



2013 Loudoun County Equine Surveys

Report of Results

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This project was made possible by the contributions of many people. At Loudoun County, the project team included:

Kellie S. Boles
Agricultural Development Officer
Department of Economic Development
County Administration

Cassie Walls
Rural Business Development Assistant
Department of Economic Development
County Administration

Ms. Boles and Ms. Walls led the project from the county side and also managed some project tasks directly in order to reduce budgeted costs – including working with the entire Board of the Loudoun County Equine Alliance, whose members helped prepare and mail more than 9,800 letters, survey packets and post cards in four waves of mailings.

Support from the Loudoun County Rural Economic Development Council and the Loudoun County Board of Supervisors was also instrumental to the project and we offer our thanks to them as well.

We are also grateful for assistance from the Loudoun County Building and Development Department with obtaining and understanding extracts from the county's real estate database.

In addition to the Loudoun County government, involvement from the county's equine community was essential to the conceptualization, development and execution of the project. We would like to acknowledge the contributions of:

Mary L. Terpak
Past President, current Board Member
Loudoun County Equine Alliance

Kelly Foltman, D.V.M.
President
Loudoun County Equine Alliance

Ms. Terpak brought together county and University representatives to make the project a reality, and Dr. Foltman kept the equine community engaged with the ongoing process. This included a successful effort to publicize the survey by word of mouth to expand the reach of the data collection beyond a scientific sample of property owners in the county, and providing volunteer labor to help

prepare the numerous letters, survey packets and post cards for the mail survey of equine owners.

We also received welcome assistance from the following equine groups who shared their membership lists with us for the purpose of sending invitations to the survey of equine owners:

- Loudoun County Equine Alliance
- Loudoun Fairfax Hunt
- United States Trail Ride, Inc.

In addition, the following equine groups worked on their own accord to relay survey invitation emails to their membership on our behalf, for which we are very grateful:

- Northern Virginia Chapter of the Virginia Dressage Association (VADA/NOVA)
- Piedmont Hunt
- Weekend Whips

The project also included on-site visits to twelve equine events of various types and sizes held in Loudoun County in 2013. We are grateful to the organizers of these events for allowing our interviewers to interact with their guests, especially given how busy and taxing these events can be for organizers. Many thanks to our twelve gracious hosts:

- Piedmont Races, Salem Course, Upperville
- Loudoun County Point-to-Point, Oatlands Plantation, Leesburg
- Fox Chase, Fox Chase Farms, Middleburg
- Upperville Colt and Horse Show, Upperville, Middleburg
- VADA/NOVA Summer Breed Show, Morven Park, Leesburg
- Schooling Event, Looking Glass Farm, Hamilton
- VADA/NOVA Autumn Show, Morven Park, Leesburg
- VI Polo Event, Langolen Farm, Upperville
- Middleburg Classic, Morven Park, Leesburg
- Virginia Fall Races, Glenwood Park, Middleburg
- DeVaux Hunter Show, DeVaux Farm, Lucketts

- Middleburg Inaugural Fox Hunt, Groveton Farm, Middleburg

At CSR, Dr. Jim Ellis, Director of Research, had overall responsibility for the project design and direction, including questionnaire design and development, data analysis, and reporting.

David Shreve managed the CSR field teams for the equine event surveys with wisdom, determination and aplomb. Kathy Coker, Thom Woodson and their colleagues traversed the grounds of the events to collect the survey data. Ms. Coker also handled the database management, data entry and tracking for the equine event and the equine owners survey. She also drafted the methods statement for the events surveys.

Research Assistant Ryan Saunders developed innovative and effective SPSS syntax to do much of the data cleaning needed for the equine owner survey and to calculate summary measures of equine expenditures. University Internship Program intern Kimberly Janda and Mr. Saunders worked on syntax to compile and label the data files, perform additional data cleaning and ZIP code matching for the data. UIP intern Victoria Turner completed the data cleaning syntax and assembled the open-ended responses appendix.

Graduate Research Assistant Matthew Braswell created the web version of the equine owner survey, did much of the writing in the body of the report; prepared the tables, graphs and charts in the report; helped to prepare several of the appendices and conducted supplemental data analysis.

Dr. Ellis did the calculations to estimate the total number of horses living in the county; wrote the report summary and equine owner survey methods content; and reviewed and edited the report.

Dr. Deborah Rexrode, CSR Senior Project Coordinator, helped to manage and coordinate the staffing and resources needed to visit twelve equine events and process the volumes of data returned to us in the equine event and equine owner surveys.

At CEPS, Dr. Terance Rephann provided invaluable advice during the development phases of the surveys, assisted CSR with data cleaning checks for both surveys, performed the analyses that created the estimates of the economic impact of the equine industry in Loudoun County and wrote a report separate from this one detailing that work.

Of course, without the participation of more than 2,100 total respondents to the equine event and equine owner surveys, there would be no information to report at all. We are very grateful to those respondents for their time and we hope they will recognize their part in this analysis and report.

I. Executive Summary

Background of the Survey

Loudoun County is known as horse country. People who know the area from firsthand experience, those who have looked for equine-related events to attend, and those who have reviewed available data know that Loudoun County is in many ways the leading “horse locality” in Virginia and one of the leaders nationally.

With that in mind, the Loudoun County Department of Economic Development contracted with the Center for Survey Research (CSR) in the Weldon Cooper Center for Public Service at the University of Virginia to quantify the impact of the equine industry in the county. CSR turned to colleagues at the Center for Economic and Policy Studies (CEPS) in the Cooper Center to estimate the economic impact of the equine industry in Loudoun County. The Loudoun County Equine Alliance was instrumental in bringing all parties together.

CSR conducted two survey projects – an “equine event survey” consisting of on-site interviews with people attending twelve equine events held in Loudoun County in 2013, and “equine owner surveys” by mail and Internet in 2014-15.

The event surveys included questions about the respondent’s traveling party and how much they had spent traveling to and from the event, entering animals in the event, and at the event itself. The equine owner survey included questions about equine ownership, land use and demographics as well as a detailed set of questions about expenditures on equines. There were 609 completed interviews with event attendees.

The equine owner survey delivered the same survey questionnaire to several different groups of people: a probability sample of owners of property in the county’s land use program, members of some equine associations, and anyone interested in equine issues in general who heard about the survey by word of mouth or through the media.

Results from the property owner’s sample are generalizable to owners of property in the land use program in Loudoun County. But results from the other components of the equine owner survey are not generalizable and they significantly over-represent equine owners compared to their prevalence in the general population of the county.

While the survey is called the equine “owner” survey, not all respondents owned equines – about 28% of the property owners reported owning one or more equines in 2013, and about 60% of the equine enthusiasts reached through other means reported owning one or more equines in 2013.

There were 983 completed surveys with property owners and 560 completed surveys with members of equine associations or people who proactively filled out a survey on the public-facing web site.

Major Findings

Using the equine owner survey data, CSR estimates there were 14,452 equines domiciled in Loudoun County in 2013 with an estimated valuation of \$13,245 per animal and a total estimated valuation countywide of \$191,417,261 (\$191.4 million).

CEPS estimates that equine events in Loudoun County in 2013 attracted more than 78,000 spectators and participants, about one-third from out of state. Using the event survey and equine owner survey data to inform an economic impact modeling analysis, CEPS estimates that the equine industry in Loudoun County supports 2,738 jobs and has a total economic impact within the county of \$180,384,109 (\$180.4 million). Note that this figure does not include property tax revenues¹. See Rephann (2015)² for details of this analysis.

Among respondents listing at least one type of equine activity that they enjoy, most said riding for pleasure (68%) followed by riding lessons (55%), trail rides (52%) and shows or competitions (48%). In a more detailed list of areas of equine activity enjoyed by survey participants, most said trail riding (63%) followed by dressage (35%), hunter/jumper (33%) and fox hunting (28%).

Challenges described by survey respondents include need for upgraded facilities, pressure from development and lack of appreciation for equine culture. Overall, the equine industry is a vibrant, significant component of Loudoun County’s economy and quality of life.

¹ The survey respondents reported paying about \$2.4 million in county property taxes in 2013. This amount would be considerably greater if projected out to all estimated equine owners and enthusiasts in the county.

² T. J. Rephann 2015. *The Economic Contribution of the Horse Industry in Loudoun County*. Charlottesville, VA. University of Virginia, Weldon Cooper Center for Public Service.

II. Introduction

About the Study

The Loudoun County Department of Economic Development, with support from the Loudoun County Equine Alliance, funded a study to gather data about the impact of the equine industry in Loudoun County. No comprehensive equine survey specific to Loudoun County had previously been conducted. The goal of the study was to make it possible to encourage and support the equine industry by estimating the local economic impact of equine operations, activities, events, and related services.

Methods

There were two survey projects carried out for this study – an equine event survey and an equine owner survey. Each survey had its own methods. The study was designed to combine the results of these two surveys to estimate the economic impact of the equine industry in Loudoun County. The equine owner survey also supported an estimate of the total number of equines living in the county, which enabled the economic modeling to be projected to the equine industry countywide. Highlights of the methods are found below; more detail can be found in Appendix C.

Equine Event Survey

The 2013 Loudoun County Equine Event Survey was conducted between March and November of 2013 by the Center for Survey Research (CSR) in cooperation with the Loudoun County Equine Alliance (LCEA). The data were collected in one instance by volunteers who were trained by a CSR employee and in the other eleven instances by trained, paid CSR staff. Interviewers visited the twelve equine events and asked attendees to fill out surveys with their estimated expenditures and related data for that event. Interviewing was randomized among event participants, spectators, vendors and attendees and was conducted on-site during the event.

The questionnaire was designed by CSR based on a prior questionnaire used in an equine study by the UVa Center for Economic and Policy Studies (CEPS) and an intercept questionnaire previously used by CSR to query visitors to Monticello about travel expenses. The content of the attendee survey addressed the role of the attendee at the event and

their event-related expenditures in several categories.

There is a wide range of equine event types, sizes and venues within Loudoun County that likely impact the county economically and socially in different ways. LCEA compiled an extensive list of equine events to be held in Loudoun County in 2013. As with many other lists of organizations, businesses and events, there were a few fairly large events and many smaller events.

The budget for the project allowed for visits to twelve events in Loudoun County. This number was supplemented by one visit made by volunteer interviewers from LCEA. Therefore, thirteen trips were planned to equine events in the county in 2013. Those thirteen trips needed to be allocated to represent the diversity of event types across the county as well as possible. There were three substitutions of events made due to bad weather or inability of event sponsors to host interviewing staff. Because of bad weather and scheduling/hosting difficulties, no trail ride was visited, resulting in twelve events actually visited.

The survey was administered on-site at the selected events by trained CSR interviewers (except for the Piedmont Races in March 2013, for which LCEA volunteers conducted the interviewing after training by CSR staff). The survey was a two-page questionnaire. For attendees who had multiple equine entries or multiple people in their traveling party at the same venue, a single member of the group was randomly chosen as the respondent for that group.

A total of 609 interviews were collected at the twelve events that were visited. The equine event survey is by definition a non-probability convenience sample. It is not possible to calculate a response rate for this type of project. Anecdotal evidence from the interviewing crews indicates that at some events they were able to approach almost every attendee

Equine Owner Survey

The equine owner survey was conducted from December 2014 to April 2015. The questionnaire was developed by CSR based on a draft from the Loudoun County Equine Alliance and an earlier equine owner questionnaire from the National Agricultural Statistics Survey. The questionnaire was designed to support an estimate of the number of equines domiciled in Loudoun County and to

provide detailed inputs about expenditures on equines for use in economic impact modeling.

Respondents to the survey were recruited through several methods that were intended to increase the likelihood of contacting an equine owner:

- A probability sample (n=2,672) drawn from a list of owners of properties in the county's agricultural land use program, to which survey packets were mailed
- Membership lists for three equine associations that were shared with CSR, to which individualized invitations for a web-based survey were sent by email
- Membership lists for three other equine associations who agreed to email their memberships independently of CSR, inviting them to a separate version of the web-based survey
- A public-facing web version of the survey to which respondents were alerted by flyer, survey referral card distribution, media releases and word of mouth among the equine community.

Respondents could have been recruited through multiple methods and belonged to multiple respondent pools.

Questionnaire Design

The questionnaire was developed by CSR based on a draft from the Loudoun County Equine Alliance and an earlier equine owner questionnaire from the National Agricultural Statistics Survey.

The heart of the questionnaire was a highly detailed grid asking about the dollar amounts of 27 equine-related expenditures grouped into six main categories, as well as estimates of the percentages of those expenditures that occurred in Loudoun County.

The questionnaire also asked for information about the number of horses owned, the number of horses kept on land in the land use program and not in the program, the types of equine activities enjoyed by respondents, and a few demographic questions. The questionnaire also included two open-ended questions asking for broader thoughts about the equine industry in Loudoun County

Respondent Selection

The survey was made available to four groups of people:

1. Owners of properties in the Loudoun County land use program
2. Equine facility tenants and operators
3. Those who board their equines at a facility in Loudoun County located on land that they do not own or rent
4. People who do not own equines but have an interest in participating in the survey

Respondents were asked to complete the survey only once, even if they belonged to more than one of the four targeted groups.

Survey Process

Four different methods were used to contact survey respondents:

1. Invitations were sent by U.S. mail to owners of properties in Loudoun County that were likely to have equines living there, based on publicly accessible information regarding their enrollment in the Loudoun County land use program.
2. Invitations were sent by email from CSR to members of three equine organizations that chose to help with the survey by sharing their membership contact information with CSR. Invitations were also sent by email by three other equine organizations to their own memberships rather than sharing their lists with CSR. This method allowed these groups to support the survey but maintain control over their membership information.
3. Internet survey links on the county's web page and information publicized in the media made the survey available for use by other interested parties or the general public.
4. Paper copies of the survey that were sent to property owners also included referral cards for respondents to give to friends interested in taking the survey. These cards included links to the same publicly-accessible version of the survey linked from the county web page or found in the media stories.

There were 1,575 surveys returned in all, whether by paper or web, of which 32 had no data for any of the substantive questions. So there were 1,543 usable responses. The response rate for the property owners group was 36.8%. The response rate for the three equine associations that shared their lists with CSR was 24.5%. The estimated response rate for the three equine associations that emailed their memberships on behalf of CSR was 8.4%. A response rate cannot be calculated for the public-facing survey. See Appendix C for additional details about the methods for the equine event survey and equine owner survey.

Representativeness of the Data

Equine Event Survey

The main purpose of the equine event survey was to provide expenditure data to estimate the economic impact of equine events in the county. Technically, because the equine event data were collected by intercept methods onsite at the events, the survey results come from a nonprobability sample and are representative only of the people responding to the survey. However, the expenditure data collected in the survey was treated as being representative and generalizable to the larger population of people who attended equine events in Loudoun County in 2013.

Equine Owner Survey

The main purpose of the equine owner survey was to gather data from equine owners about their equines – not to describe equine ownership in relation to the general population of the county. Therefore, it is important to keep in mind that percentages and other statistics from the equine owner survey presented in this report are not to be taken as representative of the county overall.

Furthermore, there are several different groups of respondents in the equine owner data. Only one of these groups – the 983 owners of properties in the county’s land use program who responded to the survey – is a probability-based sample, and that sample does not represent owners of properties not in the land use program.

The other 560 respondents to the equine owner survey came from the memberships of six equine organizations that helped with the survey, or were self-selected respondents who heard about the survey through word of mouth recruiting or media stories. The respondents from the equine groups

might plausibly be considered to be representative of members of equine groups generally, but the self-selected group of respondents is representative only of those who responded. Nevertheless, some of the results from the equine group and self-selected respondents were treated as if they were representative of equine owners more generally.

Most of the equine owner survey results presented in this report use the pooled dataset that combines owners of properties in land use, members of equine groups and self-selected equine enthusiasts. No weighting or adjustments were made to the data to attempt to balance representation from these different groups or to conform to known population parameters.

III. Survey Data

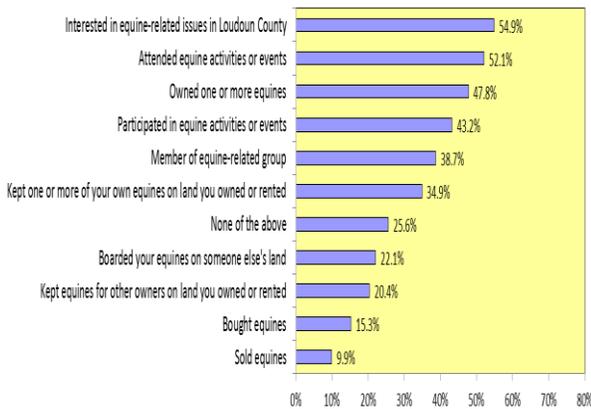
Profile of Respondents

The following items provide information about the respondents to the Equine Owners Survey.

Equine Involvement

Each respondent was first asked to select from a list all of the equine-related characteristics that described them in 2013. Over half of all respondents (54.9%) indicated that they were interested in equine-related issues in Loudoun County, making it the most popular choice. A majority (52.1%) also indicated that they attended equine activities or events, and almost half (47.8%) of all respondents indicated that they owned one or more equines.

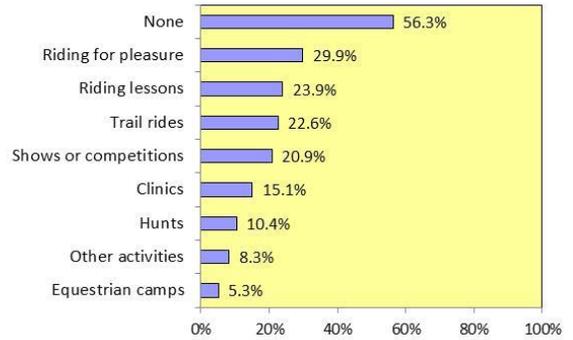
Figure III-1: Involvement in Equine Activities



Active Participation in Equine Activities

Each respondent was asked to indicate the activities in which they actively participated in Loudoun County in 2013. Among all respondents, including those who did not indicate any activities (56.3%), riding for pleasure was the activity mentioned by the largest share of respondents (29.9%), followed by riding lessons, trail rides, and shows or competitions.

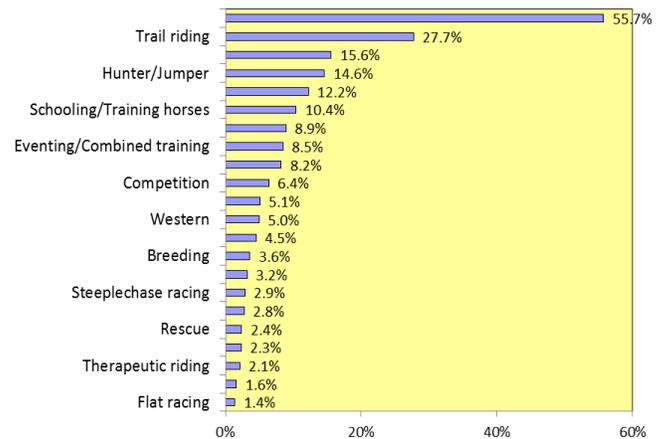
Figure III-2: Active Participation in Equine Activities



Primary Areas of Equine Activities

Trail riding tops the list of respondents' primary areas of equine activities. Over a quarter of all respondents (27.6%) mention taking part in it, followed by dressage, hunting/jumping, and fox hunting.

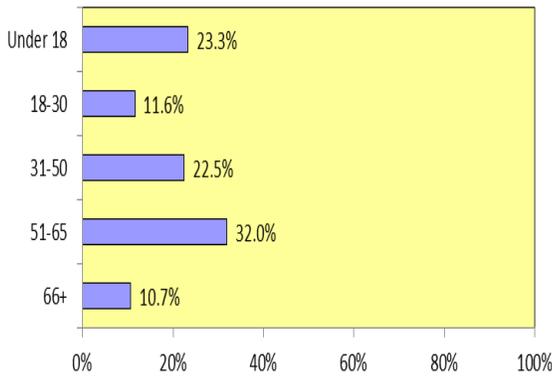
Figure III-3: Primary Areas of Equine Activities



Riders by Age Groups

When asked to indicate how many of the riders in their families were in each of a series of age groups, respondents indicated that most of the riders in their families were either under 18 or between 31 and 65.

Figure III-4: Age Groups of Riders in Respondents' Families



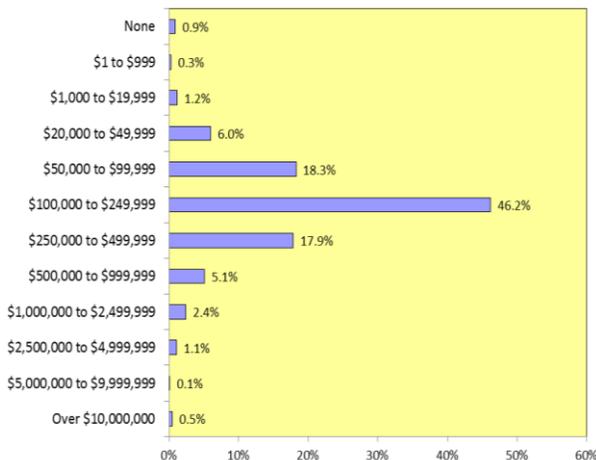
ZIP Code

Respondents were asked for their home ZIP code and the ZIP code of their equine operations. About 55% of respondents supplied this information. Perhaps not surprisingly, ZIP codes in Purcellville, Leesburg, Lovettsville, Middleburg, Round Hill, Waterford, Hamilton, Bluemont and Stone Ridge were most frequently reported.

Household Income

A plurality of respondents (46.2%) reported household incomes between \$100,000 and \$249,999. 18.3 percent earn between \$50,000 and \$99,999 and 17.9 percent earn between \$250,000 and \$499,999.

Figure III-5: Household Income



Summary

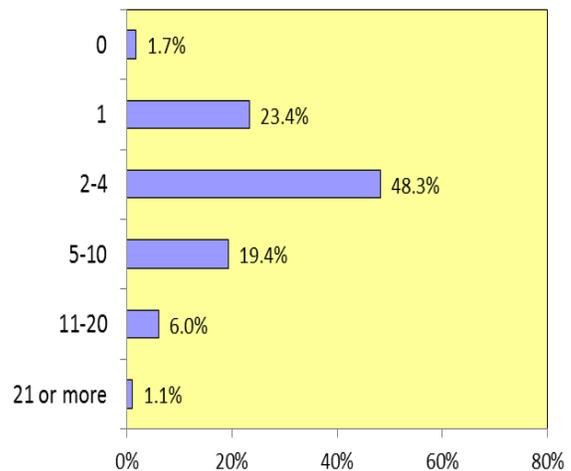
These findings indicate that respondents to the equine owner survey are fairly affluent and that riders are likely to either be under the age of 18 or between the ages of 31 and 65. Their participation most commonly takes the form of trail riding, riding for pleasure, and attendance at equine-related events.

Counts and Valuations of Equines

Count of Equines Personally Owned

When respondents were asked how many equines they personally owned in 2013 (regardless of where they were domiciled), almost half of all respondents (48.3%) reported owning between two and four equines. Only 1.1 percent of all respondents own more than 20 equines. The average number of equines owned for those who owned at least one equine was 4.14 equines. See Figure III-6.

