

MEASURING THE IMPACT OF RACINOS ON RACING

2008 SYMPOSIUM ON
RACING AND GAMING
DECEMBER 9, 2008

- **PRAIRIE MEADOWS**

- Horse Track/Racino in Altoona (Greater Des Moines)

- Thoroughbred Meet: 45-53 days, Late April – Early July
 - Mixed Thoroughbred/Quarter Horse Meet: 36-48 days, Mid-July – Mid-September
 - Standardbred Meet: 6-20 days; Late September – Late October

- **BLUFFS RUN**

- Greyhound Track/Racino in Council Bluffs (Greater Omaha, NE)

- Year round meet; 300+ Performances

- **DUBUQUE GREYHOUND PARK & CASINO**

- Greyhound Track/Racino in Dubuque, IA

- Late April – Late October, 160+ Performances

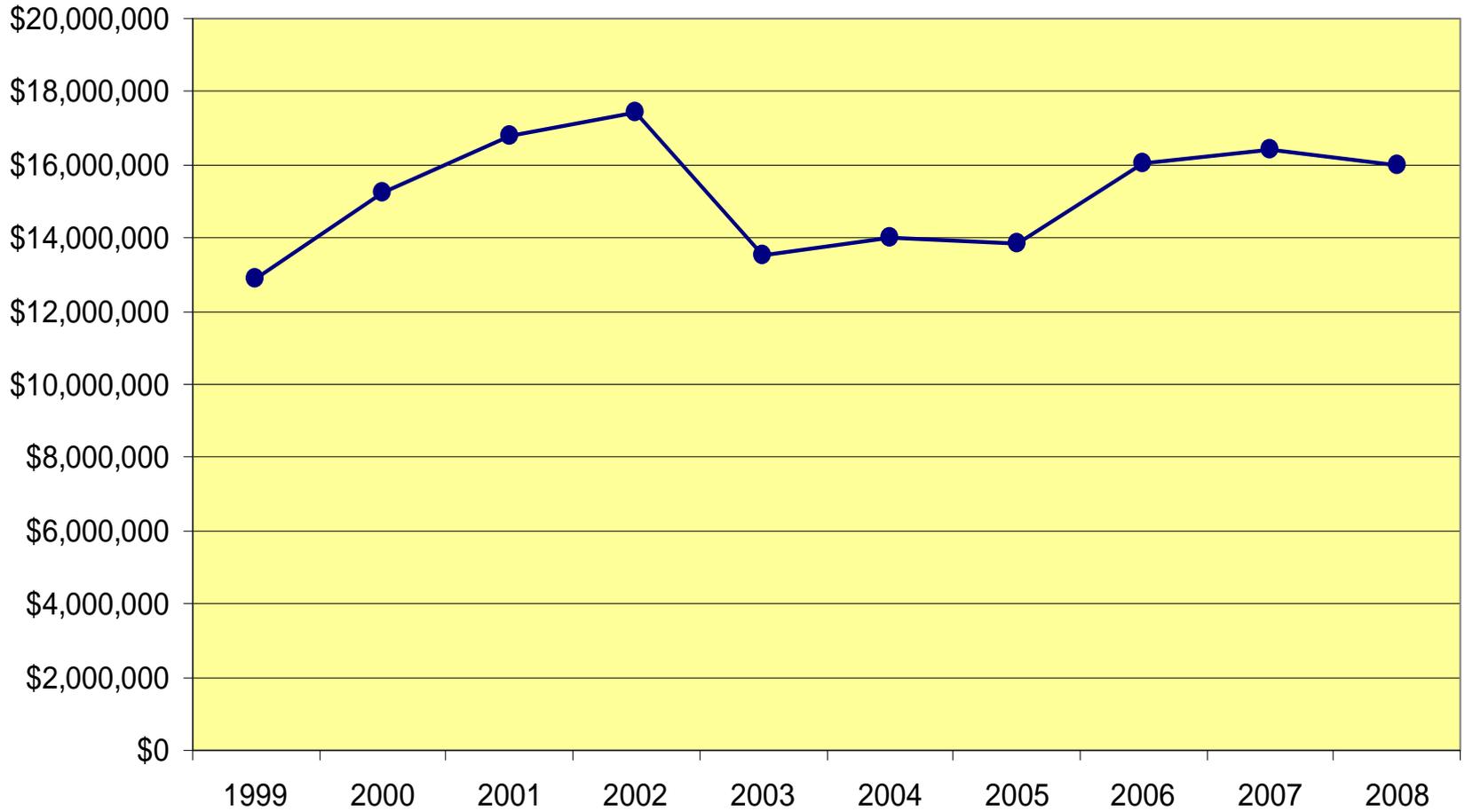
LEGISLATIVE TIMELINE

- 1983 – Legislation enacted to allow pari-mutuel wagering
- 1989 – Excursion Gambling Boat legislation became effective July 1
- 1994 – Legislation allowing slot machines at racetracks was passed
- 2004 – Legislation allowing table games at the racetracks was passed

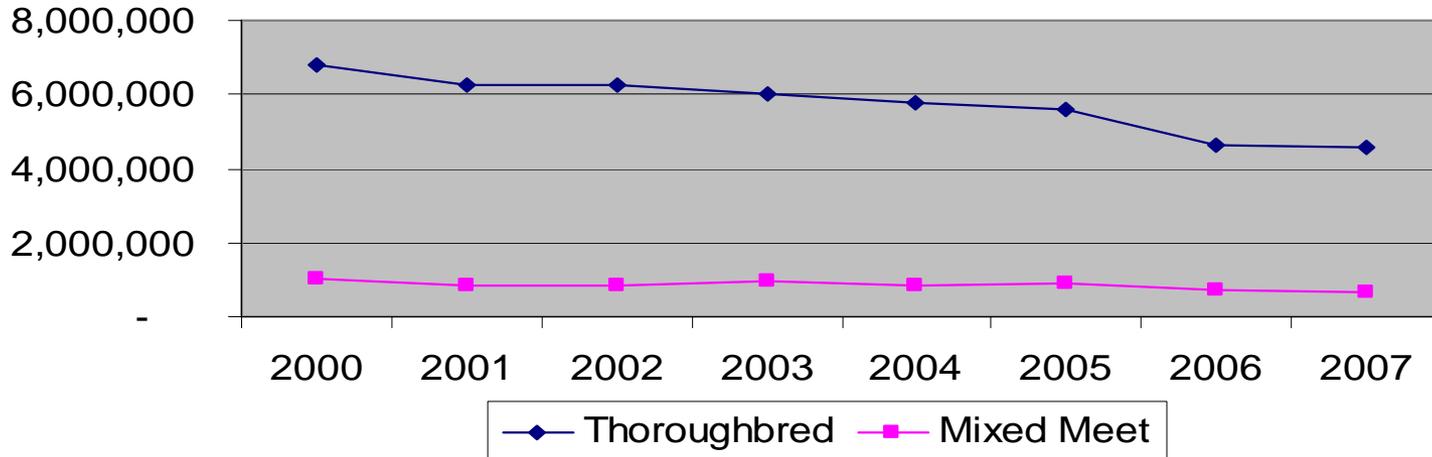
IMPACT OF PURSE SUPPLEMENTS FROM GAMING

- Wagering
- Breeding/Economic Development
- Interest in the Sport
 - Participants – Owners and Breeders
 - Attendees – Food & Beverage, Other Gambling, Future Pari-mutuel Wagering

