PERFECTLY EXECUTED
This Is The Plan takes Borgata Invitational

Chris Brokate
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WORTH REPEATING

“Got my SOA of NY calendar in the mail today and no lie, the month of March almost made me cry. A long, hard, loss-filled year.”
Moira Fanning’s reaction to the dedication of the March calendar page to John Brennan, the beloved longtime SOA of NY horseperson’s representative who passed away due to complications from COVID-19 in March 2020.

“Loved watching Mickey Gee come from last around the last turn and get up to win. You just don’t see that very often.”
SOA of NY Facebook fan John Ross shared his favorite moments of the 2020 racing season.

“My goal is to make a lifelong dream a reality and purchase a few Standardbreds and cheer my own horses on. Happy new year everyone. Never stop dreaming.”
SOA of NY Facebook fan Cheryl Lynn Gering Marsh on goals for 2021.

“I remember one incident it took us eight hours to get to Yonkers. We sat on the George Washington Bridge for three hours and I was 10 minutes late for Lasix. We leave six hours before Lasix time. I figure if we don’t make it, I’m not going to allow for any more time than that.”
Delaware-based trainer Dylan Davis on the perils of shipping to Yonkers.

“I’m surprised you called me tonight.”
A less than optimistic Jordan Stratton when solicited for comments for the SOA of NY’s Driver Insights feature on Dec. 15. Stratton drove two winners on the program, including 12-1 upsetper Travel Winner.

BY THE NUMBERS

1,561: Races held at Yonkers during 2020.
5: Winningest post position in 2020 with 275 successes.
29: Races cancelled from Dec. 17 - 19 due to unsafe track conditions.
$1,058,961: Total handle for the 10-race card on Dec. 1, 2020. It was the biggest nightly handle of the year and the first night to top $1 million since February 2020, before the impact of the COVID-19 pandemic.
$22,216,598: Gross purses paid at Yonkers during 2020.
10: Straight years 12-year-old and three-time Yonkers International Trot participant On Track Piraten has won a pari-mutuel race after taking a leg of the V75 at Sweden’s Romme Travbana Dec. 28, his only win in 2020.
After a long period of neglect, spurred by an MGM Yonkers cost cutting policy that puts safety last, the SOA of NY has invoked a longstanding contractual provision it has never had to bring into play before. We have called for Charles E. Coon & Sons to provide a competent appraisal of the track condition and to make recommendations regarding necessary work to be done. Contractually, the cost of that work is to be absorbed by MGM Yonkers.

To provide perspective, the racetrack was last resurfaced in 2006 when Empire City Casino opened and racing resumed after the construction hiatus. Since the COVID-19 pandemic began in March 2020, track maintenance was drastically cut to one day per week. Some believed the pandemic might disappear by Easter. That thinking was wrongheaded, and with the shutdowns, reopenings, and reclosings, the track debilitated literally down to its base.

Only because of the efforts of professional trackman and USTA Director Kim Crawford was the track surface rendered more than acceptable for racing and training. Crawford placed tons of material on the surface on an almost weekly basis. Just as important, he worked the MGM Yonkers-employed track crew as hard as was required to meet the needs of the track.

After Crawford’s efforts were sabotaged by at least one of those employees (as determined by the New York State Gaming Commission), we lost his proficient expertise. This, coupled with the elimination of maintenance crews and the carousel of track maintenance applicants to fill the void created by chasing away a very competent trackman, got us to the point of losing our racetrack and worse, contributed to the catastrophic breakdown of pacer Linkjack Hanover Dec. 18, 2020.

This situation did not occur overnight, nor does it appear that it will be corrected in rapid fashion. Taking two days to clear snow after a snowstorm when other tracks with larger surface areas got the job done quickly is but one telling example of the extent of damage done by the calculated acts of MGM Yonkers and its racing management team.

We all understand the need for corporations and anyone in business to maximize profits and minimize losses. When any entity buys a racetrack, however, at a minimum it must maintain the racetrack in a condition of safety for both humans and equines. While cost-cutting measures can be found (and MGM Yonkers has no trouble finding them), maintaining a racing surface is not one of them. It does not take much neglect to let a track get away from you.

