



The Value of Supporting Racing's Core Product and Players

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“Where do we find fans?”

- ▶ 2006 Question Asked by New York State Senator
 - ▶ Reference to an Official Organization for Fans
 - ▶ ThoroFan Established in 2008
 - ▶ National Non-Profit **(501(C)(3))**
 - ▶ Grassroots Organization **for Fans, by Fans**

FAN RECOGNITION AND IMPORTANCE

GIVE FANS A VOICE

“ Giving fans a sense of ownership may help grow the sport. Excluding them or ignoring them certainly will not”

VIEWPOINT in the Thoroughbred Times 2009

Mark Simon

NYS RACING FAN ADVISORY COUNCIL

- ▶ WHEREAS the New York State Gaming Commission has general jurisdiction over all horse racing and all pari-mutuel betting activities, both on-track and off-track in New York State, and over the corporations, associations, and persons involved therein; and
- ▶ WHEREAS horse racing is a significant element of New York State's economy, including agriculture, entertainment, and tourism; and
- ▶ WHEREAS the preservation and continuation of pari-mutuel horse racing and its rich tradition is vital to the interests of the State of New York; and
- ▶ WHEREAS the **interests and opinions of the racing fan are important aspects** in relation to the ongoing and future conduct of racing; and
- ▶ **WHEREAS the New York State Gaming Commission recognizes the significance of the interests and opinions of the racing fans;** and
- ▶ WHEREAS in 2011, the former New York State Racing and Wagering Board established, via similar resolution, a Racing Fan Advisory Council that expired August 31, 2016,

(g)
(g)

recommend to the Commission appropriate changes to Commission rules affecting horse racing; and
(h) perform such other duties as may be increased by order of the Commission.

NYS RACING FAN ADVISORY COUNCIL MANDATE

- (a) have as its mission **the growth of the fan base** related to the sport of horse racing;
- (b) engage New York State's racing fan** population on how to make the sport more appealing;
- (c) recommend procedures to the Commission **to ensure that the opinion of the fan** is a central part of the regulation of horse racing;
- (d) advise the Commission on **fan issues related** to horse racing and wagering,
- (e) work with relevant component industries **to better educate the casual fan** as to significant industry topics;
- (f) **recommend** to the Commission appropriate changes to Commission rules affecting horse racing; and
- (g) perform such other duties as may be increased by order of the Commission.

RFAC WEBSITE: <https://www.gaming.ny.gov/pdf/RFAC%20Resolution%202016.pdf>

FAN RECOGNITION AND IMPORTANCE

“ In the final furlong, whether racing in the U.S. survives is not up to elite board members of racing’s numerous interest groups, however dedicated they are. Racing’s future for better or worse, for richer or poorer, in sickness and in health, will be determined by the **“action and passion” of its most committed fans**”

Bob Heleringer –June 5, 2010

BloodHorse’s Final Turn

FANS—THE SILENT MAJORITY

WHO ARE THESE THEY CALL FANS?

- ▶ Bettors-- contribute **billions** to racing's bottom line
- ▶ Horse Enthusiasts – **care** about our equine athletes
- ▶ Philanthropists –fans donate thousands of dollars to equine causes
- ▶ Knowledgeable people– can provide **input** for racing improvement
- ▶ Potential New Owners --- fell in love with the sport **from the grandstand**
- ▶ Policy makers –come from careers that **value their input** and insight
- ▶ Customers --- who to racing purely for **entertainment and enjoyment**
- ▶ All of Us Here –***“First and foremost we are all fans, first”***, Nick Zito

ACTION

- ▶ Fans are more than customers and players -----Fans are stakeholders
- ▶ Fans are a leg of racing's 3-legged stool
- ▶ More Racing Councils need to Evolve
- ▶ More fans need to be on governing boards



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REMEMBER ALBERT EINSTEIN'S ADVICE

- ▶ “We cannot solve our problems with the same thinking we used when we created them”

THANK YOU