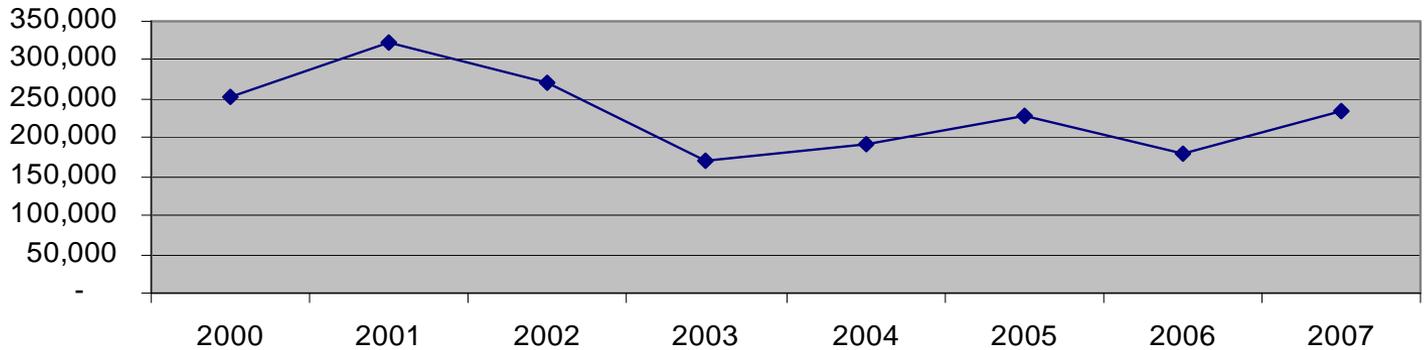
Purse Amounts at Prairie Meadows



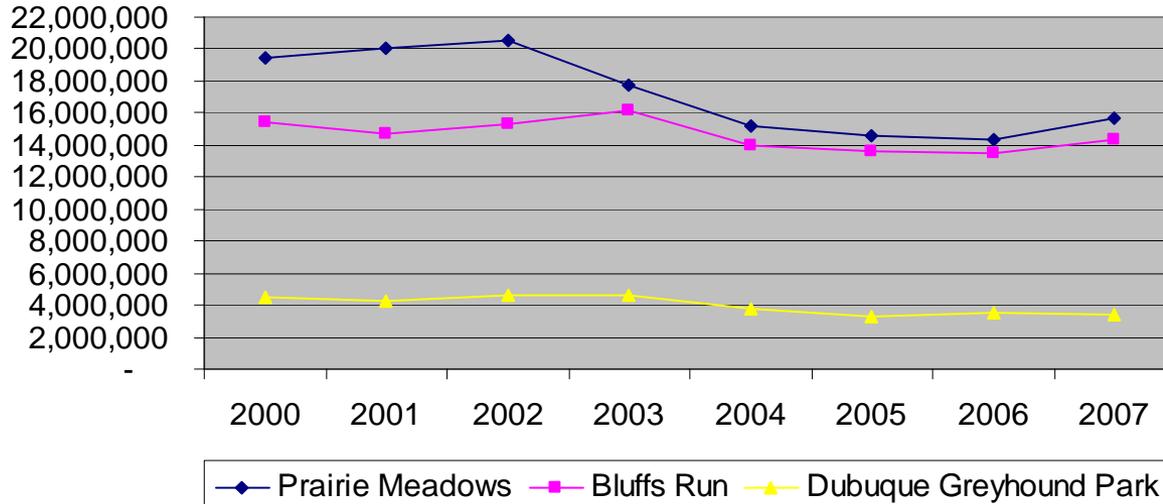
Live handle at Prairie Meadows



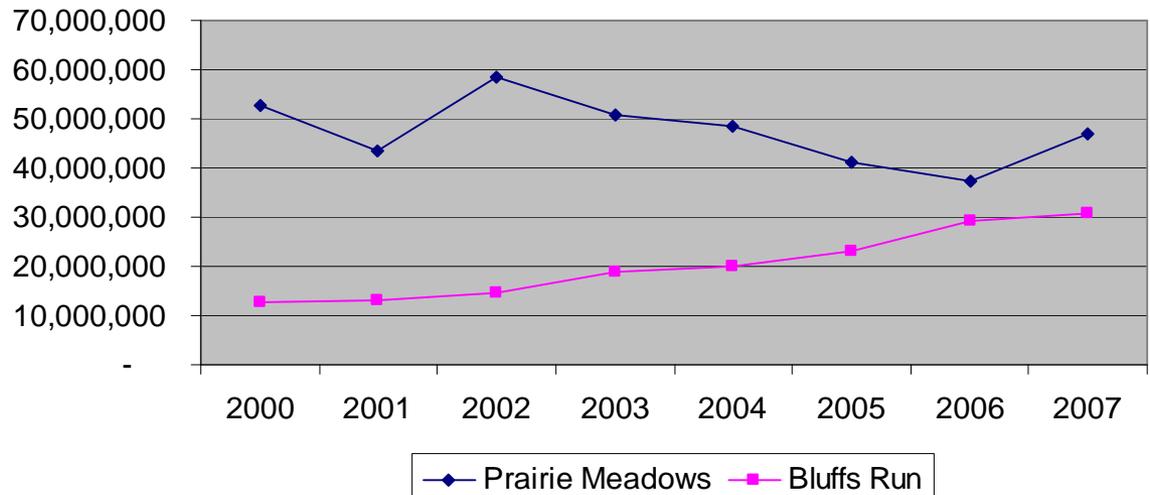
Standardbred Live handle



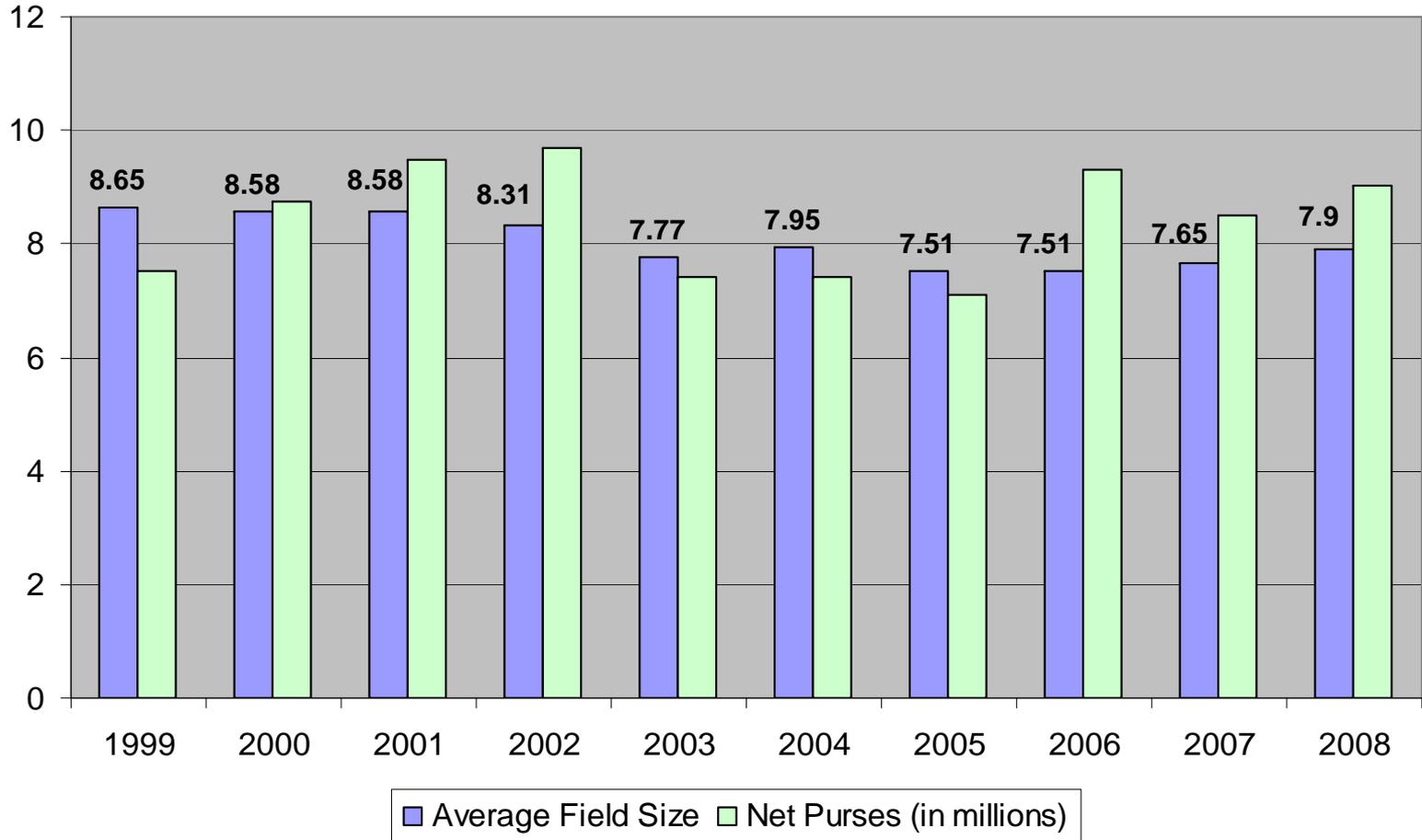
Simulcasting Import



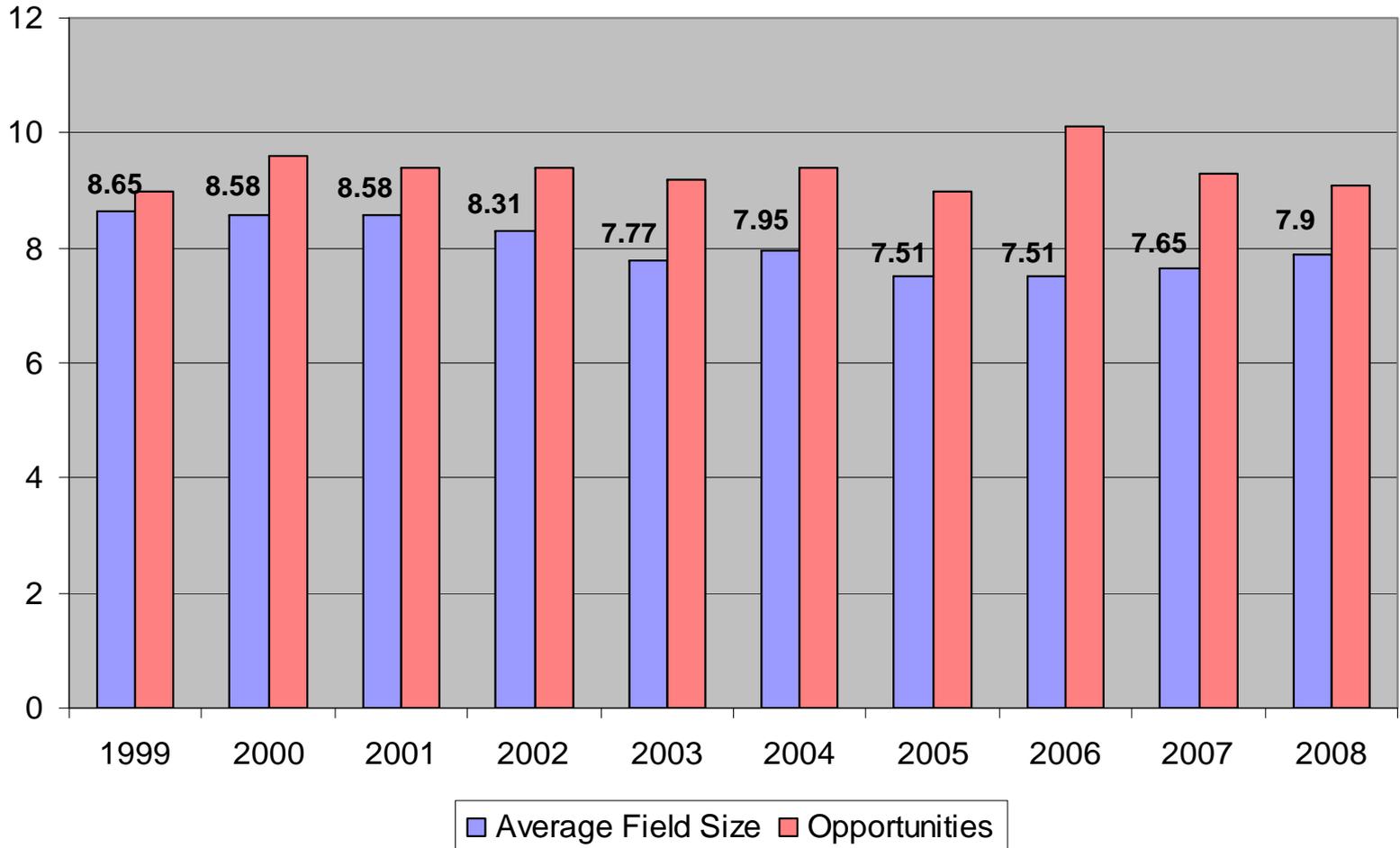
Simulcasting Export



Average Field Size vs Net Purse Amounts



Average Field Size vs Opportunities/Day



PRAIRIE MEADOWS – THOROUGHBRED MEET

YEAR	1998	1999	2000	2001	2002	
Days/Week	5	4	5	5	5	
Days of Racing	MTRFS	TRFS	SMRFS	SMRFS	TWRFS	
YEAR	2003	2004	2005	2006	2007	2008
Days/Week	5	4	4	4	4	4
Days of Racing	SMRFS	MTFS	MTFS	TRFS	MTFS	MTFS

