

Virginia Agricultural Commodity Board Annual Report

ANNUAL REPORT OF THE VIRGINIA HORSE INDUSTRY BOARD

(2022-2023)

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 22, the Board awarded 49 grants with a total of \$197,226.30 in grant funding. This is the second largest number of projects and grant funding in the last five years.

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 1million – 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, 2022	\$315,502.09
2. (a) Assessment Receipts: July 1, 2022 - June 30, 2023	(+) \$39,769.85
(b) Virginia Racing Commission:	(+) \$1,017,920.96
(c) Interest Receipts: July 1, 2022 - June 30, 2023	(+) \$15,270.03
3. Total Balance and Receipts (1+2)	(=) \$1,072,960.84
4. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$140,542.67
5. Cash Balance: June 30, 2023	(=) \$1,247,920.26

Cost Code #626

1. Cash Balance: June 30, 2022	\$1,160,477.57
2. (a) Assessment Receipts: July 1, 2022 - June 30, 2023	(+) \$207,549.79
(b) Interest Receipts: July 1, 2022 - June 30, 20223	(+) \$19,819.96
(c) Miscellaneous Regulator	(+) \$24,274.35
3. Other Receipts: July 1, 2022 - June 30, 2023	(+) 0.00
4. Total Balance and Receipts (1+2+3)	(=) \$1,412,121.67
5. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$232,033.08
6. Cash Balance: June 30, 2023	(=) \$1,180,088.59

III. Projects and Funding

The Board launched their marketing grant program in FY22. The marketing grant program includes an easier application and it is a grant program that is valuable to the entire horse industry in Virginia. The Board received applications from 23 organizations that have not previously applied for grant funding. The FY23 projects are:

CYCLE 1	Award Amount
Virginia Polo Marketing Grant	\$4,880.00
Hope's Legacy Advertising for Volunteers and Adoptions	\$5,000.00
Frying Pan Park – Pre-Turkey Quarter Horse Show	\$5,000.00
VQHA - Virginia Bred	\$5,000.00
VQHA - Year End Awards	\$5,000.00
VQHA - Event Support	\$5,000.00
Blue Ridge Horse Force Website Redesign	\$2,750.00
Silver Eagle Stables Marketing Grant	\$5,000.00
CYCLE 2	
Blue Ridge Equine Society - New Year Continued Growth	\$1,535.00
Middleburg Orange County Pony Club - Horse Trials Marketing Support	\$3,500.00
Friends of the Richmond Mounted Unit - Website Creation	\$5,000.00
Pine Spur Hunt Club - Horse Show Event Support	\$3,270.00
VA Walking Racking Horse Owners Association - Horse Show Event Support	\$3,200.00
Virginia Horse Council - 2023 Educational Seminar Event Support	\$4,600.00
Loudoun County Equine Alliance - Annual Expo Support	\$5,000.00
Central Virginia Horse Show Association Event Support	\$5,000.00
East Coast Stock Horse Association - Membership Drive	\$2,400.00
Virginia Polo - Alumni Engagement Event	\$4,760.00
DePaul Community Services - Opening Doors to Equine Assisted Therapy	\$5,000.00

CYCLE 3	
Lucky Stars Open Horse Show	\$2,500.00
Virginia Cooperative Extension-Tazewell	\$1,800.00
Toms Performance Horses LLC	\$2,000.00
Mason Dixon Paso Fino Association	\$4,000.00
Tazewell Horse Show LLC	\$5,000.00
Friends of Frying Pan Farm Park	\$5,000.00
Green Hill Park Equestrian Center Advisory Board	\$3,000.00
Tarpan Horse Conservation Program	\$5,000.00
Norwegian Fjord Horse Registry	\$3,050.00
Virginia Paint Horse Club	\$5,000.00
Virginia Palomino Association	\$1,500.00
Virginia Pony Breeders Association	\$5,000.00
Page County Equine Connection LLC	\$5,000.00
Culpeper Battlefield Tours LLC	\$5,000.00
Virginia Walking Racking Horses Owners Association	\$5,000.00
Sustainable Horsemanship	\$1,681.30
Shenandoah Blue Ridge Appaloosa Horse Association - Event Support	\$3,000.00
Shenandoah Blue Ridge Appaloosa Horse Association Awards	\$2,000.00
American Saddlebred Horse Association of Virginia	\$5,000.00

CYCLE 4	
Battlefield Horse Show Association - Classic Show	\$5,000.00
East Coast Stock Horse Association - Youth Membership Drive	\$4,000.00
Central Virginia Show Jumping Association - Award Incentive Program	\$5,000.00
Loudoun Therapeutic Riding - Anniversary Media Support	\$5,000.00
Thoroughbred Heritage Horse Show	\$5,000.00
Virginia Paint Horse Club Digital Marketing	\$3,000.00
Virginia Horse Center Foundation Eventing Prize Money	\$5,000.00
Secretariat for Virginia - Marketing Support	\$5,000.00
Museum of Hounds and Hunting North America - Annual Art Exhibit and Fundraiser	\$5,000.00
Ride with Pride Website Redesign	\$3,200.00

Commonwealth Dressage and Combined Training Association Incentive Program	\$1,600.00
--	------------

IV. Year End Funding Level

The cash balance in Cost Code #625 as of June 30, 2023, was \$1,247,920.26.

The cash balance in Cost Code #626 as of June 30, 2023, was \$1,180,088.59

V. Board Meetings and Board Member Attendance Roster

The Board met three (3) times between July 1, 2022, and June 30, 2023. In addition, the Board identified a Strategic Marketing Subcommittee to work on the VHIB marketing plan, grant program and website redesign. That subcommittee met (2) times between July 1, 2022 and June 30, 2023. 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	9/8/2022 Sub- Committee	9/27/2022	12/19/2022	3/24/2023	5/22/2023 Sub- Committee
Robert Banner	O	O	X	X	O
Beth Sheely	O	O	X	O	<u>O</u>
Ernie Oare	O	X	X	X	X
Dr. Kelly Foltman	O	X	X	X	O
Wayne Chatfield- Taylor (Proxy)	Debbie <u>Easter</u> X	Debbie <u>Easter</u> X	Debbie <u>Easter</u> X	Debbie <u>Easter</u> X	O
Suzanne Gonzalez (Proxy)	O	Loretta <u>Tozer</u> X	Loretta <u>Tozer</u> X	O	O
Jimmy Lee (Proxy)	O	Oliver <u>Brown</u> X	Oliver <u>Brown</u> X	Oliver <u>Brown</u> X	Oliver <u>Brown</u> X
Janie Ober	X	O	X	X	O
Steve Escobar	O	X	X	X	X
David Lands	O	X	O	X	O
Tommy Barron	O	X	X	X	O

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 FY23, The Virginia Horse Industry Board provided four \$25,000 sponsorships of equine venues across the Commonwealth. Recipients of the sponsorships were: Old Dominion Ag Complex, Meadow Event Park, Upperville and Dulles Equine Taskforce. 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 FY23, 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 2023. 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 2023 Associate Program reached 2,400 members and it offers local schooling shows across the state to introduce riders to horse showing.