

# AIKEN HORSE PARK FOUNDATION

The Next Chapter...



*The Next Chapter*

A CHARITABLE



FOUNDATION



The Aiken Horse Park Foundation is a 501© 3 non-profit corporation. Its mission is to promote Aiken's equestrian way of life and to encourage the community's civic, educational, and charitable endeavors.

*When Bruce Duchossois purchased this land in 2000, he did so with a vision of its past, present and future as a fixture of Aiken's equestrian tradition. While his immediate goal was to save the land from residential development, Bruce's dream was to develop South Carolina's premier equestrian facility – maintaining its historic character and paying forward the generosity of his predecessors.*

*Knowing he may not live to see his dream fulfilled, Bruce created a Foundation to carry on his vision that "Bruce's Field" may provide future generations with a place to hold events that he cherished – traditional venues with character and integrity; a place where the city of Aiken's charitable and civic endeavors may be held for the benefit and enjoyment of residents and visitors, of all ages and riding abilities.*

*Bruce's Field is dedicated with love, warmth, and admiration to the community of Aiken whose equestrian traditions Bruce deeply cherished.*

# AHPF Leadership Team

President - **Jack Wetzel**, Aiken resident, avid equestrian, and Philanthropist

Vice President/Treasurer – **Tara Bostwick**, Aiken resident, small business owner, retired equestrian

Secretary – **Scot Evans**, Annapolis, Maryland, Creative Director of Green is the New Blue, USEF "R" judge

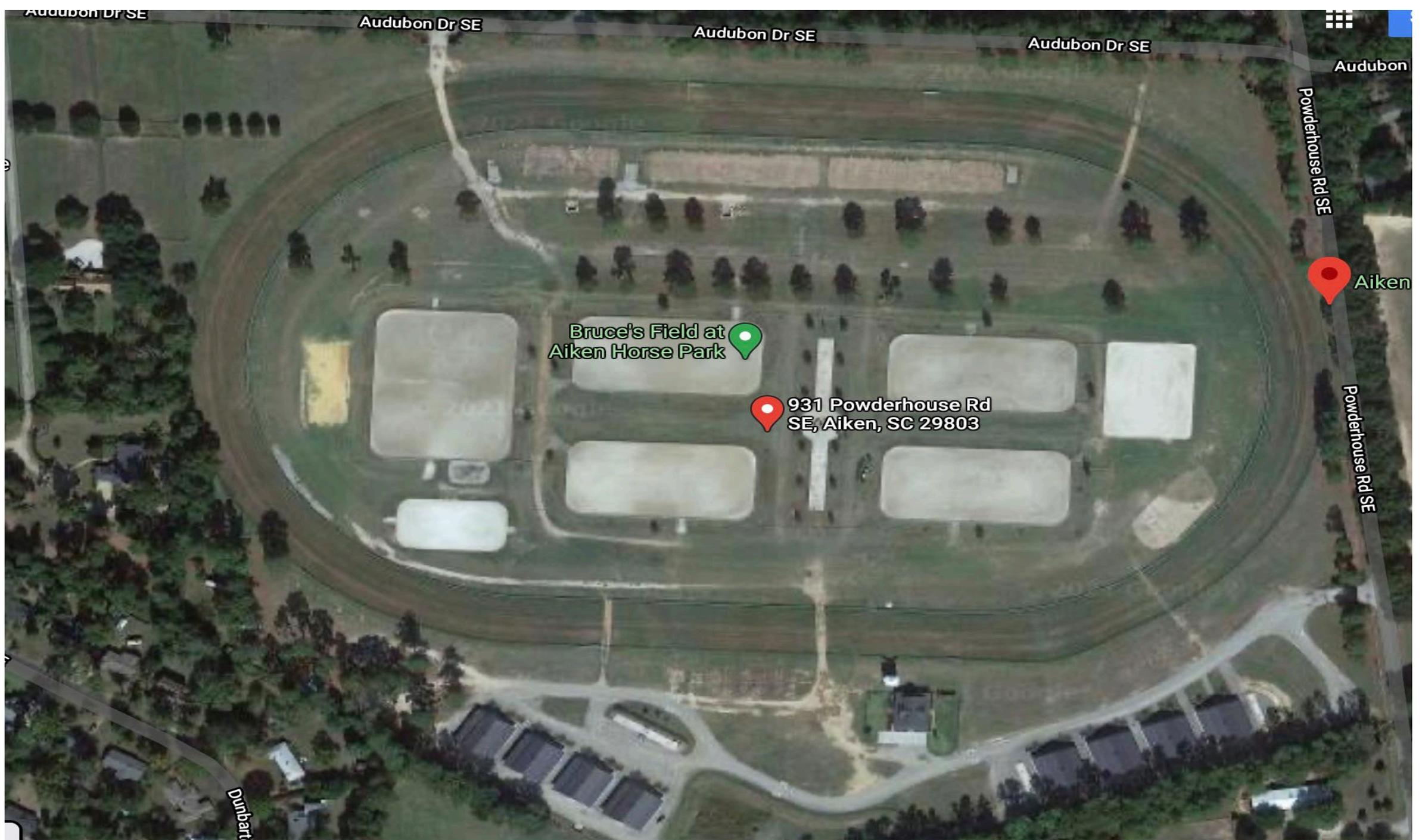
Board Chair, **John Stephens** - Chicago, Illinois, Partner Burke, Warren, Mackay, and Serritella, P.C.

