NATIONAL MUSEUM OF RACING AND HALL OF FAME

ANNUAL REPORT 2022



NATIONAL MUSEUM OF RACING AND HALL OF FAME LETTER FROM THE PRESIDENT

Dear Friends,

The National Museum of Racing and Hall of Fame is a beloved institution with great supporters in our home of Saratoga Springs and throughout the country. We rely on our dedicated Museum trustees, talented staff, and both longtime and new fans of the sport to thrive. We thank you for sharing our goals for preserving and promoting the many wonderful aspects of thoroughbred racing. It is our mission and it is our passion.

Thousands of racing fans visited the Museum in 2022 and experienced a new era in our rich history. Our revitalized Hall of Fame and updated galleries and exhibits have proven both educational and entertaining. As a museum, we must be both to be successful. I believe we are achieving that goal and that we have established the National Museum of Racing and Hall of Fame as the best sports Hall of Fame in the country.

In 2023, we will continue to build on our success with many exciting exhibits, events, and projects. The centerpiece of a visit to the Museum is the emotional and immersive signature film "What It Takes: Journey to the Hall of Fame," which is narrated by Bob Costas and features the remarkable insight and stories of numerous Hall of Fame legends. The film debuted in 2020 and will be updated with several new elements prior to the 2023 Saratoga racing season. The film takes visitors on a journey from the farms to the backstretch to the winner's circle with a focus on the dedication and talent required to achieve racing's most prestigious honor — induction into the Hall of Fame. The film is beautiful and powerful and serves as a love letter to racing. It is something you will never forget.

Also this year, the Museum is hitting the road with our first traveling exhibition in quite some time, as we will bring the timeless story of Secretariat to each of the Triple Crown races on the 50th anniversary of his record-setting run into history. This comprehensive exhibit will then open on site in Saratoga in July and travel to Colonial Downs in Virginia in September. We are also excited to highlight the talents of photographer Bert Morgan and cartoonist Saul Steinberg in new exhibitions.

In 2022, we inducted a remarkable Hall of Fame class that included the horses Beholder, Royal Heroine, and Tepin; trainer Oscar White; and Pillars of the Turf James Cox Brady, Marshall Cassidy, and James Ben Ali Haggin. The class of 2023 will also be a special one, as the horses Arrogate, California Chrome, and Songbird; jockeys Corey Nakatani and Fernando Toro; and Pillars John Hanes, Leonard Jerome, and Stella Thayer will receive racing's highest honor in August. This will give our Hall of Fame a total of 478 members, all of them among the greatest achievers in our sport's history.

The Museum's 2023 events schedule will be filled with numerous offerings, highlighted by the Hall of Fame Induction Ceremony and Annual Ball in August. We thank you for your continued support of the National Museum of Racing and Hall of Fame and look forward to seeing you this year, as the best is yet to come.

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A special thank you to the Museum's volunteers and all they do for the Museum.

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The 2022 Hall of Fame induction ceremony was held on Friday, Aug. 5 at the Fasig-Tipton pavilion in Saratoga Springs, N.Y. The class of 2022 was comprised of the racehorses Beholder, Hillsdale, Royal Heroine, and Tepin; trainer Oscar White; and Pillars of the Turf James Cox Brady, Marshall Cassidy, and James Ben Ali Haggin. Former New York Racing Association track announcer Tom Durkin served as master of ceremonies.

CURATORIAL DEPARTMENT

2022 Special Exhibitions at the National Museum of Racing

- Photo Finish: Third Annual Juried Photography Exhibition, von Stade Gallery (November 5, 2021 February 20, 2022; online exhibition available on website through Fall 2022)
- The Paintings of Richard Stone Reeves, Link Gallery (March 9, 2022 December 31, 2022)
- Betting on America: The Immigrant Experience and the Hall of Fame, McBean Gallery (July 14, 2022 December 31, 2022)
- Jim Raftery: A Turfotos Retrospective (from the collection of Barbara D. Livingston), von Stade Gallery (July 14, 2022 October 9, 2022)
- Photo Finish: The Fourth Annual Juried Photography Exhibition, von Stade Gallery (November 2, 2022 February 5, 2023; online exhibition available on website through October 2023)

