The Fair Hill Bugle

Fair Hill Foundation Newsletter

Summer 2023

Terry Hasseltine Talks MARS Maryland 5 Star, Racing at Fair Hill, and Goals for the Future

With the third annual MARS Maryland 5 Star at Fair Hill presented by Brown Advisory rapidly approaching on October 19-22, the *Bugle* sat down with Terry Hasseltine, President of the Sport and Entertainment Corporation of Maryland (SECMD), the owner, operator and manager of the popular international equestrian event. Our wide-ranging conversation touched on how the State park, the Fair Hill Natural Resources Management Area (NRMA), became home to only the second international 5 Star eventing competition in the U.S. – and the seventh worldwide – and what comes next.

In 2019, Hasseltine took the reins of the SECMD, a newly-formed nonprofit affiliate of the Maryland Stadium Authority and the Maryland Sports Commission, where he had served as Executive Director since 2008. He has also been Vice President of the Maryland Stadium Authority's Marketing and Communication Group since 2014. Hasseltine was a key player in 2017 in securing the international CCI5 Star for Fair Hill through a bidding competition among other possible sites including Great Meadow and Morven Park in Virginia, Tryon International Horse Center in North Carolina, and Ocala Jockey Club in Ocala, Florida. Subsequently, the State of Maryland Board of Public Works approved funding for the construction of the equestrian Special Event Zone in the Fair Hill NRMA to serve as the annual host site for the new Maryland 5 Star.

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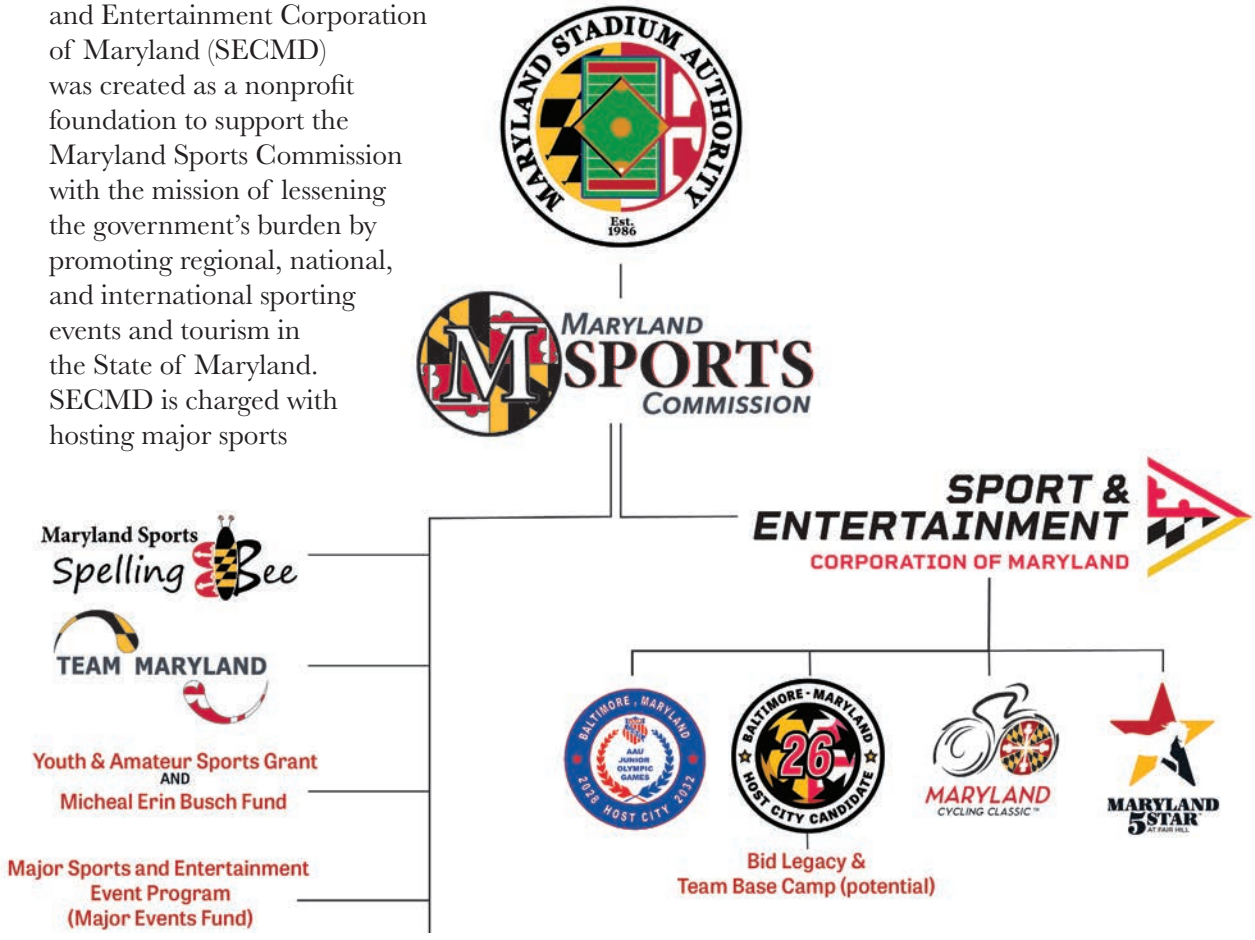
Hasseltine has been instrumental in leading various bid-development and event-support opportunities for the State related to the USEF CCI5*, FIFA World Cup™, ICF Canoe Slalom World Championships, NCAA Men's Lacrosse National Championships, World Football Challenge, Dew Tour, CONCACAF Gold Cup, IRONMAN, USATF Junior Olympics, Baltimore Grand Prix, Army-Navy football games and more. The Maryland Sports Commission has engaged in billions of dollars' worth of economic activity and secured over $2.25 billion worth of those activities in direct spending to date.

