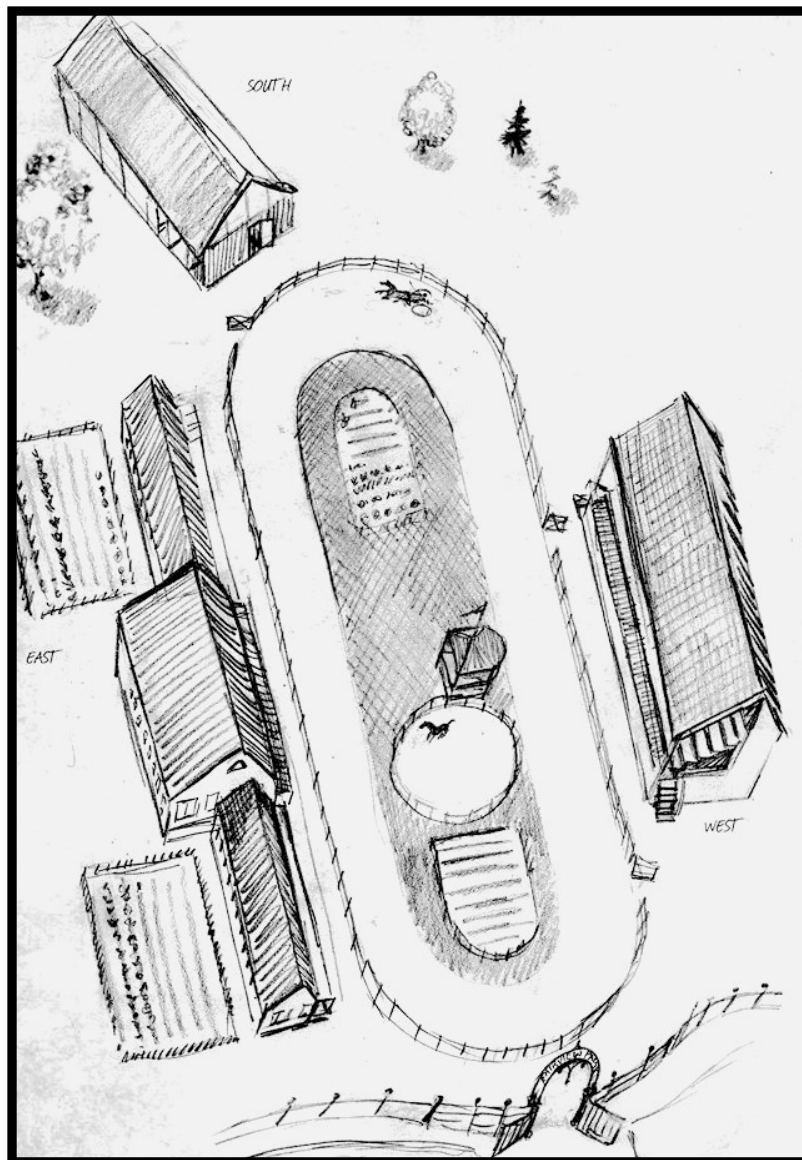


Preliminary Findings June 19, 2017

**A Harness Racing Survey — From Its Past to Its Present to Create Its Future in the 21st Century
Published by The Lost Trotting Parks Heritage Center**



A Survey: Harness Racing — From its Past to Present to Create Its Future in the 21st Century (A Preliminary Report)

The Lost Trotting Parks Heritage Center

Lost Trotting Parks' Harness Racing Survey, From Its Past to Its Present to Create Its Future in the 21st Century, was designed to provide harness racing industry leaders and stakeholders with information and data that would provide a basis for future planning activities and discussion groups. The survey consists of twenty eight questions for survey participants responses. The survey was distributed online through losttrottingparks.com. Links to the survey were posted on Facebook pages and groups. More than 2,000 individuals were introduced to the survey. 1,127 individuals opened the survey with only 67 individuals completed the survey. The survey is still online and available for others to complete the survey. Although this number of completions is small, the information provided by the survey participants allows others to review their responses and findings.

Following are highlights of this survey. Please take the time to review the responses and the ideas generated by the 67 survey completers.

The Data —

- 67 individuals completed the survey
- 42 completers were from the State of Maine
- 35 completers identified themselves as members of harness racing families
- 31 completers stated that they had been in the harness racing industry 20 plus years
- 60 completers were 35 years of age and older
- The following list provides track preferences by completers
 - Top Three: Fryeburg, Bangor Raceway, Windsor Fair
 - 4. Scarborough Downs
 - 5. Cumberland and Skowhegan
 - 6. Oxford
 - 7. Farmington and Presque Isle
 - 8. Topsham and Union
- The industry needs to create a coordinated marketing plan for every month of the year to preidentified audiences
- On selected race days, track management needs to create safe tours of the paddocks prior to the day's racing. Viewing areas could be created that would allow viewers to see what is happening in the paddock, watch the horses and drivers enter the track, and watch the races.
- Harness Racing needs to be rebranded for relevancy in the 21st century
- The industry and its members need to be accountable for performing at the highest ethical standards and behaviors
- All industry members need to realize that they are part of the harness racing industry brand and that their behaviors either enhance or diminish the brand
- Develop amateur and family driving clubs to promote harness racing and bring new families to the business

- A casino with a hotel would be a successful environment for the sport of harness racing
- A destination resort surrounding a harness racing track would be a successful environment for the sport of harness racing
- Demonstration racing at Cornish, Blue Hill, Pembroke and Oxford could serve as excellent promotional and educational activities for people to acquire added knowledge and appreciation of the sport of harness racing.

