



NATIONAL • MUSEUM • OF
RACING
AND • HALL • OF • FAME

Annual Report 2024

Chair Letter

Dear Friends,

In 2024, we had visitors from all 50 states and numerous countries around the world. We are thankful to everyone who visited this year and helped prove the National Museum of Racing and Hall of Fame is a must-see attraction.

The Museum and Hall of Fame relies on its talented staff, dedicated members, and loyal trustees to ensure the fulfillment of its mission of preserving and promoting the sport of thoroughbred racing in America. The National Museum of Racing and Hall of Fame debuted three new special exhibitions, two annual exhibitions, and multiple updates to the permanent galleries. There were several new educational program offerings as well.

We inducted a remarkable Hall of Fame class in 2024 that included the horses Aristides, Gun Runner, and Justify; jockeys Abe Hawkins and Joel Rosario; and Pillars of the Turf Harry F. Guggenheim, Clement L. Hirsch, and Joe Hirsch. This new class brings our Hall of Fame a total of 487 members, all of them among the greatest achievers in our sport's history. We thank you for your continued support of the National Museum of Racing and Hall of Fame and look forward to welcoming you in 2025!

Sincerely,

A handwritten signature in black ink that reads "Charlotte C. Weber". The script is fluid and cursive, with the first name "Charlotte" being larger and more prominent than the last name "Weber".

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The 2024 Hall of Fame induction ceremony was held on Friday, Aug. 2 at the Fasig-Tipton pavilion in Saratoga Springs, N.Y. The class of 2024 was comprised of the racehorses Gun Runner, Justify, Aristides, and Lecomte; jockeys Joel Rosario and Abe Hawkins; and Pillars of the Turf Harry F. Guggenheim, Clement L. Hirsch, and Joe Hirsch. Former New York Racing Association track announcer Tom Durkin served as master of ceremonies.

The 2025 Hall of Fame ceremony will take place on Friday, Aug. 1.

CURATORIAL

2024 Special Exhibitions at the National Museum of Racing and Hall of Fame

- *Photo Finish: 5th Annual Juried Photography Exhibition*, von Stade Gallery (November 1, 2023-February 4, 2024)
- *Hot Dog! The Harry M. Stevens Concessions Experience*, Link Gallery (January 10, 2024 - December 29, 2024)
- *Win, Place, Show: Student Art Exhibition*, von Stade Gallery (Grades 3-7 March 2-March 31, 2024; Grades 8-12 April 13-May 12, 2024)
- *The Passions of Paul Mellon: Horses, Art, and Philanthropy*, McBean Gallery (July 11, 2024-March 30, 2025)
- *The Remarkable Ruffian*, von Stade Gallery (July 11, 2024-October 6, 2023)
- *Photo Finish: 6th Annual Juried Photography Exhibition*, von Stade Gallery (November 2, 2024-February 2, 2025)

The National Museum of Racing and Hall of Fame debuted three new special exhibitions and two annual exhibitions. In the permanent galleries there were updates to the Race Day, Sculpture, Steeplechase, Edward P. Evans, and Triple Crown Galleries. There were also several thematic displays in the Edward P. Evans Gallery, Lower Lobby, Sculpture Gallery, and Lobby. The Museum continued to have a display at the Gideon Putnam and updated the Museum's Walk of Fame pavilion at Saratoga Race Course.



The Passions of Paul Mellon: Horses, Art, and Philanthropy

CURATORIAL

2024 Curatorial Department Notes & Exhibitions Update

The Link Gallery featured *Hot Dog! The Harry M. Stevens Concessions Experience* from January 10 through December 29. In 1887, Harry Mozley Stevens he attended his first baseball game in Columbus, Ohio and recognized the need to clearly identify players. He obtained permission from the team's owner to produce and sell an improved scorecard. Inspired by this early success, Stevens expanded the business to include food and drink concessions. Harry M. Stevens, Inc. catered to 20 racetracks throughout the country, including Belmont Park, Churchill Downs, Hialeah Park, Pimlico Race Course, and Saratoga Race Course. "From the Hudson to the Rio Grande" became the company's slogan after opening its concessions at the racetrack in Juarez, Mexico. As an industry pioneer, some credit Stevens for innovations including the introduction of straws for soda bottles and even the hot dog. Stevens died in 1934, leaving the growing business to his sons. When Aramark purchased the company in 1994, it still operated food and drink concessions at some of the nation's largest sports venues. This exhibit focused on Harry M. Stevens concessions at racetracks in the first half of the twentieth century. The exhibit was made possible from generous loaned items to the exhibit from Mary Jane Hunt, horsefeathers!, the Harry M. Stevens Family Foundation, Inc., and Ken Grayson.

The major exhibition in the Peter McBean Gallery was *The Passions of Paul Mellon: Horses, Art, and Philanthropy*. It opened to the public on July 11, 2024, and will remain on view until March 30, 2025. Pillar of the Turf Paul Mellon held a lifelong passion for horses and achieved lasting success as an owner and a breeder of thoroughbreds with champion racehorses including Hall of Fame members Arts and Letters and Fort Marcy. He became an avid art collector in his forties and went on to donate thousands of works to notable institutions including the National Gallery of Art, Virginia Museum of Fine Arts, and Yale Center for British Art. He was also one of the greatest American philanthropists of the twentieth century and his legacy connects many institutions and foundations today. The exhibit featured selections from the Museum's collection and archive gifted by Paul Mellon along with objects from other institutions that he impacted. Additionally, the Museum produced a complementary exhibit publication with contributions from John Baskett, the National Gallery of Art, Virginia Museum of Fine Arts, Yale Center for British Art, National Sporting Library & Museum, National Horse Racing Museum, and Oak Spring Garden Foundation.

The summer exhibition in the von Stade Gallery was *The Remarkable Ruffian*, on view from July 11 to October 6. Hall of Famer Ruffian was one of the most brilliant horses of the 20th century. This intelligent dark bay filly won all five of her races as a 2-year-old, earning the Eclipse Award for Champion 2-Year-Old Filly and the nickname "Superfilly." In her 3-year-old year, she continued to demonstrate her incredible abilities winning the New York Filly Triple Crown. Lacking competition among the fillies, Ruffian met Kentucky Derby winner Foolish Pleasure in a match race on July 6, 1975, at Belmont Park. They went stride for stride until tragedy struck. The loss of Ruffian inspired advances in veterinary medicine and increased industry safety measures. This exhibit honored Ruffian's incredible achievements throughout her career and her enduring legacy.

CURATORIAL

Exhibitions update continued...

