morrisville Equine Institute, Pennsylvania Harness Horsemen's Association, Seelster Farms, Lawrence B. Sheppard Foundation, Charles Sylvester and Amy Stotzfus, and the United States Trotting Association. Museum program general operating support is made possible by the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature.

#### Stallion Breeding Auction

Twenty-three stud fees collected this year totaled \$63,985. Since 1999, close to \$700,000 has been raised by this important fundraiser for promotion, education and operational expenses.

<u>FY</u>	<u>Stud Fees</u>
FY 2012/2013	\$43,835
FY 2013/2014	\$67,489
FY 2014/2015	\$51,549
FY 2015/2016	\$63,985

Sixty breedings were donated for the 2016 breeding season. Breeding donors may request a minimum acceptable bid and the right to approve the mare. Breedings not receiving acceptable bids in the auction are available until the end of the breeding season which has significantly raised the number of breedings benefiting the Museum each year.

#### Amateur Driver Fees

Fees of \$24,293 were received from 69 of the participants in the Billings Series. Fees earned by the Hall of Famers competing in the Hall of Fame Invitational Trot at Historic Track on Hall of Fame Day, July 5, 2015 were included.

<u>FY</u>	<u># of Amateur Drivers</u>	<u>Fees</u>
2012/2013	65	\$13,635
2013/2014	56	\$14,414
2014/2015	62	\$18,877
2015/2016	69	\$24,293

Hannah Miller, who donated the most driver fees in 2015/2016, was named 2016 Museum Amateur Driving Champion.

#### Walk Of Fame

Fifteen granite pavers and 16 bricks were purchased this fiscal year for \$7,125. Nearly \$255,000 has been generated since the Walk of Fame was introduced in 1997. Information about the Walk of Fame is on membership forms, the Museum website and in other publications.

<u>FY</u>	<u>Bricks</u>	<u>Granite Pavers</u>	<u>Income</u>
2012/2013	12	29	\$11,750
2013/2014	15	16	\$ 7,850
2014/2015	15	16	\$ 8,550
2015/2016	16	15	\$ 7,125

Two bricks were given as raffle prizes during the fiscal year. The Restoration Raffle during Hall of Fame weekend and the raffle held Casino Night at the Meadowlands both benefited.

#### Casino Night

The generosity and support of the harness racing community helped raise almost \$30,000 for both the Harness Racing Museum & Hall of Fame and the Standardbred Retirement Foundation at the Hambletonian Casino Night held August 3 at the New Meadowlands Racetrack in East Rutherford, NJ.

Sponsored and strongly supported by The Hambletonian Society and the New Meadowlands Racetrack, the evening included not just great table games and a poker tournament, but wonderful food and terrific raffle prizes. Special thanks to our major sponsors Trixton, Bengt Ågerup & Christina Takter, Meadowlands Racing & Entertainment, Arden Homestead

Stable, Pet Rock and Rock N Roll Heaven owner Joe Bellino, Crawford Farms, Marc & Marcia Goldberg, and Burke Racing Stable. Roberts Communications Network and Meadowlands Racing & Entertainment provided the grand prize for the poker tournament, a 3-night/4-day trip for two to Las Vegas including airfare, first class hotel accommodation, and show tickets.

We gratefully acknowledge the generosity of the following sponsors: The Hambletonian Society, Myron & Stephanie Bell, Tony Alagna, Scott Zeron, Casie Coleman Racing, Dan Dube, Linda Toscano, Tim Tetrick, Noel Daley, David & Misty Miller, George Teague Racing, Freehold Raceway, Dr. Stephen Bokman, Yannick Gingras, Corey Callahan, Andy Miller, George Brennan, Brian Sears, Mark Harder, Jonas & Christine Czernyson, Hogan Equine Clinic and Erv Miller Stables.

Some of the sought-after raffle items included the use of a luxury suite for six people for a New York Yankees game courtesy of Brian Cashman, tickets to a Kenny Chesney/Jason Aldean concert, an iPad Air, an Apple Watch, signed Yankees memorabilia and much more.

This event was so successful and enjoyable that it will likely be repeated next year. Check with the Harness Racing Museum & Hall of Fame and the Standardbred Retirement Foundation for more information next year.