45 - 53 RACING DAYS

PRAIRIE MEADOWS MIXED MEET

YEAR	1998	1999	2000	2001	2002
Days/Week	4	4	4	4	4
Days of Racing	TRFS	TRFS	STFS	MTFS	MTFS

YEAR	2003	2004	2005	2006	2007	2008
Days/Week	4	4	4	4	4	4
Days of Racing	MTFS	MTFS	TRFS	TRFS	MTFS	MTFS

36 - 49 RACING DAYS

VARIABLES AFFECTING HANDLE AT PRAIRIE MEADOWS

- Purses
- Average Field Size
- Opportunities (Races, Dates)
- Days of the Week
- Number of Race Days in the Week
- Post Times
- Export Simulcast Locations & Schedules

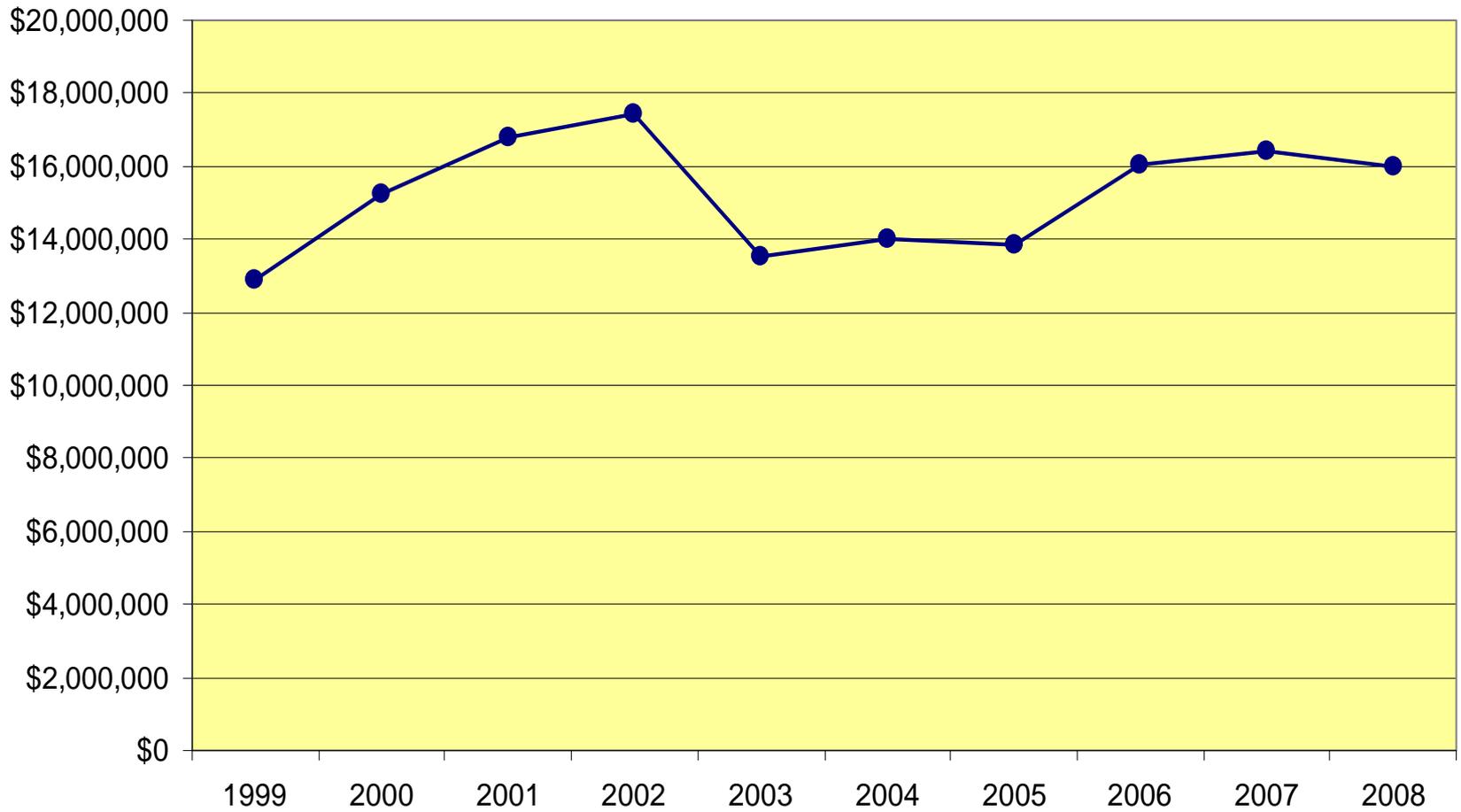
VARIABLES AFFECTING HANDLE AT PRAIRIE MEADOWS

- Import Simulcast Schedules
- New Riverboats opened 1994-2000
- Four New Casinos 2005-2008
- New Casino built to accommodate Table Games 2004-2006
- Construction Inconveniences to Patrons