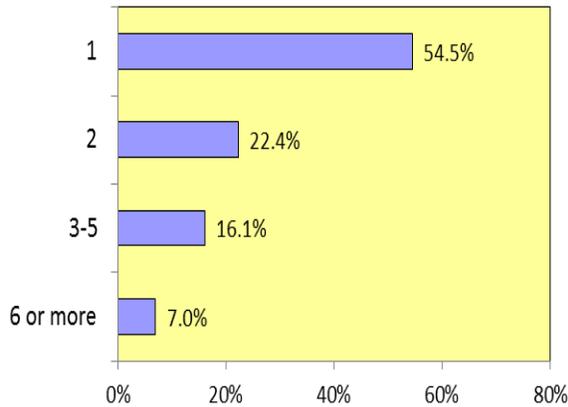
Figure III-6: Count of Equines Owned



Count of Equines Sold

Of respondents who reported having sold equines in 2013, a majority (54.5%) sold only one equine while 7.0 percent sold six or more equines.

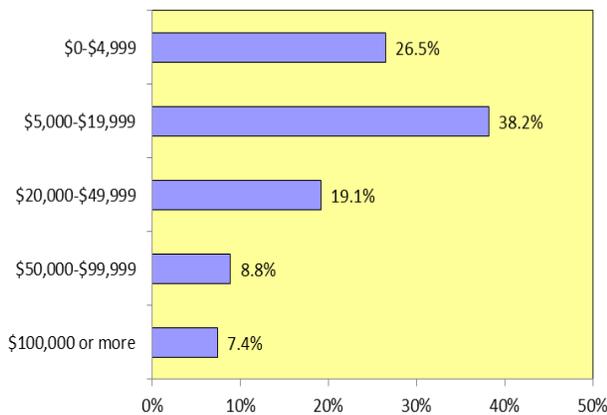
Figure III-7: Count of Equines Sold



Total Gross Value of Equines Sold

A plurality (38.2%) of respondents who sold equines in 2013 reported selling equines with a total gross value of between \$5,000 and \$19,999. Slightly over one quarter (26.5%) sold equines with a gross value below \$5,000, and 7.4 percent sold equines with a gross value of \$100,000 or more.

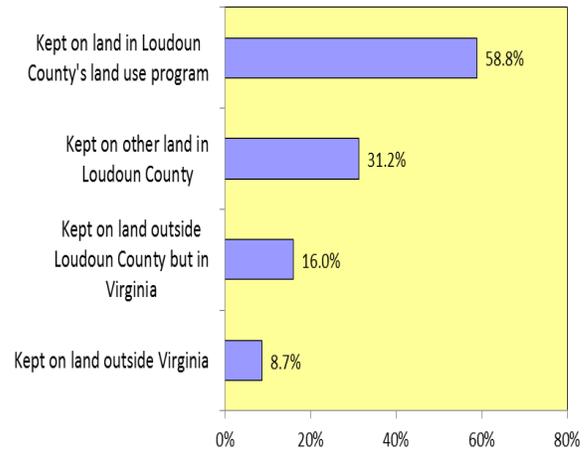
Figure III-8: Total Gross Value of Equines Sold



Where Equines Were Domiciled

Over half (58.8%) of all respondents keep equines on land in Loudoun County's land use program. Note that percentages do not add up to 100% because respondents may keep equines in multiple locations.

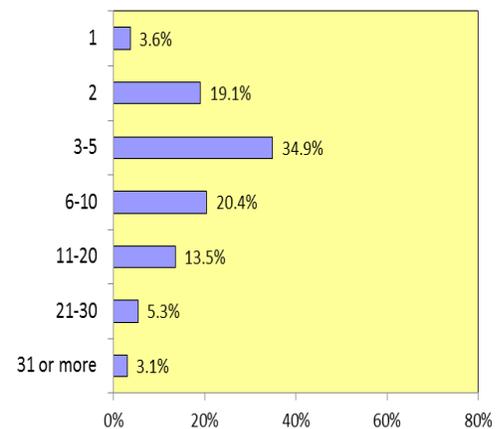
Figure III-9: Where Equines Were Domiciled



Equines Domiciled at Facilities in Loudoun County

Respondents were asked to indicate how many equines are domiciled at facilities they operate in Loudoun County, regardless of whether they own the equines or not. About one third (34.9%) of respondents who domicile equines in Loudoun County domicile between three and five equines. Approximately another fifth of respondents (19.1%) keep two equines and another fifth (20.4%) keep between six and ten.

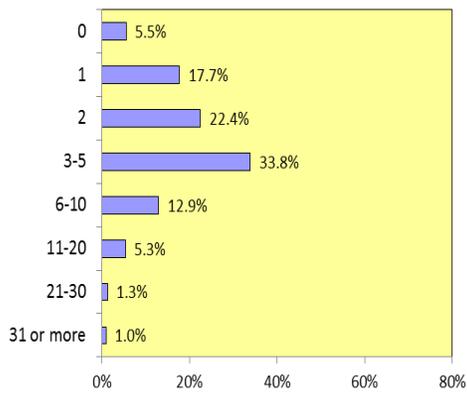
Figure III-10: Equines Domiciled at Facilities in Loudoun County



Equines Domiciled at Facilities in Loudoun County and Owned by Respondent

When respondents were asked how many of the equines domiciled on their facilities at Loudoun County were equines they themselves owned, a plurality (33.8%) reported owning between three and five equines.

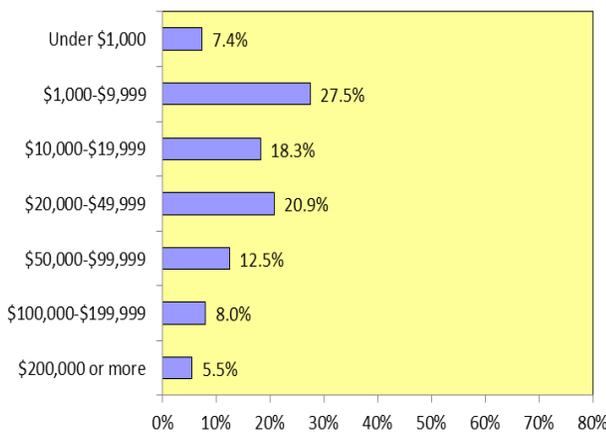
Figure III-11: Equines Domiciled at Facilities in Loudoun County and Owned by Respondent



Combined Value of Equines Owned by Respondent

Among respondents who own equines, two thirds (66.7%) report that those equines have a combined value between \$1,000 and \$49,999.

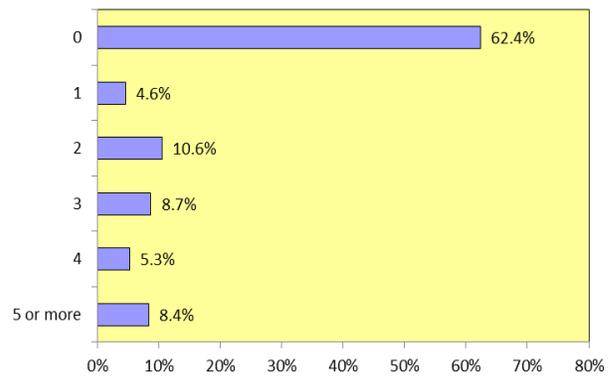
Figure III-12: Combined Value of Equines Owned by Respondent



Equines Kept on Land Not in Loudoun County Land Use Program

Respondents were asked how many equines they owned were kept on land that they owned that was *not* in the Loudoun County land use program. Over three fifths (62.4%) of respondents who own equines do not keep any equines on land they own that is not in the Loudoun County land use program. Keep in mind that almost two-thirds of the equine owner data was collected from a sample of owners whose properties were in the county’s land use program. Therefore, this statistic is descriptive of the survey respondents but is not intended to describe the county in general.

Figure III-13: Equines kept on Land Not in Loudoun County Land Use Program

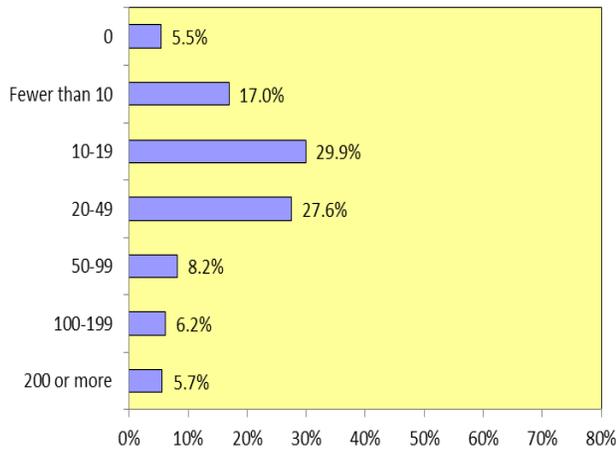


Equine Land

Acres of Equine Facilities

Over half (57.5%) of respondents report that their equine facilities encompass between 10 and 49 acres of land whether owned or rented.

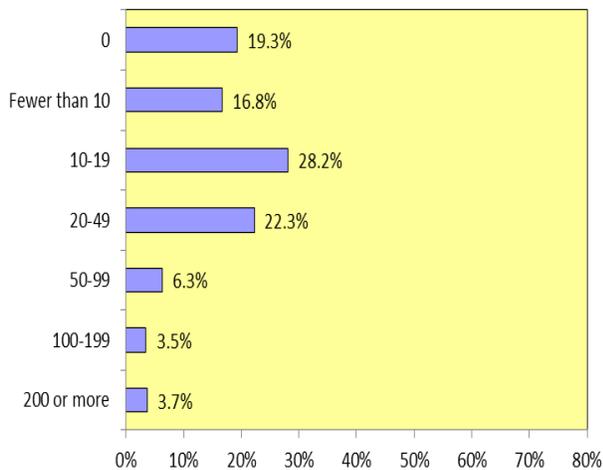
Figure III-14: Acres of Equine Facilities



Acres of Equine Facilities Owned by Respondent

When respondents were asked how many acres of land in their equine facilities they *owned*, slightly over half (50.5%) reporting owning between 10 and 49 acres of land.

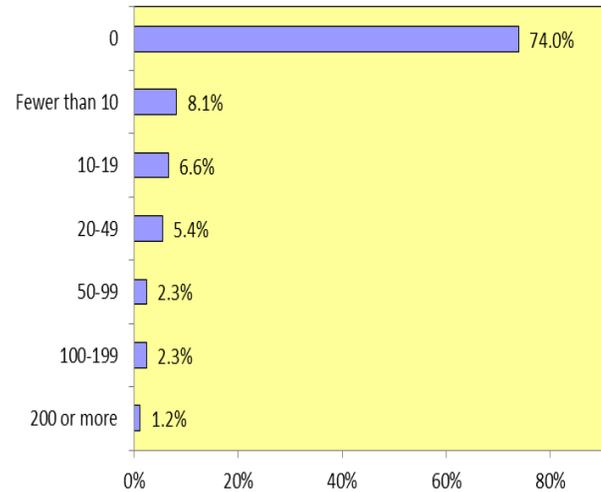
Figure III-15: Acres of Equine Facilities Owned by Respondent



Acres of Equine Facilities Leased by Respondent

Almost three quarters (74.0%) of respondents do not lease any of the land in their equine facilities.

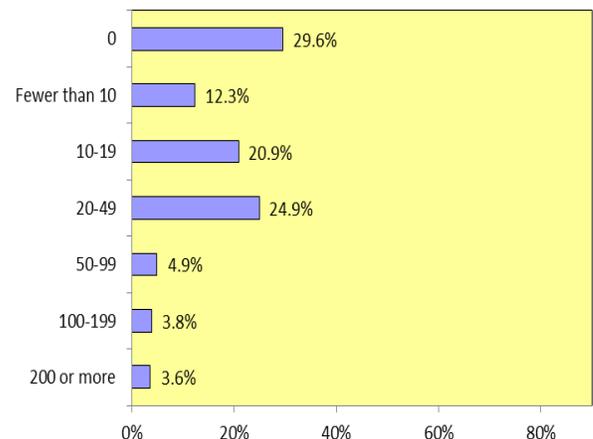
Figure III-16: Acres of Equine Facilities Leased by Respondent



Acres of Equine Facilities in Loudoun County Land Use Program

When respondents were asked how many acres (that they owned) of their equine facilities were enrolled in the Loudoun County Land Use Program, seven out of ten (70.4%) indicated that at least some of their acreage was enrolled in the program.

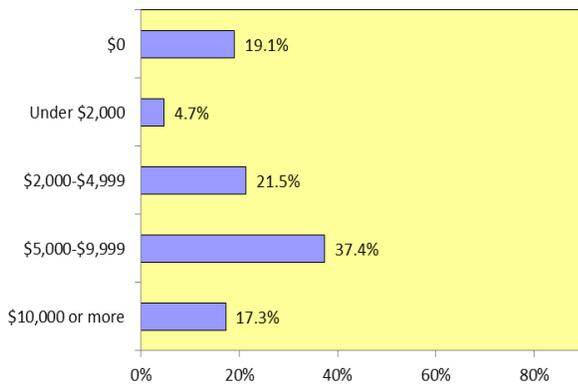
Figure III-17: Acres of Equine Facilities in Loudoun County Land Use Program



Property Tax Paid on Equine Facilities

A plurality of respondents (37.4%) report paying between \$5,000 and \$9,999 in property tax on equine facilities they own in Loudoun County. The sum total of property taxes paid on equine facilities by survey respondents who reported this information was \$2,420,479. (This is not an estimate of all county property tax revenues from equine facilities.)

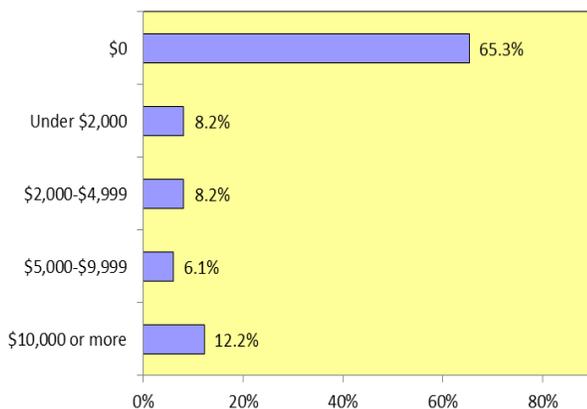
Figure III-18: Property Tax Paid on Equine Facilities



Rent Paid for Rented or Leased Equine Facilities

Almost two thirds (65.3%) of respondents who rented or leased equine properties do not report paying any rent. The sum total of rent paid by survey respondents who reported this information was \$1,112,165.

Figure III-19: Rent Paid for Rented or Leased Equine Facilities



IV. Expenditures for Equines

Overview

Expenditure data were captured by both the equine event survey and the equine owner survey. Table 1 and Table 2 below summarize this information.

Table 1: Equine Event Survey Expenditure Information (from Rephann, 2015)

Spectators		Residency		
		Loudoun Cnty (N=81)	Elsewhere in Va. (N=110)	Out-of-State (N=42)
	Spectator admission fees, parking, and program	\$107	\$96	\$96
	Food and drink	\$66	\$100	\$139
	Lodging	\$7	\$24	\$154
	Entertainment	\$8	\$7	\$29
	Gifts, souvenirs, clothing, etc.	\$10	\$29	\$154
	Travel (gas, tolls, fares)	\$13	\$16	\$151
	Car rental	\$0	\$0	\$22
	Other	\$15	\$23	\$22
	Total	\$226	\$295	\$766
	Average party size	6.83	5.36	3.80
Participants		Loudoun Cnty (N=44)	Elsewhere In Va. (N=60)	Out-of-State (N=50)
	Spectator admission fees, parking, and program	\$42	\$106	\$166
	Food and drink	\$36	\$98	\$280
	Lodging	\$8	\$49	\$519
	Entertainment	\$7	\$12	\$11
	Gifts, souvenirs, clothing, etc.	\$10	\$32	\$97
	Travel (gas, tolls, fares)	\$18	\$40	\$128
	Car rental	\$0	\$8	\$20
	Other	\$0	\$215	\$39
	Entry, registration, and showing fees	\$346	\$192	\$564
	Stall or boarding fees	\$50	\$568	\$171
	Feed and bedding	\$4	\$136	\$96
	Horse care services (farrier, veterinary, grooming)	\$30	\$293	\$73
	Tack and horse supplies	\$272	\$100	\$72
	Horse transport	\$5	\$10	\$2
	Other horse related expenses	\$480	\$346	\$7
	Total expenditures	\$1,309	\$2,204	\$2,245
	Average party size	3.26	3.49	3.77
	Average number of horses	1.97	2.17	1.65

Table 2 shows data only for respondents to the equine owner survey who reported owning one or more equines and who had valid values (which could include values of zero) for both total expenses overall and total expenses inside Loudoun County. There were 221 such respondents. There are more respondents who filled in portions of the expense grid but did not provide enough information to determine what portion of the expenses listed, if any, occurred in Loudoun County. Including those cases would give an

inaccurate comparison of expenditures within the county and outside the county. The careful reader will note that the total expenditures reported anywhere from all respondents is more than \$32 million. But after excluding those for whom we have incomplete data on the portions spent in Loudoun County, the total of all expenditures is \$13.7 million. Note that means reported in Table 2 are per respondent, not per equine. See Rephann (2105) for details of this analysis.

Table 2: Equine Owner Survey Expenditures in Loudoun County (expenditures to the nearest dollar)

2013 Expenditures for equines in Loudoun County		Total Amount Spent	Amount Spent in Loudoun County
1. PURCHASES OF EQUINES	Mean	\$8,294.17	\$6,252.49
	Median	\$0.00	\$0.00
	Sum	\$1,434,891.00	\$875,349.00
	Percent spent in LC		61.0%
2. OTHER PURCHASES AND UPKEEP			
a. BOARDING OF EQUINES (<i>include stall fees and expenditures paid for boarding</i>)	Mean	\$7,279.76	\$6,800.71
	Median	\$4,500.00	\$4,200.00
	Sum	\$1,281,238.00	\$1,067,711.10
b. VETERINARIAN/HEALTH (<i>include medicines, parasite control, lab work, etc.</i>)	Mean	\$5,123.99	\$4,166.16
	Median	\$2,500.00	\$2,000.00
	Sum	\$1,117,030.50	\$845,729.54
c. FEED AND BEDDING – BOTH GROWN AND PURCHASED (<i>include grain, hay, seeds, straw, other bedding, fertilizers, feed additives, vitamins, minerals, pasture maintenance, etc.</i>)	Mean	\$6,553.12	\$4,720.62
	Median	\$2,500.00	\$2,000.00
	Sum	\$1,297,518.00	\$840,269.79
d. GROOMING SUPPLIES (<i>include clipping, soaps, oils, sprays, brushes, etc.</i>)	Mean	\$887.36	\$703.31
	Median	\$300.00	\$250.00
	Sum	\$189,007.00	\$138,551.85
e. INSURANCE PREMIUMS (<i>equine related liability, collision, mortality, etc.</i>)	Mean	\$1,453.19	\$978.27
	Median	\$500.00	\$0.00
	Sum	\$265,933.00	\$141,849.00
f. UTILITIES (<i>equine related telephone, water, gas, oil, electricity, etc.</i>)	Mean	\$1,262.00	\$1,137.41
	Median	\$352.50	\$335.00
	Sum	\$217,064.00	\$161,512.50
g. MAINTENANCE/REPAIR (<i>include contracted labor and materials for maintenance or repair of buildings, facilities, fencing, equipment, etc.</i>)	Mean	\$4,068.23	\$2,698.32
	Median	\$650.00	\$600.00
	Sum	\$724,145.00	\$410,144.20
h. FARRIER (<i>include shoeing, etc.</i>)	Mean	\$3,110.58	\$2,537.64
	Median	\$2,000.00	\$1,714.00
	Sum	\$662,554.00	\$497,378.25

2013 Expenditures for equines in Loudoun County		Total Amount Spent	Amount Spent in Loudoun County
i. BREEDING FEES (<i>stud fees, etc.</i>)	Mean	\$464.58	\$23.37
	Median	\$0.00	\$0.00
	Sum	\$66,900.00	\$2,360.00
j. TACK (<i>include clothing, boots, hats, saddles, bridles, halters, harnesses, etc.</i>)	Mean	\$1,798.62	\$1,171.82
	Median	\$750.00	\$500.00
	Sum	\$370,516.00	\$213,270.85
k. RENT/LEASE of land and buildings	Mean	\$3,610.58	\$5,258.09
	Median	\$0.00	\$0.00
	Sum	\$498,260.00	\$494,260.00
l. RENT/LEASE of equines	Mean	\$343.88	\$124.21
	Median	\$0.00	\$0.00
	Sum	\$47,800.00	\$11,800.00
m. RENT/LEASE of equipment	Mean	\$87.50	\$114.29
	Median	\$0.00	\$0.00
	Sum	\$11,900.00	\$10,400.00
n. TAXES (<i>all taxes, including property tax on equine related land</i>)	Mean	\$4,972.47	\$4,585.42
	Median	\$3,495.00	\$3,800.00
	Sum	\$755,816.10	\$573,178.04
o. EQUIPMENT PURCHASES (<i>include vehicles, treadmills, horse vans, trailers, tractors, hot walkers, starting gates, manure spreaders, portable stalls, carriages, etc.</i>)	Mean	\$6,814.70	\$3,482.53
	Median	\$0.00	\$0.00
	Sum	\$1,158,499.00	\$463,177.00
p. TRAINING FEES (<i>fee paid for training of equines and/or individuals</i>)	Mean	\$3,116.83	\$2,574.43
	Median	\$1,500.00	\$1,000.00
	Sum	\$585,964.00	\$406,760.40
q. PARTICIPATION in clinics and riding camps, therapeutic riding etc.	Mean	\$848.20	\$608.74
	Median	\$300.00	\$200.00
	Sum	\$145,890.00	\$89,485.06
r. OTHER/MISCELLANEOUS purchases and upkeep (<i>specify</i>)	Mean	\$888.33	\$575.73
	Median	\$0.00	\$0.00
	Sum	\$72,843.00	\$36,847.00
Total Purchase and Upkeep (<i>sum of a through r</i>)	Mean	\$43,236.88	\$30,210.78
	Median	\$25,300.00	\$20,400.00
	Sum	\$9,468,877.60	\$6,404,684.58
	Percent spent in LC		67.6%
3. EQUINE RELATED ACTIVITIES			
a. Travel and lodging (<i>include air travel, fuel, truck and car expenses, meals, hotel, camping fees, etc.</i>)	Mean	\$2,528.88	\$1,259.20
	Median	\$1,000.00	\$300.00
	Sum	\$447,612.00	\$188,880.26
b. Advertisement (<i>include cost of ads, promotion, pamphlets, subscriptions, materials, etc.</i>)	Mean	\$284.29	\$239.44
	Median	\$0.00	\$0.00
	Sum	\$40,653.00	\$23,465.00
c. Professional fees (<i>includes accounting, lawyer, legal, etc.</i>)	Mean	\$932.08	\$707.91
	Median	\$0.00	\$0.00
	Sum	\$134,220.00	\$70,791.00

2013 Expenditures for equines in Loudoun County		Total Amount Spent	Amount Spent in Loudoun County
d. Miscellaneous	Mean	\$223.50	\$173.13
	Median	\$0.00	\$0.00
	Sum	\$22,350.00	\$11,600.00
Total Equine Related Activities (<i>sum of a through d</i>)	Mean	\$3,543.05	\$1,901.52
	Median	\$1,000.00	\$400.00
	Sum	\$644,835.00	\$294,736.26
	Percent spent in LC		45.7%
4. LABOR EXPENSES			
a. Labor Expenses (<i>include cash wages, employer cost for insurance pensions, social security tax, workman's compensation, unemployment compensation, etc.</i>)	Mean	\$9,228.88	\$10,798.27
	Median	\$0.00	\$0.00
	Sum	\$1,319,730.00	\$1,058,230.00
b. Other Contracted Labor (<i>include labor expenditures not reported elsewhere</i>)	Mean	\$1,249.05	\$1,435.19
	Median	\$0.00	\$0.00
	Sum	\$162,377.00	\$130,602.00
Total Labor Expenses	Mean	\$10,151.42	\$11,110.58
	Median	\$0.00	\$0.00
	Sum	\$1,482,107.00	\$1,188,832.00
	Percent spent in LC		80.2%
5. CAPITAL IMPROVEMENTS (<i>include contracted labor and materials for construction or additions to buildings, facilities, fencing, equipment, etc.</i>)	Mean	\$4,446.63	\$4,845.92
	Median	\$0.00	\$0.00
	Sum	\$658,101.00	\$533,051.00
	Percent spent in LC		81.0%
6. OTHER EXPENDITURES (<i>specify</i>)	Mean	\$245.74	\$211.97
	Median	\$0.00	\$0.00
	Sum	\$22,117.00	\$13,353.80
	Percent spent in LC		60.4%
2013 TOTAL EQUINE EXPENDITURES (<i>sum of 1 through 6</i>)	Mean	\$62,040.40	\$42,126.73
	Median	\$30,025.00	\$22,390.00
	Sum	\$13,710,928.60	\$9,310,006.64
	Percent spent in LC		67.9%

Note: Table 2 shows data only for respondents to the equine owner survey who reported owning one or more equines and who had valid values (which could include values of zero) for both total expenses overall and total expenses inside Loudoun County. There were 221 such respondents. There are more respondents who filled in portions of the expense grid but did not provide enough information to determine what portion of the expenses listed, if any, occurred in Loudoun County. Including those cases would give an inaccurate comparison of expenditures within the county and outside the county.

