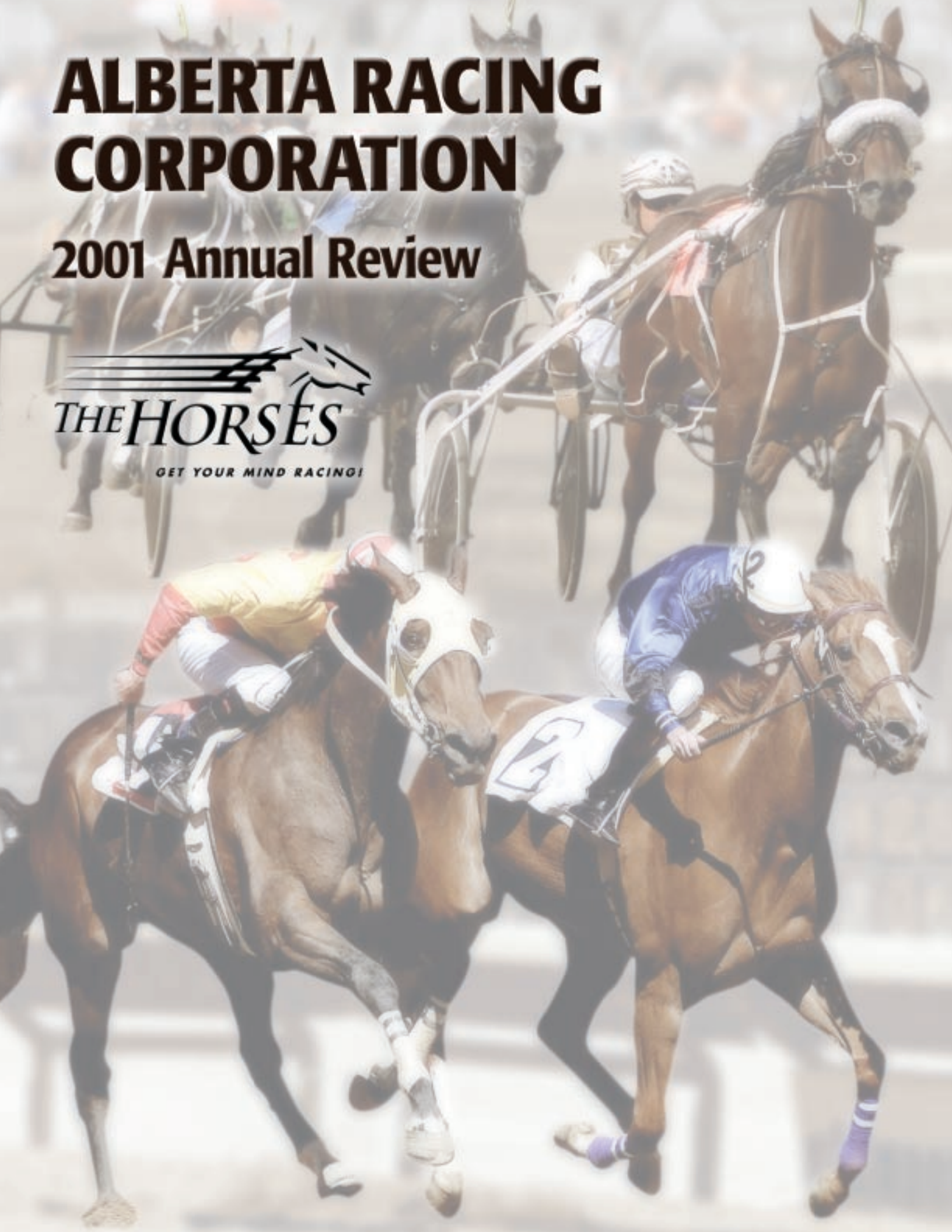


# ALBERTA RACING CORPORATION

2001 Annual Review





## THE ALBERTA RACING CORPORATION

[www.thehorses.com](http://www.thehorses.com)



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# ACKNOWLEDGEMENTS

## **SPECIAL THANKS TO:**

The Alberta Standardbred Horse Association

The Alberta Quarter Horse Racing Association

Calgary Exhibition and Stampede

The Canadian Thoroughbred Horse Society (Alberta Division)

Coady Photo Services Ltd.

Grande Prairie Racing Association

The Horsemen's Benevolent and Protective Association of Alberta

Millarville & District Agricultural & Racing Society

Northlands Park

Rocky Mountain Turf Club

Standardbred Canada

The United States Trotting Association

The National Thoroughbred Racing Association



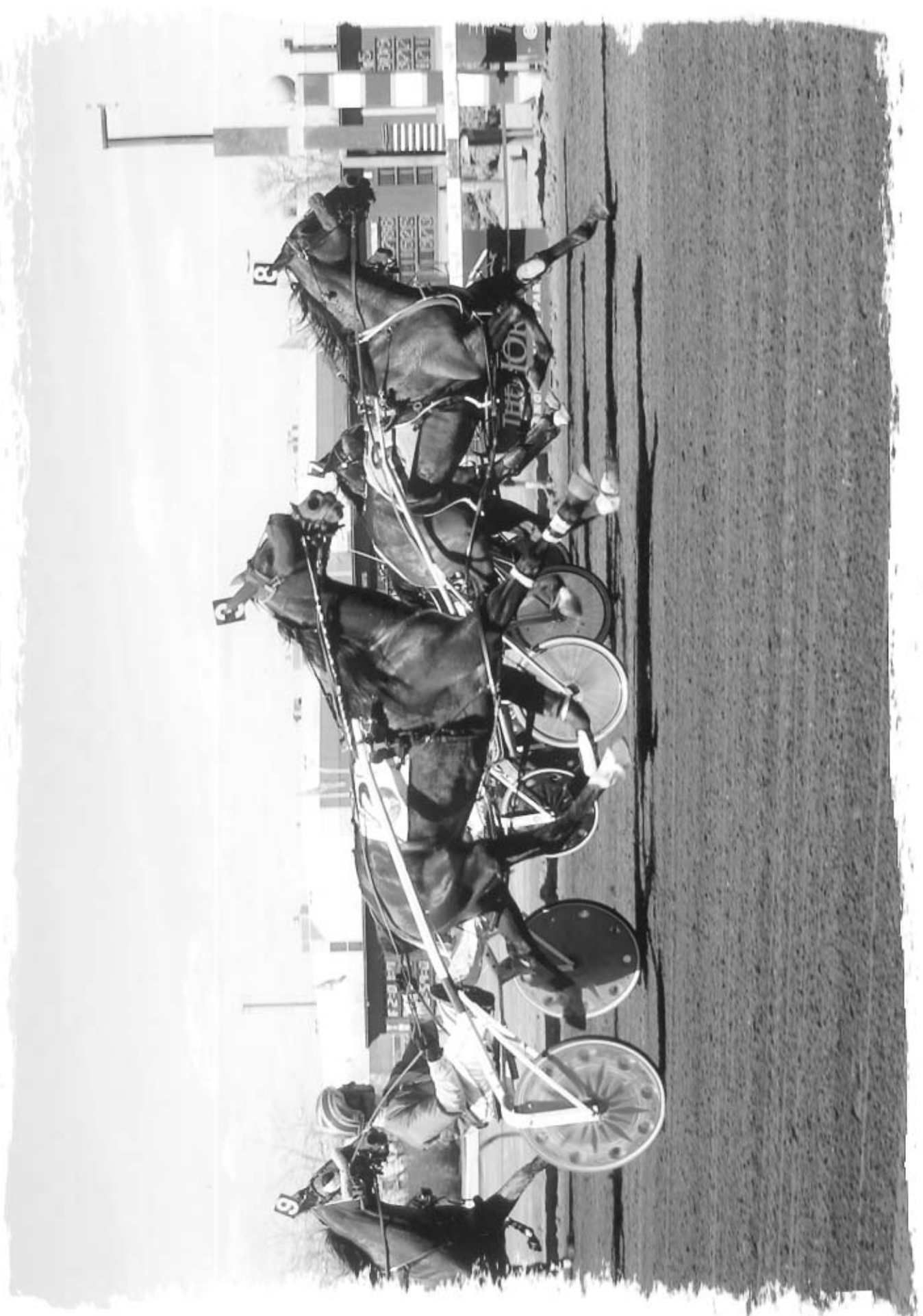
## NORTHERN NEECHITOO





# TABLE OF CONTENTS

Chairman's Report	7
Mission Statement and Objectives	8
Board of Directors	9
Alberta Racing Industry Statistics	
Pari-Mutuel Wagering Statistics	12
"A" Circuit Handle At Racetrack	13
"A" Circuit Handle By Breed	14
Provincial Live & Foreign Simulcast Handle	15
Summary "A" Circuit Pari-Mutuel Handle	16
Community Circuit Pari-Mutuel Handle	17
2001 Alberta Thoroughbred Summary	18-25
2001 Alberta Standardbred Summary	26-31
2001 Alberta Quarter Horse Summary	32-38
Alberta Racing Corporation Summary	
ARC's Breed Improvement Fund	40
CGT Revenue Allocation	41
Pari-Mutuel Discretionary Grant & ARC Scholarship Program	42
Regulatory Activities	43-44
Appeal Tribunal Report	45-46
Marketing & Communications	47-48
Audited Financial Statements	49-66



# CHAIRMAN'S REPORT

2001 was a year of unity, commitment, compromise and growth within the Alberta Horse Racing industry. The industry-wide activities that occurred in 2001 have laid the groundwork for the industry to properly, effectively and confidently plan for the future.

The year commenced with the Premier challenging the industry to work together to assess its situation and to propose recommendations for breeders, owners, racetracks, the ARC and government to rejuvenate the industry and position it for future prosperity and sustainability.

The Horse Racing Industry in taking up this challenge formed the Alberta Horse Racing Industry Review Working Committee which was representative of all major industry stakeholders.

The "Working Committee" delivered a report to government in June that identified 13 major initiatives required for the industry to move forward. Subsequently the government responded indicating its commitment to "...a vibrant and economically viable horse breeding and racing industry in the province...". It agreed to the Working Committee's recommendation to create a new organization to assume the role and responsibilities of the ARC and it agreed to provide the industry with the needed mechanisms and commitments to allow the industry to manage and promote itself effectively.

I would take this opportunity to thank the industry, the government and in particular the members of the Working Committee for their efforts, vision and support in 2001.

To use a racing analogy the Working Committee and its achievements were the "Feature Race" in 2001, however Alberta Horse Racing's whole card was solid. 2001 saw:

- The first truly significant increase in overall provincial handle in over 10 years. \$147,000,000 was wagered provincially compared to \$135,000,000 in 2000.
- Gross purses in the industry, derived from racing handle and slot machine revenues, rose for the sixth straight year.
- For the first time in recent memory there was Quarter Horse racing on the "A" Circuit at Northlands Park.
- Support for the Alberta Community Circuit continued to grow as evidenced by an increase to 73 days of racing from 65 days in 2000.
- In Marketing the ARC worked closely with the Industry in forming a provincial Industry Marketing Board whose mandate was to streamline and reduce duplication in Horse Racing Marketing initiatives.
- The ARC strengthened its commitment to the Alberta Breeding industry through redefining the purpose of the Development Fund. The Development Fund has been renamed the Breed Improvement Fund with its goal to proactively move towards allocating Fund revenues solely for Breeding and Community support within 3 years.

2001 has proven that when the industry works together it can succeed and I fully expect this growth to continue into the future.

This will be the final report of the Alberta Racing Corporation. The year 2002 will bring with it an expanded and restructured governing body for Alberta Horse Racing called Horse Racing Alberta. I would take this opportunity to thank all those who have served the ARC over the past five years. As Chair I take pride in the work that the ARC has done during its time and look forward to the continued development of a prosperous Horse Racing Industry in Alberta.



**Dr. Pat Brennan**

# MISSION STATEMENT & OBJECTIVES

## OUR EVOLVING MISSION

### MISSION STATEMENT

The following is the Mission Statement adopted by the ARC:

*"Acting as a private, not-for-profit agency, the Alberta Racing Corporation (ARC) will lead and enable a healthy, vibrant and progressive racing industry to function in the province of Alberta with high integrity and self-regulated responsibility."*

### OBJECTS OF THE CORPORATION

In accordance with the Racing Corporation Act, the mandated objects of the ARC are:

- to govern, direct, control, regulate, manage, and promote horse racing in any or all of its forms;
- to protect the health, safety and welfare of racehorses and, with respect to horse racing, the safety and welfare of racing participants and racing officials; and,
- to safeguard the interests of the general public in horse racing.

