

Kentucky Equine Survey Racetrack Survey

This survey is being conducted as part of the Kentucky Equine Survey in order to measure the impact of the equine industry in Kentucky. The study is sponsored by the University of Kentucky, the Kentucky Horse Council, Kentucky Agricultural Development Fund, and other industry donors. Participation is voluntary, but your cooperation will be extremely valuable to the future success and sustainability of the industry. The survey should take approximately 10 minutes to complete. **All information you provide will be kept strictly confidential.** Thank you for your participation.

1. Do you own and/or manage a racetrack facility in Kentucky?
 ___ Yes ___ No --- *If no, please return your unanswered survey*

2. Please answer the questions in the table below for the relevant breeds that race at your track.

	Breed		
	Thoroughbred	Standardbred	Other Breeds*
Does your racetrack conduct LIVE racing?	___ Yes ___ No	___ Yes ___ No	___ Yes ___ No
Total number of LIVE race days at your racetrack in 2011			
Total attendance from LIVE racing in 2011			
Total amount of wagering revenue from LIVE racing in 2011	\$	\$	\$
Total amount of wagering revenue from SIMULCAST racing in 2011	\$	\$	\$
Total handle from racetrack in 2011 <i>(include on- and off-track sources, including wagering services, racebooks, and simulcasting)</i>	\$	\$	\$

* Examples: Please list other breeds upon which wagering is conducted: _____

 _____.

3. Please indicate REVENUE in 2011 from the following non-wagering sources:

Admissions, parking, and programs \$ _____
 Food and beverage \$ _____
 ALL other revenue \$ _____

Operating Expenses

4. Please indicate OPERATING EXPENDITURES for 2011 on the following items:

<i>Item</i>	<i>Expense</i>
<i>General Operating Expenses</i>	
Purses	\$
Commissions to other tracks for simulcasts	\$
Veterinary services	\$
Facilities maintenance	\$
Marketing and promotion	\$
Contract services (totalisator, teletimer, video services, legal, printing, starting gate, security)	\$
Equine drug testing	\$
Salaries, wages, and benefits paid to any persons employed by the racetrack	\$
Equipment, vehicle, and facility rental	\$
General and Administrative	\$
ALL other business expenses (including concessions, office supplies, utilities, telephone, insurance, and advertising)	\$
<i>Taxes</i>	
Federal taxes	\$
State taxes	\$
Local taxes	\$
Pari-mutuel taxes	\$

Assets

5. Does your racetrack have physical assets which it owns?

Yes No --- *If no, please proceed to question 8*

Please estimate the total VALUE OF ASSETS owned by your racetrack as of December 31st, 2011, for each of the following categories. Only include those assets which relate to the production and/or delivery of goods and services in the horse industry in Kentucky.

6. What is the estimated fair market value of land owned by the racetrack? \$ _____

7. What is the estimated fair market value of structures and equipment owned by the racetrack?
\$ _____

Capital Investments

8. Did your racetrack make any capital investments in the last year?

Yes No --- *If no, please proceed to question 11*

Please estimate the TOTAL VALUE OF CAPITAL INVESTMENT made by your racetrack in 2011 for each of the following categories. Only include the investment used in the production and/or delivery of goods and services related to the horse industry in Kentucky.

9. In 2011, what was your racetrack's total capital investment in equipment and structures?
\$ _____

10. In 2011, what was your racetrack's total capital investment in land (purchase price)?
\$ _____

Investments in Human Capital and Technology

11. Did your racetrack employ any personnel in 2011?

Yes No --- *If no, please proceed to question 16*

12. During a typical month in 2011, please indicate the total number of full time employees on your payroll at any time. Number of full-time employees: _____

13. During a typical month in 2011, please indicate the total number of seasonal employees that were on your payroll in 2011. Then list the average number of weeks worked during the 2011 per seasonal employee.

Number of seasonal employees: _____

Average number of weeks worked by seasonal employees: _____

14. During a typical month in 2011, please indicate the total number of part-time employees that were on your payroll in 2011. Number of part-time employees: _____
15. For your part-time employees, please indicate the average number of weeks worked in 2011, as well as the average number of hours worked by a single part-time employee in a typical week. Please enter "0" in both categories if you do not employ any part time employees.
- Average number of weeks worked by part-time employees: _____
- Average number of hours worked per week by part-time employees: _____

Use of wagering technology

16. Does your racetrack utilize electronic wagering technology, such as self-service betting terminals, table-top or hand-held betting devices, either on-track or at off-track sites? (*Off-track betting technology that allows for the wagering by way of cable, phone, wire, or any other technology (excluding internet) that is remote from the racetrack site.*)
- ___ Yes ___ No --- *If no, please proceed to question 18*
17. Does your track operate an advanced deposit wagering system? (*Off-track betting technology that allows for wagering through the internet or closed-loop online system by way of personal computer or hand held device or any other technology (excluding phone betting) that is remote from the racetrack site.*)
- ___ Yes ___ No --- *If no, please proceed to question 19*
18. What percentage of your total revenue is received **through electronic wagering**? _____%
19. Approximately what percentage of your total *revenue* (wagering, merchandising, ticket sales, etc) is generated via the internet? _____%
20. Does your racetrack have electronic gaming machines? (*Slot machines, video lottery terminals (VLT), video poker, instant racing, electronic pull-tabs, electronic keno or any other video based electronic gaming machine.*)
- ___ Yes ___ No --- *If no, please proceed to end*
21. What percentage of your total revenue is generated from electronic gaming machines? _____%

Thank you for taking the time to complete this survey. Please provide the name of your organization, email address and phone number so that we may contact you if we need to follow up on your responses. Again, your information will be kept strictly confidential.

Name of organization: _____

Email address: _____

Phone number: _____

Please return your completed questionnaire in the enclosed self-addressed, postage-paid envelope.