The statistics from this portion of the equine owner survey were key inputs to the economic modeling. It should be noted that the economic modeling in some instances required excluding a small number of cases for inconsistent or missing data. Therefore, some of the statistics reported here – including the percentages of expenditures occurring in Loudoun County – may vary from those found in the report on economic impact (Rephann 2015). Please note also that the mean expenditures reported here are calculated per respondent while mean expenditures

reported in Rephann (2015) are often calculated per equine to inform the economic modeling.

Finally, please note that the statistics presented in Table 2 are limited to survey respondents – they are not projected out to the entire equine community.

Open-ended Comments

There were two open-ended questions on the equine owner survey that asked respondents to share their thoughts about the equine industry. Those responses can be found in their entirety in Appendix B. They are summarized below from CSR's perspective but please note that such summaries can be subjective. It is well worth the few minutes it will take to review the responses found in Appendix B and to draw your own conclusions about the ideas found there.

Growing the Equine Business in Loudoun County

Respondents who either ran a boarding facility in Loudoun County in 2013 or domiciled any of their equines in the county in 2013 were asked:

“Please identify or describe specific events, facilities or policies and practices (in the public or private sectors) that you feel would help grow your equine business in Loudoun County.”

Respondents frequently mentioned the need for preservation of gravel roads for riding and the

construction of new equine facilities or upgrades to existing ones. They also expressed concerns about the negative impacts of residential and commercial development, and the lack of appreciation for existing equine culture and resources. For a full list of responses see Appendix B.

Overall Comments and Suggestions

At the end of the survey all respondents were asked:

What comments or suggestions would you like to contribute about the equine industry in Loudoun County?

Many respondents affirmed their support and enthusiasm for the equine industry in the county and their desire to see it survive and thrive. They also frequently reiterated their concerns that development could squeeze the equine industry out of the county if its preservation is not a priority. For a full list of responses, see Appendix B.

V. Conclusions

The equine industry in Loudoun County is estimated to support 2,738 jobs in the county and contribute a total economic impact within the county of \$180,384,109 (\$180.4 million), not including property tax revenues on equine land. There were an estimated 14,452 equines domiciled in Loudoun County in 2013 with an estimated valuation of \$13,245 per animal and a total estimated valuation countywide of \$191,417,261 (\$191.4 million). Equine events in Loudoun County in 2013 attracted an estimated 78,000-plus spectators and participants, about one-third of them from out of state.

The most popular types of equine activities reported by the equine owner survey respondents are riding for pleasure, riding lessons, trail rides, and shows or competitions. The most popular equine disciplines reported by the equine owner survey respondents are trail riding, dressage, hunter/jumper and fox hunting.

The equine industry in Loudoun County is not only a significant economic contributor within the county, it is also a significant part of the county's identity and culture. The reach of the equine industry is even greater than these figures, but this report and the economic impact analysis by Rephann (2015) do not attempt to describe or quantify the impacts of such things as therapeutic riding programs, equine activities benefitting charities, the value that people may place on scenic vistas preserved by equine land uses, tourism impacts beyond equine events, property taxes paid on land in equine use and so on.

As the county continues to work for a balance of growth and preservation of its rural identity and culture, the challenges and opportunities described by survey respondents provide the basis for a useful discussion. These comments from survey respondents include a desire for upgraded facilities, and concerns about pressure from development and lack of appreciation for equine culture. Some of the comments amount to a plea for help.

The equine industry is a vibrant, significant component of Loudoun County's economy and quality of life. We hope these survey results and the accompanying economic impact analysis can serve to support an effective discussion countywide about what the future will look like for the equine industry in Loudoun County.

Appendix A:
Equine Owner Survey Unweighted Frequencies

A1 Received other invitations to survey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	117	7.6	14.1	14.1
	2 No	711	46.1	85.9	100.0
	Total	828	53.7	100.0	
Missing	System	715	46.3		
Total		1543	100.0		

		Count	Column N %
\$inviteSource Ways Respondent Received Survey Invitations	A1_1 Received letter and survey packet in mail	1036	67.4%
	A1_2 Received email from equine organization	263	17.1%
	A1_6 Given referral	175	11.4%
	A1_3 Received email from center for survey research	123	8.0%
	A1_7 Received survey invitation in other way	117	7.6%
	A1_4 Saw weblink on Loudoun County Website	34	2.2%
	A1_5 Saw a pop-up window on internet	6	0.4%
	Total	1538	100.0%
\$A2 Respondent Equine Connection	A2_10 Interested in equine-related issues in Loudoun County	849	58.4%
	A2_9 Attended equine activities or events	806	55.5%
	A2_1 Owned one or more equine	739	50.9%
	A2_8 Participated in equine activities or events	668	46.0%
	A2_7 Member of equine related group	599	41.2%
	A2_2 Kept on land owned or rented	540	37.2%
	A2_11 None of the above	396	27.3%
	A2_3 Boarded on someone else's land	342	23.5%
	A2_4 Kept equine for other owners on land	315	21.7%
	A2_5 Bought equine	236	16.2%
	A2_6 Sold Equine	153	10.5%
Total	1453	100.0%	

\$A4 Where Equines Domiciled	A4_1 Kept on land in Loudoun County's land use program	441	58.9%
	A4_2 Kept on other land in Loudoun County	233	31.1%
	A4_3 Kept on land outside Loudoun County but in Virginia	120	16.0%
	A4_4 Kept on land outside Virginia	65	8.7%
	Total	749	100.0%

B11 Access to riding trails

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes, both public and private trails	68	4.4	12.3	12.3
	2 Yes, public trails only	14	.9	2.5	14.8
	3 Yes, private trails only	241	15.6	43.5	58.3
	4 No	231	15.0	41.7	100.0
	Total	554	35.9	100.0	
Missing	System	989	64.1		
Total		1543	100.0		

B12 People employed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	150	9.7	27.2	27.2
	2 No	401	26.0	72.8	100.0
	Total	551	35.7	100.0	
Missing	System	992	64.3		
Total		1543	100.0		

B16 Zip code or Zip codes for equine operations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1018	66.0	66.0	66.0
	0	2	.1	.1	66.1
	20017 Washington, DC	1	.1	.1	66.2
	20105 Stone Ridge, VA	18	1.2	1.2	67.3
	20117 Middleburg, VA	64	4.1	4.1	71.5

B16 Zip code or Zip codes for equine operations

	Frequency	Percent	Valid Percent	Cumulative Percent
20118 Middleburg, VA	4	.3	.3	71.7
20129 Paeonian Springs, VA	9	.6	.6	72.3
20131 Philomont, VA	14	.9	.9	73.2
20132 Purcellville, VA	113	7.3	7.3	80.6
20132, 20176	1	.1	.1	80.6
20134 Purcellville, VA	4	.3	.3	80.9
20135 Bluemont, VA	25	1.6	1.6	82.5
20140 Rectortown, VA	1	.1	.1	82.6
20141 Round Hill, VA	39	2.5	2.5	85.1
20142 Round Hill, VA	2	.1	.1	85.2
20147 Ashburn, VA	1	.1	.1	85.3
20148 Broadlands, VA	1	.1	.1	85.4
20150	1	.1	.1	85.4
20152 South Riding, VA	1	.1	.1	85.5
20158 Hamilton, VA	32	2.1	2.1	87.6
20158 20175	1	.1	.1	87.6
20159 Hamilton, VA	1	.1	.1	87.7
20160 Lincoln, VA	1	.1	.1	87.8
20160 20132	1	.1	.1	87.8
20165 Cascades, VA	2	.1	.1	87.9
20169 Haymarket, VA	1	.1	.1	88.0
20175 Leesburg, VA	41	2.7	2.7	90.7
20175; 2097	1	.1	.1	90.7
20176 Leesburg, VA	22	1.4	1.4	92.2
2018	1	.1	.1	92.2
20180 Lovettsville, VA	75	4.9	4.9	97.1
20184 Upperville, VA	7	.5	.5	97.5
20185 Upperville, VA	2	.1	.1	97.7
20197 Waterford, VA	23	1.5	1.5	99.2
20198 The Plains, VA	1	.1	.1	99.2
20312	2	.1	.1	99.4
2041	1	.1	.1	99.4
29176	1	.1	.1	99.5
30135 Douglasville, GA	1	.1	.1	99.5
40295 Louisville, KY	1	.1	.1	99.6
I don't have an operation.	1	.1	.1	99.7

B16 Zip code or Zip codes for equine operations

	Frequency	Percent	Valid Percent	Cumulative Percent
My operation is in PWC	1	.1	.1	99.7
na	1	.1	.1	99.8
Na	1	.1	.1	99.9
unknown	1	.1	.1	99.9
unknown Aldie VA	1	.1	.1	100.0
Total	1543	100.0	100.0	

BusinessZip_name

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1033	66.9	66.9	66.9
Ashburn, VA	1	.1	.1	67.0
Bluemont, VA	25	1.6	1.6	68.6
Broadlands, VA	1	.1	.1	68.7
Cascades, VA	2	.1	.1	68.8
Douglasville, GA	1	.1	.1	68.9
Hamilton, VA	34	2.2	2.2	71.1
Haymarket, VA	1	.1	.1	71.2
Leesburg, VA	64	4.1	4.1	75.3
Lincoln, VA	1	.1	.1	75.4
Louisville, KY	1	.1	.1	75.4
Lovettsville, VA	75	4.9	4.9	80.3
Middleburg, VA	68	4.4	4.4	84.7
Paeonian Springs, VA	9	.6	.6	85.3
Philomont, VA	14	.9	.9	86.2
Purcellville, VA	118	7.6	7.6	93.8
Rectortown, VA	1	.1	.1	93.9
Round Hill, VA	41	2.7	2.7	96.6
South Riding, VA	1	.1	.1	96.6
Stone Ridge, VA	18	1.2	1.2	97.8
The Plains, VA	1	.1	.1	97.9
Upperville, VA	9	.6	.6	98.4
Washington, DC	1	.1	.1	98.5
Waterford, VA	23	1.5	1.5	100.0
Total	1543	100.0	100.0	

C1 Board equines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	218	14.1	31.6	31.6
	2 No	471	30.5	68.4	100.0
	Total	689	44.7	100.0	
Missing	System	854	55.3		
Total		1543	100.0		

		Count	Column N %
\$E1 Equestrian Activities in Loudoun County	E1_7 Riding for pleasure	462	68.4%
	E1_1 Riding lessons	369	54.7%
	E1_4 Trail rides	349	51.7%
	E1_6 Shows or competitions	323	47.9%
	E1_2 Clinics	233	34.5%
	E1_5 Hunts	161	23.9%
	E1_8 Participated in other activities	128	19.0%
	E1_3 Equestrian camps	82	12.1%
	Total	675	100.0%

E3_1 Number in Juniors age group (under 18)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1165	75.5	85.9	85.9
	1	127	8.2	9.4	95.3
	2	42	2.7	3.1	98.4
	3	15	1.0	1.1	99.5
	4	4	.3	.3	99.8
	9	1	.1	.1	99.9
	10	1	.1	.1	99.9
	20	1	.1	.1	100.0
	Total	1356	87.9	100.0	
Missing	System	187	12.1		
Total		1543	100.0		

E3_2 Number in 18-30

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1247	80.8	92.0	92.0
	1	81	5.2	6.0	98.0
	2	19	1.2	1.4	99.4
	3	6	.4	.4	99.9
	4	1	.1	.1	99.9
	8	1	.1	.1	100.0
	Total	1355	87.8	100.0	
Missing	System	188	12.2		
Total		1543	100.0		

E3_3 Number in 31-50

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1127	73.0	83.2	83.2
	1	174	11.3	12.8	96.0
	2	48	3.1	3.5	99.6
	3	2	.1	.1	99.7
	4	3	.2	.2	99.9
	12	1	.1	.1	100.0
	Total	1355	87.8	100.0	
Missing	System	188	12.2		
Total		1543	100.0		

E3_4 Number in 51-65

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1015	65.8	74.9	74.9
	1	263	17.0	19.4	94.2
	2	72	4.7	5.3	99.6
	3	2	.1	.1	99.7
	4	2	.1	.1	99.9
	5	1	.1	.1	99.9
	2000	1	.1	.1	100.0
	Total	1356	87.9	100.0	
Missing	System	187	12.1		

Total	1543	100.0		
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E3_5 Number in 66 and older

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1236	80.1	91.2	91.2
	1	102	6.6	7.5	98.7
	2	17	1.1	1.3	99.9
	6	1	.1	.1	100.0
	Total	1356	87.9	100.0	
Missing	System	187	12.1		
Total		1543	100.0		

E4 Zip code for household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		696	45.1	45.1	45.1
	02052 Medfield, MA	1	.1	.1	45.2
	17327 Glen Rock, PA	1	.1	.1	45.2
	18942 Ottsville, PA	1	.1	.1	45.3
	19963 Milford, DE	1	.1	.1	45.4
	20003 Washington, DC	1	.1	.1	45.4
	20007 Washington, DC	1	.1	.1	45.5
	20016 Washington, DC	3	.2	.2	45.7
	20102 Dulles, VA	1	.1	.1	45.8
	20105 Stone Ridge, VA	25	1.6	1.6	47.4
	20105 (NOT on farm but separate land) for summers; 29803 in winters	1	.1	.1	47.4
	20105-1801	1	.1	.1	47.5
	20106 Amissville, VA	2	.1	.1	47.6
	20110 Manassas, VA	1	.1	.1	47.7
	20112 Manassas, VA	1	.1	.1	47.8
	20115 Marshall, VA	2	.1	.1	47.9
	20116 Marshall, VA	1	.1	.1	48.0
	20117 Middleburg, VA	75	4.9	4.9	52.8
	20118 Middleburg, VA	6	.4	.4	53.2
	20119 Catlett, VA	2	.1	.1	53.3

E4 Zip code for household

	Frequency	Percent	Valid Percent	Cumulative Percent
20120 Centreville, VA	4	.3	.3	53.6
20121 Centreville, VA	1	.1	.1	53.7
20124 Centreville, VA	1	.1	.1	53.7
20129 Paeonian Springs, VA	11	.7	.7	54.4
20130 Paris, VA	1	.1	.1	54.5
20131 Philomont, VA	12	.8	.8	55.3
20132 Purcellville, VA	149	9.7	9.7	64.9
20132 or 20131	1	.1	.1	65.0
20134 Purcellville, VA	2	.1	.1	65.1
20135 Bluemont, VA	29	1.9	1.9	67.0
20137 Broad Run, VA	2	.1	.1	67.1
20141 Round Hill, VA	46	3.0	3.0	70.1
20142 Round Hill, VA	2	.1	.1	70.3
20143 Catharpin, VA	2	.1	.1	70.4
20144 Delaplane, VA	1	.1	.1	70.4
20147 Ashburn, VA	7	.5	.5	70.9
20148 Broadlands, VA	6	.4	.4	71.3
20150	1	.1	.1	71.4
20151 Chantilly, VA	2	.1	.1	71.5
20152 South Riding, VA	3	.2	.2	71.7
20155 Gainesville, VA	1	.1	.1	71.7
20158 Hamilton, VA	29	1.9	1.9	73.6
201588	1	.1	.1	73.7
20160 Lincoln, VA	3	.2	.2	73.9
20164 Sterling, VA	3	.2	.2	74.1
20165 Cascades, VA	6	.4	.4	74.5
20169 Haymarket, VA	6	.4	.4	74.9
20170 Herndon, VA	1	.1	.1	74.9
20171 McNair, VA	5	.3	.3	75.2
20175 Leesburg, VA	65	4.2	4.2	79.5
20176 Leesburg, VA	55	3.6	3.6	83.0
20177 Leesburg, VA	2	.1	.1	83.1
20180 Lovettsville, VA	107	6.9	6.9	90.1
20181 Nokesville, VA	1	.1	.1	90.1
20184 Upperville, VA	12	.8	.8	90.9
20185 Upperville, VA	1	.1	.1	91.0

E4 Zip code for household

	Frequency	Percent	Valid Percent	Cumulative Percent
20186 Warrenton, VA	3	.2	.2	91.2
20187 New Baltimore, VA	2	.1	.1	91.3
20189 Dulles, VA	1	.1	.1	91.4
20190 Reston, VA	2	.1	.1	91.5
20191 Reston, VA	4	.3	.3	91.8
20194 Reston, VA	1	.1	.1	91.8
20195 Reston, VA	1	.1	.1	91.9
20197 Waterford, VA	34	2.2	2.2	94.1
20198 The Plains, VA	5	.3	.3	94.4
20199	1	.1	.1	94.5
20312	1	.1	.1	94.6
20315	1	.1	.1	94.6
20758 Friendship, MD	1	.1	.1	94.7
20776 Harwood, MD	1	.1	.1	94.8
20810 Bethesda, MD	1	.1	.1	94.8
20814 Bethesda, MD	1	.1	.1	94.9
20841 Germantown, MD	1	.1	.1	94.9
20854 Potomac, MD	2	.1	.1	95.1
20876 Germantown, MD	1	.1	.1	95.1
20895 South Kensington, MD	1	.1	.1	95.2
21047 Fallston, MD	1	.1	.1	95.3
21550 Oakland, MD	1	.1	.1	95.3
21701 Frederick, MD	1	.1	.1	95.4
21702 Frederick, MD	1	.1	.1	95.5
21703 Ballenger Creek, MD	1	.1	.1	95.5
21713 Boonsboro, MD	1	.1	.1	95.6
21715 Brownsville, VA	1	.1	.1	95.7
21756 Keedysville, MD	1	.1	.1	95.7
21769 Middletown, MD	1	.1	.1	95.8
22033 Fair Oaks, VA	1	.1	.1	95.9
22039 Crosspointe, VA	1	.1	.1	95.9
22041 Baileys Crossroads, VA	1	.1	.1	96.0
22043 Idylwood, VA	2	.1	.1	96.1
22044 Seven Corners, VA	1	.1	.1	96.2
22046 Falls Church, VA	2	.1	.1	96.3
22066 Great Falls, VA	5	.3	.3	96.6

E4 Zip code for household

		Frequency	Percent	Valid Percent	Cumulative Percent
	22101 McLean, VA	4	.3	.3	96.9
	22102 Tysons Corner, VA	2	.1	.1	97.0
	22124 Oakton, VA	2	.1	.1	97.1
	22132	1	.1	.1	97.2
	22152 West Springfield, VA	1	.1	.1	97.3
	22153 Newington Forest, VA	1	.1	.1	97.3
	22180 Vienna, VA	1	.1	.1	97.4
	22181 Oakton, VA	3	.2	.2	97.6
	22182 Wolf Trap, VA	1	.1	.1	97.7
	22186	1	.1	.1	97.7
	22202 Arlington, VA	1	.1	.1	97.8
	22203 Arlington, VA	1	.1	.1	97.9
	22205 Arlington, VA	1	.1	.1	97.9
	22301 Alexandria, VA	1	.1	.1	98.0
	22307 Belle Haven, VA	1	.1	.1	98.1
	22310 Rose Hill, VA	1	.1	.1	98.1
	22314 Alexandria, VA	2	.1	.1	98.3
	22556 Stafford, VA	1	.1	.1	98.3
	22611 Berryville, VA	2	.1	.1	98.4
	22620 Boyce, VA	1	.1	.1	98.5
	22624 Clear Brook, VA	1	.1	.1	98.6
	22627 Flint Hill, VA	1	.1	.1	98.6
	22630 Front Royal, VA	1	.1	.1	98.7
	22645 Middletown, VA	1	.1	.1	98.8
	22655 Stephens City, VA	2	.1	.1	98.9
	22657 Strasburg, VA	1	.1	.1	99.0
	22663 White Post, VA	1	.1	.1	99.0
	22701 Culpeper, VA	1	.1	.1	99.1
	22720 Goldvein, VA	1	.1	.1	99.2
	23024 Bumpass, VA	1	.1	.1	99.2
	23039 Crozier, VA	1	.1	.1	99.3
	23238 Richmond, VA	1	.1	.1	99.4
	23434 Suffolk, VA	1	.1	.1	99.4
	24137 Penhook, VA	1	.1	.1	99.5
	24450 Lexington, VA	1	.1	.1	99.5
	25175	1	.1	.1	99.6

E4 Zip code for household

		Frequency	Percent	Valid Percent	Cumulative Percent
	25414 Charles Town, WV	1	.1	.1	99.7
	25443 Shepherdstown, WV	2	.1	.1	99.8
	26812 Mathias, WV	1	.1	.1	99.9
	28374 Pinehurst, NC	1	.1	.1	99.9
	37885 Vonore, TN	1	.1	.1	100.0
	Total	1543	100.0	100.0	

HomeZip_name

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		704	45.6	45.6	45.6
	Alexandria, VA	3	.2	.2	45.8
	Amissville, VA	2	.1	.1	45.9
	Arlington, VA	3	.2	.2	46.1
	Ashburn, VA	7	.5	.5	46.6
	Baileys Crossroads, VA	1	.1	.1	46.7
	Ballenger Creek, MD	1	.1	.1	46.7
	Belle Haven, VA	1	.1	.1	46.8
	Berryville, VA	2	.1	.1	46.9
	Bethesda, MD	2	.1	.1	47.1
	Bluemont, VA	29	1.9	1.9	48.9
	Boonsboro, MD	1	.1	.1	49.0
	Boyce, VA	1	.1	.1	49.1
	Broad Run, VA	2	.1	.1	49.2
	Broadlands, VA	6	.4	.4	49.6
	Brownsville, MD	1	.1	.1	49.6
	Bumpass, VA	1	.1	.1	49.7
	Cascades, VA	6	.4	.4	50.1
	Catharpin, VA	2	.1	.1	50.2
	Catlett, VA	2	.1	.1	50.4
	Centreville, VA	6	.4	.4	50.7
	Chantilly, VA	2	.1	.1	50.9
	Charles Town, WV	1	.1	.1	50.9
	Clear Brook, VA	1	.1	.1	51.0
	Crosspointe, VA	1	.1	.1	51.1
	Crozier, VA	1	.1	.1	51.1

