



# 2025 Industry Impact Report



## Introduction

As the breed registry for Thoroughbreds in the U.S., Canada, and Puerto Rico, The Jockey Club’s primary responsibility is the maintenance of the *American Stud Book*. For more than 130 years, The Jockey Club has been dedicated to the improvement of Thoroughbred breeding and racing.

To fulfill its mission, each year The Jockey Club’s business objective is to fund industry investments in the form of Thoroughbred health, safety, welfare, aftercare, and integrity initiatives using proceeds from operations.

Since 2010, The Jockey Club has invested nearly \$110 million into the industry with plans to invest more than \$6 million in 2025.



## Charities

In addition to its industry investment, The Jockey Club also supports two charities.

### Grayson-Jockey Club Research Foundation

In February 2024, Grayson-Jockey Club Research Foundation authorized funding of \$2,455,164 to support 11 new projects and 13 continuing projects at 14 universities. Grayson also funded three career development awards that are designed to help further the careers of scientists who conduct significant equine-related research: In addition to the annual Storm Cat Career Development Award and the Elaine and Bertram Klein Career

Development Award, Grayson provided a one-time career development award in honor of Nancy C. Kelly, who served as vice president of development for many years and helped raise millions of dollars for equine research.

The 2024 slate of research brings Grayson’s funding total since 1940 to more than \$42.3 million, having underwritten more than 437 projects at 47 universities.

For 2025 the foundation received 56 grant applications from 30 institutions located in five countries along with six resubmissions. Total contributions for 2025 are projected to be more than \$2 million.



## The Jockey Club Safety Net Foundation

Continuing its long-standing mission to help members of the Thoroughbred industry in need, the foundation has provided more than \$19 million since 1985. Its support in 2024 amounted to \$400,000.

Throughout 2024, in addition to helping individuals and their families, the foundation funded backstretch appreciation events that provided meals and basic living



needs such as toiletries and warm winter clothing for more than 1,000 workers, with specific emphasis on expanding assistance in the Mid-Atlantic and Florida.

The foundation netted approximately \$81,000 from its Fashionable Fillies fundraiser in 2024, making it the most successful event in recent years. The event honored Nancy C. Kelly, who passed away in February 2024.

In 2025, management will continue to seek opportunities to bring more awareness to the foundation's mission and the real-life issues that industry workers face daily. Saratoga and California editions of the Fashionable Fillies Luncheon are tentatively scheduled for August and September, respectively.

In 2025, foundation staff will prioritize working closely with numerous racetrack chaplains and other organizations in the Thoroughbred industry to ensure that those with needs, especially backstretch employees and their families, are provided the support they need.

## Industry Growth Initiatives

### America's Best Racing

Through a long-standing partnership between ABR and the New York Racing Association (NYRA), more than 1,200 hours of racing were broadcast on the FOX Sports Network in 2024. "America's Day at the Races" again delivered on the promise of bringing the sport to vast audiences across the country via broadcast TV, streaming, and social media. Sustaining and increasing hours and viewership remain a top priority in 2025 as ABR and NYRA plan to collaboratively create even more content and buzz around the sport.

ABR's social media following has grown to 421,000, with more than 80% of those followers under the age of 44. The audiences on ABR's channels are highly engaged and the content is custom-made for Millennial and Gen-Z audiences. As a result, numerous racetracks and prospective partners have reached out to ABR for marketing support, many of which expanded beyond traditional methods and have opened the door to collaboration with events such as Far Hills Race Meeting.

In 2024, ABR livestreams embarked on a new crossover production with the Indianapolis 500. The show was streamed live from the Indianapolis Motor Speedway and was branded "Horsepower." The stream tapped into fans already engaged with the Indy 500 and brought them into the world of horse racing. Horsepower represented the first of several new streaming projects for ABR, culminating in a seven-hour, two-day livestream from the Breeders' Cup World Championships at Del Mar.



ABR capped off a record year for its award-winning “A Stake in Stardom” influencer marketing program during the Breeders’ Cup. By hosting several mega-influencers at the Breeders’ Cup with a combined reach of more than 30 million followers, ABR boosted the brand visibility of the Breeders’ Cup to a coveted younger, diverse, and affluent audience.