**Richard L. Duchossois** – Barrington, Illinois, Founder and Chairman Emeritus of the Duchossois Group Inc.

**Craig J. Duchossois** – Chicago, Illinois, Executive Chair of the Duchossois Group Inc.

**Daniel Geitner** – Aiken resident, Professional Equestrian, USEF "R" judge

**Bob Hottensen** – Aiken resident, retired Managing Director of Goldman Sachs



Audubon Dr SE

Audubon Dr SE

Audubon Dr SE

Audubon Dr SE

Audubon

Powderhouse Rd SE

Aiken

Powderhouse Rd SE

Dunbart

Bruce's Field at  
Aiken Horse Park

931 Powderhouse Rd  
SE, Aiken, SC 29803

TOTAL AREA  
2,811,994 SQ. FT.  
64.5545 Ac.

CONCEPTUAL PLAN  
FOR ADDITIONAL BARNING AT

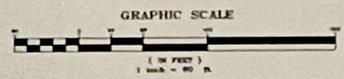


A CHARITABLE FOUNDATION

100 PARCEL, No. 00-780104-000  
100 AC. 1071-00-000-000  
PROPERTY LOCATED JUST WEST OF  
THE CURRENT CITY LIMITS OF AIKEN  
AIKEN COUNTY, SOUTH CAROLINA  
USDA 1" = 40' BARS 1/4" = 1/4" = 1/4"

**AIKEN HORSE  
PARK FOUNDATION**

PREPARED FOR  
1000 HUNTERS ROAD  
PO BOX 12345  
AIKEN, SOUTH CAROLINA 29801  
DATE: 08/15/2011  
PREPARED BY  
**HASS & HILDEBRAND, Inc.**  
1001 GUYTON ROAD  
COLUMBIA, SOUTH CAROLINA 29204  
PHONE: 803.733.1111 FAX: 803.733.1112