The two annual exhibits held in the von Stade Gallery were the *Win, Place, Show: Student Art Exhibition* organized by the Education Department and *Photo Finish: 6th Annual Juried Photography Exhibition*. *Photo Finish* opened on November 2, 2024, and will be on display until February 2, 2025. The exhibit featured selected amateur and professional photographs that documented the thoroughbred racing experience, from a serene moment on the farm to the exhilaration at the finish of a race. Each image captures an element of the strength, beauty, and emotion of the sport. Photographers from eleven states were represented. This year's judges who represented both the racing and arts communities were Andrew Richards (Collections Committee Member), Tiina Loite (former New York Times Photo Editor), Dr. Coleen Yarger (National Sporting Library & Museum), and Lauren Warren (Keeneland Association). The online component of the exhibition included all photographs displayed onsite, as well as additional selections.



Several elements of the permanent galleries were updated this year. In March, Secretariat's triple crown trophies and halter, Ron Turcotte's crop, and Meadow Stable colors silks and blinkers, were placed on display in the Triple Crown Gallery. Count Fleet's triple crown trophy was moved to the Edward P. Evans gallery to join the rest of his triple crown trophies. The interactive space in the Steeplechase gallery was refreshed in April to make it more inviting to visitors. The interactive was repositioned, the space was painted white, and the walls now feature three steeplechase paintings by Thomas Percy Earl. Two recent acquisitions, *California Chrome* by Linda Stinson and *"Racing into History"-Secretariat and Ron Turcotte* by Jocelyn Russell were added to the Sculpture Gallery in June. Race Day's donor silks, counter graphics, and track map were all updated that month as well.

There were multiple temporary thematic displays throughout the Museum. The Edward P. Evans gallery case, Celebrating the 150th Kentucky Derby, featured trophies from Reigh Count (1928), Cavalcade (1934), and Sunday Silence (1989). The Lower Lobby case focused on Arts and Letters, winner of the 1969 Travers and included a win composite photograph, program, and the 1969 Travers trophy. In the Sculpture Gallery, a wall case now highlights the career of Hall of Fame trainer Jonathan Sheppard and features a selection of trophies that were recently bequeathed to the Museum.

CURATORIAL

Exhibitions update continued...

In the lobby, there was a rotating display of paintings for each of the Triple Crown Races. For the Kentucky Derby, *Cavalcade* by Martin Stainforth was on display. 2024 marked the 90th anniversary of Hall of Famer Cavalcade's Kentucky Derby win. The painting was a gift from Mrs. Isabel Dodge Sloane who was the owner of Cavalcade and became the fifth female owner to win the Kentucky Derby in 1934. For the Preakness, *Deputed Testamony with Donny Miller Jr. up at Pimlico* by Jean Bowman was on view. Deputed Testamony won the Preakness Stakes in 1983. The painting was a recent gift from Francis and Barbara Sears Family. The last in the series for the Belmont was *Francis Morris, Importer of Eclipse, Founder of the Domino Line - and - Breeder of Ruthless, Winner of the 1st Nursery Stakes, 1866, Winner of the 1st Belmont Stakes, 1867*, by artist Frederick W. Meinz. The portrait featured a painting of Ruthless in the background. The August Belmont Memorial Cup was on display in the Museum's lobby from June 5 to June 6 during the Belmont Stakes Festival. For the winter season, the painting of the *London Royal Mail Coach in Snow* by James Pollard was on view.

The Museum continued to have a display of silks and programs at the Gideon Putnam and at Saratoga Race Course, the Hall of Fame class was updated at the Museum's Walk of Fame pavilion. The Museum featured a variety of trophies from the collection every Friday. During the Belmont Stakes Festival, the display included a stopwatch that belonged to Hall of Fame trainer Woody Stephens, who had five consecutive victories in the Belmont, and a stopwatch by that was used by Gregory Duncan "Don" Cameron, who trained 1974 Triple Crown winner Count Fleet. This display was courtesy of a generous loan from Philip Gleaves. The August Belmont Memorial Cup was also on view in the space the day before the Belmont Stakes.



Hot Dog! The Harry M. Stevens Concessions Experience



The Remarkable Ruffian

CURATORIAL

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CURATORIAL

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2024 Curatorial Department Notes - Collections Update

We would like to thank West Lake Conservators who worked on the conservation of three steeplechase paintings as well as the portrait of James McLaughlin by C. C. Markham, on view in our Post-Civil War Gallery.

A treatment was also completed on the Pimlico Gate, located in the Beautiful Pleasure Garden. Conservator Steve Roy worked with Brookside to develop a secure method of supporting the gate. We have also worked with NYRA to make structural and aesthetic improvements to the Big Red Spring pavilion at Saratoga Race Course for the continued enjoyment of racing fans.

To learn more about our collection - including items not currently on display to the public please follow our social media channels (@nmrhof) which feature weekly Collections Connections posts, providing a closer look at our collection on display as well as a behind the scenes look those not on display!

EDUCATION

2024 has been a truly exciting year for the Education Department at the National Museum of Racing and Hall of Fame. With an emphasis on outreach, we've continued to grow our programs and strengthen connections within our community. Whether through in-person events, virtual learning initiatives, or new school partnerships, our focus has been on bringing the museum to a wider audience and expanding access to our resources.

Extending Our Reach: Bringing the Museum to the Community

Outreach has been central to our mission this year. We've connected with more people than ever before, participating in local events, partnering with schools, and making special appearances at community gatherings like the annual YMCA Children's Health Day. By bringing our educational programs outside the museum walls, we've helped more individuals engage with thoroughbred racing in ways that are meaningful and accessible. As we look toward the future, we're excited to continue these efforts and reach even more people where they are. This year, we reached over a thousand people throughout community outreach initiatives.

One of our standout successes this year has been the **Readers Up!** program, which introduced equine-themed literature to local classrooms. This initiative allowed students to connect with the stories of racing through books and class discussions, and the response from teachers and students alike has been overwhelmingly positive. Through our classroom visits, we met with close to 400 students throughout the Capital Region. We're thrilled to expand this program in the coming year, offering even more book selections and reaching additional schools.

Another highlight has been the launch of **Museums on the Move**, a new outreach initiative designed specifically for senior living communities. This program began in the fall and has already brought meaningful educational experiences directly to seniors in the area. We're just getting started, but the early feedback has been fantastic, and we're eager to see this program grow in 2025.

New Programs, Continuing Success

Our established programs have continued to thrive in 2024, and we've also introduced new initiatives to meet the evolving needs of our audience. The **NMRHOF Book Club**, launched earlier this year, exceeded our expectations. What began as a small group has grown into a lively, engaged community of 20 readers who are passionate about discussing equine literature. The club has fostered meaningful connections among participants, and we're excited to carry it forward with a fresh lineup of books in 2025.