To accomplish its mandate, the ARC, working with industry stakeholders, will (provincially and inter-jurisdictionally) endeavour to:

- link racing industry stakeholders, corporate/private sector participants, and governments, in a racing industry driven partnership;
- encourage open dialogue on how the racing industry can maximize its economic (e.g. agri-business) and entertainment potential;
- create a platform from which will grow creative and quality racing industry initiatives;
- respond to the strategic needs of the racing industry;
- ensure that the racing industry is accountable to its participants and the public-at-large;
- encourage integration, co-operation and competition to prepare for the challenges and opportunities facing the racing industry leading into the 21st century;
- establish a regulatory and compliance framework for the racing industry that is just, reasonable and consistent;
- provide objective, professional leadership to the racing industry;
- collect and disseminate strategic provincial racing information to the racing industry.



# BOARD OF DIRECTORS

## **VICE-CHAIR – DONALD R. GETTY \*(2003)**

A former Premier of Alberta, *Mr. Getty* has a 30+ year involvement in horse racing in the province. He was appointed to the ARC Board in September, 1997 as a public member.



## **DIRECTOR – BRIAN BYGRAVE \*(2002)**

*Mr. Bygrave*, a prominent Alberta thoroughbred owner and Director of Golf at Kananaskis Country Golf Course was appointed to the ARC Board in October of 1996 to represent the interests of thoroughbred horsemen.



## **DIRECTOR – GARY BELECKI, Q.C. \*(2004)**

*Mr. Belecki, Q.C.* has worked in criminal law since 1970 and currently serves as a Crown Prosecutor with the Alberta Justice Department. He has been involved in the breeding and ownership of both standardbred and thoroughbred racehorses for the last six years and also served as Chair of the Alberta Horse Racing Appeal Tribunal for five years.



## **DIRECTOR – GEORGE SEARS \*(2002)**

*Mr. Sears* has been a long time owner and breeder of standardbred racehorses and has served in a number of capacities with the Alberta Standardbred Horse Association. He was appointed in August, 1997, as a representative of the standardbred industry on the ARC Board.



## **DIRECTOR – MICHAEL SECKER \*(2002)**

*Mr. Secker* was appointed a new member in October 2000 representing the thoroughbred breeding industry interests in Alberta. He has an extensive 33 year history in thoroughbred racing and breeding (Paddockhurst Stables Ltd) and is an active member of the Canadian Thoroughbred Horse Society - Alberta Division.



## **DIRECTOR – RON MCLEOD \*(2003)**

A practicing certified management accountant in Calgary, *Mr. McLeod* also has been involved in the Alberta standardbred industry for many years as an owner and breeder. He joined the Board as a public member to represent The Alberta Standardbred Horse Association in September, 1997.



*\* Terms expire September 30<sup>th</sup> of year indicated.*



In Memory of RUN JOEY RUN



MORTIFIED

**ALBERTA**  
**RACING INDUSTRY**  
**ACTIVITIES AND STATISTICS**



**GET YOUR MIND RACING!**

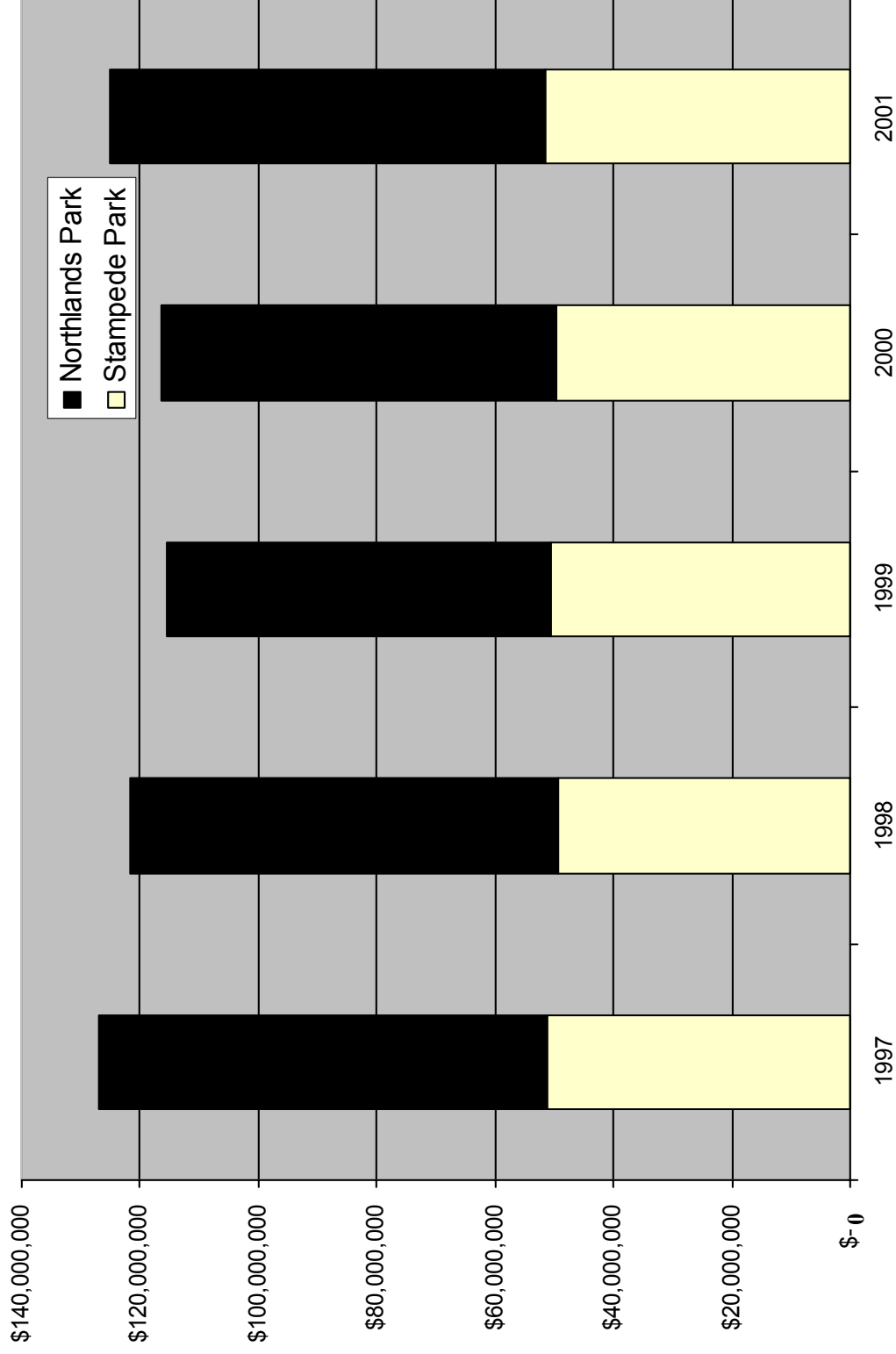
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Association	Thoroughbred				Standardbred				Total			
	Alberta Live	Alberta Simulcast	Foreign Simulcast	Total Thoroughbred	Alberta Live	Alberta Simulcast	Foreign Simulcast	Total Standardbred	Alberta Live	Alberta Simulcast	Foreign Simulcast	Total
<b>Edmonton</b>												
Northlands Park	\$9,387,497	\$2,141,714	\$19,585,561	\$31,114,772	\$6,171,837	\$1,970,554	\$10,518,931	\$18,661,322	\$15,559,334	\$4,112,268	\$30,104,492	\$49,776,094
Edmonton OTB	\$2,425,087	\$1,101,903	\$9,440,983	\$12,967,973	\$1,741,645	\$1,144,659	\$8,053,914	\$10,940,218	\$4,166,732	\$2,246,562	\$17,494,897	\$23,908,191
North ATN	\$0	\$2,740,775	\$2,489,255	\$5,230,030	\$0	\$2,645,163	\$4,622,192	\$7,267,355	\$0	\$5,385,938	\$7,111,447	\$12,497,385
<b>Edmonton Total</b>	<b>\$11,812,584</b>	<b>\$5,984,392</b>	<b>\$31,515,799</b>	<b>\$49,312,775</b>	<b>\$7,913,482</b>	<b>\$5,760,376</b>	<b>\$23,195,037</b>	<b>\$36,868,895</b>	<b>\$19,726,066</b>	<b>\$11,744,768</b>	<b>\$54,710,836</b>	<b>\$86,181,670</b>
<b>Calgary</b>												
Stampede Park	\$4,536,121	\$2,309,329	\$13,686,949	\$20,532,399	\$2,977,033	\$2,085,175	\$5,173,517	\$10,235,725	\$7,513,154	\$4,394,504	\$18,860,466	\$30,768,124
Calgary OTB	\$730,351	\$2,063,530	\$9,380,644	\$12,174,525	\$588,383	\$1,114,061	\$6,838,661	\$8,541,105	\$1,318,734	\$3,177,591	\$16,219,305	\$20,715,630
South ATN	\$0	\$1,464,896	\$1,564,273	\$3,029,169	\$0	\$1,321,670	\$2,428,297	\$3,749,967	\$0	\$2,786,566	\$3,992,570	\$6,779,136
<b>Calgary Total</b>	<b>\$5,266,472</b>	<b>\$5,837,755</b>	<b>\$24,631,866</b>	<b>\$35,736,093</b>	<b>\$3,565,416</b>	<b>\$4,520,906</b>	<b>\$14,440,475</b>	<b>\$22,526,797</b>	<b>\$8,831,888</b>	<b>\$10,358,661</b>	<b>\$39,072,341</b>	<b>\$58,262,890</b>
<b>Lethbridge</b>												
Whooop Up Downs	\$465,917	\$319,375	\$907,524	\$1,692,816	\$101,350	\$247,312	\$276,691	\$625,353	\$567,267	\$566,687	\$1,184,215	\$2,318,169
<b>Grande Prairie</b>												
Evergreen Park	\$186,147	\$24,044	\$473	\$210,664	\$0	\$4,977	\$9,237	\$14,214	\$186,147	\$29,021	\$9,710	\$224,878
Millarville	\$63,640	\$0	\$0	\$63,640	\$0	\$0	\$0	\$0	\$63,640	\$0	\$0	\$63,640
<b>TOTAL</b>	<b>\$17,794,760</b>	<b>\$12,165,566</b>	<b>\$57,055,662</b>	<b>\$87,015,988</b>	<b>\$11,580,248</b>	<b>\$10,533,571</b>	<b>\$37,921,440</b>	<b>\$60,035,259</b>	<b>\$29,375,008</b>	<b>\$22,699,137</b>	<b>\$94,977,102</b>	<b>\$147,051,247</b>

## Notes

1. Alberta Live is on-track betting.
2. Edmonton OTB is Off Track Betting locations in the Edmonton urban region which receive their electronic signals from Northlands Park.
3. Calgary OTB is Off Track Betting locations in the Calgary region which receive their electronic signals from Stampede Park.
4. Alberta Simulcast is betting on electronically sent signals originating in Alberta.
5. Foreign Simulcast is betting on electronically sent signals originating outside of Alberta.
6. North ATN is Alberta Teletheatre Network locations in northern Alberta which receive their electronic signals from Stampede Park.
7. South ATN is Alberta Teletheatre Network locations southern Alberta which receive their electronic signals from Stampede Park.
8. Lethbridge, Grande Prairie and Millarville provide fields of mixed runner horses (Quarterhorse, Arabians, etc., as well as Thoroughbreds).