ABR’s commitment to promoting and showcasing the proactive measures and new technologies related to enhancing and improving racehorse safety and aftercare issues will continue in 2025 and build upon the success of its partnership with The Jockey Club’s Thoroughbred Incentive Program (T.I.P.). Along with ABR’s continued support via its social media following, broadening the T.I.P. message speaks directly to one important aspect of the ABR mission: “We’ll introduce you to the Thoroughbreds who grow from foal to champion, the people who love them, and the organizations that work tirelessly to provide a second career for racehorses.”

In 2025, ABR will execute a comprehensive advertising/marketing strategy to place the sport seemingly “everywhere” to target younger audiences where they live and consume content by allocating resources across varied channels and platforms to reach new, younger audiences across multiple venues.

## Horse Country

Since 2014, Horse Country has served the Thoroughbred industry by facilitating booking and organizing tours of Central Kentucky’s

important stud and nursery farms, racetracks, and equine clinics. The Jockey Club has been a member since 2016 and continues to provide funding and provide support with a staff member on the Operations Committee.

## Mare Incentive Program

In December, The Jockey Club launched the Mare Incentive Program, which waives registration fees for certain 2026 foals of mares that meet criteria defined by The Jockey Club. To stimulate interest in these mares, TJC Innovations created a free searchable database for those seeking more information about mares eligible under the Mare Incentive Program.

Each December, The Jockey Club will provide a list of the mares identified in the Mare Incentive Program through Interactive Registration (IR). The list for the 2025 breeding season is available, and The Jockey Club Registry will waive the registration application fee for 2026 foals out of these mares. Anyone with an IR account can view the list of mares.

## OwnerView Conference

OwnerView, a key information source for new, prospective, and current Thoroughbred owners, hosted 10 free online webinars in 2024. Topics included “Avoiding, Preparing for, and Surviving an Audit,” “Equine Nutrition,” “Buying and Racing Internationally,” and “Throat Surgery.” There were 30 speakers during the webinars including Tom Rooney, Marshall Gramm, Leonard Green, Cherie DeVaux, Dr. Rolf Embertson, Garrett O’Rourke, Jeff Bloom and Najja Thompson. Views for the 2024 webinars exceeded 2,000, and the past two years of archived webinars have generated an additional 16,000 views.

Also of note, the OwnerView interview with Penny Chenery at the inaugural owner conference has been viewed more than 48,000 times.

OwnerView will continue to offer a virtual webinar series in 2025.



## Health, Safety, & Integrity

### Equine Injury Database (EID)

The EID is the nation’s only comprehensive database for recording the details of racing and training injuries. In February of each year, The Jockey Club publishes the annual rate of racing fatality from the previous calendar year at [jockeyclub.com](http://jockeyclub.com).

The number of fatalities per 1,000 starts has fallen by 34% since 2009, and another decline is anticipated when final numbers are determined after an extensive quality control process and statistical analysis by epidemiologists.

It is notable that the incidence of fatal injury of Thoroughbreds during racing fell to the lowest levels recorded at racetracks under HISA’s jurisdiction. Racetracks operating under HISA’s rules and running races in the second quarter reported 0.76 racing equine fatalities per 1,000 starts compared to 1.48 per 1,000 starts in the second quarter of 2023. The 0.76 fatalities per start was less than half of the fatality rate at non-HISA tracks in West Virginia, Texas, and Louisiana, which was 1.8 for the same period.

With more than 5 million starts recorded in the EID through participation from 99% of the racetracks in North America, the EID promises to shape safety reform for years to come.

### Horseracing Integrity and Safety Authority (HISA)

In 2024, the industry continued to see some of the fruits from the establishment of HISA. As reported at the 11th Welfare and Safety of the Racehorse Summit in June.

The Jockey Club supported HISA in 2024 by participating in a joint amicus brief with Breeders’ Cup. The Jockey Club continues to provide software development and related services in support of HISA’s operations.

The Jockey Club will continue to support HISA in 2025 and will advocate to better pair selected violations and the corresponding penalties.

