

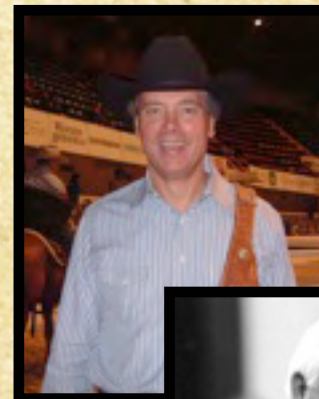
# *Purse Enhancement*



# Purse Enhancement

## Successful Legislative Effort

- Initiated effort with City of Fort Worth and Texas Legislature to enhance purses for Triple Crown events and retain these events in Fort Worth
- Strong leadership at State level from Lt. Governor David Dewhurst, Comptroller Susan Combs, Senator Kim Brimer and others instrumental to success
- Over \$5,100,000 generated for Triple Crown purses since initial approvals received
- Funding requires annual approvals -- essential to stay actively involved in political process to ensure continued allocations
- "Performance Horse Development Fund" -- important new initiative in conjunction with Texas horse racing interests could be very substantial new source of additional funds to support Cutting Horse competitions





# Purse Enhancement

## Economic Impact Paved the Way for Legislation

- 64 days of NCHA Triple Crown events
- 275,599 total visitor days
- \$57,554,914 in direct expenditures subject to eligible Texas State taxes