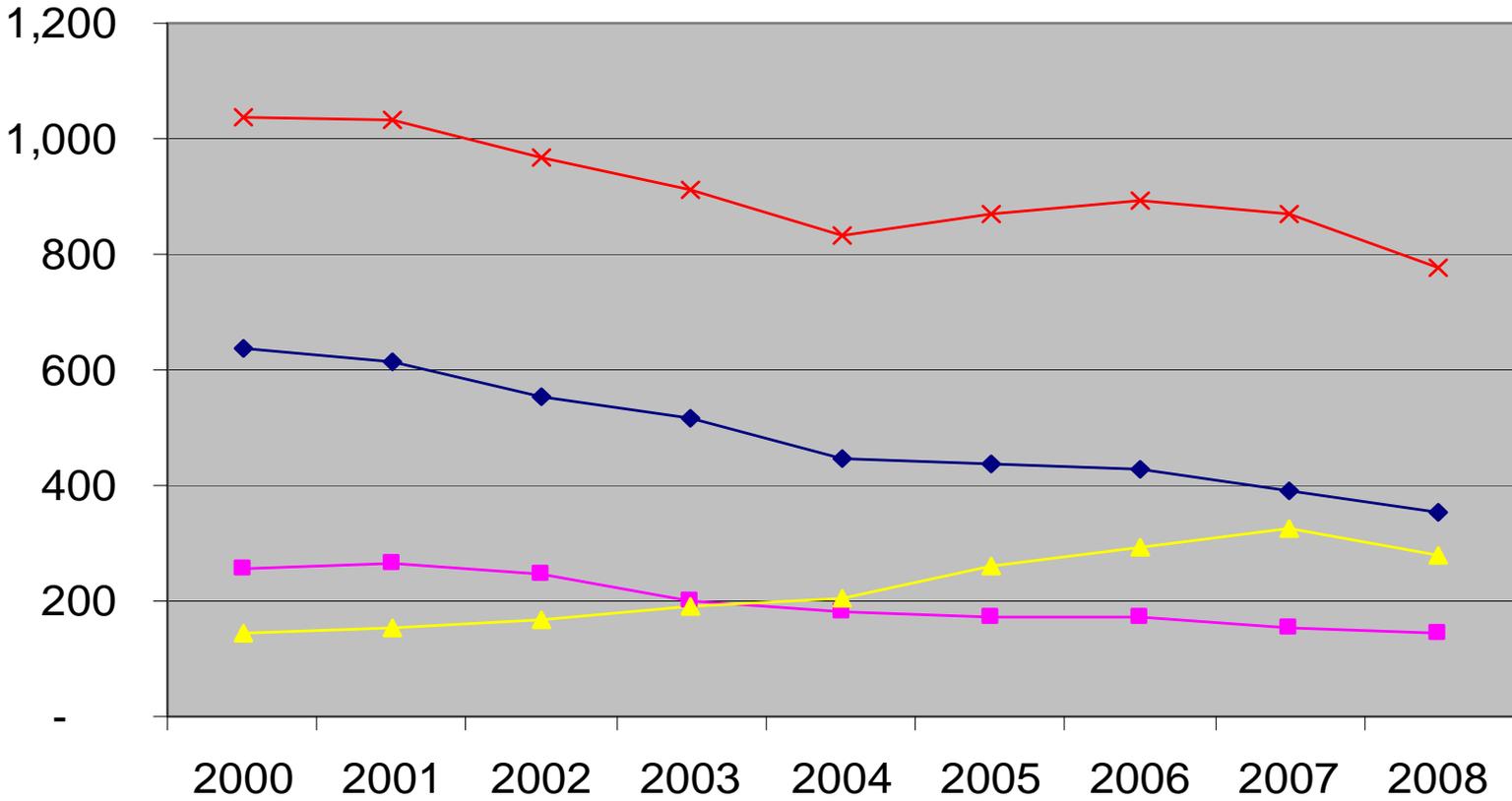
- **BOTTOM LINE**

- If you have racinos because casino gambling in competing markets is negatively impacting pari-mutuel wagering in your market, why would you expect pari-mutuel wagering to improve if casino gambling is located in the same building or next door?