The **Win, Place, Show: Student Art Exhibition** was another success story this year. We were thrilled to see the incredible talent of local student artists on display, and our gallery visitors were deeply impressed by the creativity and passion these young artists brought to their work. This year's winner, Olivia Clemensen, had the opportunity to present her winning piece at the Saratoga Race Course this year, and we couldn't be prouder of all the students who participated. We had the most art submissions in the history of this exhibition in 2024, with close to 150 student artists participating, and we are aiming for even more in 2025.

Our **Health, History, and Horses** program continues to be a popular offering for local schools. The chance for students to see thoroughbreds up close and learn about Saratoga's rich racing history has been a hit with educators, and we're grateful for the ongoing support from our partner schools. This year, over 500 students attended a Health, History, and Horses experience.

EDUCATION

Expanding Our Digital Presence

Digital education has been a key area of growth for us this year. Through our collaboration with **Museums for Digital Learning**, we launched two online courses: one based on our fourth-grade STEM program and another focused on horse racing during the Civil War. These courses are available to educators across the country, and we've been encouraged by the enthusiastic response. As more schools integrate digital learning into their classrooms, we see these resources as a vital part of expanding the museum's reach beyond Saratoga Springs.

In addition to our online courses, our **Collections Connections** video series has continued to attract viewers from around the world. These videos provide unique insights into the museum's collection and have proven to be an effective way to engage with a wider audience.

Looking Forward

As we reflect on 2024, we're incredibly proud of what we've accomplished. It's been a year of outreach, innovation, and community building. None of this would have been possible without the dedication of our staff, the guidance of the Education Committee, and the unwavering support of the Board.

Looking ahead to 2025, we're excited to continue expanding our programs, deepening our community connections, and finding new ways to share the rich history of thoroughbred racing with even more people. We remain committed to making the museum's educational offerings accessible to all, and we're eager to see where the next year takes us.



TOURS & PROGRAMS

Reflecting on our activities throughout 2024, we are pleased to report on the various programs and tours offered at the National Museum of Racing and Hall of Fame. Our commitment to engaging the public and sharing the rich history of horse racing has been evident through our diverse tour offerings and community outreach initiatives.

In-House Tours

Oklahoma Training Track Tours

This year, the museum successfully conducted daily tours of the Oklahoma Training Track from May through October. We experienced an increase in guest attendance compared to the previous year, highlighting the growing interest in this unique experience. We will continue to offer these tours every day that the Museum is open to the public in May through October of 2025.

Attendance: 285

Tom Durkin Tours

We continued our popular Tom Durkin tours during the racing season, with sessions offered on Thursdays, Fridays, and Saturdays. While attendance saw a decline compared to the previous year, we remain committed to enhancing this experience for future guests. After looking at the data following the end of the racing season, we decided that Thursdays were the most popular so next year we will be exclusively offering this tour on Thursdays, June through August.

Attendance: 124

General Guided Tours

Our private guided museum tours saw a remarkable increase in attendance this year. This significant growth reflects the effectiveness of our outreach and marketing strategies to attract visitors to our museum. We created a tour offering brochure to send to Capital Region hotels and senior specific brochures to send to senior homes in the Capital Region. We will continue to offer these private tours in 2025 and update our tour brochures to send out again.

Attendance: 487

Angel Cordero Jr. Tours

The expansion of tours led by Hall of Fame jockey Angel Cordero Jr. was met with enthusiasm, with four tours offered in August. Overall attendance increased compared to the previous year, demonstrating sustained interest in this offered tour.

Attendance: 32



TOURS & PROGRAMS

Farm Tours

We offered eight tours of Saratoga County farms from April to October, which attracted a notable number of guests. This increase in attendance underscores our ongoing commitment to connecting our audience with the equine community and fostering appreciation for local racing culture. We plan to offer the same amount of farm tours next year, with some returning farms and some new farms.

Attendance: 150

Rood & Riddle Tours

A new initiative this year included tours of the Rood & Riddle Equine Hospital. These behind-the-scenes experiences were well-received, and we plan to expand this offering in the coming year to accommodate further interest.

Attendance: 23

Community Engagement

Drop-In Program

Throughout the racing season, we provided a weekly drop-in program aimed at engaging young visitors. While attendance was modest, our guests were very enthusiastic about engaging with our museum and collection in the new and innovative way. We plan to host a drop-in program during the 2025 season.

Faith's House Visits

Our outreach efforts extended to Faith's House, where we engaged with children through reading and activities. These visits foster community connections and enrich the lives of young participants, reinforcing our mission of education and engagement.

Overall, 2024 has been a year of growth and learning for the National Museum of Racing and Hall of Fame. We remain dedicated to enhancing our programs, engaging with our community, and fostering a deeper appreciation for the sport of horse racing. As we look ahead, we are excited to build on our successes and explore new opportunities to inspire and educate our guests. Thank you for your continued support and commitment to our mission.



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2024 MUSEUM BALL

Thank you to the members of the Honorary Committee for supporting this year's Museum Ball!



EVENT SUMMARIES

Saturday, May 4th, The Derby Party:

The Museum held its eighth annual Derby Party to kick off the first race of the Triple Crown in style. We welcomed an audience of 350 people to taste craft beverages, sample signature Kentucky-inspired dishes made by local restaurants and watch the 2024 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 thank you to event vendors and sponsors: 1800 Tequila, 9 Miles East, Active Ingredient Brewing Company, The Adelphi Hotel, Adirondack Brewery, Adirondack Winery, Alpha-Lit Albany, Bookmakers, Bragg, Brown's Brewing Co, Clifton Park Rental, Day Chaser, The Dark Horse Mercantile, Empire Merchants North, The Galley Bar and Grill, Great Jones Distilling Co, Hendrick's Gin, High Peaks Distilling, Hudson Whiskey, Impressions of Saratoga, Mazzone Hospitality, Mighty Spark, Milagro Tequila, Miss Scarlett Boutique, Old Tavern Farm Winery, Purely Elizabeth, Saratoga Chips, Saratoga Spring Water, Saratoga Trunk, Springbrook Hollow Farm Distillery, Surroundings, Wandering Food Dude, Woodchuck Cider, and Woodford Reserve.

Saturday, June 15th, Equine Sanctuaries:

In partnership with Therapeutic Horses of Saratoga, Thoroughbred Retirement Foundation, and Old Friends of Cabin Creek, hosted an open house dedicated to celebrating the equine sanctuaries that call Saratoga home. Admission was free for visitors to the Museum and speak with representatives from the participating organizations. Impressions of Saratoga was also in attendance with the mini horse Upset.

