



KHPFoundation.org

NEWSLETTER



Spring 2021



A non-profit organization dedicated to enhancing, expanding, and improving the Kentucky Horse Park.

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Land Rover KY 3-Day Event Fund Formed

The Land Rover Kentucky Three-Day Event stands among the top premiere events on the international equestrian calendar. Celebrating and showcasing global excellence in the sport of eventing, this annual competition, traditionally held in April, has been the Kentucky Horse Park's signature event since 1978. This iconic event was in jeopardy earlier this year.

Future Plans of the IMH

08



Martha Slaughter Spearheads Plan for IMH Future

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KHPF Trail Ride

11



Trail Ride to Benefit KHPF Tree Fund

The Kentucky Horse Park Foundation is hosting a trail ride open to all disciplines and riders on Saturday, May 8 at the Kentucky Horse Park to benefit the Tree Fund Initiative at the Park. Guests are invited to explore the Park grounds with their own horse for a \$45 entry fee which includes a KHPF/KHP face mask and access to the trail.



Dear Kentucky Horse Park Foundation Family,

Here at the Kentucky Horse Park Foundation, we are enjoying the renewal of Spring and looking back at an unprecedented year in the life of the Kentucky Horse Park. As the world collectively sees the light at the end of the COVID-19 tunnel, we, too, here at the KHPF see a future that is bright and full of possibility.

And we recognize that the bright future we envision is only made possible through the support of our donor family, friends like you that stepped up to the plate and stayed alongside us during challenging times. Truly, we have been blessed and humbled by the response of both the local and global equestrian communities, and this newsletter highlights some of the ways the KHPF has felt unparalleled support.

Support such as...

- A Man o' War Campaign of Annual Giving that is exceeding our goals for the program during an extremely difficult economic climate
- The 2020 Southern Lights Holiday Festival which attracted more than 37,000 vehicles to the Kentucky Horse Park, exceeding the prior year's attendance by over 12,000 vehicles
- Unrestricted contributions which allowed the KHPF the opportunity to give the Park over \$500,000 in support, leading to the completion of capital projects, the purchase of equipment, and the continuation of virtual education and outreach programs
- An unprecedented joint venture with Equestrian Events Incorporated to shepherd the grassroots fundraising effort which led to the reversal of the announced cancellation of the Land Rover Kentucky Three-Day Event. This effort ensures that the Kentucky Horse Park's signature event will return to the world stage in 2021.

These are just a few of the examples of the way in which the Kentucky Horse Park Foundation family blessed the Park through the dark days of the pandemic, and we are so grateful.

As the sun shines bright and Spring arrives at the Kentucky Horse Park, flowers are blooming, trees are budding, horses are enjoying the beauty of the Bluegrass, and the world is watching like never before. Thanks to you and your continued support, the Kentucky Horse Park Foundation stands strong and poised for a bright future ahead.

During these unprecedented times, we are truly blessed to have you in the Foundation Family.

With Regard,
Clay Green, Chair

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KHPF Makes Online Giving Simple Through a Refreshed Website

The KHPF is delighted to announce the launch of its refreshed website, www.khpfoundation.org. Unveiled at the close of 2020, this updated site is visually captivating and loaded with news and information. Content will be updated and refreshed frequently, and we hope you will take a moment to check it out!



The website also features easy online giving opportunities. You can easily make a gift and designate it according to your wishes on our secure site. Save time and paper when you make your annual donation, support a specific program at the KHP, or make a gift in honor or memory of a loved one—all with the click of a button!

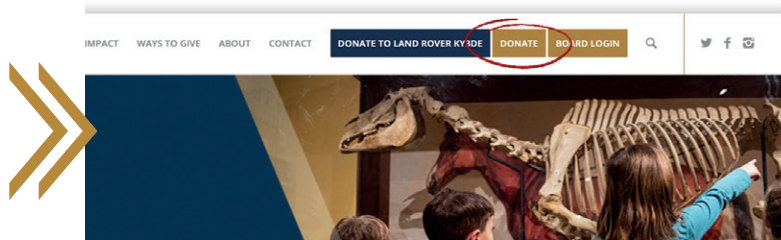


The new website also provides interactive maps for you to explore the Park and learn about projects the KHP Foundation has funded.

