



The Evolution of Horse Racing

The horse industry is arguably the most important asset of our Bluegrass Region. The green belt that encircles Lexington is due in most part to our world-renowned horse farms. It defines us. And it has provided entertainment for us for decades and helps create our quality of life here.

The economics for the state are undisputed. All together, Kentucky's horse industry is a \$4 billion economy with 80,000-100,000 jobs provided according to research conducted by KEEP - Kentucky Equine Education Project.

But as it repeatedly said in today's business environment -

**“Either you evolve
or you die”.**

The first major evolution for the horse industry since the advent of the pari-mutuel system was the Interstate Racing Act, allowing for wagering to be made across state lines. The age of simulcasting began over 30 years ago. It was a needed boost to the lifeblood of racing's economics—and that is wagering revenue.

The health of the horse industry is directly tied to its ability to attract the wagering dollar. It shapes purse structure for owners, facility enhancements as well as the auction market.

The explosion of legal gaming opportunities has challenged racing's market share of the wagering dollar. The growth of alternative opportunities to wager, from both casinos and through computers, smart phones and tablets for on-line wagering has come at the expense of racing.

In an attempt to meet this challenge and evolve towards the desires of the wagering consumer, a new pari-mutuel offering was developed as well as the device for the presentation of this wager. Based on previously conducted races, “historical racing” was first introduced at Oaklawn Park and provided that facility with a revenue stream that has dramatically improved purses and more. It has been an evolution of horse racing embraced enthusiastically by today's wagering consumer. It is a legal wager that has been offered in Kentucky since 2012 and due to its success it will be available in the “Horse Capital of the World” later this year.

Since 1875, racing and wagering has been presented on the same piece of ground to the people of Lexington and racing fans worldwide. Some 140 years later, the Red Mile is experiencing a new chapter in its storied history. A \$40 million dollar renovation project with local contractors and local construction workers will be revealed in Septem-

ber. The migration of Thoroughbred simulcasting to merge with harness racing will begin in July. A new era of entertainment and hospitality will be welcomed in by featuring live racing, historical racing, simulcasting and special events at Red Mile.

This new investment of the KRM partners, promises to benefit not only our signature horse industry, but equally benefit the tourism community, the hospitality industry, as well as provide over 200 new quality jobs this year alone.

The evolution of horse racing is an answer to those who question the future of how can horse racing compete for the wagering dollar? How can Lexington attract more conventions, groups and tourists? How can we continue to strengthen our urban core? How can we encourage more private investment in this urban core? The answers this project provides are positives for our future.

The health of the horse industry and the health of Lexington have been intertwined for over two centuries. What is good for the horse racing is seen as good for our city as well. Once again, the two have the opportunity to evolve in a positive manner with the creation of a first class facility that provides legal wagering and entertainment befitting a world-class city.

REDMILE

LIVE RACING HISTORICAL RACING SIMULCASTING SPECIAL EVENTS

RED MILE

Since 1875, Red Mile has been an important part of the cultural and physical fabric of Lexington, central Kentucky, and the world of horse racing. It is one of the **oldest harness racing tracks still operating in the world** today.

Red Mile's renovations and expansions will accommodate an Entertainment Center, which will offer three exciting wagering experiences: Simulcasting, Live racing, and Historical racing.

Design

Every detail of Red Mile's design, from the arrangement of spaces to the styling of its exterior, serves a specific and significant purpose.

The exterior design pulls inspiration from the movement and excitement of horse racing, which honors the culture of Red Mile and the greater horse racing community.

The canopies at the West and East entrances are sculptural interpretations of the **sulky frames used in harness racing at Red Mile** since its inception.

The banded, curving metal walls reflect the movement of track racing and the energy within the facility. Regionally quarried Limestone walls anchor a large glass curtain wall, visible from Red Mile Road. The curtain wall acts as a dynamic display utilizing color changing light and interchangeable graphics to reflect the excitement of the new Red Mile.