Holding a B.S. in Sports Management and Communications from the State University of New York College at Cortland, he served as deputy director of the Kentucky Sports Authority where he played a significant role in the efforts to bring the 2008 Ryder Cup and the 2010 AllTech FEI World Equestrian Games to the Commonwealth prior to coming to Maryland.

The *Bugle*: Would you explain how the Sports and Entertainment Corporation of Maryland came to be and what it means to own, manage and operate the MARS Maryland 5 Star at Fair Hill presented by Brown Advisory?

Hasseltine: In 2017, the Maryland Sports Commission, a division of the Maryland Stadium Authority, established the unanimously-approved Affiliated Foundations Bill via the Maryland legislature. In 2019, The Sport and Entertainment Corporation of Maryland (SECMD) was created as a nonprofit foundation to support the Maryland Sports Commission with the mission of lessening the government's burden by promoting regional, national, and international sporting events and tourism in the State of Maryland. SECMD is charged with hosting major sports



Terry Hasseltine

events, conducting economic analysis and research related to sports, sponsoring major sports events, and developing partnerships with other public and private entities to sponsor major sports events. We strive to incubate cultural and operational event integrity for large-scale sport and entertainment events in Maryland, and to recruit, retain, market, promote and manage sports events that have positive media exposure, as well as economic and image impact within the State of Maryland to enhance the quality of life for Maryland's citizens.

Currently, SECMD operates and plans to operate three major events in Maryland – the MARS Maryland 5 Star at Fair Hill presented by Brown Advisory, the Maryland Cycling Classic, a 124-mile race in Baltimore known as America's top cycling race, run for the first time in 2022 and scheduled for September 3, 2023, and beginning in 2028 and scheduled again in 2032, the AAU Junior Olympic Games in Baltimore.

After winning the bid for the next CCI5-L Star in 2018, we were moving from Fair Hill International's annual CCI4 Star event to a CCI5 Star competition and we, the Sports and Entertainment Corporation, made a commitment that we would take on the onus of responsibility to manage and operate the event, so that the cost of insurance and all the heavy lifting fell on our shoulders.

The groups that were part of the original Fair Hill International event that traditionally happened that same weekend would become a support mechanism and not have to shoulder the weight of the fiscal responsibility of an event of this magnitude; we were taking a really well-done event with 30 plus years of history to a whole new level, higher than the Olympics, and also commercializing it to a really high level. As a result, all the contracts for the event now fall under our purview.