Easy online giving opportunities.

www.khpfoundation.org

Support a specific program at the KHP, or make a gift in honor or memory of a loved one.





Returning to the World Stage

The Land Rover Kentucky Three-Day Event presented by Mars Equestrian™ stands among the top premiere events on the international equestrian calendar. Celebrating and showcasing global excellence in the sport of eventing, this annual competition, traditionally held in April, has been the Kentucky Horse Park's signature event since 1978.

The future of this iconic event was in jeopardy earlier this year due to the challenges presented by COVID-19. The event, which was not held in 2020, was also officially cancelled for 2021 when it was apparent that spectators would not be allowed.

The response to this disappointing news was overwhelming and quickly became a call to action. A number of individuals immediately stepped up to the plate, offering their financial support, and a grassroots effort was born to save the 2021 event.

The Kentucky Horse Park Foundation quickly acknowledged that the event's continuance at the KHP is crucial to the KHP's future financial success and prestige. The Kentucky Horse Park Foundation formed a partnership with Equestrian Events, Inc. to further the stated charitable purposes of both organizations by ensuring that the Land Rover Kentucky Three-Day Event take place in 2021 at the Kentucky Horse Park.

To date, the effort has secured over \$750,000 in donations which is enough to guarantee that the event will take place without spectators. It is the KHPF's honor and privilege to work closely with Equestrian Events, Inc., the Kentucky Horse Park, U S Equestrian and longstanding sponsors Land Rover, Mars Equestrian™, and Rolex to present the 2021 Land Rover Kentucky Three-Day Event.

If you would like to support this effort, you may designate your gift at khpfoundation.org.

The Kentucky Horse Park Run/Walk Club Returns!

The Kentucky Horse Park Foundation is proud to announce the return of the **Kentucky Horse Park Run/Walk Club** starting May 3 and running through September 27 (closed July 12, July 26, and September 6). The KHP Run/Walk Club will meet every Monday from 4:30 p.m. – 7:30 p.m. and will have a designated two-mile route through the Park's scenic grounds. The event is free to the public, although donations to the KHP Foundation are always appreciated!



Kentucky Horse Park
RUNWALK
CLUB



PRESENTED BY:
KENTUCKY HORSE PARK
FOUNDATION

What to Know

- ▶ **Guests must register at khpfoundation.org/khp-runwalk-club**
- ▶ **Face masks are required when social distancing is not possible**
- ▶ **Strollers and dogs on leashes are welcome**
- ▶ **Bikes are prohibited during Run/Walk Club to ensure the safety of our guests**
- ▶ **Food and beverage trucks will be available each week at the end of the route**
- ▶ **More questions? Contact foundation@khpfoundation.org**



Making progress on the wash racks funded in 2020.

Kentucky Horse Park Foundation Awards New Grants to the Kentucky Horse Park

Kentucky Horse Park Foundation was pleased to award \$57,670 in new grants to the Kentucky Horse Park at its October 2020 and January 2021 meetings. Funding was directed toward a number of initiatives at the Park, including equestrian equipment and traffic assistance.

Kathy Meyer, Executive Director of the Kentucky Horse Park Foundation, stated “The Kentucky Horse Park Foundation is grateful to its donors that make grant awards like these possible. It is only through generous supporters that KHPF is able to make a measurable impact at the Kentucky Horse Park.”

The projects funded in October 2020 and January 2021 include:

Equestrian Equipment

Purchase of Tack for Parade of Breeds (\$3,620): Provided funds to purchase four saddles and bareback pad which are needed for horses that are featured in the daily Parade of Breeds show. Existing saddles were badly worn and in need of replacement.

International Museum of the Horse

Purchase of Shelving (\$23,129): Helped fund the purchase and installation of new shelving which is needed to address significant artifact storage challenges in the International Museum of the Horse.

Traffic Needs

Purchase of Traffic Signboards (\$24,774): Purchased two traffic signboards which are needed as a safety measure by Mounted Police. They will be utilized frequently throughout the year when the Mounted Police need to direct heavy traffic.



