

# TEXAS HORSE RACING

## HISTORY & OUTLOOK



RACINGFORTEXAS.COM



# 155,384 Texas Jobs

# \$6.5 Billion in Texas Gross Domestic Product



Get Involved with Texas Horse Racing Coalition  
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# Horses are important to Texas

While horses still perform traditional tasks on Texas ranches and farms, people today use horses mostly for sporting, recreational or therapeutic purposes. No other domesticated livestock has bridged the gap from production-based to a consumer-based role in the economy.

The horse industry's enduring success in the U.S. economy, a century after its utilitarian roles largely faded, is not only attributed to its practical contributions but also to the profound and emotional connection it fosters, contributing to its lasting impact.

The economic activity involved in caring for Texas's estimated 749,000 horses, along with the spending by horse enthusiasts in their pursuit of horse events and recreation, directly contributes over \$6.5 billion to the state's Gross Domestic Product.

From these direct effects, the horse industry's contribution ripples out into other sectors of the economy. Adding these ripple effects—termed indirect and induced effects—results in an estimated total contribution of \$12.3 billion to the Texas economy and impacts 211,356 jobs.

- Horses live in all 254 Texas counties.
- Horses provide 155,000+ jobs to Texas Residents, Veterinarians, Ranchers, Hay Farmers, and Transportation Companies.
- Texas was developed with horses and are part of the culture.
- Horses provide entertainment and companionship for millions of Texans.

## Our Numbers

**361,370 Quarter Horses**

**114,526 Thoroughbreds**

**268,574 All Other Breeds**

Appaloosas, Arabians, Paint Horses, Palominos, Pony Breeds, Standardbreds, Warmbloods and more.

## Tourism

Travel, Dining and Lodging, Public Horse Sales and Racetrack Operations

## Racing Numbers

- 180 Live Race Days in Texas
- \$412M Wagered Annually
- \$24M Live Wagering



# Horses have always been an enduring symbol of Texas heritage

*Texas leads the nation's horse economic sector.*

From arenas to family-owned ranches to racetracks, the horse industry runs deep into the fabric of Texas culture and economy.

As a result of the Texas Legislature's investment in the Horse Industry Escrow Account (HIEA), the horse industry is thriving- spurring growth in the state's agricultural economy.

TEXAS	749,000
CALIFORNIA	534,500
FLORIDA	387,100
OKLAHOMA	
KENTUCKY	
OHIO	
MISSOURI	

SOURCE: "Economic Impact of the United States Horse Industry." American Horse Council, American Horse Council, 2017, [www.horsecouncil.org/resources/economics](http://www.horsecouncil.org/resources/economics)