The economic upside for the event has continued to grow, year in and year out, as we increase attendance. We went from 20,000 in 2021 up to about 28,000 last year and this year we're forecasting that we will be in the upper 30s maybe low 40s if everything goes as we anticipate. So that's heads in beds, food in bellies, gas in cars, credit card and cash purchases, and people in seats for a long weekend of equestrian-related activities. The weekend's events will be broadcasted and live streamed into 50 plus countries.

The event also gives equestrian sports in the State an additional anchor – Preakness in the spring, 5 Star in the Fall and then the Maryland Million at Pimlico so it's an added indication of how important these events are to Maryland's landscapes and sports environments.

The MARS Maryland 5 Star presented by Brown Advisory is a postcard to the world showing how beautiful Maryland is. Whether you're watching it live streamed on MPT or just getting the video and/or picture highlights, you can see how stunning Fair Hill is. It also helps put the northeast

Eclipse Sportswire photo

quadrant of the State on the map; it's ideally situated between Baltimore and Philadelphia and captures the whole Mid-Atlantic market. We're really making an impact beyond Maryland in a regional effort to showcase a sporting event that's global but at the same time has such a regional impact on Pennsylvania, Delaware and New Jersey as well as Maryland. And now with our partnership with Great Wolf Lodge, we're going to be bringing a significant portion of lodging into the State of Maryland.

Photo by Maggie Kimmitt

As we developed the property, we had to make unique adjustments to the venue and Mr. du Pont's fence around the property made for some real challenges, in some places it was 20 feet deep or more. Throughout, we were trying to keep the natural look of the property; you'll notice there is no covered arena or anything of that nature. Trying to keep the aesthetics of the property beautiful also presents a problem when you're working on an event of this magnitude because that means we have to bring in entirely temporary infrastructure. It involves setting up the grandstand every year, building the chalets, running all the water and cabling; those are some of the things we're working on in incremental phases. Now that we've got the facility, we're trying to understand where the water has to hit, where power needs to hit, where the wifi and fiber needs to run – every year we're trying to make subtle enhancements. Hopefully by Year Five so much of this stuff is in place that at the end of the day we're just building a couple tent structures and the rest of the stuff runs off the permanent power grid we've created.

The *Bugle*: We understand that in addition to the MARS Maryland 5 Star, the SECMD will be responsible for bringing racing back to Fair Hill. Can you update us on those efforts?

Hasseltine: Sure. We've been in conversations with the Fair Hill Foundation about implementing and getting racing back on track. It's a matter of some things with the facility and some timing of implementing that process. We feel very confident right now that racing will be back on Memorial Day weekend in 2024. We tried to put something together for going into Labor Day of this year but we just realized we were up against a timeline that wouldn't work for a September boutique meet. So we're going to turn our energy right after this year's Maryland 5 Star to focus on getting racing back up and happening for the traditional Memorial Day dates. We'll be working with the Racing Commission and others to make sure that we can really put together a racing card that people would really want to come up to see for a few days including steeplechasing, timber, and flat racing in a festival of racing over the Memorial Day Weekend.

The *Bugle*: What's new and exciting for the 5 Star this year over the previous two years?

Hasseltine: This year we're starting to really be able to activate some of the ancillary activities; we've obviously got our hands around the set up and logistics on property so now we can concentrate on enhancing some of the fan experience. We're expanding the Corgi racing

from last year, taking it to a new level and probably doing a bit more of it. People really loved it and thought it was probably the cutest thing they'd ever seen. Then we're doing a rescue dog parade because we have a vendor on site that deals with adoption services. And because of our relationship with Milburn Orchards and Great Wolf Lodge and some of the activities that go along with the Maryland Horse Industry Board, we're enhancing the Kid's Zone.

This is a kid, dog, horse-friendly event; you can come out with your dog and your kids and make it a family-related activity and no one needs to be left behind. We're doing a Hall of Champions celebrating the interaction with famous horses. And then we're having our Food and Beverage Festival which will take place on Saturday during the cross-country day. It will feature locally owned craft brews, wines and spirits along with great quality foods from the region and primarily from Maryland.

