



Impact Study of the Oregon Horse Racing Industry

Grants Pass, Oregon

Hunden worked with TMB Racing, holder of the Oregon's Live Race Meets license, to perform an independent economic impact analysis of the horse racing industry on the State of Oregon. The study additionally provided impacts of a new proposed event and entertainment center on the racing industry and local economy.

Hunden performed a market assessment and produced revenue projections and operation costs to determine economic and fiscal impact scenarios for overall impact to the State of Oregon. The analysis also included a comprehensive market analysis on the horse racing industry, profiling facilities and supply chains, operations, and historical performance. The study profiled existing entertainment and restaurant offerings in the local and regional area to understand the current demand, future uses and feasibility of program recommendations.

TMB Racing was interested in understanding how the horse racing industry and the proposed project would economically impact the State of Oregon. Hunden assessed the history of the horse racing industry in Oregon, as well as across the country, and profiled comparable state facilities and new innovations. Hunden completed a final economic impact report that provided implications for the horse racing industry and the proposed project's overall impact on the local and state economy, which included a review of demand and financial projections, impacted markets, and economic, fiscal and employment impact projections.

Client: TMB Racing

Time Period: 2021