**Special Activities**

The special activities department manages the rental of the Museum for various celebrations and meetings. In FY 2015/16, a total of 4,704 people visited the Museum for weddings, christenings, corporate meetings, showers, birthday parties and other gatherings. Gigi Ryan has been a member of the Museum staff since April 2014 and has made significant changes to the department, most notably in the requirements to rent Haughton Hall. Rates were raised for the first time in at least ten years. The drop in net revenue was due in part to the price increase but the more rigorous liquor policy had a negative impact on the total number of events, especially business parties.

<b>FY</b>	<b># Events</b>	<b>Net Profit</b>
2012/2013	131	\$42,813
2013/2014	143	\$30,864
2014/2015	92	\$34,575
2015/2016	64	\$32,510

**Retail Services**

The Winner’s Circle Gift Shop had a moderately successful year. The gift shop operates with one full-time associate, Kate Forry, and two part-time associates, Missy Gillespie and Betty Anne Sosinski, supported by the accounting manager and the director. The gift shop staff continues to provide a pleasant and informative first impression to Museum visitors.

Gross sales decreased by 9.8% from FY 2014/2015. Outreach sales had a 27% decrease, but continue to be an important contribution to this department. For the 2015 Hambletonian at the Meadowlands, the gift shop set up on the first floor,

offering merchandise to the large crowd at this location. Outreach sales account for 47% of total income for the retail sector of Museum operations. In addition to the Hambletonian, the gift shop traveled to the Little Brown Jug in Delaware, OH, the Goshen Yearling Sale, the Standardbred Horse Sales week in Harrisburg, PA and the Tattersalls January Mixed Sale.

In-house gift shop sales increased by 14% and accounted for 53% of total sales. Catalog sales decreased and account for 6% of total gift shop income. The catalog is an important public relations and promotional tool for the Museum and the harness racing industry, but continues to be a financial burden on the gift shop budget. The gift shop has not produced a new catalog in the past two years.

Web sales decreased 43% and accounted for 8% of total gift shop income. Our e-commerce presence should improve with the new website and provide a boost to online sales.

Creating a full-time staff position was a strategic move in the right direction. QuickBooks Point of Sale hardware and software have been implemented, streamlining inventory tracking and customer databases and helping to manage gift shop activities more efficiently. Ms. Forry has added numerous creative touches to the gift shop appearance and has been instrumental in finding new merchandise that focuses on the mission of the Museum. The mail postage system has been updated with an online version making mailing orders to customers much more cost effective and convenient.

Overall, the gift shop operated at a net loss of \$22,988 for FY 2015/2016. However once the gift shop is established on the new website we anticipate a significant turnaround in the bottom line.

**Administration**

Accounting manager Natalie Strassner administers the Museum’s business office and provides secretarial duties for the Delvin Miller Harness Drivers Association. Her regular duties include personnel management, financial reporting and all accounting functions. Office and retail procedures continue to be implemented and updated. Synergy between the accounting department and the gift shop continues to provide accurate reporting of financial conditions and assists with budget forecasts. Ms. Strassner and Ms. Forry continue to reap the benefits of QuickBooks Point of Sale hardware and software with more efficient processing and inventory control.

Reviewing and negotiating vendor contracts continue to result in substantial savings. Upgrading utility contracts have proved to reduce operating costs while increasing services.

Ms. Strassner continues to be active in all interdepartmental meetings to help brainstorm new ideas and marketing strategies. Goals for this department include continued oversight of gift shop activities pertaining to merchandising strategy and inventory control while providing accurate financial data to ensure educated decisions, and the scrutiny and implementation of NYS Department of Labor rules to ensure compliance, especially as they concern employee

procedures and policies. Business compliance has been a major focus for Ms. Strassner this year especially in the areas of insurance, personnel and special activities. Office, personnel and financial procedures continue to be strengthened; the Employee Policy and Procedures Manual continues to be updated as needed.

**Exhibitory**

Finding large and small ways to draw our visitors into the exciting world of harness racing continues to be a great motivating factor for the exhibitory department. With the two new shows installed this spring, exhibit designer Judi McMahon hopes the Museum has achieved both of these aims.