Brief Discussions:

Casinos or Resorts — Successful environments for harness racing are needed. In the 19th century, an article in one of the many horse periodicals stated, "Harness racing is at its best when it is part of a greater event." The challenge may be the creation of that greater event. Two greater events are offered in this survey: 1. a casino with a hotel and 2. a destination resort with a harness racing track. Two casinos have been established in the State of Maine. One casino operates Bangor Raceway and the other casino may provide funds for state initiatives including harness racing, but does not operate a raceway. In both cases the majority of funds generated by the Maine casinos mostly benefits out of state business interests.

The concept of a destination resort as a home for Maine harness racing has not been fully explored. This survey explores identifying the elements of a destination resort. Perhaps the broadest application of this concept may be to develop an equine center that celebrates the contribution of the horse to the State of Maine. The Center would include harness racing, riding under saddle, barrel racing and dressage competition, and horse pulling. This idea needs greater explanation which would be best served by a presentation and discussion.

Demonstration Racing — Demonstration racing has existed for several years at Cornish, Blue Hill, Pembroke and Oxford. These events need to be expanded to include the involvement of students and families from area schools. Demonstration racing at Blue Hill is part of the Blue Hill Fair. Again this idea needs greater explanation which would be best served by a presentation and discussion.

Marketing and Promotion — In Maine there are at least three events involving horses that are supported by associations. These events include harness racing, barrel racing and horse pulling. Every association has its web site and probably Facebook presence. The issue is that these web sites and Facebook Groups/Pages may not be viewed by people who are outside their industries. If this perception is valid, then association members need to find new ways to market and promote their events and work.

Note from the editor:

I hope you will take time to review this survey and that the industry will form discussion groups to explore these issues. We live in an electronic age of computers, tablets, the world wide web and cell phone. This electronic age connects us in many ways. However, the electronics of this age do not instill in people, the love of the horse, the history of and contribution of the horse to the State of Maine, and the authentic life that is led by so many Mainers who work in the harness racing and related industries.

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1. How many years have you personally been a licensed worker in the sport of harness racing?

Selections	Responses
Does Not Apply	16
1 to 5 Years	8
6 to 10 Years	9
Between 11 and 20 Years	8
Between 21 and 30 Years	6
Greater than 30 Years	21

2. How many years have you been a fan of he sport of harness racing? (FANS ONLY)

Less than 5 years	33
Between 6 and 10 Years	2
Between 11 and 20 years	8
For more than 20 years	24

3. Are you a member of a harness racing family?

Yes	35
No	31

4. How many Years has your family been in harness Racing?

Item does not apply to me	32
Up to 10 years	2
Between 11 and 20 years	2
More than 20 years	31

5. Select your gender —

Male	34
Female	33

6. Please enter State or Country

State/ Country	Maine	New Hamp- shire	Vermont	Massachu- setts	New York	Michigan	Florida	New Jersey	Indiana
Number	42	2	1	4	3	2	1	2	1

State/Country	Canada	California	United States	Ohio	Maryland
Number	2	1	2	1	1

7. Select your age group —

Age Groups	Under 18	18-24	25-34	35-44	45-54	55-64	65 or Above	No Answer
Number	2	1	4	13	12	19	16	0

8. Choose descriptors that describe your work in the harness racing industry —

Descriptor	N/A	Owner	Trainer	Groom	Race Secretary	Track Supervisor	Judge, Announcer, Photograph	Veterinari- an	Agri Fair Organizer
Number	11	42	26	29	0	0	11	2	1

Descriptor	Ag Fair Volunteer	Pari-Muteul Worker	Driver	Farrier	Harn.Racing Commission	State Gov't Employee
Number	1	3	12	2	1	1

9. Identify the three Maine harness racing tracks you believe are the best to experience the sport of harness racing —

Track or Location	Presque Isle	Topsham	Skowhegan	Union	Windsor	Farmington
Number	6	4	13	4	33	6

Track or Location	Oxford	Cumberland	Fryeburg	Bangor Raceway	Scarborough Downs	Never attended a race
Number	9	14	41	34	23	9