We are also featuring a couple new elements on the cross-country course; one is the sunken road complex which is a really cool feature if you're really a novice to cross country or eventing. It's one of those features on the course that will become synonymous with Fair Hill like the green wall at Fenway is for baseball. It will be located on the south side of the timber course and we're implementing some changes there that will enhance the experience for those that come out and hang around that area.

In addition to our partnership with Great Wolf Lodge and how that will spur some new spending, new opportunities for family friendly activities, and Milburn Orchards coming on board to help with farm and table, I should mention that Hollywood Casino has come on as a partner as well.

This event will be known for three great plus days of competition in a beautiful aesthetic – the place is just stunning. I get lost in gazing out there and seeing the place that we envisioned in the bid process now live and happening. It is so exciting.

I have to say the thing I'm probably proudest of is the partnerships. The people who have stayed intact and in tune and want to see this thing be successful throughout this process. That's really impressive because usually at times like this, someone has fallen off the cart by now. But no one has – this project has been a labor of love for a lot of people. I've been here 15 years and this event has been talked about – to see the horse park system and to see the Maryland 5 Star at Fair Hill come to life has been a great process to be a part of.

And the one thing I don't take lightly is the history and tradition of Fair Hill; those types of things play an important part in all of this. Sometimes when you start commercializing things because you have to make the money to pay for all of it, it can rub people the wrong way. But in order to get from Point A to Point B, some of the traditional stuff has to get altered or moved. But to get the return on the investment, some commercialization has to happen. We're very fortunate that the Fair Hill International team have been great partners from the get-go.

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Carly Abbott Photography

Popular Fair Hill Thoroughbred Show Draws From All Over The Mid-Atlantic

By Rick Abbott

While the Prince George's Equestrian Center might be a bigger and more prestigious venue for horse shows in Maryland, there is no place that is more important to the Thoroughbred show horse community than the show grounds located at the east end of the Fair Hill racecourse. Each September for the last 14 years (minus 2020 & 2021 for COVID) the committee for the Fair Hill Thoroughbred Show has offered an opportunity for Thoroughbreds retired from racing careers to demonstrate their versatility in classes for hunters, jumpers and pleasure horses with racing in their backgrounds.

The Committee consists of women (yes they're all women) with various backgrounds in racing, showing, foxhunting, and eventing who all share a love and admiration for the Thoroughbred as a "sport horse".

Chairwoman Lisa Demars is a lifelong rider in the show ring and the hunt field who learned horsemanship in the Radnor Hunt Pony Club and by working with various horsemen in the Malvern, PA area. Her farm in Cochranville boards show horses as well as Lisa's own Off Track Thoroughbreds (OTTB). In her role as Chairman she takes on any job that needs to be done from show secretary to jump crew as well as acting as the liaison between the show and the Fair Hill Natural Resources staff who oversee and maintain the facility.

The Fair Hill Thoroughbred Show is held over two days in September (the 16th and 17th in 2023) with the opening day devoted to classes for hunters and pleasure horses and culminating in the $2,500 Boudinot Hunter Derby. The second day consists of classes for jumpers and includes, this year for the first time, a $5,000 Mini Prix. Divisions are held at several different jump heights to allow a class for almost every horse and rider from the greenest to the most experienced.

Adding to the fun atmosphere is a carefully curated silent auction with equine related items of all descriptions. All proceeds from the show – a 501(c)3 charitable organization – are ploughed back into the show in the form of prize money, scholarships for training, and an annual clinic with a very high level rider or trainer. Some money is directed to Thoroughbred rescue organizations, but the main thrust of the show's mission is to encourage and facilitate the use of retired race horses for second careers.

The scholarships and clinics are two of the most unique aspects of the show. Each day the judge and the show manager select the four horse and rider combinations who, in their opinion, seem best poised to become good ambassadors for Thoroughbreds in the sport horse world. Each of the eight riders chosen is invited to submit a brief essay on how they would use the $500 scholarship to further their horse's career. Essays are evaluated by the Horse Show Committee, and scholarships are granted to those deemed worthwhile. Many are used for clinics, lessons, or competitions and the winners are asked to submit two updates on their usage.