## Total Equine Industry



### RODEO

**TOTAL EFFECT:**  
\$72,502,000

**EMPLOYEES:**  
661



### SHOWING

**TOTAL EFFECT:**  
\$194,368,300

**EMPLOYEES:**  
1,771



### BREEDING & SALES

**TOTAL EFFECT:**  
\$1,010,365,500

**EMPLOYEES:**  
13,286



### RACING

**TOTAL EFFECT:**  
\$1,382,588,500

**EMPLOYEES:**  
11,451



### RECREATION

**TOTAL EFFECT:**  
\$3,277,401,400

**EMPLOYEES:**  
24,871

**TOTAL EFFECT:**

**\$5,937,225,700**

**EMPLOYEES:**

**52,040**

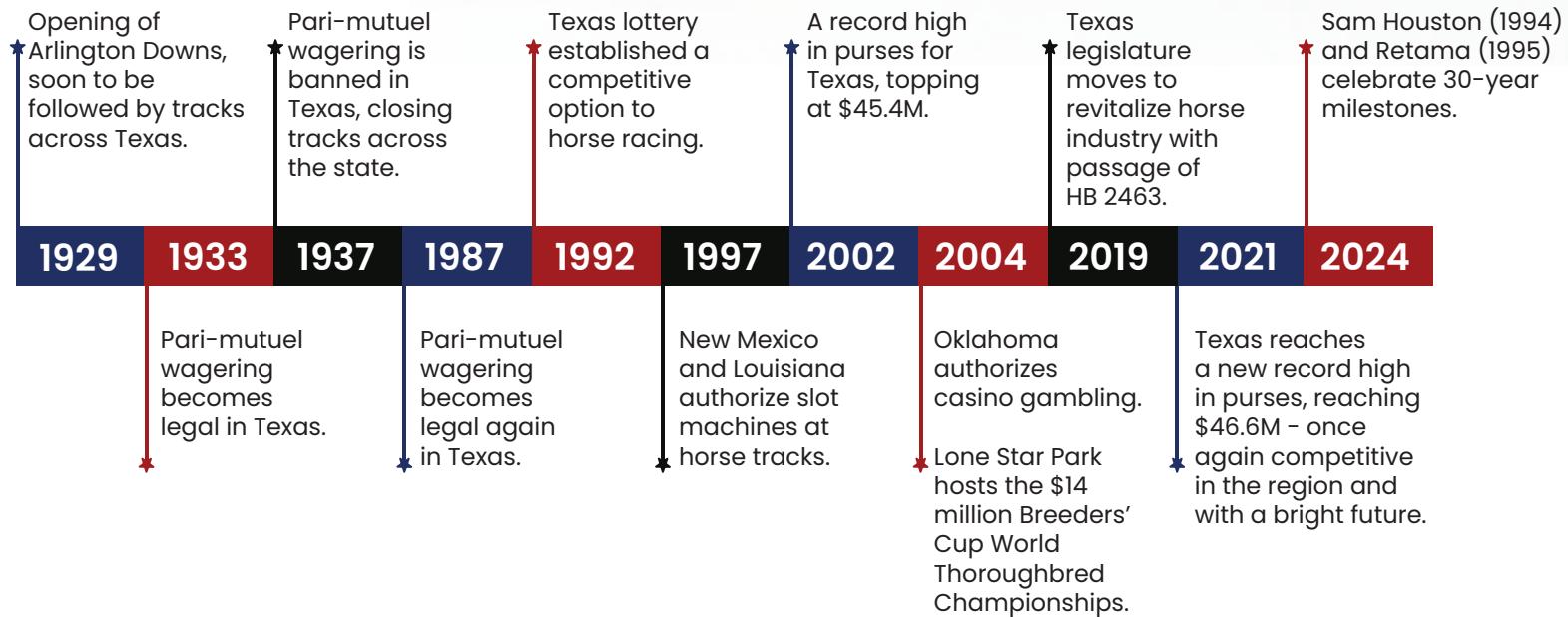


# Horse Racing in Texas

Today, Texas's active tracks are Gillespie County Fairgrounds (Fredericksburg), Lone Star Park (Grand Prairie), Retama Park (San Antonio) and Sam Houston Race Park (Houston).

In 2019, the Texas Legislature honored this special legacy by enacting HB 2463, dedicating a portion of sales tax proceeds from horse-related products to be invested back into the horse industry through the Horse Industry Escrow Account (HIEA).

## TEXAS HORSE RACING THROUGH THE YEARS



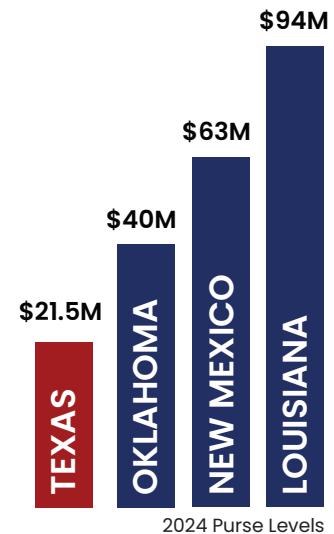
# At its peak in 2002: Texas racing businesses competed for \$45.4 million in purses

With the creation of the Texas Lottery in 1992, competition significantly increased amongst entertainment sectors bidding for the in-state gambling dollar.

While lottery tickets are available from countless vendors across Texas, pari-mutuel wagering is only allowed on-site at Texas horse tracks.

Texas horse breeding and racing industries have also been severely impacted by neighboring states using casino gaming revenues to boost purses for their racing and breeding industries.

Prior to the passage of HB 2463, Texas had seen a loss of horse owners, breeders, trainers, and supporting jobs to states with higher financial incentives. As purses and breeder awards declined, the number of horses bred in Texas followed suit.



## HORSE COMMUNITY SPOTLIGHT | ELGIN, TX

Texas horse businesses have experienced a dramatic increase in activity due to the recent reinvestment of dollars back into the industry. Businesses that once left due to low participation levels are starting to return, Texas horse sales have hit all-time highs, and horse event participation has grown significantly.

*"I've been involved with the Texas horse business for decades, and we've seen what a strong racing industry can look like here. We've also seen how bad things can get when we just don't have the same tools to compete with surrounding states. Our livelihoods are tied to the horses - they are the core of our businesses, and the more horses we have in Texas, the stronger our industry gets. With the state reinvesting dollars from horse related items back into the industry, I'd say that the future is bright for our Texas horse businesses."*

*- Dr. Tommy Hays, DVM, Elgin Veterinary Hospital*

The quality of Texas's racing is important to the bottom line. Higher-quality horses attract more race fans to Texas tracks, but also from around the nation. The more fans - and the more that is bet on the races - the more the purses can grow. As purses grow, higher-level trainers and higher quality horses come to compete, and the entire industry begins to spiral upward.

**TOUGH COMPETITION**



# The Horse Industry Escrow Account (HIEA)

**The HIEA invests money being spent on horse-related items by the horse industry back into the state's agricultural economy.**

With the passage of HB 2463, the legislature allows for dollars being spent by businesses in the industry to be invested back into that same industry-leading to opportunities for competition with neighboring states.

The Texas horse industry has seen great momentum through larger field sizes, increased purses and renewed enthusiasm.

