

Virginia Agricultural Commodity Board Annual Report

ANNUAL REPORT OF THE VIRGINIA HORSE INDUSTRY BOARD

(2020-2021)

I. Narrative

Activities of the Board are supported by the Virginia Horse Industry Promotion and Development fund. Monies in the fund are generated by an assessment of \$1.50 on each Equine Infectious Anemia sample (Coggins Test) collected in the state.

The Board has identified seven focus areas in its strategic plan:

- 1) Collect and Analyze Data on the Horse Industry
- 2) Produce and Promote Economic Impact Studies
- 3) Develop Short- and Long-Term Marketing Plans to Promote the Virginia Horse Industry
- 4) Promote and Assist Educational Programs
- 5) Promote and Support Equine Research in Virginia
- 6) Utilize the Board's Annual Budget to Meet the Mission Statement and
- 7) Communicate to the Horse Industry the Plans and Progress of the Virginia Horse Industry Board

The Board awards grants on an annual basis according to grant guidelines which have been developed and are publicized. Grant proposals are submitted in early March and are reviewed shortly thereafter by the Board. The Board works diligently to promote the \$2 billion equine industry in the Commonwealth—representing 183,643 horses. Also from the 2018 economic impact study conducted by the American Horse Council: the industry generates more than 38,874 jobs in Virginia. In total, 30.5% of households - or 1 million – contain horse enthusiasts. The recreation sector is the largest sector of the horse industry in Virginia with more than 10% or 330,000 households in Virginia participate in trail riding. In addition to Virginian's trail riding, the American Horse Council 2018 national economic impact survey found that 49% of its respondents who trail ride in Virginia are from out of state. This sector alone supports 10,615 jobs and adds \$442 million in value to the state economy.

II. Budget and Finances

Cost Code #625

1. Cash Balance: June 30, 2020	\$341,164.11
2. (a) Assessment Receipts: July 1, 2020-June 30, 2021	(+) \$45,529.65
(b) Virginia Racing Commission*	(+) \$46,977.90
(c) Interest Receipts: July 1, 2020-June 30, 2021	(+) \$2,233.52
3. Total Balance and Receipts (1+2)	(=) \$435,905.18
4. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$76,575.12
5. Cash Balance: June 30, 2021	(=) \$359,330.06

* 2019-2020 Virginia Racing Commission revenues were \$52,956.88

Cost Code #626

1. Cash Balance: June 30, 2020	\$715,923.40
2. (a) Assessment Receipts: July 1, 2020-June 30, 2021	(+) \$251,025.80
(b) Interest Receipts: July 1, 2020-June 30, 2021	(+) \$4,991.41
(c) Miscellaneous Regulator	(+) \$635.00
3. Other Receipts: July 1, 2019-June 30, 2021	(+) 0.00
4. Total Balance and Receipts (1+2+3)	(=) \$972,575.61
5. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$17,216.59
6. Cash Balance: June 30, 2021	(=) \$955,359.02

III. Projects and Funding

Programs that receive grant funding from VHIB usually include in-person activities. With the impact of COVID, few in-person activities were able to be hosted. Since so many of the FY20 grants were unable to be completed in FY20, the Board extended all of the grants through December 31, 2021 to ensure grant recipients had adequate time to complete their projects. As a result, the Board did not award any new grant funding in FY21.

The Board did, however, evaluate and redesign their grant program to create an easy process and ensure that the grant program was valuable to the entire horse industry in Virginia for FY22.

Virginia Bred Grant Program

In 2020, the Virginia Horse Industry Board funded the following organizations:

2020 Virginia Bred Program	2020
American Saddlebred Horse Association of Virginia	\$5,000
Commonwealth Dressage & Combined Training Association	\$5,200
Virginia Horse Shows Association	\$5,000
Virginia Paint Horse Club, Inc.	\$6,000
Virginia Pony Breeders Association	\$6,000
East Coast Stock Association	\$3,000
Virginia Quarter Horse Association	\$8,000
Total	\$38,200

IV. Year End Funding Level

The cash balance in Cost Code #625 as of June 30, 2021, was \$359,330.06.