Construction

The project features a **100% Kentucky-sourced design-build team**, and is utilizing **98% Kentucky contractors**

40 of the 41 companies utilized for the project are Kentucky-based.

Construction spans 11 months and will use approximately 147,000 man hours.

Existing spaces have been renovated and modernized to provide improved life safety conditions, accessibility, and energy-efficient building systems.

First Floor

75,000 sq. ft., including 37,000 sq. ft. in new additions

Features: Historical wagering floor, food & beverage amenities, and back-of-house support spaces.

Second Floor

35,000 sq. ft.

Renovations underway for the Red Mile/Keeneland joint venture Simulcast Wagering expansion. Current live wagering spaces are undergoing a complete technological renovation.

Features: Simulcast wagering floor (with approximately 160 televisions for broadcasting video), Live racing wagering floor, and food & beverage amenities.

Community Impact

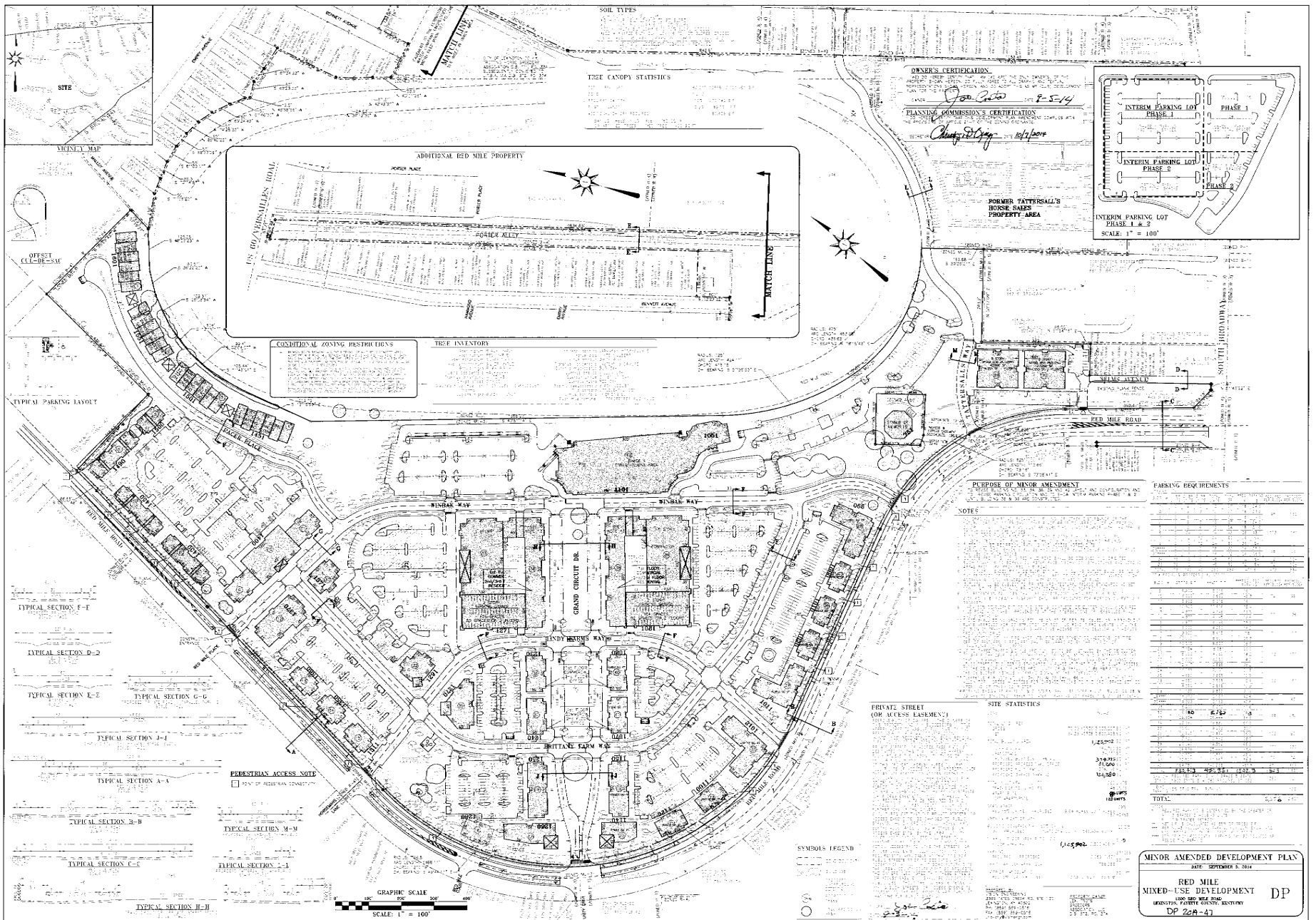
The Red Mile project has made significant contributions to the local economy, **employing over 200 direct Kentuckians with an average income of \$25 per hour** in a variety of highly-skilled construction trades, as well as a substantial number of indirect jobs such as equipment delivery and truck drivers.