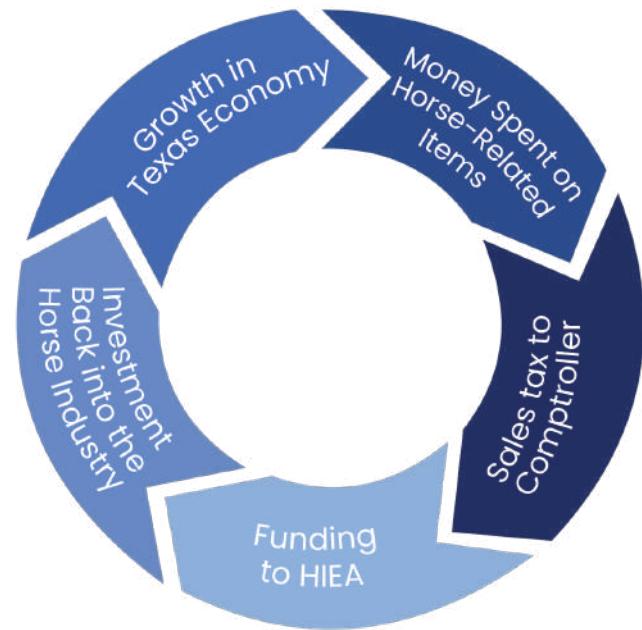
Trainers, owners and breeders who moved their businesses out of Texas are now returning with the prospect of continued growth.

The wisdom of the legislature has put Texas back in competition with other states.

**The HIEA stopped the dramatic decline of the horse industry, while simultaneously promoting historic industry growth.**

Without this continued investment, Texas horse racing, breeding businesses, and horse accreditation programs would experience a significant disadvantage in the market and decimate the positive upward trajectory that's currently being seen across the industry.

Today, Texas's horse industry is vibrant and experiencing rapid growth that seeps deep into the state's agricultural economy. Even during the pandemic, the horse industry experienced upward momentum. As society returns to normalcy, the horse industry has the capacity to not only survive but truly excel in Texas.



# HIEA funds generated significant growth in all sectors of the Texas horse economy beginning in 2020



## LONE STAR PARK THOROUGHBRED MEET

Daily Handle	↑ 131%
Purse Increase	↑ 34%
Horses Per Race	↑ 20%



## RETAMA PARK QUARTER HORSE MEET

Daily Handle	↑ 65%
Purse Increase	↑ 75%
Horses Per Race	↑ 12%



## SAM HOUSTON THOROUGHBRED MEET

Daily Handle	↑ 28%
Horses Started	↑ 31%

# \$43.3M

In 2021, Texas's purses reached an all-time high, which is a sign of vitality the industry hasn't seen in nearly two decades.

## SPOTLIGHT: RECORD SETTING SALES

### Texas Thoroughbred Association

- The Summer Yearling Sale moved 176 of 228 horses.
- The sale grossed \$3,219,600, up 138.9% from 2020.
- The average sale jumped 43.9% from the previous year to \$18,293.