The cash balance in Cost Code #626 as of June 30, 2021, was \$955,359.02.

V. Board Meetings and Board Member Attendance Roster

The Board met three (3) times between July 1, 2020, and June 30, 2021. The Board was scheduled to host a fourth meeting on June 18, 2021 but that meeting was cancelled due to a lack of quorum. In addition, the Board identified a Strategic Marketing Subcommittee to work on the VHIB marketing plan, grant program and website redesign. That subcommittee met three (3) times between July 1, 2020 and June 30, 2021. It is anticipated that the Board will continue to meet four to five times per year in the Charlottesville or Warrenton area. A meeting roster/attendance sheet is attached.

X: Present/O: Absent	8/13/20	9/21/2020	12/3/2020 Sub- committee	1/22/2021	6/9/2021 Sub- committee	6/18/2021 Sub- committee
Robert Banner	O	X	X	X	X	X
Beth Sheely	X	X		X		
Dr. John Wise	X	X		O		
Dr. Kelly Foltman	O	X	X	X	X	X
Brooke Royster (Proxy)	Debbie Easter X	Debbie Easter X	Debbie Easter X	Debbie Easter X	Debbie Easter X	Debbie Easter X
Steve Meadows (Proxy)	O	O		O		
Jimmy Lee (Proxy)	Oliver Brown X	O		Oliver Brown X		
Janie Ober	X	X	X	X	X	X
Dedi Spradlin (proxy)	David Lands X	X		X		
Nancy Troutman	X	X		X		
Jeff Oakley	O	O		X		

VI. Summary

This past fiscal year, the Virginia Horse Industry Board continued efforts to promote the State's equine industry through a number of expanded projects. Inherent in the projects was the Board's mission: the promotion and economic development of the Virginia horse industry.

Activities for the year included:

Virginia 4-H Horse Ambassador Program

The Virginia Horse Industry Board was a sponsor of the 4-H Ambassador Program. The Virginia 4-H Horse Ambassador Program affords 4-H members the opportunity to demonstrate their skills in citizenship, leadership and public speaking as they travel around Virginia serving as advocates and spokespersons for the Virginia 4-H Horse Program at a variety of events and outreach activities. The function of this group is to help build the 4-H horse program in Virginia and to help its members increase their knowledge of the sport.

Virginia 4-H State Horse Show

The Virginia Horse Industry Board was a sponsor of the 4-H State Horse Show held in Lexington, VA. The Program Manager visited during the show and spoke with 4-H'ers and staff. The emphasis of Virginia's 4-H Horse and Pony program is on equine selection, nutrition, management, riding, recreation, fun, and horsemanship. The 4-H State Horse Show provides an opportunity for Virginia's young equestrians to meet, compete, develop horsemanship, and ultimately build confidence in themselves and the skills they've been practicing all year.

Virginia 4-H Equismartz Program

The Virginia Horse Industry Board was a sponsor of the Virginia 4-H Equismartz program. The Program Manager of the Virginia Horse Industry Board served as a guest judge for the Public Speaking Contest for the Virginia 4-H Ambassadors Program. EquiSmartz is the state level equine educational competition for 4-H, open to all 4-H youth regardless of their ability to own or maintain a horse. Contests offered are Horse Bowl, Hippology, Horse Judging, Public Speaking, Individual and Team Presentation. The EquiSmartz Motto is "Developing industry leaders, honing life skills and cultivating a love for the horse through learning and competition utilizing the horse as the tool without requiring ownership!"

Virginia Horse Show Association's Associate Program

The Virginia Horse Industry Board sponsored the Virginia Horse Show Association's (VHSA) Associate Program in 2020. VHSA is an association of show members and individual members cooperating to promote the sport and to improve the breeding of horses in the Commonwealth. All breed groups, shows and horse interests are represented and membership is open to all individuals and to shows in Virginia. The 2020 Associate Program reached 2,200 members and it offers local schooling shows across the state to introduce riders to horse showing.