The Wisconsin Horse Council gives out money annually for scholarships, sponsorships, and trail grants.

- The WHC offers programs for trail riding and driving, certifying and educating judges, trail building school, and honorary awards such as:
  - Director of the Year Award
  - Horse Person of the Year Award
  - Special Achievement Award
  - Lifetime Achievement Award
  - Show Judge of the Year Award
  - Equine of the Year Award
- WHC Also has a Wisconsin State Horse Council Foundation, a 501c3
- We have representation in Madison to promote equine legislation and protect horse owners.

Horses in Wisconsin: Serious Business

Economic Impact = $2.24 billion*

The Wisconsin Horse Council, Inc. is a non-profit organization representing horsemen and women and the equine industry. The WHC promotes the horse through leadership, education, and service and takes a proactive role in the growth of the industry.

Wisconsin Horse Council
920-623-0393
www.wisconsinhorsecouncil.org
info@wisconsinhorsecouncil.org

*AH Study 2017-2018
Economic Impact of Wisconsin’s 150,325 horses

Value of horses in our state......$1.28 million

The horse industry is a significant portion of Wisconsin’s $282.04 billion GDP (2017)

The equine industry annually generates...
- $723 million direct contribution to WI GDP
- $1.286 billion in total value added to WI Economy
- $2.241 billion in economic impact

It provides 26,407 jobs that generate...
- $562 million in direct labor income
- $882 million in total labor income
- $22 million in local, state, and federal taxes

Equine Economic Impact by Sector to Wisc.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Jobs</th>
<th>Value to State Economy</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competition</td>
<td>9,997</td>
<td>$470 mil</td>
<td>$810 mil</td>
</tr>
<tr>
<td>Recreation</td>
<td>6,183</td>
<td>$298 mil</td>
<td>$504 mil</td>
</tr>
<tr>
<td>Racing</td>
<td>1,064</td>
<td>$63 mil</td>
<td>$97 mil</td>
</tr>
<tr>
<td>Equine Therapy</td>
<td>213</td>
<td>$8.9 mil</td>
<td>-</td>
</tr>
<tr>
<td>Equine Rescues &amp; Sanctuaries</td>
<td>32</td>
<td>$1.4 mil</td>
<td>-</td>
</tr>
<tr>
<td>Equine Academic Institutions</td>
<td>56</td>
<td>$4.2 mil</td>
<td>-</td>
</tr>
</tbody>
</table>

Horse Enthusiast Breakdown by Type

<table>
<thead>
<tr>
<th>Type</th>
<th>WI Households</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td>30,554</td>
<td>1.3%</td>
</tr>
<tr>
<td>Participant (Non-Owner)</td>
<td>382,647</td>
<td>16.0%</td>
</tr>
<tr>
<td>Spectator Only</td>
<td>314,266</td>
<td>13.2%</td>
</tr>
<tr>
<td>Total Horse Enthusiasts</td>
<td>727,467</td>
<td>30.50%</td>
</tr>
</tbody>
</table>

Land:
61% or 6 out of 10 horseowners own or lease a farm, barn, or stable; which represents approximately 423,000 acres of land in Wisconsin used for horse related purposes.

How Wisconsin Horse Owners Use Their Horses