The Red Mile joint venture with Keeneland Simulcast Wagering will positively impact the horse racing industry as a whole by increasing interest in live racing at a premier location.

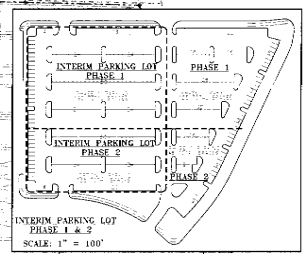
Kentucky Companies Used in Red Mile Construction

D.W. Wilburn	Spray-Tec	Spohn Associates
WG&T Builders	Advanced Ceiling and Wall Systems	C. Worth
Integrity Architecture	JC Industries	Digicam Security
Brown + Kubican	ABR Construction	DC Elevator
Vision Engineering	Asher Construction	Dixon Electric
CMTA Engineers	Top Gun	Landmark Sprinkler
Lexington Quarry Company	O'NAN Glass & Window Company	Plumbing Source
Harrod Concrete	Raynor Garage Doors of Lexington	Total Comfort Heating & Air
Gate Precast Company	Interspace Limited	Hayes Drilling
MMI of Kentucky	Bennett's Carpets	A-Action Pest Control
TSP Masonry	Martina Bros. Company	Grant's Excavating.
Henley Welding	Merit Commercial Flooring	
Grayhawk	Wilson Painting Company	
Harry Gordon Steel		
Atlas Companies		
Interstate Environmental		





OWNER'S CERTIFICATION
 I, *Don Cato*, 2-5-14
 PLANNING COMMISSION'S CERTIFICATION
 I, *Cheryl Gray*, 10/1/2014



FORMER PATRICKSALL'S HOUSE SALES PROPERTY AREA

CONDITIONAL ZONING RESTRICTIONS

TREE INVENTORY

PURPOSE OF MINOR AMENDMENT

PARKING REQUIREMENTS

NOTES

PRIVATE STREET (OR ACCESS EASEMENT)