2022 Donors to the National Museum of Racing and Hall of Fame Collection

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Betting on America: The Immigrant Experience and the Hall of Fame

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Irma Sommich







2022 Curatorial Department Notes - Collections Update

This year the museum received a generous donation of artwork by artist Saul Steinberg from the Saul Steinberg Foundation. Saul Steinberg (1914-1999) is best known for his pen-and-ink drawings featured in The New Yorker for nearly sixty years. He also contributed to other magazines, including **TIME**, **LIFE**, **Harper's Magazine**, and **Sports Illustrated**. The seven works donated to the museum depict scenes at the races and will be on display in our Link Gallery in 2023 (January 18, 2023 – December 31, 2023).

The museum collection continues to grow every year and we cannot thank our donors enough for their generous donations. Some of the items donated to the museum this year include:

- The 1935 Jockey Club Gold Cup trophy, won by Hall of Fame jockey Eddie Arcaro. This was Arcaro's first of his record eleven wins.
- "Derby Dandies" silkscreen print by Clayton Pond.
- Scrapbooks chronicling the career of 2022 Hall of Fame inductee Hillsdale.
- Over three hundred portraits by track photographer Jim Raftery.

This year, the museum continued to work on the conservation and digitization of over 4,000 photographic negatives by acclaimed photographer Bert Morgan, which showcase scenes at Saratoga from the 1930s to the 1970s. Working with both the Northeast Documentation Conservation Center (NEDCC) and Backstage Library Works the museum has had over nine hundred negatives digitized and conservation work done on those that needed it. This great collection of photographs will be the focus of the summer 2023 von Stade gallery exhibition "**The Summer Place to Be: Bert Morgan's Focus on Saratoga**" (July 12, 2023 – October 1, 2023).

We would like to thank West Lake Conservators and Fine Art Conservation and Restoration, Inc. who worked on the conservation of four of our paintings which were featured in our 2022 exhibitions. These works included James R. Keene by Frederick W. Meinz, Flatterer and Jonathan Sheppard by Richard Stone Reeves, Gallorette by Richard Stone Reeves, and Match Race at Monmouth Park by Charles Zellinsky. The paintings James R. Keene and Flatterer and Jonathan Sheppard were featured in our Betting on America exhibition this year. The painting of Gallorette was featured in our Richard Stone Reeves exhibition and Match Race at Monmouth Park is on display in our Post-Civil War Gallery.

To learn more about our collection – including items not currently on display to the public – please follow our social media channels (@nmrhof) which feature: #MuseumObjectMonday (weekly, every Monday) and Sherman Grinberg Film Friday #ShermanGrinbergFilmFriday (monthly, first Friday of the month), and much more!

2022 Curatorial Department Notes - Exhibitions Update

The National Museum of Racing and Hall of Fame debuted three new special exhibitions and one annual exhibition in 2022. There were also updates to several thematic cases in the Edward P. Evans Gallery, the Arthur R. Sekerak Twentieth Century Gallery, History of Racing in Saratoga Springs gallery, and a special holiday display in the lobby.

The Paintings of Richard Stone Reeves was on display in the Museum's Link Gallery from March 9 through December 31. Richard Stone Reeves was one of the most prolific equine painters of the 20th century. This exhibition highlighted nine paintings from the museum's permanent collection and included Hall of Fame members Cicada, Exceller, Gallorette, Ruffian, Susan's Girl, and Sword Dancer. The portrait of One Count, which was gifted to the Museum by the iconic artist, was the first of twenty paintings by Reeves acquired by the Museum. The exhibition was the third in a series that that highlighted sporting artists, following The Paintings of W. Smithson Broadhead and The Paintings of Martin Stainforth.

From July 14 to October 9 the von Stade Gallery featured Jim Raftery: A Turfotos Retrospective (from the collection of Barbara D. Livingston). The exhibit examined the remarkable career of photographer Jim Raftery and featured more than sixty iconic images of the racing scene Raftery covered in his unique style for more than half a century. Raftery ran a successful track photography business, Turfotos, which had locations at Atlantic City, Garden State, Gulfstream, Hialeah, and Monmouth. Raftery was also the official photographer for Hialeah starting in 1944 and shot for Laurel, Narragansett, Pimlico, Saratoga, Suffolk Downs, Tropical Park, and Waterford Park, among others. Raftery photographed many of the greats in thoroughbred racing during his career, including Hall of Fame members such as Bold Ruler, Kelso, Nashua, Swaps, James "Sunny Jim" Fitzsimmons, John Veitch, Bill Hartack, Bill Shoemaker, and many more. He also photographed some of the most prominent guests to visit the racetracks, including Winston Churchill, Bob Hope, Grace Kelly, Harry Truman, and the Duke and Duchess of Windsor. Raftery remained active with his business until he died in 1994.

