

## Mid-Summer Nationals 2022 and beyond

1. Mid-Summer show started as a National show during COVID so our members would have a place to go and show their horses. It was a win/win for so many and grew the 2<sup>nd</sup> year. It has become a major revenue source combined with Youth Nationals. In the survey, the majority of the exhibitors want to return if it is a dual show. The dual National show allowed the horse to be shared within the age groups of the family.
2. Canadian Nationals has been a great show for many years and was showing growth before COVID hit. CNL could not be held for the last two years because of the travel restriction to/from/within Canada. The Canadian facility is expensive and cost of operations is high. The CNL show is dependent on the Americans to support it. VS has been a problem for many years for our owners/trainers in the South and West. COVID is likely to continue to be a problem for many Americans as it is necessary to have the COVID vaccinations and have taken a COVID test that is negative within days of crossing the border. There is also the issue of the cost of going to Canada. Some of our members simply cannot afford to haul to Canada nor do they wish to haul the distances needed to get to Canada. With Mid-Summer as a National show, this will allow all our members to chose one or the other or both Canadian Nationals and Mid-Summer Nationals. Trainers will have the opportunity to choose which show fits which client/horse and may well expand how many horses can be shown at a National Level for their clients.
3. So how do we put on a Mid-Summer Nationals without negatively impacting Canadian Nationals or for that matter USN? The answer lies in offering some of the normal National Championships, but putting a focus on classes that are not normally offered at USN or CNL. Mid-Summer needs to have its own identity while offering a different way to help our membership and promote growth. See below for a possible list of new classes to be offered.
4. The Youth Show Commission has approached the Sweepstakes Commission to consider Mid-Summer schedule to include some Sweepstakes classes. The Sweepstakes Commission has not responded to our inquiry as the vote to make Mid-Summer a National Show was postponed to mid-December.
5. The Youth Show Commission has reached out to the Youth BOD and Youth Committee. They are fine with having the combined show, but want the last Friday and Saturday to spotlight the Youth. They also need the schedule changed so that some exhibitors don't have such a spread-out schedule where qualifiers were held early in the show and championships were held late. These two issues can be addressed in a new schedule for the 2022 show.
6. If Mid-Summer is not a National Show:
  - a) Our show programming does not support two different types of shows held concurrently.
    - The shows would need to be on separate entry forms. Although it is hopeful that Mid-Summer classes could be entered on line, if a horse is entered in both shows (many were), then that horse would have 2 entries and 2 numbers. AHA would need additional staff to process the activities pre/during/post the show.

- The shows would need to have different AHA show numbers and the exhibitors would need to pay double fees for AHA. It is yet to be determined how AHA staff will be able to address the 2 shows with USEF and USDF. Probably they will also need two different numbers and therefore 2 different fees for each exhibitor.
- The exhibitors would need to pay for each show separately. Imagine this issue for trainers with numerous clients and the ability of staff to ensure that we have collected the right amounts for each entry over the two shows.

b) All AHA events must be fiscally responsible.

- Mid-Summer Nationals proved to be a positive revenue source for AHA.
- If we try to run Mid-Summer as anything but a Nationals we are putting AHA at risk both for the profit margin and the rate of return on our investment. The OKC expenses are static for the 10 days of the show (\$1,204,480 based on 1100 horses – includes facility and staff costs). If half of those horses are Mid-Summer and don't pay a National Entry fee, we cut our profit just on class entries by \$188,700 (based on 2021 with 3,773 divided in half to be 1887 at \$100 rather than \$200). It is unknown how that will affect other revenue sources such as stalling, patrons, sponsorships, etc. but without the National drawn, the number of entries will likely go down for Mid-Summer as well as Youth Nationals. Some of our trainers can not fill a trailer with only their Youth riders, but by allowing adults to show, they were able to come to Mid-Summer Nationals and Youth Nationals.
- Stalling becomes an issue. What do we charge for stalling for each show? If the horse comes only for Mid-Summer (4 days of show) shouldn't it pay less than a horse that is there for the whole time? What if the horse is with a trainer that is there for the whole time and the horse remains on the show grounds? Do we charge the National stall fee? It comes down to every horse paying the National stall fee.
- AHA would need more office staff to run separate shows with another show secretary and support staff. We would need additional space for the extras plus provide equipment for them.
- AHA would need to pay USEF and USDF approval fees twice.
- Trainers are put into the position having of some of their clients paying National fees while other are paying Championship fees at the same show. Do the National clients pay National fees for the duration of the show?

c) The flexibility of scheduling is taken away as one show must complete before another show can begin. This causes all the extra staffing to set up/take down things like trail courses, dressage rings, cattle pens, etc. This also increases the cost of the judging and support staff (scribes, dressage scorers, etc.) because they will need to be held over for additional day(s) to meet the needs of the shows with the specialty classes. The total expenses quoted above will go way up.

## 7. Mid-Summer as a National Show

a) Processed as one show for AHA, USEF and USDF. No duplication of fees for exhibitors or association.

b) New trophies will be designed for Gold, Silver and Bronze. This will allow us to give more recognition to third place horses within the Top Ten. The trophies will be completely different and easily recognizable as not being a CNL or USN trophy.

c) New ribbons will be designed – probably neck ribbons to again make it totally recognizable as coming from the Mid-Summer National Show.

d) The AWPA classes will be held during the Mid-Summer Nationals because the location will allow more horses to attend.

e) We have the flexibility to build a completely different schedule to benefit the desires of our exhibitors – add in some different National classes (things like ladies or gentlemen to ride, pro/AM, family members (parent/child), create more jackpot classes, the ideas will keep coming to make Mid-Summer Nationals a show that is fun for the whole family and the industry as a whole.

Marlene,

If it was not run as a National I have further looked into this and what it would take.

An extra person pre show to enter the 2nd show.  
would need one or 2 other people for check in and check out as this will be happening at the same time

Each show would need to charge separate fees INCLUDING stalls- the barn manager would need to coordinate the 2 stalling lists with would be a very difficult job and tie consuming

The class list for the Adults would have to be greatly reduced and the H/J & SH most likely could not take place since IMHO the dressage brings in more entries and we could put them back to back in the one ring and the Trail back to back in the other ring .

As I think of more things I will pass this on.

Think of what the trainers charge for a non-National show vs Regional/Local show.

Kelsey

200 additional entries came in for Youth when we added Mid-Summer.