The current trackman hired by management has been absent in the daytime. Presumably, he is still working at Goshen Historic Track where he allegedly first started as a trackman four years ago. As incredible as it may sound, the new “trackman” may not even be authorized to appear on site on days Yonkers doesn’t race (Saturdays and Sundays in 2021).
Furthermore, there has been a lack of compliance by MGM Yonkers with Gaming Commission requirements to employ an equipment man. If that wasn’t bad enough, add gaping holes in the up ramp, which present a recipe for a second disaster to occur. Thankfully, it appears that these omissions will be immediately rectified thanks to intervention by the Gaming Commission. The track neglect will take much more time to rectify, as past opportunities to remedy that more serious problem have been ignored, or worse, repelled. A temporary fix will allow us to race until we get to warmer weather when the real work will need to be done.

As is obvious to anyone participating at any track on a regular basis, the situation is as surreal as it is unacceptable.

Hopefully Dan and Greg Coon will educate this casino-only minded company that owns a racetrack on what is acceptable and what is not when it comes to track maintenance. The Coons certainly know their business, but the real test, just like with Crawford, will be when they leave. MGM Yonkers has a choice: repair the track surface to an acceptable level prior to the 2021 season commencement, resurface it if recommended, and maintain it as required, or revert to its insane bean counting and wait for disaster to strike…again.

The Empire State Harness Horsemen’s Alliance (ESHHA) representing the NYS harness industry has advocated for a share of any sports betting done through licenses granted to anyone, especially to any NYS tracks, to conduct sports betting, whether such activity is conducted on site or through any of the track’s related wagering platforms. That is in part deemed necessary to offset any cannibalization sustained to wagering on horse racing, and even necessary to include a racing option on the menu available to sports bettors.

Similar protections, as were put in place in New Jersey by the SBOANJ, are also necessary in NYS. Obviously NY’s breeding, agriculture and horse racing industries will be the beneficiaries.

The SOA of NY is a part of ESHHA and shares all of the same concerns voiced by our counterpart NYS thoroughbred horsemen and the New York Racing Association in support of this proposal.

Additionally, the SOA of NY is advocating for the authorization of “fixed odds” wagering on horse racing so it may be included in the menu provided to those looking for other ways to participate in wagering on horse racing rather than by strict pari-mutuel rules. The NYRA and their horsemen likewise are pushing for this change.

Legislative hearings will be held in Albany this month on sports betting issue.

Winter & Spring Stakes Nomination Blanks Available

Closing Feb. 16, 2021:
- M life Rewards Ladies & M life Rewards Gents Pacing Series
- Blue Chip Matchmaker ($750,000 Estimated)
- Borgata Pacing Series ($1.25M Estimated)

Closing March 15, 2021:
- John Brennan Trotting Series

Closing April 15, 2021 (Sustaining Payment due May 15, 2021):
- MGM Springfield Stakes 2-Year-Old Pacers

Click Here to Access Nomination Blanks
STAKES REVIVAL
This Is The Plan, Caviart Ally take rich invitationals

BY BRANDON VALVO

There are few things the COVID-19 pandemic and the related response failed to impact, and the 2020 stakes program at Yonkers Raceway was no exception. Most of the track's featured events were cancelled: the Borgata and Blue Chip Matchmaker Series, the SOA of NY Bonus Trotting Series, the MGM Yonkers Trot MGM and Grand Messenger Pace (each a leg of the Triple Crown of its respective gait), and the MGM Yonkers International Trot and its supporting events, the Bellagio Classic Trot and Aria Invitational Pace, all fell victim to the virus.

Although the stakes program was ravaged by the pandemic, it was partially revived Nov. 28, 2020 as Yonkers hosted a pair six-figure paces: a $100,000 invitational pace for Blue Chip Matchmaker Series eligibles and a $125,000 invitational pace for Borgata Series eligibles.

A testament to the strength of the weekly open handicap paces at the Hilltop, many of the entrants in the invitational for Borgata Series eligibles were familiar faces to regular Yonkers viewers. Bettors made San Domino the 8-5 favorite off a 3/4-length, 1:50.3 victory in the local $25,000 open handicap pace Nov. 7. Ostro Hanover, the 7-2 third choice in the betting, entered off a third in the $30,000 open pace at Yonkers Nov. 21. Only two of the eight starters were invading: longshot Bechers Brook and 9-5 second choice This Is The Plan, who followed the Grand Circuit throughout the summer.

Jordan Stratton put the whip on San Domino's tail as the wings folded in the 1-mile contest, but Tyler Buter used the inside to his advantage and cut the corner with Ostro Hanover to take the lead, forcing the favorite into the pocket. Tookadiveoffdipper, a 22-1 outsider, and This Is The Plan left from outside post positions to secure good early positions in third and fourth, respectively.