Concluding a two-year stint, the award winning “Remember Roosevelt!” exhibit was removed to make way for “The Fine Art of Harness Racing,” celebrating our racing history with a selection of oil painting and metal works. “Post Time: First Class Harness Racing Stamps and Postal Covers” in the Carriage Room allows the viewer to focus on our sport in wonderful, minute detail. Other new Museum displays highlight: 2015 Immortal Princess, Horse of the Year Wiggle It Jiggleit, 2016 Amateur Driving Champion Hannah Miller, 2015 winners of the Hambletonian and Little Brown Jug and our 2016 Hall of Fame honorees.

Refreshing some of our favorite areas continued this year with updates of the William Haughton Desk Exhibit, the Clubhouse storyboard and the Frank Ervin display area.

**Promotions & Marketing Department**

With Chris Tully on the team, the Harness Racing Museum & Hall of Fame’s marketing and promotional activities have continued to create value for the Museum and raise awareness for our mission: to promote the Standardbred and to document and preserve the history of harness racing.

Hall of Fame Souvenir Journal revenue has held steady for the last three seasons, with a continued effort to produce a product that strives for excellence and is superior in appearance and quality.

<u>Year</u>	<u>Gross Revenue</u>
2013	\$48,965
2014	\$54,850
2015	\$55,945
2016	\$53,915

For a second year, the Museum developed and published the 2016 Harness Racing Stars calendar. The widely-sold and distributed full color glossy piece was completely subsidized by sponsors. This revenue allowed us not only to sell them at Harrisburg for \$10 each, but also to send one to each Museum member as a membership benefit.

The Museum continues to expand our very active and engaging social media presence, adding over 1,000 Facebook “likes” each year for the last three years. Currently, we engage over 4,000 people who have “liked” or follow our page. Our Facebook ‘post reach’ varies from 1,500 to 4,000 each day, with several hundred actual page views per day.

Collaboration with “Breakfast with the Babies” at the Meadowlands has brought more owners and breeders into the digital world to view photos of their two-year-olds gaining momentum.

The boots-on-the-ground approach cannot be overemphasized. Without the trackside and behind-the-scenes photography and videography, none of the aforementioned projects would have been as successful. The use of ChrisTullyTrot.com photographs has afforded all platforms images of all the major races, sales, events and farms in the Northeast, Midwest, Mid-Atlantic and Southern regions of the United States. Mr. Tully’s travels included:

- May: Freehold, Yonkers, Meadowlands
- June: Meadowlands, Pocono, Gaitway, USTA Driving School
- July: Goshen, Pocono, Meadowlands, Vernon
- August: Casino night & Hambletonian press conference, Meadowlands, Diamond Creek (KY)
- September: Vernon, Tioga, Pocono, Yonkers, Delaware (OH)
- October: Red Mile, Pocono (Poltergeist Pace)
- November: Harrisburg, Woodbine, Meadowlands
- March '16: Georgia and Florida Training Centers

The recorded keynote speech of leading trainer Jimmy Takter in Haughton Hall at the USTA’s driving school (June 2015) was aired on YouTube and attracted nearly 2,600 views. Mr. Tully also recorded individual segments of the Tom Durkin race calling workshop at the Museum and Goshen Historic Track. He created the thirty-second spot for CBS SportsNet which aired live on the Hambletonian broadcast and also a promotional segment highlighting the Museum and its key exhibitry.

We continue to be grateful to industry news outlets and local media for advertising our efforts without cost. Advertisements were designed and inserted in various publications including the Orange County Tourism Guide, special event journals and horse sales catalogs (without charge). With the graphic design platform in-house, we have been able to standardize our message across multiple platforms and collaborate with many industry organizations with a consistent and concise format in various race programs, sale catalogs, rack cards and calendar including the Meadowlands, Pocono Downs, Pinehurst, Goshen Historic Track, Goshen Yearling Sale, Red Mile, Tattersalls Sales Co., Breeders Crown, Taste of History/Mid-Hudson Destinations, Harness Horse Breeders of NYS, USHWA & Dan Patch Awards, Orange County Tourism magazine, Goshen-Holiday House Tour, and Straus Newspapers.