Purse Amounts at Prairie Meadows

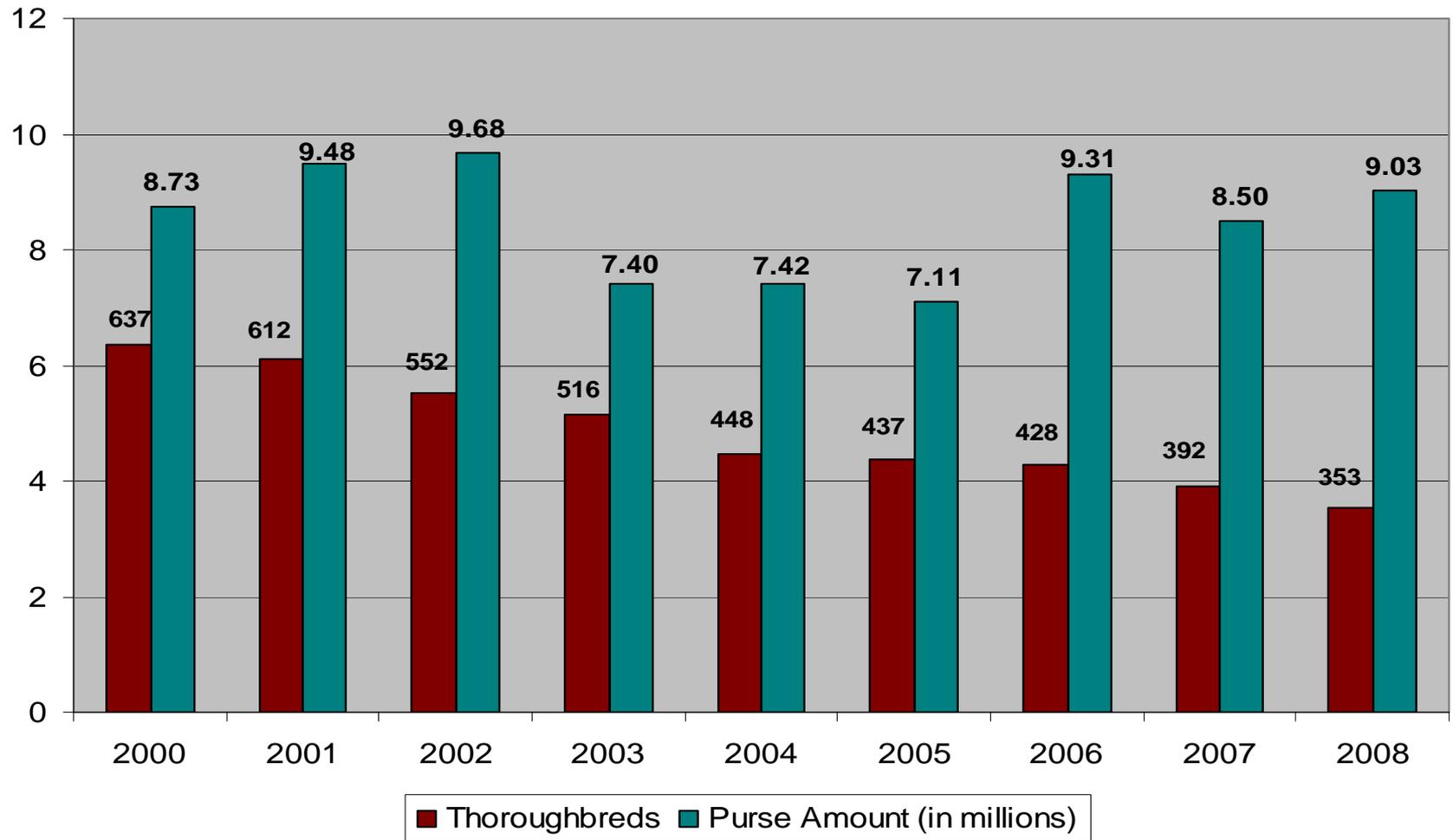


Horse Breeding in Iowa

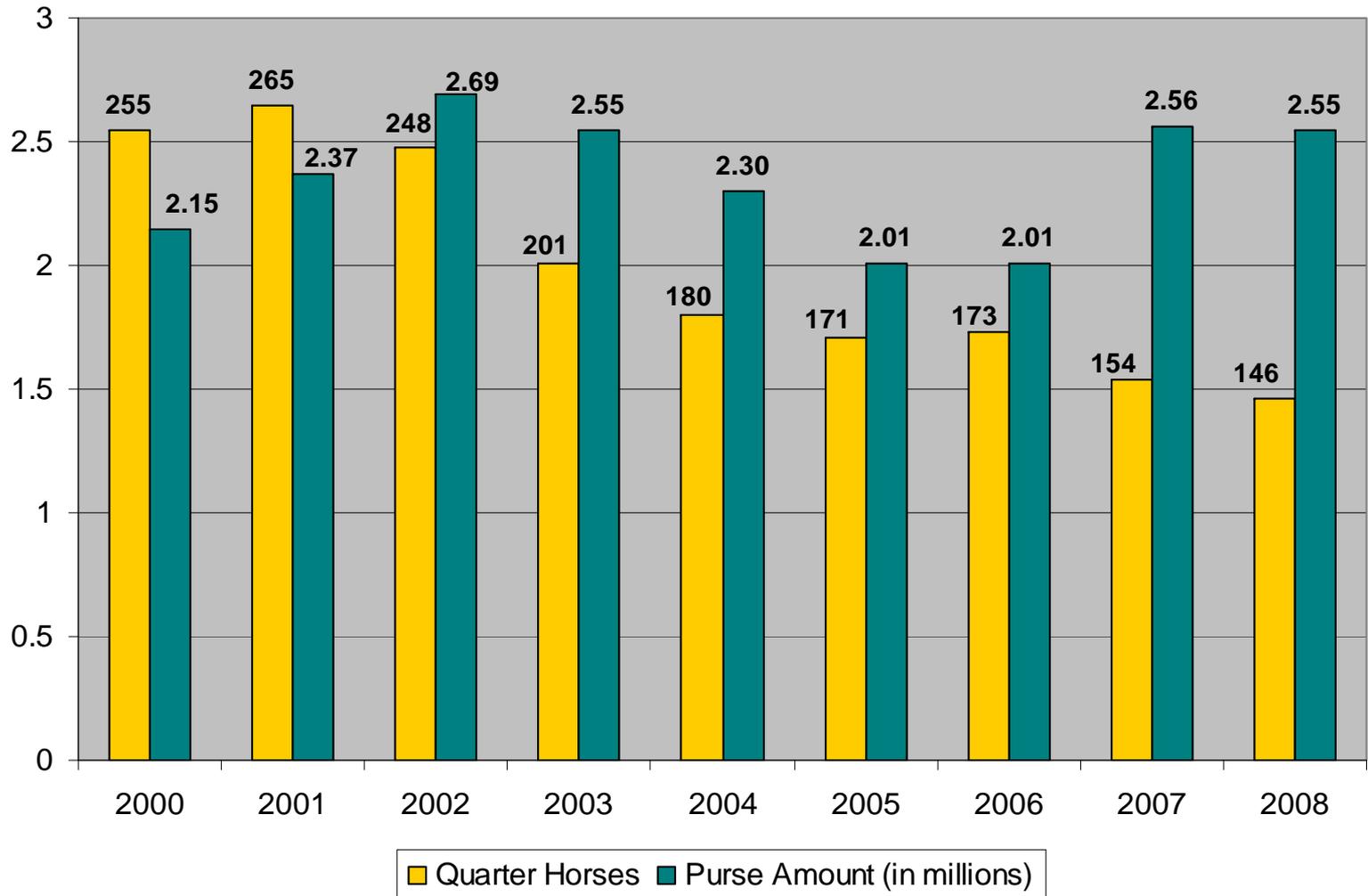


—◆— Thoroughbreds —■— Quarter Horses —▲— Standardbreds —×— Total

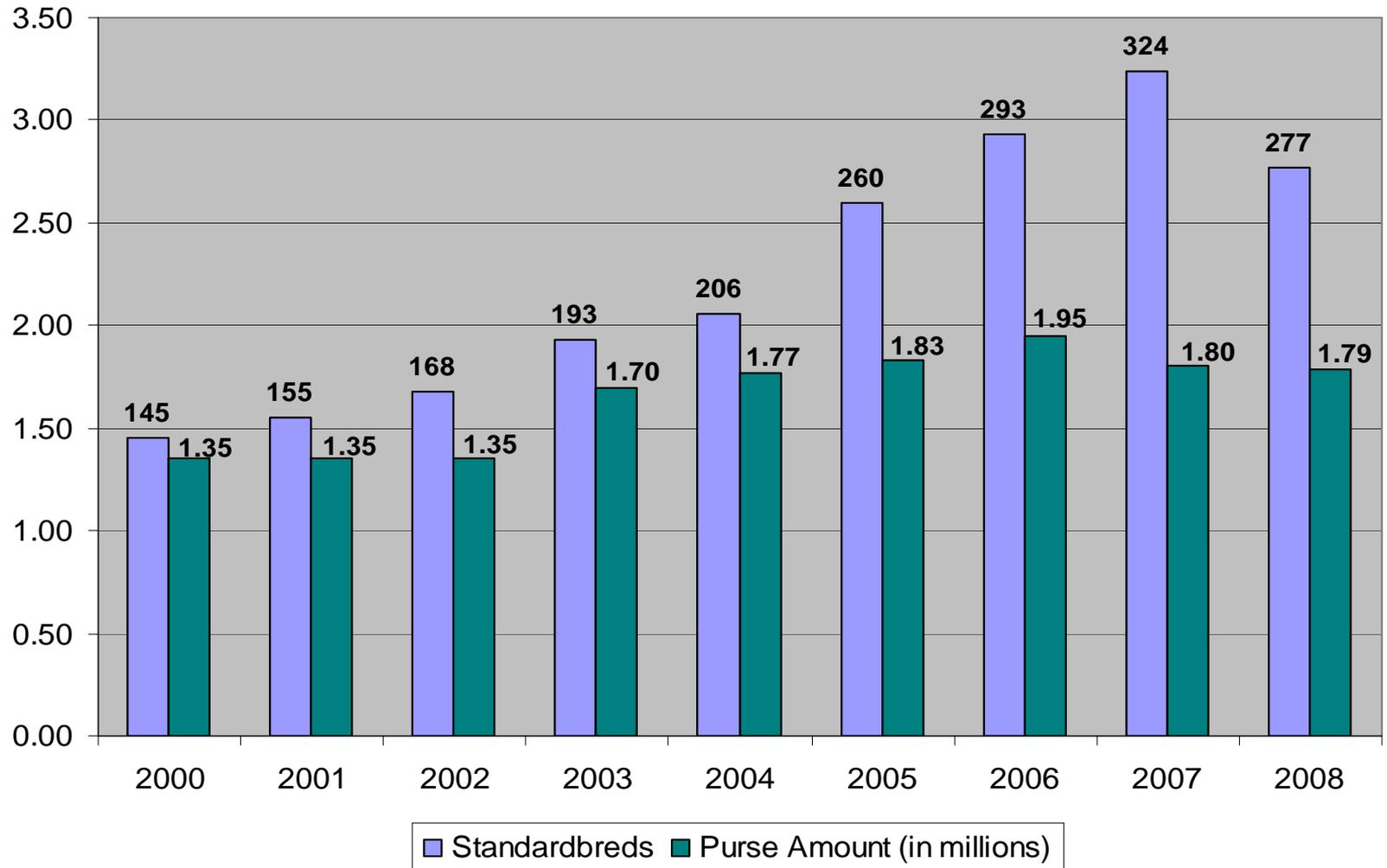
Conceived Thoroughbred Foals vs Purse Amounts