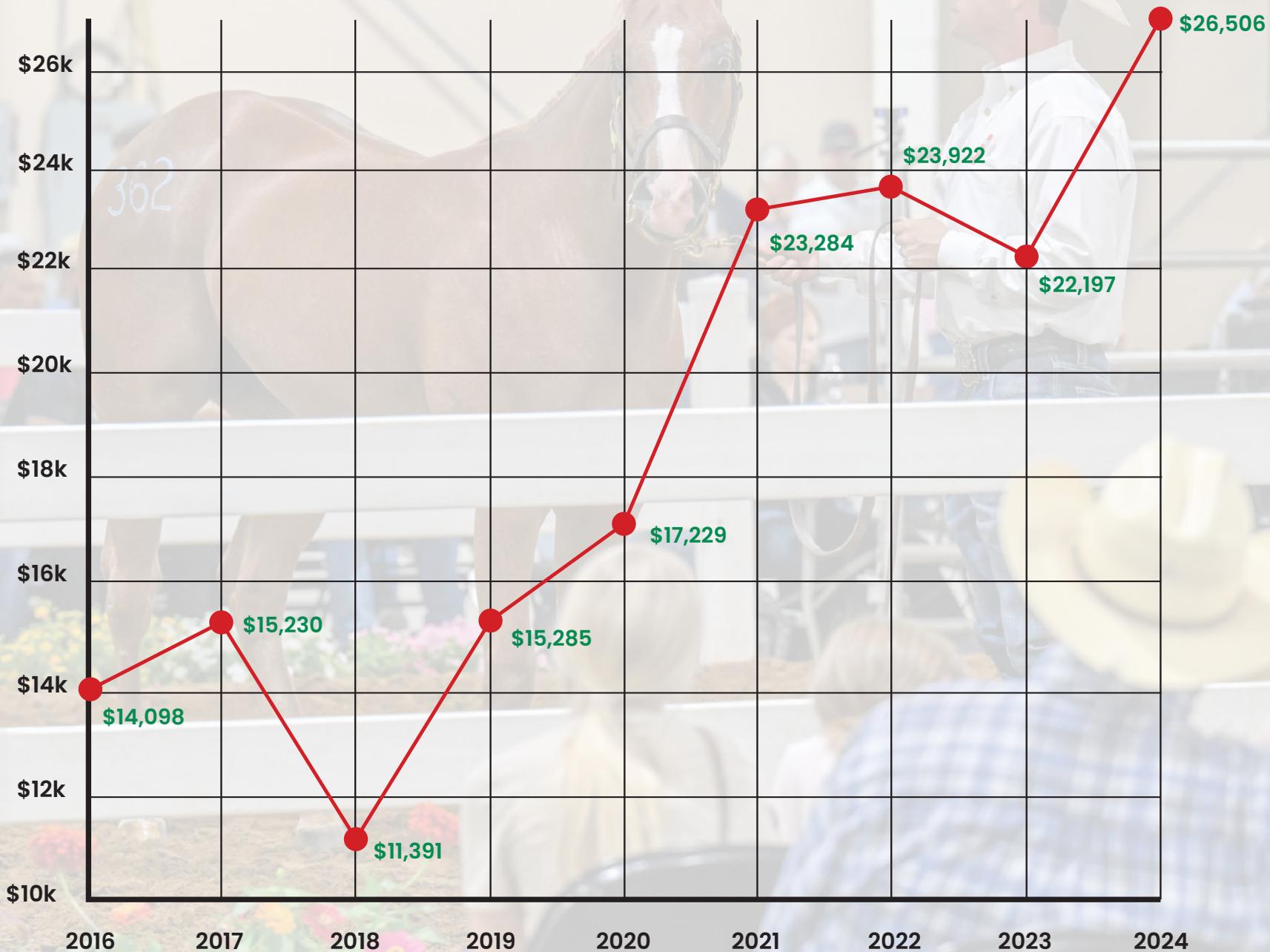
### Texas Quarter Horse Association

- The average sale jumped 38% to \$23,760 from 2020 and up 51% from 2019.
- The total sale grossed \$4,373,000, up 15.8% from 2020.
- The annual sale moved 184 of 242 horses.



