



NATIONAL MUSEUM OF RACING AND HALL OF FAME 2020 ANNUAL REPORT



National Museum of Racing and Hall of Fame

Letter from the President

Dear Friends,

The National Museum of Racing and Hall of Fame has always had high expectations and strived to achieve and maintain standards of excellence. The sport of thoroughbred racing deserves an institution that brings the rich history of the game to life and chronicles it in ways that are both educational and entertaining. It was only three years ago that we set out on an ambitious course to revitalize our Hall of Fame with those goals inspiring our vision. I am proud to say we have accomplished what we set out to do and I truly believe we now have the best sports Hall of Fame in the country.

Led by the efforts of the Museum's generous and dedicated trustees and staff, as well as widespread support from throughout the racing industry, on Sept. 5, 2020, we proudly opened our new Hall of Fame. It is a grand and exceptional showcase for our beloved sport. The project centerpiece 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 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 both beautiful and powerful.

Along with the new film, the Hall of Fame plaques have been modernized and transitioned into digital interactive experiences for each of the 462 inductees. These interactive plaques feature thousands of photographs and hundreds of videos and can be updated as active Hall of Fame members continue to achieve within the sport.

Additional enhancements to the Museum during this time include an updated Race Day Gallery, a new booth where fans have the opportunities to call historic races, and an interactive gallery detailing the history and importance of The Jockey Club.

The year 2020 was certainly a challenging time because of the pandemic. The Museum was forced to cancel many of its traditional events, including the Hall of Fame ceremony and Annual Ball, but we are strong as we move forward. The 2021 induction ceremony will honor both the 2020 and 2021 induction classes in the traditional setting at Fasig-Tipton in August and the Annual Ball is back on the calendar a week after the inductions.

The Museum continues to be a vital component of the Saratoga community and owns an integral role in American racing. We thank you — our members, our local and national community, racing enthusiasts, and Board of Trustees — for the dedication and support you provide that affords us the opportunity to develop our visions into success stories for everyone to enjoy and be proud of.



John F. Hendrickson
President, National Museum of Racing and Hall of Fame



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National Museum of Racing and Hall of Fame

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National Museum of Racing and Hall of Fame

2020 Hall of Fame Induction



The 2020 Hall of Fame induction class was comprised of racehorses Wise Dan and Tom Bowling (historic review); jockey Darrel McHargue (historic review); trainer Mark Casse; and Pillars of the Turf J. Keene Daingerfield, Jr., Alice Headley Chandler, and George D. Widener, Jr. The 2020 Hall of Fame induction ceremony was cancelled because of the COVID-19 pandemic, but the Museum plans to honor each of the 2020 inductees in the traditional way as part of the 2021 Hall of Fame ceremony.



National Museum of Racing and Hall of Fame

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National Museum of Racing and Hall of Fame

Hall of Fame Education Experience

When the Museum re-opened on September 5, 2020, the completion of the Hall of Fame Education Experience project was the crowning glory of all the renovations. The project's 16-minute signature film – What It Takes: Journey to the Hall of Fame has moved everyone who has seen it with its beauty and emotion and each person has walked away with a greater appreciation of the achievements of the horses, trainers, jockeys and Pillars of the Turf who have achieved our sport's greatest honor – induction into the Hall of Fame.

As well as this amazing film the renovation also included the following – a brand new Race Day Gallery, a new Jockey Club exhibit, an area in the Lobby now designated to highlight all the Eclipse Award and Breeders' Cup winners, a beautiful new Gift Shop, as well as a refresh of all the galleries.

The project's goal was two-fold: re-energize current racing fans and create new ones. The Museum educates visitors about the history of the sport, captures them with the beauty of the artwork and trophies, and inspires them to share their enthusiasm with others long after their visit. We feel the project achieved its goal.



Interactive Monitors in the new Hall of Fame allow visitors to explore the histories of all 459 Hall of Famers.



The totally new Race Day Gallery featuring exhibits on The Paddock, The Track and The Winner's Circle, as well as a beautiful glass mural by equine artist Greg Montgomery, and recognition of all donors on our Donor Wall.



Some scenes from the film "What It Takes: Journey to the Hall of Fame". You must see it for yourself!

National Museum of Racing and Hall of Fame

Exhibitions and Curatorial

2020 Special Exhibitions at the National Museum of Racing:

- *The Paintings of Martin Stainforth*, Link Gallery (September 5, 2020 – June 14, 2021)
- *Photo Finish: 2nd annual juried photography exhibition*, von Stade Gallery (September 5, 2020 – January 31, 2021; online exhibition available on website through Fall 2021)
- *Champions of Racing*, Museum Lobby (new permanent exhibit, debuted October 27, 2020)
- *Women in Racing*, McBean Gallery (July 20, 2019 – December 31, 2021)

2020 Donors to the National Museum of Racing and Hall of Fame Collection and Library

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National Museum of Racing and Hall of Fame

Exhibitions and Curatorial (continued)

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Sarah Jeffords	Harold A. Via, Jr.
The Jockey Club	Estate of Sydney Eric Watters