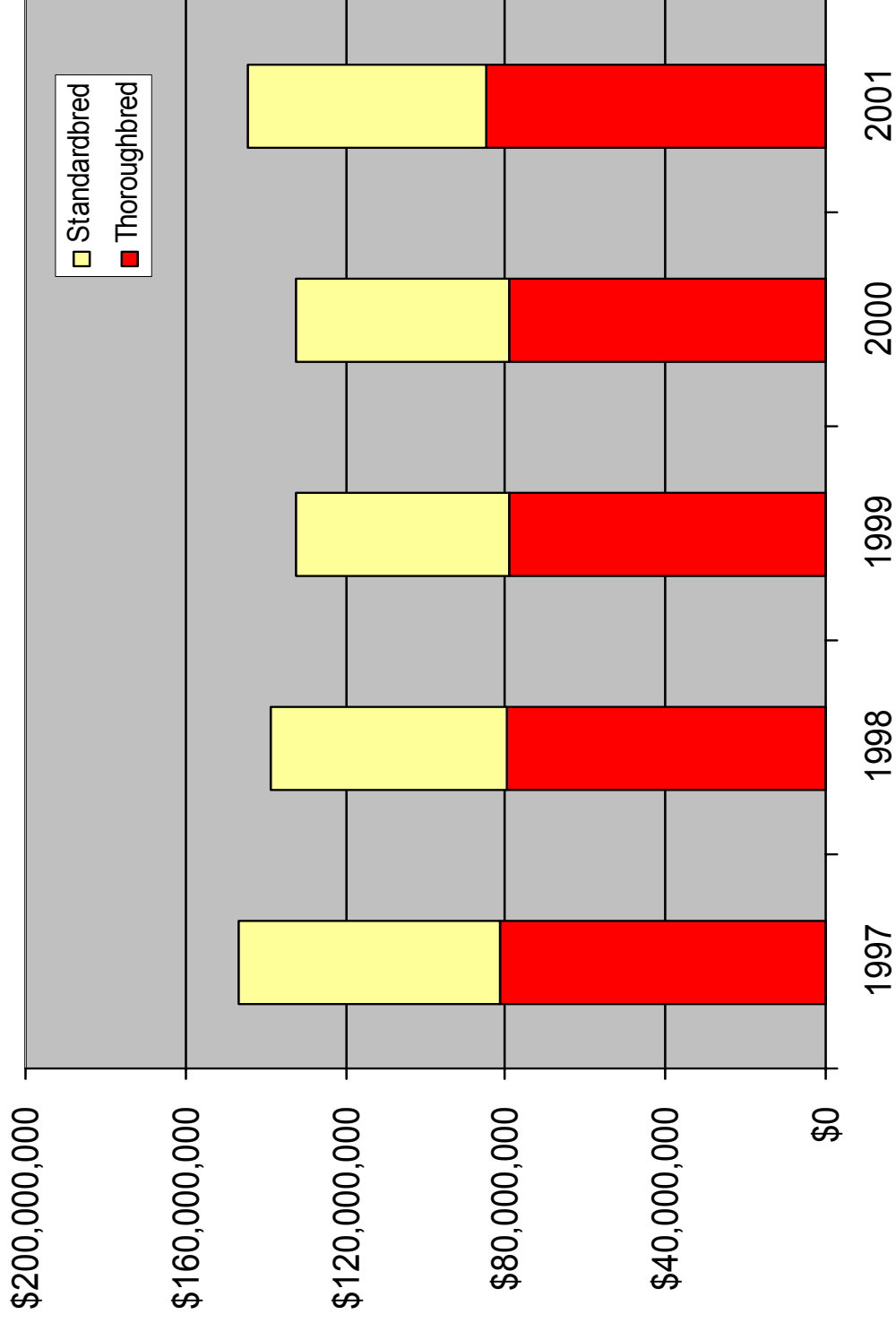
# "A" CIRCUIT HANDLE AT RACETRACK



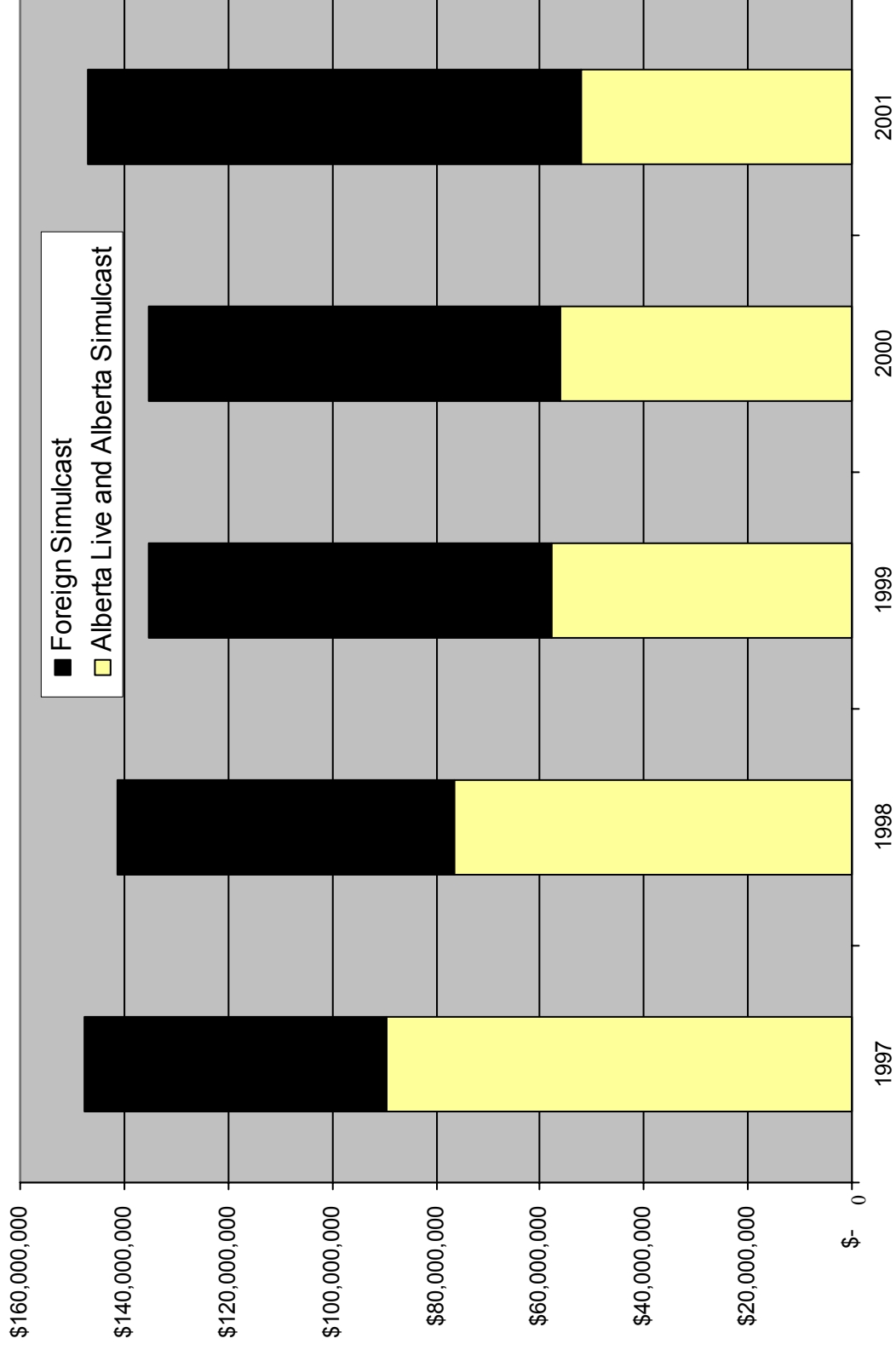
\* Does not include Alberta Teletheatre Network (ATN)



# ''A'' CIRCUIT HANDLE BY BREED



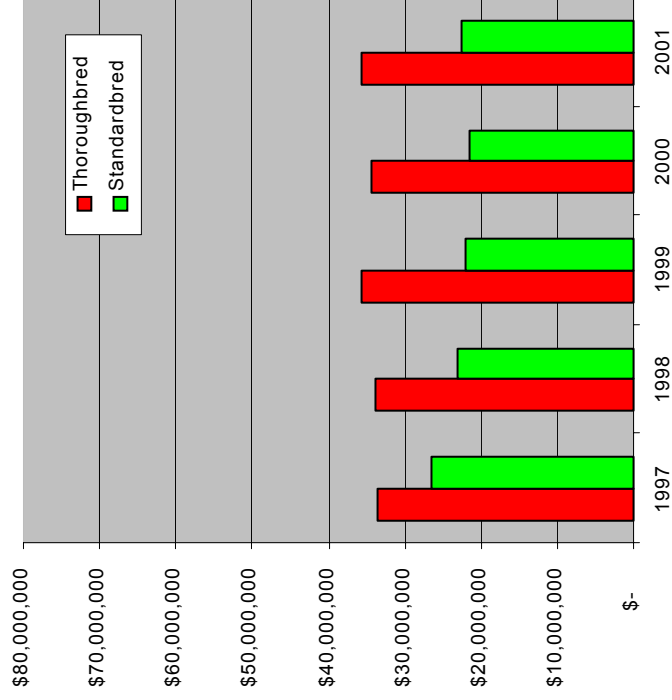
# PROVINCIAL LIVE & FOREIGN SIMULCAST HANDLE



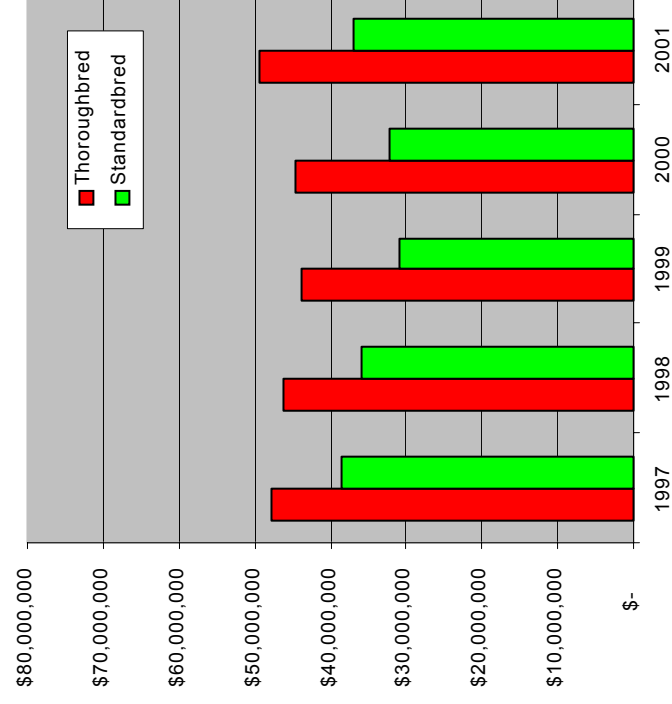
# SUMMARY OF "A" CIRCUIT PARI-MUTUEL HANDLE

STAMPEDE PARK		NORTHLANDS PARK		TOTAL			
	Thoroughbred	Standardbred	Thoroughbred	Standardbred	Thoroughbred	Standardbred	Grand Total
1997	\$33,642,621	\$26,440,489	\$47,889,013	\$38,550,266	\$ 81,531,634	\$ 64,990,755	\$146,522,389
1998	\$33,733,892	\$23,058,755	\$46,083,254	\$35,820,205	\$ 79,817,146	\$ 58,878,960	\$138,696,106
1999	\$35,545,654	\$22,114,346	\$43,822,270	\$30,946,519	\$ 79,367,924	\$ 53,060,865	\$132,428,789
2000	\$34,331,425	\$21,432,201	\$44,537,971	\$32,122,542	\$ 78,869,396	\$ 53,554,743	\$132,424,139
2001	\$35,736,093	\$22,526,797	\$49,312,775	\$36,868,895	\$ 85,048,868	\$ 59,395,692	\$144,444,560

Stampede Park

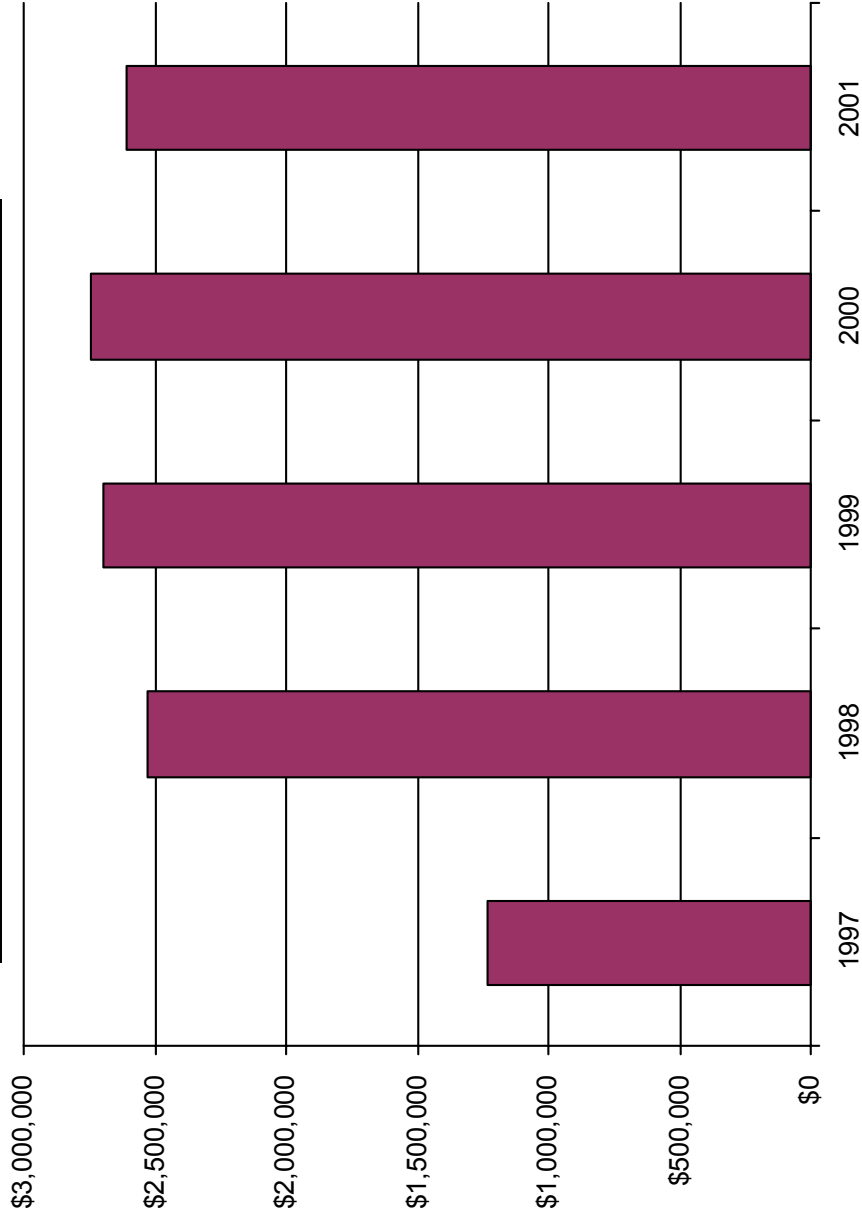


Northlands Park



# COMMUNITY CIRCUIT PARI-MUTUEL HANDLE

COMMUNITY CIRCUIT			
	Amount	# of Days	# of Venues
1997	1,233,376	44	3
1998	2,527,441	49	3
1999	2,692,440	64	3
2000	2,742,241	65	3
2001	2,606,687	73	3







# ALBERTA THOROUGHBRED SUMMARY



GET YOUR MIND RACING!