The order remained unchanged in the first lap as Ostro Hanover dictated an honest pace, clicking off a :26.3 opening quarter and a :55.1 half-mile. With one lap remaining, Andy McCarthy angled to the outside with Bechers Brook, forcing George Brennan to pull on the right line with This Is The Plan. However, Brennan got unexpected cover as San Domino popped the pocket and went on the offensive against Ostro Hanover.

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Invitational Recap —
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Despite the confident handling, San Domino could only reach Ostro Hanover’s throatchatch as Buter kicked out the plugs and the pace quickened up the backstretch. Meanwhile, This Is The Plan climbed all over Stratton’s back second-over as they reached three-quarters in 1:23.

Brennan tipped This Is The Plan three-wide at the midway point of the final turn as Ostro Hanover turned away San Domino. Straightening away, Brennan leaned back, pulled This Is The Plan’s ear plugs with a thrust of his right foot, took the lines in his left hand, and went to a right-handed whip. He cracked the wheel disc once, then his charge’s hind end with three quick strokes. This Is The Plan lengthened his stride and reached for Ostro Hanover, who dug in along the pylons.

Brennan tucked the whip as This Is The Plan put his grey and yellow-blinkered face in front as the photo finish lights came into view. The pair bested the pacesetter by a half-length in 1:52. Tookadiveofftipper finished third.

The victory in the invitational pace for Borgata Series eligibles improved This Is The Plan’s record to 14-for-68 and boosted the 5-year-old gelding’s earnings to $1,749,700. The victory was another notch in the belt for the Somebeachsomewhere son, who previously won the Ben Franklin Final, Progress Pace, Prix d’Été, Hoosier Park Pacing Derby, and a division of the Bluegrass. Burke Racing Stable, Weaver Bruscemi, J&T Silva- Purnel & Libby, and Lawrence Karr own.

Unlike their male counterparts, the distaff invitational for Blue Chip Matchmaker Series eligibles was dominated by a pair of invaders: Shartin and Caviart Ally. Shartin entered the invitational on the longest losing streak of her career, a 5-race rut dating to Oct. 17, butters made her the 3-5 favorite. Co-owner and driver Tim Tetrick let the mare leave from the gate and she made the lead effortlessly, putting Caviart Ally and Andy McCarthy in the pocket from their inside draw.

The two favorites were isolated on the front through a quarter in :27 and a half in :56.1. Parked out Lady Dela Renta didn’t get close to Shartin and the plugs were out on Snobbytown in fourth passing the half. The backfield never threatened. Tetrick kept a tight hold of Shartin with the whip tucked away through three-quarters in 1:24.

Around the final turn though, it started to slip away. McCarthy angled Caviart Ally to the outside, and sensing the threat, Tetrick yanked out the plugs and went to the whip. The white blazed face of Caviart Ally inched closer and as McCarthy went to the stick and drew on even terms. At the midpoint of the stretch, it was clear the wire wouldn’t come soon enough to save Shartin. The mighty mare could not stave off the challenge of Caviart Ally, who got up for a neck win in 1:52.1. Snobbytown was third 5 1/4 lengths behind.

Following the invitational, both Caviart Ally and Shartin retired to the breeding shed. Caviart Ally went out a winner with a record of 87-28-23-15 and $1,974,971 earned for trainer Brett Pelling and owner Caviart Farm. Shartin retired the fastest pacing mare in history with a mark of 1:46.4, a record of 68-46-12-1, and $2,555,629 earned for trainer Jim King, Jr. and owners Richard Poillucci, Jo Ann Looney-King, and Tetrick.
TITLE DEFENSE

Bartlett, Di Domenico repeat as meet leaders

BY BRANDON VALVO

In a year defined by the unprecedented and uncertain, the names atop the driver and trainer standings at Yonkers Raceway are one thing that did not change. Jason Bartlett and Scott Di Domenico again took top honors in their respective standings in the marathon Yonkers racing season.

Bartlett had to sweat out the 2019 driving title result as the decision came down to the last few races of the long meet and ended with a dead heat: Bartlett and George Brennan each won 427 races. The 2020 title was less suspenseful, with Bartlett driving 242 winners to Brennan’s 229. Horses driven by Bartlett earned $3,627,449 at Yonkers in 2020. It is Bartlett’s 10th Yonkers Raceway driving title.

“When I got around seven or eight (driving titles), the goal became 10,” Bartlett said. “I was able to hit the mark and now we’re on to number 11, hopefully. When I was getting close to 10, that was something I was shooting for. I’m pretty happy with it.”