### Racing Surfaces Testing Laboratory (RSTL)

RSTL has become the go-to industry resource for providing testing and advisory services regarding racing surfaces for racetrack customers. Beginning in 2025, The Jockey Club will provide funding for RSTL to create electronic sensors for track maintenance equipment to improve the collection and storage of racetrack surface data.



### Stable Recovery

Taylor Made Farm’s Stable Recovery is a peer-driven therapeutic community with a focus on providing equine-related employment opportunities and training for men in early recovery from substance abuse. The Jockey Club provides financial support toward housing and on-the-job training programs.

### Rate of Racing-Related Fatality per Thousand Starts (Thoroughbred Only)

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Rate	2.00	1.88	1.88	1.92	1.90	1.89	1.62	1.54	1.61	1.68	1.53	1.41	1.39	1.25	1.32

## Thoroughbred Safety Committee (TSC)

The TSC was organized in 2008 as a standing committee of The Jockey Club to critically analyze issues and recommend actions the industry can take to improve the health and safety of Thoroughbred racehorses. To date the TSC has issued 43 recommendations, many of which have been adopted by racing authorities and incorporated into state and national rules of racing.

### Thoroughbred Safety Committee

Craig R. Fravel (chairman), Dr. Rick Arthur, James G. (Jimmy) Bell, Dr. Larry Bramlage, Dell Hancock, Jim Lawson, Christopher J. McCarron, Dr. Hiram C. Polk Jr., Tom Robbins, and Jaime Roth

In 2024, the TSC issued two recommendations: (i) that all racetracks should fully participate in the Racing Surfaces Testing Laboratory's Maintenance Quality System to record track maintenance and weather information (a system designed, built and housed by TJC Innovations), and (ii) all necropsies on Thoroughbred racehorses that suffer a fatal injury in racing or training should be conducted in accordance with American Association of Equine Practitioner's Guidelines.

## Welfare and Safety of the Racehorse Summit (WSS)

The first WSS was held in October 2006 and has been held every other year at Keeneland except for 2020 when it was replaced by a virtual meeting. The 2024 event was co-hosted by the University of Kentucky Martin-Gatton College of Agriculture, Food and Environment and was held at the University of Kentucky's Kroger Field.

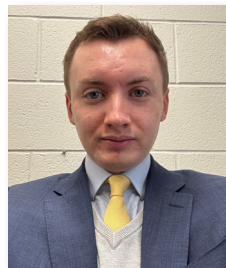
Underwritten by The Jockey Club in coordination with the Grayson-Jockey Club Research Foundation, the WSS is designed to bring together a cross-section of breeding, racing, and veterinary professionals with the goal of improving the safety and soundness of Thoroughbred racehorses. Videos and

presentations from in-person and virtual summits can be found on the Grayson-Jockey Club Research Foundation website.

## National & International

Domestically and internationally, The Jockey Club maintains key governance positions with many leading organizations and committees to engage on a variety of key Thoroughbred-related issues consistent with its mission of being dedicated to the improvement of Thoroughbred breeding and racing.

Working with other industry organizations in 2025 (such as Breeders' Cup, Keeneland, and state and federal regulatory authorities), The Jockey Club plans to implement several strategic initiatives aimed at increasing international demand for North American breeding and racing interests. These include lowering the barriers to international commerce of Thoroughbreds, collaborating with international authorities to research and better manage the risk factors associated with sudden cardio-pulmonary deaths in competition, creating global standards and acceptable solutions for aftercare of Thoroughbreds, and continuing to support the exchange of race stewards with foreign racing jurisdictions to broaden personal experiences and encourage harmonization of U.S. race interference rules with the more broadly accepted international standard.



Cody Watkins, a racing steward of the British Horseracing Authority, accepted The Jockey Club steward position at the NYRA racetracks to further this goal.

The Jockey Club will continue to pursue this international program with the hope of deepening the experience of potential applicants for steward positions in North America, and vice-versa for internationals.



## American Horse Council (AHC) & United Horse Coalition (UHC)

The Jockey Club is a founding member of the AHC, a multi-breed, multi-discipline, Washington-based organization representing the horse industry in federal matters, principally tax, equine health and regulatory issues and immigration, and The Jockey Club holds two seats on the board of trustees.