Betting on America: The Immigrant Experience and the Hall of Fame was this year's main exhibition in the McBean Gallery from July 14 through December 31, 2022. It was an in-depth look at the lives and impact on the sport made by the Hall of Fame inductees born outside of the United States. To date, 41 members of the National Museum of Racing's Hall of Fame hail from beyond America's borders. The Hall of Fame is privileged to tell the remarkable stories of these transcendent individuals, as well as those of the sixteen foreign-bred racehorses that have reached the game's greatest heights.

Exhibitions update continued

The fourth annual **Photo Finish** exhibition opened in the von Stade Gallery on November 2. It remained on display through February 5, 2023, with an accompanying online exhibition available through October 2023. The exhibit featured selected amateur and professional photographs that documented the entire racing experience, from the farm and the backstretch to the winner's circle. Each image captured an element of the strength, beauty, and emotion of the sport of racing. Photographers from 17 states and Ireland were represented in the exhibit. Remi Bellocq, Alicia Hughes, Sally Jeffords, and Tod Marks served as the judges, providing representation from the racing and arts communities. The von Stade Gallery exhibit will remain on display through Feb. 5, 2023, and the online exhibition will be available through October 2023. The call for submissions for the fifth annual **Photo Finish** exhibition will be announced in 2023.

In Fifty Years Ago, a featured case in the Edward P. Evans Gallery highlighted the racing achievements of 1972 and displaying the Kentucky Derby and Belmont Stakes trophies won be Hall of Fame horse Riva Ridge. In the Arthur R. Sekerak Twentieth Century Gallery, items focusing on the career of Hall of Fame trainer Thomas J. Healey went on display with a generous gift and loans from the Healey Family. Healey was trained for some of the top owners in the sport, including August Belmont II and the Whitney family, and won many top races such as the Preakness Stakes, Belmont Stakes, Travers Stakes, and Suburban Handicap. The Saratoga Fun Facts case in the History of Racing in Saratoga Springs gallery, featured the career of Mary Hirsch. She was the first woman to receive a trainer's license, first female trainer to saddle a horse in the Kentucky Derby, and the first and only female trainer to win the Travers Stakes. In the Triple Crown Gallery, the popular display celebrating the 75th anniversary of Assault's Triple Crown victory with historic artifacts graciously loaned by King Ranch Archives, was extended from April to the end of 2022. Additionally, a special holiday display featuring greeting cards sent by one of the earliest photographers of Thoroughbred racehorses, Charles Christian Cook, better known as "Cookie" or C.C. Cook, was on view in the lobby of the museum from November 23 until December 31.

NATIONAL MUSEUM OF RACING AND HALL OF FAME FACILITY RENTALS

The National Museum of Racing and Hall of Fame is a beautiful and unique location for your special event. Rent out the entire Museum and hold your dinner in the Hall of Fame Gallery with a cocktail party in the Sculpture Gallery. The Museum rental includes the beautiful courtyard area by the Secretariat statue. Your guests will love touring the Museum with the new signature film and interactive Hall of Fame experience.

You can also rent the Hall of Fame or Sculpture Gallery for smaller events. The Horseplay Gallery is available for Children's birthday parties. The Museum's Library and von Stade Gallery are unique spaces and are available during regular Museum hours for your business meeting. The Museum is available for wedding receptions and ceremonies, rehearsal dinners, corporate receptions and dinners, nonprofit fundraisers and galas, birthday parties and anniversaries, showers, meetings, and seminars.





2022 was a year of change for the education department. With the pandemic starting to wane and COVID restrictions coming to an end, we welcomed students back into the museum for in-person programming. We were ecstatic to deliver a stellar year of in-person educational programs.

