

Virginia Agricultural Commodity Board Annual Report

ANNUAL REPORT OF THE VIRGINIA HORSE INDUSTRY BOARD

(2023-2024)

I. Narrative

Activities of the Board are supported by the Virginia Horse Industry Promotion and Development fund. Monies in the fund are generated by an assessment of \$1.50 on each Equine Infectious Anemia sample (Coggins Test) collected in the state.

The Board has identified seven focus areas in its strategic plan:

- 1) Collect and Analyze Data on the Horse Industry
- 2) Produce and Promote Economic Impact Studies
- 3) Develop Short- and Long-Term Marketing Plans to Promote the Virginia Horse Industry
- 4) Promote and Assist Educational Programs
- 5) Promote and Support Equine Research in Virginia
- 6) Utilize the Board's Annual Budget to Meet the Mission Statement and
- 7) Communicate to the Horse Industry the Plans and Progress of the Virginia Horse Industry Board

This year, the Board continued with their marketing grant program after receiving positive feedback from the horse industry. With the marketing grant program, the Board opens grant cycles every quarter and awards grants on a quarterly basis according to grant guidelines which have been developed and are publicized. Grant proposals are submitted on September 1, December 1, March 1, and June 1 and are reviewed shortly thereafter by the Board. In fiscal year 2024, the Board awarded 42 grants with a total of \$146,367.73 in grant funding.

The Board works diligently to promote the \$2 billion equine industry in the Commonwealth—representing 183,643 horses. Also from the 2018 economic impact study conducted by the American Horse Council: the industry generates more than 38,874 jobs in Virginia. In total, 30.5% of households - or 1 million – contain horse enthusiasts. The recreation sector is the largest sector of the horse industry in Virginia with more than 10% or 330,000 households in Virginia participate in trail riding. In addition to Virginian's trail riding, the American Horse Council 2018 national economic impact survey found that 49% of its respondents who trail ride in Virginia are from out of state. This sector alone supports 10,615 jobs and adds \$442 million in value to the state economy.

II. Budget and Finances

Cost Code #625

1. Cash Balance: June 30, 2023	\$1,247,920.26
2. (a) Assessment Receipts: July 1, 2023 - June 30, 2024	(+) \$15,821.53
(b) Virginia Racing Commission:	(+) \$1,143,492.92
(c) Interest Receipts: July 1, 2023 - June 30, 2024	(+) \$76,626.47
3. Total Balance and Receipts (1+2)	(=) \$1,232,940.92
4. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$156,829.85
5. Cash Balance: June 30, 2024	(=) \$2,324,031.23

Cost Code #626

1. Cash Balance: June 30, 2023	\$1,180,088.59
2. (a) Assessment Receipts: July 1, 2023 - June 30, 2024	(+) \$219,076.61
(b) Interest Receipts: July 1, 2023 - June 30, 2024	(+) \$52,432.61
(c) Miscellaneous Regulator	(+) \$557.60
3. Other Receipts: July 1, 2023 - June 30, 2024	(+) 0.00
4. Total Balance and Receipts (1+2+3)	(=) \$1,435,904.44
5. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$171,993.47
6. Cash Balance: June 30, 2024	(=) \$1,280,152.94

III. Projects and Funding

The Board continued their marketing grant program in FY24. The marketing grant program includes revisions to the application for easier use, as well as newly implemented requirements to improve process flow and execution of the grants themselves. This grant program continues to be valuable to the entire horse industry in Virginia. The Board received applications from 23 organizations that have not previously applied for grant funding. The FY24 projects are:

CYCLE 1	Award Amount
Capital Horse Show Association	\$4,973.00
Central Virginia Horse Rescue	\$5,000.00
Deep Run Horse Show	\$5,000.00
Foxfield Racing, LLC	\$5,000.00
Serenity Equine Rescue	\$4,500.00
Scott County Regional Horse Show	\$5,000.00
Southwest Virginia Hunter Jumper Association	\$5,000.00
Virginia Horse Council Foundation	\$3,445.00
Virginia Pony Breeders	\$5,000.00
Virginia Walking Racking Horse Owners Association (deobligated after project leader left)	\$0.00
CYCLE 2	
American Saddlebred Horse Association of Virginia	\$5,000.00
Shenandoah Blue Ridge Appaloosa Association	\$2,475.00
Silver Eagle Stable	\$1,500.00
Virginia Paint Horse Club	\$5,000.00
The Barns at Blue Mountain	\$5,000.00
Battlefield Horse Show Association	\$5,000.00
Tidewater Equine Club	\$3,600.00
Battlefield Horse Show Association	\$5,000.00
HopeTree Family Services	\$4,550.00
FARRR Foundation	\$5,000.00

