ANNUAL REPORT OF THE VIRGINIA HORSE INDUSTRY BOARD  
(2017-2018)

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

The Board awards grants on an annual basis according to grant guidelines which have been developed and are publicized. Grant proposals are submitted in early March and are reviewed shortly thereafter by the Board. 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 Virginians 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, 2017 $290,028.61

2. (a) Assessment Receipts: July 1, 2017-June 30, 2018 (+) $59,309.22
   (b) Virginia Racing Commission* (+) $45,937.61
   (c) Interest Receipts: July 1, 2017-June 30, 2018 (+) $3,601.03

3. Total Balance and Receipts (1+2) (=) $398,876.47

4. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet) (–) $97,480.40

5. Cash Balance: June 30, 2018 (=) $301,396.07

* 2017-2018 Virginia Racing Commission revenues were $45,937.61

Cost Code #626

1. Cash Balance: June 30, 2017 $269,021.05

2. (a) Assessment Receipts: July 1, 2017-June 30, 2018 (+) $173,695.98
   (b) Interest Receipts: July 1, 2017-June 30, 2018 (+) $3,747.27
   (c) Miscellaneous Regulator (+) $222.98

3. Other Receipts: July 1, 2017-June 30, 2018 (+) 0.00

4. Total Balance and Receipts (1+2+3) (=) $446,687.28

5. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet) (–) $102,523.77

6. Cash Balance: June 30, 2018 (=) $344,163.51
III. Projects and Funding
Over the past year, the Board awarded $117,350.30 from the Equine Feed Checkoff Fund (Cost Code #626) to fund 15 new projects promoting marketing, education, and research of the industry. A list of some of those grant projects follows with the recipient of the project monies, the category, and the dollar amount:

**Education**
- Virginia 4-H EquiSmartz $3,500
- Virginia Forage & Grasslands Council Educational Horse Events $3,100
- Virginia FFA Horse Evaluation Career Development $3,500
- Virginia FFA Horse Hippology Career Development $2,000
- Virginia 4-H Horse Teen Ambassador Program $2,500
- Richmond Police Mounted Unit Participation in the North American Police Equestrian Competition $2,277
- Virginia Regional Pony Clubs National Level Certification Prep And Upper Level Education $3,500

**Marketing**
- Virginia Horse Council: Serving the Horse Industry $37,130
- 2019 Calendar to Promote the Horse Industry in Virginia $6,000
- Virginia Region Pony Club Membership Campaign $2,225
- Ride the Rail or Ride the Trail $4,450
- VTA – Promote Virginia’s Thoroughbred Certified Program $10,000

**Research**
- Effects of Meal Time of Day on Metabolic and Digestive Response in Horses $15,116
- Comparative Contrast Myelography and Contrast Computed Tomography of the Cervical Spine in non-neurologic horses $16,955.30
- Computed Tomography Contrast Angiography of the Equine Cadaver Head $5,097

**Virginia Bred Grant Program**
In 2018 the Virginia Horse Industry Board funded the following organizations:

<table>
<thead>
<tr>
<th>Past funding – Virginia Bred Program</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Saddlebred Horse Association of Virginia</td>
<td>$4,000</td>
</tr>
<tr>
<td>Commonwealth Dressage &amp; Combined Training Association</td>
<td>$3,450</td>
</tr>
<tr>
<td>Virginia Horse Shows Association</td>
<td>$5,000</td>
</tr>
<tr>
<td>Virginia Paint Horse Club, Inc.</td>
<td>$6,000</td>
</tr>
<tr>
<td>Virginia Pony Breeders Association</td>
<td>$7,000</td>
</tr>
<tr>
<td>Virginia Presidential Paso Fino Association, Inc.</td>
<td>$2,900</td>
</tr>
<tr>
<td>East Coast Stock Association</td>
<td>$2,000</td>
</tr>
<tr>
<td>Virginia Quarter Horse Association</td>
<td>$8,000</td>
</tr>
<tr>
<td>Virginia Palomino Association</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$39,850</strong></td>
</tr>
</tbody>
</table>
IV. Year End Funding Level

The cash balance in Cost Code #625 as of June 30, 2017, was $344,163.51.
The cash balance in Cost Code #626 as of June 30, 2017, was $301,396.07.

V. Board Meetings and Board Member Attendance Roster

The Board met four (4) times between July 1, 2017, and June 30, 2018. It is anticipated that the Board will continue to meet four to five times per year. A meeting roster/attendance sheet is attached.

<table>
<thead>
<tr>
<th>X: Present/O: Absent</th>
<th>7/24/2017</th>
<th>9/12/2017</th>
<th>1/9/2018</th>
<th>4/30/2018</th>
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<tbody>
<tr>
<td>Nancy Paschall</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Alison Umberger</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>O</td>
</tr>
<tr>
<td>Dr. John Wise (Appointed 11/3/2017)</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Dr. Harold McKenzie (Term Ended (11/3/2017)</td>
<td>Kim Funk</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Bridgett McIntosh</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Brooke Royster (Proxy)</td>
<td>Debbie Easter</td>
<td>X</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Mike Stoher (Proxy)</td>
<td>Cathette Plumer</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Jimmy Lee (Proxy)</td>
<td>Margaret McLaughlin</td>
<td>X</td>
<td>O</td>
<td>O</td>
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<tr>
<td>Janie Shrader</td>
<td>X</td>
<td>X</td>
<td>O</td>
<td>X</td>
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<tr>
<td>Sue Alvis</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Nancy Troutman</td>
<td>X</td>
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</tr>
<tr>
<td>Sue Fanelli</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

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:

**Presence of the Virginia Horse Industry Board at the State Fair of Virginia**
The Program Manager organized the Showcase of Breeds at the State Fair. The Showcase included breed exhibitions to promote the Virginia horse industry at the 2017 State Fair of Virginia {SFVA} at Meadow Event Park. The Program Manager coordinated with a variety of breed associations to have a different breed of horse exhibited in a paddock area near the Agricultural Center for ten days of the fair. Promotional materials with the VHIB logo and the “Virginia Is for Horse Lovers” logo/slogan were printed and made available for distribution at the paddock area.

**Presence of the Virginia Horse Industry Board at the Virginia Horse Festival**
The Virginia Horse Industry Board sponsored the Parade of Breeds and Breed Showcase Barn at the Virginia Horse Festival from March 23-25, 2018. The Program manager organized the Parade and the Breed Showcase Barn by coordinating with a variety of breed associations and owners to have thirteen breeds represented during the event. Each day, the Program Manager narrated the Parade of Breeds in the arena. Virginia Horse Industry Board promotional materials were available in the Breed Showcase Barn throughout the Festival.

Trade Shows

This past year, the Virginia Horse Industry Board participated in 4 events. The Program Manager set up and staffed the VHIB booth at these events, and information on the Virginia horse industry was distributed as well as questions answered. These events included:

- The Pennsylvania Horse World Expo – Harrisburg, PA – March 1-4, 2018. At this event, VHIB connected with approximately 600 people.
- Virginia Horse Festival – Doswell, VA – March 23-25, 2018. At this event, VHIB connected with approximately 400 people.

Horse Association Meetings/Forums

The Program Manager attended the Commonwealth Dressage and Combined Training Association’s Annual Banquet and presented their Virginia Bred awards to the recipients. In addition, the Program Manager served as the keynote speaker and gave a presentation on VHIB and the horse industry in Virginia. The Program Manager also attended the Virginia Quarter Horse Association’s annual awards and banquet.