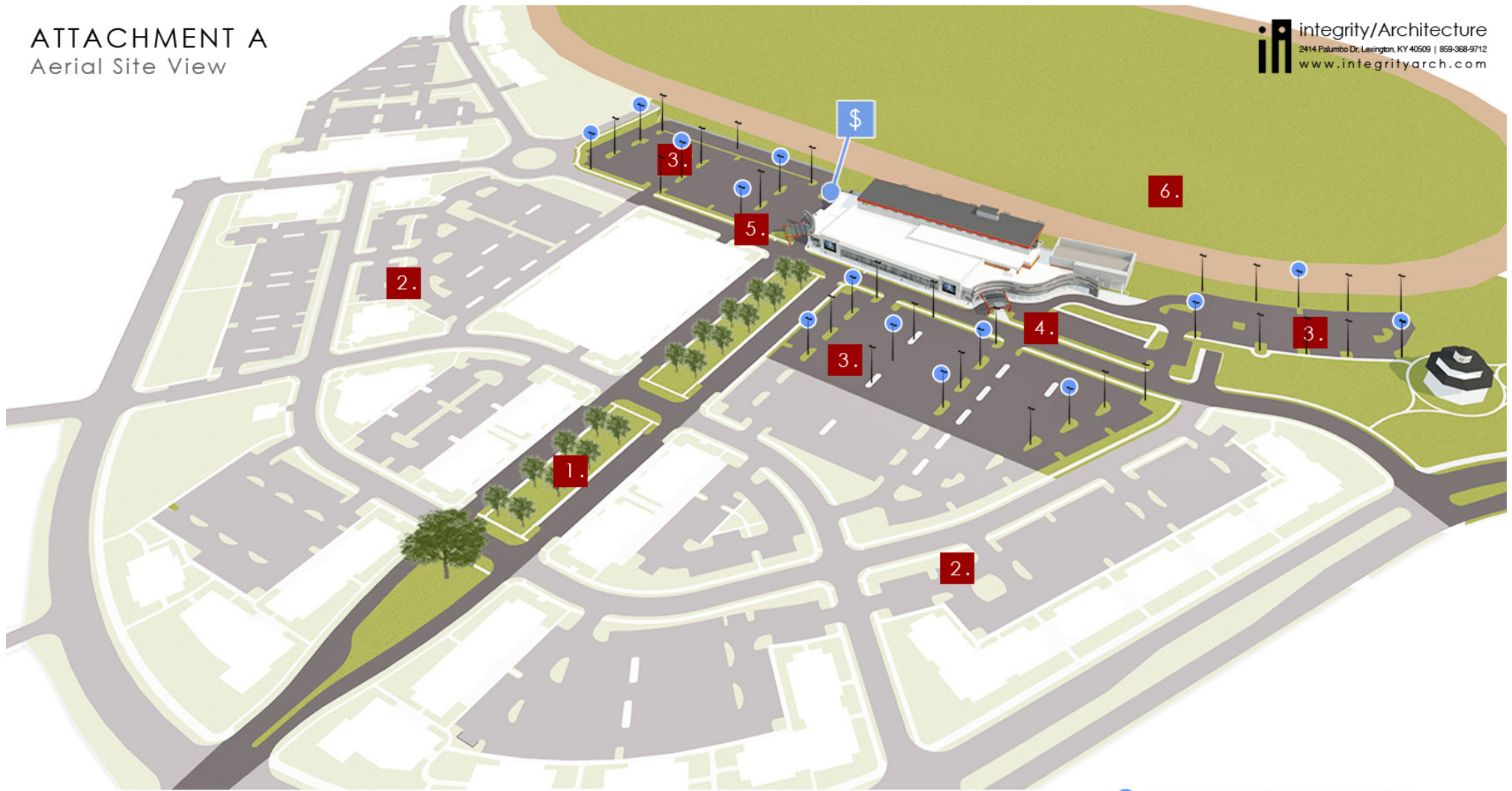
SITE STATISTICS

NO.	DESCRIPTION	AMOUNT	PERCENT
1	TOTAL	100.00	100.00
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MINOR AMENDED DEVELOPMENT PLAN
 DATE: SEPTEMBER 5, 2014
RED MILE MIXED-USE DEVELOPMENT
 DESIGNER: PATRICKSALL'S REALTY
 DP 20M-47

ATTACHMENT A

Aerial Site View



LEGEND:

- | | | |
|-------------------------------------|--------------------------------------|--------------------------|
| 1. GRAND CIRCUIT DRIVE | 3. 750 (TOTAL) PARKING SPACES | 5. WEST GATE |
| 2. APPROVED DEVELOPMENT PLAN | 4. EAST GATE | 6. RED MILE TRACK |
- Light Poles / PTZ Security Cameras
\$ Cash Truck Receiving