



Vol. 2, Issue 13

Nov. 1, 2012

Food for Thought

Just when the sun is beginning to break through the clouds in the racing industry, dark clouds have begun to gather again.

Those dark clouds could bring storms that threaten the Illinois horse Agribusiness industry – an industry that is vital to the State of Illinois as it is made up of breeders, horsemen, and all those that support agribusiness across our great state.

The futures of the men and women who have worked for years to make the Illinois horse/agribusiness industry what it is today are in jeopardy as other states take the lead and continue to take our business opportunities away.

With that in mind, we can't help but be perplexed by the Illinois Racing Board's punitive action taken against Arlington Park. That action – or punishment as described in the Chicago Tribune – seemingly came as a reaction to decisions made by *an organization in another state*; decisions made *completely independent* of Arlington; decisions made by an organization *beyond the jurisdiction* of the Racing Board.

The decisions made by that organization, pertaining to the Kentucky Derby, are to promote a franchise that benefits *all of racing* and benefit the hundreds of thousands of fans that follow that historic race.

At a time when we must all band together for the sake of our industry, the IRB reduced the number of dark days that Arlington had last year, which will mean approximately \$1 million less for Arlington purses.

The lost revenue – **a very significant amount of money** – will have a severe impact and not just on Arlington, but also on those who are already struggling to survive. **That revenue will have to be made up in other ways.**

Illinois Racing at a Crossroads

Arlington is committed to do the very best we can under current conditions. We can only hope that the industry might re-assert itself as economically sound through constructive leadership, knowledgeable regulatory commissions and good business decisions.

Arlington has invested far more in Illinois racing than all other Illinois tracks combined.

Our organization has been in good standing for decades. We have always abided by and have been very respectful of the regulations and procedures that govern this industry. It is our belief that the decision to take away those 18 business days is not commensurate with Arlington's proven history of compliance, cooperation, adherence to the rules and regulations set forth by Illinois statute and not commensurate with Arlington's *proven record of success*.

We have a good idea of what motivated the Illinois Racing Board to take this action. But in moving forward we must work together to do *whatever is necessary to ensure the survival of the Illinois horse racing industry*.

Remember the words of former Racing Board Chairman Joe Sinopoli: "It seemed to me that in trying to keep everyone alive in the granting of race dates the past few years, *we may have unwittingly accelerated the demise of the whole industry.*"

Very strong words indeed. A phrase used often in world politics the last few years has been "unintended consequences".

That is exactly the point that Chairman Sinopoli was making. There are consequences, sometimes unintended, to every action, every decision made by the Board.

(continued on Page 2)

(continued from Page 1)

We draw a parallel to the punitive action taken by the Board this year to take away the 18 days of revenue from Arlington Park. This action *will have consequences* and will force decisions to be considered that will *impact all in the Illinois racing industry*.

This industry – a multi-billion dollar industry – cannot operate without a workable, well thought out business plan.

We must change our way of doing business soon and

make every effort to rebuild and get back to being a healthy and well run industry.

We are too important to the welfare of the State and to those whose very livelihoods depend on our survival. We should all feel a responsibility to do everything in our means to survive—and ultimately thrive!

This will only happen through a spirit of cooperation, creativity, hard work and leadership. This industry needs regulation, not management.

And those of us that manage our businesses need the support necessary to give us the chance to get back to profitability or Chairman Sinopoli's worst fears may be realized.

Arlington International Racecourse - Truly Spanning the Globe

Every week from 1961 through 2006 millions of Americans heard legendary broadcaster Jim McKay's voice dramatically reading words that would become amongst the most famous ever heard on television.

ABC's Wide World of Sports began with this now famous phrase:

“Spanning the globe to bring you the constant variety of sport....the thrill of victory....and the agony of defeat. The human drama of athletic competition...”

The theme of the show was to “span the globe” to find the best and most compelling sports stories.

In a sense, this describes the efforts of Arlington International Racecourse. Arlington is always “*spanning the globe*” to bring the best of the best to race here.

The beautiful facility and the world-wide reputation for quality in all areas – racing, first-class entertainment and customer service – have made Arlington a destination for travelers from coast to coast and around the world.

In the past year, Arlington International attracted customers from no fewer than **44 different states** – from Maine to Hawaii; from Florida to Washington.

Arlington International has also welcomed visitors from countries including England, Ireland, Germany, France, Australia, Japan and New Zealand.

It truly is Arlington *International* Racecourse.