# TQHA YEARLING SALE 2016-2024

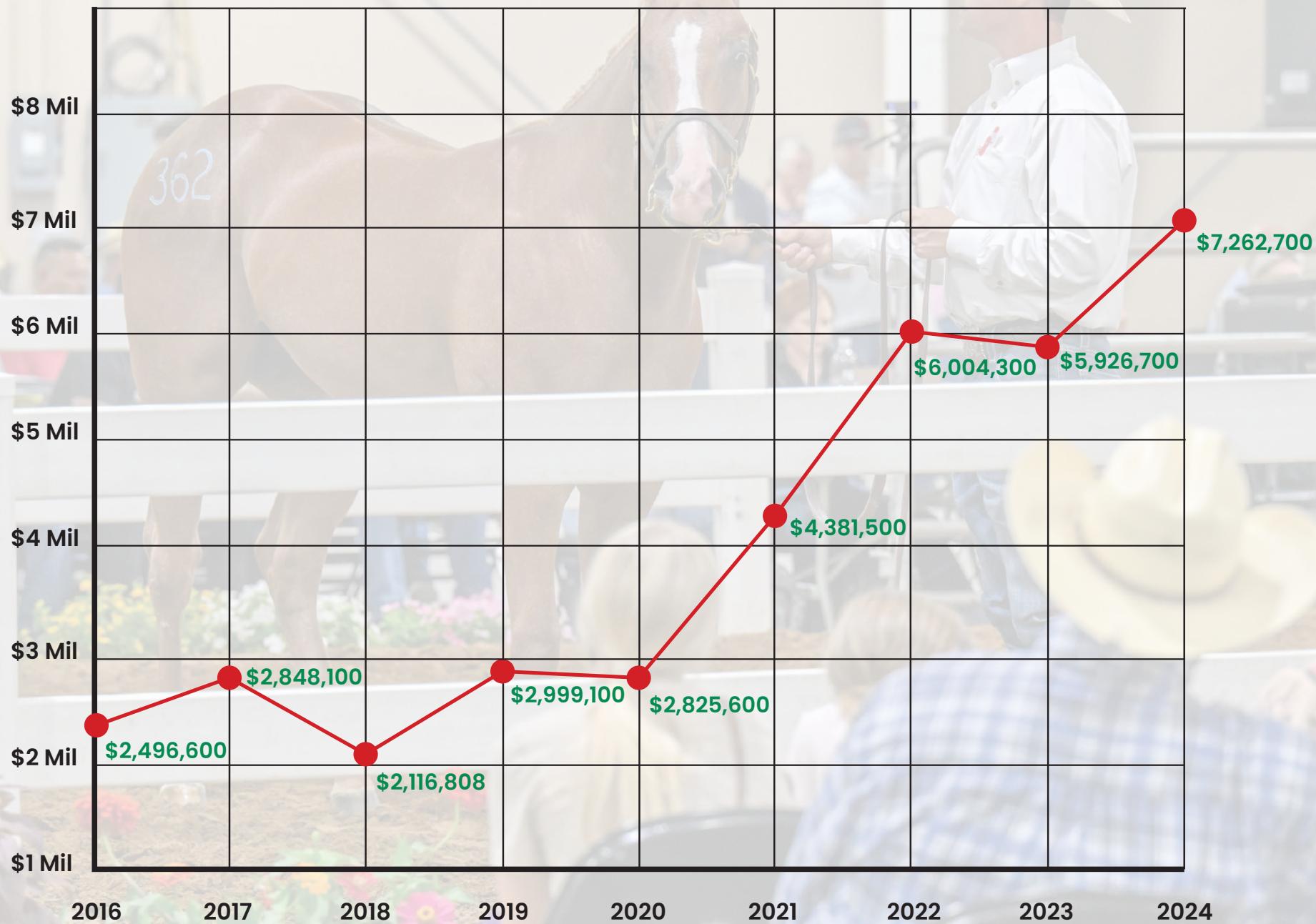
## SALE AVERAGE





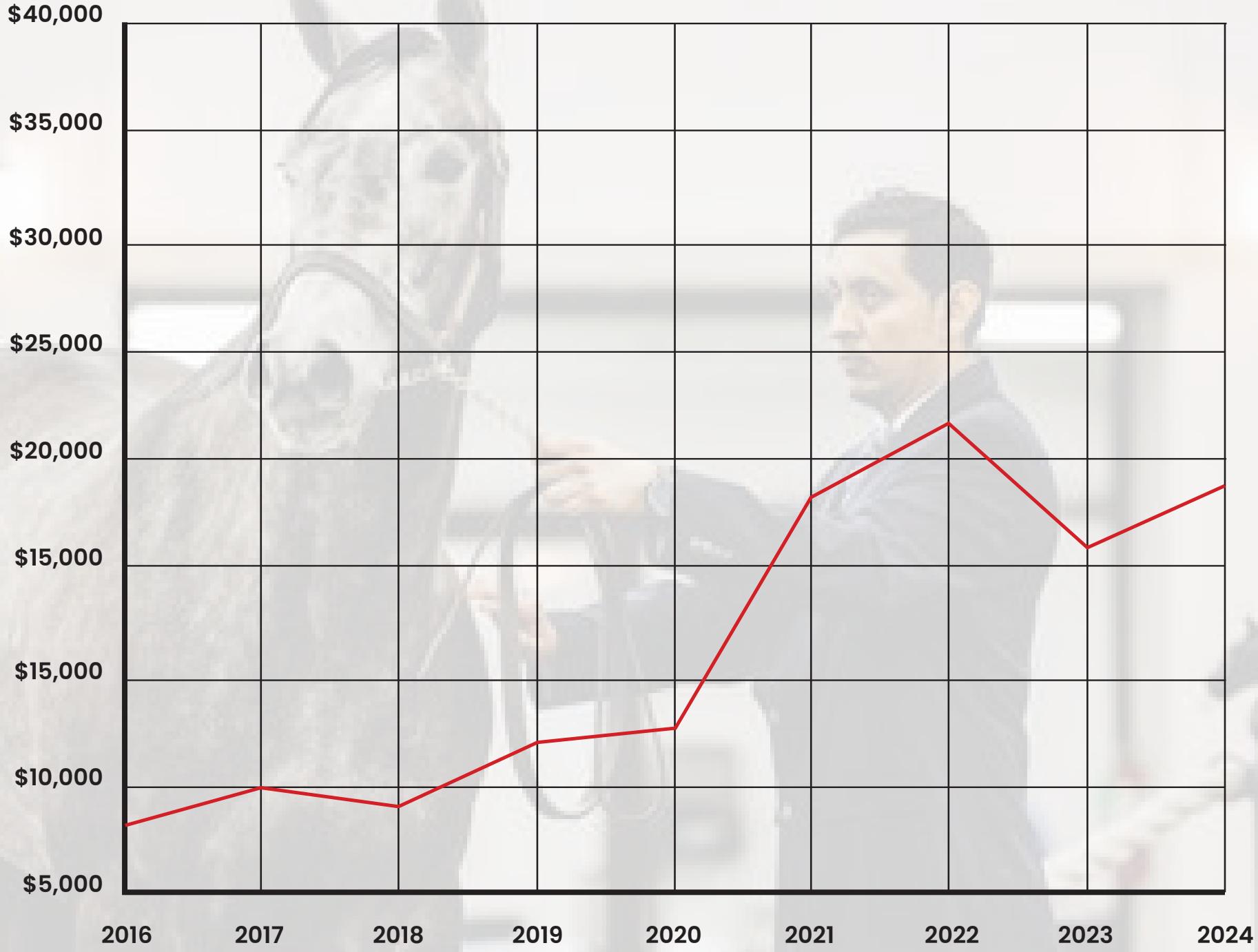
# TQHA YEARLING SALE 2016–2024

GROSS DOLLARS



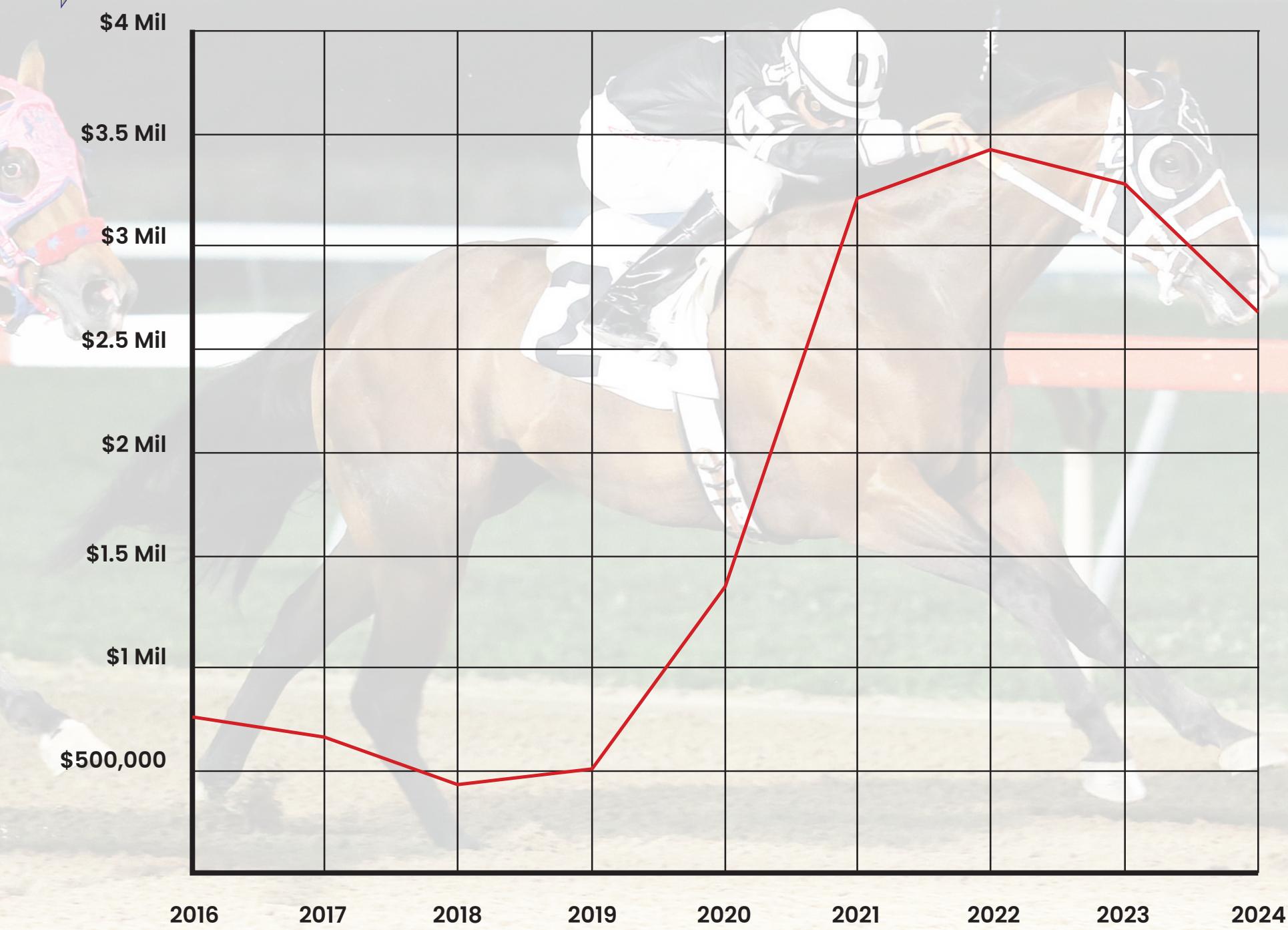


# YEARLING AVERAGE SALE PRICE BY YEAR



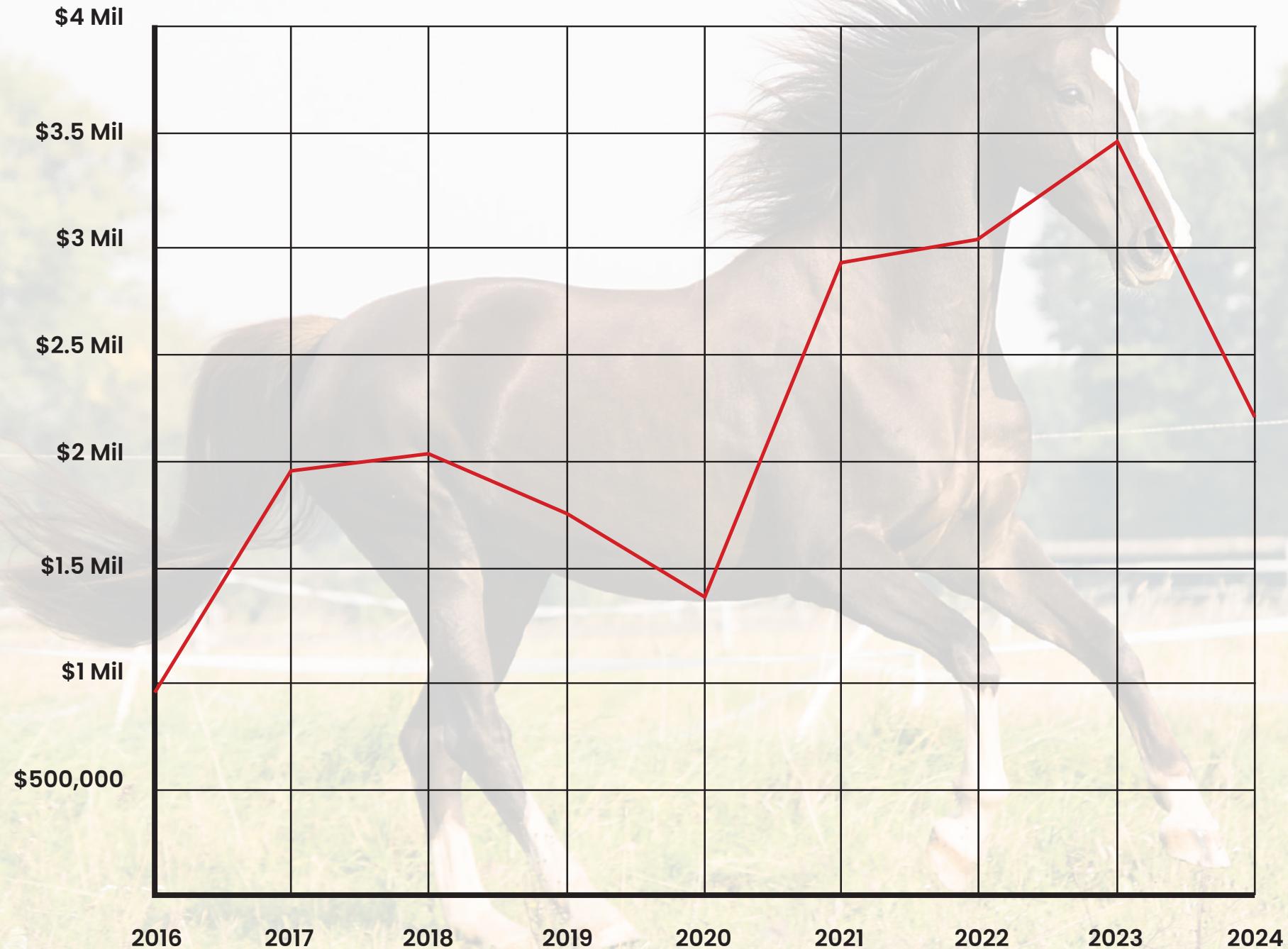