		HomeZip_name			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Culpeper, VA	1	.1	.1	51.2
	Delaplane, VA	1	.1	.1	51.3
	Dulles, VA	2	.1	.1	51.4
	Fair Oaks, VA	1	.1	.1	51.5
	Falls Church, VA	2	.1	.1	51.6
	Fallston, MD	1	.1	.1	51.7
	Flint Hill, VA	1	.1	.1	51.7
	Frederick, MD	2	.1	.1	51.8
	Friendship, MD	1	.1	.1	51.9
	Front Royal, VA	1	.1	.1	52.0
	Gainesville, VA	1	.1	.1	52.0
	Germantown, MD	2	.1	.1	52.2
	Glen Rock, PA	1	.1	.1	52.2
	Goldvein, VA	1	.1	.1	52.3
	Great Falls, VA	5	.3	.3	52.6
	Hamilton, VA	30	1.9	1.9	54.6
	Harwood, MD	1	.1	.1	54.6
	Haymarket, VA	6	.4	.4	55.0
	Herndon, VA	1	.1	.1	55.1
	Idylwood, VA	2	.1	.1	55.2
	Keedysville, MD	1	.1	.1	55.3
	Leesburg, VA	121	7.8	7.8	63.1
	Lexington, VA	1	.1	.1	63.2
	Lincoln, VA	3	.2	.2	63.4
	Lovettsville, VA	107	6.9	6.9	70.3
	Manassas, VA	2	.1	.1	70.4
	Marshall, VA	3	.2	.2	70.6
	Mathias, WV	1	.1	.1	70.7
	McLean, VA	4	.3	.3	71.0
	McNair, VA	5	.3	.3	71.3
	Medfield, MA	1	.1	.1	71.4
	Middleburg, VA	81	5.2	5.2	76.6
	Middletown, MD	1	.1	.1	76.7
	Middletown, VA	1	.1	.1	76.7
	Milford, DE	1	.1	.1	76.8
	New Baltimore, VA	2	.1	.1	76.9

HomeZip_name		Frequency	Percent	Valid Percent	Cumulative Percent
	Newington Forest, VA	1	.1	.1	77.0
	Nokesville, VA	1	.1	.1	77.1
	Oakland, MD	1	.1	.1	77.1
	Oakton, VA	5	.3	.3	77.4
	Ottsville, PA	1	.1	.1	77.5
	Paeonian Springs, VA	11	.7	.7	78.2
	Paris, VA	1	.1	.1	78.3
	Penhook, VA	1	.1	.1	78.4
	Philomont, VA	12	.8	.8	79.1
	Pinehurst, NC	1	.1	.1	79.2
	Potomac, MD	2	.1	.1	79.3
	Purcellville, VA	152	9.9	9.9	89.2
	Reston, VA	8	.5	.5	89.7
	Richmond, VA	1	.1	.1	89.8
	Rose Hill, VA	1	.1	.1	89.8
	Round Hill, VA	48	3.1	3.1	92.9
	Seven Corners, VA	1	.1	.1	93.0
	Shepherdstown, WV	2	.1	.1	93.1
	South Kensington, MD	1	.1	.1	93.2
	South Riding, VA	3	.2	.2	93.4
	Stafford, VA	1	.1	.1	93.5
	Stephens City, VA	2	.1	.1	93.6
	Sterling, VA	3	.2	.2	93.8
	Stone Ridge, VA	27	1.7	1.7	95.5
	Strasburg, VA	1	.1	.1	95.6
	Suffolk, VA	1	.1	.1	95.7
	The Plains, VA	5	.3	.3	96.0
	Tysons Corner, VA	2	.1	.1	96.1
	Upperville, VA	13	.8	.8	97.0
	Vienna, VA	1	.1	.1	97.0
	Vonore, TN	1	.1	.1	97.1
	Warrenton, VA	3	.2	.2	97.3
	Washington, DC	5	.3	.3	97.6
	Waterford, VA	34	2.2	2.2	99.8
	West Springfield, VA	1	.1	.1	99.9
	White Post, VA	1	.1	.1	99.9

HomeZip_name

		Frequency	Percent	Valid Percent	Cumulative Percent
	Wolf Trap, VA	1	.1	.1	100.0
	Total	1543	100.0	100.0	

		Count	Column N %
\$E5 Primary Areas of Equine Activity	E5_4 Trail riding	427	62.5%
	E5_1 Dressage	241	35.3%
	E5_2 Hunter/jumper	226	33.1%
	E5_3 Fox hunting	188	27.5%
	E5_6 Eventing/Combined training	131	19.2%
	E5_9 Competition	98	14.3%
	E5_21 Other primary areas of equine activity	79	11.6%
	E5_8 Western	77	11.3%
	E5_10 Breeding	55	8.1%
	E5_7 Driving	43	6.3%
	E5_5 Endurance riding	24	3.5%
	Total	683	100.0%

Summary of Key Numeric Variables

	Sum	Minimum	Maximum	Mean	Median
A3 Number of equines owned	3,034	1	90	4	3
B1 Number of equines kept on land regardless of ownership	4,248	0	90	8	4
B2_c Number of equines kept on land that are owned	2,271	0	90	4	3
B3_c Combined value of equines owned	28,397,599	0	3,100,000	55,464	15,000
B4_c Equines owned kept on land owned not in Loudoun County land use program	456	0	90	2	0
B5_c Total acres in equine facility/ies	30,994	0	1,700	57	17
B6_c Total acres owned	19,129	0	1,200	35	11
B7_c Total acres leased	3,262	0	640	13	0
B8_c Acres enrolled in Loudoun County land use program	16,118	0	1,200	34	10
B9_c Property taxes paid to Loudoun County on equine property	2,420,479	0	60,000	6,353	5,087
B10_c Total rent for rented or leased equine property	1,112,165	0	130,000	5,703	0
B13_c Average number of full time employees	167	0	10	2	1
B14_c Average number of part time employees	252	0	50	2	1
B15_c Sum of total hours per week by all part time employees	3,444	0	360	32	20
C2_c Number boarded	425	0	43	2	1

Detailed Expenses: Total Amount Spent**(all cases, no filtering for complete data across expenditures or equine ownership)**

	Minimum	Maximum	Sum	Mean	Median	Mode
OverallTotal Total of all expenditures	0	1,048,444	32,458,656	61,708	27,800	9,600
PurchaseTot Total of all Purchases	0	486,000	3,007,288	12,325	2,000	0
UpkeepTot Total of all upkeep and purchase Expenditures	0	485,071	21,812,665	41,947	22,965	8,700
D2_1_1_1_TEXT_c Amount spent on boarding of equines	0	155,561	2,265,464	8,954	4,800	0
D2_1_2_1_TEXT_c Amount spent on veterinarian/health	0	91,741	2,474,899	5,135	2,485	1,000
D2_1_3_1_TEXT_c Amount spent on feeding and bedding	0	216,000	3,415,814	7,314	3,200	5,000
D2_1_4_1_TEXT_c Amount spent on grooming supplies	0	33,807	387,055	866	305	500
D2_1_5_1_TEXT_c Amount spent on insurance premiums	0	59,783	806,982	2,423	800	0
D2_1_6_1_TEXT_c Amount spent on utilities	0	30,000	633,695	1,663	500	0
D2_1_7_1_TEXT_C Amount spent on maintenance/repair	0	340,000	2,221,462	5,405	1,426	0
D2_1_8_1_TEXT_C Amount spent on farrier	0	40,000	1,596,216	3,346	1,800	2,000
D2_1_9_1_TEXT_C Amount spent on breeding fees	0	129,825	280,276	1,602	0	0
D2_1_10_1_TEXT_C Amount spent on tack	0	21,000	748,680	1,795	700	500
D2_1_11_1_TEXT_C Amount spent on rent/lease of land and buildings	0	100,000	644,090	4,102	0	0
D2_1_12_1_TEXT_C Amount spent on rent/lease of equine	0	35,000	79,485	523	0	0
D2_1_13_1_TEXT_C Amount spent on rent/lease of equipment	0	10,000	29,705	201	0	0
D2_1_14_1_TEXT_C Amount spent on taxes	0	269,140	2,172,131	6,484	4,809	0
D2_1_15_1_TEXT_C Amount spent on equipment purchases	0	114,000	2,150,433	7,906	1,270	0

Detailed Expenses: Total Amount Spent**(all cases, no filtering for complete data across expenditures or equine ownership)**

	Minimum	Maximum	Sum	Mean	Median	Mode
D2_1_16_1_TEXT_C Amount spent on training fees	0	200,000	1,403,934	4,443	2,000	0
D2_1_17_1_TEXT_C Amount spent on participation	0	12,100	283,188	1,089	500	0
D2_1_18_1_TEXT_C Amount spent on other	0	39,012	219,157	1,636	300	0
ActivitiesTot	0	110,000	1,530,051	4,567	1,300	0
D3_1_1_1_TEXT_C Amount spent on travel and lodging	0	34,909	859,332	2,893	1,000	0
D3_1_2_1_TEXT_C Amount spent on advertisement	0	73,737	162,001	844	0	0
D3_1_3_1_TEXT_C Amount spent on professional fees	0	70,000	339,551	1,550	0	0
D3_1_4_1_TEXT_C Amount spent on misc.	0	80,000	169,167	1,282	0	0
LaborTot	0	253,000	3,985,326	16,201	875	0
D4_1_1_1_TEXT_C Amount spent on labor	0	253,000	3,498,027	15,973	325	0
D4_1_2_1_TEXT_C Amount spent on other contracted labor	0	60,000	487,299	2,707	0	0
CapitalTot	0	340,000	1,996,321	7,829	1,500	0
OtherTot	0	87,700	127,005	1,233	0	0

Detailed Expenses: Amount Spent In Loudoun County
(only equine owners with expenses recorded in Loudoun County)

	Minimum	Maximum	Sum	Mean	Median	Mode
OverallLC Total of all expenditures in Loudoun County	.00	406500.00	9517018.64	41559.03	22390.00	.00
PurchaseLC Total of all purchases in Loudoun County	.00	241722.00	901234.00	6215.41	.00	.00
UpkeepLC Total of all Upkeep and Purchase Expenditures in Loudoun County	.00	226000.00	6556711.58	29939.32	20200.00	.00
D2_1_1_2a Amount spent on boarding of equines in Loudoun County	0	100,000	1,144,611	6,979	4,000	0
D2_1_2_2a Amount spent on veterinarian/health in Loudoun County	0	52,301	865,730	4,162	2,000	2,000
D2_1_3_2a Amount spent on feeding and bedding in Loudoun County	0	60,000	844,295	4,639	2,000	0
D2_1_4_2a Amount spent on grooming supplies in Loudoun County	0	30,426	142,652	703	250	200
D2_1_5_2a Amount spent on insurance premiums in Loudoun County	0	20,000	142,349	955	0	0
D2_1_6_2a Amount spent on utilities in Loudoun County	0	20,000	163,395	1,119	335	0
D2_1_7_2a Amount spent on maintenance/repair in Loudoun County	0	29,700	415,144	2,678	600	0
D2_1_8_2a Amount spent on farrier in Loudoun County	0	17,580	509,818	2,536	1,630	0
D2_1_9_2a Amount spent on breeding fees in Loudoun County	0	2,000	2,360	23	0	0
D2_1_10_2a Amount spent on tack in Loudoun County	0	10,000	220,351	1,166	500	0
D2_1_11_2a Amount spent on rent/lease of land and buildings in Loudoun County	0	100,000	497,860	5,133	0	0

Detailed Expenses: Amount Spent In Loudoun County
(only equine owners with expenses recorded in Loudoun County)

	Minimum	Maximum	Sum	Mean	Median	Mode
D2_1_12_2a Amount spent on rent/lease of equine in Loudoun County	0	5,000	14,800	151	0	0
D2_1_13_2a Amount spent on rent/lease of equipment in Loudoun County	0	10,000	10,400	112	0	0
D2_1_14_2a Amount spent on taxes in Loudoun County	0	60,000	573,178	4,549	3,700	0
D2_1_15_2a Amount spent on equipment purchases in Loudoun County	0	50,000	463,777	3,410	0	0
D2_1_16_2a Amount spent on training fees in Loudoun County	0	30,000	409,760	2,514	1,000	0
D2_1_17_2a Amount spent on participation in Loudoun County	0	10,000	93,485	615	200	0
D2_1_18_2a Amount spent on other in Loudoun County	0	3,750	42,747	629	0	0
ActivitiesLC	.00	37688.40	307536.26	1910.16	400.00	.00
D3_1_1_2a Amount spent on travel and lodging in Loudoun County	0	24,000	196,130	1,257	300	0
D3_1_2_2a Amount spent on advertisement in Loudoun County	0	10,140	24,015	238	0	0
D3_1_3_2a Amount spent on professional fees in Loudoun County	0	15,000	75,791	736	0	0
D3_1_4_2a Amount spent on misc. in Loudoun County	0	5,200	11,600	168	0	0
LaborLC	.00	124000.00	1189132.00	10810.29	.00	.00
D4_1_1_2a Amount spent on labor in Loudoun County	0	124,000	1,058,530	10,480	0	0
D4_1_2_2a Amount spent on other contracted labor labor in Loudoun County	0	50,000	130,602	1,404	0	0
CapitalLC	.00	100000.00	549051.00	4816.24	.00	.00
OtherLC	.00	3000.00	13353.80	205.44	.00	.00

	Minimum	Maximum	Sum	Mean	Median	Mode
E2_c Amount spent on activities participated in	0	300,000	1,344,398	8,674	1,000	0

Appendix B:
Open-ended Responses from Equine Owner Survey

2013 LOUDOUN COUNTY EQUINE SURVEY RESPONSES TO OPEN-ENDED QUESTIONS

B17: Please identify or describe specific events, facilities or policies and practices (*in the public or private sectors*) that you feel would help grow your equine business in Loudoun County.

- "Horse exchange" ability to have a place to sell/buy equine.
- ** I compete my horse at Morven Park. I feel lucky to have that facility close by and centrally located for many to use. I feel making this a world class facility - quickly - would greatly help horsemen in this area. Keeping usage fees low or free to use a facility is important as well. \$10 - 20 should be enough to cover riding over specialty items (cross country course, indoor) while free or \$10 for trail riding.
 - ** I think having a centralized web site to promote trails and facilities that are available for use would be great. Currently, many organizations have opportunities advertised to their local group but not to the larger equine community. You could list the conditions (hilly, low trees, open fields, tight trails, etc.) with photos to help people decide if it is right for their horse or outing. Listing services (indoor, jump course, cross country, etc.), fees and opportunities for clinics would also help spread the word. Otherwise it is word of mouth and risky as you don't know if it is suitable for your horse (young, spooky, etc.)
 - **Controlling growth West of Leesburg is also important. Eastern Loudoun (I live in Ashburn, my horse is in Purcellville) will be largely city to suburban over time. Western Loudoun should be preserved as larger lots and farms with agriculture. Once it is paved over or subdivided - it is lost forever.
- 1. Support with trail development in northern Loudoun.
- 4-H clubs are very important to my family and friends, and local horse shows and clinics are great!
- 4-H, Loudoun county extension.
- A directory of available resources for businesses new to the area.
- A facility to train and trail ride on. A facility that offers outdoor jumping and also has an indoor arena.
- A greater Thoroughbred racing activity in Virginia. Allow artificial insemination (AI) in the breeding of horses to be registered as Thoroughbreds. Today only live cover is permitted, adding to our costs using stallions located hundreds of miles away i.e. Kentucky.
- A more accessible trail system would greatly foster interest in horse activities and horse ownership. Many of my trail-riding friends go outside Loudoun County for good rides.
- A public equestrian park offering a dressage arena, stadium jumper ring, and cross country course with jumps would be very helpful. We give lessons to other people and it would great to meet at to school our horses, train others and ride with colleagues. Also, offering trail rides at publicly accessible locations that are maintained by the county would be very useful. We now have to go outside the county to use parks in Fairfax or Clarke counties, or to Maryland, to meet up with potential clients, friends, or our trainers. We would like a covered indoor arena in this county. We Foxhunt and it is difficult to keep our horses in condition without an indoor arena during the harshest weather in between days that we hunt. Also, we grow and sell hay when we can. It would be nice to have a central location in this county that shares information about hay for sale, and also horses, trailers, tack, etc., for sale. A county website and publication on these issues, that also lists boarding facilities and horse evets in the county, would be useful.
- A public equestrian trail facility of 600-800 acres. A public equestrian lesson and competition facility. Recognition by elected official of the importance of the equine economy and pro-

active support from the things mentioned and active promotion of equestrian activities here.

- A public indoor arena that offers trailering in for schooling, as well as opportunities for lesson use and rentals for clinics, located in the north western quadrant of the county (Lovettsville, Purcellville, Round Hill area). More public trails with parking and mounting blocks, and a round pen at the trail head (for lunging or getting on youngsters for their first times away from home).
- A public indoor arena, with RV hookups etc. for events. More trails. Western stores.
- A show facility.
- Access to an affordable public indoor arena and trails.
- Access to and protection of equine facilities such as cross country courses, arenas, indoor arenas. Creation of competitive events at facilities like Great Meadow that could be enhanced by and supported by county funds.
- Access to more trail networks and other riding facilities.
- Access to park area for riding, access to indoor (like Frying pan park) for schooling and lessons, access to jumping ring and cross country riding area like Frying pan and Turner Farm.
- Access to public and private trails.
Facilities available on a daily basis, such as arrangements at the Frying Pan Park facilities in Fairfax County, that allow daily use of their indoor and outdoor facilities after purchasing an annual pass for \$200.
Use of public roads that have been discontinued by the state for public traffic, but remain as public easements for recreational purposes. At least some of these have been and will continue to be threatened by private seizure.
- Access to trails and indoor arenas. Easements to get to WO&D. Parking for horse trailers at specific locations along the WO&D so horses have access.
- Access to trails and safer roads to ride on. Ability to go off property without trailering.
- Adding more equine events, open houses, fairs, competitions to expose the public to equestrian events - preserving access to open spaces and trails.
- Additional indoor riding facilities.
- An equine facility with 150 stalls to hold events similar to Frying Pan Park in Fairfax County. Indoor arena that can be used for multiple uses.
- An equine festival or tour (similar to the farm tour), equine only trails (vs. combined with bike, hiking, etc.).
- Auction.
- Availability of trails in Loudoun County; create/finish riding trails with road access at Lovettsville Park. BRCES -keep riding trails open and available at Neersville now that becoming part of Park Service. Our horse club currently maintains the trails there (USTR).
- Better care of roads and slower speeds on roads.
- Better economy.
- Better information about hay and other equine supplies and easier access to trails.
- Better protect landowners against lawsuits on their property.
- Better ways to expose our lesson business.
- Boarding and training facility for show horses.
- Bridal shows, driving events, banquet halls, low taxes for equine facilities.
- Build a better longer trail system. Miles of trails like at Little Bennett State Park and Patapsco State Park in MD.
- Classes in pasture management, insurance and legal coverage.
- Community riding facilities, trails, arenas etc.
- Complete Equine Park / facilities in Lovettsville. Tax incentives for equine businesses. New

- tack store in Leesburg.
- Connected public trails with better access throughout and improved trail maintenance -- dedicated equine parks in conjunction with public parks/nature areas.
 - Conservation of farmland and wooded/forested and other undeveloped or sparsely developed land in rural areas. Repair and conservation of riparian land. Limitation of agricultural, golf course and suburban runoff. Repair of dirt/gravel roads. Use of permeable surfaces for roads and parking areas in the horse land and in encroaching suburbia. Retention of tax benefits for conservation easements. In short, if it's good for farmers, trees, native plants, waterways or the soil, whether in areas with a lot of horse activity or not, it's good for horses and horse-related businesses.
 - Construction or expansion of easement program.
 - County listing of boarding facilities and hay suppliers.
 - Dedicated trail access on public / private land. County full-time equine facility. Full service to tack store in Leesburg and Purcellville area.
 - Do not allow home owners associations to restrict events or get involved with activities if there is no impact on land outside of your own. Consider tax credits or adjustments if people allow others to ride on their property.
 - Do not have a business.
 - Do not have a business, but enjoy trail riding. Loudoun needs more equine related facilities.
 - Draft horse shows.
 - Ease of access to good feed, bedding and farm equipment. Tax breaks for 'farm use' of smaller agricultural operations.
 - Easier land use rules would really help, just to keep the open space that's left in Loudoun would be helpful, the taxes and price of land here are outrageous which I why all the land that I use is rented because I can't afford to purchase my own property.
 - Economic policy's to favor farms rather than development.
 - Education in riding and care of horses (published lessons, clinics, etc.); needs to be in the newspaper.
 - Eliminate personal property taxes on equine equipment, i.e. trailers and vehicles, trucks.
 - Encourage foxhunting.
 - Equine ownership needs balance with other livestock sectors. Pasture management cannot be completed in a wholesome manner on equines alone. Many equine pastures are overstocked and "roached" to bare dirt, thus, exhibiting poor water quality management ad stewardship of the ground. Rotational grazing and management intensive grazing allows for higher stocking rates without compromising ground cover. The addition of locally-approved ag-support infrastructure (such as butcher shops, machinery dealers, fed dealers, and policies that support the equine-support infrastructure) in an ag-friendly environment will result in a more robust equine sector.
 - Equine Park and trails. Guest speakers.
 - Establish a network of public riding trails and an equestrian park on the order of Frying Pan Park.
 - Franklin Park: add cross country jumps to trails.
 - Horse show facility.
 - Horse shows and events.
 - Hunting is a concern in the county. There aren't private trails, but there are plenty of dirt/gravel roads - however we're cautious about taking advantage of them during hunting season.
 - I am a private owner.
 - I am not a business - I board my horses with someone or I rent property where i can keep

them with me.

- I board my horses at Equine farms in Loudoun County.
- I board others' horses. They need accessible public trails - not roads, not shared with rude and ignorant bike riders. Promotion of carriage driving as well as riding facilities.
- I do not have a business; I board and ride my horse for pleasure only. I do think that adding and improving existing riding trails would certainly benefit those who own riding facilities and those of us who board our horses at these facilities. Also, continuing to expand equine events offered by existing facilities such as Morven Park and making it feasible and attractive for new equine venues to develop in Loudoun County would certainly promote high interest and participation locally and from all over the country. As a result, our economic growth would be greatly improved as well as the enjoyment of everyone already involved and those who would become interested and become involved. Expert promotion of our equine events and activities would be most necessary.
- I do not have an equine business.
- I do not operate an equine business. I have horses as a hobby.
- I do not own an equine business. My horses are stabled on my father's property in Loudoun County.
- I don't have an equine business.
- I don't have an equine business.
- I don't own an equine business. I have no idea why you are asking these questions. I clearly stated at the start that my horse was boarded at someone else's facility.
- I don't run our property as a business.
- I feel horse owners who graze horses on their own land should qualify for land use regardless of acreage or whether they make money with their horses. I dump tons of money into local businesses to support my horses, but I don't qualify for land use because I don't turn a profit.
- I have 2 horses and board 1 for a friend. 8 acres of my property are dedicated to equine and open land use. Why can't I get the "Agriculture" discount instead of just the "land use" discount? People who own steer, llamas, alpacas, etc....they get the A discount but for some reason I was told horses are not included.

