



REPORT OF THE PRESIDENT FISCAL YEAR 2016-2017

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In 2017 we celebrate the 68th anniversary of the founding of the Harness Racing Museum & Hall of Fame (HRMHF). The fiscal year which ended April 30th included many noteworthy developments for the Museum, several of which are highlighted in the paragraphs which follow.

Greyhound is often referred to as “The Horse of the Century.” In a discussion of the Museum’s exhibitry this year, everything else pales in comparison to the grand opening of the Greyhound Gallery, which will take place during Hall of Fame Weekend.

In the realm of technology, the Museum’s new website has been up and running to positive reviews for nearly a year. Kudos to the Board’s Technology Committee and the HRMHF staff for bringing this major project to realization. Among the many beneficiaries of the new website has been the Museum’s gift shop, which has been doing a steadily increasing amount of business online. In the world of social media, the Museum’s Facebook page continues to extend its reach, having added more than 1,000 “likes” per year in each of the last three years, and now engaging more than 5,200 people, up from 3,500 in early 2016. Lastly, the Museum’s annual Harness Racing Stars calendar, the third of which was produced for 2017, has continued to be a financial success and a public relations home run.

The HRMHF’s financial condition continues to be sound, and it remains debt free. Drawdowns from the endowment are strictly maintained within established guidelines over time, and we continually focus on growing our membership while carefully monitoring expenses. The Museum’s endowment, the subject of an ongoing Planned Giving campaign, is well managed and conservatively invested. The endowment’s annual total returns for the most recent 3-, 5- and 10-year periods were 4.2%, 8.3% and 6.1% respectively, well in excess of the Consumer Price Index for each period.

In terms of Outreach, the Museum continues to make its presence known at most of the customary racing and sales venues each year. Of particular note in 2017 was HRMHF’s April journey to the Pinehurst Matinee weekend, at which an estimated 500 visitors were able to experience reproductions of our traveling Currier & Ives lithograph collection. In a similar vein, the Museum hosted approximately 35 visiting connections to this year’s International Trot contestants. The day included a luncheon, a tour of the Museum and gift bags of HRMHF mementos.

This report would not be complete without recognizing the hard work of HRMHF Director Janet Terhune and her experienced and capable staff. Day in and day out, they are the public face of the Museum and are a major reason for the success it enjoys.

I would also like to take a moment to thank HRMHF’s talented Board of Trustees for their dedication to and support of the institution. Their vision and industry contribute greatly to making the Museum the special place it is. In this connection, please join me in congratulating and welcoming Bob Boni as the newest member of this group. Bob fills a vacancy created by Mal Burroughs’ retirement after 20 years of loyal service, and Bob brings a wealth of industry knowledge and experience to the role.

In closing, I note with sorrow the passing this year of harness racing greats Harry Harvey, Marie Hill, Jack Kopas and Sam McKee - Hall of Famers all. Our sincerest condolences go out to the members of their families, including fellow trustee Ellen Harvey.

Lawrence S. DeVan
President

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

Overview

Although the Museum happens to be located in Goshen, New York, our leadership never loses sight of the fact that we represent the interests of everyone connected with harness racing everywhere; we are the sport’s permanent showcase. The Harness Racing Museum & Hall of Fame preserves and displays the entire history of the sport of harness racing and it does so magnificently.

Of course, the news around here is Greyhound. His stall, sitting room and the amazing collection of artifacts look fantastic as a complete exhibit. No small undertaking, the exhibit is the culmination of many years of work by two determined women who saved the stall from destruction and the vision of Museum staff, whose vision and creativity brought it back to life as the Greyhound Gallery. The Museum remains committed to the preservation and celebration of our great equine hero Greyhound. To those who sent donations to help offset the costs of the Greyhound Gallery, your support is greatly appreciated.

The fiscal demands of a large facility that requires maintenance, displays extensive and ever-changing exhibitry, houses enormous historic collections holdings which demand safe storage areas and conservation attention, and employs a staff to support a seven-days-a-week operation are constant and considerable. But 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.