# YEARLING GROSS SALES BY YEAR



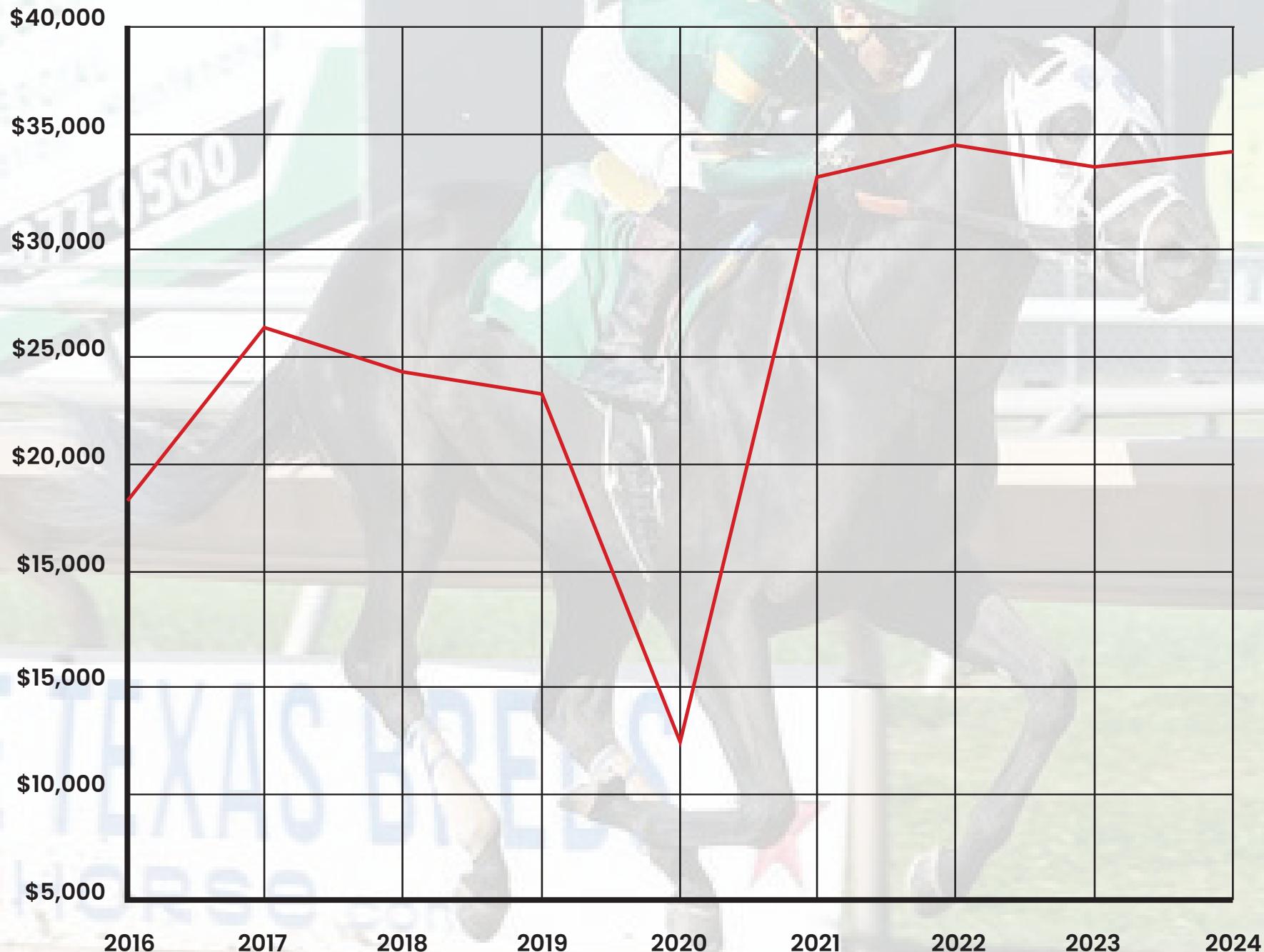


## 2YO GROSS SALES BY YEAR





## 2YO AVERAGE SALES PRICE BY YEAR



# Horse Community Spotlight

## Businesses Supporting Horse Industry See Significant Growth

Ask any horse owner, cattleman, or farmer near east Austin for their secret to success, and there's a good chance you'll hear the name "David Graham". For nearly three decades, Graham's store, Tri-County Feed, Seed & Supply, has served as Elgin's one-stop shop of reliable livestock and agriculture products. While the store plays an integral part in keeping operations up and running, it's also an indicator of the health of the agricultural economy across Texas.