The UHC is a resource for horse owners that directs them to appropriate organizations for obtaining information about breed-specific aftercare programs and other solutions for at-risk horses. Management of The Jockey Club chairs the UHC and is treasurer of the AHC.

## International Federation of Horseracing Authorities (IFHA), International Stud Book Committee (ISBC) and North American Thoroughbred Ratings Committee (NARC)

The goals of the IFHA and ISBC are to harmonize best practices among international racing and breeding authorities, respectively.

As a founding member of the IFHA and ISBC, The Jockey Club works closely with international colleagues in committee meetings and conferences that culminate annually in three-day meetings in Paris, France, in October.



Most recently, the IFHA executive council tasked the ISBC to organize a global committee to analyze the threats posed to the health of the breed from rising levels of inbreeding. The Jockey Club has been asked to chair the committee which will launch early January 2025.

The Jockey Club holds key positions on the Executive Council, International Grading and Race Planning Advisory Committee, International Cataloging Standards Committee, Reference Laboratory Appointment Committee, Racing Integrity Handbook Committee, Technical Advisory Committee, International Movement of Horses Committee, Anti-Illegal Betting Council, International Harmonization of Racing Rules Committee, and Horse Welfare Committee and is represented by a member on the Advisory Council on Equine Prohibited Substances and Practices and the Gene Doping Control Subcommittee. The Jockey Club loans a staff member as one of three directors for the IFHA's Executive Office.

The NARC establishes ratings for North American Thoroughbreds, which are needed by the Thoroughbred Owners and Breeders Association Graded Stakes Committee and Breeders' Cup. NARC staff also participate in the World Thoroughbred Rankings annual meeting and production of the LONGINES World's Best Racehorse Rankings. In addition, TJC Innovations provides hosting and web development services for the federation's website and disseminates performance and pedigree data to support the activities of NARC.

## Aftercare

In the summer of 2024, The Jockey Club launched its Traceability Initiative with email prompts to racetracks, sales companies, and individuals holding digital certificates of Thoroughbreds that have had no Interactive Registration activity and no Thoroughbred Incentive Program number in the past two years.

The email directs certificate managers to a portal on Interactive Registration with several options to update the status of the horse and to take action to move the certificate out of their account if necessary.

This initiative will improve our understanding of where Thoroughbreds go after their racing and breeding careers.



## Thoroughbred Aftercare Alliance (TAA)

Entering its 14 year, the TAA was organized by Keeneland Association, Breeders' Cup Limited, and The Jockey Club to accredit and fund Thoroughbred aftercare organizations. Including projected contributions from 2024, the TAA will have contributed \$31.9 million in grants toward retraining, rehoming, or providing sanctuary services for nearly 18,500 retired Thoroughbreds at 83 accredited aftercare organizations. Contributions made by The Jockey Club represent the single largest source of TAA funding.

The Jockey Club houses and administratively supports the TAA in its Lexington office without charge. Management of The Jockey Club hold key positions on the grants, funding, finance, investments, communications and accreditation committees in addition to a seat on the board.

American Endurance Ride Conference, USA Working Equitation and Equine Trail Sports. Since inception, nearly \$2.8 million in cash prizes and awards have been distributed to owners of T.I.P.-eligible Thoroughbreds, and to date, nearly 104,000 Thoroughbreds have competed for awards in 11,920 shows and events in the U.S., Puerto Rico, and Canada.



## The Jockey Club Thoroughbred Incentive Program (T.I.P.)

T.I.P. is entering its 14<sup>th</sup> year. T.I.P. provides prizes at horse shows and similar events for Thoroughbreds in a variety of disciplines including dressage, eventing, hunter, jumper, polocrosse, and western. T.I.P. also provides prizes to Thoroughbreds competing at large national championship events, including the U.S. Eventing Championships, U.S. Dressage Federation's National Championships, U.S. Pony Club Championships, and through state and national year-end award programs like

The 2024 T.I.P. Championships were held at Stable View, in Aiken, S.C., over four days. While some open horse shows in the U.S. have experienced declining entries, the Aiken T.I.P. Championships saw record entries from 23 states and one Canadian province, with nearly 300 Thoroughbreds entered for the original show dates.