**2001 LEADING HORSES BY EARNINGS (ALBERTA)**

	<b>Name of Horse</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>	<b>Earnings</b>
<b>1.</b>	Fancy As	6	6	0	0	\$231,941
<b>2.</b>	Rancour	11	5	1	1	127,305
<b>3.</b>	Northern Neechitoo	8	5	1	0	105,676
<b>4.</b>	Little Lolitta	9	4	2	1	97,911
<b>5.</b>	Dance Me Free	6	3	2	0	97,638
<b>6.</b>	Sixthirtyjoe	10	4	3	1	85,074
<b>7.</b>	Highland Leader	11	4	2	2	78,867
<b>8.</b>	C D Ruckus	11	6	1	1	78,505
<b>9.</b>	Timely Ruckus	8	3	2	2	78,264
<b>10.</b>	Brighton Belle	6	3	1	0	75,089

**2001 LEADING TRAINERS BY WINS (ALBERTA)**

	<b>Name of Trainer</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>	<b>Earnings</b>
<b>1.</b>	Smith R.K.	269	55	39	34	\$820,724
<b>2.</b>	Saunders D.L.	307	48	44	60	663,085
<b>3.</b>	Diodoro, R.	222	33	25	21	247,770
<b>4.</b>	Simon, S.	186	32	21	28	341,075
<b>5.</b>	Greenwood D.	235	31	32	36	370,737
<b>6.</b>	Haynes R.	198	26	35	27	355,956
<b>7.</b>	Arthur, F.M.	107	26	23	14	424,903
<b>8.</b>	Grieves, R.	102	26	16	10	343,219
<b>9.</b>	Heggie, R.	123	26	10	16	278,664
<b>10.</b>	Hedge, R.	179	24	19	31	272,128

**2001 LEADING STALLIONS BY EARNINGS (ALBERTA)**

	<b>Name of Horse</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>	<b>Earnings</b>
<b>1.</b>	Regal Remark	359	63	45	57	\$924,085
<b>2.</b>	Highland Ruckus	243	35	42	26	490,120
<b>3.</b>	Brass Minister	160	23	24	19	271,817
<b>4.</b>	Pole Position	144	25	23	22	271,180
<b>5.</b>	Exclusive Era	109	23	9	18	238,831
<b>6.</b>	Weekend Guest	153	15	20	23	233,137
<b>7.</b>	Dignitas	6	6	0	0	231,941
<b>8.</b>	Free At Last	89	12	17	9	198,019
<b>9.</b>	Slew of Angels	169	23	27	23	195,123
<b>10.</b>	Candid Cameron	182	15	26	25	179,745

**2001 LEADING BREEDERS BY EARNINGS (ALBERTA)**

	<b>Name of Breeder</b>	<b>Earnings</b>	<b>Leading Earner (\$)</b>
<b>1.</b>	Noren A.& B.	\$285,267	Keona (\$57,470)
<b>2.</b>	Hrycuik V.& D.	237,637	Brass to Diamonds (\$71,643)
<b>3.</b>	Kapchinsky David & Ptns	214,702	Miki Blue Eyes (\$33,526)
<b>4.</b>	Shewchuk J.P	199,723	C D Cool (\$45,408)
<b>5.</b>	Central Valley Ranches	178,029	Turbo Charger (\$66,696)
<b>6.</b>	Sunrise Farms	156,852	They Call Me Cody (\$36,358)
<b>7.</b>	Reid Racing Stable & Ptns	156,582	Brighton Belle (\$75,089)
<b>8.</b>	Triple K Stable	151,444	Tontoboychuk (\$34,771)
<b>9.</b>	Dand Auto Parts Ltd.	141,875	Ties That Bind (\$24,506)
<b>10.</b>	McDonald J. & N.	137,806	Highland Leader (\$78,867)

**2001 LEADING JOCKEYS BY WINS (ALBERTA)**

	<b>Name of Jockey</b>	<b>Earnings</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>
<b>1.</b>	Winters P.	\$1,163,347	622	114	93	87
<b>2.</b>	Welch Q.	1,254,198	678	104	108	105
<b>3.</b>	Heiler S.	1,088,130	509	91	73	75
<b>4.</b>	Hamel R.	1,325,621	588	90	96	86
<b>5.</b>	Simard, R.	1,045,573	615	86	79	79
<b>6.</b>	Walcott R.	826,774	438	69	82	69
<b>7.</b>	Noel, L.	575,401	465	60	68	56
<b>8.</b>	McGregor C.	766,151	408	59	61	55
<b>9.</b>	Trotman A.	626,623	502	59	60	78
<b>10.</b>	Blinston, R.	521,733	361	47	43	48

**2001 LEADING OWNERS BY EARNINGS (ALBERTA)**

	<b>Name of Owner</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>	<b>Earnings</b>
<b>1.</b>	Red Ron Farms & Ptns.	136	23	14	18	\$404,239
<b>2.</b>	Bar None Ranches & Ptns.	75	18	12	9	263,504
<b>3.</b>	Gray, I. & Ptns	49	15	11	5	228,789
<b>4.</b>	Gilkyson, D. & M.	72	11	11	15	178,821
<b>5.</b>	Hilton E. & Ptns.	45	9	7	9	166,764
<b>6.</b>	Red Diamond St. & Ptns	46	10	8	5	155,560
<b>7.</b>	Reid Racing Stables	43	11	5	4	137,084
<b>8.</b>	Northern Cattle Co.	57	8	8	14	135,667
<b>9.</b>	Bodell, F. & Ptns.	62	13	6	8	135,408
<b>10.</b>	Fenrich, J. & Ptns	27	5	5	6	113,639



\*\* Source: The Alberta Thoroughbred (Winter 2001)

**TOP TEN TWO YEAR OLDS**

	Name of Horse	Sex	Starts	Wins	2nds	3rds	Earnings	
1.	Dance Me Free	G	6	3	2	0	\$97,638	
2.	Brass To Diamonds	F	4	3	0	0	71,643	Alta-Bred
3.	Crescent Remark	G	7	2	2	1	57,003	Alta-Bred
4.	Exclusive Banker	G	5	2	0	1	33,559	Alta-Bred
5.	Sly Lady	F	2	2	0	0	33,233	Alta-Bred
6.	Onastar	G	7	1	1	3	29,503	Alta-Bred
7.	Reeyre	F	4	1	0	2	29,482	Alta-Bred
8.	Brass Spike	G	5	1	3	0	26,123	Alta-Bred
9.	Sweet Drummer	G	6	2	2	0	25,766	Alta-Bred
10.	By A Nose	F	5	2	0	1	25,760	Alta-Bred

**TOP TEN THREE YEAR OLDS**

	Name of Horse	Sex	Starts	Wins	2nds	3rds	Earnings	
1.	Fancy As	G	6	6	0	0	\$231,941	
2.	Little Lolitta	F	9	4	2	1	97,911	Alta-Bred
3.	Sixthirtyjoe	C	10	4	3	1	85,074	Alta-Bred
4.	Brighton Belle	F	6	3	1	0	75,089	Alta-Bred
5.	Kid Copper	C	10	3	2	3	60,984	
6.	Keona	F	9	5	2	0	57,470	Alta-Bred
7.	Willow	F	8	2	3	1	49,204	Alta-Bred
8.	Milton Road	F	9	3	1	0	46,298	Alta-Bred
9.	Bubblegum Kid	G	11	3	2	1	45,520	
10.	C D Cool	F	12	2	1	4	45,408	Alta-Bred

**TOP TEN FOUR YEAR OLDS AND UP**

	Name of Horse	Sex	Starts	Wins	2nds	3rds	Earnings	
1.	Rancour (97)	G	11	5	1	1	\$127,305	
2.	Northern Neechitoo (97)	F	8	5	1	0	105,676	Alta-Bred
3.	Highland Leader (95)	G	11	4	2	2	78,867	Alta-Bred
4.	C D Ruckus (96)	G	11	6	1	1	78,505	Alta-Bred
5.	Timely Ruckus (93)	G	8	3	2	2	78,264	Alta-Bred
6.	Viva Ruckus (95)	F	12	5	4	0	73,203	Alta-Bred
7.	Run Joey Run (95)	G	10	2	3	2	72,301	
8.	Tecate (96)	F	9	2	1	2	70,152	Alta-Bred
9.	Turbo Charger (95)	G	10	5	1	1	66,696	Alta-Bred
10.	Tyko Tycoon (97)	G	10	2	4	2	66,672	Alta-Bred

