



The Best Place on Earth

Know your limit, play within it.

December 10, 2010

Log #452833

To Key Industry Organization Principals:

I am writing on behalf of the Honourable Rich Coleman, Minister of Public Safety and Solicitor General and the BC Horse Racing Industry Management Committee in order to communicate decisions concerning 2011 financial allocations.

The difficult financial circumstances in which the industry finds itself and the significant decline in revenue that was experienced in 2010 have created a challenging starting point for these decisions.

However, I am pleased to advise, on behalf of the Minister, that government has determined it will increase its grant to the industry to a fixed amount of \$10 million annually, starting in 2011. This fixed amount will provide stability and certainty in the level of government support for the industry rather than the former method, which depended on the amount of revenue earned.

As a result, the amount available for use by and in support of the industry has increased from \$44.88 million in 2010 to \$48.05 million in 2011.

As such, the current allocations for 2011 are:

Organization/Function	2011 Allocation
• Great Canadian Gaming Corporation	\$17.16 million
• Thoroughbred sector	\$10.26 million
• Standardbred sector	\$6.83 million
• Advertising and marketing fund	\$0.8 million
• TBC Teletheatre BC	\$13.00 million
Total	\$48.05 million

This allocation:

- Builds from the allocations made in 2010;
- Establishes a \$0.8 million advertising and marketing fund, under the general direction of the BC Lottery Corporation, to help attract new or former customers to the industry; and
- Distributes the remaining new funds to purse pools in order to enhance the experience of customers and race participants.

The Minister and the Committee believe these decisions are in the best interests of horse racing in BC.

Sincerely,

Derek Sturko
Chair, BC Horse Racing Industry Management Committee

**Ministry of
Public Safety and
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