My riding club wanted to have a horse event at a member's personal facility. We were told by the county that we could not have more than 100 people on the property at one time without getting a permit. This event was going to be held one time during the year, it was for a non-profit horse organization but we were told that we had to get a permit. When we looked into the permit we were told we had to hire an officer to handle the traffic. Really? Horse shows are run thru-out the day....even though there was going to be more than 100 people in total on the property the entire day, there was not going to be more than 30 at one given time. This didn't matter. We had to cancel the event. This is a silly policy. If Loudoun County is the "horse country" of Virginia....lets be a little more "horse friendly".

I am very happy about the arena at Franklin Park. Now let's get the Lovettsville Park horse facility going too.

- I think the new farmers market and park planned for Gilberts Corner will benefit equine business by bringing more people that are oriented to nature (including horses) specifically to our area. Also more real estate tax benefits for keeping land open in conservation easements or other open space will encourage more horse people to enjoy the area because it is not a lot of fun dragging horse trailers around congested roads.
- Improved facilities with parking for trailers would be greatly appreciated. We often show at Morven Park or the VA Horse Center. Morven Park would get much more use if the facility was improved.

The ability to get into the Land Use program has been limited. It would be helpful to keep this program available.

Target areas of green open space for equestrian activities. Keep the public trails open. Support local farmers. Seems like every bit of land is targeted for more & more housing developments. It makes it hard to buy local hay and drives up our costs.

- Increase animal unit credit for land use program.
- INCREASED trails, horse awareness/safety signs.
- Independent contractors worked a few hours per week on average.
- Indoor arena on my property; policy that allows and protects shared access for horse trails as well as other activities like cycling; and more local horse shows.
- It is essential that land use status be restored to back-yard horse owners. A personal use facility like mine does not operate as a "business." Because I don't "make money" from my acres I do not qualify for land use. Yet by our very existence back-yard hobbyists like me provide tremendous support and growth to other full for-profit equine related businesses. Yet my interest in horses provides thousands and thousands of dollars to the local economy - income and or fees to my farrier, vets, feed suppliers, trailer maintenance firms, truck dealerships, insurance companies, and instructors. Last year I spent in excess of \$50,000 dollars in vet, farrier, and feed bills alone. In addition, people like me bring outside dollars to Loudoun - I host (or facilitate) bringing nationally recognized trainers to Loudoun for clinics and training opportunities for myself and others. I do not profit in any way from those events -- but Loudoun County profits in tourism dollars for hotels and meals for the visiting instructors and students who travel from other states and localities. Local riding business facilities earn thousands of dollars in clinic arena/stall rental fees. For one clinic last year the local facility owner earned \$3000 for a 4 day clinic. Balance all of the benefit to the Loudoun economy that comes from the passionate back-yard horse owner against what we DO NOT cost Loudoun. Acres feeding horses are acres not requiring increased public expenditures for infrastructure and services - roads, schools sewer services, police and safety etc. - that are required when pasture/crop/livestock land sprouts houses instead. The coming traffic debacle on Rt. 15 North with the massive housing developments under construction on Spinks Ferry Rd will not be caused by the remaining horse owners in the area.
- It's not a business, it's a hobby.
- Keep equestrian properties from being turned into housing developments.
- Keep Loudoun's land use program for small farms, i.e., less than 20 acres.
- Keep taxes low. Encourage stronger laws to prosecute people who abuse horses. Strengthen regulations for humane animal practices. Too often people who abuse horses are let free to continue owning and abusing horses. We have taken in as many rescued hoses as we are able.
- Keep untrained animal control staff from trying to deal with equine. They may know dogs but not horses.
Drive by city folk who complain should be taken with a grain of salt.
- Keep western Loudoun agricultural/equine based with minimal development. Open up more trails on park land/public land. Make it easier insurance wise for private lands to open up trails.
- Keeping the dirt roads in tact as dirt roads and not paving them over is a huge necessity for horse owners in Loudoun County. They are often the only avenue we have to exercise our horses when the footing gets slick or deep. Maintaining the rural aspect o Western Loudoun is also essential, keeping developments and population density to a minimum.
- Land use is crucial.
- Less housing developments or minimum 10 acre lots; more open land.
- Local Dressage and horse shows. Public trails for horseback riding with adequate trailer parking.

- Loudoun County has nothing for the endurance rider.
- Loudoun County Horse Park similar to Woodstock in MD or Turner Farm in Fairfax. We have no public facility with jumps of a show ring.
- Loudoun County needs public rings- could be smaller than Frying Pan Park and located in individual neighborhoods- North Fork, Philmont, and Purcellville would be great candidates. Loudoun also needs public riding trails- could use old Virginia Highway right of ways, of which there are many in Loudoun County.
- Loudoun County, known for its equine businesses and the revenue it brings in, is not supported any equine businesses in any fashion. Vineyards, breweries and distilleries have taken over the fields that were available to hack out and have created so much traffic on our back roads that it is not safe to ride off our own properties. Hunting, target shooting (24/7 x 365 days a year) has created a nightmare for equine businesses and now a heliport at a local farm is on record now to be approved for a person with deep pockets.
I fear every day for the horses, boarders, vets, blacksmiths, clinicians and my ability to conduct business in a safe environment. To date there have been several horses injured, boarders hurt, blacksmith's in disbelief of the environment we are dealing with. There are 39 working equine businesses in a two mile radius of my facility.
Stop the hunting, stop the chemicals flowing onto pastures lower than the vineyards, enforce speeding violations on our dirt roads and insure our safety/peace to operate our businesses that we work so hard for!
- Loudoun does not care about the equine business. The Loudoun Board of Supervisors is crooked. They only care about large building projects so they can get kick-backs.
- Maintain land use program for all equestrian activities including breeding, raising, training, boarding, lessons, showing, etc.
- Maintaining the Middleburg training center as a quality training facility. It is currently for sale and in need of improvements. Tax incentives for improvement and up-grading of facility to new owner.
- Make it easier to get land use status.
- Make it harder to rezone property so that property that can support horses can no longer be used because they are too small. We depend on people coming to take lessons and need horse owners for that to happen
- Make laws to protect horses on the dirt roads and educate the public on safety for equestrians and horses. Driver awareness. More people are not yielding to horses on the dirt roads and traffic is increasing.
- Make trails friendlier to horses, i.e., more mounting blocks, more caution signs to bikes. Not making horse sections any narrower than they already are.
- Making sure that when farms are sold to residential developers that developers don't "suburbanize" the former farm. Include horse facilities as amenities along with trails.
- Misty Brae Farm, Fox Chase Farm, Glenwood, Morven Park.
- More access to public lands for equestrian use. Establish more trails around the county.
- More access to public riding trails and parks.
- More access to riding trails from our property.
- More AQHA events closer to Loudoun County.
- More areas to trail ride and continued sponsorship by the community of equine riding and ride outs. More speed signs for areas and law enforcement where there are horses and horse crossings. Old Waterford Road was just paved and it is like a speed way. There are few speed signs and zero law enforcement present. It is now unsafe to cross the road and fear there will be consequences of someone getting hit.
- More available riding trails.

- More carriage/riding trails and access to more public parkland. A comprehensive equestrian center that is publically owned for better year round access. Hotel rooms in Western Loudoun County so hosting events and clinics would be feasible west of Leesburg. A Combined Driving Event (CDE) - currently there are none in Virginia, but hosting one is impossible without hotels. Lower speed limits and enforcement on gravel roads.
- More county trails, laws to protect equine owners, including laws restricting overflight of plane, helicopters, drones and hot air balloons.
- More driving (carriage) trails / venues. A quality equine multiplex for equine activities.
- More equestrian trails and facilities, allowing small acreages back into the open spaces land use program.
- More equine friendly trails. More land available to ride. Less soccer fields and more attention to the equine community.
- More equine trails. Horse show / arena / indoor arena / open for public use like Frying Pan Park in Fairfax County.
- More events.
- More facilities like Morvan Park; more public trails.
- More feed stores. A public indoor facility central to Leesburg open for yearly memberships and use (like Ida Lee for horse people).
Frying Pan Park is great for Fairfax but has allowed so much of the un-educated public in that it becomes dangerous to riders to bring horses in. We have to park on a gravel parking lot with all the people with strollers, loose children and no sense!
- More green space, less development.
- More High School equestrian programs.
- More horse trails, educating non equine participants what about a community indoor arena.
- More land conservation programs that would encourage riding -foxhunting, trail riding, showing, eventing, etc.
- More land in easement.
- More nationally rated horse shows, Development of more trails with public access & improved trailer parking at existing trails, improved existing event facilities - Morvan Park just isn't enough.
- More of a tax break and incentives
- more open space available for trails -
- More open space needed. Stop overdevelopment. Encourage development of equestrian communities instead of McMansions. Encourage and support equine related activities. Make public parks equestrian friendly.
- More outreach to landowners from Hunt clubs and other clubs.
- More parks and trails open to horses.
- more public access trails
- More public equestrian facilities in Loudoun County.
- More public facilities.
- More public land or access to public land.
Equine friendly policies for events, venues.
Equine support businesses in the county such as tack, feed, veterinarians
Education of public as to proper equine etiquette ex. not honking horns as passing horses on the road.
- More public riding trails.
- More public riding trails.
- More public riding trails and show facilities.

- More public trails.
- More public trails allowing space on the sides of roads for riding in order to access trails. More horse crossing signs.
- More public trails and boarding barns near those trails. Public cross country courses, as well. It would be fantastic if Loudoun County would operate its own boarding facility.
- More public trails for horseback riding.
- More public trails, parks, training facilities.
- More public trails.
- More riding land available.
- More riding trails.
- More sanctioned trails. Public arenas. Public awareness of safety and right of way information distribution of current health risks for equine.
- More trails.
- More trails.
- More trails with easy trailer access.
- More trails, more clinics.
- Morven Park equine facilities are crucial to ALL equestrians in Northern VA.
- Multi-use equestrian facilities to support shows and events. Policies that acknowledge the economic contribution of the equine industry to the county. Equestrian themed events that also showcase wineries or breweries.
- N/A
- N/A
- N/A I am a boarder
- NA
- NA
- NA
- Need a public rental facility for events locally that serve national level competition in all disciplines as well as a facility that allows daily rental use for smaller operations. Need a large indoor (and multiple outdoor) facility for all disciplines. People cannot afford to create the infrastructure they need but can produce all the success with a shared main facility in the county.
- Need to re-open auctions for horses at livestock auction in Winchester, Front Royal, Marshal.
- New trails or new access to existing trails for equestrians would attract out-of county riders that currently overnight in Maryland and Southern Virginia to access longer mileage trail systems. New or Improved (larger) equestrian event facilities would ring revenue to local hotels and restaurants. Increased availability of trails and equestrian facilities for events would create a demand for B&B's that include horse facilities, and short term stall rentals at locations such as Morven Park, commercial boarding barns as well as private barns.
- No longer in equine business - retired.
- No regulations.
- Not applicable.
- Not interested in growing my equine operation.
- Obviously limiting development would help conserve our land for livestock and ride-out. Also, drivers don't respect horse trailers in some places in our county. Reduced speed limits on rural roads with farms would be helpful and caution signs on certain well-traveled roads like 690 or 611 where there are farms would be great.
- One of our trails was taken away due to residents. Neighborhoods are our biggest problems; they "love" horses but don't want to live near them.

- Open land access to trail rides.
- Open trails to ride; power lines around vineyards, etc.
- Our land is in land use under the scenic byway provision. It is not an agricultural land use property. We do not have an equine business. We keep our horses for our own pleasure.
- Our most concerning problem is the safety of our horses, particularly the broodmares due to uncontrolled use of firearms. Goose and deer hunters are not policed in any way---due to the FACT that the game wardens are in many instances hunting with the sam people. We have been looking for a larger tract of land to have more of a buffer zone from hunters.
- Our particular business depends on word of mouth as well as performance in competitions so a periodical or newsletter for our area would allow for a greater awareness to what we and other business like ours is about. The public facilities in the county ae very nice but in general I feel there is limited knowledge of what they offer the broader horse community.
- Peri-mutual horse racing (have tracks and events) in Loudoun. A county wide network of riding trails established and maintained in Loudoun. Associate some trails with wineries and B & B's to encourage tourism. Have riding opportunities offered to students. Encourage hay growing in Loudoun.
- Pave dirt roads leading to equine facilities. This is safer for horses in trailers.
- Please keep the riding trails open and maintained including the parking areas.
- Preservation of natural land. I see nothing but bulldozers and concrete all over the county and it makes me cry each time a new forest is leveled. We have enough strip malls and condos. Loudoun County is known for being a beautiful picturesque place, bu not for long at this rate.
- Preventing development of any property in the land use program.
- Promote land conservation and open space.
- Property tax relief. More riding trails.
- Protection of historical easements.
- Public indoor riding ring in the winter.
- Public park riding facilities/trails, to include adequate parking; develop county trail network linking public and private trails; recognition of horse owners as valued county residents; reclaim the ONE day a week that allows safe riding (dog walking, peple hiking etc...), meaning NO HUNTING one day a week.
- Public riding facility with arenas and open land for shows, clinics and trails. Zoning to advocate for trail easements, natural surface, around any new constructions as equestrian ride out is severely restricted by development and 7-day week; 6 month huning season.
- Public riding trails.
- Public riding trails.
- Public riding trails, public arenas for schooling and shows.
- Public trails or riding facility in Lovettsville, VA.
- Public-accessible trails.
Public-accessible horse facility for public events (like the PG equestrian Center).
- Reduction of property tax.
- Restriction of development of open lands. Greater control over and transparency in large developer's purchases of undeveloped land. Restrictions on high-density housing construction in rural, undeveloped land.
- Riding facilities like Frying Pan Park. Training and public riding trails that are cross country.
- Riding lessons camps horse boarding training
- Riding trails on public right-of-ways, speed limit reduction in horse areas and stiff fines id not followed, elimination of toxic chemicals (i.e., Round-Up) on roadways and near roads.
Elimination of toxic chemicals on public lands - parks, etc. and spraying for ticks. This pollutes

water and makes livestock sick. Education and fines for farming practices which pollute water. Grants for education and health care for equines. Lower taxes. People moving because agriculture is too expensive tax-wise.

- Riding trails
 - Equine facilities---indoor and outdoor arenas
 - Land use extended for horse owners
 - Horse campground
- Riding trails; access to indoor arenas like Morven Park.
- Riding trails; indoor arenas.
- Riding trails; outdoor arenas; street signs indicating horses on the road.
- Secure riding trails for public use, public riding rings, partner with private land owners for access to riding trails.
- Seminar - Equine Revival (before becoming extinct in Loudoun). State / county incentives for equine industry.
- Significantly drop real estate taxes on equine properties.
Develop free use parks with trails, sand footing rings for jumping and dressage, and cross country courses.
- Stop building houses all over the place, everywhere there is a patch of ground.
- Stop building more townhouses.
- Stop building so many trashy developments.
- Stop developers from building housing developments. Stop commercial development in Loudoun County.
- Stricter zoning, especially residential in the western rural area
equine facilities such as Lovettsville Park and Riding arena at Franklin Park
steplechase course near 7 west of Leesburg.
- Support for equine facilities at Morven Park Equine Center. The only place large enough to hold our events
- Support of a major equestrian show facility at Morven Park.
- Tax relief for property in horse use, expanded connected horse trails, Horse show facility for multiple events.
- The facility that I keep my horses at is a Therapeutic Riding, Driving and Education Center. To grow the business more outreach is needed to the growing population in Loudoun County. A Loudoun County specific directory of all equine related businesses would be extremely helpful as a resource for those looking for either a lesson program, boarding or professional.
- Thoroughbred sale events; i.e. yearling sales, mixed ages breeding sales
- Three Day Eventing events; facilities for training or pleasure.
- Traffic control on the rural road for equine. More support from the county for Equine and Farming communities in the West.
- Trail maintenance programs. More parks like John Long park. (Rival Fairfax county Turner Farm Park and Frying Pan Park.
- Trail network, riding facility like Montgomery County and Fairfax County offer to public to free or very nominal fee.
- Trails - lots of them, and places to horse camp.
- Trails which are accessible without having multiple permissions, more local small show facilities. Most farms are too small and the liability is too high to have a show any longer. There used to be several small shows in Loudoun weekly. They are gone thank to development along with trails.
- Unfortunately I feel it is too late to help grow my equine business in Loudoun County. Development has taken care of what was once was beautiful, rolling hills that could have

helped Loudoun County to continue to hire tourists here 'come to horse country. It is all about money for development, wineries and breweries.

- Unpaved access to local trails, but most private land owners do not want this. Loudoun is no longer rural farmers – it is subdivisions.
- Use of land. Prevent housing development.
- Want people who live in western Loudoun County realize they live in an equine county. If they didn't want to live near horses they should have live somewhere where horses were not allowed instead of complaining about the horses.
- We care for retired National Park Service mules (C & O Corral) and rescued and unwanted mules and a donkey.
- We desperately need an up to date show facility in Loudoun County. Morven functions as a show facility now, but it is substandard and way below the quality of Prince George's County Equestrian facility in MD or Virginia Horse Park in Lexington (both a considerable drive away). The stabling at Morven is poor and the indoor is falling apart. The land at Morven is vast and beautiful and perfect for a state of the art equine facility.
- We need a series of public riding trails throughout Loudoun. VERY important as development continues. Make the old county road network a riding network.
- We need more equestrian communities with trails, indoor riding arenas, outdoor arenas, and places to ride, show, and host clinics. A place like Frying Pan Park is desperately needed in the Purcellville area which is central to the entire county.
- We need more public trails and open areas for horse events.
- Website specifically through Loudoun County promoting its Equine Facilities and boarding/ lesson operations.

Allowing Loudoun residents to use Morven Park at a discounted cost.

Working on implementing a facility at the Hal and Berney Hansen Regional Park.

Allowing horse trailers used by Land Use Owners to not pay a personal property tax.

- When developing large tracts of land, include 20 ft. easements around the property for horse trails. And, work in ways to connect trails from one section/development to the next.
 - When destroying open fields for McMansions put waivers or amendments that prevent new owners from prohibiting horses -- at least around the edges of their properties.
 - Would love to see a horse Expo in Loudoun, like Maryland does!!!
 - Your assumption that it is a business. In our case it is not.
- What would help is better rural road maintenance and greater awareness of the activities of The Loudoun County Equine Alliance.

E8: What comments or suggestions would you like to contribute about the equine industry in Loudoun County?

- "Horse Country" makes Loudoun County more attractive to those looking to move here. It also promotes the upkeep of pastures and grazing acreage along with related crops. This tends to improve the environment. Land developers have to work harder to incorporate new homes, shopping centers, corporate properties to continue the attraction to Loudoun while using the best methodologies to conserve the counties' resources.
- ... Best horse country on the planet!!
- ... We don't have any equines but we do have a hay field that, when harvested, may be fed to them. Sometimes I talk to the neighbor's horses and pat their noses.
- A better environment for riding activities. Where I board my horse it is not easy to get to trails unless you have a horse trailer. Also where I board my horse some of the neighbors are not very considerate. They shoot rapid fire guns or perhaps fireworks (hard to tell which it is) on the weekends which bother both me and by extension my horse (who senses my discomfort). There do not appear to be any noise restrictions in the County.

- A great industry for the county. It should be promoted more. Attracts high income residents, tourists and visitors.
- A growing industry that brings great value and attractiveness to the County--looking for greater support from county business development so I greatly appreciate this survey's interest.
- A place to advertise fields available for rent.
- A public riding facility like frying pan, but with quality (in footing, and scheduling events) that we have known to love in Loudoun.
Polo fields.
Marked trails like Manassas battlefield and potentially trail horses for those visiting the area.
My phone rings daily for public trail riding.
- Active participation by this household has been prior to 2013. Currently we encourage use of our property for riding and hunting.
- Agriculture should be the most important focus for Loudoun County. If it isn't, all is lost and we'll all move west and south, leaving Loudoun County to the suburbs and shopping centers.
- Allow at least archery hunters opportunities on equine properties.
- Although I am not an active participant in equine activities in the county I hope the traditional association of Loudoun County with a rural and equestrian history will continue going forward. It is part of what makes Loudoun, Loudoun. Thank you.
- Although I do not have horses nor do I participate in any equine activities, my two neighbors have horses and I sell them my hay. I appreciate their beauty and am thankful for the equine industry in Loudoun County. Thank you.
- Although I live over the river in Maryland, Marion DuPont Scott center, the facilities at Morven Park and Frying Pan Park are frequently visited, events at Oatlands and I appreciate tremendously having access to them. As my husband nears retirement age we continue to look into selling our farm and moving to Loudon County, largely because I enjoy the time spent at your equine facilities, and I appreciate the vet hospital - which saved a filly of mine in 2013. I feel Loudon county offers more to the equestrian community than my own county of Montgomery in Maryland and I constantly bring overseas visitors to functions at Oatlands and Morven Park because they are so enjoyable and impressive. I'm not sure how to fit those into the questions as asked on your survey, but many of my "horse friends" feel the same way and we come to Virginia frequently because of your support if the quest ran community. Please preserve this.
- Although not participating in 2013, we have always enjoyed point-to-point races, giving visiting grandchildren a chance to do trail riding and the wide open spaces and meadows with horses in Loudoun County.
- Any way to improve trail access and condition would great. Preserving any public trails as public.
- Appreciate the availability of Morven Park show facilities
- Arcadia Communities Inc. is a business, not a household.
- As a landowner in Middleburg hunt territory, it is important we continue to preserve open space for all equine activities.
- As a property owner of a large farm I am interested in ways in which the equine industry can help me keep my land profitable as open space and farmland.
- As clarification, we did not move to Loudoun County until October of 2013. We own a boarding facility here now.
- Basically, we do not own or house equine on our land.
- Boarding retired horses is important in Loudoun County. Do not forget that there are many categories of services provided at equine events, e.g. photography, food service, vendors of related products, etc. Transportation of horses by a third party is also an important business.

There are no questions here about income that we made from equine-related activities, except for sale of horses. The categories of people who take lessons and / or lease horses, but do not own horses, are not captured in this survey.