Bike Racks (\$2,010): Provided funds to purchase four bike racks which will be used frequently this spring and summer. Bicycle storage has become an increasing need at the KHP, and the KHPF was delighted to assist in this endeavor.

Bike Path Signage (\$4,138): Purchased signs, signposts, and maps which will help direct bike, golf cart, and pedestrian traffic for all users of the Park.

These grants were awarded through a formal application process, administered by the KHPF Grants Committee, composed of members of the Kentucky Horse Park Foundation Board of Directors. The Grants Committee makes recommendations to the full Board of Directors upon their review of all applications. The Kentucky Horse Park Foundation is delighted to report that these awards were approved unanimously by the Kentucky Horse Park Foundation Board of Directors at its October and January meetings during the 2020-2021 Fiscal Year.



DONOR DOLLARS AT WORK!



Memorializing Staying Together



The Kentucky Horse Park Foundation is excited to announce that the bronze memorial of champion pacer, Staying Together, is complete and has been installed at the Hall of Champions' Memorial Walk. The champion, affectionately known as "Stanley" to fans, came to the Kentucky Horse Park in 1995 after a four-year career with 46 wins in 95 starts, earning \$1,692,832.

The bronze was sculpted by equestrian artist, Shelley Hunter, who also created the John Henry and Alysheba bronzes at the Park. This endeavor was supported by several very generous donations, and the Kentucky Horse Park looks forward to hosting a formal "unveiling" later this year.

Martha Slaughter Spearheads Plan for the Future of IMH



The International Museum of the Horse stands as one of the Kentucky Horse Park's greatest gems. An affiliate of the Smithsonian, this center for equine scholarship, art, and history, is unlike any other museum in the world. As the Kentucky Horse Park looks to the future, it is committed to maintaining the relevance of the IMH and ensuring its existence for future generations. This commitment, however, does not come without its challenges, and the Kentucky Horse Park Foundation is poised to offer its support and assistance.

In August 2020, and through the support of the KHPF, independent consultant Martha Slaughter was asked to assess the International Museum of the Horse by looking at the museum's operations, relevance, and how it supports and fulfills the mission of the Kentucky Horse Park.

Martha has worked in arts administration, organizational consultation and curatorial work for over 30 years, creating strategic plans, financial stability and growth. She has held leadership positions at Jewish Hospital, Bernheim Arboretum and Research Forest, and the Speed Art Museum. She has also served on National Endowment for the Arts review panels, the NEA Museum Assessment Program, as well as on numerous state arts review panels.

When asked what makes the IMH a worthy investment of time and resources, she replied, "The International Museum

of the Horse is a truly unique institution. It is a central experience for visitors to the Kentucky Horse Park and provides in-depth information and narratives about the evolution of the horse, disciplines and breeds while highlighting the history of the Kentucky Thoroughbred and the history and culture surrounding the Arabian horse."

During a four-month period, Martha interviewed over thirty people who are key personnel and stakeholders of the IMH to better understand and confirm existing conditions. She also observed IMH staff meetings, meetings with the KHP's administration, and meetings of the KHP Commission.

Martha conducted research utilizing past IMH assessments and IMH literature, and by looking at comparable institutions, including the Kentucky Derby Museum and the Kentucky Historical Society, as well as developing an understanding of other departments and areas which operate within the Kentucky Department of Tourism, Arts and Heritage.

Through this extensive research, Martha created a report whose goal was to identify the best short-term course for the International Museum of the Horse and how it can best serve the current needs of the Kentucky Horse Park while providing a meaningful and engaging experience for visitors and the community at large. The recommendations are based on priority.

Martha expressed some of the challenges facing the IMH in its current state. She shared, "The International Museum of the Horse faces the same challenges many cultural institutions face at this moment, after being closed during the year during the Covid 19 pandemic. How to reopen smartly and safely, ensuring the safety of the visitors and staff, while providing memorable experiences for each and every guest. It is a monumental task and one being felt throughout the entire Kentucky Horse Park."