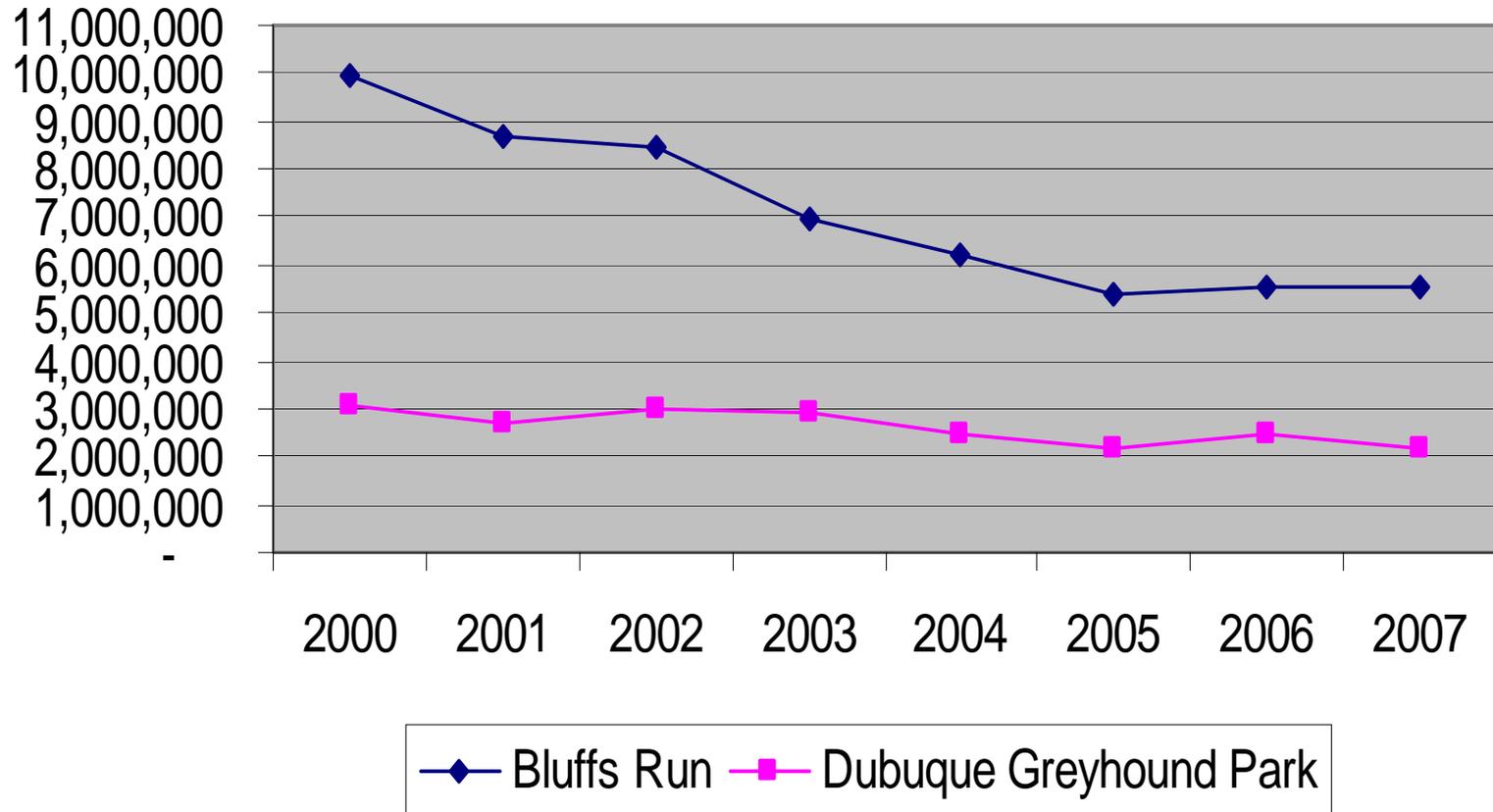
Conceived Quarter Horse Foals vs Purse Amounts