Hall of Fame Day

The Museum welcomed 1,619 visitors over the four-day Hall of Fame Weekend in 2016. A total of 220 people attended the ceremonies that witnessed the Hall of Fame inductions of Charles Keller III, Bruce Nickells, Muscle Hill and Real Desire, and broodmares Arl’s Troublemaker and Solveig. David Carr and Jerry Connors entered the Communicators Hall of Fame and Hannah Miller was the Museum’s Amateur Driving Champion. Jimmy Takter drove Linda Marie for trainer Jim Doherty, Jr. to win the Mr. & Mrs. Elbridge T. Gerry, Sr. Invitational Hall of Fame Trot in 1:58.3.

Development

Membership contributions in fiscal year 2016/2017 increased over 12% to \$124,207 and the total number of members increased about 6%. The average dues per member was up almost 6%.

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
2016/2017	76	675	751	124,207

Joanne Young continues to manage Development which includes the oversight of membership, stallion auction, Walk of Fame, Billings standings and the Holiday Concert.

More than 800 invitations to join the Museum as active members were sent to leading harness racing owners, trainers and drivers, racetracks, fans, USTA directors, USHWA members, researchers, lecture series participants and historic collections donors. A substantial number of invitations for new members targeted owners, trainers and drivers of Grand Circuit eliminations and finals, including the Breeders Crown but with disappointing results.

Over 1,300 renewal letters were sent by email or U.S. mail on a regular basis. Some members, who request their renewal by email, don’t respond to the emails and follow up reminders are mailed after 30 days and as needed.

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.

In the July 2016 issue of *Hoof Beats*, Executive Editor T.J. Burkett wrote of the importance of being a member of the Harness Racing Museum in his “A Letter from the Editor.” This prompted at least nine new members and encouraged others to renew that had not been active for several years. Provided by the USTA, this issue honored the 2016 Hall of Fame inductees and was in the gift bag for each dinner guest.

Donations

Donations increased significantly from \$178,430 in fiscal year 2015/2016 to \$263,191 in fiscal year 2016/2017, an increase of 47.5%.

FY	Donations
2012/2013	\$169,197
2013/2014	\$125,104
2014/2015	\$171,091
2015/2016	\$178,430
2016/2017	\$263,191

We are grateful to the following major contributors (\$5,000+) in 2016/2017: Agriculture & New York State Horse Breeding Development Fund, American Standardbred Breeders Association, Burke Racing Stable, CTW Foundation, Jay Farrar, Elbridge T. Gerry, Jr., Ted Gewertz, Max Hempt, Robert Key, Delvin Miller Harness Drivers Association, Meadowlands Racetrack, Pennsylvania Harness Horsemen’s Association, George Segal, Lawrence B. Sheppard Foundation, 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

Fifteen stud fees collected this year totaled \$40,139. Six fees that were for 2015 breedings/2016 foals, totaling \$20,100 were received in fiscal year 2015/2016, resulting in an apparent decrease in fees for fiscal year 2016/2017. These fees were received for mares that were being sold and mares that foaled in early 2016. Since 1999, over \$800,000 has been raised by this fundraiser for promotion, education and operating expenses.

<u>FY</u>	<u>Stud Fees</u>
2012/2013	\$43,835
2013/2014	\$67,489
2014/2015	\$51,549
2015/2016	\$63,985
2016/2017	\$40,139

Sixty-three breedings were donated for the 2017 breeding season. Breeding donors may request a minimum acceptable bid and the right to approve the mare. Any breedings not receiving acceptable bids in the auction are available until the end of the breeding season. This aspect has significantly raised the number of breedings benefiting the Museum each year.

Amateur Driver Fees

Fees of \$25,650 were received from 62 of the participants in the Billings Series. The Hall of Fame & Museum Amateur Racing Series is new in 2017, and is designed specifically to benefit the Harness Racing Museum & Hall of Fame. The first leg was raced at Pompano Park in January 2017 and resulted in donations of \$3,000 to the Museum. The second leg will be raced at Goshen Historic Track on Monday, July 3, 2017. The third leg will be raced at the Meadowlands during Hambletonian Week, and the Final will be contested at Delaware County Fair, Delaware, Ohio on Little Brown Jug Day. The fees earned by the Hall of Famers competing in the Hall of Fame Invitational Trot at Historic Track on Hall of Fame Day, July 3, 2016 were included.

<u>FY</u>	<u># 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
2016/2017	62	\$25,650

For the second consecutive year, Hannah Miller, who donated the most driver fees in 2016/2017, was named 2017 Museum Amateur Driving Champion.