Bartlett ranks the New York Sire Stakes Night of Champions card among his top moments of the 2020 season. He guided King James Express to win the $225,000 NYSS Final for 2-year-old pacing colts and geldings and drove Hobbs to victory in the $225,000 NYSS Final for 3-year-old trotting colts and geldings. He also finished second with Heart Of Mine in the $225,000 NYSS Final for 2-year-old pacing fillies.

“We didn’t have a lot of big races at Yonkers, so I was really happy the way the Sire Stakes turned out for me,” Bartlett said. “The New York Sire Stakes program did a great job of getting as many of the races in as they could and I was happy with the way the Sire Stakes year went.”

On the trainers’ side, Scott Di Domenico sent out 84 winners from 484 starters and his horses earned $997,099. They were led by Swansea, Di Domenico’s open trotter who went 4-for-9 and earned $98,450 at Yonkers in 2020.

“It’s a great accomplishment. It says a lot about my guys in the barn and obviously my owners,” Di Domenico said. “I’m just glad to be able to say we did it and hopefully try to do it again.

“Swansea, he always holds a special place in my heart,” Di Domenico said. “Anytime I’m able to win a race with George (Brennan), that’s always nice. He’s almost a family member and that always makes me happy. Being able to

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Meet Leaders —
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drive up there and go to work and do what I enjoy, that’s special to me.”

Di Domenico has about 60 horses in his stable and is always looking to grow. He always thinks about Yonkers when shopping for new prospects.

“Obviously, looking for more and looking for horses that will fit the classes that Yonkers has. I want to have a horse in every race,” Di Domenico said. “Yonkers is my primary focus and I want to try to be there every night and do as well as we can.”

While they both stayed the course, the impact of the COVID-19 pandemic was significant to both Bartlett and Di Domenico. In addition to the direct financial impact - horses driven by Bartlett in 2019 earned $8,346,624 and horses trained by Di Domenico $2,933,183 - they each struggled through the lockdown, which lasted from early March to late June. Bartlett contracted the virus in the early stages of the pandemic when little was understood about it.

“This pandemic has affected all of us and our earnings went way down this year, obviously,” Bartlett said. “But at the end of the day, we’re fortunate just to race and be racing now. I think these times have really made us be more grateful for the things we have.

“I had it when we first found out about it. I didn’t know anything about it. John (Brennan) passed, the Fusco family was in the hospital. At that time, things were very scary and no one really knew what to do or how to do it,” Bartlett recalled. “It was very mild, I lost my taste and smell, had a bad headache. I think the anxiety got to me a little bit, thinking about what happened to John and the Fuscoes and people that I knew who were affected by this.”

Di Domenico praised the owners who continued to foot the bill for their horses even as income from racing ceased. As no one knew when racing would resume, the horses remained in training and were kept fit throughout the shutdown to ensure their readiness when the green light was given.

“You have to give the owners of these horses all the credit in the world to be able to withstand having no income,” he said. “The horses still need to be cared for and fed and paying bills on them. They stuck by the horses and stuck by the trainers.

“Financially, it was very difficult for everybody. Our harness community got hit pretty hard with John Brennan, the Fusco family, a lot of people we had seen on a nightly basis who we were friendly with or competitive against,” Di Domenico continued. “Losing them and trying to go forward not knowing when you’re going to go back to work and earn money again, it was a taxing period for everybody.”

After months of waiting, guessing, and hoping, racing recommenced at Yonkers June 22. Bartlett picked up where he left off, winning three races on the reopening card. Di Domenico harnessed two winners and three runner ups in the first week.

“It was absolutely a breath of fresh oxygen. It was a shot in the arm and it was really something good that picked everybody up,” Di Domenico said. “It was so doom and gloom. For us, we could at least go to the barn and be with the horses and think about something other than COVID-19. Finally, to get the news that we were going to go back to work and have that opportunity to race again, it was very gratifying.”

When asked about goals for 2021, Bartlett and Di Domenico echoed each other: stay healthy and try to win another title.
Yonkers Raceway teased a significant decrease in takeout rates on select exotic wagers in a graphic on the Dec. 14, 2020 simulcast. The graphic indicated the track will reduce the takeout rate on pick four, pick five, and pick six wagers from 25% to 20% (a 20% decrease) effective in 2021.

The takeout rate is the percentage of all pari-mutuel wagers which are retained as revenue by the racetrack. Amounts not retained as takeout are divided among the winning ticket holders. As such, the takeout rate directly affects the amount of winnings horseplayers collect. Lower takeout wagers are generally more sought after by horseplayers and generally attract greater wagering volume due to their increased payouts relative to higher takeout bets.