# 2001 ALBERTA THOROUGHBRED AWARD WINNERS

## **CHAMPION 2 YEAR OLD COLT**

Dance Me Free

## **CHAMPION OLDER MARE**

Northern Neechitoo

## **CHAMPION 2 YEAR OLD FILLY**

Brass To Diamonds

## **CHAMPION OLDER HORSE**

Rancour

## **CHAMPION 3 YEAR OLD COLT**

Fancy As

## **CHAMPION SPRINTER**

Timely Ruckus

## **CHAMPION 3 YEAR OLD FILLY**

Little Lolitta

## **CHAMPION CLAIMER**

C D Ruckus

## **CHAMPION ALBERTA BRED**

Little Lolitta

## **LEADING BREEDERS**

Al & Bunny Noren

## **LEADING JOCKEY**

Perry Winters

## **LEADING TRAINER**

R.K. (Red) Smith

## **LEADING APPRENTICE JOCKEY**

Leanne Painter

## **BACKSTRETCH PERSON OF THE YEAR**

Dr.David Bell

## **HORSEPERSON OF THE YEAR**

Gordon Wilson

## **SPECIAL APPRECIATION AWARD**

John (Coogie) Burge

## **HORSE OF THE YEAR**

Fancy As



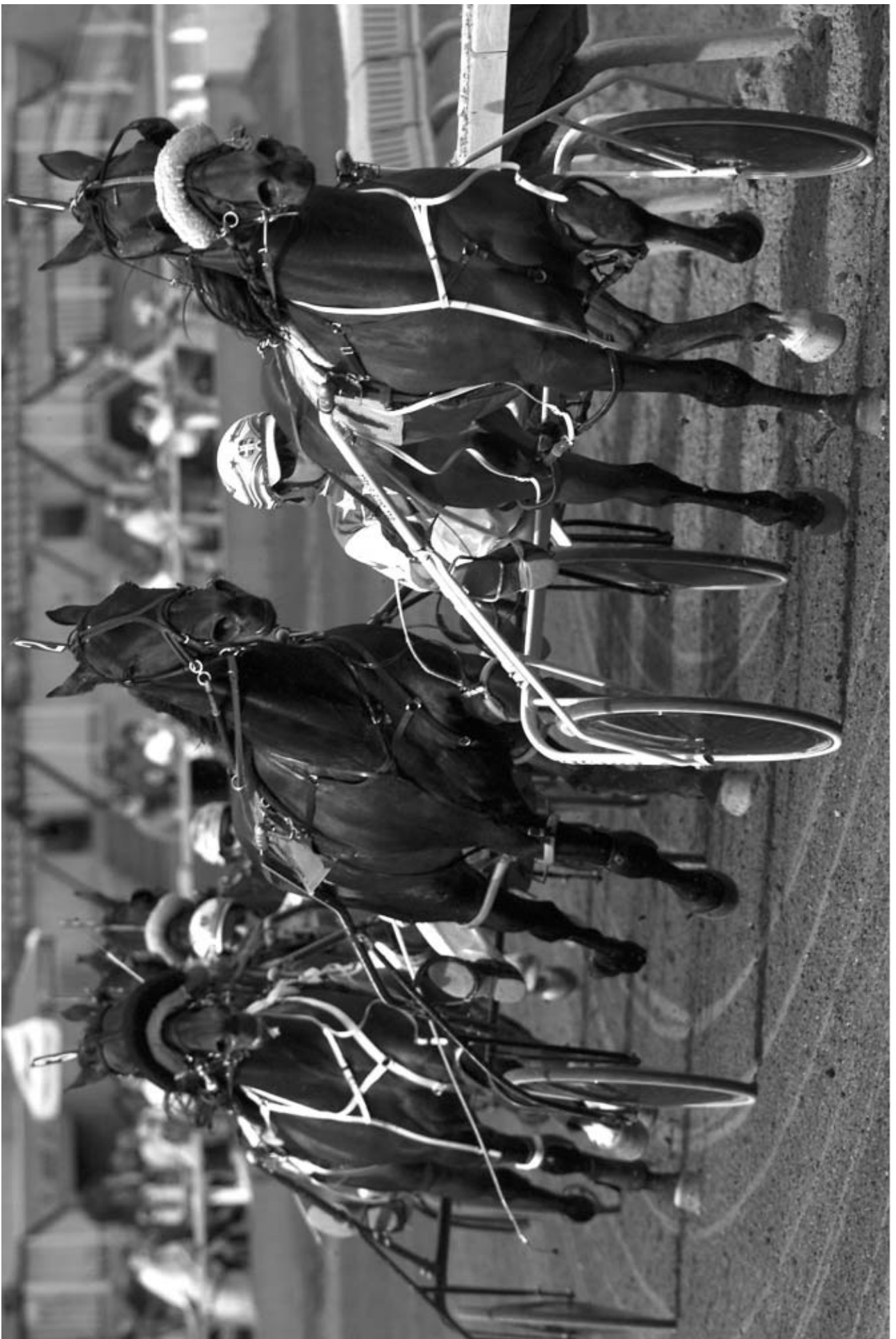
# COMPARISON YEARLING SALES

	OFFERED	SOLD	GROSS	AVERAGE
<b><u>1997</u></b>				
EDMONTON YEARLING	158	133	\$836,400	\$6,288
EDMONTON MIXED	68	51	\$79,400	\$1,557
<b>TOTAL</b>	226	184	\$915,800	
<b><u>1998</u></b>				
EDMONTON YEARLING	124	98	\$676,500	\$6,903
EDMONTON MIXED	126	99	\$187,800	\$1,897
<b>TOTAL</b>	250	197	\$864,300	
<b><u>1999</u></b>				
EDMONTON YEARLING	141	108	\$840,000	\$7,778
EDMONTON MIXED	66	47	\$84,800	\$1,804
<b>TOTAL</b>	207	155	\$924,800	
<b><u>2000</u></b>				
EDMONTON YEARLING	154	120	\$737,400	\$6,145
EDMONTON MIXED	33	22	\$57,200	\$2,600
<b>TOTAL</b>	187	142	\$794,600	
<b><u>2001</u></b>				
EDMONTON YEARLING	170	145	\$1,165,600	\$8,039
EDMONTON MIXED	54	48	\$130,800	\$2,725
<b>TOTAL</b>	224	193	\$1,296,400	

\*\* Source: CTHS Statistical Review



FANCY AS



# ALBERTA STANDARD BRED SUMMARY



GET YOUR MIND RACING!

**2001 LEADING PACERS BY EARNINGS (ALBERTA)**

	Name of Horse	Starts	Wins	2nds	3rds	Earnings
1.	Mortified	22	13	3	3	\$235,376
2.	Ma Belle Hall	12	11	1	0	210,080
3.	Del Norte	20	8	4	3	147,805
4.	Tajma Hall	12	7	4	0	147,170
5.	Blue Star Treasure	27	17	3	2	139,392
6.	Hawaiian Cowboy	1	1	0	0	100,000
7.	Rookies Choice	9	5	1	3	98,842
8.	Ride The Shark	21	6	3	4	85,867
9.	Bobby Brown	26	5	6	10	73,019
10.	Blue Star Dreams	21	2	4	4	70,664

**2001 LEADING OWNERS BY EARNINGS (ALBERTA)**

	Name of Owner	Starts	Wins	2nds	3rds	4ths	5ths	Earnings
1.	Robert Murphy	430	86	62	49	51	51	\$514,364
2.	Keith Clark Robert Smith Laurence Swalm	48	18	9	13	2	3	308,395
3.	Keith Clark Robert Smith Ronald Taylor	13	12	1	0	0	0	222,580
4.	William Boden	191	26	27	20	34	18	209,932
5.	Keith Clark Doris McDougall	46	28	4	2	2	1	193,247
6.	Brain Buckley Serge Masse Peter Van Seggelen	18	10	5	0	2	0	170,005
7.	Gordon Bryan and Karin Bryan	101	15	18	9	10	19	159,961
8.	Keith Clark Harry Carswell Eileen Hitchcock Laurence Swalm	21	8	4	3	4	1	149,805
9.	Jamie Gray Neil Malloch	41	8	7	10	7	3	114,530
10.	Gordon Bryan	119	14	29	18	18	18	113,248

**\*\* Source: Standardbred Canada**



### 2001 LEADING BREEDERS BY EARNINGS (ALBERTA)

	Name of Breeder	Earnings		Name of Breeder	Earnings
1.	M S Bill McBeth	\$308,306	6.	Keith L. Clark, Robert Smith	237,610
2.	Walnut Hall Limited	307,804	7.	Sky West Farms	154,062
3.	William L. Zaretsky	286,178	8.	Warren J. Mundell	152,107
4.	Dal Reo Farms	270,834	9.	Bingo A B Stable, Todd J Beelby	148,245
5.	Cheryl M Brook, Bryan J Brook	253,968	10.	Walnut Hall Limited, Ralph L Smith, Patrick F Nash, Francene Nash	147,170

### 2001 LEADING DRIVERS BY WINS (ALBERTA)

	Name of Driver	Starts	Wins	2nds	3rds	Earnings	URS*
1.	Keith Clark	747	184	112	104	\$1,620,675	.376
2.	Serge Masse	438	98	67	65	705,920	.358
3.	Bill Davis	393	92	60	51	510,988	.362
4.	John Chappell	676	91	100	82	728,743	.257
5.	Kelly Hoerd	560	89	77	64	538,730	.273
6.	Bill Tainsh	686	83	101	101	654,678	.252
7.	Jean Francois Gagne	541	81	72	66	408,826	.264
8.	Gerry Hudon	462	71	67	51	512,472	.271
9.	Jamie Gray	399	68	72	58	513,425	.319
10.	Jervis Clifton	314	46	46	52	307,602	.283

### 2001 LEADING TRAINERS BY EARNINGS (ALBERTA)

	Name of Trainer	Starts	Wins	2nds	3rds	Earnings	URS*
1.	Keith Clark	402	127	61	70	\$1,399,725	.458
2.	Serge Masse	368	90	62	47	674,574	.381
3.	Jamie Gray	341	62	67	54	485,919	.344
4.	Gerry Hudon	413	69	58	44	467,712	.281
5.	Rod Hennessy	250	42	38	42	418,599	.308
6.	Gordon Remmen	202	35	35	46	348,392	.345
7.	Travis Umphrey	246	35	47	36	321,934	.297
8.	Bill Davis	188	56	37	26	316,510	.453
9.	Kelly Hoerd	258	59	32	31	308,300	.334
10.	James Martin	269	30	29	32	307,110	.211

\* Universal Rating System



\*\* Source: Standardbred Canada

# COMPARISON YEARLING SALES

2001 YEARLING SALE					
	1997	1998	1999	2000	2001
<b>Number Sold</b>	154	137	162	139	157
<b>Total Value</b>	\$661,600.00	\$809,800.00	\$926,050.00	\$814,550.00	\$759,000.00
<b>Average Pricing</b>	\$4,296.10	\$5,910.95	\$5,716.36	\$5,860.07	\$4,834.39
<b>% of Change</b>	-15.00%	37.59%	-3.29%	2.51%	-17.5%



## HAWAIIAN COWBOY

# 2001 ALBERTA TOP TEN

TOP TEN TWO YEAR OLDS (Alberta Earnings)						
	Name of Horse	Starts	Wins	2nds	3rds	Earnings
1	Rookies Choice	9	5	1	3	\$98,842
2	Cut The Cards	7	4	0	1	48,574
3	Gizmo	6	2	2	0	34,542
4	Lifesliltreasure	2	1	1	0	33,450
5	Lucky Album	5	2	3	0	32,700
6	KG Orchid	5	1	2	0	32,131
7	Big Duffer	3	1	1	0	29,219
8	Mattnifesto	4	1	3	0	29,025
9	Road Talk	7	1	1	1	26,960
10	Justin Dreams	5	3	0	0	23,869
TOP TEN THREE YEAR OLDS (Alberta Earnings)						
	Name of Horse	Starts	Wins	2nds	3rds	Earnings
1	Mortified	22	13	3	3	\$235,376
2	Ma Belle Hall	12	11	1	0	210,080
3	Del Norte	20	8	4	3	147,805
4	Tajma Hall	12	7	4	0	147,170
5	Hawaiian Cowboy	1	1	0	0	100,000
6	Ride The Shark	21	6	3	4	85,867
7	Blue Star Dreams	21	2	4	4	70,664
8	Thatll Be A Check	23	3	5	6	55,541
9	Creative Edge	12	7	1	4	52,892
10	Amys Breeze	21	4	2	1	49,137
TOP TEN FOUR YEAR OLDS AND UP (Alberta)						
	Name of Horse	Starts	Wins	2nds	3rds	Earnings
1	Blue Star Treasure	27	17	3	2	\$139,392
2	Bobby Brown	26	5	6	10	73,019
3	Winchelle	28	6	5	4	68,320
4	Raging Promise	20	6	6	1	66,425
5	Sundance Hall	27	6	5	4	66,260
6	Sound Barrier	23	7	6	2	64,350
7	Mankind	26	5	5	5	61,590
8	Hot Steam	17	6	2	2	60,845
9	Cheech And Chong	21	4	4	4	53,430
10	Akosanes Surprise	31	6	2	9	51,750



# ALBERTA QUARTER HORSE SUMMARY



GET YOUR MIND RACING!

# QUARTER HORSE RACING STATISTICS

ALBERTA QUARTER HORSE RACING STATISTICS (1997-2001)									
TRACK	CITY	YEAR	# OF RACE DAYS	# OF RACES	# OF STARTERS	# OF STARTS	TOTAL QH PURSES	ADDED MONEY	TOTAL PARI-MUTUEL QH HANDLE
GPR	Grande Prairie	2001	15	38	133	234	\$138,172	\$102,662	\$64,688
		2000	15	45	150	284	\$138,050	\$107,605	\$76,168
		1999	15	38	137	257	85,020	64,245	58,039
		1998	14	36	123	226	84,675	43,640	55,123
		1997	15	29	93	183	73,938	44,273	46,868
LBG	Lethbridge	2001	38	91	268	632	\$432,738	\$311,740	\$134,548
		2000	36	98	295	677	\$390,039	\$287,173	\$140,094
		1999	33	97	267	676	350,493	271,053	154,219
		1998	18	63	193	425	232,501	140,975	102,448
		1997	17	52	152	333	174,697	136,547	198,156
MIL	Millarville	2001	1	1	8	8	3,300	1,500	7,649
		2000	1	2	14	14	4,000	4,000	10,920
		1999	1	3	16	16	5,740	5,750	3,000
		1998	1	1	5	5	1,400	1,400	4,262
		1997	1	2	12	12	4,000	4,000	10,298
Alberta Totals		2001	56	136	322	917	\$621,458	\$477,802	\$284,091
		2000	52	145	347	975	\$532,089	\$398,778	\$227,192
		1999	49	138	306	949	441,253	341,038	215,258
		1998	33	100	239	656	318,576	188,015	161,833
		1997	33	83	181	528	252,635	184,820	255,322

\*\* Source: American Quarter Horse Association, Amarillo, Texas

2001 LEADING HORSES BY EARNINGS (ALBERTA)							
	Name of Horse	Age	Starts	Wins	2nds	3rds	Earnings
1.	Royal Quick Wind	2	8	4	3	0	\$57,771
2.	Destiny Rode	4	5	3	2	0	24,727
3.	Oklahoma Fun	3	8	6	2	0	21,386
4.	Wakeup the Moon	3	8	2	2	2	18,566
5.	Our Lady Kas	2	7	5	0	0	18,335
6.	Queens Kong	2	5	2	0	0	14,411
7.	Shameless Fast Man	4	7	3	1	1	10,380
8.	Nahanni Secret	5	7	3	1	1	10,300
9.	Atoastoroansstreak	2	5	1	1	0	8,670
10.	Cleats Rockette	2	7	1	3	2	8,405