10. Explanation for selections in the previous question —

- Raced at all 3...I think each has a well maintained track.... You get a lot of speed out of a horse on these tracks. And you get good visibility of the whole track at Oxford and Scarborough from anywhere you're at.
- I've never been to the others
- This was a tough one. As for Windsor and Fryeburg, these are the fairs I definitely try to make it to. (Union as well). I like Bangor's location, being part of a neighborhood. Tradition, pride and excellence are words that come to mind.
- Track conditions are good and the facilities are nice
- These fairs treat the horseman nice over the years Skowhegan used to be the best but they kicked the horseman out and don't care anymore there the worst
- Large crowds, old fairgrounds,
- all those I checked have a close proximity to the horses on the track, as well as an exciting atmosphere
- Bangor needs help. But could be fantastic. Others are great grassroots fairs
- Scarborough is classic in that it has been a Maine Harness Racing staple. Windsor always provides a good time and a great facility and track. And generally I see the most fans in the grand stand at Windsor and Skowhegan.
- I believe these 3 tracks offer the best view from the grandstands. I was torn between Bangor and Fryeburg. I think Fryeburg does a better job maintaining the track but it's hard to get a good view from the grandstands. Skowhegan and Windsor do a top notch job maintaining both the track and facilities.
- Fairs are great for families. Bangor is Good for all year round. Scarborough sucks.

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- Scarborough although a shell of what it once was is still the hope of New England harness racing. The other two I just have very fond memories from.
- Windsor Topsham Farmington
- Anywhere you go to watch racing is a perfect experience. No track is the same, making it all the more exciting
- More often you'll see families at fairs and this sport is a family in and of itself. Where as you'll see mostly men at a full time track not many families.
- They are my favorites.
- Scarborough is vital for harness racing to continue here in Maine. Atmosphere at Windsor fair and Fryeburg fair is the best.
- Fryeburg because of the crowds and venue, Bangor b/c it's new, Scarborough b/c it has loads of history but needs a major face lift and TOTALLY NEW MANAGEMENT. It's location and proximity to larger markets make it a worthy investment
- Actually I enjoyed racing at all the fair tracks in Maine
- They occur at great time of year. They have signature races, sizeable crowds, and take place at well cared for facilities.
- Great atmosphere at all 3.
- Fryeburg...roar of the crowd... Windsor for its competitive racing. Bangor cause I enjoy the ship n the track is nice
- Cumberland, Fryeburg, Scarborough
- I am not able to go. I grew up going to races at Pembroke, Cherryfield, Machias, Blue hill and Springfield, Maine. Go to Bangor once in awhile.
- Scarborough the show place Bangor best drivers in the state Fryeburg need I say more
- I have only attended the two tracks I listed in Maine.
- I haven't had horses in years but always enjoyed those tracks. Lewiston was my favorite in my early years.
- All have wonderful grandstands
- #1 & 2 = Local folks, welcoming interested people. Small tracks , not too commercial. #3 = larger track with faster horses, yet friendly. Not too commercial.
- I haven't been to most of those places but I hear Fryeburg is wonderful

Topsham Fair Raceway is unique. An antique grandstand, a track that needs improvement. However, this location is comfortable. Great views from the grandstand. Paddock area needs improvement yet still excellent for race preparation. Windsor Fair has a great tradition, committed staff, and a great track. Fryeburg Fair takes you back == back to when crowds were lining the track, in the infield and a grandstand filled with people. You can hear the crowd.

11. Harness racing leaders need to create coordinated marketing and promotional strategies that engage all age groups. Activities need to be planned for every month of the year —

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number		1	1	13	34

12. Tours of the paddock area should be offered by track officials so that those attending the fairs or harness racing get closeup views of horsemen preparing their Standardbreds for racing

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number	1	4	4	21	37

13. The harness racing industry needs to be re-branded to make the sport of harness racing more relevant to living in the 21st century.

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number		1	6	21	38

14. The harness racing industry needs to be accountable and accountable to performing at the highest ethical standards and behaviors.

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number			1	10	55

15. If you work in any aspect of the harness racing industry you understand that you are part of the harness racing brand. Your behavior will either enhance or diminish the broader harness racing brand and the public's perception of the sport.

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number			2	11	52

16. The development of amateur and family driving clubs at each track would be a good strategy to introduce new people to the sport of harness racing.

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number			14	24	27

17. Select from the list below those organizations that need to become involved in the idea of bringing more young people into harness racing.

Organizations	Girl Scouts	Boy Scouts	Boys and Girls Clubs	4-H Clubs	FFA
Number	17	18	22	41	38

Organizations	Middle Schools	High Schools	2-Year Colleges	4-Year Colleges	All of the Above	Other
Number	21	26	25	18	39	9

18. Other organizations:

- Going directly to grade schools with horses, harness and whatnot in tow. Kids are the next generation and introducing them now, hands on and face to face is the way to make that happen!
- Get fans more involved
- OTTB rehoming organizations to support rehoming the horses when retired
- Standardbred Pleasure Horse Organization Of Maine
- US Pony Clubbers, both the younger kids and the newly formed adult group
- Youth groups, summer camps, horse associations
- Veteran groups, juvenile offenders
- Historical groups, such as those with sleighs and carriages, horse riding groups, math clubs in schools- Opportunities with odds making and statistics.