# Bruce's Field 2021 calendar

- **Equus Events' Winter, USEF National A: January 22-24**
- **Dressage In The Park USEF/USDF Level 3: January 30-31**
- **Equus Events' Winter Encore, USEF National A: February 5-7**
- **Dressage At Bruce's Field, USEF/USDF Level 3: February 20-21**
- **Tuesdays In The Park, Schooling Jumpers/Dressage/Hunters: January 5 – March 16**
- **LiftMaster \$50,000 Grand-Prix Eventing At Bruce's Field March 5-6**
- **Aiken Charity Horse Show I, USEF Premier AA: May 5-9**
- **Aiken Charity Horse Show II, USEF Premier AA: May 12-16**
- **Dressage In The Spring USEF/USDF Level 3: May 22-23**
- **Classic Company's Aiken Summer Classic I, USEF Premier AA: June 16-20**
- **Classic Company's Aiken Summer Classic II, USEF Premier AA: June 23-27**
- **Equus Events' Aiken Fall Festival I, USEF Premier AA: September 8-12**
- **Equus Events' Aiken Fall Festival II, USEF Premier AA: September 15-19**
- **October At Bruce's Field I, USEF National A: October 20-24**
- **October At Bruce's II Field, USEF National A: October 27-31**
- **Aiken International,\$100,000 FEI\*\*: November 10-14**
- **Equus Events' Zone 4 Finals, USEF National A: November 18-21**
- **Equus Events' December Classic I, USEF National A: December 9-12**
- **Equus Events' December Classic II, USEF National A: December 16-19**

# ECONOMIC IMPACT

600 horses x 2.5 people = 1,500 people

5,250 hotel room nights (double occupancy) @ \$120 = \$630,000

1,500 x 7 (daily Meals) @ \$33 = \$346,500

600 x \$150 (equine expenses) = \$90,000

TOTAL: for one Premier Horse Show = \$1,066,500

7 Premier Horse Shows on 2021 calendar = \$7,465,500

7 National Horse Shows on 2021 calendar \$3,732,750

3 National Dressage Shows on 2021 calendar \$180,000

1 Eventing Showcase on 2021 calendar PRICELESS!

TOTAL ESTIMATED DIRECT REVENUE TO LOCAL COMMUNITY FOR 2021

(these numbers do not take into consideration spectators )

**\$11,378,250**

# 2021

\$50,000 LIFTMASTER GRAND-PRIX  
EVENTING AT BRUCE'S FIELD  
FAST FACTS



## 2021 COUNTRIES



 **OLDEST HORSE - 18**  
**AVERAGE AGE - 13**  
**YOUNGEST HORSE - 10**

9 DOUBLE CLEAR CROSS-COUNTRY ROUNDS  
14 DOUBLE CLEAR SHOW JUMP ROUNDS  
32.4 AVERAGE DRESSAGE SCORE 

 19 LADIES  
9 GENTS  
11 FIRST TIMERS  
10 TEAM RIDERS  
3 OLYMPIANS 

## AHPF/GPE DIGITAL REACH



## LIVESTREAM ANALYTICS

AS OF **03/22**  
**2021**  HORSE & COUNTRY

VIDEO VIEWS TO DATE (LIVE AND VOD): 5,422  
TOTAL MINUTES VIEWED: 60,839  
TOTAL H&C SITE VISITS LEADING UP TO THE EVENT:  
MARCH 3-7 (GPE PROMINENT EVENT ON SITE)  
• USERS 13,180  
• SESSIONS 20,020  
• PAGEVIEWS 64,648

TWO WEEKS BEFORE THE EVENT (GPE PROMINENTLY PROMOTED IN THE CAROUSEL)  
• USERS 47,974  
• SESSIONS 95,320  
• PAGEVIEWS 332,038  
H&C SOCIAL MEDIA POSTS HAD A REACH OF OVER 60,000  
LIVE PLAYS ON USEF NETWORK (FRIDAY ONLY): 3,794

# UNITED STATES EQUESTRIAN FEDERATION

## Member Profile

- 80% make purchase decisions
- 63% traded Stocks, Bonds, or Mutual Funds in the last year
- 85% female
- 66% have a college degree
- Average income \$185,000
- Average net worth \$955,000
- Own an average of 4 horses
- Compete at least 6 times a year
- Average home value \$600,000
- 22% own 2 or more homes
- Own three vehicles
- 40% own a farm; 66% of these own 10 acres or more
- 30 nights per year in a hotel
- 43% take more than 16 airline trips per year