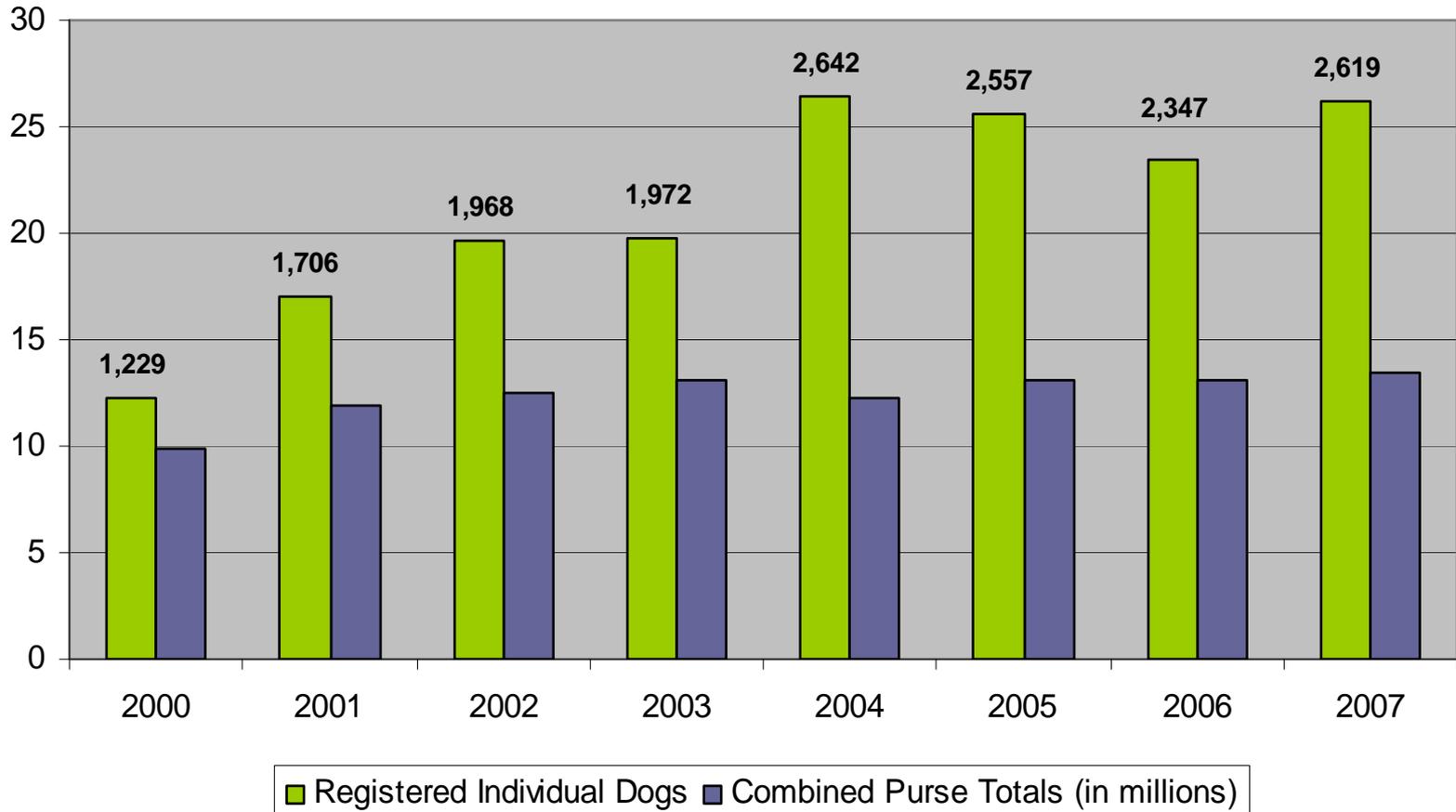
Conceived Standardbred Foals vs Purse Amounts



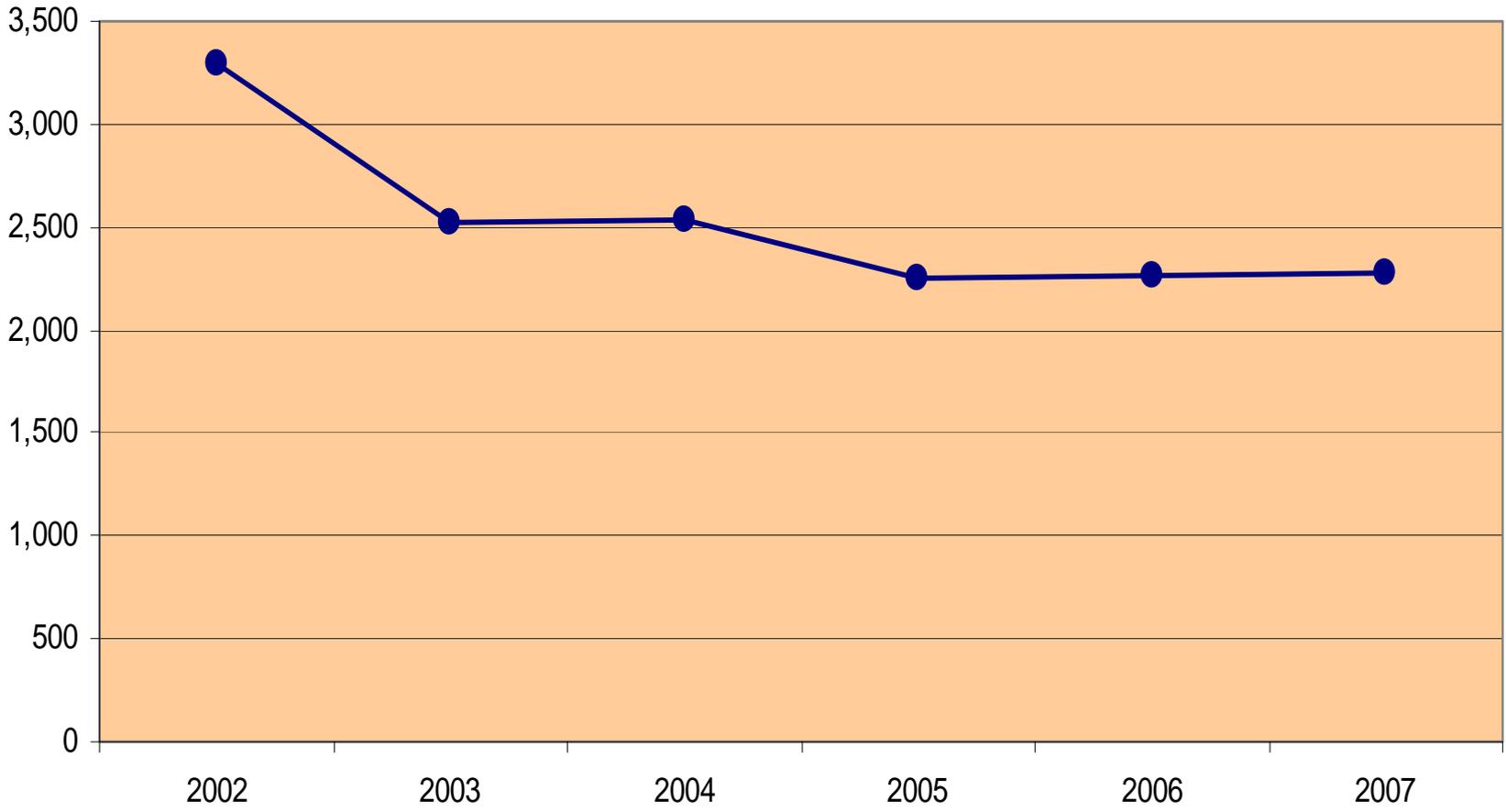
Live handle for Greyhounds



Greyhounds Whelped vs Combined Purse Amounts



Horse Owner Licenses Issued



MEASURING THE IMPACT OF RACINOS ON RACING

2008 SYMPOSIUM ON
RACING AND GAMING
DECEMBER 9, 2008