- Cleaner use of land than cows - with buffer zones. Not as clean as forestry. Open space.
- Confidence building activity for children. Therapeutic activity for people with disabilities. Supports local businesses (tack and feed stores, boarding and riding stables).
- Conservation of rural areas. Asset to economy of Loudoun. Creates jobs. Teaches responsibilities to children. Pleasure and exercise for many. Great outdoor sport.
- Continue to encourage equine activities.
- Continue to preserve open space for the equine industry, way of life and livelihood of those who participate, work in and love horses and horse sports.
- Continued support from the Department of Economic Development; state or local funding to support an equestrian facility that would be affordable and accessible.
- Cost of owning and running a farm is way too much. Putting me out of business.
- Development is killing the equine industry in LC. That's why I moved to Fauquier.
- Do not allow helicopter heliports.
- Do not go the way of Maryland. Learn from her mistakes. If you change the land taxation formulas to preclude people from owning horses being able to use their farms at an agricultural tax rate, you will discover that people with money will leave your County or State. Then you will have 1000's of farms being abandoned and no one has money to develop the land and instead of getting more taxes, in the long run, you will drive your County into the ground.
- Do not pave our gravel roads. Riders need to be reminded it is a privilege to ride on land, not a right. I am a land owner and have been involved in the Eventing Community for years as an owner and rider. I find the Hunt Community very entitled to use f land.
- Do not use county parks for equine use. Lovettsville has an acre park needed for sports fields and the horse people want to make it an equine park. If you have horses, you have land. We need parks for our children.
- Do you have eventing at Morven park?
Possibly more covered spectator seating.
More rest rooms at horse show facilities some with showers and changing rooms
More warm up areas for horse shows
Bigger indoor arena
- Don't forget us.
- Don't send me any more surveys - it does no good.
- Dr T. is 80 years old and has a vision problem. He has been diagnosed with RP and is legally blind. When he began having trouble seeing at the barn, we began to sell our horses and find homes for the others. This took place in about 2009 - 2010. We are now an elderly couple enjoying a quiet retirement with no animals, not even a dog. We wish you well with the survey. We know that a thriving rural economy will benefit from our robust equine industry. We have enjoyed living in 'horse country' and having beautiful thoroughbreds in our fields. Our wish is for the county to preserve and protect the wonderful natural resources of western Loudoun.
- Enjoy seeing the horses and riders as we pass.
- Equestrians should not trespass on private property while out riding without permission.
- Equine activities in Loudoun County promote conservation of rural spaces and businesses. Even though I don't own or participate in equine events / businesses, I truly appreciate the many positive impacts equine bring to my community.
- Equine businesses are sinking at an alarming rate. After 33 years in this county, I can truly say

I have no suggestions since I have dealt with absentee land owners allowing hunting, poachers everywhere, the Board of Supervisors, Lawyers and County Police not to mention the EPA, USDA and other government agencies. I once looked forward to everyday on my farm of 28 years but now dread what tomorrow will bring.

I hope you understand the severity of our problems here and the time I took to take your survey.

Happy New Year, maybe

- Equine industry is good for the farmers of Loudoun and surrounding counties.
- Equine is the largest agricultural industry in Loudoun County. Equine require numerous services in addition to feed, stabling, pasture and veterinary care. The economic impact of equine has many multipliers that spread throughout the region. Equine care s labor intensive creating many full and part time jobs.
Equine require large amounts of land for pasture and hay crops which support agriculture and tourism. Open space and farmland used by equine add to the quality of life and protect natural resources such as water, air, wildlife habitat and rural beauty.
Land used by equine does not require costly government services and is net positive to Loudoun tax payers.
- Even if you don't own equine or participate in the equine industry, please return the questionnaire.
- Everything is as it should be.
- Everything is so much more expensive in Loudoun County than many neighboring counties. I have had horses in Prince William and Fauquier Counties and I thought that they were much easier to get by in.
- Expand as much as possible. We need more industry in this county.
- For 20 years I hired, raised, trained and rode horses, and I miss it, but it was a second full-time job and not lucrative. As an equine lover the bond between horse and rider is one that can't be measured.
- Fox hunting is a beautiful sport and I hope it lasts forever.
- Free indoor facility to use.
- Generates a huge amount of money to Loudoun County and the state of Virginia. Employs many people in the county and the state. The county and the state need to recognize this and provide more support (financial, building trails, riding facilities, advertising, etc.). Loudoun County is home to Morven Park which it the premier equestrian facility on the East Coast.
- Give the equine economy the support it needs. Subdivisions are killing the appeal in Loudoun. Board of Supervisors is pro subdivision and not supportive of a rural economy.
- Great selection of veterinarian services available in the county. Also, a nice variety of tack shops.
- Gross income amount is for the trust.
- Having a unified website to find information concerning facilities or opportunities would be helpful to current and "want to be" equestrians. Many people find it difficult to locate instructors and school horses. Others are oblivious to opportunities and the different kinds of riding available throughout this area. Even just having a link to a club would inform people of its whereabouts. Having a link for available leases of horses or property would be great too. Many non-horse people don't know where to start and get a poor start and are done because they can't find another location. I've had several friends ask about where to have their children start riding and have to tell them only who/what I know and what others can tell me. The county needs to support road updates into Morven Park and West. There are times that festivals (Lucketts) have blocked roads so people can't get to the show in a timely manner. Perhaps, a scheduling change would be wise to avoid conflicts. Too much of this and we could get a poor reputation. Also, traffic bottle necks make it difficult to get to after school lessons

- in western Loudoun if you live in the east (where many people do).
- Help us keep our community alive and thriving.
Have designated open areas/trails to safely ride in, support for local farmers, suppliers, service providers, and equestrian merchants.
Improve and maintain show facilities so they are attractive and safe for participants and spectators.
Support for youth programs like 4-H, local equestrian clubs, and therapeutic riding.
Increase awareness of Equine/Equestrian facilities and safety especially for non-horse folk.
Maintain and enhance zoning regulations to preserve properties that can accommodate horses.
Keep Land Use options available in Loudoun County to encourage preservation of green space.
Help us keep costs reasonable.
 - Hope the equine industry continues in Loudoun County, especially since it's on its way out in Fairfax County.
 - Horse and cattle are obviously the major agricultural activities in western Loudoun and provide the property owners, visitors and tourists with the scenery that makes western Loudoun and have actually made Loudoun the beautiful and rural place that it is. Eastern Loudoun is one endless subdivision or soon will be, as are the northern parts of western Loudoun. Conservation, land-use and preservation of Virginia history and historic scenery are what brought us here and brings our friends and visitors here
 - Horse people spend a LOT of money; even more so than wine drinkers.
 - Horse riding should be in our future.
 - Horses are a huge part of many people's lives and livelihoods, and open space has been preserved by many in order to pasture horses and care for them properly. The beauty of the parts of Loudoun that have not been ruined by development is because of, in large part, horse owning landowners. Space and facilities for equestrian activities are needed for those who board their horses on smaller farms or do not have access to private land (as most don't, due to misplaced liability concerns of landowners).
 - Horses are welcomed on my property, hay fields and cow pastures.
 - Huge market.
 - Hunting on Sunday's has really impacted trail riding. It is even, at times, dangerous.
 - I am concerned about the number of accidents in Loudoun County in which horse trailers were involved. Route 15 north of Route 50 is especially dangerous for drivers of horse trailers. I am pleased to hear about the possible improvements to Morven Park.
 - I am concerned about surface water resources in Loudoun County. I know some equine renters house more equine than their pasture can support, thus the fields become 'worn out'. This results in little vegetation (grass) and allows for sediment and manure laden run-off to clog and impact local streams in a very negative fashion. Loudoun County's efforts to control this appear to be less than effective; measuring the height of the grass cover with little enforcement. The county needs to do more to limit the equine and number of acres.
 - I am glad you are performing this survey. Although we are not involved in the equine industry we encourage it, not least for the fact that it contributes so much to the ambiance of the county.
 - I am not involved in any equestrian activities. This questionnaire is inappropriate for me.
 - I am retired, and fortunate to be able to devote so much of my resources to my interest in horses. But Loudoun is becoming un-friendly to horses, despite its rich history with equines. Neighborhoods off the beaten path that were designed for and devoted to horse owners are becoming surrounded by wineries, McMansion developments, and in my case 2 NVRPA regional parks. Greater care needs to be given to the approval of projects that are incompatible with existing uses of the land. Developers placing high density housing

communities in the midst of existing horse farms should be required to create bridle paths that link and remain forever open to Loudoun riders.

- I am so happy to be living in Loudoun County after 20 years in Montgomery County, Maryland. I have found a community of fellow equestrians who share the same values and love of horses and riding. We want to keep what's best about our county including wonderful riding paths, open land, hospitable neighbors who allow us to ride on their land, and respect for all activities with equal rights to share roads and paths.
- I am very supportive of the industry and believe it is one of the county's most appealing aspects. I am not a participant in the equine industry but I own land in the county's land use program. A number of my friends and neighbors are involved in the industry and we have horses in our community. We love having them.
- I appreciate this survey. I believe the equine industry is undervalued in Loudoun and that the County's intention to promote the rural economy is not intersecting very well with the equine industry. It's an incredible value, however.
- I attended one equine related activity in 2013 for the cost of \$150. Keep the industry strong.
- I believe it is important to keep land in open space.
- I believe that the equine industry is currently "alive and well" in Loudoun County, but I am concerned that without local and state support, the availability of adequate riding venues/trails, pastureland and stabling will diminish. Loudoun's equine activities are enjoyed by residents and visitors alike. Therapeutic riding contributes to the healing and well-being of adults and children. Pastureland, small farms and outdoor riding venues support the semi-rural, "best of both worlds" way of life that is Loudoun's trademark. I hope that multi-use trails, land conservation, and favorable zoning policies will be part of future planning so as to preserve our Loudoun heritage.
- I believe the equine industry is an irreplaceable asset for Loudoun County. It is the historic, traditional and athletic endeavors together to promote tourism, competition and a unique quality of life for all Loudoun residents. Raising, training, selling and competing horses are all land intensive. I would like to see Loudoun County work more closely with the equine industry especially with regard to land use programs. I also believe that horse farms, as well as all agricultural activities, should be proactively managed to protect our environment and that Loudoun County should take a visible stand in assisting agriculture response to environmental protection in all aspects of economic development in the county.
- I believe the equine industry is essential for all farm-related activities because it preserves open land; it helps retain the farm infrastructure for other agricultural activities and it supports Loudoun's broad agricultural heritage.
- I board my horses in Clarke County. Loudoun County sadly sold its soul to developers and business interest years ago. As a resident since 1994, none of the changes are for the better especially in and around Middleburg. I will be looking to move our family and horse out of Loudoun County to Clarke in the next several years.
- I choose not to answer the income question.
- I choose not to answer the income question.
- I decline to answer the income question.
- I do not get land use for owning two horses, I get it from raising sheep and selling meat, wool and livestock. I have to purchase a lot of hay as the sheep eat up much of the grass which increases my horse keeping costs. This year I'll be renting pasture to offset hay costs.
- I do not own or board any of these animals.
- I do not own or house any horses.
- I do not personally own any equine. However, my mother, daughter and close neighbor are, or have been, extensively involved with equine. I fully support equine ownership events as a highly beneficial endeavor for Loudoun County and its residents.

- I do not wish and won't answer the income question.
- I don't know why I got this survey. I have land in the land use program, but land is rented to a cattle farmer. I have no interest whatsoever in horses or anything horse related. If possible, remove me for further horse related surveys as I have nothing to offer.
- I don't like the fox hunters who set their pompous asses upon a horse.
- I don't think there's a good source to discover all of the different boarding/training/riding facilities in the county. Much is dependent on word of mouth and having a comprehensive guide (web based) would be very helpful.
- I feel the equine industry is very important to the well-being of Loudoun County. Not only for economic impact, but also for our history, heritage and future.
"Life is lived forwards, but understood backwards." Anonymous
Thank you.
- I grow hay on my property, store it and sell it to horse owners. I do not own or board horses, mules or other such animals.
- I have had horses in the past but not on my property. They were on a working farm. Mainly pleasure riding and to move cows to different fields. If part of your survey is to change equine zoning to agricultural, please not what changes have occurred in Montgomery County, MD. As a horse owner, I would want the change. As a landowner / taxpayer, I am not so sure.
- I have lived here for 40 years. I used to have 20+ horses. Showed, trained, sold, raced and bred. Active competitor, trainer, etc. Semi-trailers from NY and FL coming and going. Now: too many roads paved over, no room to leg up. Too many hunt fixtures gone, local shows for babies closed down. Point-to-points diminishing, even courses developed, Pony Club members dwindled, clinics gone. Used to do many thousands of dollars in business, purses, and sales. This county - except for the southwest corner - as moved on from horses but the best part is the way horses are still used to advertise the 'hunt country lifestyle.'
- I have many friends and neighbors actively involved with the equine industry. Currently I have horses in our pastures. The equine industry, now and historically, has been an important part of Loudoun County. I have lived in Loudoun County on the same farm for 60 years. Loudoun County was once the largest dairy farming county in Virginia. Beautiful, rich farm land has become developments. The equine industry remains the most important factor in preserving the remaining farm land in Loudoun County.
- I have never had horses on this property and have no plans to have them in the future. This land is on crop rotations by a custom farmer and occasional deer run through it. Thanks.
- I have no horses. Cows live on my property which is rented by their owner. Thank you.
- I have not had horses for the last ten years.
- I have nothing to do with horses.
- I know very little about horses. I let some neighbors graze my property because I am old and this makes me keep the fields. I do not charge them. In the past I owned horses, cows, chickens, etc.
- I like seeing horses frolicking about in Loudoun County. Our daughter took horseback riding lessons here for a few years. Great opportunity for her.
- I live right near the border of Loudoun and Fauquier counties. My horse is boarded in Fauquier but I am very interested in equine activities in Loudoun. For years I rode in Franklin Park when I was boarding in Loudoun. I bred my horse in Loudoun in 2004 and boarded him in the county for about seven years during which time I spent \$15,000 - \$17,000 on him. I would like to see Loudoun be more supportive of horse owners. Land Use is a valuable program to keep land open to equestrian sports. Equestrian sports are something that people of all ages and sexes can participate in and is a wonderful activity for the body, the mind, and the soul.
- I lived nearly 30 years on a property (13.64 acres) adjacent to Morven Park and a short distance from the Equine Hospital Center. I retired in 2004, moved to Northumberland

County a few years after retirement. Three of my five children worked at Morven Park and one son worked at the Equine Center where he mowed and mucked and later handed instruments in the OR. He developed a keen interest in all things equine and took animal husbandry courses at Virginia Tec but could not qualify for veterinary school at VPI, later obtained a BA in History. Now he runs a farm in Louisa County, raises cattle, makes hay and provides rescue care for three abused and neglected horses. Still own the property but it is leased to another family, currently. Would probably have stayed in Loudoun but over the years, it has grown so quickly, taxes skyrocketed, has become congested and polluted and old-person unfriendly. Northumberland's population 2010 was 10,300 souls and has two stoplights in the whole county. The boy was exposed to wonderful opportunities and developed life-long interests because of institution sin Loudoun County. Would that those efforts to preserve the remaining rural areas and equine pursuits succeed. The other kids were exposed but they all went different ways: medicine, Fine Arts, mathematics, engineering. I would not mid identifying myself and filling in more detail if that would be of any value to your efforts.

- I love it.
- I may be interested in boarding horses at my farm. Currently the fields are rented for around \$4,200 per year. Perhaps I could earn more income as an equine facility.
- I moved to Loudoun County in July 2011. Had my horse boarded in Centreville for 12 years where I rode off the facility into Battlefield Park to trail ride. I moved him to a personal property near my house that boards 3 horses of 4 total on the property in December of 2013.
- I own 100 acres. No horses here, but I live next to a large horse boarding facility.
- I own 8.9 acres.
- I own no equine.
- I pay a boatload of property taxes because my horse activities don't qualify under land use. I want the county to do a better job of actively supporting my needs, by building an indoor in the Lovettsville Park ASAP.

I am tired of paying, paying, paying for ball fields here and there and everywhere, but there are almost no trails or good places to ride without my driving at least 30 minutes, and really more like 40-45 each way.

We were promised a horse facility in the Lovettsville Park, and I want to see a horse facility in the Lovettsville Park. It doesn't have to be big and fancy and show worthy, but a place for people to get together and ride, take a few lessons, school some horses and some local size clinics would be awesome. 80x175 would be great.

- I prefer cattle, at least they provide food.
- I prefer not to answer the income question. Glad it is helping keep the countryside open.
- I provide permission for 15 or more riders to ride on my farm.
- I really, really wish there was an effort to set aside land in subdivisions to at least retain SOME trails. Even if it just went around the edge! I'm finding that I trailer out of Loudoun more and more frequently to go for a trail ride because subdivision are cutting us off.
- I support many other businesses in Loudoun County when I attend equine activities there. Keep Loudoun horse-friendly!
- I support the use of Loudoun County land and resources for equine purposes.
- I think horse owners who keep horses on their own land should get 'land use' regardless of whether they turn a profit or not.
- I think it is nice to live in a county that does have an equine presence and appreciate seeing horses in pastures and trail rides in process from time to time. It is a suitable industry or past time in the country and western Loudoun still has some country left for such. Preserving our rural aspects is important and adds to this county's draw for many people, desirable here. It helps to keep our county a healthier place to live, especially for families and people of all ages.

My daughter and I seem to ride, primarily in events and shows.

- I think it would set Loudoun County apart from other sprawling suburbs to actively promote and support equine activities, preserve the beauty of western Loudoun and encourage open space farming and the equine industry to maintain character and the unique history of this special place. Lower taxes for agricultural areas to save what is unique about this place.
- I think that the equine industry in Loudoun County is one of the largest and most respected in the country. Middleburg is considered the Mecca for horse people all over the world. Yet, it does not seem to have the support of the County government.
There seems to be very little interest in balancing open space preservation with development. Something which the County needs to do in terms of protecting - in particular, water resources - as well as the economic impact horse farms and equine events have in the County.
- I think the equine businesses are being pushed out by the new subdivisions. I know several families in South Riding who don't know that if they turn left on route 50 they are only 6 miles from Aldie and its rural beauty. As a rider on the gravel roads drivers speed by me at over the speed limit unless I stay in the middle of the road until they are forced to slow down. Unless I do this it puts my horse, me, and the fast driver in jeopardy if my horse should spook--which has happened.
I'd like to see more education of the public and preservation of the stables that are left near the subdivisions. I don't want to see the day when going to a stable becomes a field trip to see something unique--such as a true farm has become!
- I think the equine industry is very important to Loudoun County. Not only is a lot of money spent by horse owners and lessors, but a great deal of revenue comes into the county from residents of other counties who spend money on boarding horses, riding lessons, etc. The presence of so many horses in Loudoun County brings in many tourists to visit what is quintessential Virginia.
- I think trails are essential for all throughout the county for horses, bicycles and walkers. This would be my single most important initiative to develop. My daughter is now 27. She is no longer riding, but would like to get back to it someday. My riding days are over. Stewardship of land for wildlife and clean water should be part of managing land. As more show horse owners move to the county, a lack of education about caring for the land is replaced by eagerness to care for animals. It should be understood that our land is essential for maintaining the good health of all Loudoun citizens. I have lived here my whole life and have seen rapid change and lack of knowledge or appreciation for the natural world. I believe trails for all could help get people out, teach and create appreciation.
- I understand the good intentions of this study, however, I find the information requested to be time-consuming to gather and unacceptable invasive. I will not be participating in the survey for these reasons. Unfortunately, I do not have any suggestions as to alternative methodology for gathering this information.
- I used to hunt, go to shows, take lessons, point to point races, trail rides in Loudoun; it was horse country, and was wonderful. Great pity if that could not be preserved.
- I wish Loudoun County had more public ally owned horse trails. More parkland needs to be acquired and more trails constructed.
- I would like to see better roads in Loudoun County. There are many unpaved roads. They are not kept well and are almost always full of dangerous potholes. I am afraid my daughters may lose their trainer who complains of getting to us on these roads. The roads will not clear well in snow making travel often impossible when paved roads have been cleared and are passable. The roads are also way to narrow for large farm vehicles such as horse trailers, hay trucks, vet and farrier vehicles, etc. to pass another vehicle safely. Better roads are needed in Loudoun County to fully support its horse businesses and horse owners.
- I would like to see it continue to grow with good barn and show facilities. Save the land use

for agriculture and not plant houses. Put a moratorium on building houses while you have so many in foreclosure and others for sale. Land is precious and should be saved for agriculture uses including hunting, fishing, horse activities, but most importantly farming.

- I would love to attend clinics and competitions at Morven Park or Oatlands, which are both quite close to me. I'm not aware of clinics that occur at those facilities. I have in the past found admission prices for observers discouraging, particularly for Morven Park. Public trails with horse-friendly footing and trailer parking would also be a boon.
- I'd be interested in helping to preserve the trails. I have experience in mapping and GIS (geographic info systems). I can collect, edit and present trail information. Let me know how I could help. - the husband
- If development is allowed to extend past Route 15 into western Loudoun County, a huge economic enterprise will be lost and irreplaceable countryside.
- If the county and state does not start to actively support the equine industry in Loudoun County by being more horse friendly trails, open space available to horses and horse activities. The county is not only going to lose a valuable piece of its heritage and the money horse owners spend in Loudoun in equines and property to support them.
- If you want it all broken down that may as well be asking for my tax return. Sorry.
- I'm concerned about all the building. There are not a lot of places one can ride left. Trails, i.e., Evergreen Mill Equine Park, are not well maintained, and it's hard to find places to ride nearby. Best option would be to legislate something where developers, i.e. Pulte, would have to leave a perimeter area at least where horses could pass. There are mega-mansions everywhere now and it wasn't this way when we moved and built our farm here. We have been discussing moving to another county so we are no 'closed in'. Land is getting too expensive to keep in farm use. When farms sell out, it becomes a development. Sad.
- I'M NOT PART OF THE INDUSTRY BUT I'M GLAD THAT IT EXISTS. I OWN CATTLE AND I LOVE TO PRESERVE THE RURAL IDENTITY OF THE COUNTY.
- I'm not sure if it applies to this survey, but with all of the rapid building of new homes in Loudoun country, I would like to see more land preserved as parks and farmland (similar to a land preservation program set up in Bucks Country, PA). There are fewer and fewer safe places to ride, locally. Perhaps park land dedicated specifically to horse and hiking trails could be acquired, and access could be granted to the park based on a membership fee (similar to a golf club), in order to help with maintenance and land insurance costs. I know that there are free trails available at Loudoun county parks, but some of these trails cross busy roads and are frequently multi-purpose parks (shared with visitors not acquainted with horse behavior and riding etiquette)-- conditions that are not ideal if one has a green horse, or green rider along on the trip, or even a more experienced equine/rider. Who knows what evil plastic bags might jump out and eat an unsuspecting horse? (TIC, of course)
- I'm seeing neighbors with too many animals (like 4 - 5 horses on 5 acres, including the house), reduced water quality and constant trespassing on my property. I find the industry to be a nuisance and public health hazard.
- Important to maintain land use program in Loudoun to bolster equine industry.
- In order to invite and retain equestrian interests in Loudoun County, you must invest in green space that welcomes equestrians to use it.
- Increase tax incentives for equine / cattle (animals). Losing to grapes. Equine owners like me are being / feeling pushed away to West Virginia which is friendlier to equine. Loudoun County was a prime equine locality; there is less land for grazing, breeding, less local hay - more land gone to grapes. So sad that equines in Loudoun County will be history.
- Interest in equine activities is growing in Virginia and throughout the East Coast. I would love to see Loudoun County be one of the most important areas, offering excellent facilities,

opportunities and events that would bring in those already involved in equine life and those who would enjoy becoming a part of that life.

A flat track/steeple chasing facility similar to that at Saratoga could be a possibility by turning the Middleburg Training Track into a fantastic venue. A 7/8 mile track, multiple barns, paddocks and lots of land already exist. Developing this into an important racing venue would certainly boost our economy and give Western Loudoun a better tax base.