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19. Check the groups below that you believe should be identified for promotional and educational activities related to harness racing.

Organizations	Rotary Clubs	Kiwanis Clubs	Lions Clubs	Chambers of Commerce	Pro. Biz Associations	Public Schools	Veteran Groups	Support Groups
Number	22	19	21	30	11	11	17	17

Other Groups:

Organizations	Historical Societies	Law Firms	Medical Groups	Car Dealers	Restaurants & Bars	All of these Items	None of these items	Other
Number	18	6	4	11	16	36	1	1

20. Other Groups:

Women Groups like AAUW

21. A casino with a hotel would be a successful environment for the sport of harness racing —

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number	4	6	19	17	18

22. A destination resort would be a successful environment for the sport of harness racing —

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number	3	2	11	24	26

23. Demonstration racing as is done in Cornish, Blue Hill, Pembroke, and Oxford serves as an excellent educational activity for people new to harness racing —

Descriptor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Number	1	0	7	28	30

24. List ideas to improve demonstration racing at fairgrounds and exhibitions —

- Explain how a foal is trained. Show a yearling being broken to a harness. How they're trained to jog. Show the time and investment into a horse being trained. To become a race horse. Believe it or not. I had a friend that moved here from another state that thought race horses were born to know how to race. That when they were large enough you put a harness on them hooked them to a cart and raced them. They couldn't imagine that they had to be trained to it. If people see it..they'll understand it.
- Local celebrity races are always fun. Someone knowledgeable about the prep before, during and after the race should explain what's going on with an open paddock so people can see the horses being harnessed, hooked in warming up, racing, stripped and bathed after the race too. The public needs to see the care and work that goes into these horses. Also I've seen other tracks down below and in Canada offer betting vouchers and have people chosen from the crowd to pick a horse in a feature race.
- More days.....more hands on....more fan involvement
- They need to be more frequent
- All fairs!! And community days!!
- Adult driving schools for a weekend and or week long summer camps for youths.
- Educating the non-experienced race goer is essential, especially with the Trotters. Of course there is also when the public sees a driver falling way back on his bike, they (ignorant public) perceive this as the driver trying to slow the horse down when his actions (driver) are just the opposite. Good education is necessary for anything. Our challenge is to successfully carve out a portion of time of each individual to reacquaint them with the long term human-equine positive relationship.
- Two seat cart race at each track with well known participants from the host track's community.
- Maybe have a trainer. Driver show them .in a how too
- Those exhibitions are too honky
- Just as Maine celebrates a Maple Sugar Day, it could celebrate a Horse and Sulky Day with opportunities to be with horses, harness horses, and drive or ride in a sulky. Even hitching a sulky to a person and having a driver in the sulky - TEAM RACES! What fun all could have!
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25. Elements of a Destination Resort —

Check each item you believe should be included in a destination resort that surrounds a harness racing track —

Elements	19th Century Styled Hotel	Trip Planning Service	Courtesy Vans for Trips	Walkway around the track	An Exercise Room	19th Century Ice Cream Parlor
Number	20	11	15	25	12	8

Elements	Sportswear Shop	Photo Studio	Seafood Restaurant	BBQ Restaurant	Steak House	Italian Restaurant
Number	5	7	10	11	12	9

Elements	Glassed in Grandstand	An IMAX Theater	A Ferris Wheel	A Merry-go- Round	Internet Café & Coffee Shop	In-Door horse Training Ctr
Number	32	2	4	3	14	20

Elements	Stables for a va- riety of horses	Competition are- as within track	Staging areas within the track	Post-Secondary Student Houses	Housing for Summer Youth Prog	Host 3-week Training Ses- sions
Number	26	23	25	15	24	27

Elements	Video feeds of track to venues	Free WiFi thru the resort	Amateur Driving Club	Rental Apart- ments trackside	Create 19th cen- tury village	Barns and Sta- bles for animals
Number	14	28	34	11	15	23

Elements	Integrate retired Standardbreds	Work with Veter- an Groups	Intergenerational Housing Units	All of these items
Number	29	27	10	25