# Sales of Equestrian Properties 2010-2014

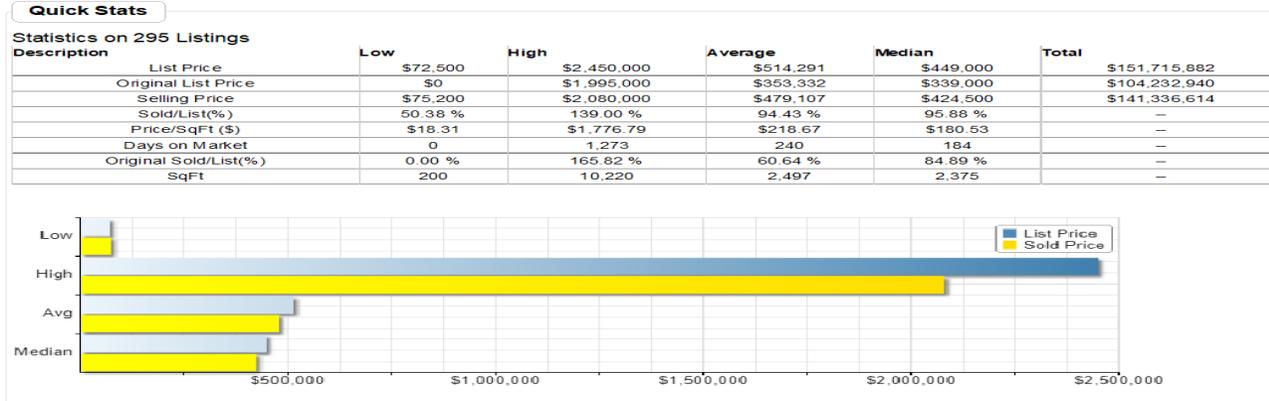
## Quick Stats

### Statistics on 130 Listings

Description	Low	High	Average	Median	Total
List Price	\$49,900	\$3,990,000	\$460,929	\$294,250	\$59,920,772
Original List Price	\$0	\$7,992,000	\$567,693	\$317,500	\$73,800,061
Selling Price	\$22,500	\$2,750,000	\$397,962	\$275,058	\$51,735,019
Sold/List(%)	45.09 %	111.14 %	90.67 %	93.39 %	—
Price/SqFt (\$)	\$0.00	\$1,025.00	\$174.58	\$121.41	—
Days on Market	25	1,795	358	206	—
Original Sold/List(%)	0.00 %	108.72 %	79.48 %	84.22 %	—
SqFt	0	9,416	2,485	2,276	—



