

KEENELAND



Looking in the Crystal Ball –
What do not-for-profits
see in our future?

Presented by Harvie Wilkinson
Keeneland Vice President

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Agenda

Facilities and Amenities

Wagering

Technology

Off-Track Customer

Safety, Welfare and Integrity

Other Important Initiatives

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Facilities and Amenities

Keeneland's existing facilities

- Seating and dining for approximately 11,000 patrons
- Daily attendance ranging from 7,500 to 33,000
- Average attendance approx. 14,000

Customer needs

- Convenience
- Comfort
- Excitement
- Entertainment
- Business/Social networking

A large, faint, light-brown silhouette of a horse and jockey is centered in the background of the slide. A small 'TM' trademark symbol is visible at the bottom right of this silhouette.

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Facilities and Amenities

Create atmosphere so customers arrive early, stay longer

Modernize and streamline the reservation process

- Online
- Admissions

Enhanced amenities in box seats

- Wagering
- Food/Beverage service

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Facilities and Amenities

General Seating

- Weatherization
- Food variety and availability

Corporate Hospitality

- Corporate suites with indoor/outdoor seating
- Upscale dining

Outdoor Experience

- Tailgating
- Additional green space
- Family friendly environment

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Facilities and Amenities

Casual Customers

- Spontaneous decision
- Seating
- Casual restaurant atmosphere

Enjoy the Horse “Up Close”

- Paddock
- Sightlines

A large, semi-transparent yellow silhouette of a horse and jockey in mid-stride, positioned behind the text. A small 'TM' trademark symbol is located at the bottom right of the silhouette.

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Wagering

Informing the Experienced Player

- Internet
- Specialized information such as PolyCapping
- Up-to-date data and information

Educating the New Customer

- Improved wayfinding
- Edutainment
- Mentoring
- Fan education programs

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Wagering

Wagering Convenience

- Is it necessary anymore to stand in line?
- More mobile clerks
- Mix of clerks and BAMs
- Wagering via PDAs

Data and Information

- Tote board provides variety of information
- Dedicated television channels
- Internet
- Trakus



Technology

Leading the Way in Video Technology

- Early adopter of high-definition television
 - Fully HD capable
 - 10 HD cameras
 - Export of HD signal to simulcast locations
- Paddock cameras
- Kiosks for replays and information
- Live streaming of racing signal on web

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Off - Track Customers

Outgoing

- Quality television signal
- Up-to-date website
- User-friendly ADW

Incoming

- Warm, inviting atmosphere
- Diverse needs of older and younger customers

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Safety, Welfare and Integrity

Safety and Welfare at the Forefront

- Racetrack surfaces
 - Introduced synthetic surfaces to North America
 - Promote and fund racetrack research
- Safer starting gates
- Co-founded the Jockey Health Info System
- Well-being of the horse—retirement, adoption

Racing Integrity

- Instrumental in formation of EDRI
 - Funding & Leadership

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Other Important Initiatives

Environment

- Must go “green” both on the frontside & backside

New Owner Development

Preserve & Promote Racing’s Rich History

- The Keeneland Library
- Digital Asset Management
- “Racing Through Time” film project with NYRA
- Keeneland as a tourist attraction/visitor destination