26. List the top five factors that create positive experiences for harness racing —

- We need to find homes for retired racers. For riding. Not carriage horses. Unless it's for showing carriage horses...if it's to pull a carriage in tourist cities. That is to tuff on a race horse...to much weight for them to pull. Horses have been dropping one after another. Inhumane...Can't have drug use in racing. Very damaging to the sport. That's a big issue to the demise of the sport. Issue people think it's abusive sport because they whip a horse explain it's saddle pad hit not the horse.
- Trainer - Driver interaction with the public. The right amount of seating & viewing areas. Easy betting options Days devoted to special events, races, or activities. Family friendly
- Winning, getting to see behind the scenes, having the paddock closer to the grandstand so people can see what goes on, hands on demonstrations, family involvement.
- Fair racing needs to be reinstated allow fans closer access to the horses charge admission Hire "show me" staff to teach fans how to bet meet the drivers showcases
- Horses good drivers good atmosphere give something free so people will come different types of bets honest racing get rid of the fraud and corruption and chemical warfare
- Live Racing visual & hands on experiences for fans ethical regulations and their enforcement positive press and public relations to stress the family-friendly fabric of harness racing fan participation and education
- ease of understanding handicapping (new products to replace PP programs) give always (colors, whips, mounted shoes, special days) sponsorships (feature local businesses on bikes, colors, and in printed materials) more driver contests/challenges on track picnics, barbeques, family days
- accountability for fairness in racing and in the overuse of drugs that are not tested for better race conditions---limit claimers--- more feed back to the public on the trainers and their families be more personable -invite the public in to see how these horses are kept have different types of racing that would be fun---like more women drivers--- races in a jog cart with some one that's a fan----
- The horses!!!! The people that care for them. People need to see the whole picture. We also need nice comfortable inviting venues with things to do for the whole family to get people to the track.
- Less drugs....more fan involvement....better payoffs...offer fans a chance to own a horse....more fair dates
- Nice environment Friendly people Activities for kids More involvement Cross promoting
- Interactions with Fans, educating the people about racing and how the

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horses are treated (eg.: what they can and cannot do to the horses for injections)

- look , its simple, get a handle on the doping and cheating that's going on and get it out of the sport!!! get rid of the beards in the business and I've been back less then a year and its so obvious to me and I have watched it happen first hand and no one does anything about it... it makes the public feel stupid that you would insult they're intelligence with such bullshit that it makes people say screw this shit, it's all rigged so why would we bother... it's insulting to the racing public
- Promote local racing families. Promote the sport as not just a business. Show owners who care and bond with individual horses and will find new homes for their retired horses. Promote the wonderful new careers these horses can have after racing. Enhancing new non-racing families lives. Promote harness racing families care what happens to their horses after their racing career is over. Create a facility in Maine to retrain retired STB's for new future careers. Would bring positive publicity.
- Clean, tidy drivers and trainers (warming up horses between races), well cared for horses (well groomed, not skinny, not obviously lame), opportunity to meet the drivers/trainers/owners, see the paddock up close, be in win photos if they wish, opportunities to share ownership in horses, education opportunities for people new to the sport
- Honest Racing (no drugging) Good facilities
- Repurposing retired harness horses, integrity in racing.
- 1. A fan picks a winner. 2. An educated fan, using handicapping picks winners. 3. Establishing a "new" human-equine relationship. 4. Having national standards. 5. Involving ALL colleges with Vet programs, opportunities for research and education at the track or on a working farm.
- The horse, accessibility to racers for fans, entertainment between races, quality food at clean venues, and THE HORSE.
- ease of understanding handicapping (new products to replace PP programs) give away (colors, whips, mounted shoes, special days) sponsorships (feature local businesses on bikes, colors, and in printed materials) more driver contests/challenges on track picnics, barbeques, family days
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- The horse, accessibility to racers for fans, entertainment between races, quality food at clean venues, and THE HORSE.
- Horses.....activities in the grandstand...aka music...contests ..activities. .promotions n giveaways
- all important
- Nice atmosphere Good food Quality racing Owner participation Cash-ing tickets
- Close finishes Accessibility to talk to trainers/drivers Closeness to the action. Half mile racing paddock tours Take out passing lanes No

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holes/give and goes

- ability to touch horses perception of a "fair shake" when betting clean, bright, welcoming facility
- Family environment House DJ with music between races, contests, roaming mike to talk to fans Learn how to wager booths Pet the horse meet the driver * treat the owners as if they were celebrities- their money makes this all happen non owners will see that and will desire that spotlight. So they will buy in. Selling yearlings is key to our longevity.
- -Integrity throughout the industry -A UNIFIED and SOLE regulating board so the rules and enforcement of said rules are the same for EVERY track -getting rid of the cheaters and schemers and drug abusers - getting a national spokesman for the sport, for example, John Campbell and let him visit the various tracks and have public seminars. - make sure that point number 1 and 2 above are STRICTLY adhered to.
- Sport integrity Night racing Proper classification Driving colony
- Winning, large payoffs, exciting races, giveaway's and enticements to come back

Program explanations (statistics evaluation) etc. Betting pools (point gathering, if not money) Hands on experiences with horses and equipment. Roll-playing with various roles in the industry. Family experiences for free.

