

PAYDAY!

By Cece Connor

WITH SOME GOOD RACING LUCK YOU WILL, DURING THE COURSE OF YOUR HORSE-OWNING CAREER, COME IN CONTACT WITH THE PAYMASTER OF PURSES TO COLLECT EARNINGS. THE PAYMASTER IS RESPONSIBLE FOR KEEPING TRACK OF OWNERS' FINANCIAL ACCOUNTS AND TRANSACTIONS AT THE TRACK, AND FOR THE DISPERSING OF PURSES TO WINNING OWNERS. BEFORE YOU TAKE A TRIP TO THE PAYMASTER'S OFFICE IN ANTICIPATION OF RECEIVING YOUR WELL-DESERVED EARNINGS, HERE ARE A FEW POINTERS TO KEEP IN MIND.

Account Establishment

If an individual intends to claim a horse and does not have an account, one must be established with the Paymaster. This is a relatively easy procedure, and should not take more than a couple of minutes. A cashier's check is the recommended method of establishing an account, as personal checks will not be accepted. When you establish the account, remember that in addition to the cost of the horse, funds must also be deposited to cover applicable sales taxes. For future races, keep enough in the account to cover at least the jockey's fees for your horse's next race.

For those owners entering a horse in a race who do not have an existing account, one will be established. Owners should give the Paymaster their current address and taxpayer identification number for this account.

Disbursement of Funds

Purse money is available 72 hours after the day of the race. Claim money is available immediately after the race, although owners are encouraged to

wait approximately 1-2 hours in order to allow the Paymaster processing time. Owners are also encouraged to contact the Paymaster to provide instructions regarding the distribution of monies, and notify them of any change of address.

The Paymaster will issue checks based on the ownership listing on the Jockey Club papers. This may be a point of contention in some partnerships. For example, if a horse is owned by partners "Smith and Jones" and wins a race, the resulting check will be written to "Smith and Jones". If Smith visits the Paymaster and receives a check payable to "Smith and Jones", his smile may turn into a frown when he realizes that Jones must also endorse the check. However, if the ownership on the papers reads "Smith or Jones", then the Paymaster will be able to issue a check that may be deposited or cashed by either Smith or Jones.

At the end of a specific race meet, the Paymaster closes out all accounts. Owners may either choose to have their existing account funds transferred to the next race meet, or have funds sent

directly to them. Those desiring to receive their funds directly should expect to receive payment within two weeks of the meet's closing.

Fees

California sales tax is charged on all claimed horses, and automatically deducted from owners' accounts. For convenience, fees for requested photographs and videos may be charged to your accounts with your permission, and if funds are available. Where applicable, starting, nomination, and entry fees will also be deducted. Training, veterinary, and farrier expenses cannot be deducted from owners' paymaster account.

Agent Authorization

Many owners designate their trainers as an "authorized agent" so that trainers can claim horses on their behalf. In order to do so, an owner must complete the California Horse Racing Board Authorized Agent Form and have money to cover the cost of the claim, plus applicable sales tax, on deposit at the time of claim.

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Hours of Operation/ Telephone Numbers

The Paymaster's office is open on racing days from approximately two to three hours before first post, and is open until the last race. For direct assistance with your account, please find below telephone numbers for the Paymaster's office at California's major tracks

Bay Meadows: (415) 573-4565

California Authority of Racing Fairs: (916) 927-7223
(Owners' Hotline)

Del Mar: (619): 794-1034

Fairplex: (909) 623-3111

Golden Gate Fields: (510) 559-7300

Hollywood Park: (310) 419-1644

Santa Anita: (818) 574-6359

Empowered with the this knowledge, hopefully your trip to the Paymaster's office will be almost as fun as your trip to the winner's circle. Hope to see you there!

Cece Connor has served as Santa Anita's Paymaster of Purses for 13 years. She is always available to answer owners' questions regarding their accounts. 🐾

Simulcasting

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simulcasts in 1990 was 10.9% of handle. This meant that we were receiving almost half of the takeout from the recipients of our signal. By 1995, the average rate for our interstate simulcasts had dropped to 3.7% of handle. The market for simulcasts is so competitive that receiving sites will pay half of the takeout for only Triple Crown events and the Breeders' Cup.

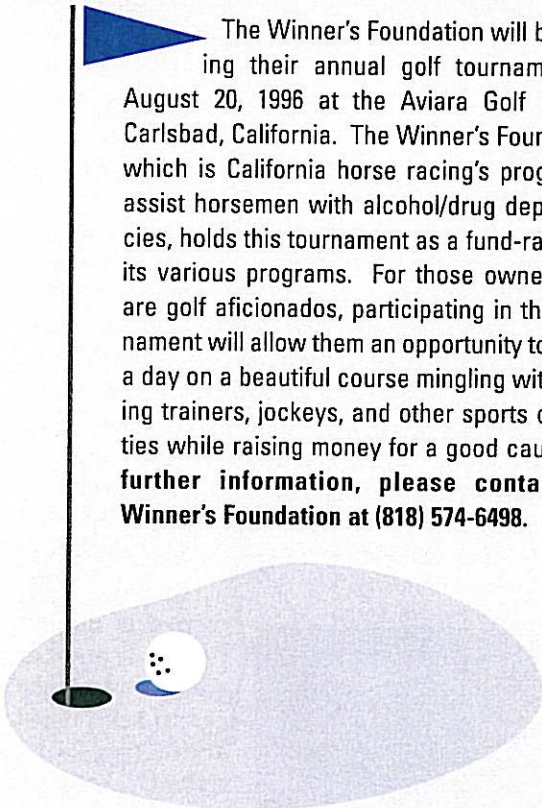
However, California competes very well in the marketplace for simulcasts. While it is difficult to accept that the top-quality racing that all of us put on the satellite gets a fee of only 3.7% on average, it helps to know that most simulcasts are sold for between 2-3% of handle. Thus Santa Anita's signal commands a premium of almost 50% above the norm.

Future Growth

We are coming close to saturating the domestic market. Aside from penetrating the few remaining untapped domestic markets, our growth in this area will come from gaining market share in existing markets. This is a costly endeavor.

International markets will be a big part of future growth.

Winner's Foundation Golf Tournament



The Winner's Foundation will be holding their annual golf tournament on August 20, 1996 at the Aviara Golf Club in Carlsbad, California. The Winner's Foundation, which is California horse racing's program to assist horsemen with alcohol/drug dependencies, holds this tournament as a fund-raiser for its various programs. For those owners who are golf aficionados, participating in this tournament will allow them an opportunity to spend a day on a beautiful course mingling with leading trainers, jockeys, and other sports celebrities while raising money for a good cause. **For further information, please contact the Winner's Foundation at (818) 574-6498.**

South America, in particular, is a prime market with a developing middle class and an established love of horses. Their 4-5 hour time zone differential is advantageous as it brings our afternoon races into their region in the early evening when players are available. Asia is harder to schedule because of the time zone difference, but their bettors love racing and will be inclined to play our races if we can develop a strong marketing program. Europe and Australia also have time zone problems, however with proper positioning of the product they can be overcome.

We must also work toward getting the California racing program into the homes for telephone betting. A natural evolution in our growth, phone betting holds promise for substantial growth in revenue to purses.

The key to increasing purses in California is increasing the distribution of our race product. Simulcasting has done just that. While the growth in interstate simulcasting has been very strong, there is a lot more run left in this horse.

Bruce Matthias serves as Santa Anita's Director of Simulcast Development