

2018-10-19 Blue Ribbon Equestrian Panel Update

At the June 22 Board of Directors Meeting, Chair Nan Meek gave a presentation of the panel's analysis and draft recommendations. Subsequent to that meeting, the decision was made to follow up with a final 2018 report after the end of the summer season during which some of the panel's preliminary recommendations would be implemented. That report is currently planned for the November 17 Board Meeting.

Highlights of the 2018 summer season included:

- Relocation: The final phase of the equestrian center relocation was completed
- Branding: "Family Fun with Horses"
- Member Awareness: TDEC was featured in numerous eblasts and TD News
- Member Experience: Boarder picnic area and bulletin board added to campus
- Equestrian Marketing: TDEC was prominently featured in a state-wide equestrian magazine
- Special Event: Wild West Fest was a sell-out on the Saturday of Labor Day Weekend

The final 2018 report, to be presented at the November 2017 Board Meeting, will include:

- Financial analysis of summer 2018 operations
- 2019 operations recommendations
- Five-year plan

Respectfully submitted on behalf of the Blue Ribbon Equestrian Panel,
Nan Meek, Chair