27. List ideas to increase live attendance at harness racing tracks —

- Give people a chance to pick a name of a horse in a race. And be a owner for that race...If your pick wins. You go out and have your picture taken in the winners circle. Meet the driver...Have chance to buy the winners photo to take home...Maybe a kid will grow up deciding when they get older to become an ow owner for real...Children will ask their parents to take them to the track for their chance to get a picture in a winners circle. Who knows it could start a new generation of owners.
- Have activities for children, craft beer tents, food trucks, live music.
- School trips, live concerts, celebrity appearances, handicapping contests.
- Honest racing good honest horseman and drivers different types of bets give bettors something free to show that I care treat them like they do at the casino as VIPs
- host visitor groups & events at the track, like a Taste of Scarborough Night w/ local vendors presenting food, beverages, resort package giveaway Girls/Guys , Seniors, Veterans Night out at the Track, Handicapping Contests, Job Shadowing opportunities: shadow the Announcer for radio communication students, Track Photographer w/ photo enthusiasts, ride in the starting car for fans, family friendly activities involving humor like the Bouncy Pony races, etc.
- Drill teams between races on the infield - music. Meet the horse (retirees for kids to meet)
- Many food options. Kids activities so families will come. Open paddock so people can understand what goes into getting a horse raced. Barn tours so the public can see the care and work that goes into this business. Tv interviews with a day in the life theme. Bill Green is a popular reporter with ties to the business we need his help. We need to contradict the negative articles that have been recently published in area papers. Jay Burns is another with ties to the industry.
- Better races...bigger purses....bring back Walter case jr
- Clean up Scarborough so you don't feel like you need a tetanus shot when you walk in.
- Advertisement by the horseman and out legislature of Maine
- Live attendance is a bit of a relic these days. People can watch on TV their phone or computer. There is little need for people to go trackside for watching and wagering.

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- and to the new people coming back in after 35 years away ,remembering how it was back then to now, its also insulting... clean this shit up or it will die!!!!
- Music, fireworks, contests
- Tracks used to be filled to capacity seeing a particular horse. The stories around Rambling Willie, Greyhound, Dan Patch, Golden Hoofs, Nevele Pride, Cardigan Bay, General Jim etc. There is no reason why a individual local horse could not be "hyped" today.
- All of the above, mini movies online, strong advertising campaign, family venue (activities between races for kids or a kids area), promotion events, give aways,
- Good restaurant to attract people Clean up grandstand to be more attractive Give-a-aways
- Make the horses visible to clients... in the barns, on the track and off the track.
- Honest drug free racing.
- Since people are seemingly stressed for "time", maybe we should or our collective racetracks should (and I mean this nationally), incorporate all of the electronic tools to enable younger (under 35) to stumble across harness racing, to at least PQ some interest. ...I'm lacking in ideas of increasing attendance at harness racing tracks, except making the tracks pleasant, perhaps family oriented. It would seem that if we could create an historical picture of harness racing, yet incorporating
- Tracks used to be filled to capacity seeing a particular horse. The stories around Rambling Willie, Greyhound, Dan Patch, Golden Hoofs, Nevele Pride, Cardigan Bay, General Jim etc. There is no reason why a individual local horse could not be "hyped" today.
- All of the above, mini movies online, strong advertising campaign, family venue (activities between races for kids or a kids area), promotion events, give aways,
- Good restaurant to attract people Clean up grandstand to be more attractive Give-a-aways
- Make the horses visible to clients... in the barns, on the track and off the track.
- Honest drug free racing.
- Since people are seemingly stressed for "time", maybe we should or our collective racetracks should (and I mean this

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- See above list
- Giveaways between races
- See above's have gaming contests
- Pick. 5 with. Carryovers
- FREE GIVEAWAYS will always draw people to an outside activity. Contacting the USTA for any help in that field.
- do away with on line computers
- Giveaways
- Advertising better racing
- See above
- Cross track mutual betting that could produce high payouts that can compete with casino payouts. On the 1/2 mile tracks, do something about single file 'racing'. It has gotten ridiculously boring even for a huge fan like myself. Live entertainment (big name bands). I remember Monticello drawing 10000-15000 for concerts. Use doubleheaders (day/night) and promote the hell out of it....
- Night racing Promotions Better cuts for live wagering pools Desirable atmosphere (Scarborough Downs, not so much)
- Winning, large payoffs, exciting races, giveaways and enticements to come back
- Free entry. Explanation of programs. Stable tours. Pick a winner opportunities. Prizes of horse related items.

Live Music Track Side Food Stands Beer Tent Shaded Childcare area by track Kiosk that provides race information and how to bet

28. List two ideas that would bring new owners into the sport of harness racing —

- If idea of picking a name of horse for a chance to be owner for a race. And picture taken in winners circle. Buy picture. Has your name printed as race owner for a day under real

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owners name. Something about seeing your name in print as owner makes you feel proud could make someone want to be a real horse owner. The excitement is for real.