- It has been demoralizing to see the slow chopping away of the horse industry in Loudoun County. Eastern expansion and development has overgrown many farms and boarding facilities causing people to move westward. The supposed protection of open space in western Loudoun has been ignored and placed on a back burner. The cost of goods, services and labor in Loudoun County is very high raising the cost of keeping a horse in the county beyond what many can afford. A lack of commitment to public land and open spaces and the constant push for active recreation [ball fields] vs. passive recreation [trails, wildlife, bird watching] is lopsided and a poor investment in the future crowding out horse owners and nature lovers who leave seeking a more supportive environment. Neighbors want to see the horses but are completely uneducated, jumping fences to pet the giant dogs and shooting fireworks over paddocks and pastures while riding their pocket rockets around the "open space" [privately owned farm]. Loudoun County claims to be horse friendly. It is not and the downward decline in equine numbers is a testament to the lip service paid by the county to the horse industry.
- It is astounding to me that Loudoun County has the highest horse count of any non-racing county east of the Mississippi, and we have no public facilities for equestrian activities. We are constantly under pressure from the newly arrived non-horse public to move here for the country atmosphere and horsey traditions and then try to take them away from us. Locally a small very committed group of horse enthusiasts are fighting for our lives against a very rich new land owner who has brought helicopters and guns. Our once peaceful agricultural community is being blasted with guns and our horses stampeded with a helicopter. This new land owner intends to close our public road so we cannot access private trails to the east of us. The horse community, including all the hunts and the local so called Loudoun Equine Alliance, has done absolutely nothing to assist us. All our trails will soon disappear and, despite our public appeals, we have been left to fight the zoning changes on our own. Unless the equine industry starts supporting its own, it will be gone. In less than 2 years, our tiny horse area will be gone as it will be unfit for horse riding. WAKE UP!
- It is healthy today and deserves the support of the Board of Supervisors to keep Loudoun County a desirable place to live.
- It is hugely important and changes rapidly. It is growing to be a high end industry rather than for casual pleasure but is threatened by expansion of DC suburbs and urban sprawl.
- It is important to preserving the beauty and character of western Loudoun, which has evolved into a major asset for the county.
- It is part of the reason we moved to Loudoun County. Even though we don't have horses now, we enjoy them vicariously through our neighbor's large facility, and plan to own them in the future.
- It is shameful that Loudoun County has no significant trail network appropriate for horses. I ride 6 days a week, on average, in the spring, summer and fall. I must trailer away every time I ride. This is a huge commitment of time and money. Patapsco State Park and Little Bennett Regional Park in Maryland, Shenandoah National Park and Shenandoah River State Park in Front Royal, VA, and Manassas Battlefield Park are on my weekly list of places to ride. They range from 45 minutes to 1 1/2 hours of driving time each way. Loudoun has Temple Hall with 4 miles of trail, Evergreen Mill with about 5 miles of trail and it has been closed recently

and the W \$ OD trail - many miles but no parking for trailers and it is full of bicycle traffic. Loudoun needs horse trails similar to the ones in Maryland, that is - a place where several trailers can easily park and a system of 10 or more miles of trails. The small systems that are in place here are better than nothing, but I don't use them because they are so small. I suggest using the Short Hill Mountain area between Lovettsville and Neersville. There are power lines already cut through some of that area. Loudoun should purchase the land necessary, or lease some, to put in some extensive trails. They can be shared with hikers and mountain bikers, no problem. Maybe someone could learn from the Michaux State Forest trails in Pennsylvania. That is a rider's paradise. Put in a good network of trails similar to that and people will come and spend their money in this area as I spend mine in Maryland and Pennsylvania. There once was a 100 mile endurance ride in Loudoun - no trails are left for such an event now. If I could move away for better trails, I would.

- It is strong. Help keep it that way, please.
- It is wonderful to be able to watch the equine events in our Middleburg area. Thank you.
- It needs to be encouraged and promoted.
- It needs to be MORE equine friendly with established trails, etc.
- It saddens me that with Loudoun County's rich equestrian heritage and large population of equestrians that the County does not better build on the potential of the Equestrian industry. Loudoun County should be a destination for equestrians but instead we must travel to Maryland and other parts of Virginia to have access to significant event facilities and trails. Parks have been created in Loudoun County on historic equestrian trails, and then equestrians have been prohibited to ride there anymore. Bot show and pleasure riding events can bring in revenue to Loudoun County hotels, B&BS, restaurants, and other businesses. Look at examples like Lexington, VA, Devon, PA, and Tryon, NC. Even Fairfax County.
- It takes me an hour to trailer whenever I want to ride (except from my barn). There are no areas for trail riding in Loudoun that has more than a 3 or 4 mile trails. Many people are not going to trailer their horse to a public place for a short ride. It is too expensive and time consuming. All surrounding counties offer much better trails and options for riding. We are missing out on a huge unmet need that could really bring "Equine" money into this County. Trails surrounding land owners properties, parks, etc. are sorely needed.
- It's a huge part of our lives and it's nice we can board our animals close to home. 4H and riding have taught important values to my daughter.
- Keep it a priority. Keep Loudoun beautiful.
- Keep it alive and growing...don't squeeze it out in favor of development.
- Keep it going. Horses and horse people in Virginia are all good. So grateful.
- Keep it going. Real Estates very high for what we receive -- NO water, NO sewer, NO children in school, NO snow plowing.
- Keep Loudoun County horse friendly please.
- Keep Morvan Park
- Keep open space!
- KEEP TEMPLE HALL FARM OPEN YEAR ROUND
HAVE MORE PARKS WITH TRAILS WIDE ENOUGH FOR CARRAGE DRIVING
- Keep the equine industry in Loudoun County prosperous by encouraging farming, animal husbandry and agriculture as a whole. Provide incentives to perpetuate prime landscape in Loudoun County. Provide activities to showcase the benefits of the equine industry in Loudoun. It is not only for the well-to-do.
- Keep the government from over regulating the equine industry - get non equine animal control staff out of the equine industry
- keep the public trail system intact, it is a major draw to the equine community to be in Loudon

- Keep the rural roads in better condition.
Recognize the importance and extent of the sport of driving carriage. There is "the" most active carriage driving club in the United States based in the greater Loudoun area that hosted 33 drives in 2013, many in Loudoun Country
- Keep up the good work and great PR. Keep our land protected from developers!!
- Keeping development to a minimum or at least keeping equestrian interest in mind when development is planned so that open space and access to trails and facilities continue and western Loudoun doesn't become over-developed much as eastern Loudoun and Fairfax county has become.
- Land owners to allow riders to cross their land in a mature manner.
- Land owners who have boarding operations should be licensed to insure a standard of care. Overgrazing and poor pasture practices including manure disposal are major issues when facilities have more horses than the standards of horses per acre call for. Landowners who rent pasturage should take advantage of the available knowledge base to maintain good pastures. Safe fencing should be paramount in boarding operations.
- Land use of my property is for cattle.
- Large amount of horses in Loudoun County --last check showed the most in VA. Need to promote the horse industry--so much revenue on feed, horse supplies; jobs for farriers; horse trainers; veterinarians, the Equine Center at Morven Park--all the specialists there. Not to mention all the money brought in by training and boarding facilities in Loudoun County. Need to promote equine educational and riding opportunities; MORE trails. Need more affordable boarding facilities. Need store catering to western and gaited disciplines.
- Let's keep Loudoun County horse friendly! After all, that's part of the appeal for both residents and tourist.
- Loudoun County allowing huge housing developments has affected the equine industry and the entire farming industry. Morven Park certainly encourages the equine industry. Farmers have been forced to sell and land is no longer available for agricultural use. Note: I had two horses for about 15 years on this property.
- Loudoun County is not business friendly. Can't wait to move.
- Loudoun County is the perfect combination of city and country life; only the city is beginning to take over. I live here because of the rural spaces that remain rural. I would like to see more conservation of 'green space'.
- Loudoun County should make available more equine opportunities to people who visit Loudoun County as a destination (e.g. for the wineries). Western LC in particular is one of the closest rural destinations to the high density Washington Metro area which has little opportunity for equestrian pursuits which could be serviced in LC.
- Loudoun County should remain committed to promoting the equine industry as it is an excellent means to draw business that can work well with the goals of groups dedicated to land preservation.
- Loudoun County taxes are too high. We sold our farm in Loudoun County and moved to Fauquier. Too much red tape in Loudoun County. Difficult to work with government officials. Too quick to take any land use away by a 'secret drive-by' and a lot of assumptions. Loudoun County is not very helpful to farm owners.
- Loudoun is a wonderful rural area that is very conducive to all disciplines of equine sport. The more it is developed with this in mind the better. Equine events can bring an economic boost to the community, especially those that run several days - from lodging to food to equine products, including automotive supplies, horse food and equipment. Equine enthusiasts like to spend money on their horses!
- Loudoun is one of the richest counties in Virginia and there are no public equestrian facilities here and very few public parks with equine access. This is a shame. Equine activities provide

- a substantial source of revenue for the county and should be better supported by the county.
- Love Glenwood Park, Upperville Show, Llangollen Farm, Morven Park and dirt roads for riding and carriage driving
 - Love riding at BRCEs in Nearsville and Temple Hall in Lucketts. I have ridden at Franklin Park. In years past I have hunted with Fairfax and Loudoun West -- I love having open public land to ride on. My family and I have also hunted, ridden, and participated in shows and pony club in Fauquier and Maryland. The more open land we can preserve for riding the better. Also parks like Frying Pan. I have been involved in the planned Lovettesville Park and I'm disappointed that such a small portion of the park is being set aside for horses.
 - Love Virginia and hunt country. Let's stop building houses.
 - Maintain and increase land use for every industry.
 - Maintain land use program for all equestrian activities including breeding, raising, training, boarding, showing, competing horses.
 - Many horses in Loudoun are owned by people who work full or part - time in non-horse related activities. Our horses live on small farms of less than ten acres. I would like to see the State and county recognize this. Agricultural extension agents and state programs cater to wealthy land owners. I would like to see county and state lawmakers responsive to the reality of horse keeping in America and in Loudoun, which is that the horses are owned by people who work for a living in non-horse industries and we spend a lot of money to keep the horses. The public schools in Loudoun are fabulous where every child is above average. There are unpaved roads adjacent to my home but they are no longer safe for a simple evening or weekend ride because there is NO LAW ENFORCEMENT in western Loudoun. People drive cars and huge trucks as fast as they want. Bicycles ride down the road at 10 mph and block traffic routinely. Bicyclists do not "share the road." The sound of gunfire day and night, and helicopters flying low overhead, makes it difficult or impossible to routinely handle horses safely. Wealthy people get preference by county officials. Loudoun has become more and more hostile to horse owners and it is getting a reputation as a county that horse owners should avoid. I had the Loudoun Soil and Water Conservation District representatives out to my home twice. They were useless. I wasn't wealthy enough to merit their expertise in developing my home as a place for horses.
 - More collaboration among the various equine groups. Development of a Loudoun county trail network. More public land/park land to ride on.
 - More funds should be allocated to Morven Park Equine facility. They do a great job. The funds should come from both county and state.
 - More horse friendly zoning, dedicated trail riding areas. Trail riders are chased away by property owners.
 - More land in easement.
 - More opportunities for polo.
 - More polo fields and arenas are needed for the growing popularity of polo in this region.
 - More provisions need to be made for trail riding land use.
 - More public access to trails would be great..
 - More public facilities and trails. In desperate need of covered or enclosed large arena for public use. More trails would be great. Our sport is an important as soccer, football and baseball, but does not seem to get the funding for improvements etc.
 - More public riding facilities and trails.
 - More public riding opportunities, public riding facilities, tack shops
 - More support from State and County Officials for Small Farms and Equine enthusiasts in Western Loudoun County.
 - More trails and driving trails and events.

- Morvan Park is a great facility and needs renovations so the stables, stalls and arenas are safe for the horses and clean for the participants.
- Morven Park is crucial to keeping competitions going. Without that, there would be ****NO**** facility in Northern VA that could hold a large horse show, and we would have real difficulties keeping high level dressage going here.
This form is hard to complete. I own a 36 horse boarding facility in Haymarket, and a lot of us go to Morven for clinics & shows and spend our \$\$\$ when we are there. I have one horse that is being used by Loudoun Therapeutic Riding at Morven Park - those expenditures (not by me) are made in Loudoun.
And... I spent \$25,000 on a horse I bought in Loudoun in Nov. 2014 - not covered here. This business affects ALL the counties in Northern VA, and we go all over the place for activities, goods and services.
- Most of our activities are done private. There's not a lot offered in Loudoun. We hunt in Loudoun near Upperville, but that runs into Fauquier. In bad footing and bad weather it would be nice to have an indoor close by.
- Mr. Brown died on 2-4-14. As sole owner of 20 acres on a creek he allowed riders on his land. No profit or money was exchanged.
- Multiple neighbors have horses, but only pasture land. We maintain an equestrian trail on our land (forested / nature trails) which riders use on a daily basis. Being in a rural area, a lot of equestrian activity is represented by an exchange of goods and services, rather than cash transactions. This is a beneficial economy, but hard to estimate in terms of cash. No doubt, the equestrian, tourist, farm, vineyard and forestry businesses depend on each other in an intricate interaction.
- My family owned a 600 acre dairy farm in western Loudoun which was actively farmed until the mid-1900's/The farm had been bisected the Route 7 bypass. I used to ride my horses all over the countryside and back roads from the time I was five until well into adulthood. I would hope that enough land is preserved so that future generations could savor the unique pleasures of horse ownership.
- My figures are exact. They are very frugal by Loudoun County standards. The equine industry is thriving in Loudoun but could use some help from land use policy decisions by the government. Putting subdivisions in farmland far from towns is fragmenting and that could be used for horse operations, trail riding, fox hunting, horse events, etc. One bright spot is the possibility of the 2024 Olympics coming to DC and using Morven Park for equine events. This would infuse money into Morven Park so they can build new barns, rings, grandstands, cross-country fields. The Loudoun County government should be spending millions on Morven Park, but they do not seem to understand what a treasure it is.
- My husband was active in the Loudoun Hunt Club for many years. Our family enjoyed the steeplechase events so much I want to make sure our grandchildren are able to enjoy Loudoun's equine life as well.
- My income is none of your business.
- My income is none of your business.
- My neighbor's field boards her five horses on my land. My daughter takes riding lessons in the summer.
- My property is in land use, but no equines have resided there since 2000.
- N/A
- Need for Greater support from Board of Supervisors. Support to maintain and encourage equine facilities. Less effort in lobbying in selling open space for development. Maintaining open space for trail riding. Connecting existing horse paths (W & OD) to other areas (Franklin Park, for example).
Supporting equine industries supports jobs, brings income and job opportunities to businesses

like Tractor Supply, Southern States, tack shops, farrier and veterinary practices. Supporting the equine industries supports maintaining open space. No need to build and staff schools, build additional infrastructure that would be required for developments.

- Need more equestrian parks and facilities. Need county wide trail system. My capital improvement amount was used to build a barn.
- Need more public support for trails and park facilities, hard to get labor and repair services for fences and barn east of Leesburg.
- Need to groan and adopt less commercial growth. Need more space.
- Need: more public trails; public awareness regarding liability to encourage landowners to share property to equine access; awareness that cars, bikes, etc., all must yield to equestrians on gravel roads.
- Never have or will have equine.
- No equine.
- No Sunday hunting.
- None
- None
- None
- None
- None - ignorant on the topic.
- None of this is applicable. Land is owned by a foundation.
- Not applicable to my land.
- Not enough land for trail riding or boarding facilities
- not enough public areas for trail riding
- On this piece of property there have never been any animals, only crops. Tranco rents the land.
- Open up land use benefits to any horse owner that keeps the animal on their property in Loudoun County.
- Orange County Hunt Club has hunted over this land since its beginning - the days of Mr. Daniel Cot Sands. All of the land is in conservation easement. And I hope more land gets put in conservation easement. We only have beef cattle.
- Our family purchased two horses in 2014. Your survey is specific to 2013.
- Our horses have retired, so they're just big pets.
- Our horses were retired, both euthanized in 2014. They had both been hunters. Needs to be more open land to accommodate those who wish to participate in equine activities. More riding trails are needed.
- Our son participates in several equine activities and we attend as spectators.
- overdevelopment of Loudoun County, stricter zoning, more parks with Horse trails
- Pave the road between Trap Rd, Ridgeside, Foggy Bottom and Austin Grove.
- Please consider this: I am just completing my barn facilities on my property now. I plan on keeping my horses there and employ farm help. Things that are very important to me: Do not pave the unpaved roads - we use those to ride on. Stop developers from buying old farms. I will use the horse trails designated by the land use program and neighbors. In addition, if Loudoun County wants to keep its horse people and businesses, it better work at keeping what is left rural. That means not paving existing gravel roads, protecting large parcels from going to developers. Right now a 170 acre historic farm next to me is going to have a housing development built on that land. It will run me and my horse neighbors out of Loudoun County. It is quickly starting to be one sprawling suburb. Preserve the open space at all cost. Thank you for asking. I spend over \$45,000 per year on boarding, farriers, vets, lessons and

- horse shows.
- Please continue to support the equine industry in Loudoun County which has a long and rich history
 - Please continue to support the equine industry strongly.
 - Please create a new law that declares a 'buffer zone' made up of non-developed, agrarian acreage around all new developments to prevent altercations between old equestrian residents and new non-equestrian residents. Spot developing indiscriminately open and. Please look at the history of Fairfax County as a bad example of indiscriminately development of open / agrarian land. Re: there are few places to ride or keep a horse in Fairfax County because of poor planning. This is your template of what not to do in Loudoun County.
 - Please give us horse owners a tax break like all other agriculture farms. Please change the rules for having events/shows on private property. Please be more horse friendly in general.
 - Please help it thrive!
 - Please incorporate information and help educate citizens on proper care and nutrition management for equine and equine pastures, without uses of harmful synthetic pesticides, chemicals, fertilizers and GMO crops. These are harmful to the humans, equine ad all living creatures and organisms in our county, and to outside our county where our waterways flow. Please limit (and preferably eliminate) the funding and subsidies that you receive from major corporations that support such efforts. Questionable and/or harmful practices will lead to a rapid decline of our ecosystems, including the wellbeing of our equine.
 - Please make more horse trails available in the county.
 - Please note: My family rides in Loudoun County only occasionally using horses from our farm in Maryland.
 - Please retain it. The horse industry is very important to those of us who love horses and live east of Loudoun County. Loudoun County is accessible to us and will draw horse people from nearby areas. I've been boarding and riding in Loudoun County since 1982.
 - Please save land for equine use and increase equine parks/sites for use. I live in Alexandria and board in Great Falls and Loudoun County offers only close options for equine activities. Thank you!
 - Preserve the equine industry facilities in the County, and stop the over-development that is squeezing it out.
 - Preserve trails. Preserve areas to fox hunt. Promote and permit fox hunting in Morven Park. Reduce taxes further for those who preserve Loudoun's Equine Heritage by keeping equines.
 - Pretty much all the opportunities to ride left Fairfax, now we have to drive to Loudoun or beyond to be able to even have a hope of finding a place to board, lease, or ride affordable. I hope you don't make the same choices and drive equestrians out in favor of more and more sprawling yuppie neighborhoods and development.
 - Promote equine activities. Give breaks for taxes of AR2 to encourage open space and environmental preservation of Loudoun County's most valuable and diminishing assets. Horse people keep the environment functional yet undeveloped which is good for the western part of the county. Stop the insane suburban sprawl that threatens Loudoun's unique character and beauty.
 - Promotion of small tack shops.
 - Property contains stable and stalls for horses, but none boarded in 2013. Family members ride, but not currently on this Virginia property. We have previously, including 2013, allowed trail riding on the property.
 - Property was sold in September, 2014. Never had any equine - ever. Never participated in equine activities. Investment property.
 - Protect open space.

- Provide more equine activities with an indoor riding area
- Provide trailer parking and access to w&od trail. Establish a public equestrian center similar to Frying Pan Park in Fairfax.
- Public information distribution when equine related viruses are a danger. More trails with safe staging areas for trailers.
- Put in a park similar to Woodstock Equestrian Center in Darnestown, Md. There are very few trails in Loudoun.
- Question - did you participate and support racing in Loudoun County? Yes. If so, to what extent? I gave \$10,000 as a sponsor. Did you participate and support organized horse events in Loudoun County? Yes. If so, how much? \$2,500. Did you support land conservation organizations? Yes. If so, how much? \$35,000. Did you support active policy in favor of land conservation? Yes.
- Quite enjoy learning and playing Polo! Very fun.
- Really excited about the development of Morven Park, this will be a great option to shows at Lexington Horse Park in Lexington, Va.
- Realtors in western Loudoun County should make a concerted effort to promote or educate buyers not to purchase in areas that are horse / equine related if they intend to close trails to riders or the hunts. A seemingly impossible task but everyone would e happier in the long run. Between all of the wineries popping up and urban buyers the equine industry is at peril. Could use more trailer sources - only in Hamilton.
- Recognize the value of the equine industry and horses in general to both the economy and ambiance of Loudoun Country, especially in the western part of the county. Do not let the rural nature of the western part of the county be lost to development; Support Morven Park Equestrian Center.
- Resume publication of a list of hay suppliers in Loudoun County.
Conduct a phone in horse survey in January: number of horses owned, sex and age and located in Loudoun Co. That's all. Phone should be able to take information 24/7 for the month of January.
- Riding locations and trails. Parks similar to Frying Pan Park in Fairfax County.
- save open space at any opportunity
- See above about keeping land open to attract horse industry and using tax incentives to attract more horse business both by keeping land open and otherwise.
- Set aside more land, like Morven Park, that can be utilized for equestrian activities, as well as other sports. Make more trails and riding areas accessible for equestrians. Stop the never ending development of strip malls and unused office space.
- Several years ago we had an animal miscarry due to local gun fire. We have had no desire to pursue breeding since that time. Loudoun County currently has legal hunting for 8 months of the year and 4 months of illegal hunting that is not marshaled. It i pointless to pursue any equine activities in this environment. Fox hunting events are dangerous at the best of times with uncontrolled hunting going on at the same time. The county has to decide what it wants to be.
- Slow development!
- Sorry, but my income is my business, not yours. This survey - what a waste of taxpayers' money.
- Sorry, I can't do this accurately; my business is large and complicated.
- Sorry, I only raise Angus cattle on my property.
- State and county need to promote the thoroughbred racing industry of Virginia. Virginia has had a long history as a horse racing producer for many years. The state is losing the heritage of great horse racing state. Sad for every Virginian. More incentives for breeders, trainers,

owners and race training facilities. Another Metro-close location for racing track or program with neighboring states.