Good Hope Equestrian and Regenerative Farm	\$3,510.00
CYCLE 3	
Bland County Fair	\$3,000.00
Brookhill Farm	\$5,000.00
Chesterfield County Fair Association	\$1,750.00
Culpepper Battlefield Tours	\$3,650.00
Draft Horse Pull at the State Fair of Virginia	\$5,000.00
Friends of Frying Pan Farm Park	\$4,900.00
Friends of Virginia Beach Mounted Police	\$5,000.00
Halifax Trailblazers 4-H	\$3,500.00
Mason Dixon Paso Fino Association	\$4,675.00
Virginia Horse Center Foundation (mid-atlantic dressage)	\$5,000.00
Pine Spur Hunt Club	\$3,580.00
Ride With Pride	\$4,000.00
SPIRIT Open Equestrian Program	\$3,689.00
VHC Eventing Organizing Committee	\$5,000.00
Virginia Thoroughbred Project	\$5,000.00
Virginia Pony Breeders Association	\$5,000.00
Virginia Walking Racking Horse Owners Association	\$5,000.00
CYCLE 4	
Appalachian Gateway Horse Owners Association	\$4,454.00
Central Virginia Horse Show Association	\$4,944.00
Virginia Polo	\$3,720.00
Hazelwild Farm	\$4,105.00

IV. Year End Funding Level

The cash balance in Cost Code #625 as of June 30, 2024, was \$2,324,031.23.

The cash balance in Cost Code #626 as of June 30, 2024, was \$1,280,152.94

V. Board Meetings and Board Member Attendance Roster

The Board met three (4) times between July 1, 2023, and June 30, 2024. The Board saw advancement in the way of its Marketing Services Project by awarding a contract to a Marketing firm- TopRight Parnters, LLC, and began working through beginning stages of rebranding with that team at the end of the fiscal year. In addition, the Board implemented a Strategic Marketing Subcommittee to work on the VHIB marketing plan, grant program and website redesign alongside the Marketing firm. It is anticipated that the Board will continue to meet four to five times per year in the Charlottesville or Warrenton area. A meeting roster/attendance sheet is attached.

X: Present/O: Absent	7/10/2023	10/16/2023	12/11/2024	3/11/2024
Robert Banner	X	X	X	X
Beth Sheely	O	X	O	<u>X</u>
Ernie Oare	O	O	X	X
Dr. Kelly Foltman	X	X	X	X
Wayne Chatfield-Taylor (Proxy)	Debbie Easter X	Debbie Easter X	Debbie Easter X	Debbie Easter X
Suzanne Gonzalez (Proxy)	Christy Morton X	Christy Morton X	O	O
Jimmy Lee (Proxy)	Oliver Brown X	Oliver Brown O	Oliver Brown X	Oliver Brown X
Janie Ober	X	O	Amy Moore X	Amy Moore X
Steve Escobar	X	X	X	X
David Lands	O	X	O	X
Tommy Barron	X	X	X	X

VI. Summary

This past fiscal year, the Virginia Horse Industry Board continued efforts to promote the State's equine industry through a number of expanded projects. Inherent in the projects was the Board's mission: the promotion and economic development of the Virginia horse industry.

Activities for the year included:

Virginia Equine Venue Sponsorships

In FY24, The Virginia Horse Industry Board provided one \$25,000 sponsorship and one \$20,000 sponsorship for equine venues across the Commonwealth. Recipients of the sponsorships were: Dulles Equine Taskforce and Morven Park, respectively. The Virginia Horse Industry Board sponsorship recipients are required to highlight VHIB on their website, social media platforms, in newsletters, etc., participate as a marketing partner with VHIB, and provide VHIB access to their mailing lists.

Virginia Youth Sponsorships

In FY24, The Virginia Horse Industry Board provided four \$25,000 sponsorships of youth equine organizations across the Commonwealth. Recipients of the sponsorships were: Virginia High School Rodeo, Virginia 4-H Equine Programs, Virginia FFA, and the Virginia Regional Pony Clubs. These sponsorships were awarded to support and grow youth oriented equine programs.

Virginia Horse Show Association's Associate Program

The Virginia Horse Industry Board sponsored the Virginia Horse Show Association's (VHSA) Associate Program in 2024. VHSA is an association of show members and individual members cooperating to promote the sport and to improve the breeding of horses in the Commonwealth. All breed groups, shows and horse interests are represented and membership is open to all individuals and to shows in Virginia. The 2024 Associate Program reached 2,400 members and it offers local schooling shows across the state to introduce riders to horse showing.