Saturday Morning Socials:

Held every Saturday from 9 a.m. to 11 a.m. during the Saratoga race meet, the Museum offered free admission to visitors, complimentary coffee and donuts, handicapping seminars, and a unique event every week. Special events included book signings, artist signings, presentations and kids activities. Special thank you to our event sponsors, Equibase, Groff Networks, New York Thoroughbred Breeders Inc, New York Thoroughbred Horsemen's Association, Saratoga Spring Water, Stewart's Shops, and Trane.



Derby Party 2024

EVENT SUMMARIES

Tuesday, July 16th, Trivia Night:

In partnership with ThoroFan, teams of four participated in three rounds of horse racing. 60 people were in attendance to enjoy trivia, led by 2023 Belmont Stakes winning trainer, Jena Antonucci, who served as quiz master. Trivia prizes were awarded to the top three teams by point winners and for superlatives. Special thank you to our event sponsors, Saratoga Eagle and Saratoga Spring Water.

Saturday, August 10th, Partnership & Syndicate Meet & Greet:

This event brought together racing partnerships and 120 fans to discuss opportunities for getting involved in thoroughbred ownership. 11 of the top racing partnerships participated, allowing Museum visitors to learn what's available at different price points. Participating partnerships included Adelphi Racing Club, Brown Road Racing, Centennial Farms, Uptowncharlybrown Stud, Ironhorse Racing Stables, My Racehorse, Riverdee Stables, Sackatoga Stables, Shooting Star Thoroughbreds, West Point Thoroughbreds, and Zilla Racing Stable.

Friday, August 23rd, Travers Eve Member Wine and Cheese:

150 Museum members and racing fans mixed and mingled, celebrating the summer racing season with a cocktail party in the Race Day Gallery and Cornelius Vanderbilt Whitney Courtyard. Attendees enjoyed light refreshments, live Irish fiddle music, and watched our signature film. Special thank you to event sponsors Jackson Family Wines, Mazzone Hospitality, Saratoga Eagle and Saratoga Spring Water.

Friday, December 6th, Member Holiday Party:

The Museum trustees and staff welcomed 180 members and guests to celebrate the holiday season. Offered as a benefit of Museum membership, 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, and Saratoga Spring Water.



Holiday Party 2024

SOCIAL MEDIA STATS

Total Followers (all platforms): 30,521

Facebook

Followers: 16,642

Views: 140,435 up by 4.4%

Reach: 1,197,543 up by 4.4%

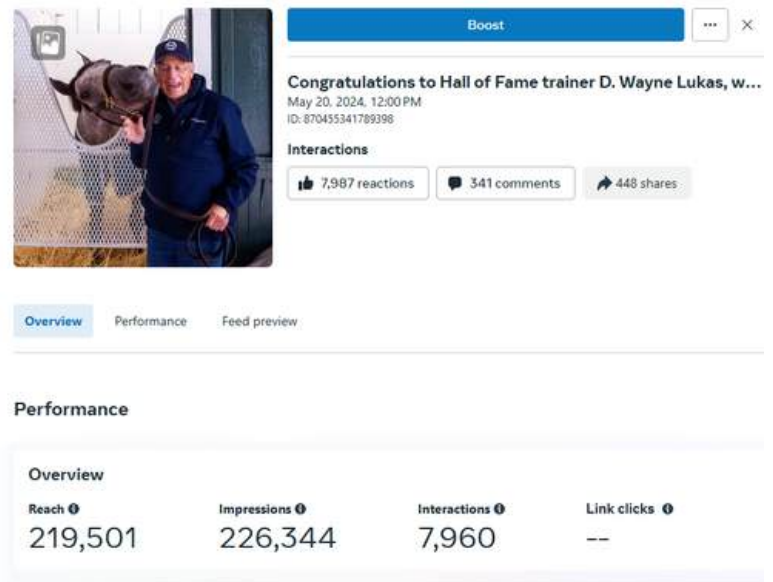
Content Interaction: 56,751 down by 29.9%

Visits: 40,779 down by 0.5%

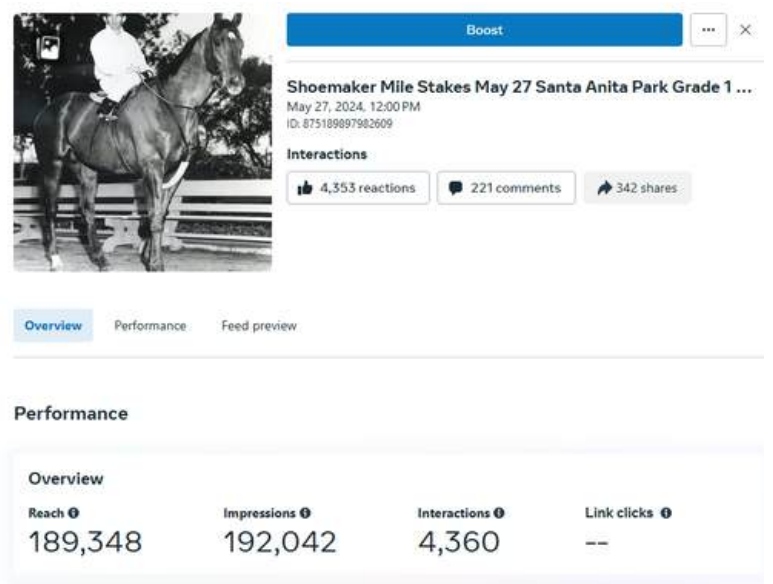
Follows: 1,520

Top two posts:

The top Facebook post was a congratulations to Hall of Fame Trainer, D. Wayne Lukas, on his win in the Preakness Stakes with Seize the Grey, reaching over 219,000 people.



The second most reached post was for the Shoemaker Mile. The post went into the details of Shoemaker's career leading to a stakes race being named in his honor, reaching over 189,000 people.



SOCIAL MEDIA STATS

Instagram

Followers: 4,273

Views: 52, 685

Reach: 23,977 up by 51.9%

Content Interaction: 5,538 up by 100%

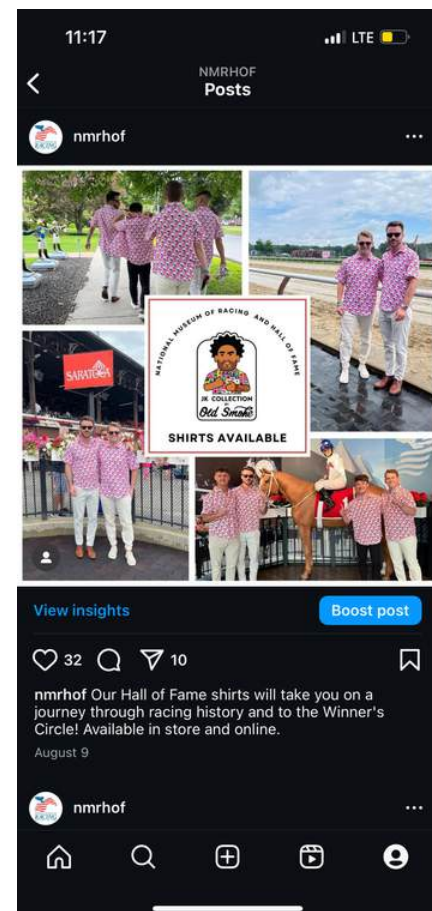
Visits: 3,970 down by 17.2%

Follows: 613

Top two posts:

The top post was an education post about the subway posters in the New York City subway system, reaching over 1,800 people.