We welcomed over 250 students into the museum during 2022 from several universities, primary, and secondary schools. When pandemic restrictions were fully lifted, students came from all over the world to visit us and see what we have to offer. We are pleased with the positive buzz and are confident that this number will grow substantially in 2023 with the addition of new subject-specific field trips now offered at the museum, including The annual Student Art Show was one of the best ever and set a new record for number of submissions. This year's Rodion Cantauczene Scholarship was awarded to Ted Schwerd, a senior at Schuylerville High School. Ted was granted \$1,000 to help pay for continuing education.

Foal Patrol Season 5 was our most successful season yet. Millions of viewers watched as we live streamed mares during their pregnancy and foaling. This year, we were able to showcase four Kentucky farms and one farm in Saratoga. In Kentucky, we had Traveling Tiger at Safari North, Spanish Bunny at Gainesway Farm, Elate at Claiborne Farm, and Repeta at Three Chimneys Farm. In Saratoga, Floripa was at Old Tavern Farm. We provided our viewers with constant updates, photos, and stories of the mares and foals, and cataloged every moment on our YouTube channel. We thank all of our partners for helping us deliver another great season.

Adult tour bookings held steady in 2022 during the summer racing season. The museum saw roughly 450 attendees to our Oklahoma Training Track Tours and our Tom Durkin Tours. Across the street at the Saratoga Race Course, our family-friendly Discovery Paddock saw almost 3,000 guests.



Education continued...

After remaining vacant for several months, the museum brought on Matt Reichel to permanently fill the museum educator position. Matt graduated from Johns Hopkins University with a MA in Museum Studies and was previously an English teacher at Saratoga Central Catholic High School. He worked the front desk in visitor services here at the museum before moving into the educator role. Alongside program educator Sarah Stellmann, the museum's education department has been hard at work fulfilling our goals and ambitions. The museum is now accepting school field trip tours on a consistent basis after months of pandemic-fuelled uncertainty. Drop-in programs for kids of all ages have returned during academic break periods. Additionally, we are proud to announce a new partnership with BOCES to create a bold new program for students in their horse care program, with the goal of establishing new careers in the racing industry.

The museum was once again a host for the "I Love New York's Fall Path Through History Weekends" where we welcomed many eager history buffs. We have also established an adult education course through SUNY Adirondack that will take place in Fall of 2023. I am also happy to announce that the National Museum of Racing has been selected to present at the Museum Association of New York State conference in Syracuse next year. Alongside our partner museums, the Saratoga Automobile Museum and the Children's Museum at Saratoga, we will be facilitating a talk on how institutions can collaborate on developing educational programs. It is an honor to represent the museum at such a prestigious event.

Online, the education department contributes a great deal to the museum's social media presence, crafting a carefully curated online educational series every month. Many of our posts are the museum's best performing posts of the year, with thousands of views and very high engagement numbers. Online programming helps us reach students of all ages well beyond our walls.

2022 was a great year for museum education, and we are confident that 2023 is shaping up to be even better in every way.

EVENT SUMMARIES

The Derby Party: Saturday, May, 7, 2022 - The Museum held its sixth annual Derby Party to kick off the first race of the Triple Crown in style. We welcomed an audience of over 400 people to taste craft beverages, sample signature Kentucky-inspired dishes made by local restaurants and watch the 2022 Kentucky Derby live in the Official Hall of Fame. Other attractions included a competition for the most fashionable Derby attire, a race day inspired 50/50 raffle and live music! At the Derby Party, we offer an authentic experience with a unique twist for the racing and food enthusiast. All proceeds support the educational mission of the Museum. Special thanks to West Point Thoroughbreds for their donation to our Live Auction!

Saturday Morning Socials: Every Saturday from 9 a.m. to 12 p.m. during the Saratoga race meet, the Museum offered free admission to visitors, complimentary coffee and donuts, handicapping seminars, and a unique special event every week. Special events included book signings, film showings, history talks, autograph signings, and live horses. Special thank you to event sponsors Julie & Co. Realty, Saratoga Spring Water, and Equibase.

