

ASHA AGM President's Report

April 2, 2022

Remembering the Past

- The last two years were tough on everyone
- Dealt with two shutdowns and major restrictions
- Lost Owners and Horses due to the economic reality of 2020-2021
- Dealt with a Virus outbreak that cost us almost a month of racing
- Lost some important and familiar faces that will be remembered for years to come
- Major thanks to the ASHA staff for staying engaged through tough work conditions
- Thanks to our Partners Century Group, Track on 2 and HRA

Progress in 2021

- Helped Horse People get through the closures by obtaining funding from HRA and ASHA
- Reached out to Vendors for better deals on Feed and Equipment
- Worked with partners and obtained a better deal from the Government, Track on 2 principles extremely helpful
- Worked with the same partners to secure a loan to get back racing, currently being paid off
- Raised purses back up 10% from Pandemic levels
- Improved communication through backstretch meetings and member updates

Looking Forward to 2022

- Purses increased another 10% for the final days of 2021 and for 2022
- Stakes purses increased significantly
- Horse Population incentive created to help both race and breeding stock
- More emphasis on Marketing from ASHA, Century and HRA
- Negotiated a 5 year agreement with all breed for purse money splits
- Finalizing a 5 year Calendar with blocks of dates for both tracks
- Cash Position Stabilized

Horse Racing Alberta

- Review was not a successful process
- Caused some delays but being worked through now
- John Hind along with others have worked miracles with Audit and Finance
- Regulatory and Marketing are works in process, hopefully some significant progress in 2022
- Hopeful to hear back from government before summer about new plans from the review after industry feed back
- Board is working well together, but lots of work to do!

We know things are NOT perfect

- ASHA Board understands that there are many areas that need work
- Progress is being made on the CD race track
- Horse shortage has made it very tough to create classes, continue to work with Race Secretaries to be creative
- More innovative ways to help the breeding side of the industry and continue incentives to increase race horse population
- Working on current communication tools to make them more useful
- Improved government deal has the future much brighter, but we need to continue to work hard to increase all aspects of our product