Unfortunately, Hurricane Helene caused massive amounts of destruction in the southeast, including in Aiken, the weekend before the show, and the T.I.P. Championships was postponed until the end of October. At the rescheduled event, more than 200 horses competed in 45 divisions covering hunters, jumpers, western, dressage, in-hand, trail, and combined test.

For 2025, award applications were received from 621 repeat organizations and 110 new organizations, representing 1,575 T.I.P. shows.

The 2025 T.I.P. Championships will be held in Aiken, S.C., October 2 - 5.



## Thoroughbred Charities of America (TCA)

As a leader in aftercare and through their racing and breeding industry network, The Jockey Club believes that TCA is an important partner and will support TCA in 2025. In addition to supporting non-TAA eligible organizations and therapeutic services organizations, TCA will be vital to the successful rollout of the traceability initiative, the identification of solutions, and the implementation of efforts resulting from the initiative. As the TAA continues to focus on aftercare at first exit from racing, with the assistance of the TCA, solutions for the aftercare of retired broodmares and breeding stock will be examined.

## International Forum for the Aftercare of Racehorses (IFAR)

In April 2025, The Jockey Club will support the ninth IFAR Conference in Lexington, Kentucky.

## Education

The Jockey Club supports the **University of Arizona Race Track Industry Program**, the only program of its kind offering a bachelor's degree and master's degree centered on the racing industry, through sponsorship of its annual Global Symposium on Racing & Gaming and by offering The Jockey Club Jack Goodman Scholarship.

The Jockey Club Jack Goodman Scholarship is one of five academic **scholarships** offered by The Jockey Club for students interested in pursuing a career in the Thoroughbred industry. The awards total \$76,000 annually.

The Jockey Club Scholarship	\$15,000
The Jockey Club Vision Scholarship	\$20,000
The Jockey Club Advancement of Women in Racing Scholarship	\$20,000
Jack Goodman Scholarship	\$6,000
The Jockey Club Nancy C. Kelly Benevolence Scholarship	\$15,000

In addition, The Jockey Club hosts up to three paid **interns** each summer/fall. Interns gain exposure to all companies and departments within the organization, and they have the opportunity to spend additional time in areas they find to be of particular interest.

In January 2024, The Jockey Club became an Ed Brown Partner, the highest level of participation in support of the work of the **Ed Brown Society** that an organization can attain. The mission of the Ed Brown Society (EBS) is to celebrate the rich history of African-Americans in the equine industry and to create opportunities for young people of color to gain industry exposure, training and experience. EBS offers scholarships and internships to students who demonstrate interest, skills, and commitment to becoming trainers, farm managers, equine veterinarians, bloodstock agents, and business professionals in all aspects of the Thoroughbred industry.

The Jockey Club also supports **Amplify Horse Racing**, which is dedicated to amplifying education, mentorship, and career opportunities in the Thoroughbred industry for young people, and the **Craft Academy for Excellence in Science & Mathematics** for excelling students enrolled in Kentucky's secondary schools.

The **Racing Officials Accreditation Program (ROAP)** is also a key industry organization receiving support from The Jockey Club. In 2025, broad-based outreach will be undertaken to expand the accessibility of ROAP's racing officials continuing education programs toward helping to ensure more consistent officiating.

## Statistics

**Equibase Company**, a partnership between the Thoroughbred Racing Associations of North America and The Jockey Club, maintains the sport's official racing database. The Jockey Club is the managing partner of Equibase.

Equibase offers a variety of handicapping products and statistics, as well as free of charge data including entries; result charts; horse,

jockey, trainer, owner, and track summaries; leaders lists; Virtual Stable; profile pages; and GPS charts.

As a service to the industry, Equibase, with support from The Jockey Club, is developing a new ratings and handicap system for U.S. horse racing. This system will algorithmically generate ratings for all North American Thoroughbreds based on their past performances. These ratings will be available free of charge to racetracks and horsemen.

The goal of this system is to simplify race conditions and provide an alternative – but not a replacement – to claiming races.