The second top post was a gift shop promotional post for the National Museum of Racing logoed shirts created by Old Smoke Clothing Company. This post was a way for us to connect with a younger audience. We did reach the younger audience with this post shown through the demographics on Meta Business Suite.



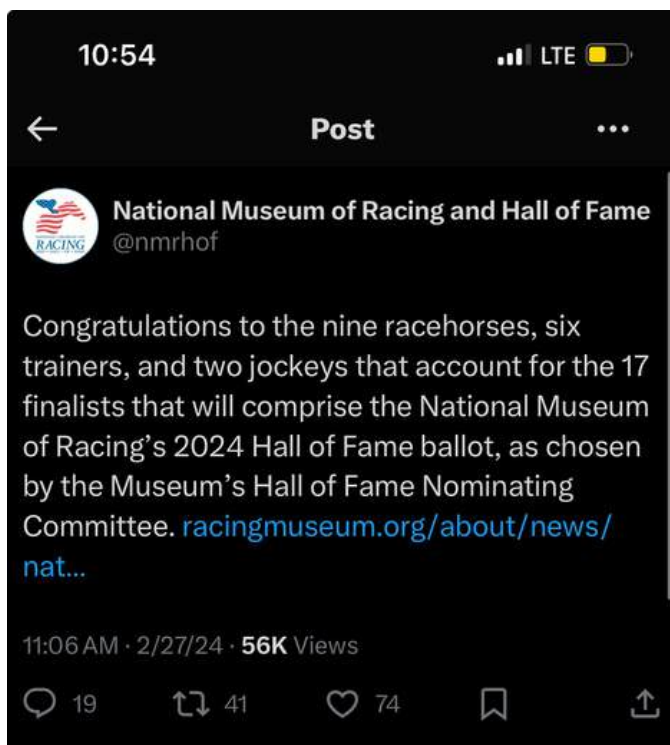
SOCIAL MEDIA STATS

Twitter now X

Followers: 8,606
Impressions: 129,384
Engagements: 3,147
Visits: 136
Retweets: 169
Likes: 583
Replies: 48

Top post:

This tweet was the announcement of the Hall of Fame class of 2024. It had 56,000 views, 19 replies, 41 retweets, and 74 likes.



TikTok

Followers: 1,000
Reach: 27,210
Profile views: 541
Video Views: 32,510

Top post:

This video was a snippet of an Angel Cordero, Jr. Tour of the Museum utilized as a promotional post for the "Cordero Tours". It totaled 480 likes, 14 comments, 13 saves and was viewed 4,035 times.



ADVERTISING

Print

There were three full page BloodHorse ads run to promote each of the rotating exhibitions. The first one being published in January and the second two were published in June and July as those months coincided with the months of the exhibition's openings. We did a print run in every Saratoga Special to bring the people who are at the racetrack and reading about the industry across the street to visit the Museum. In the Saratoga Special print run, we promoted things such as Saturday Morning Socials, our membership program, specialty tours, and many other events. We explored new audiences by advertising in the Proctors Playbill, USA Northeast Travel Guide, World Horse Expo, and the Wellington International prize list. Proctors Playbill is an arts audience, USA Northeast Travel Guide is a traveling audience, and World Horse Expo and Wellington International are an equine focused audience.

Audio

We produced two 30-second radio commercials, with the help of Tom Durkin, that were run on the Albany radio stations, Magic and Big Country, along with a month of streaming on Spotify with the same company. We did 3 months of advertising read lines with National Public Radio.

Visual

Using the voiceover that Tom Durkin helped us produce, we were able to put together a TV commercial, which was broadcasted on Spectrum 1 and utilized a on our social media platforms.

Trade Show

This year was the first year we attended Equine Affaire in Springfield, Massachusetts. Equine Affaire is an all-things horses, equine trade show. We saw over 1,200 people who are attending because of their love of horses. We attended to open people's minds to the world of thoroughbred racing and the rich history of how it began. Attending as an exhibitor was very well received by most guests. A few guests even thanked us for being there to represent the breed.

Along with the paid advertising we did in 2024, we also sent our radio commercial, TV commercial, and a generic print advertisement to various racetracks around the country to run in-kind where space allows.

As successful as 2024 was, we are looking forward to our 75th Anniversary campaign with more than 3 times the advertising to look forward to. We are very excited to share what's ahead, keep your eyes out for our advertisements!

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 and seeing the signature film *What It Takes: Journey to the Hall of Fame* 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.



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the Annual Appeal is comprised of generous gifts from the National Museum of Racing and Hall of Fame's most loyal donors, members and friends. The largest fundraising vehicle for the Museum, the Annual Appeal provides critical dollars to support educational programming, renowned exhibitions, care and preservation of current collections, facility maintenance and much more. Gifts of all sizes make a true impact and can be made in a variety of ways.

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Heidi Galli
Thomas Gallo
Herb Garbarini
Helena Garbarini
V. J. Garlanda
Linda D. Garramone

Philip J. Garry
Marcia Garry
Tammy Gatineau
David Gauci
Stephen Geissler
Frances Geissler
Richard F. Giannelli
Hugh Gillen
Anne Ellis Glaccum
Robert Goldberg
Karen Goldberg
Margaret Goldin-Denio
Peter Gonczlik
Mark Gordon
M. Kathryn Gorman
Mitchell Goroski
Tracey Gould
Russell Gould
Cary Grady
Ronald Gramigna
Joe Grant
Kate Grant
George Grayson
C. Kenneth Grayson
Curtis C. Green
Linda L. Green
Angela Green
Margaret B. Greenawalt
Mary Greenwood Ellsworth
Christy Griffin
Robert Griffin
Groff NetWorks
Timothy Grooms
Eric Gustavson
Tamara H. Gustavson
Cathalene Hagney
Jean Pierre Halbwachs
Maryann Halbwachs
Anita Hanaburgh
Waddell W. Hancock
M. L. Hansen
Thomas D. Harblin
Dorothea Harblin
Kate Harder
Gaye Hardymon
James F. Hardymon
Leonard Harris
Barbara Harris
David Harris
Annie Harris

Museum Members as of 2024 continued...