<b>2001 LEADING JOCKEYS BY WINS (EVERGREEN PARK)</b>						
	<b>Name of Jockey</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>	<b>Earnings</b>
<b>1.</b>	Scott Sterr	37	16	4	9	\$47,523
<b>2.</b>	Carl Hebert	31	7	7	2	13,109
<b>3.</b>	Rory Noel	16	6	3	2	29,730
<b>4.</b>	Mike Preston	19	3	3	1	5,500
<b>5.</b>	John Creager	7	2	1	3	8,614

<b>2001 LEADING TRAINERS BY WINS (EVERGREEN PARK)</b>						
	<b>Name of Trainer</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>	<b>Earnings</b>
<b>1.</b>	William H Leech	47	14	7	10	\$60,570
<b>2.</b>	Stan Webb	26	7	3	3	23,997
<b>3.</b>	Bev Cleveland	24	6	3	4	8,642
<b>4.</b>	Bill C Hoburg	8	2	2	3	9,014
<b>5.</b>	Kathy McNally	8	2	0	2	3,186

<b>2001 LEADING JOCKEYS BY WINS (WHOOOP-UP DOWNS)</b>						
	<b>Name of Jockey</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>	<b>Earnings</b>
<b>1.</b>	Rory Noel	52	13	12	7	\$53,242
<b>2.</b>	Sean Evans	58	13	11	9	42,516
<b>3.</b>	Scott Steer	60	11	8	6	51,352
<b>4.</b>	Antonio Ramirez	78	11	13	15	48,228
<b>5.</b>	Carl Hebert	64	9	6	9	70,277

<b>2001 LEADING TRAINER BY WINS (WHOOOP-UP DOWNS)</b>						
	<b>Name of Trainer</b>	<b>Starts</b>	<b>Wins</b>	<b>2nds</b>	<b>3rds</b>	<b>Earnings</b>
<b>1.</b>	William H Leech	98	21	18	10	133,949
<b>2.</b>	Stan Webb	35	7	4	6	40,127
<b>3.</b>	Bev Cleveland	54	7	15	11	32,535
<b>4.</b>	Ross Brigden	25	7	1	4	21,372
<b>5.</b>	Mel Berkram	27	5	5	6	25,235





# 2001 ALBERTA QUARTER HORSE AWARD WINNERS

2001 AWARD WINNERS		
AWARD	WINNER	OWNER
<b>Grand Champion</b>	Royal Quick Wind	Howard Dixon
<b>Champion Two-Year-Old</b>	Royal Quick Wind	Howard Dixon
<b>Runner-up Two-Year-Old</b>	Our Lady Kas	Andy and Frances Johnson
<b>Champion Three-Year-Old</b>	Oklahoma Fun	Star Stables
<b>Runner-up Three-Year-Old</b>	Wakeup the Moon	Don and Shirley Laczko
<b>Champion Aged</b>	Nahanni Secret	Nahanni Secret Syndicate
<b>Runner-up Aged</b>	Destiny Rode	Cattle Connection
<b>Top Trainer</b>	William Leech	
<b>Top Jockey</b>	Scott Sterr	
<b>Champion Alberta Bred</b>	Royal Quick Wind	Howard Dixon
<b>Top Stallion</b>	Western Dash	Lloyd Thompson

ANNUAL CANADA CUP YEARLING SALE STATISTICS						
	AVERAGE	CONSIGNEE	SOLD	WITHDRAWN	PASSOUT	HIGH SELLER
<b>1997</b>	\$2,106	80	61	2	17	\$15,520
<b>1998</b>	3,268	50	43	4	3	20,000
<b>1999</b>	3,392	59	42	8	9	13,500
<b>2000</b>	3,823	53	34	4	15	20,000
<b>2001</b>	4,280	41	30	3	8	15,000

# 2001 MAJOR STAKES RESULTS

## All Canadian Open Futurity June 17, 2001 Whoop Up Downs, Lethbridge

1st: Queens Kong  
Owner: Four Star Stables  
Jockey: Scott Sterr

2nd: Mi Gamboling Bug  
Owner: C.A. & Maxine Carruthers  
Jockey: Sean P. Evans

3rd: Blushing Champagne  
Owner: Jack Dacyk  
Jockey: Carl Hebert

## Prairie Gold Stallion Stakes Futurity August 24, 2001 Northlands Park, Edmonton

1st: DH Ali Rey  
Owner: Cliff Whitelock  
Jockey: Howie Solberg

1st: DH Trace of Millions  
Owner: Robert Kershaw  
Jockey: Ron Blinston

3rd: Passion for Six  
Owner: Wes Oulton  
Jockey: Rory Noel

## Alberta Bred Futurity September 2, 2001 Whoop Up Downs, Lethbridge

1st: Royal Quick Wind  
Owner: Howard Dixon  
Jockey: Carl Hebert

2nd: Atoasttoroanstreak  
Owner: Cliff Schoeler  
Jockey: Laurina Windt

3rd: EJ Western  
Owner: Don Tollefson  
Jockey: Micheal Preston

## Canada Quarter Horse Cup Futurity September 30, 2001 Whoop Up Downs, Lethbridge

1st: Royal Quick Wind  
Owner: Howard Dixon  
Jockey: Carl Hebert

2nd: Heza Hot Hit  
Owner: J. Dayck, P. Hormes, B. Robinson  
Jockey: Rory G. Noel

3rd: Claim To Fame  
Owner: Mel & Vikki Berkram  
Jockey: David D. Brown

# ALBERTA RACING CORPORATION SUMMARY

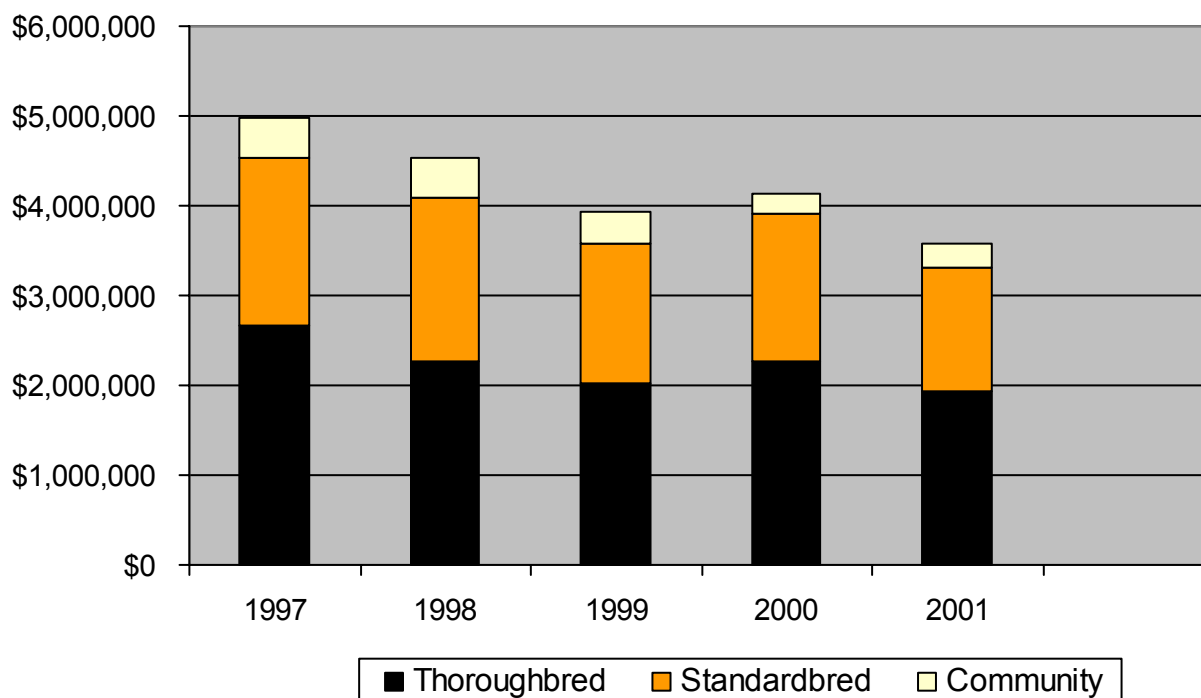


# BREED IMPROVEMENT FUND

	THOROUGHBRED	STANDARD BRED	COMMUNITY	TOTAL
<b>1997</b>	2,660,270	1,869,602	441,891	4,971,763
<b>1998</b>	2,272,993	1,811,761	442,783	4,527,537
<b>1999</b>	2,022,742	1,548,873	363,745	3,935,360
<b>2000</b>	2,258,186	1,645,310	232,714	4,136,210
<b>2001</b>	1,923,360	1,381,629	266,373	3,571,362

The Breed Improvement Program (formerly called the Development Fund) was created in the 1970's to improve the quantity and quality of horse racing bloodstock in the province of Alberta. Improvements in Alberta-bred horses are encouraged through the provision by the Alberta Racing Corporation of: bonuses to winning Alberta-bred racing horses; supplements to daily racing purses and stakes races; grants to Alberta horsemen's associations; and special programs.

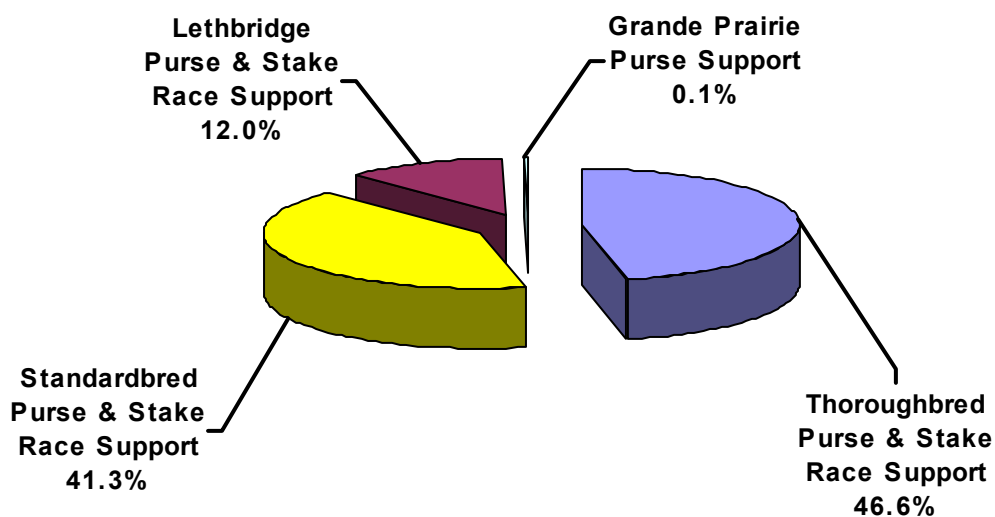
## BREED IMPROVEMENT PROGRAM ALLOCATION



# CGT REVENUE ALLOCATION

<b>ALBERTA RACING CORPORATION</b>		
<b>2001 Casino Gaming Terminal (CGT) Revenue Allocation</b>		
Thoroughbred Purse & Stake Support	\$5,330,225	46.6%
Standardbred Purse & Stake Support	\$4,726,627	41.3%
Lethbridge Purse & Stake Support	\$1,375,447	12.0%
Grande Prairie Purse Support	\$16,607	0.1%
	<b>11,448,906</b>	<b>100.0%</b>

**CGT REVENUE ALLOCATION**



# PARI-MUTUEL DISCRETIONARY GRANT

Pari-mutuel discretionary grants are provided to racetrack operators by the ARC to enhance the development of live horse racing. Generally, licensed racetrack operators who operate more than 25 days of live racing in a calendar year, are eligible to apply. Up to 1% of the individual racetrack's pari-mutuel handle, calculated on an annual basis, is available. The discretionary grant is intended to offset the costs of:

- Racetrack Operations
- Racetrack Capital Maintenance and Upgrading
- Backstretch Capital Maintenance and Upgrading
- Capital Debt Repayment for Racetrack Facilities
- Special Uses as Approved by the ARC

## **ARC SCHOLARSHIP PROGRAM**

Begun in 1996, the purpose of the *ARC Scholarship Program* is to support the educational efforts of children of licensed backstretch workers at Alberta racetracks. Present criteria provide for Scholarships of up to \$1,000 to be used by students at accredited Alberta Universities and Colleges. Applications close on October 1st of each calendar year.