# Sales of Equestrian Properties 2015-2019

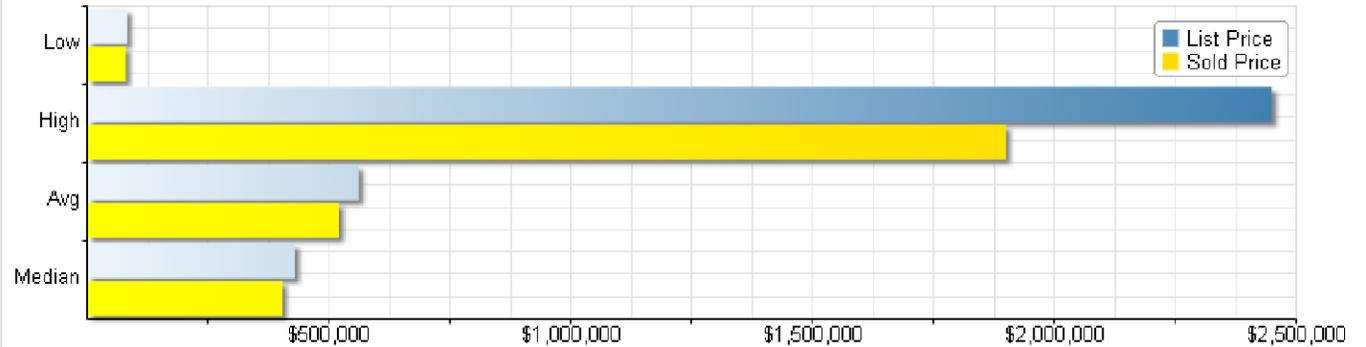


# Sales of Equestrian Properties 2020

## Quick Stats

Statistics on 120 Listings

Description	Low	High	Average	Median	Total
List Price	\$82,500	\$2,450,000	\$561,743	\$430,000	\$67,409,188
Original List Price	\$0	\$2,495,000	\$491,457	\$375,000	\$58,974,840
Selling Price	\$80,000	\$1,900,000	\$521,098	\$403,850	\$62,531,801
Sold/List(%)	67.80 %	105.05 %	95.32 %	97.08 %	--
Price/SqFt (\$)	\$34.04	\$850.69	\$218.19	\$187.19	--
Days on Market	0	1,352	215	131	--
Original Sold/List(%)	0.00 %	154.29 %	85.26 %	94.40 %	--
SqFt	288	10,220	2,612	2,262	--

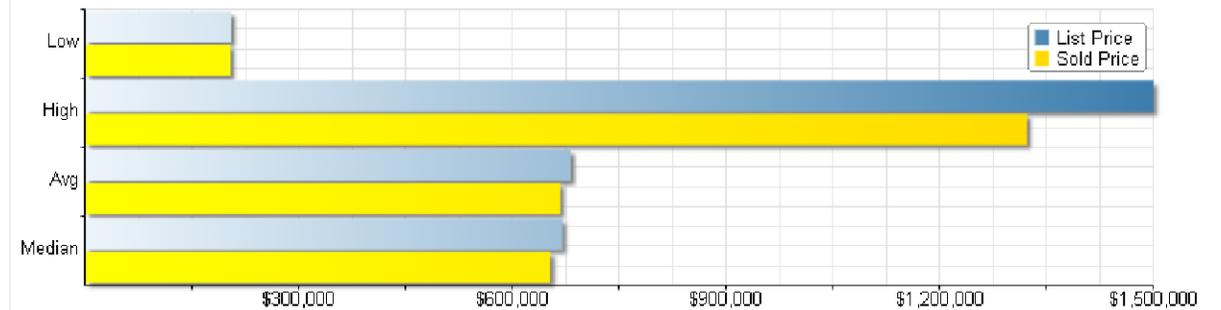


# Sales of Equestrian Properties Through March 2021

## Quick Stats

### Statistics on 38 Listings

Description	Low	High	Average	Median	Total
List Price	\$205,000	\$1,500,000	\$681,910	\$670,000	\$25,912,575
Original List Price	\$194,900	\$1,500,000	\$688,782	\$712,000	\$26,173,725
Selling Price	\$203,900	\$1,322,500	\$666,902	\$653,750	\$25,342,280
Sold/List(%)	85.00 %	125.47 %	98.32 %	98.91 %	--
Price/SqFt (\$)	\$129.89	\$554.27	\$260.22	\$238.94	--
Days on Market	10	531	142	91	--
Original Sold/List(%)	79.74 %	125.47 %	97.70 %	98.89 %	--
SqFt	1,300	5,600	2,606	2,502	--



# COMMUNITY IMPACT

- Equestrian Community growing as a result of equine activity at Bruce's Field
- Equestrian Real Estate sales soaring
- Equine related businesses prosper
- Hotels benefit
- Restaurants benefit
- Entire Hospitality industry benefits
- Retailers happy

When there's a horse show at Bruce's field, my business is generally up at least 25%. It has a positive effect on business for multiple days.