Susan T. Harris
George I. E. Harris
Maria Harrison
Constance S. Hartman
Suzanne K. Haslup
George T. Hathaway
Thomas M. Haughey
Kaitlin Haughey
Paula Hayes
Peter Hayes
Jeffrey Headwell
Alison Headwell
Thomas J. Healy
Sally Healy
George R. Hearst
Christine Hearst
Lucy Heckman
John Heissenbuttel
Susan Hellickson
Jason Hellickson
Judith Henderson
Charles A. Henderson
A. Douglas Henderson
John Hendrickson
Michele Herman
William M. Herrlich
G.D. Hieronymus
Louis Hildebrandt
Sue Hildebrandt
Sally Hill
James M. Hill
Julian S. Hillery
Carolyn Hine
Lynn Hoekstra
Mary J. Hoffman
Maddie Hogan
Justin Hogan
Lisa Hogan
David Hogan
Christine Hogan
Sarah Hogan-Gauci
Amy Hogan-Moulton
Gordon Hogg
Jerry Hollendorfer
Janet Hollendorfer
Cindy Hollowood
Brien Hollowood
Mary Holthaus
Donene Honnold
Melissa Hoppert

Field Horne
Jay Horner
Georgia Horner
Peter Horvitz
Kay Carol Hotaling
Jay Hovdey
Lucy Howard
Hallie Hubert
Thomas Hudy
Jason Huffman
Melissa Huffman
Dale W. Hughes
Shelly Hume
Russ Hume
G. Watts Humphrey
Sally Humphrey
Jon Hunter
Sabina Hunter
Katherine Y. Hutchinson
Janine Iannarelli
M. Roy Jackson
Cathi Jackson
Ann B. Jackson
Gretchen Jackson
Fallon Jackson-Niederbrach
Robert M. Jaffe
Debbie S. Jaffe
John Jayko
Jamie Jayko
Sally Jeffords
Susan Tarantino Jeffreys
William A. Jeffreys
Patrick J. Jennings
Barbara Jensen
Kyle Jewell
S.K. Johnston
Gillian K. Johnston
Donnan Jones
Joan Jones
Harry E. Jones
Gary Jones
Robert D Jones
Annie G. Jones
Russell B. Jones
Matt Jones
Joan Joyner
Bill Justice
James Kachulis
Sandra Kaddo
Anthony Kaddo

Daniel Kadyszewski
Frank Kapusinski
Kay Katzer
Joanne D. Kay
Robert J. Kazalski
Therese Kazalski
Ivan Kazen
Judith Kazen
Gail Keeler
Alexander Keeler
Karen Keis
Susan Kelley
Tyler Kelley
Daniel Kelley
Thea Kelly
Nancy C. Kelly
Stephen Kern
Daunice L. Keslar
Shannon Kete
Susan Ketterman
Ann Kibbie
Robert Kielbasa
Archibald Kingsley
Richard Kipp
Albert Kirchhein
Seth A. Klarman
Beth Klarman
Paul Kligfield
Richard M. Knapp
Elizabeth B. Knapp
Robert Knecht
Brent Koch
Lisa Koch
Paul S. Kodrasov
Christine Kostecki
Kazimiera Kozlowski
Julieann Krone Hovdey
Elizabeth Kruska
Scott M. Kubinski
Charles Kuenzel
Joshua Kuperman
Laurie Kupersmith
Allan Kutz
Steve Labate
Hayden LaBelle
Debby LaBreche
Julianne LaBreche
Patricia H. Lalik
Joseph Lanfer
Bryan Langlois

Museum Members as of 2024 continued...

Amy Lanzi-Cacozza
Piper Lynne Larson
Gregory J. Larson
Teri Lasher
Christopher Lasher
Pat Lavin
Bonnie Lawlor
Joan M. Lawrence
Wesley Lawrence
James Leary
King T. Leatherbury
Cindy Lee
Andrea Lee
Frederic Lee
Darlene Lee
Edward Lenart
Rachel Lenart
Susan Lenczyk
Richard Levenson
Charles B. Levinson
Maureen Lewi
Jeffrey Lewis
Brett E. Lief
Barbara Livingston
Deborah Logerquist
James A. Lombardo
Cynthia Longest
Thomas G. Loser
Amy Lotti
Sarah Loughran
Timothy Luby
Amanda Luby
Mike Lucci
D. Wayne Lukas
Laurie Lukas
Loretta Lusteg
Kathryn Lusteg
Robert Lykes
Adrianna Lynch
Ann MacAffer
Laura MacGregor
John Machado
Earle I. Mack
Patrick H. Mackay
Mackay
David Mackler
John Madkour
Gregory Magreta
Marilynn Magreta
Jerome Mahone

Janet Mahoney
Raymond F. Mahoney
Jeanne Mahoney
Mahoney Notify-Plus, Inc.
Marianne Malczewski
Vivien G. Malloy
Michael Maloy
Gail Maloy
Mary Mancini
Alex Mancini
Marcy Mandel
Randi Mandella
Richard Mandella
Patricia Mangini
John Mangini
Pierre Manigault
Courtney Manning
Garry Manuel
Edward Maple
Kate Maple
Gloria J. Marceau
Jennifer Marcellus
Jeffrey Marcks
Solveigh Marcks
Alyssa Maresca
Matthew Marino
Wendy Marino
Cathleen Marino
Paul Markatos
Sandra Markatos
Joseph M. Markmann
William Marotta
Laura Marotta
Robert A. Marra
Mary Marra
Monica Marrochello
Cheryl Martin
John Martin
Mary Ann Martin
Mary K. Oxley Foundation
Michele Massiano
Stephen J. Mastaitis
Jane Mastaitis
Robert E. Masterson
Cate M. Masterson
Paul Masterson
Ann Masterson
Diane Mastrorocco
Charles E. Mather
Mary M. Mather

Nancy Matheson-Burns
Mary Ellen Mathiesen-Tyrrell
Marikate Matthews
Robert Maxner
Robert Mayberger
Louis Mazzarelli
Kimberly Mazzarelli
Chase Mazzariello
Mike McAbee
Laura McAbee
Debbie McAnally
Ronald McAnally
Kevin McCabe
Joan McCabe
Chris McCarron
Megan McCartney
Andrew McCartney
Cebe McConkey
James McConkey
Jacqueline McCoy
Gerald McCoy
James McCue
LoriLee McDaniel
John P. McDaniel
John McDaniel
Bob McDonald
Sondra McDonald
Sondra McDonald-Stern
Tim McDonough
Michelle McDougall
Thomas McEvoy
Claude R. McGaughey
Alison McGaughey
Peter D. McGivney
Lawrence L. McGourty
Dani McGrath
Melissa McGrath
Maureen E. McGrath
Kenneth McGrath
Joseph McGraw
Robin McHargue
Darrel McHargue
Kevin McIntyre
Jacqueline McIntyre
Kiaran McLaughlin
Letty McLaughlin
Jim McLaughlin
Anne McMahan
Joseph McMahan
Terry McNerney

Museum Members as of 2024 continued...