The names of the 2001 ARC Scholarships are:

Brock Fenske	University Of Alberta (Science, Education)
Jason Hollingsworth	University of Calgary (Science)
Sandra Wong	University of Alberta (Education)
Christine Phelan	University of Calgary (Psychology)
Taraleen Schaw	University of Alberta (Veterinarian Science)
Shaynna Helfenstein	Red Deer College (Sociology)
Pamela Blumenschein	University Of Alberta ( Science)
Nicole Van Rijn	University of Calgary (Psychology)
Jodie Watt	Grant MacEwan College (Education)



# REGULATORY ACTIVITIES

SUMMARY OF DISCIPLINARY RULINGS (STANDARD BRED)	
TOTAL NUMBER OF HORSES CLAIMED	343
VALUE	2,632,575
Claims Voided	27
Judges Inquiries	
Judges inquiries posted	33
Order of finish changes	13
Drivers	
Driver objections	31
Order of finish changes	17
Suspensions for driving infractions	19
Fines for driving infractions	46
Stay granted on appeal	1
Trainers	
Fines	4
Fines and suspensions positive tests	4
Restored to good standing	3
Suspensions - Financial	1
Owners	
Suspensions - Financial	1
Veterinarians	
Suspensions - Financial	1
Grooms	
Fines	2
Suspensions	1
Human drug test failure	2
Scratches	251

# REGULATORY ACTIVITIES

<b>SUMMARY OF DISCIPLINARY RULINGS (THOROUGHBRED)</b>	
TOTAL NUMBER OF HORSES CLAIMED	284
VALUE	2,790,250
CLAIMS VOIDED	11
CLAIMS OF FOUL LODGED	26
CHANGE IN ORDER OF FINISH	13
Stewards Inquiries	
Stewards inquiries posted	15
Change in order of finish	4
Jockeys	
Fines for riding infractions	37
Suspensions for riding infractions	8
Fine misuse of whip	0
Fines failing to report weight	2
Fines and suspensions positive test	1
Licenses restored to good standing	1
Trainers	
Fines for minor infractions	29
Fined for conduct	1
Suspended	1
Revoked	1
Denied	2
Owners	
Fines	2
Fined and suspended	1
Restored to good standing	1
Grooms / Exercise Person / Groundsman	
Fines	7
Fined and Suspended	7
Denied	7
E.I.P.H horses bled through lasix	10
Vet scratches	174

# APPEAL TRIBUNAL

## Year - End Report January 2001 to December 31, 2001

Members: Gary J. Belecki, Q.C. (Jan - Aug) William Elzinga  
Don Hamilton ( Aug - Dec) Peter Sebzda

1. Trainer – Thoroughbred  
6<sup>th</sup> Race, Whoop-Up Downs, Lethbridge, October 22, 2000  
**Issue:** Disqualification of horse "Silk N Sassy" by Stewards  
**Appeal Heard:** January 29, 2001  
**Written Judgement:** January 30, 2001  
**Decision:** Appeal dismissed
  
2. Driver - Standardbred  
Harness Ruling No. 98, Stampede Park, October 6, 2000  
**Issue:** Rule 349(f) – unsatisfactory drive  
**Appeal Heard:** February 5, 2001  
**Written Judgement:** February 7, 2001  
**Decision:** Appeal allowed. Judges Ruling removed from driver's record.
  
3. Driver - Standardbred  
Harness Ruling No. 126, Northlands Park, December 9, 2000  
**Issue:** Rule 349(d) - interference  
**Appeal Heard:** February 15, 2001  
**Written Judgement:** February 20, 2001  
**Decision:** Appeal allowed. Harness Ruling No. 126 - removed from driver's records.
  
4. Owner/Driver/Trainer - Standardbred  
Harness Ruling No. 8, Northlands Park, March 30, 2001  
**Issue:** 90 day suspension for positive test Rules 40(1), 40(2), 196  
**Appeal Heard:** April 12, 2001  
**Written Judgement:** April 17, 2001  
**Decision:** Appeal dismissed. Harness Ruling No. 8 varied. Suspension increased to 6 months

# APPEAL TRIBUNAL

5. Driver - Standardbred  
Harness Ruling No. 18, Northlands Park, April 27, 2001  
**Issue:** Rule 187(a) and Rule 197(1) – positive sample for cannabis April 27, 2001  
**Appeal Heard:** May 16, 2001  
**Written Judgement:** May 16, 2001  
**Decision:** Appeal dismissed.  
**Contempt Hearing – June 11, 2001:**  
The Driver was not held in contempt and was given one year to pay costs.
6. Owner – Thoroughbred  
Thoroughbred Ruling No. 42, Stampede Park, May 26, 2001  
**Issue:** Rule 187 and Rule 188(1)(ix) May 26, 2001 continued involvement with horses ordered sold while under suspension  
**Appeal Heard:** June 12, 2001 and July 4, 2001  
**Written Judgement:** July 6, 2001  
**Decision:** Appeal dismissed.
7. Owner - Thoroughbred  
Thoroughbred Race No. 8, Northlands Park, July 11, 2001  
**Issue:** Stewards allow claim of foul and change order of finish  
**Appeal Heard:** August 3, 2001  
**Written Judgement:** August 7, 2001  
**Decision:** Appeal allowed. Original order of finish restored.
8. Owner - Quarterhorse  
8<sup>th</sup> Race, Evergreen Park, Grande Prairie, July 22, 2001  
**Issue:** Claim of foul disallowed by Stewards  
**Appeal Heard:** August 8, 2001  
**Written Judgement:** August 8, 2001  
**Decision:** Appeal dismissed.
9. Trainer – Thoroughbred  
9<sup>th</sup> Race, Northlands Park, August 11, 2001  
**Issue:** Disqualification of horse "All Class" by Stewards  
**Appeal Heard:** August 29, 2001  
**Written Judgement:** September 5, 2001  
**Decision:** Appeal dismissed

*\* For a detailed written copy of these judgements please contact the Alberta Racing Corporation.*

# MARKETING AND COMMUNICATIONS

## **MARKETING COMMUNICATIONS**

In addition to the Alberta Racing Corporations regulatory role, the ARC has an expanded mandate to promote horse racing throughout Alberta. Our goal is to partner with all racetrack operators to create renewal for the benefit of all racing stakeholders in Alberta. We work very closely with all racetracks in the province to further grow this exciting sport.

The ARC's long term marketing approach has three objectives:

1. To further position horse racing as mainstream entertainment to a wider consumer base and the media.
2. To ensure a cohesive approach to marketing between the ARC and industry stakeholders.
3. To stop the decline in live horse racing handle and to increase overall industry revenues.

In the early part of 2001, the industry initiated a Marketing Board composed of all industry stakeholders to guide the marketing of live horse racing in our province.

The well-respected firm of Calder Bateman was hired to assist the Marketing Board in 2001. Calder Bateman conducted research across Alberta, which included focus groups in the major racing centres. From this culmination of work, Calder Bateman presented to the industry a five-year marketing plan, "Fast Track to the Future, A Five Year Marketing Strategy for Live Horse Racing in Alberta."

The goals of this report are to:

Re-introduce live horse racing to an expanded market of racing enthusiasts.

Solidly position horse racing as a unique entertainment product.

Place live horse racing in the consumers entertainment options decision queue.

# MARKETING AND COMMUNICATIONS

The ARC's 2001 marketing strategies were very similar to the strategies executed in 2000. There were three primary areas that the ARC focused marketing communications on:

## **1. Marketing Partners Programs with Alberta Racetracks**

The ARC developed Marketing Partners Program (Partners Program) with all multi-day racetracks in Alberta continued. This program provides the racetracks additional marketing funds to attract new fans to their racing facility. It also ensures that the racetracks develop complimentary marketing programs in support of the ARC's branding campaign. The ARC funded numerous marketing initiatives in each racetrack facilities market including; customer loyalty programs, aggressive radio, print and television buys, numerous special events, premier race events, successful family days, media/cross promotions, and community enhancement projects.

## **2. "The Horses @ Northlands Park" Television Program**

This was the likely the most significant marketing endeavor undertaken in the history of Alberta horse racing. In it's third year, the show continued to position horse racing as a mainstream sport. Four industry stakeholders, Edmonton Northlands, the Alberta Standardbred Horse Association, the Horsemen's Benevolent Protective Association (HBPA) and the ARC, combined their resources to produce 15 weeks of live racing events on CTV Sportsnet.

The program was seen across Western Canada (Alberta, Saskatchewan and Manitoba). CTV Sportsnet is also the home of the PGA, NHL, NBA and MLB. Feature races such as the Nat Christie and Fall Classic were seen nation wide .

## **3. Industry Communications**

In 2001, the ARC continued to develop and implement a number of media and public relations strategies in support of the overall marketing campaign. Examples of this included the sponsorship of the Racing Pages in the Calgary and Edmonton Sun newspapers, sponsorship of the "Racing Update" segment on 630 CHED radio, continuation of the ARC website ( launched in early 2000) and the development of relationships with various media outlets throughout the province.

**AUDITED**

# **FINANCIAL STATEMENTS**



**GET YOUR MIND RACING!**





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## AUDITORS' REPORT TO THE MEMBERS

We have audited the statement of financial position of Alberta Racing Corporation as at December 31, 2001 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Corporation's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Company as at December 31, 2001 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

*KPMG* LLP

Chartered Accountants

Edmonton, Canada  
March 7, 2002



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# ALBERTA RACING CORPORATION

## Statement of Financial Position

December 31, 2001, with comparative figures for 2000

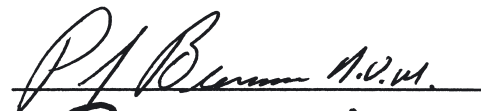
	2001	2000
<b>Assets</b>		
Current assets:		
Cash and short-term investments	\$ 1,048,576	\$ 3,221,280
Accounts receivable	1,113,152	965,888
Prepaid expenses	26,633	32,554
Current portion of loans receivable (note 3)	60,764	204,752
	2,249,125	4,424,474
Loans receivable (note 3)	56,422	117,186
Capital assets, net of accumulated amortization (note 4)	47,221	69,167
	\$ 2,352,768	\$ 4,610,827

## Liabilities and Net Assets

Current liabilities:		
Accounts payable and accrued liabilities	\$ 910,976	\$ 2,515,424
Deferred receipts	-	901,289
	910,976	3,416,713
Net assets		
Unrestricted	1,394,571	1,124,947
Investment in capital assets	47,221	69,167
	1,441,792	1,194,114
Contingency (note 10)		
Commitments (note 8)		
	\$ 2,352,768	\$ 4,610,827

See accompanying notes to financial statements.

On behalf of the Board:

 P. J. Burman M.D.M.

Director

 R. A. Z. Z. Z.

Director

# ALBERTA RACING CORPORATION

## Statement of Operations

Year ended December 31, 2001, with comparative figures for 2000

	2001 Budget (Unaudited)	2001	2000
Revenue:			
General fees	\$ 6,418,200	\$ 7,267,674	\$ 6,758,319
Casino Gaming Terminal ("CGT") Race Track program (note 5)	-	-	3,917,928
Other racing revenues	772,400	832,600	821,255
Interest, sponsorships and other revenues	51,600	42,118	155,108
	7,242,200	8,142,392	11,652,610
Development expenses:			
Thoroughbred support:			
Grants	200,000	200,000	170,000
Breeders of Alberta breds bonus	400,000	470,503	-
Owners of Alberta breds premium	500,000	475,146	666,129
Purse supplements and stake races	778,193	777,711	1,422,057
	1,878,193	1,923,360	2,258,186
Standardbred support:			
Grants	190,000	180,000	102,000
Breeders of Alberta breds bonus	100,000	100,000	89,000
Purse supplements and stake races	1,091,672	1,091,629	1,454,310
	1,381,672	1,371,629	1,645,310
Community support:			
Grants	75,000	75,000	89,310
Purse supplements and stake races	191,373	191,373	143,404
	266,373	266,373	232,714
Grants to race tracks	1,219,500	1,399,120	1,283,671
Promotions	-	44,605	1,500,734
Total development expenses	4,745,738	5,005,087	6,920,615
CGT Race Track program expenditures (note 5)	-	-	3,286,775
Operating expenses (note 6)	1,656,800	1,697,834	1,563,423
Contribution to Alberta Horse Racing Marketing Board (note 9)	500,000	1,191,793	-
	2,156,800	2,889,627	4,850,198
Total expenses	6,902,538	7,894,714	11,770,813
Excess revenue (expenses)	\$ 339,662	\$ 247,678	\$ (118,203)

See accompanying notes to financial statements.

# ALBERTA RACING CORPORATION

## Statement of Changes in Net Assets

Year ended December 31, 2001, with comparative figures for 2000

			2001		2000	
	Unrestricted	Invested in capital assets	Total	Total		
Balance, beginning of year	\$ 1,124,947	\$ 69,167	\$ 1,194,114	\$ 1,312,317		
Excess revenue (expenses)	279,573	(31,895)	247,678	(118,203)		
Acquisition of capital assets	(9,949)	9,949	-	-		
Balance, end of year	\$ 1,394,571	\$ 47,221	\$ 1,441,792	\$ 1,194,114		

See accompanying notes to financial statements.