For example, the Dec. 14, 2020 early pick four returned $358.50 at the current 25% takeout rate and would have returned approximately $382.40 at the reduced 20% takeout rate, assuming the only variable which changed was the takeout rate.

Takeout rates vary by wager and are set by the racetrack and approved by the New York State Gaming Commission as established by the Laws of New York State. Yonkers Raceway Director of Racing Alex Dadayan confirmed the decrease was approved by the Gaming Commission effective Jan. 1, 2021.

The decreased 20% takeout rate on the pick four, pick five, and pick six is the lowest permitted under the laws governing pari-mutuel harness racing in New York State (Pari-Mutuel Wagering And Breeding Law, Article 3: Harness Racing And Breeding, Section 318). The maximum permitted under the law is 30%. The comparable law governing Thoroughbred racing in New York permits rates of between 15% and 25% for the same wagers.

Following the reduction to 20%, Yonkers Raceway’s pick four wager will be the cheapest in New York State, dropping one point below the 21% charged by Tioga Downs. The State’s other four harness tracks that offer a pick four wager set their rate at 25%. Yonkers features two pick four wagers nightly: an early pick four beginning in race one and a late pick four beginning in seven. The pick four carries a $1 minimum stake.

At 20%, Yonkers Raceway will match Saratoga Raceway for the lowest pick five takeout on New York State harness racing. The State’s other three harness tracks that offer the gimmick charge a 25% rate. Yonkers’ pick five begins in race five nightly and features a 50-cent minimum bet.

Yonkers Raceway will add a pick six to the wagering menu beginning with the 2021 meet opener. The wager, which does not feature a jackpot provision, will carry a $1 minimum stake and will begin in race three on the program. Yonkers Raceway becomes the only harness track in New York State, and one of only a few harness tracks in the country, to offer a pick six.

Racetracks in other jurisdictions that are not subject to required minimum takeout rates by law are able to offer lower takeout rates on exotic bets. Rates ranging between 10% to 15% are not uncommon.

Yonkers 2021 Multi-Race Betting Menu*

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*assuming a 10-race program
SOA of NY Contributes to Goshen Historic Track, SRIF

On Dec. 5, the Board of Directors of the Standardbred Owner’s Association of New York (representing horsemen competing at Yonkers Raceway) resolved to donate the sum of $5,000 to the Goshen Historic Track. This contribution was in recognition of not only the important place the venue holds in our industry, but also in appreciation for the oval’s significant role in assisting racing participants amid the COVID-19 pandemic. The check went out Jan. 4, 2021.

During a truly dark spring for pari-mutuel harness racing in New York State, a bright shining light was provided through the kindness of the Goshen Historic Track trustees. First, through the trustees, SOA of NY director Ray Schnittker was able to utilize the facility to accommodate an initial number of qualifiers. These qualifying races not only prepared horses for their anticipated return to live racing, but also provided necessary charted lines for the horses, as the USTA sanctioned the events for this purpose.

After the USTA’s OK, the kindness shown by the Historic Track’s personnel and the necessary approval of the track’s president Steve Jones, allowed for weeks of qualifiers to be held. The SOA of NY cultivated volunteers to collect fees and helped defray the costs associated with the effort in order to provide a starter, racing office personnel, a USTA-qualified presiding judge along with associates, and a paddock judge. A tele-timer was installed and a company was secured to monitor its proper function on a regular basis, as was a track re-measuring protocol completed. Additionally, the USTA provided an online entry portal, and both an ambulance service and disinfecting company were hired.

* * *

The Standardbred Owners Association of New York has contributed $25,000 to the Standardbred Racing Investigative Fund (SRIF) to help meet the challenge of the $250,000 matching fund grant from Hanover Shoe Farms that was announced in April by Hanover Shoe Farms’ President and CEO Russell Williams and Executive Vice President Bridgette Jablonsky to promote integrity in harness racing.

The SRIF announced its formal launch on Tuesday, Sept. 29. SRIF is a 501(c)(3) corporation formed to fund expert investigations into matters concerning the health and welfare of horses in the harness racing industry, such as prohibited medication practices and fraudulent trainer listings.

The SOA of NY encourages other Horsemen’s Associations, track operators and specifically those individuals most vocally concerned about integrity in harness racing to do whatever they can to assist the SRIF.