Beth McReynolds
Edward J. McSweeney
Joseph McVey
Christie L. McVey
Alan McWilliams
Charles J. Meagher
Judith Meagher
Linda L. Meenan
Peter Meenan
Jennifer Meglio
Steve Meglio
Faith M. Melia
Jim E. Melia
Raymond Mencio
Dawn Mencio
Frank Messa
Colleen Messa
Daniel Meyer
Ronald H. Mikasauskas
Rose Marie Mikasauskas
Debbie Miles
Nancy H. Miller
Penelope P. Miller
Linda Miller
Leverett S. Miller
Amy Miller
Kerry T. Millikin
Jeff Modiano
Virginia Moens
Kamila Molinelli
Peter Molloy
Collette Molloy
Jerome Mopsik
Kevin A. Moran
Karen Morandi-Isabella
Bradford Morgan
Mary P. Morgan
Taylor Morrison
William I. Mott
Tina Mott
Edward Motter
Raymond J. Muccio
Margaret Mulligan
Kim Mullinax
William J. Murabito
Matthew M. Murphy
Megan L. Murphy
Joseph Murphy
Kim Murray
Lisa Murray

Mary Murrin
Carl A. Nafzger
Wanda Nafzger
Corey Nakatani
Michelle Nakatani
Hendrika T. Nash
Susan Naylor
George Neble
Sharyn Neble
Michael Newton
Justin Nicholson
Charles Noell
Cindy Norton
Simone Wright Noud
James Novotny
Judith Nowak
Randall Nowak
Sara Nucera
Tony Nucera
Lynwood O'Cain
Cathy Ochrym
Daniel V. O'Connell
John J. O'Connor
Rosemary O'Connor
Thomas O'Donnell
Therapeutic Horses Of Saratoga
Nancy O'Keefe
Robert O'Leary
Margaret O'Meara
Sharon Ondriska
Edward Ondriska
Dennis Oparowski
Operation Walk New York
Jo Ann Oreffice
Paul Oreffice
Sue Orzell
Bill Orzell
Pamela Ostrager
Barry R. Ostrager
Charles Outhier
Debby M. Oxley
John C. Oxley
Frank X. Pagano
Richard W. Palmer
Josephine Palmisano
Susan Panczakiewicz
Tony Paratore
Catherine J. Parke
Debra Parker
Mary Charlotte Parr

Cathlene Passmore-Jaros
Donna Patane
Patricia McQueen
Steven Penrod
Paula Perpall
Craig Perret
Deborah Peters
Eric Peters
Stephanie F. Peterson
Patricia N. Peterson
John D. Peterson
Stanley D. Petter
Melissa Pflug
Thomas Phillips
Willard Phillips
Jenny Phillips
Diana Phipps-Pulito
David Phipps-Pulito
Don Pierce
Penny Pierce
Charles Pigg
Laffit Pincay
Jeanine Pincay
Patricia Pinto
Joseph Pinto
Tracey Pletcher
Todd Pletcher
Karla Pohl
Josh Pons
Ellen Pons
M. Thomas Porter
Jay Portnoy
James F. Portock
Barry Potoker
Cindy Potoker
Carolyn Potvin
Joseph Potvin
Edgar Prado
Liliana Prado
Frank Putallaz
Lyman Qua
Arch Quarrier
Annette Quarrier
Patricia Quinn
Thomas Quinn
Maggie Quinn
Mary Rahmati
Laine F. Raia
Kenneth L. Ramsey
Sarah Ramsey

Museum Members as of 2024 continued...

Samantha Randazzo
R. A. Rankin
Sarah Rankin
Sandra Rappleyea
Joseph Raucci
Kathi Raucci
Patrick Ray
Anne Raymond
Margaret A. Reed
Dean Reeves
Patti Reeves
Bette N. Reinhart
Robert Rembish
Joyce M. Rescigno
F. Turner Reuter, Jr
Paul E. Reynolds
Timothy Reynolds
Andrew J. Rhodes
Carolyn Rice
Thomas Rice
Andrew H. Richards
Cynthia D. Richards
Jennifer L. Rickman
Kristine Riley
Cheryl Rinaldi
Louis Rinaldi
John H. Riordan
Patricia Riordan
John P. Ritota
Donna Roberto
Pheobe Robertson
Jim Robertson
David J. Rockefeller
Maeryn Roebling
William S. Roebling
Michele Rogers
Jacqueline Rogers
Mike Rogers
Stacie C. Rogers
Kathleen Romeo
Frank Romeo
Joel Rosario
Edward Rosen
Barbara Rosen
Eileen Rosen
Sherry Ross
Tony Rossi
Barbara Rossi
Jamie Roth
Larry Roth

Nancy Roth
David Rothstein
Mary Rotz
John L. Rotz
Laura Lynne Ruiz
Robert Ryan
Colvin Ryan
Howard Ryan
Becky Ryder
Don Ryker
TJ Saad
Paul J. Sanborn
Therese Sanborn
Elizabeth Sandberg
Jeffrey Sandberg
Grace Santos
Jose Santos
Jane Sanzen
Saratoga Economic Development
Corporation
Saratoga Springs Public Library
Eric Sarette
Lynn Sattesahn
Catherine Scalamandre
Stephanie Scalzo
Diana Di Meo Scandariato
Jennifer Scarano
Jerry J. Scarano
Miriam Scarborough
Peter Schaller
Mary E. Schaubert
J Douglas Scher
Jane B. Schneider
Edgar Scott
Charles Scully
Angela Scully
Priscilla Searles
Peter Searles
Donna Seck
Ben Seisler
Shane Sellers
Kent Sellner
Susan Seman
Jane Sessler
Leslie Shantz
Marty Shapiro
Kathryn Sharp
Daniel Shaughnessy
Franceen Shaughnessy
Jonathan E. Sheppard

Cathy Sheppard
Stephen M. Sherokey
Lori Shirley
Sophie Shore
Scott Shouse
April Shouse
Anne Sicley
D. Todd Sidor
Sandra P. Silva
Charles E. Simon
Virginia Simon
John C. Sinnott
Lisa Sinnott
Carla H. Skodinski
Athena Sloan
James Sloan
Nancy Smith
Donald Smith
Derek Smith
Mike E. Smith
Eric Smith
Chris Smith
Robert Smith
Mary Lou Smith
Jocelyn Smith
Scott Smith
Kaitlynn Smith
Jacqueline M. Smith
Jeffrey Smith
Doreen Smith
Kelly Smith-Lawless
Kenneth J. Smole
Diane Sobieralski
Robert J. Sofarelli
Holly Sofarelli
Alex Solis
Robin Solomon
Neal Solomon
Stephen H. Somich
Irmgard A. Somich
Michael L. Somich
Rosemary W. Somich
Amy Sondel
Heather Spence-Mancini
Mary Sperlazza
Lorin Spiegel
Robert Sponzo
Barbara Sponzo
Deborah Spurgas
Paul Spurgas

Museum Members as of 2024 continued...