The KHPF and KHP are hopeful that the implementation of Martha's finding will lead to a bright future for the IMH. When asked about the IMH's potential years down the road, she replied, "The International Museum of the Horse has many opportunities over the course of the next five to ten years. Working with the Horse Park to provide in depth narratives and historical perspectives, on current and past equine sport and culture, the Museum remains a cornerstone of the park and visitor experience."

Kentucky Horse Park Volunteers Kick Off 2021 Season!

The Kentucky Horse Park Volunteer program kicked off 2021 with a "Park Clean Up Day" on March 16. Volunteers and Park staff gathered to help the Park look its best for the start of the show season and enjoyed lunch provided by the Kentucky Horse Park Foundation. A "Volunteer Refresher Course" was also held the same day to give volunteers a chance to dust off the cobwebs.

The Kentucky Horse Park Volunteer Program has over 400 active volunteers that assist the Park in so many ways-from providing care to horses, to serving as tour guides, to driving shuttles-truly, there is a job for everyone! For more information on becoming a volunteer, visit www.kyhorsepark.com/about-us/volunteer or contact KHP Volunteer & Outreach Programs Director, Annie Martin at annie.martin@ky.gov.



Congratulations Frank!

The Kentucky Horse Park staff honored Frank Vaughan for earning 2,500 hours of volunteer service to the Park. Frank has been greeting visitors at the museum desk for 18 years!



KHP Employee Spotlight: Tony Vaughn

The Kentucky Horse Park thrives because of the talents and dedication of its staff members, and Tony Vaughn, Visitor Center Manager, is one outstanding example of that dedication! Tony has worked at the Park for twenty-three years, serving first in the Gift Shop and later in the Visitor Center. His sense of humor, his rapport with Park guests, and his commitment to excellent service make him one of the Park's most valuable assets.

What led you to the KHP?

Recruited by a previous Gift Shop Manager whom I worked with prior to the Park.

What does your job currently entail?

Managing the Visitor Center, Ticket Sales, Parking Booths and assuring that guests are taken care of in a friendly and professional manner.

What do you like most about your job?

Meeting new people and representing the Kentucky Horse Park and the state.

Favorite season at the Park?

Winters are long and lonely here...definitely Spring!

What do you like to do when you are not working?

Well over the past year I've become quite the couch potato. Normally though, if memory serves, I enjoy traveling, camping, shopping, movies, visiting family and eating. Mostly eating.

What is one of your favorite quotes?

Be the energy you want to attract.

What is the one thing you cannot live without?

Do you want the truth or something beautiful? Lol. Because I'm afraid it's chocolate.

If you could have any superpower what would it be?

The power to fly, and world peace of course.

If you were a horse, what breed would you be and why?

A Gypsy Vanner because they tend to be a spectacle and they have great hair.

What is an insider tip for someone that has never been to the Park?

Come early so that you get to enjoy everything the Park has to offer.

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Kentucky Horse Park Foundation Donation Form

Use this form or save a stamp and donate online at KHPFoundation.org

Enclosed is my gift for \$ _____

Please charge my gift of \$ _____ to the following credit card

Name _____

☐ VISA

☐ Mastercard

☐ AMEX

Address _____

Card #: _____

City / State / Zip _____

Exp. Date _____

Phone _____

Cardholder _____

Email _____

Signature _____

I would like my donation earmarked for the following: PLEASE CHECK ONE

☐ Man o' War Society

☐ Nina Bonnie Endowment Fund

☐ International Museum of the Horse

☐ Capital Improvements

☐ Wherever it is needed most

☐ Other

Kentucky Horse Park Foundation · 4075 Iron Works Parkway · Lexington, KY 40511



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SPECIAL EQUINE GUESTS AT THE KHP

The Kentucky Horse Park has baby fever-baby Clydesdale fever that is! Sandy Acres Blazin' Dice, aka "Blaze" is the proud momma of SDC Blazin' Ruthless, aka "Ruthie" born February 12. The pair are on loan to the Park thanks to Dr. Steven Davison of Corydon, Indiana. Be sure to visit Blaze and Ruthie in the Big Barn through April.

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