Walk Of Fame

Twenty-five granite pavers and fifteen bricks were purchased this fiscal year for \$10,400, an increase of 46%. Nearly \$266,000 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
2016/2017	15	25	\$10,400

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 raised much needed funds for the Harness Racing Museum & Hall of Fame and the Standardbred Retirement Foundation at the Hambletonian Casino Night held August 1st, 2016 at the New Meadowlands Racetrack in East Rutherford, NJ.

Sponsored and strongly supported by The Hambletonian Society and Meadowlands Racing & Entertainment, the evening included not just great table games and a poker tournament, but wonderful food and terrific raffle prizes. A very hearty thanks to our major sponsors Pinkman Ownership (Takter, Fielding, Fielding, McClelland, Liverman), Control The Moment Stable, Meadowlands Racing & Entertainment, Arden Homestead Stables, Joe Bellino: owner of Pet Rock & Rock N Roll Heaven, Burke Racing Stable and Marc & Marcia Goldberg.

Roberts Communications Network and Meadowlands Racing & Entertainment provided the grand prize for the poker tournament, a 4-day/3-night trip for two to Las Vegas including airfare, first class hotel accommodation, show tickets and a generous food/beverage allowance.

The generosity of the following sponsors is gratefully acknowledged: Mullinax Ford, The Hambletonian Society, Charles Iannazzo, Tony Alagna, Scott Zeron, David & Misty Miller, Yannick Gingras, Corey Callahan, Julie & Andy Miller, Jonas & Christine Czernyson, Jim Marohn, Jr. and Ira and Ben Wallach.

Some of the sought after raffle items included the use of a luxury suite for 6 people for a New York Yankees game courtesy of the New York Yankees and Brian Cashman, tickets to the Syracuse – Notre Dame football game, an iPad mini, Apple TV, Fitbit, Samsung Galaxy tablet, signed Yankees memorabilia, Bradford Portrait package and 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.

42nd 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 8, 2016. Sponsors for the evening festivities were Edie Haughney 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.

Education

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 and other facets of equine appreciation. Ms. Roberts has an artistic and academic interest in presenting horse-centric education programs to the youth of the community including public and homeschoolers, Scouts, 4-H members, campers and equine enthusiasts of all kinds. Adult horse aficionados, tourists and historians appreciate and praise the Museum's offerings. The care and understanding of the horse is emphasized throughout a range of themes and new ideas continue to be developed.

Public school educators may select from a range of programs infused with math, history, science and communication, corresponding to the learning standards of each grade level. Although transportation is a limiting factor due to school budget restraints, by keeping admission costs down, quality high and its reputation for adaptability, the Museum remains an attractive destination for school outings. Many schools visit annually. This year, children's tours totaled 1,256, a 3% decrease from last year.

Homeschooler programs include studies in the areas of nutrition, anatomy, communication, history, general horse care, drawing, sculpture, painting and printmaking. The most recent additions are classes on the skeletal and nervous systems. New 3D anatomical computer software has been added to enhance presentations.

Programs have been adapted to benefit a variety of learning styles. Activities for each topic include a lecture, demonstrations, handouts, worksheets, question and answer sessions, practical applications, team activities, drawings of anatomical diagrams and an art project correlated to the topic.

Three family workshops were held this year. For Halloween, the Museum's Historic Timeline was transformed into a Spooky Stable. Children decoupaged designs on pumpkins, played games and enjoyed sweet treats and beverages. During the Goshen Saint Patrick's Day Parade Family Fun Day, children made good luck shamrock hats to wear to the parade. The Spring Fun Day and Egg Hunt was another successful community event. Children made carrot baskets, used horseshoes to stamp tulip paintings, played games and hunted for eggs in the courtyard. A total of 126 children and 126 parents enjoyed these events, a 5% increase from last year.

Full and half-day programs for children's summer camps and youth horse camps had 436 participants. Craft activities were offered to children attending special activities events held in Houghton Hall. Harness Horse Youth Foundation leadership camp participants joined in a sculpture workshop with a live

equine model posing in the barn. We continue to support our special needs community with tours and art lessons.

Birthday parties dropped 30%, reflecting the growing competition with many local businesses now also holding parties and actively marketing them.