Partnership and Syndicate Night: Held on July 19, Partnership and Syndicate Night brought together racing partnerships and fans to discuss opportunities in thoroughbred ownership. 14 of the top racing partnerships participated, allowing attendees to learn what's available at different price points. Participating partnerships included: Bona Venture Stables, Bond Racing Stables, Brown Road Racing, Celtic Magic Thoroughbreds, Centennial Farms, Dream Maker Racing, Essence of Thoroughbreds, Flying Partners, Hibiscus Stables, MyRacehorse, Sackatoga Stable, Shooting Star Thoroughbreds, Starlight and StarLadies Racing, Taylor Made Partnerships, and West Point Thoroughbreds. Special thank you to Saratoga Springs Water, Saratoga Eagle, price Chopper and...

Trivia Night: In partnership with ThoroFan, teams of four participated in three rounds of horse racing trivia across the history of the Breeders' Cup, Triple Crown series, and general knowledge. Prizes were awarded to the winner of each round including a grand prize for the overall point victors. Special thank you to our event sponsors Mazzone Hospitality, Saratoga Eagle, Saratoga Spring Water and Jackson Family Wines.

Travers Eve Wine and Cheese: The Museum celebrated the summer racing season with a cocktail party in the Race Day Gallery. The night before the biggest race of the summer, the Travers Stakes, Museum members and visitors mixed and mingled, watched our signature film, and enjoyed light refreshments. Special thank you to our event sponsors Mazzone Hospitality, Saratoga Eagle, Saratoga Spring Water and Jackson Family Wines.

Member Holiday Party: The Museum trustees and staff welcomed members and their guests to celebrate the holiday season. Offered as a Museum membership perk, members enjoyed a cocktail party in the Sculpture Gallery with refreshments and classic holiday music. Special thank you to our event sponsors Mazzone Hospitality, Saratoga Eagle, Saratoga Spring Water and Jackson Family Wines.





SOCIAL MEDIA STATISTICS

Total Followers (all platforms): 26,618

Facebook: The Museum's biggest platform with 14,080 followers.

2022 Reach (total unique views) = 441,049 - up 20% from 2021 Page and Profile Visits = 26,097 - up 163% from 2021 New Likes and Follows = 1,131 - down 9% from 2021

TOP POST	REACH	LIKES & REACTIONS	COMMENTS	SHARES
10/12/22 EDUCATION	195,034	11,364	998	797
11/9/22 EDUCATION	27,032	736	132	112
8/25 JOHNNY VELAZQUEZ	21,017	1,558	152	96

*Statistics are as of December 31st, 2022



Social Media statistics continued...

Instagram: Total follower count of 3,183.

2022 Page Reach = 8,577 - down 36% from 2021 (largely impacted by Instagram's algorithm favoring video media versus still media)
Page and Profile Visits = 3,535 - down 6% from 2021
New Likes and Follows = 384

TOP POST	REACH	LIKES & REACTIONS	COMMENTS	SHARES
1/14 SEAHORSE D'ORO	969	124	4	6
4/1 REPETA	932	163	6	4
9/9 QUEEN'S SILKS	854	71	6	4

^{*}Statistics are as of December 31st, 2022





nmrhof #FoalFriday Seahorse d'Oro (NY), then and now. Do you remember our Foal Patrol Season 1

Twitter: Second biggest social media platform with 8,355 followers.

Total impressions: 810,000

Link Clicks: 2,252

Retweets and Comments: 1,901

Likes: 4,275 Replies: 230

TOP POSTS	IMPRESSIONS	ENGAGEMENTS
3/2 HOF FINALISTS	75,224	500
5/11 HOF INDUCTEES	35,401	857
1/13 TRAVELING TIGER	21,167	617

^{*}Statistics are as of December 31st, 2022

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maintenance and much more.

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2022 Revenues:	\$4,216,758	100%
Capital Campaign:	\$3,853,055	91%
Investments:	\$155,546	4%
Investments Gains/Losses:	(\$1,930,547)	-47%
Ball/Special Events:	\$399,214	9%
Gifts and Grants:	\$914,681	22%
Membership:	\$87,942	2%
Shop Sales:	\$151,641	4%
Other Income:	\$329,603	8%
Admissions:	\$147,786	4%
Other Special Events:	\$107,837	3%

\$4,086,146	100%
\$2,683,115	66%
\$615,731	15%
\$653,700	16%
\$133,600	3%
\$133,600	3%



