

Ontario
Racing
Commission

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February 10, 2010

Notice to the Industry

Application for 2011 Race Date Amendment Hiawatha Horse Park

The Ontario Racing Commission is circulating this application for an amendment to the 2011 approved race date schedule and will receive comments on the application from interested industry participants before making its decision on the application.

The process for approving the annual race date schedules for each racetrack under the Ontario Racing Program occurs in the fall of each year and is communicated to the industry through Notice of the Director's decision.. Amendments to their annual approved schedule of dates and post times are made by application to the Director. A post time change of more than 30 minutes must be approved by the Commission.

An application was received from Hiawatha Horse Park as follows:

Hiawatha Horse Park	Delete
	Saturday, April 30, 2011
Add	
	Thursday, October 13, 2011

Copy of the application and business case to support the change is attached.

Input, comments or concerns **must be received by July 22** to be considered and can be forwarded to the Ontario Racing Commission as follows:

Facsimile: (416) 213-7827
E-Mail: inquiry@ontarioracingcommission.ca
Mail: ORC, Suite 400, 10 Carlson Court, Toronto, ON M9W 6L2

Monday January 31st, 2011

Wendy Hoogeveen
Director of Industry Development and Support
Ontario Racing Commission
wendy.hoogeveen@ontarioracingcommission.ca

Dear Wendy Hoogeveen

Hiawatha Horse Park & Entertainment Centre would like to apply to move the date of April 30th, 2011 to October 13th, 2011.

CUSTOMER SATISFACTION AND DEMAND FOR PRODUCT

We have not raced in the month of April in 6 years and have maintained our season from the first week of May until the end of October up until this coming year. Even with our request to lower our race dates we requested to have the dates removed from the end of the season as this is extremely easier to notify our customer base than starting the season the last Saturday of April and trying to get the message out to our customers.

As a seasonal track one of the initial reasons for moving to May was it was very difficult to get our staff in place for training as most of our part timers are college and university students who can't start training until the last week of April. In order to start each season with a wow factor we need to make sure that all of our new staff as well as our returning staff are properly trained in customer service, our new menu, Smart Serve training as well as our policy and procedures and health and safety. This normally happens the last week of April as this is the best week when everyone is finished school and have returned to the Sarnia area. Backing this up an entire week will be very difficult and might mean that we don't open up our Dining Room until the next week. This takes the entire wow factor out of opening for the season.

ADEQUATE PURSE LEVELS

With the current reduction of 5 days we are confident that our purse levels are adequate if we had to race on the 31st of April.

RACING OPPORTUNITIES AND AVAILABLE HORSE SUPPLY

In reviewing the past 7 years of race dates in April all of the races in Western Ontario were raced at both Windsor Raceway and Western Fair after 2005. We feel that there is sufficient racing in April with the combination of these two tracks and by moving one day at Hiawatha will not have much of an impact on the opportunities to race. As in the chart below the average number of race dates available in Western Ontario has been 26

with the past two years being 31. We believe by moving 1 day will not have a drastic effect on racing opportunities in Western Ontario.

Historical of Race Dates in April for Past 7 Years

	Apr-11	Apr-10	Apr-09	Apr-08	Apr-07	Apr-06	Apr-05
Western Fair	18	19	12	13	13	12	15
Windsor	12	12	11	10	9	14	11
Hiawatha	1	0	0	0	0	0	3
Total	31	31	23	23	22	26	29
Avg Per Month Over 7 Years				26			

FINANCIAL CONDITION OF THE RACETRACK TO DELIVER

Having to open earlier than normal in the season we believe will affect our patronage on that day due to the confusion of opening up in April instead of May which our patrons are accustomed to. Opening early we feel will leave a bad taste in the mouths of our patrons as we don't believe we will be as ready staff wise as we would like to be and we don't believe we will get as good an attendance as normal.

Our track was built as a summer track. Another strong reason why we switched to the first of May was to allow the track to thaw properly especially the 2nd turn after the ½ mile marker. Due to a high water table and the lack of westerly exposure we never get a lot of sun on that area so it takes much longer to thaw and dry out leaving the area very wet. Our experienced track Supervisor is also retired and spends his winters in Texas and doesn't come back until the last week of April. The earliest we are normally able to get on the track is the 2nd to 3rd week of April when we due our initial grading and conditioning.

HARMONIZATION OF DATE SCHEDULE WITH OTHER ONTARIO RACETRACKS

By moving the date to the end of our season shouldn't have any impact on Western Fair or Windsor as we will be offering Grassroots racing opposed to Signature racing at both Windsor and Western Fair.

Initially when we met with our OHHA Representatives and both Windsor and Western Fair Hiawatha racing one day in April was never brought up. What was discussed was that there were not enough Signature races available in the summer months under the new program. We suggested that Hiawatha would like to be able to offer Signature races when Western Fair and Windsor weren't racing during the summer months.

MOTIVATION TO ENGAGE IN THE CONDUCT OF LIVE RACING

Hiawatha Horse Park is motivated to put on the best season that they can. We have always felt that in a smaller city there needs to be a start and a finish to a racing season to keep up the interest of the fan. We know that due to the competitiveness of table games both in our primary and tertiary markets that we have lost our high end bettor and we rely on our smaller bettor therefore we have to put on the best show that we can to keep our patrons interested in our overall product. This product is not just harness racing but food and beverage and entertainment including slots that keeps our patrons returning time and again. I believe that we have shown our commitment in the maintenance of lands and buildings as well as the constant reinvestment into the property which has allowed us to maintain our crowds albeit with a smaller spend than it used to be.