Starlight Racing
Michael Stefanik
Edward J. Stegemeier
Beverly R. Steinman
Jon Sterngass
Gary Stevens
Angie Stevens
Julie June Stewart
Shane Stielkyne
Bonnie Storm
Holli Straight
George Strawbridge
Julia Strawbridge
Shannon Stringer
Mary Strunk
Concetta Sullivan
Jim Sullivan
Stephen Sussman
Jane K. Sussman
Nancy C. Sutin
David L. Swank
Kathleen M. Sweet
Cheryl Szczepkowski
Roger Taft
Terry W. Tainow
Jon S. Tainow
Jeanne Tartaglia
Joan Taub
Joan M. Taylor
Marissa Taylor
Lawrence W. Taylor
Christine Tebbano
Niel Tebbano
Bradley S. Telias
Peter N. Tenbeau
Alice R. Tenbeau
Valerie Teti
Stella F. Thayer
The Jockey Club
The LA Group
Therapeutic Horses of Saratoga
Kathy Theroux
Gabrielle Thiry
Heather Thomas
Leighton Thomas
Michele Thomas Agahigian
Daryl Thompson
Chris Thompson
Holly Thompson
Michelle Thompson

Jonathan Thorne
Kimberly M. Thurler
Joseph Titone
Julie Titone
Michael J. Toohey
Linda G. Toohey
Fernando Toro
Maria Tousimis
Michael Trager
Trane U.S. Inc.
Togo Travalia
Thomas Trevett
Kenny A. Troutt
Lisa C. Troutt
Troy Public Library
Gatone Turcotte
Ron Turcotte
Andrew J. Turro
Jennifer Turro
Frank W. Tynan
Eileen Updyke
Pete Updyke
Patrick Uribes
Robert Ussery
D. G. Van Clief
Trisha Van Clief
Melinda Van Dyk
Linda VanAmburgh
Peter VanderWoude
Kimberlea VanderWoude
Jacinto Vasquez
Ellen Veitch
John Veitch
Michael Veitch
Gail Veitch
John G. Veitch
Jorge Velasquez
Margarita Velasquez
John Velazquez
Leona Velazquez
Louise A. Verdile
Vincent Verdile
Steve Verica
Vincent C Vesce
Patricia Vesce
Andrew Vester
Nancy Vester
Harold A. Via
Gary Vickers
Teresa Viola

Vincent Viola
Linda Voce
Louis N. Voltaggio
Phyllis von Stade
Barbara Voss
Lee H. Vosters
Charles V. Wait
Candace H. Wait
Stanley Walkanowski
Cindy Walkanowski
Johnnie Walker
Pauline Walsh
Maude Walsh
Christopher Walsh
Diane Ward
Lisa Wardell
Sally Warner
Bruce Washburn
John Wawee
Martin Wawrla
Patricia Webb
Charlotte C. Weber
Charles Weeks
Irene Weisfuse
Karen Weltman
Linda Wenick
Harvey Wenick
Kevin Wertheim
Leonard Wescott
Charles Wheeler
Mary Lou Wheeler
Craig W. White
Michele White
Garry White
Joyce White
Susan C. Whitenack
Angela Whyland
Christopher M. Whyland
Tim Wickes
Sissy Wickes
Jennifer Wiesen
Christine Wilhelm
Ed Wilhelm
Kenny Wilkins
William Willer
Marielos Willer
William Stamps Farish Fund
Janet Williams
Michele A. Williams
William B. Wilmot

Museum Members as of 2024 continued...

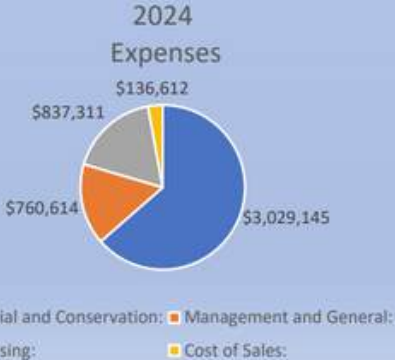
Donald T. Wilson
Nora C. Wilson
Jack Wilson
Carolyn Wilson
Risa Winograd
Steven L. Wiseman
Theresa G. Wiseman
Richard Withers
Frank Witz
Jill Witz
Glory Wojdyla
Michael Wojdyla
Jack Wolf
Laurie Wolf
H. Bud Wolf
Diana Wood
M. Kim Wright
David W. Wright
Jeanne L. Wright
Calvin J. Wrisley
Sarah Wynn
Nancy Yaeger
Joanne D. Yepsen
Domenique Yermolayev
Harry Young
Paula Young
Linda E. Young
Cynthia Young
Douglas Young
Marvin Yudell
Nina K. Yudell
Andrew Zastrow
David J. Zdunczyk
Richard Zick
Robert Zielinski
Nicholas Zito
Kim Zito
Dennis Zoitos
Lorette Zoitos
Patricia Zumpano
Albert Zumpano

FINANCIAL STATEMENT SUMMARY

2024 Financial Statement Summary

2024 Revenues:	\$4,346,547	100%
Capital Campaign:	\$660,191	15%
Investments:	\$421,327	10%
Investments Gains/Losses:	\$1,615,025	37%
Ball/Special Events:	\$708,622	16%
Gifts and Grants:	\$308,814	7%
Membership:	\$96,849	3%
Shop Sales:	\$130,089	3%
Other Income:	\$97,595	2%
Admissions:	\$177,918	4%
Other Special Events:	\$130,117	3%

2024 Expenses:	\$4,763,682	100%
Curatorial and Conservation:	\$3,029,145	64%
Management and General:	\$760,614	16%
Fundraising:	\$837,311	18%
Cost of Sales:	\$136,612	3%



Prepared by McKenna & Franck CPAs PC

We had visitors from all 50 states, PR, & D.C. in 2024.