It truly is a destination for tourists from around the world.

States From Where Online Ticket Purchases Were Made



Horse Virus Situation

The outbreak of equine herpes virus (EHV-1) has been an extremely sad hand that has been dealt to the Illinois racing industry during this fall season.

According to veterinarians, the disease is spread via contact and is not known as an airborne virus.

The most serious case of the illness is the neurological form which can be fatal for the horse.

This is a tremendous challenge for a new Racing Board to have to face. Arlington Park has had ex-

perience dealing in serious disease outbreaks on the backstretch and we stand ready to help in anyway we can.

Arlington Park would like to commend Hawthorne and the State veterinarians for the protocol that was followed immediately after the outbreak.

As a member of the Illinois racing community we hope that the disease will be contained soon and that the number of horses affected will be as low as possible.

Arlington Winners to Strut Their Stuff

Led by Breeders' Cup Challenge winners Little Mike and I'm a Dreamer, a total of 13 horses who have raced at Arlington Park were among the 180 horses pre-entered for this year's event to be run at Santa Anita Park in Arcadia, Calif. on Friday, Nov. 2 and Saturday, Nov. 3.

Of the 13 Arlington-raced horses, two were stakes winners here this year, eight started here but did not win a stakes race here in 2012 and the remaining three raced here in previous seasons.



The Arlington Million and Beverly D. were again part of the Breeders' Cup Challenge "Win and

You're In" format, which automatically places the winners of selected major stakes races at racetracks worldwide including Arlington Park, into a corresponding divisional race.



I'm A Dreamer used her "Win & You're In" berth into the Grade I \$2 million Breeders' Cup Filly & Mare Turf and the connections of Little Mike, whose Million win earned him a berth into the Grade I \$3 million Breeders' Cup Turf, pre-entered both that race and the Grade I \$2 million Breeders' Cup.

New Ideas to Attract New Fans

The horse racing industry has been faced with the same problems facing many other major sports in America - the challenge of attracting and keeping new fans.

As successful as the NFL is at this time, they are playing games in London every year looking to expose the NFL game to the rest of the world.

Here at Arlington, our international races are carried worldwide and attract international coverage.

Here is an example of a new and creative innovation designed to bring new fans to the sport.

Churchill Downs Incorporated has launched LUCKITY.COM, an on-line horse racing gambling site that is designed to appeal to women who enjoy

slots, the lottery and social networking games.

Ted Gay, president of the Churchill Downs interactive subsidiary says LUCKITY'S target customers are more likely to attend night racing and bet casually on their favorite names or jockeys.



LUCKITY .COM players can bet their lucky number or let the game choose a number for them. The winners are determined by horses running live in races somewhere around the world.

Learn more about LUCKITY.COM in future Arlington Newsletters.

Racing "Down Under"

TWINSPIRES.COM has developed a partnership to take advantage of the growing popularity of horse racing from Australia.



In the days leading up to the 152nd Melbourne Cup, one of the world's historic races, TWINSPIRES.COM players will have the opportunity to share in \$20,000 in cash and prizes.

The \$20,000 Emirates Melbourne Cup Showdown has given players the oppor-

tunity to win up to \$3,000 on Friday nights by making \$5 winning show wagers on Australian racing.

On Melbourne Cup Day November 5 there will be a \$10,000 prize pool available to those players who qualified during the Showdown on Friday nights.



As we've seen with the Kentucky Derby, TWINSPIRES.COM and Australian Racing have a creative marketing plan to help promote the Melbourne Cup.

Watch the Breeders' Cup at Arlington Park or any Trackside OTB

Arlington Park will open its Million Room restaurant for a special Breeders' Cup package on Saturday, Nov. 3. For \$50 per person, fans will receive admission, program, a special Chef's Table, deserts and snacks. Reservations are required for this package and can be secured by calling (847) 870-RACE (7223) or by purchasing tickets online at www.arlingtonpark.com.

The International Room will also be open for the Saturday portion of the Breeders' Cup World Championships. For \$32 per person, fans will receive admission, program, a special Chef's Table, deserts and snacks. Reservations are required and can be secured by calling (847) 870-RACE (7223).

In addition, Mr. D.'s Sports Bar located on the east end of the apron level of the grandstand will be open both Friday and Saturday, and Illinois Trackside locations will be open both days and each location will offer food and beverage specials throughout the day. For more information regarding Breeders' Cup events at Trackside locations, visit www.tracksideotb.com