# ALBERTA RACING CORPORATION

## Statement of Cash Flows

Year ended December 31, 2001, with comparative figures for 2000

	2001 Budget (Unaudited)	2001	2000
Cash flows from operating activities:			
Cash received from racing operations	\$ 7,190,600	\$ 7,961,497	\$ 7,776,936
Cash received from CGT Race Track program	-	(841,247)	5,071,234
Interest, sponsorships and other revenues	51,600	42,118	155,108
Thoroughbred development expenses	(1,878,193)	(2,008,223)	(2,258,186)
Standardbred development expenses	(1,381,672)	(1,360,629)	(1,645,310)
Community development expenses	(266,373)	(266,373)	(232,714)
Other development expenses	(1,219,500)	(1,455,300)	(3,444,482)
Operating expenses	(1,656,800)	(1,573,850)	(1,288,901)
Alberta Horse Racing Marketing Board contribution	(500,000)	(1,191,793)	-
Cash disbursed from CGT Race Track program	-	(1,673,707)	(5,035,806)
Net cash provided by (used in) operating activities	339,662	(2,367,507)	(902,121)
Cash flows from financing and investing activities:			
Repayment from industry partners	-	204,752	79,284
Purchase of capital assets	-	(9,949)	(23,073)
Advances to industry partners	-	-	(65,000)
Net cash provided by (used in) financing and investing activities	-	194,803	(8,789)
Decrease in cash and short-term investments	339,662	(2,172,704)	(910,910)
Cash and short-term investments, beginning of year	3,221,280	3,221,280	4,132,190
Cash and short-term investments, end of year	\$ 3,560,942	\$ 1,048,576	\$ 3,221,280

See accompanying notes to financial statements.

# ALBERTA RACING CORPORATION

## Notes to Financial Statements

Year ended December 31, 2001

---

### 1. Authority and purpose of the Corporation:

The Alberta Racing Corporation (the "Corporation") was created as a Provincial Corporation on October 4, 1996 by the Racing Corporation Act, Chapter R-1.5, Statutes of Alberta, 1996. It is a non-profit organization as defined in Section 149 1(l) of the Income Tax Act and is exempt from income taxes. The Corporation is responsible for the regulation of the horse racing industry in the Province in any or all of its forms, and for the facilitation of long-term racing industry renewal.

### 2. Significant accounting policies:

#### (a) Capital assets:

Capital assets are recorded at cost. Capital assets are amortized on the straight-line basis over their estimated useful lives as follows:

Asset	Rate
Equipment	10 Years
Computer hardware and software	3 Years

#### (b) Revenue recognition:

The Corporation follows the deferral method of accounting. General fees revenue are recognized when received or receivable if the amount can be reasonably estimated and collection is reasonably assured.

Assessments, fines, levies and interest are recognized as revenue when earned and collection is reasonably assured.

#### (c) Use of estimates:

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates. Such estimates include the valuation of accounts and loans receivable and the accrual for discretionary grants within development expenses.

# ALBERTA RACING CORPORATION

Notes to Financial Statements, continued

Year ended December 31, 2001

## 3. Loans receivable:

	2001	2000
Horsemen's Benevolent and Protective Association, non-interest bearing, unsecured, repayable over a period of five years to 2003	\$ 92,486	\$ 140,900
Alberta Standardbred Horse Association, non-interest bearing, unsecured, repayable over a period of two years to 2002	24,700	37,050
Rocky Mountain Turf Club	-	116,038
Horsemen's Benevolent and Protective Association	-	27,950
	117,186	321,938
Current portion	(60,764)	(204,752)
	\$ 56,422	\$ 117,186

## 4. Capital assets:

		2001	2000
	Cost	Accumulated amortization	Net book value
Equipment and computer hardware and software	\$ 180,493	\$ 133,272	\$ 47,221
			\$ 69,167



# ALBERTA RACING CORPORATION

Notes to Financial Statements, continued

Year ended December 31, 2001

## 5. CGT Race Track Program:

CGT Race Track program revenues are earned in accordance with three-way agreements amongst Alberta Racing Corporation, Alberta Gaming and Liquor Commission and respective Community racetrack operators (Northlands Park and Rocky Mountain Turf Club Inc.). Effective September 11, 2000, the agreements were cancelled. They were replaced with new separate agreements dated May 28, 2001 that covered the periods September 12, 2000 to March 31, 2001 and April 1, 2001 to March 31, 2002.

## 6. Operating expenses:

	2001 Budget (Unaudited)	2001	2000
Compensation (note 7)	\$ 966,400	\$ 853,929	\$ 896,924
Contractors	127,400	247,159	153,721
Travel	125,000	101,284	126,174
Office and administration	66,000	74,764	67,985
Office rent and operating costs	68,000	67,184	66,544
Legal, consulting and audit fees	84,500	144,031	61,011
Telephone	35,000	30,489	35,039
Other	30,000	34,804	23,946
Amortization	32,000	31,895	29,388
Memberships	20,000	6,330	18,749
Program development	20,500	38,796	16,341
Equine toxicology	20,000	17,847	15,457
Appeal tribunal	35,000	15,831	24,757
Insurance	18,000	16,818	17,284
Meetings and seminars	9,000	11,200	10,103
Media and public relations	-	5,473	-
	\$ 1,656,800	\$ 1,697,834	\$ 1,563,423

Promotions expenses include \$44,605 (2000 - \$115,969) of compensation paid during the year (note 7).

# ALBERTA RACING CORPORATION

Notes to Financial Statements, continued

Year ended December 31, 2001

## 7. Compensation:

	Positions	Compensation	Benefits	Total
Chairman	1.0	\$ 54,570	\$ 1,496	\$ 56,066
Board of Directors	6.0	26,260	265	26,525
Officers:				
Chief Executive Officer [Note (a)]	0.5	64,720	4,178	68,898
Managers:				
Racetrack	1.0	65,966	4,161	70,127
Administration	3.0	131,109	8,920	140,029
	4.0	197,075	13,081	210,156
Salaried staff:				
Racetrack	17.0	411,987	42,133	454,120
Administration	3.0	75,079	7,690	82,769
	20.0	487,066	49,823	536,889
	31.5	\$ 829,691	\$ 68,843	\$ 898,534

Note (a): The office of the Chief Executive Officer was vacant for approximately half of the year ended December 31, 2001.

## 8. Commitments:

The Corporation rents office premises in Edmonton and Calgary and office equipment under operating leases through October, 2005. Annual rental payments are as follows:

2002	\$	28,146
2003		22,438
2004		12,126
2005		450
	\$	63,160

The Corporation is also responsible for its proportionate share of property taxes and building operating costs for the leased premises.

# ALBERTA RACING CORPORATION

Notes to Financial Statements, continued

Year ended December 31, 2001

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## **9. Trust funds:**

During the year, the Corporation administered Casino Gaming Terminal funds on behalf of the Horsemen's Benevolent and Protective Association and the Alberta Standardbred Horse Association. Under revised agreements, the funds under administration at that date, along with subsequent receipts and disbursements of CGT funds, are now administered on behalf of Alberta Gaming. In addition, the Corporation administers funds on behalf of the Alberta Horse Racing Marketing Board, an affiliation of Alberta industry participants. These financial statements do not reflect the receipts and disbursements during the year of funds administered at year end.

## **10. Contingency:**

The Corporation is one of several defendants in a lawsuit alleging a breach of agreement for the building and operations of a new racetrack, interference with the economic interests of the Plaintiff, and wrongfully revoking the racing license.

Management is of the opinion that the claim is without merit; as such, no provision has been recorded in the financial statements. This litigation is in its preliminary stages and the outcome is not currently determinable.

Schedule of Cash Receipts and Disbursements of

**CASINO GAMING TERMINAL  
RACE TRACK PROGRAM**

Year ended December 31, 2001



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## AUDITORS' REPORT TO THE MEMBERS

We have audited the schedule of cash receipts and disbursements of Casino Gaming Terminal Race Track Program (the "Program") for the year ended December 31, 2001. This schedule is prepared on the cash basis of accounting as described in note 1 to the schedule. This schedule is the responsibility of the management of Alberta Racing Corporation. Our responsibility is to express an opinion on this schedule based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial information is free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial information. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the schedule.

In our opinion, this schedule presents fairly, in all material respects, the cash position of the Program as at December 31, 2001 and the results of its cash transactions for the year then ended in accordance with the cash basis of accounting as described in note 1.

*KPMG LLP*

Chartered Accountants

Edmonton, Canada  
April 19, 2002



# CASINO GAMING TERMINAL RACE TRACK PROGRAM

## Schedule of Cash Receipts and Disbursements

Year ended December 31, 2001

	Northlands Park	Calgary Stampede	Lethbridge	Total
Receipts:				
Slot revenue from Alberta				
Lottery Fund	\$ 7,292,659	\$ 2,361,981	\$ 2,048,642	\$11,703,282
Interest	53,692	15,873	7,850	77,415
	7,346,351	2,377,854	2,056,492	11,780,697
Disbursements:				
Purse enhancements	6,576,452	1,427,106	1,617,877	9,621,435
Bank interest and service charges	93	10	86	189
	6,576,545	1,427,116	1,617,963	9,621,624
Excess receipts	769,806	950,738	438,529	2,159,073
Cash, beginning of year	—	—	—	—
Cash, end of year	\$ 769,806	\$ 950,738	\$ 438,529	\$ 2,159,073

See accompanying note to schedule.

# **CASINO GAMING TERMINAL RACE TRACK PROGRAM**

Note to Schedule of Cash Receipts and Disbursements

Year ended December 31, 2001

---

## **1. Basis of accounting:**

This schedule has been audited at the request of the Casino Gaming Terminal Race Track Program (the "Program"). This schedule effectively reflects cash transactions administered by Alberta Racing Corporation on behalf of Alberta Gaming. The Program prepares this schedule on the cash basis of accounting and accordingly, no assets or liabilities, other than cash, are reflected. Hence, this schedule does not constitute a financial statement prepared in accordance with Canadian generally accepted accounting principles. Certain users may require further information.

Schedule of Cash Receipts and Disbursements of

**ALBERTA HORSE RACING  
MARKETING BOARD**

Period ended April 12, 2002





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## AUDITORS' REPORT TO THE MEMBERS

We have audited the schedule of cash receipts and disbursements of Alberta Horse Racing Marketing Board (the "Board") for the period from May 16, 2001 to April 12, 2002. This schedule is prepared on the cash basis of accounting as described in note 1 to the schedule. This schedule is the responsibility of the management of Alberta Racing Corporation. Our responsibility is to express an opinion on this schedule based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial information is free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial information. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the schedule.

In our opinion, this schedule presents fairly, in all material respects, the cash position of the Board as at April 12, 2002 and the results of its cash transactions for the period then ended in accordance with the cash basis of accounting as described in note 1.

*KPMG LLP*

Chartered Accountants

Edmonton, Canada  
April 19, 2002



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# ALBERTA HORSE RACING MARKETING BOARD

## Schedule of Cash Receipts and Disbursements

Period from May 16, 2001 to April 12, 2002

	Budget (unaudited)	
Receipts:		
ARC marketing reserve	\$ 691,793	\$ 691,793
ARC promotion budget	500,000	500,000
Industry participants	350,000	315,000
	1,541,793	1,506,793
Disbursements:		
Partners Program:		
Northlands Park	200,000	165,585
Calgary Stampede	200,000	189,543
Lethbridge	80,000	80,000
Grande Prairie	5,000	5,000
	485,000	440,128
Advertising:		
Northlands Park	50,000	49,656
Calgary Stampede	50,000	56,117
	100,000	105,773
Broadcasting – Sportsnet	750,000	750,182
Marketing consultant	149,265	148,532
	899,265	898,714
	1,484,265	1,444,615
Excess receipts, being cash, end of period	\$ 57,528	\$ 62,178

See accompanying note to schedule.

# ALBERTA HORSE RACING MARKETING BOARD

## Note to Schedule of Cash Receipts and Disbursements

Period ended April 12, 2002

### 1. Basis of accounting:

This schedule has been audited at the request of the Alberta Horse Racing Marketing Board (the "Board"). This schedule effectively reflects cash transactions administered by Alberta Racing Corporation ("ARC") on behalf of the Board, an unincorporated affiliation of horse racing industry participants. The Board prepares this schedule of the cash basis of accounting and accordingly, no assets or liabilities, other than cash, are reflected. Hence, this schedule does not constitute a financial statement prepared in accordance with Canadian generally accepted accounting principles. Certain users may require further information.