Some young lead line participants

Carly Abbott Photography

Carly Abbott Photography

Lisa Demars (left) with the late Sue Sisco, who managed the show for many years.

Additionally, every entry in the show receives a "chance" to win a place in a clinic sponsored by the Boudinot Foundation and conducted by the Fair Hill Thoroughbred Show. Riders are entered in groups based upon the height of the jumps in the classes entered and the winners of the drawing are placed in clinic groups based on that height. The clinics are held on a weekend in October or November and clinicians have included Olympians Joe Fargis and Ann Kursinski as well as noted trainers Mike Hennigan, Silvio Mazzoni, and Nona Garson. The clinic is free to the winners of the drawing.

The location of the show at Fair Hill is ideal because of the spacious riding ring and its centrality to many equine dense communities in Pennsylvania, Maryland and Delaware. Even horses from New Jersey and Virginia can easily ship in and use the stabling facilities to make life easier. Ship in they do; each year about 150 horse and rider combinations compete in the various classes and the show runs from early morning until the lights are turned on for the Hunter Derby and the Mini Prix.

A special award is presented for the best turned out horse and rider combination as well as a Style Award for the rider who displays the best classical style of riding over jumps. The Pennsylvania Horse Breeders Association presents a $500 award to the PA-bred that achieves the highest score of the day and another award is presented each day to the High Score Hunter and Jumper that are graduates of the Fair Hill Training Center. These awards honor the memory of Fair Hill stalwart Kathee Rengert and are sponsored by Sally Goswell and Sandy Horner.

The two days of fun and competition with lucrative prizes are a celebration of all things Thoroughbred held at the hub of Thoroughbred and sport horse activities – Fair Hill.

Carly Abbott Photography

Proud Past • Infinite Future

Fair Hill Foundation Friend and Former Board Member, Owner Irv Naylor, Springs 16-1 Upset in A.P. Smithwick at Saratoga

By Tod Marks
Reprinted from the July 26, 2023 National Steeplechase Association newsletter

After making seven starts in top-class U.S. company, Irv Naylor's Belfast Banter broke through with his first National Steeplechase Association win – and did so emphatically – in Wednesday's Grade 1 $150,000 A.P. Smithwick Stakes at Saratoga.

Under slick handling by jockey Barry Foley, the eight-year-old Irish-bred son of Jeremy earned his first trip to the winner's circle since a novice hurdle tally at Aintree in April 2021.

Photo by Tod Marks

Irv Naylor's Belfast Banter and jockey Barry Foley cruised to victory in Wednesday's A.P. Smithwick Memorial (Grade 1) at Saratoga.

The victory gave veteran jockey Foley his first Grade 1 score in 430 NSA mounts since 2016. And for trainer Cyril Murphy, it was his first Grade 1 hurdle victory since Naylor's Rawnaq captured the Grand National at Far Hills in his 2016 Eclipse Award championship season. Murphy also captured the Smithwick as a rider, taking the 2003 edition with Fox Ridge Farm's Anofferucanrefuse for late Hall of Fame trainer Tom Voss.

Belfast Banter came into the Smithwick off of two thirds in Grade 2 competition in the spring, the David Semmes Memorial at Great Meadow and Temple Gwathmey at Middleburg. Despite those competitive performances, Belfast Banter was sent off at $16.80-1, the second longest shot in the crowded field of nine.

The race played out with Riverdee Stable's Gordon's Jet grabbing the lead at the break only to be passed quickly by Upland Flats Racing's West Newton, who dictated the pace for about 1 3/4 miles, opening up by as much as three lengths. Meanwhile, there was little change in position among those chasing the leader, with Gordon's Jet in close pursuit, and Atlantic Friends Racing's Historic Heart sitting in third.

Heading up the backside the second time, West Newton remained in command as the field bunched up nearing the far turn. That's when Sonny Via's Welshman launched his bid, and 2-1 favorite Freddy Flintshire, also owned by Upland Flats Racing, unfurled an even bolder move on the outside, while Belfast Banter was gobbling up ground on the inside while running easily.