All contributions should be made out to the Standardbred Racing Investigative Fund and sent to:

Standardbred Racing Investigative Fund
PO Box 339
Hanover, PA 17331

The Goshen Historic Track

Brandon Valvo

Follow the SOA of NY on Twitter!

@SOAofNY • #HarnessRacing
SOA of NY elections concluded and general meeting postponed

From the SOA of NY

On Saturday, December 5, 2020 at 3 p.m., a meeting of the Board of Directors of the Standardbred Owners Association of New York was held virtually via Zoom video conferencing. Due to the COVID-19 pandemic, the annual December general membership meeting of the Association was postponed to an unannounced later date.

At the Board of Directors meeting, it was announced that the following, all incumbent Directors, were re-elected without opposition:

- Michael Forte (Driver/Trainer category)
- Jordan Stratton (Driver/Trainer category)
- Tom Ceraso (Owner category)
- Sandra Kaufman (Owner category)
- Stanley Noga (Owner category)

The following Officers were elected to serve for one-year terms:

- Joseph A. Faraldo, President and Executive Committee member
- Peter Venaglia, 1st Vice President, and Executive Committee member
- Irv Atherton, 2nd Vice President, Treasurer and Executive Committee member
- Chris Wittstruck, 3rd Vice President
- Peter Younger, Secretary

The following Executive Committee was elected for 2021:

- Joseph Faraldo
- Peter Venaglia
- Irv Atherton
- Jordan Stratton

The following Trustees of the Retirement and Welfare Funds were elected for 2021:

- Peter Venaglia (Chairman)
- Joseph A. Faraldo
- Irv Atherton
- Chris Wittstruck
- Peter Younger
- Jordan Stratton (1st Alternate)
- Ray Schnittker (2nd Alternate)
- Tom Ceraso (3rd Alternate)

In addition, the Directors engaged in an extensive discussion regarding the SOA of NY’s legislative and administrative priorities for 2021. Additionally, various Directors provided an update concerning the Association’s recent interactions with track management regarding a variety of issues.

SOA of NY BOARD MEETING DIRECTOR ATTENDANCE

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*P = Present, A = Absent*
SOA of NY Social Media Initiative Update

Beginning Aug. 17, 2020 the SOA of NY launched a new social media campaign aimed at engaging new and existing customers and promoting our races at Yonkers Raceway. The campaign has been broad, encompassing Twitter, Facebook, Instagram, and the SOA of NY website. Results of these efforts along with supporting analysis are presented below:

**TWITTER**
Total Twitter impressions (the number of times users saw tweets from @SOAofNY) from the period Aug. 17, 2020 through Dec. 31, 2020 were 542,748, a 42% increase from 380,963 in the comparable period from 2019. The increase was driven by nightly race coverage, in which we live-tweeted all the action at Yonkers on a nightly basis. This increase came despite a lack of International Trot coverage in the current year, which accounted for approximately 200,000 impressions in the prior year.

**INSTAGRAM**
Prior to Aug. 17, 2020, the SOA of NY’s Instagram account was not being utilized. Our page had last posted on Jan. 9, 2018 and had less than 200 followers. As of Dec. 31, 2020, the SOA of NY’s Instagram following had grown to 506. Our Instagram reach (the number of unique accounts that saw our posts) totaled 61,923 in 2020 (zero in the prior year). Our popular posts included #ThrowBackThursday images of past International Trot performers, such as Zacon Gio and On Track Piraten, and images promoting the featured stories on our website, including Borgata invite San Domino and Australian import Pat Stanley.

**FACEBOOK**
Total Facebook reach over the period Aug. 17, 2020 through Dec. 31, 2020 was 269,352. While this represents a 25% decrease from 361,502 in the same period in the prior year, this decrease is primarily attributable to a lack of International Trot content in the current year. Such content accounted for reach of approximately 150,000 in the prior year. Despite the decrease in reach, we successfully grew our page’s following; the number of people who “like” our page grew 42% from 4,601 to 6,522 between Aug. 17, 2020 and Dec. 31, 2020.

**WEBSITE**
Driven by featured stories and profiles, news releases, the quarterly newsletter, and the popular ‘Driver Insights’ feature, soaofny.com attracted 7,601 pageviews for the period Aug. 17, 2020 through Dec. 31, 2020. Data from the prior year (before the SOA of NY upgraded its website) was not available.

**TOTALS**
Across all social media platforms, users saw our posts 881,624 times between Aug. 17, 2020 and Dec. 31, 2020, an 18% increase from 742,465 in the comparable period from 2019.