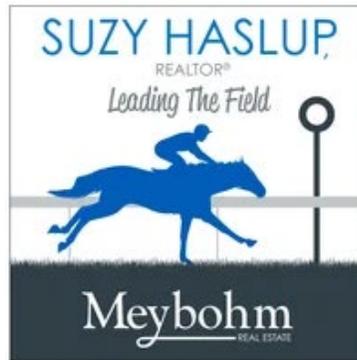
- Randy Stamm, Prime Steakhouse



**PRIME**

The Aiken Horse Park has made a significant impact on the influx of equestrian buyers in Aiken in the past 7 years. As Bruce's Field continues to raise the bar of excellence, more equestrian competitions showcase different disciplines of the horse industry. Dressage, Eventing, Hunter/ Jumper shows, and Special Olympics competitions bring exhibitors from various areas of the US and Canada to The Aiken Horse Park. Each require a unique type of property to suit their needs.

I have been licensed since 2003 and have witnessed the evolution of the horse industry firsthand in Aiken. Certainly, a large part of this growth is due to the Aiken Horse Park.



- Suzy Haslup, Realtor  
2020 top selling agent of the year



I always know when there is an event going on at Bruce's Field, as all of us (retailers) on Laurens Street see and benefit from the additional foot traffic.

Van Smith, owner Lionel Smith Ltd.



My family and I have been home owners in Aiken since 2013. We sold our first house and bought a larger house this past year as we have decided to make Aiken our permanent residence. When deciding where we wanted to live, proximity to downtown and the horse district were of utmost importance. Being from New York City originally, we like to walk everywhere! My parents love attending the polo games, horse trials, and most recently the addition of events at Bruce's Field such as the Charity Shows and the Grand Prix Eventing Showcase. For me, I have competed at all the major venues on the East Coast and Bruce's Field stands out. Thanks to its open spaces, great footing and permanent stabling my horses feel secure, which means I have little desire to travel outside of Aiken.

- Rebecca Cameron, Colleton Avenue, Aiken SC 29801

The Fairfield by Marriott is thankful for the events at Bruce's Field - they bring returning guests from all over the country. We see high occupancy for multiple days during and around those events which results in much needed revenue.

Daniela Sirec, General Manager



# EQUINE INDUSTRY & CLUSTER ECONOMIES

“A strong equine infrastructure encourages more equine businesses to come to the area” – Larry Byers’ presentation to Aiken Rotary

- Farriers
- Vets
- Equine Chiropractors
- Equine Dentists
- Equine Insurance
- Course designers
- Barn builders
- Fence builders
- Equine transportation
- Riding camps
- Editorial services
- Truck and Trailer sales
- Truck and Trailer repair
- Blanket cleaning
- Real Estate Sales
- Pasture Management
- Boot Repair
- Equine Artists

# EQUINE CLUSTER ECONOMIES CONTINUED

- Therapeutic riding
- Eq. based therapy
- Show managers
- Show venue maintenance
- Jump and Cross country builders
- Animal Communicators
- Carriage builders/repair
- Tack dealers
- Equine photographers
- Equine journalists
- Feed dealers
- Hay dealers
- Manure removal
- Bedding manufacturer
- Bedding distributor
- Farm Manager
- Eq Organization Executive Director
- Lobbyist
- Foaling Crew Person
- Equine Nutritionist
- Acupuncturist
- Massage Therapist
- Eq Pharmaceutical Rep
- Vet Technician
- Fly control sales
- Equipment sales rep
- Leather repair
- Film Producer
- Caretaker
- Equine Appraiser
- Groom
- Technical Delegate
- And more.....