National Museum of Racing and Hall of Fame

Exhibitions and Curatorial (continued)

2020 Curatorial Department Notes

This year brought a lot of exciting changes to the Museum and its galleries! We officially closed to the public at the beginning of the year to focus on the construction of the new Hall of Fame and Race Day Gallery. The curatorial department took advantage of this temporary closure and refreshed all of our permanent collection galleries. Rebranded as “Racing Through History,” these exhibit spaces take our visitors on a historical journey from Colonial America to the modern era before embarking on the Hall of Fame Education Experience beginning with our new gallery devoted to The Jockey Club. Our four key historical gallery spaces (Colonial, Pre-Civil War, Post-Civil War, and Twentieth Century galleries) now feature bold wall colors and added title signage to improve wayfinding. All exhibit labels were redesigned and rewritten to reflect these changes and add additional background information for the objects on display.

The Jockey Club Gallery replaces a former changing exhibition space called the Contemporary Racing Gallery. This new gallery celebrates the history of the organization and its contributions to the sport of Thoroughbred racing in America with objects on display and two multimedia kiosks.

The new Race Day Gallery provides more opportunities to showcase artifacts, including our outstanding collection of paper ephemera documenting racing from coast to coast. Eight new shadowbox displays highlight memorabilia from racetracks across the country, including some historic tracks no longer in existence. Additional display cases feature equipment used by Hall of Fame inductees, historic horseshoes, a bugler’s trumpet, race caller’s binoculars, and a trophy from the collection. Two new digital displays allow the Museum to share images of winner’s circle and paddock scenes from the collection.

The biggest challenge and opportunity presented by our transition to digital Hall of Fame plaques was preparing our collection to ensure that the best images of our Hall of Fame inductees were digitized, formatted, and captioned for the new Hall of Fame interactive. Collections Manager Stephanie Luce scanned over 960 photographic prints from the collection for inclusion in the new digital Hall of Fame plaques and website. In addition to digitizing our photograph collection, Stephanie also began organizing and identifying the Museum’s extensive collection of archival video footage this year – from Hall of Fame induction ceremonies to historic races and short films – and worked with external sources to obtain historic race footage for inclusion in the digital Hall of Fame plaques. Curator Victoria Reisman uploaded more than 2,100 formatted images to the Hall of Fame interactive, and research is still underway to identify more information about the photographs featured.

National Museum of Racing and Hall of Fame

Exhibitions and Curatorial (continued)

The Museum also debuted three new exhibits this fall: *The Paintings of Martin Stainforth* in Link Gallery, the second annual *Photo Finish* juried photography exhibition in von Stade Gallery, and *Champions of Racing* in the Museum Lobby. Our Link Gallery exhibition is the second in a series devoted to a single artist represented in the Museum Collection (following *The Paintings of W. Smithson Broadhead*) and features Stainforth's portraits of Hall of Fame horses Cavalcade, Johnstown, Man o' War, and Omaha. Our juried photography exhibition (on-site and online) features the work of 60 photographers from 19 states and one Canadian province. *Champions of Racing* celebrates the Breeders' Cup winners and Eclipse Award champions with two interactive touchscreens in our Museum Lobby exhibit: an interactive Breeders' Cup race footage archive from 1984 to present and a historical listing of Eclipse Award winners throughout history via the official NTRA website.

While the Museum was closed to the public, we continued to celebrate the history of Thoroughbred racing in America by sharing more of our collection with our social media followers. In addition to our regular #MuseumObjectMonday and #TreasureOfTheVaultTuesday posts, Collections Manager Stephanie Luce created coloring book pages based on objects from the collection and Curator Victoria Reisman began a new social media series, #HistoryThroughArt, that highlights one work of art and provides additional online resources to learn more about the subject featured. We plan on building on these existing social media initiatives in 2021 to find new ways to share the treasures of our collection with racing fans near and far, even if they are unable to visit the Museum in person.



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 and several other exciting new additions.

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 and beautiful 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.



The Museum is following COVID-19 Guidelines in accordance with recommendations from New York state and the CDC to ensure the safety of our clients, their guests, and the Museum staff.

National Museum of Racing and Hall of Fame

Education

The Education department offers a wide variety of tours and programming at the National Museum of Racing and Hall of Fame. We also are responsible for outreach events and additional educational opportunities outside the Museum.

In 2020, our educational programming was mostly virtual due to COVID-19. The Health, History and Horses Tours with the local 4th grade classes were also cancelled in 2020. No additional in-person school field trips were able to be scheduled at the Museum due to capacity and social distancing regulations. We were able to host two small tour groups when we reopened in September, one from a local retirement home and the other a continuing education group from a local college.

We hosted several live Zoom programs during the summer of 2020, including a Saratoga racing season preview led by Brien, an exhibit preview with Victoria, an interview with Annise Montplaisir of Amplify Horse Racing, and a 100th anniversary of Man o' War's victory over Sir Barton program, with Authors Jennifer Kelly and Dorothy Ours. Zoom was also used to broadcast two live farm tours. The first was at Old Tavern Farm in Saratoga Springs, and the second was at Old Friends at Cabin Creek in Greenfield, NY. We also offered live educational programming through Zoom. The "Historical & Hysterical Horses" class at Cazenovia College was able to virtually visit the Museum and learn about the history of horse racing in America, with an emphasis on Seabiscuit.