In the previous fiscal year, Girl & Boy Scout Councils restructured badge topics and requirements and Museum programs adjusted to these changes with positive results. This year, Scout programs were down significantly, but it is anticipated that the numbers will be back up in the next couple of years.

Our children's exhibit area was in need of three new sets of driving colors for guests to try on and have their pictures taken in the sulky with "Buddy." In collaboration with *Youth Beats* magazine a Children's Driving Colors Contest was held. Three winners were selected from 59 participants and the winning designs created by Joyce's Racing Silks, who helped sponsor the contest. The winners received a free membership to the Museum and a jacket of their own design. Photos of the winners were published in the March issue of *Youth Beats*.

The adult Lunch, Learn & Create program is a collaboration between Ms. Roberts and Rebecca Howard. Participants enjoy lunch and dessert while listening to an informative lecture, followed by an educational and fun art session. The Fine Art of Harness Racing and Sculpture Workshop covered some of the art on exhibit in the Museum, followed by a discussion on the sculpture-making process. Participants sculpted horse heads over a wire armature with terracotta clay. During the Artists of Currier & Ives and Watercolor Workshop, Ms. Howard spoke about selected artists from works in the collection. Ms. Roberts discussed the process of lithography and color mixing and participants painted a reproduction lithograph. The Stable Architecture and Ornament Workshop used the Museum's history as a backdrop for the development of stable architecture. Guests created a wall decoration with the image of the Historic Stable. John Mayo organized two evening lecture and dinner events. The speaker was local high school student Alex Prizgintas who discussed Orange County Dairies & Milk Bottles and the E.H. Harriman Incline Railroad. These events were enjoyed by 225 guests.

Other groups that enjoyed visiting the Museum for tours and luncheons included Italian and Spanish Amateur Driving Clubs, International Trot participants, the Retired Teachers Organization, Kathy's Custom Tours and others. Adult tours showed an overall increase of 48% over the previous fiscal year with 314 individuals participating.

In summary, the total number of attendees for children's tours was 1,256, a 3% decrease from last year. Adult attendance was 446, a 48% increase. Family workshops were up 5% with 126 people enjoying the activities. Nine families celebrating birthday parties yielded a 30% drop from the prior year.

Attendance Numbers

Type of Program	13/14	14/15	15/16	16/17
School Programs	1,023	999	1,301	1,256
Paid Adult Tours	231	212	314	446
Birthday Parties	473	499	341	235
Scouts	60	56	147	49
Workshops	58	163	120	126
Education Free	464	496	955	894
Totals	2,309	2,425	3,178	3,006

Thanks to continuing support from the USTA, 8,531 visited the Museum free of charge. Another 894 adults and children participated in education related events free of charge. In addition, almost 2,112 people enjoyed affordable programming as part of school tours and other special events for a total of 3,006 admissions through paid education events.

Promotions & Marketing

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.

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

For a third year, the Museum developed and published the 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 its very active and engaging social media presence, adding over 1,000 Facebook "likes" each year for the last 3 consecutive 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.

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.

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. With graphic design activities 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 and Goshen-Holiday House Tour.

Collaboration is a big part of Outreach and draw to the Museum. In the past year efforts have combined 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, Standardbred Horse Sales Co., and Tattersalls Sales Co.

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 Ann 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 2.2% from FY 2015/2016. Outreach sales had an 11% decrease but continue to be an important contribution to this department. Outreach sales account for 42.7% 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, Ohio and the Standardbred Horse Sales week in Harrisburg, PA.

The physical gift shop sales increased by 6% and accounted for 41.2% of total sales. 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 new design and attention to detail in displays have been noticed by all who visit. The product offering is being streamlined to appeal to harness racing lovers and horse lovers in general with a touch of local history and souvenirs. The gift shop remains an integral part of the Museum by welcoming visitors and answering phone calls; it is staffed 361 days of the year. Inventory is now below \$60,000 due to a focused effort to remove aging products from inventory.

Web sales increased 17.5% and accounted for 9.7% of total gift shop income. It is anticipated that web sales will continue to grow as our e-commerce presence is improved by more interactions on social media and new product designs. An added benefit of the new website is the ease of maintaining

stock inventory and individual items offered. Shipping has been improved with an internet postage service that is \$15.95 per month with discounted rates for postage. UPS pickup service was discontinued and is now an on demand service instead of two scheduled weekly pickups, saving a considerable amount.