# COMMUNITY PARTNERS

- \$145,000 to local and national charities since 2017
- Facilitated The Duchossois Family Foundation support of our community. In 2020 TDFF contributed \$50,000 to Aiken charities which included contributions of \$25,000 to the Salvation Army of the Carolinas, and \$25,000 to United Way, Meals on Wheels, and COVID Relief Fund
- 2020 Social Media campaign to encourage competitors to “Shop Aiken”
- Supported Kisner Foundation’s Tee Up To Read (October At Bruce’s Field)
- Supported ACTS’ Feed The Need (December Classics)
- Developing educational programs with Aiken Technical College in equine related studies

# Since 2017 we have awarded \$145,000 to local and national charities

1. Aiken Civic Ballet
2. Aiken Senior Life Services
3. Aiken Steeplechase Association
4. Alzheimer's Association, South Carolina Chapter
5. Area Churches Together Serving
6. Brothers and Sisters of Aiken County
7. Bryn Mawr Rehabilitation Hospital
8. Child Advocacy of Aiken County
9. Children's Place
10. Community Medical Clinic of Aiken County
11. Danny and Ron's Rescue
12. Denizens of the Deep
13. Equestrian AID Foundation
14. Friends of the Animal Shelter (FOTAS)
15. Gaston Livery
16. Great Oak Equine Assisted Programs
17. Home For Good Dog Rescue
18. Kevin and Brittany Kisner Foundation
19. Meggido Dream Station
20. Mental Health America, Aiken Chapter
21. Shepard Center
22. Tri-Development Center
23. USCA Lambda Chi Alpha Fraternity, USCA Chapter

# Facility Reinvestment

According to the USEF among the top 5 decision factors for competing:

1. Location
2. Footing
3. Venue
4. Stabling
5. Quality of Competition



## Communities Directly Competing with Aiken, SC

- Tryon, NC - Tryon International Equestrian Center (850 permanent stalls)
- Ocala, FL - World Equestrian Center (2,100 permanent stalls)

# SUSTAINABILITY

## Phase 1

### **Permanent Stabling for all 600 horses**

- Safety of horses
- Satisfaction of competitors
- Revenue for AHPF

### **Additional Competition Arena**

- 5<sup>th</sup> competition arena capability
- Stand alone special events arena
- Incorporating park atmosphere by including green islands of trees within the arena

### **Permanent Farrier/Veterinary Station**

- permanent bathrooms
- competition storage area

**Estimated Cost: \$5 Million**

# Stabling Impact on Annual Revenues

- **224 Permanent Stalls and up to 400 Temporary Stalls**
- \$224,000 annual for 4 AHPF shows
- \$61,600 annual for 5 lessee 4-5 day shows
- \$56,000 annual for 5 lessee 3 day shows
- **Contributes \$341,600 to annual income**
  
- **600 Permanent Stalls**
- \$600,000 for AHPF shows
- \$165,000 for 5 lessee 4-5 day shows
- \$87,500 for 5 lessee 3 day shows (assumes 350 stalls)
- **Contributes \$852,500 to annual income**



**The addition of 400 permanent stalls results in an increase of annual income by \$510,900**

**60% increase**

# COMMUNITY OUTREACH

## Phase 2

### **Covered Arena**

- Inclement weather
- VIP experience
- Community outreach and educational programs

### **Retail Space & Foodservice**

- Additional permanent bathrooms
- Improved catering capabilities
- Enhanced guest experience

Maintenance Shed and Equipment Storage

**Estimated Cost: \$5 Million**

## AECOM's Strategic Action Plan

- The city's irregular boundaries pose challenges for growth and development;
- Aiken's rich equestrian heritage, though well-known, has not been adequately leveraged to its full potential;

## City Of Aiken Economic Development Action Plan

- Continue implementing the current annexation policy;
- Continue to target properties that can benefit financially by annexation;
- Consider expansion of sewer into unincorporated areas lacking sewer; and
- Consider financial incentives for annexation.

An Investment in Bruce's Field is an Investment in Aiken's Future.



We look forward to memorializing a plan between the City and the AHPF to ultimately bring Bruce's Field within the city limits.