Several pre-recorded tours and programs were also created in 2020. The first was a Secretariat themed tour of the Museum, created in conjunction with the Secretariat Festival. The Festival was virtual in 2020 due to COVID and our video tour was a part of their scheduled online events. We created two virtual children's series. The first was a virtual Horse Explorers series, which included an activity and a craft, much like the in-person programming that usually takes place in the Museum during the summer months. Our fall series was an eight-week program on the lifecycle of a thoroughbred racehorse. Each week children learned about a stage in a thoroughbred racehorse's development and then completed a related craft at home.

All the virtual programming we completed this year was recorded and uploaded to the Museum's new YouTube page. This gives us the ability to track activity on the videos and allows visitors to experience the Museum no matter where they live!

The 2020 Student Art Show was not physically held in the Museum as we were closed for the Hall of Fame renovation. Instead, we hosted the show online and included any artwork children submitted to be a part of the online exhibit. We received 18 submission from local students and teachers.

The 2020 Rodion Cantacuzene Scholarship was awarded to Corwin Freedman, a senior at Saratoga Springs High School. Freedman started at the University of New Hampshire in the fall of 2020 and is studying classics and biology. There were 15 students from Saratoga County who applied for the scholarship in 2020.

National Museum of Racing and Hall of Fame

Education (continued)

On December 27, 2019, the National Museum of Racing and Hall of Fame launched the third season of Foal Patrol, a collection of live web cameras where people can view real-time streams of several in-foal mares during their pregnancy through the actual foaling. Season 3 featured seven thoroughbred horses, six mares and one stallion. Our featured stallion was Gun Runner at Three Chimneys Farm in Versailles, Kentucky. Three Chimneys also participated with mare Magical World, who was in foal to Gun Runner. Additional mares included New Money Honey at Indian Creek Farm (in foal to War Front), Ashado at Gainsborough Farm (in foal to Frosted), Vaultcluse at Gainesway Farm (in foal to War Front), Alpine Sky at Old Tavern Farm (in foal to More Than Ready) and Emotional Kitten at Denali Stud (in foal to Dialed In).

Each individual mare and stallion page featured updates on the horse, including nutrition, daily schedule, and fun facts. There was also a comprehensive background of each mare, including racing history, and video and image galleries. Regular updates with videos and images kept Foal Patrol fans updated on daily activities and care. Following each foaling there were updates on the development of the foal, including first steps, weigh ins and socialization time. In 2020, the education blog continued to cover topics such as nutrition, anatomy and pedigree, career paths and behavior. Veterinarians Dr. Ted Hill and Dr. Stuart Brown edited these posts to ensure accuracy.



National Museum of Racing and Hall of Fame

44th Annual Museum Ball

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National Museum of Racing and Hall of Fame

2020 Financial Statement Summary

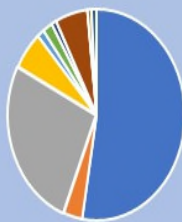
2020 Financial Statement Summary

2020 Revenues:	\$3,923,995	100%
Capital Campaign:	\$2,065,568	53%
Investments:	\$133,933	3%
Investments Gains/Losses:	\$1,038,912	26%
Ball/Special Events:	\$231,469	6%
Gifts and Grants:	\$49,856	1%
Membership:	\$70,570	2%
Shop Sales:	\$35,194	1%
Other Income:	\$231,747	5%
Contributed Services:	\$1,912	1%
Admissions:	\$27,883	1%
Other Special Events:	\$36,951	1%

2020 Expenses:	\$2,547,543	100%
Curatorial and Conservation:	\$1,552,258	61%
Management and General:	\$492,311	19%
Fundraising:	\$446,707	18%
Cost of Sales:	\$56,267	2%

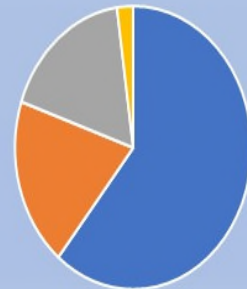
National Museum of Racing and Hall of Fame 44th Annual Museum Ball

2020
Revenues



■ Capital Campaign: ■ Investments: ■ Investment Gains:
 ■ Ball/Special Events: ■ Gifts and Grants: ■ Membership:
 ■ Shop Sales: ■ Other Income: ■ Contributed Services:
 ■ Admissions: ■ Other Special Events: ■

2020 Expenses



■ Curatorial and Conservation: ■ Management and General:
 ■ Fundraising: ■ Cost of Sales:

Prepared by McKenna & Franck, CPAs PC

National Museum of Racing and Hall of Fame

2020 Annual Appeal

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National Museum of Racing and Hall of Fame

2020 Annual Appeal (continued)

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National Museum of Racing and Hall of Fame

2020 Annual Appeal (continued)

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