- New owner's & prospective owner seminars given by local trainers. Networking, social media, & events to bring potential owners & trainers together. Farm & track tours where they can get up close & personal to see what it's like to get into the business, perhaps organized by each state's breeders organizations. Winter stallion shows are very popular in the Thoroughbred industry.
- More transparency, tours of farms and barn areas.
- Shared ownership workshops, advertise on media.
- Get rid of the drugging of horses and chemical warfare and honest fair racing officials that treat people well so that have a fair level playing field
- being fair and honest ---lower training bills and vet bills----

- Fractional ownership Win a share
- Advertise on social media! Not just one person has to own a horse - 4 can own a 1/4 and still have claim to fame!
- Rides in the starting car and maybe new owner info packets handed out during the races by a knowledgeable rep of the business.
- I've tried to get back in as an owner....trainers want to much money. Offer groups of people ownership together
- Gotta bring the money \$\$\$. You can't race 1980's pay
- I don't believe owners are the problem. Purses due to casino revenue is such that owners are readily available enough. The problem is attracting fans!
- Higher purses for all who race, make sure all racing dollars are spread further around to owners.
- Trial ownership for a short period of time, educational events (driver school, grooming skills, horsemanship classes where they learn to harness and jog, etc)
- Higher purses
- Larger purses
- Driving schools and track/stable tours. Meet and greet with owners.

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- Good food. Having a specially exceptional horse and or a "character" driver to banter with the public...
- Opportunities to win or buy in on a small portion of a horse. Then have the opportunity to interact with horse, trainer, driver, caretaker ,and other shareholders.
- Better purses...or giveaways of a percentage of horses
- Meeting with trainers and other owners that are involved and get to know what it is like to prepare for the races and the overall concept of what the costs and the thrills that go along with it. There are always downers, but that is always offset by the highs, and they last for a lifetime.
- The love of horses and enjoy the sport
- Owner participation
- Accessibility to trainers/drivers Cleaner barn and paddock areas with tours
- hands-on "fantasy camps" fractional stables
- See above
- Have the track offer 'loans' or funding to lower income or regular middle class people so they could enter the sport and kill the perception it is only for people with money. The industry has killed itself over the years so to get people back will take creative thinking far outside the proverbial box.
- Knowledge of stake programs Better purses or classes for Maine bred and owned horses
- Honest trainers, level playing fields because of honest trainers
- Tutoring opportunities through mentorships. Group ownership with horses. (Timeshares!)

Syndications Market services at the track for syndicate members

29. Enter track names and locations for five track you believe offer the best harness racing experiences for owners and fans in the United States and Canada —

- I have not attended many harness tracks in many years, and I'm working in the Thoroughbred industry currently, so my opinion is limited. I used to think the Red Mile had the best experience, but not so sure if it still does. So from a TBred point of view, I would have to say that the Saratoga TBred meet does the most for the public, the horsemen, their guests, and the outside community, (but I understand that's a one-of-a-kind race meet).
- Saratoga, The Meadowlands, Tioga, Plainridge, Bangor
- Mohawk Raceway, Georgian Downs, Meadowlands Racetrack, The Red Mile.
- Northfield plainridge rideeu carlton fryeburge and rochester fair before they closed
- Goshen, NY Freehold, NJ Dover, DE Plainridge Park, MA Saratoga, NY
- Grand River Raceway, Elora, ON AMAZING!! Westwrn Fair, London, ON
- I have only ever raced in Maine so don't feel like I can accurately answer this
- Meadowlands, The Red Mile, Hoosier Park, Woodbine Entertainment Group, Plainridge Park and Casino
- Meadowlands....saratoga....buffalo....Yonkers if u like casino....Windsor fair
- Plainridge Meadowlands The 1980's Scarborough downs The old Lewiston raceway The old Rockingham park
- Bangor Raceway Scarborough Downs Plainridge Raceway
- Meadowlands, Northfield, Woodbine & Mohawk, Hoosier
- Cumberland and Fryburg.
- Yonkers, Meadowlands, Red Mile, Plainridge (proximity to track)
- Yonkers, meadowlands, Saratoga, Miami Valley, Plainridge
- Meadowlands Saratoga
- Yonkers, meadowlands
- Goshen Historic Track, Meadowlands, Red Mile. Also should look at successful running tracks like Kneeland.
- Little Brown Jug, in Delaware, OH is exceptional during fair week. Red Mile Grand Circuit Race week.

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- Meadowlands, The Meadows, Tioga Downs, Delaware County Fair, Charletown Driving Park (during old home week)
- Meadowlands.. Saratoga...Poconos. .Fryeburg...Blue Hill
- Plainridge Racecourse, MA Yonkers Raceway, NY Monticello Raceway, NY Meadowlands, NJ The Meadows, PN
- Vernon Downs, Plainridge, Scarborough downs, Fryeburg, and Pompano Park
- Fryeburg Fair Saratoga Pocono Meadowlands
- Meadows plainridge Saratoga tioga fryeburg
- Hoosier Park Mohawk Racetrack Meadowlands Racetrack Red Mile Delaware County Fair (Ohio)
- The Red Mile Springfield IL FreeholdNJ I cant include the Meadowlands because the management refuses to use science over crazy. ie Glucine
- The Meadowlands Woodbine Harrahs Chester Pocono
- Buffalo Raceway Vernon downs Yonkers Mohawk Saratoga
- Tioga Downs, The Meadowlands, Pompano Park, Batavia Downs and Plainridge Park
- LOCAL TRACKS!