Collaboration is a big part of our Outreach and draw to the Museum. In the past year we have combined our efforts with the United States Trotting Association, United States Harness Writers Association, Harness Horse Youth Foundation, Pocono Downs & Poltergeist Pace, Pinehurst Matinee Racing, Goshen Historic Track, Friends of the great trotter Greyhound, Delaware County Fairgrounds, Tattersalls Sales Co., and Standardbred Horse Sale Co.

### ***Hall of Fame Day***

The Museum welcomed 1,714 visitors over the four-day Hall of Fame Weekend in 2015. A total of 235 people attended the ceremonies that witnessed the Hall of Fame inductions of Joe Thomson, Deweycheatumnhowe, Somebeachsomewhere and broodmares Art's Vintage and Presidential Lady. Bob Marks and Kathy Parker entered the Communicators' Hall of Fame; Jimmy Jordan and Garland Lobell entered the Hall of the Immortals. Steve Oldford was the Museum's Amateur Driving Champion for the fifth time. Ron Waples drove I'm Fabulous trained by Gary Messenger to win the Mr. & Mrs. Elbridge T. Gerry, Sr. Invitational Hall of Fame Trot in 2:00.

### **Operations**

This past year the operations department, headed by John Mayo with the assistance of custodian/maintenance head Robert Partington, began with the installation of the stamped concrete patio. Finished just in time for the Hall of Fame Dinner, the 2000-square-foot patio doubled the usable space for Haughton Hall and the lawn area. The original stone patio located off the Stable section of the Museum had become unsafe to use. The bluestone patio directly off Haughton Hall had started to heave and was a tripping hazard. To help alleviate the expense of the new patio installation, John was able to sell the bluestone pavers.

During the installation of the patio, the Dunkelmann Garden located in the corner was expanded to accommodate more plantings. New lighting was added to the Stable side of the patio and privacy fencing was installed to shield the A/C units from view during outdoor events.

While delivering 27 cubic yards of concrete during the construction, the large trucks made a mess of the lawn only two weeks before the Hall of Fame Dinner. John and Robert were able to bring in sod and replace over 1000 square feet of lawn just in time for the affair.

Almost 100% of the exhibitry halogen Par 38 flood lighting has been replaced with LED fixtures and we are now working towards replacing the smaller in-cabinet halogen lighting fixtures as they expire and the cost of LED bulbs falls. The exhibitry and administrative equipment continues to be upgraded and updated as needed.

Upgrades to our security system included the addition of interior alarms to deter guests and alert staff should someone enter an off-limits area. Emergency lighting has been tested and replaced as needed and John also expanded our security camera system by adding additional cameras in areas that were not included in the original installation of the system. He will continue to add more during the 2016/2017 fiscal year.

Building improvements included the reconfiguration of gutter areas that were prone to leaks due to snow and ice buildup and are not accessible during the winter, tree trimming along the Walk of Fame, painting the exterior clapboard, and sanding and refinishing the exterior front doors to the original stable area.

To help alleviate the ever-growing collections department and ever-shrinking onsite storage, John was able to devise a plan to hang a number of sulkies in the SimulatorRoom. Not only are these sulkies now out for public display, we are able to free up space within collections, which had been taken up by these large artifacts. Plans are under way to convert an area in the attic to expand our storage for these large items and install an outside storage shed to house our lawn equipment and nonessential items.

### **CONCLUSION**

The Harness Racing Museum is the permanent showcase of harness racing history, art, books, records and artifacts. The planned restoration and reconstruction of Greyhound's stall in the Museum is moving forward with an expected opening in July 2017. Greyhound is, without question, one of our greatest and best loved equine heroes, and his association with Goshen, having won the Hambletonian at Good Time Park and time trialed at both Good Time Park and Goshen Historic Track, makes the Museum a fitting site for his grand exhibit.

If you are unable to travel to the Harness Racing Museum & Hall of Fame in Goshen, please visit our exciting new website and popular Facebook page, and look for us at the industry venues we frequent throughout the year. We love to talk harness history and horses with you.

The history of harness racing lives here!

Janet T. Terhune, Director