The Jockey Club **Fact Book** provides facts and statistics about the Thoroughbred industry. In 2025, statistics will be updated on a more regular basis to help fans, owners, breeders, and media stay up-to-date with what’s happening in the sport. Within the Fact Book, The Jockey Club also publishes, free of charge, the **American Racing Manual**.

## Round Table Conference

Each year since 1953, The Jockey Club has hosted the *Round Table Conference on Matters Pertaining to Racing*, which features numerous topics and prominent speakers from the United States as well as many foreign countries. Many critical initiatives over the years have been conceived and/or announced at the Round Table Conference.

## Many Supported Initiatives of The Jockey Club

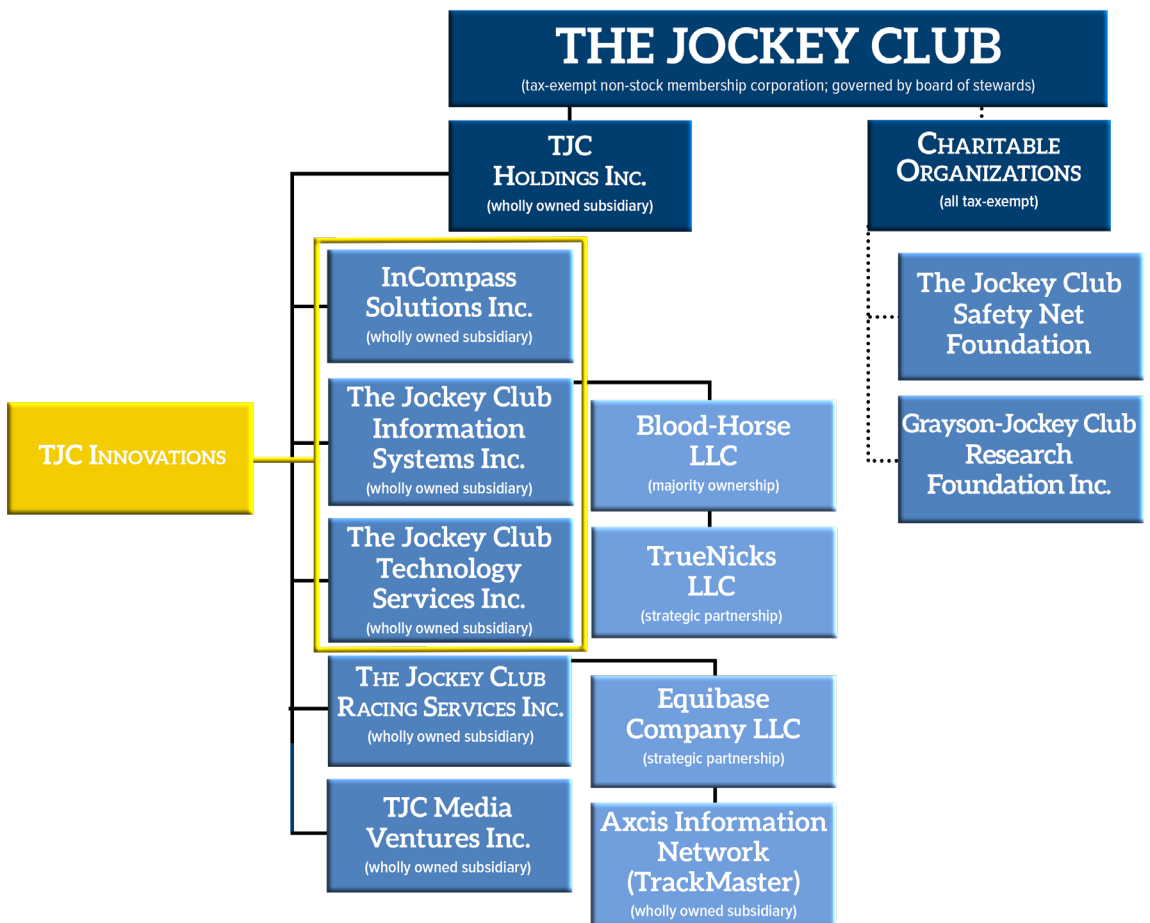








## Organizational Chart of The Jockey Club





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