Pompano Vernon Downs The Meadowlands

30. List up to five characteristics common to each of the tracks listed in the previous question —

- Fairly open to the public, as far as possible. you didn't have to be in the industry to get close to the horses and people in the stable area. Plenty of chances for the public to interact with the legends of the sport; trainers, drivers, (jockeys); autograph signings, Q & A's. Artists & photographers & the like are welcome and in some cases the tracks have an "artist's row" where they can purchase space to sell equine art to the public. It's a much more casual, party, tail-gating, atmosphere.
- Location location location, tradition, pride, excellence
- Appealing landscapes, clean facilities, great sight lines.
- Nice places
- LIVE RACING, good food
- Tar mac show Giveaways
- Fan promotions and giveaways, numerous food choices, race handicappers, paddock video, betting voucher giveaways
- Freindly people.....better freindly.....good payoffs.....fast track
- They were relevant They were nice places to visit Felt safe
- Racing competition such that payoffs are bigger. Some tracks have small handles, line up the bet horses and it's become boring (e.g.) Yonkers
- Large successful fairs with family friendly racing atmosphere.
- Neat, tidy, professional staff, well cared for modern facilities or well maintained and preserved historical venues
- \$ and fair racing
- Higher purses Better horses
- Good track surfaces, big purses
- Excitement, clean, honest racing, beautiful well kept grounds and attention to fan amenities.
- Closest of the fans to the horses and drivers, chaotic, but puts the fan into the action. VIP tent where the owners, trainers, grooms and other personal along with the racing fans interact while watching the races. being able to view

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the horses in their stalls Good food Help with parking and transporting to racing sites.

- Entertainment, fun activities for kids, an open promotion of the horses and drivers, focus on kids, young bettors, and new customers.
- Great atmosphere. ..plenty Going on — family welcome...competitive racing ...feel welcome
- 1. Easy to get to 2. Great race track surface 3. Lots of bettors 4. Great atmosphere 5. Payoffs vary in price
- Friendly, purses, care to horseman and surrounding environment
- Nice atmosphere Quality racing Fan friendly Clubhouse (not Fryeburg) Decent food
- Good competitive racing good announcing clean grandstands
- big event atmosphere
- Decent payouts Larger field size Solid driving colonies COMPETITIVE RACING (compared to other tracks). Yonkers drives me NUTS with its very, very predictable single file racing and SHORT payouts, despite its strong driving colony.
- Facilities upkeep Track conditions Driving colony (relatively consistent) Purses
- Fan involvement and amenities
- Easy to get to. Cheap entertainment Able to SMELL the experience Able to participate in some way Opportunity to be a winner.

THE MAINE SPIRIT — ON THE FARM — AT THE FAIRS — ON THE TRACK

Suggested Title for Public Relations Program

Ideas to Consider —

- Crate a marketing and promotional program that provides carefully designed materials that support activities for each month of the year.
- In partnership with other stakeholders create an online digital periodical that is formatted for distribution as a PDF. The format would also allow for the printing of an 8 1/2 by 11 that is printed on 11 by 17 inch paper to create document that can be folded with a center staple.
- Create a speakers program — individual and panel presentation
- Public school and evening presentation
- Presentation to Service Clubs
- Coordination and program creation with local historical societies
- Small group and family visitations to cooperating stables and farms.
- Banner Displays and promotional flyers at cooperating retail outlets
- Create a position that will assist the industry in designing and implementing promotional activities
- Design and create banners for the Winner Circles at each Maine Fair. Create flyers that can be passed out to fans participating in the Winner's Circle. Design web pages that provides the start and the finish of races plus the Winning Circle photo.
- Create a plan that allows for fans to ride safely in the Start Car
- Provide a second video camera where fans can become the videographer of selected races
- Design a system of evaluation for all activities
- Explore with Maine newspapers a process for the receipt and publication of press releases
- Create strategies for the development of effective Facebook Pages that focus on the best practices of members of the harness racing industry
- Collaborate with music education and Maine Song Writing Associations to create a song writing contest.
- Return the Grand Cavalcade to all Maine Fairs who sponsor harness racing
- Youth Track Management and job shadowing to introduce youth to the management side of harness racing
- Set up a history room at cooperating fairs that focuses upon the history of the horse in the State of Maine. The display would provide the history on all Maine fair competitions involving horses
- Create a 4 page 7 by 9 inch booklet that provides a brief history of harness racing and presents a positive image of the work of Maine's harness horsemen and women
- Set up a booth on the fairgrounds for short presentations and passing out materials promoting harness racing — volunteers will be needed to work the booths.
- Create photographic displays featuring Maine's track photographers as a tour display for Maine restaurants

Notes & Comments

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