Graham has encountered a fair share of ups and downs over the years, but is unable to recall a time when the industry has seen this type of boom. Now, at his feed operation in far east Travis County, the benefits of investing in the Horse Industry Escrow Account are brought to light.

The racing industry largely attributes its profit to the number of attendees in the stands and horses in the stables, but Graham believes tonnage is one of the strongest indicators of this sudden growth.

"Around mid-2020, we started noticing some pretty surprising figures and, when we looked back, we noticed that we were up 25% in 2020 from 2019, and then up an additional 20% in 2021," he recalls. "This amounts to a 45% increase in the tonnage of horse feed we're handling [in store] in just two years."

Explaining further, Graham says it's not only feed that's been affected by demand, but also tack, dewormers, leg warmers, stall forks and the many other items needed to care for the horses.

"I know it doesn't seem like much, but we've seen a huge lift in the number of buckets we're selling. This is just another indicator for us as to how many more horses there are in the area," he says.

Currently, four of the top seven feed products sold at the Tri-County store are horse feeds which, according to Graham, was "just unheard of" a couple years ago. The public's interest in the horse industry has increased exponentially since Texas began investing more dollars back into its agricultural economy, and Graham's exposure is a small glimpse of what is happening across the state.

When asked if new customers or familiar faces are responsible for this uptick, Graham mentions there have been people who own a Quarter Horse [or two] that have come to purchase two or three more.

"I've also seen quite a few folks who were racing in Louisiana and Oklahoma starting to send, and even buy, their horses down here," he adds. "There's some incredible incentive for them to breed Texas horses... and it just makes good business sense for them to bring their businesses here."

The equine industry in Texas is booming like never before as prosperity brought by the state's HIEA investment continues to reach businesses that provide products and services related to horse care - and, while farriers, veterinarians, feed store owners and others have to adjust to this heightened demand, our economy only grows stronger.

David Graham  
Owner, Tri-County Feed, Seed & Supply.  
Elgin, Texas

# Horse Community Spotlights

## From Youth Competitions to Beyond – Texas Horsemanship has a Bright Future

From the moment Courtney Hammit could walk, she would follow her grandfather to the barn. By six, she had her first mare—"DeDe"—and was heading to horse shows. Now, at 13, Courtney is on her third show horse, "Jake," and is just coming off of a big win in the 2020 Novie Saddle Series in January.

"Her attitude makes a big difference when she's riding her horse," says Courtney's mom, Trisha. It's just one of the valuable life lessons she says her daughter has learned from competing. "She's worked so hard, and she competes against herself every time," says Trisha.

Courtney dreams of one day getting to tell the horse's story. "I want my career to be with horses," she says. "I'm really into photography, so it'd be cool to be an equine photographer."

## Racing Comes Roaring Back to Texas

Danny Pish grew up in a rodeo family in South Texas. "I think I was about 11 or 12 when it dawned on me the opportunities that might be there." Pish remembers thinking about the horse industry, when he would travel to small race tracks with his family to look at rodeo horse prospects. A serious rodeo athlete until his mid-20s, in 1999 Pish decided to put his own competing on the back burner and learn more about the thoroughbred industry.

"It was the perfect time," Pish says. "The industry was healthy—people were fired up about it. There were lots of horses, lots of breeders, lots of folks interested." But as surrounding states like Oklahoma and Louisiana began to include supplements into their purses structure, Pish watched all that energy dissipate. There were less opportunities to run; less horses; less breeders. "It really almost sucked the life out of it," Pish remembers. "It made it about 20 percent what it once was. If every single state around you is subsidizing except the state that you're in, that's tough."

Now, Pish says he's seen the industry come full circle. "There's a lot of excitement again," he says, "and there's no question where it's from." Since the creation of the Horse Industry Account (HIEA), the heart of the horse industry has come roaring back to where it belongs: Texas.

## HIEA Finding a Home for Horses and Supporting Veterans Through the Texas Thoroughbred Association

The TTA awards dollars from the HIEA to non-racing horse-related programs with the intent to foster the continued growth of the Texas horse industry.

Anyone who has ever owned a beloved family pet understands just how deep the connection can be between animals and humans. However, there's something particularly special about the relationship between veterans and horses. In the same way veterans have been trained to be incredibly aware of their surroundings, so too are horses, and in that sense, the relationship between a veteran and horse can be steeped in understanding. And because horses are acutely aware of what is going on inside of a human, veterans who work with them are able to benefit from bio-feedback.

That kind of mirroring—the feedback loop of a veteran learning to walk away, take a deep breath, and come back as a way to settle down a horse (and themselves)—is what makes equine therapy for veterans so successful.