It was anyone's race as the field straightened for home, but with three-sixteenths of a mile to go, Historic Heart surged past tiring West Newton and Gordon's Jet to take the lead only to

be overtaken almost immediately by Belfast Banter and Foley, who slid to the far outside and cruised to victory under a hand ride by 6 1/2 widening lengths. Historic Heart continued on gamely under Danny Mullins, who made the trip from Ireland to ride for Keri Brion, finishing three lengths clear of late closing Freddy Flintshire and Parker Hendriks. Both Historic Heart and Freddy Flintshire were trained by Brion.

After the Smithwick, Murphy told the NYRA press office that Belfast Banter could make his next start in the 2 3/8-mile G1 Jonathan Sheppard. "We've got lots to think about, but we have time to think about it," he said.

Foundation News

Photo by Tilly Berendt for Eventing Nation

Congratulations to Fair Hill Foundation (FHF) board member Boyd Martin and FHF friends George Harris and Michael Taylor, part syndicate owners of Luke 140, for their 4th place finish at the Longines Luhmühlen Horse Trials 5 Star in Germany in June.

"The results are in the book as we move closer to the MARS Maryland 5 Star at Fair Hill Presented by Brown Advisory this October and way in the distance the July 2024 Paris Olympic Games," Harris said. "Luke started and finished on his dressage score of 30.1, going clear in Cross Country and Stadium Jumping with no time faults in either of these phases. (It was) impressive and absolutely brilliant for Luke to come back from his injury in 2021 after his selection for the 2021 Tokyo Olympic Team, a full year off and then a slow and careful comeback, all under the watchful eye of Boyd and Steffi, the Windurra team, along with coaches Erik Duvander, Peter Wylde, Bettina Hoy and of course, Kevin Keane, Boyd's iconic DVM!" he added. "So Luke's name for sure will be added to a list of horses up for consideration for the July 2024 Paris Olympic Games where there will be three horses selected for Team USA!" he concluded.

Photo by Sarah Andrew

The Fair Hill Foundation also congratulates board member, Graham Motion, on capturing the top $50,000 prize of The Maryland Jockey Club's $100,000 trainer's bonus for Preakness Weekend.

Photo by Tilly Berendt for Eventing Nation

It was a big weekend for Motion; his three-year-old Nagirroc also broke the track record in the $100,000 James Murphy Stakes under jockey Flavien Prat.

Fair Hill Foundation Board Members trainer-rider Boyd Martin and owners Tim and Nina Gardner, were named to the Eventing Elite Program by demonstrating medal-winning potential to represent the United States in the next FEI World Cup in Riyadh in April 2024, or the Olympics in Paris in July-August 2024.

Eclipse Sportswire photo

A Message from Charlie Fenwick

For our Summer issue of the Fair Hill Foundation *Bugle*, we were pleased to talk with Terry Hasseltine, President of the Sport and Entertainment Corporation of Maryland (SECMD), the owner, operator and manager of the MARS Maryland 5 Star Presented by Brown Advisory, scheduled for October 19-22. It was good to learn from him about the work of SECMD and the upcoming international 5 Star event, as well as the return of racing to this historic venue.

We were also pleased to have Rick Abbott return with another of his popular columns, including photos taken by his talented daughter, Carly Abbott. As Fair Hill International did for the MARS Maryland 5 Star, the popularity of the Thoroughbred Show portends a bright future for shows in the equestrian special event zone. And of course, it's great to see members of our board of directors and friends succeeding in racing and eventing.

The Board of Directors has been working hard to support the needs of eventing and racing including exploring plans for a portable bridge to enable heavy equipment to cross the track to construct the infrastructure for the 5 Star going forward. We are also examining ways to renovate the detention barn and the saddling paddock area in anticipation of the return of the races. We will keep you posted as our plans progress.

All the best,

Charles C. Fenwick Jr.

President
Board of Directors

Charlie Fenwick in the Fair Hill paddock in the 1970s

The Fair Hill Foundation is a 501(c)3 non-profit organization. Donations are tax deductible to the fullest extent allowed by law. Documents and financial statements submitted to the State of Maryland under the Maryland Solicitation Act and the Commonwealth of Virginia Office of Charitable and Regulatory Programs are available upon written request.

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Fair Hill Foundation Newsletter

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