Overall, the gift shop realized \$28,760 after COGS and expenses for FY 2016/2017 which is an improvement over previous years. The e-commerce presence should continue to improve with the enhanced website and provide a boost to online sales.

Special Activities

The Special Activities department is managed by Gigi Ryan who oversees the rental of Haughton Hall for various celebrations and meetings. In FY 2016/17, a total of 5,382 people visited the Museum for weddings, christenings, corporate meetings, showers, birthday parties and other gatherings. Attendance was up over 14% and revenues were up 15% over the previous fiscal year.

<u>FY</u>	<u># Events</u>	<u>Net Profit</u>
2012/2013	131	\$42,813
2013/2014	143	\$30,864
2014/2015	92	\$34,575
2015/2016	64	\$32,510
2016/2017	71	\$37,375

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 fiscal year the Museum has cataloged 809 new objects and photographs including paintings, art prints and sculptures by such artists as Anthony Alonso, Jarvis Boone, Philip Berkeley, B.D. Cable, Fred Stone and J.H. Wright; the colors of Dorothy Haughton, Paula Wellwood and Scott Zeron, bound volumes of Roosevelt Raceway programs, *Harness Horse* and *Spirit of the Times* as well as a cascade of fair racing memorabilia such as postcards, pennants and programs.

Under the care of Collections Curator Rebecca Howard, and assistant Missy Gillespie, the department 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 again 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 long-term solution is still required.

The Museum provided a loan of 30 pieces of art and memorabilia for an exhibit by the Ross Museum on the Ohio Wesleyan University campus between August and October 2016, maintained an ongoing loan with the International Museum of the Horse, Lexington, KY and saw the return of

two items from loan to the American Museum of Natural History, New York, NY.

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.

Conservation funds raised this year include proceeds from the annual Restoration Raffle plus Hall of Fame Day art auction for a total of \$10,665. Previously approved grant funding of \$2,847 for conservation of the painting *Dexter, King of Trotters* was also received and expended.

Between 2010 and 2016 the Athan Kaloidis Memorial Foundation and Kaloidis family worked to fulfill their pledge of donating \$20,000 in support of the “Jim Brooks – Athan V. Kaloidis Children’s Collection.” Funding will support the development and installation of an exhibit of the collection being amassed by Museum member, Jim Brooks. Planning of the exhibit has begun for a proposed 2018 opening.

The department also aided in drafting a successful application to the New York State Council on the Arts (NYSCA) for the second year in 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. Registration and applications maintained for third year funding were completed with funds anticipated to be received in January 2018.

Opening the Museum’s collection to online researchers continued this year with the addition of 1,748 photographs and 770 Currier & Ives and postcard images now available on the Museum’s website. Digitized images from the Ted Hansom glass negative collection will be available in 2018.

The peer-reviewed Award of Excellence was received by Operations Manager John Mayo – conferred by the Greater Hudson Heritage Network for dedication and service to New York State history. The award recognizes John’s more than nineteen years of service to the history of the State through his work for the Harness Racing Museum & Hall of Fame.

Exhibitry

Presenting the Harness Racing Museum and its collection in the best possible light is a top priority for the exhibitry department. This aim, “to highlight and excite,” extends to all areas of the department’s design responsibilities: on-site exhibit planning and installation, seasonal displays, signage and printed materials as well as Hall of Fame Dinner details and decoration.

Exhibit designer Judi McMahon continues to keep the Museum’s displays up-to-date and full of surprises for visitors. Recent installations included Horse of the Year Always B Miki, “Seven Views of Dexter,” a colorful array of harness

bags added to the Carriage Room, Hall of Fame 2017 and, at Amateur Downs, the story of C.K.G. Billings' fabulous 1903 Dinner on Horseback is on view. The Women in Harness Racing display was enhanced with the additions of Casie Coleman and Paula Wellwood.

The Little Brown Jug, Hambletonian and Sire Stakes exhibits are refreshed yearly to include the latest winners. Text panels in the Wagering Area and Communicators' Corner were modernized with new artifacts installed. The exhibitry department provides yearly updates to the Museum's map and "On Exhibit" web page.

Exhibit planning took center stage this year with the advent of the Greyhound Gallery project for which preliminary layouts were created. Also in the works was a new Currier & Ives Reproduction traveling exhibit. The repro aspect allowed for the redesign of the story and artwork in one frame, simplifying the look and installation process. In addition, custom traveling exhibit layouts were created as needed for receiving venues and HRM outreach engagements.

The Peter Houghton 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 94 outside research inquiries dealing with all aspects of harness racing, past and present. Twenty-four of those requests arrived via the Museum's improved website.

A total of 218 books, 250 periodicals, 9 bound volumes of periodicals, 18 DVDs/videotapes, 40 sale catalogs and 2 scrapbooks were received as donations from Museum members and friends. Most notable was the extensive collection related to the American Standardbred Breeders Association. 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 \$704 during FY 2016/17, a decrease of 28% from the previous fiscal year.

In the coming year, Paul 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.

Traveling Exhibits

To date, the Museum's four traveling exhibits have appeared at 91 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 took place in the Juliette Barn at the Delaware County Fair in Ohio in September 2016 with subsequent appearances in October 2016 at the opening of the Long Island "Driving Park" historic site in Brookhaven, New York, and during matinee racing at Pinehurst, North Carolina in April 2017. The "*Currier & Ives*" reproductions exhibit attendance stands at 1,250.

Sponsored by the Harness Racing Museum, "*A Drive to Win*" last 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.

The "*What is Harness Racing?*" Poster Series last appeared at Rosecroft Raceway in May-June 2015. Total attendance to date for this traveling exhibit stands at 476,000.

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.

Operations

The operations department, headed by John Mayo with the assistance of custodian/maintenance head Robert Partington, continues to maintain and upkeep the 35,000 sq/ft facility along with exhibitry and grounds.

A major windstorm in February tore part of the roof over the balcony off, prompting emergency repair and the need to investigate the replacement of the 20-year-old rolled roofing. The courtyard fence was power-washed and stained, a large section of the Wall of Fame pavers that had heaved were re-laid, pavers and bricks were installed, and the Arden barn was emptied and the items were moved to the storage unit.

Improvements over the past year include the installation of a new, more energy efficient A/C unit for Houghton Hall and a new coil in The Day In The Life A/C unit. Fluorescent light fixtures continue to be switched over to LED bulb lighting which should result in significant energy savings. The upgrade of security systems continues with the addition of interior alarms on exit doors that were vulnerable to people exiting the building unseen. Deadbolt locks were installed in the Founders Room closet and bathroom for additional security.

John installed a new network switch for the Administrative office and ran Cat 5 cable to the Development office, networking that system to the Past Perfect 5 program, which is a tremendous upgrade to the membership software.

Updates to exhibitry included assisting with the design and planning of the Greyhound Gallery, the Museum's newest exhibit, repairing the Auction Game exhibit and finally fixing the popular 'Call A Race' exhibit after it had been out of commission for almost three years. Exhibits were updated with digital players and/or flat screen TVs and the information accessed electronically for the Hall of Fame, Hall of Immortals, Current Races and New York Sire Stakes was also updated.

Conclusion

In evaluating the Harness Racing Museum's worth to the harness racing community, it becomes clear that to gain support from a larger number of people, we must expose them to the vast expanse of history and information that resides within these walls. Our Facebook page posts a photograph daily, with an ever-increasing number of 'likes' and 'shares,' especially of historic photos. Our new website is robust, with more and more of our collections becoming available online. Biographies, photographs and video clips of Hall of Famers are now accessible to a much larger audience than can pass through the front door. Now, with the ability to financially support the Museum with a few clicks, we are confident we will be able to produce significant benefits to the bottom line.

Staff efforts continue to have an enduring impact on the attributes of this fabulous facility. I look forward to accomplishing the many goals I have for the coming year.

Preservation is the key to recording history, and digitization is the way to share that history. We as an industry are fortunate to have the quantity and quality of film, video and photographs that have been donated to this institution. The digitization of the library's collection to reduce storage requirements while increasing our ability to share it is one of the exciting projects we are planning.

We are grateful to all who continue to support our important mission, to protect the past and encourage the future of the great sport of Harness Racing. We are indebted to all whose financial commitment to the institution makes our work possible.

The history of harness racing lives here!

Janet T. Terhune, Director