- Stop the urbanization of western Loudoun. Too many sub-divisions being approved.
- Support equine - we like horses. Neighbors have horses and use our land (100 acres) for riding. Great to have. We like having riders on our property.
- Support grazing of neighbor's horses.
- Take all of your stupid horses and move to Clark County. Stop sending these damn surveys - they are a waste of time.
- Teach drivers to respect people on horseback.
- Test
- test
- TEST TEST TEST
- The best place in the world to enjoy horses and riding and carriage driving.
- The Chesapeake Bay Program has done severe damage to our property due to neglect done by a neighbor. One of our horses broke his leg in a hole exposing an underground spring caused by water diverted further to the right about 40: The County knows about his but has done nothing.
- The county can enhance the equine industry and horse owner's enjoyment by pursuing the following policies: Preserve the rural character of the western portion of the county with zoning policies that limit commercial development and sub-dividing land. This encourages county residents to keep horses in the county to the benefit of local businesses which supply horse products and services. Develop horse trails in parks and on county land. Build an indoor horse riding facility which can accommodate multiple equine disciplines. In that regard, Morven Park International Equestrian Center, Leesburg, is a non-profit whose facilities are in need of updating. Morven Park has riding trails. They are currently raising capital to build new indoor and outdoor rings and barns. The county should investigate the feasibility of a public / private partnership to develop these new facilities. An improved Morven Park would be a boon for county residents who won horses. In addition, equestrian activities draw visitors to the county who spend money in our restaurants, hotels and retail establishments.
- The county is not as horse friendly as it was in the 80's and 90's. Feed stores have left. The only one close to the farm where I keep my horses is Purcellville, and it is not convenient from my house in Frederick. I stop in Frederick and Jefferson to pick up supplies. Trails have disappeared as no one wants horse poop on the edge of their property and cars driving like they are on the Indy 500 make riding on the dirt roads dangerous as well. Paved roads are not easy to ride on, and there aren't any shoulders in Loudoun County to get off the road if a car comes. Facilities like Morven Park are great, just not accessible to all horse people. Either because of lack of trailer or the extra money needed to rent the ring for a short time.
- The county needs to promote open space. No land equals no horses, it's that simple. The equine industry can't exist without land and farms and farming. Land conservation is essential. The county's land use program is a big help. Let's do more.
- The county should encourage equine industry activities.
- The demographics of horse ownership have changed drastically over the past 20 years. Young people are not as interested in equestrian disciplines as they once were, and the cost of land and horse keeping has increased buy such a large degree that it is impossible for most middle class families to afford becoming involved with horses, let along owning one (or more). Much more needs to be done to promote horses not only as riding partners, but as companions, therapy partners. We need to see much less breeding and more focus on retraining horses for second and third careers.

It would be great for the equine industry in Loudoun to take a real stance on equine welfare by denouncing horse slaughter and by working to help protect those equine that in Loudoun

that may be at risk. Because we all know they do exist, and we should not turn a blind eye.

- The equine "feel" is what got us to purchase a home in Loudoun County. We also have a number of friends visit from out of state that come to visit us due to this atmosphere. They most often stay in hotels or B&Bs, visit & spend money at area retail & restaurant establishments & even attend equine activities (shows & races) while here.
- The equine community is an under-acknowledged part of northern Virginia. The last time I looked, Loudoun was the most affluent county in the country, AND we also have the most horses per capita anywhere in the country. We regretfully moved into northern Fauquier county 5 years ago, but I still do 90% of my business in Loudoun - I wouldn't live anywhere else - Loudoun is a goldmine for an equine professional!
- The Equine history of the county is disappearing. Hunt territory and trails are going away at a rapid rate.

In addition, a large, multi-purpose equine park and facility would allow participants from all over Northern Virginia to ride and enjoy equine sports.

- The equine industry continues to contribute to the economy in Loudoun County and should be encouraged.
- The equine industry contributes significantly to the economic base in Loudoun County. In addition to the boarding, clinics, lessons, steeplechases, hunt clubs, feed and tack sales, veterinarians and farriers and other related horse-related services, Loudoun County is home to an outstanding Equine Medical Center at Morven Park. This facility serves horse owners in Virginia, Maryland, and West Virginia and thus brings in money from a wide area to Loudoun County.
- The equine industry is a vital and important part of Loudoun County. It helps preserve green spaces, attracts visitors and provides a creative outlet for children and adults.
- The equine industry in Loudoun Co needs more support from the county----thank you for doing this survey.

Please make an inviting place for equine owners!

- The equine industry in Loudoun County is extremely vibrant and diverse. There are all types of riding disciplines and all age groups are involved. The support industries are excellent and necessary. In keeping with keeping open space and sustaining the beauty of Loudoun County, it is important to encourage equine participation in activities and one way to do that is offer land use taxation breaks to equine owners. As the traditional farming decreases in size and scope in Loudoun County, we must recognize the condition of the equine industry to the agriculture tradition and do what is necessary to enhance its growth. Land use taxation is one important key.
- The equine industry in Loudoun County is very diverse and represents many ways to enjoy equine companionship. The various sports and disciplines that are enjoyed in this county are enjoyed at all levels from just starting out and the weekend warriors to the local Olympians. The knowledge base that is accessible here is like nowhere else. If a horse person were to occupy a position on the county board then a greater understanding of our community could be gained by the newer residents to the county.
- The equine industry is a great producer of revenue for Loudoun County.
- The equine industry is an important part of the social life and economy of Loudoun County.
- The equine industry is closely linked to farming. The conservation easement programs allow farmers and other landowners to keep their land open, undeveloped and unpolluted which, in turn, makes it possible for thousands of people in our area to ride. Open, clean land also makes it possible for birds, bats, butterflies and hundreds of other species to thrive, but I guess they don't make anyone any money :- (Horse people are also notorious and enthusiastic consumers of food and drink, so we are tied to restaurants, caterers, grocery stores and facilities that host group events (hotels, B&Bs, community centers, etc.) We also

- buy rather more outdoor clothing (think Tractor Supply and REI) than your average person because (1) we spend a lot of time outdoors and (2) horse sports ruin your clothes.
- The equine industry is huge. Not covered in this survey is what I pay for pet sitting every time I travel with one or more of my horses. More to pet sitting when I travel without the horses. I travel outside Loudoun to trails in Manassas, Va, Maryland, and PA to train my horses on trails for endurance. Loudoun does not have a trail system substantial enough to ride on for training purposes, except possible the hunt trails on private property.
 - The equine industry is important to the economic and social aspects of the Loudoun community, particularly in western Loudoun. From the hunt riding in the Middleburg Christmas parade to the spring and fall races at Glenwood Park to polo at Banbury Cross, horses are not just part of the scenery; they are part of community life - a central part of community life.
 - The equine industry is important to us as organic farmers. We are able to obtain fertilizer that is critical for composting. It saves money is a foundation for our sustainable method of planting. One very important factor is that we need to know that the equine facility also practices organic methods as any chemicals used on their fields (weed killers, etc.) would adversely affect the compost and we could not use it then.
 - The equine industry is part of our heritage. We need public access to and awareness of trails and public facilities and shows. In addition, the constant expansion of development interrupts what were once miles of trails in our region.
 - The equine industry is quickly being encroached on by private developers and private corporations. The private sale of several county facilities has driven the cost of riding up since 2013 and has made it harder and harder to even find suitable facility to host events. The benefits of horse interaction to young equestrians in responsibility, maturity and work ethic is not something that can be developed in other sports and is truly unique to the equestrian world. This does not even touch the therapeutic side of equestrian.
 - The equine industry is second only to agriculture in providing open land in Loudoun County.
 - The equine industry is the heart of Loudoun and what makes our county so special. We feel it is critical to grow and cultivate this industry.
 - The Equine industry is very active, and a great asset to the county, as it has been for 250 years. Why is it that when we provide such a great source of income for the county that more and more it is receiving less and less usage of open land. It all seems to go to other sports for fields.
 - The equine industry needs to be strongly supported to maintain this unique industry and state heritage. I have owned a small farm in Loudoun since 2000 and have seen many farms and beautiful countryside completely overtaken by greedy developers who invest little in preserving the lovely county and its farming / equine heritage. I hope your survey will contribute to any effort to maintaining the agricultural quality of the county. My farm has a small barn with four stalls. At some point in the future I hope to have horses on the property again. Thank you.
 - The equine program and activities our daughter participates in have contributed greatly to her development as a young adult teaching her patience, responsibility, and respect among others traits. We enjoy watching her love for horses grow as she is able to participate in various equine activities in the county.
 - The growing housing population and increased road traffic pose safety hazards for all equestrians trying to achieve more in respective disciplines when outside of a ring. The costs associated with horse ownership are impacted when the only venues for trails and recreation involve not only the transportation, but high fees associated with private land usage. Facilities such as Temple Hall Park are a blessing, but it is seasonal access. The public generally enjoys the sights of horses (and carriages), so I am hopeful we can achieve much success in

- preserving and expanding land access (with trailer parking and access) to benefit all.
- The income question is personal information. I choose not to answer. It is none of your business.
 - The industry appears to continue to be a significant aspect of the western Loudoun economy. Perhaps more effort could be made to support local equine suppliers, eg., Southern States Co-Op, rather than regional chain suppliers. This would be best done via county supported tax assistance for the business, perhaps.
 - The industry is huge and we need more trails and facilities that people of all income brackets can afford. Stop blocking land that people ride on - we bring a ton of money to the area and we need places to enjoy our equines at an affordable price.
 - The land use and agricultural district programs are wonderful tools in the endeavor to preserve open space. And the population pushes west from DC this will become increasingly valuable. Thank you.
 - The letter requested we participate. We do not have any horses or participate in any equine activities. We may get a horse or ponies in a few years. We do not have horses but our neighbors sometimes ride on our property.
 - The Loudoun County website has no links to horse activities or horse trails. It would be nice to advertise them.
 - The more roads out west, the better. The farm where I ride is on a paved road, and people routinely exceed the speed limit.
Keep hunting fair for hunters, but also for non-hunters who want to enjoy the outdoors without fear of being mistaken for a deer
 - The new Loudoun County townhouse people, etc., do not care about horses. They use photos of horses to sell the area for new residents and that is all. Also, for some reason, the land owners east of Route 15 have lost all their rights. Development is the only thing that is important. I pay more than \$1,000 per month in real estate taxes for no services. It is a joke.
 - The over development of Loudoun County has led to many of the general equine owners leaving the area.
 - The percentage I spent in Loudoun County was 65%. The difference was a \$23,000 truck purchased in Fairfax plus insurance paid to outside companies. Everything else was purchased locally. This is \$53,000 pumped into the local economy. The percent spent outside the county was high due to accountant out of county and travel to shows, clinics and other equine educational events held elsewhere. If more equine events could be held in Loudoun, I would have generated \$7,000 more dollars into Loudoun businesses.
 - The rural landscape, particularly the pastoral settings and equine population, was the primary driver to my family relocating to Loudoun from Fairfax seven years ago. I am not terribly active in the equine community at present, I have been more so in the past. Even without significant direct involvement at present, I draw significant enjoyment in living within such an equine-rich environment.
 - The safety of equine activities should involve curtailment of gun usage. Firearms should not take precedent over the safety of individuals working with horses. Target practice next to broodmare paddocks and/or hunting next to equine farms should be policed. The two simply do not work well together.
 - There are many horses and riders who would enjoy participating in local shows in a state of the art facility. There is a lot of money in this county and people would be willing to pay more for that opportunity.
 - There are many owners who regularly compete in dressage, eventing, etc. in Loudoun County. But there is a large and somewhat unrecognized group of people who own and ride horses just for pleasure. And, like me, this latter group also spends a lot of money in Loudoun County. Hopefully this questionnaire will tell that story. Thank you.

- There are several neighboring properties which have equine operations. We allow them to ride their horses on our 10 acre property.
- There exists significant potential to leverage equine base in Loudoun via economic development in infrastructure such as TB racing track and show / event facility like the VA Horse Center in Lexington. Otherwise, economic activity will continue to be diverted outside the area.
- There have been no equines on my property since 1998. We have no equine related expenditures. I moved to Pittsylvania County in 1998. Equine activities are excellent in helping kids grow up.
- There is a great interest in riding in Loudoun County. We can use more public land for riding.
- There is a shortage of farmers producing baled hay compared to 21 years ago. Stop developing western Loudoun. There is less land to ride on and many times the hay we buy is from Pennsylvania.
- There is no livestock here.
- There is too much residential development in this county.
- There is usually one person who rides in a family, the rest of us think that one is nuts. Subsidize hay making and incentives to make better hay. Hay rolls that dominate land use activity are not horse worthy. Give incentives for growing better quality hay. Trickle-down economics will help everyone.
- This is a critical industry, which ties all of the economic components of rural Loudoun and should be recognized as such by the Board of Supervisors and residents of the eastern portion of the county. Regarding the survey: Property taxes should not be included in Section D of the survey. Everyone pays property taxes. They are an expense of living in Loudoun County. My neighbor with the same number of acres has cattle, but his property taxes are approximately the same as mine. The large property tax number really skews the total of my horse-related expenses and really only show that in Loudoun County it's cheaper to keep horses on your own property than to board them somewhere.
- This is a key industry in our county. This is a unique characteristic of our county that brings tourists and employs many individuals.
- This is not specific to Loudoun, but of the entire equine 'industry'. Due to convergence of events in the past few years horse ownership for the middle class is a thing of the past. The recession, cost of gas, land, feed and the aging of the baby boomers - the last generation to grow up watching Flicka and Trigger, etc. - and a disinterest in horses by the younger generation have all contributed. For the welfare of horses this may be a good thing. During the 'boom' years, 1989 - 2007, 2.5 million horses were slaughtered in the US, another 3 million were exported for slaughter. Who's to blame? The horse 'industry'. How about the 'industry' doing something good for horses?
- This is one of the most sought after areas in the country for the equine industry. I would love to see it continue to be so. I moved back here at the end of 2013, so not many of my expenses were allocated to the county, but they were nearly 100% here in 214. This is a huge industry with lots of money behind it; it should be a focus for the county to keep it alive and well.
- This is the epicenter of top people in every discipline as well as a huge sphere of influence, training and growth yet it cannot be dependent on the wealthy people to create all the venues for training. Private training facilities are exclusive and the small trainer, rider or junior cannot move up easily.
This is one of the largest polo growth areas in the USA and that aspect needs to be recognized as well with a multi-use field that can also be used for polo.
We need a place to hold competitions to keep the money in the county.
- This survey does not pertain to our land owned in Loudoun County.
- This survey is awesome and we look forward to seeing the results. Thank you to all who put

this together.

- This survey overlooks the value of equine facilities to tourism and real estate values. View-sheds, landscape appeal and horses themselves all attract money indirectly.
- Too much development not enough open land for pleasure riding.
- try to maintain land for equestrian activities.
- Try to preserve some of Loudoun County from development. It has a rich equestrian heritage and that should be preserved in some form. Hunt lands need to be preserved.
- Unfortunately I cannot only estimate what my owners spend on vet and farrier.
I have 17 or so horses in my care- 4/5 are mine and the numbers are accounted for.
For farrier you could average every other horse in my care getting shod every 6 weeks at an average of \$200 per shoeing. Vet bills are more difficult to estimate as my vet expenses are lower than the clients (when one of ours has an issue we are more likely to delay treatment or treat ourselves. When client horses have issues we are more likely to bring in a vet.
When I sit on a restaurant in Western Loudoun and look around often a majority of the people there are employed by the Loudoun equine industry. (whether they realize it or not)
- Urban sprawl presents the most difficult issue to the future of equine activities, both in Loudoun County and elsewhere. One way to preserve these activities would be construction of a multi-purpose equine facility similar to Frying Pan Park in Fairfax.
- Used to be so much better/ easier to work/ride in Loudoun. Way too much development.
- We do not participate in the equine industry
- We are a small grass roots non-profit organization that has nothing to do with the equine industry. Our mission is historic preservation. Margaret Good, Preservation Director
- We are a stone manufacturing company, no equine on properties.
- We are no longer involved, but would be through the 4H and Pony Club. The equine 'industry' is an important component of Loudoun County.
- We are not involved in the equine industry, but our children do enjoy riding occasionally with friends.
- We are very excited about the improvements planned for Morven Park.
- We assist with the running of my mother-in-law's riding school. Some horses stay there next door in exchange for her labor.
- We did not participate in the equine industry in 2013, but for many years my daughter and I owned or rented and boarded horses in Loudoun County. We spent thousands of dollars per year on purchases, rent, boarding and lessons - and clothes.
- We do not have a horse farm. We have a cattle farm. Thank you.
- We do not have horses.
- We do not live in Loudoun County or own equine living in Loudoun County. We are property owners in Loudoun County and we're asked to take the survey anyway.
- We do not own any horses. We do allow the Middleburg Hunt Club to ride horses on our property. Our property is part of the fox hunt.
- We do not own equine.
- We do not own or ride at present. Our farm is leased to a son who uses the land to pasture his equines.
- We do not ride horses or equine. Husband is too allergic. We attended an event as guests.
- We don't do any activities in Loudoun County. All are outside of Loudoun. Costs are high for hay, grain, etc. Hard to get new clients for boarding in Loudoun County. Would love to see a facility like the Virginia Horse Center here. The AQHA competitions bring a lot of income to a facility like that.
- We don't own any horses or participate in equine activities. That said we love living in an area where horses and cattle graze the countryside.

- We don't own equine or participate in the equine industry.
- We had just purchased the land in 2013. In 2013 and 2014 there were several cows on the land. We have converted it to equine. In 2015 there will be 2 - 4 horses on the land. Cows to horses in 2015. Thank you.
- We had to put our two horses down seven years ago. Our fields were reseeded last year for horse hay and grass - 7% alfalfa, 5% cinnamon clover. We now raise beef every other year.
- We have a small farm where we produce hay for equine. It would be helpful to know more about county resources that may be available to help with increasing production and quality.
- We have had a real problem with fox hunters on our property. They ride through often. They have damaged fields and driveways. Their hounds have frightened our children when they encircled our four year old. They run within feet of our house and pose a danger to our family pet. We beg you to change the law and pass an ordinance stopping fox hunters from riding through posted property. It truly is a constitutional infringement on our right to own private property. We have enjoyed pleasure riding and pony camps, etc., and hope to someday own our own horses.
- We have never had (maintained) horses on our 242 acres and have no plans to allow or have them in the future. Our land is in crop rotation by a custom farmer. We have allowed a neighbor to graze his cattle (a few) on land near a pond and there are deer, many of them, but no horses. Thanks.
- We have no equine.
- We have no horses.
- We have no horses.
- We have not owned any horses in 25 years or any equine.
- We lease a portion of our pasture land to a neighbor who owns horses. We do not otherwise own horses or participate in equine activities.
- We left Loudoun County and Virginia in 2012 although we continue to own (through a LLC) a small parcel there which qualified for land use given its relevance to the farm (300 acres) sold as we moved. Throughout many decades of owning a cattle farm in Loudoun, we were strong supporters of preserving equine activities of all sorts and of the importance of open space preservation, in general. To preserve a unique heritage and a valuable economic base to the county in lieu of the loss of that heritage and the excessive cost of suburban development. Your questionnaire purported to want answers to questions only pertinent to 2013.
- We live near Middleburg, right on the edge of the "Hunt Country". We know several people who rent in Loudoun County and are really involved in horses. They would provide more information if a survey is made available to them. Several years ago I kept to horses for a couple of years but none in 2013.
- We moved to Loudoun County in 1998 from the UK because it is such good horse country and the Equine Medical Center is in Leesburg. Our horses have been patients there on a number of occasions.
- We need a network of public riding trails.
- we need more access to trails and public arenas, trails etc.
- We need more access to trails. Many farms are land locked.
- We need more equine facilities and fewer wineries.
- We need more outreach to non-horse people to bring more people to the horse sports.
- We need more public trails.
- We need to make sure the developers, board of supervisors and residents understand what the loss of equine activities and farms will mean to the nature of Loudoun County, their way of life, and costs for living here.
- we need to preserve open land and access for equine activities to maintain the sport for

future generations.

- We need to preserve our rural land and stop development of western Loudoun. Slow or stop housing developments and commercial developments west of Route 15. Without land people won't have room for horses and if we start to look like Ashburn more people who don't care about horses or riding will move out this way.
- We need to take more care to preserve the natural beauty of Loudoun County. It is too easy to destroy wild life in the name of development and progress but if we do not remember where we came from we will be lost in the future.
- We need undeveloped land to keep equine industry thriving.
- We own and care for one horse left over from children who are now in their 40's. Horse is somewhere in his 30's. Wife is active supporter of eventing at Morven Park and Oatlands. Horse shares pasture with cows.
- We own property in Loudoun County but have never lived there. We have never owned horses or been involved with the equine industry.
- We really need more horse friendly trails. We have to drive fairly far for good trails. If I have to move my horse I will be moving him further out to have better trail access.
- We relocated our nonprofit equine assisted activities and therapies program from Fairfax County to Loudoun County in March 2014. Both prior to, during, and following our move, we have found the Loudoun County government resources to be extremely welcoming and helpful to us as a new small business and nonprofit organization - we received lots of prompt and personal assistance with zoning and other questions, for instance. Since our move, we've experienced a vibrant and supportive equine industry in Loudoun County that is a welcome change from our recent experience in Fairfax.
- We support the equine industry by growing hay which we sell to equine facilities.
- We thoroughly enjoy being spectators of equine events and hope Loudoun will further support the sport with county facilities.
- We use Morven Park multiple times per year with multiple Equine organizations! Thank you so much for supporting the equine community with this wonderful facility!
- We want to remain horse country.
- When I moved to the county 21 years ago, I felt there was a definite interest on behalf of the county to grow the equine industry. I now feel that they have turned their back on what was once their #1 industry. Montgomery County just completed a huge equine facility; Fairfax County re-did Frying Pan Park several years ago; Prince William County has a small facility and Loudoun County has provided nothing to its owners. They continue to pave and build which is driving us out of the county.
- Where are the Western Equines.
- While we do not currently participate in equine activities it is a possibility in the future. We support whatever keeps Loudoun agriculture, equine and other farm activities strong and growing.
- Will move out of Loudon County to a county with more trails soon.
- With housing development once again proceeding unchecked, Loudoun will not be able to keep its equine community too much longer. The amount of land necessary to keep and enjoy horses is substantial. Our neighborhood of small family farms survives because everyone cooperates and shares land for trail riding/fox hunting purposes. The Board of Supervisors clearly favors development over keeping Loudoun open spaces. The tax burden of these new housing developments (with their lack of developer proffers) is causing many families to start looking elsewhere. Currently our neighborhood (within a 1 square mile area) has 4 properties for sale. I fully expect that in 20 years that there won't be many small family horse farms existing.

- With the loss of land and decent riding facilities there needs to be an effort to keep what's left. There is great trail riding in Montgomery County, MD. There is a great facility - Frying Pan Park in Fairfax County. Why is there nothing like this in 'horse' country - Loudoun County? Morven Park's Equestrian Facility shouldn't solely rely on private funding in order to rebuild it to its former glory days. The short trails around the landfill and at Franklin Park shouldn't be the only public trails. Otherwise, we have to take our 'business' out of Loudoun.
- Would like it to remain in Loudoun County as a viable part of the county.
- You must keep available open space easements.

Appendix C: Methods

2013 LOUDOUN COUNTY EQUINE EVENTS SURVEY AND EQUINE OWNERS SURVEY

METHODS

Overview

There were two surveys carried out for this project, each with its own set of methods. The project was designed to allow the results of these two surveys to be combined to estimate the economic impact of the equine industry in Loudoun County. The equine owner survey also supported an estimate of the total number of equines living in the county.

Equine Events Survey

The 2013 Loudoun County Equine Events Survey was conducted between March and November of 2013 by the Center for Survey Research (CSR) in cooperation with the Loudoun County Equine Alliance (LCEA). The data were collected in one instance by volunteers who were trained by a CSR employee and in the other eleven instances by trained, paid CSR staff. Interviewers visited the twelve equine events and asked attendees to fill out surveys with their estimated expenditures and related data for that event. Interviewing was randomized among event participants, spectators, vendors and attendees and was conducted on-site during the event.

Questionnaire

The questionnaire was designed by CSR based on a prior questionnaire used in an equine study by the UVa Center for Economic and Policy Studies and an intercept questionnaire previously used by CSR to query visitors to Monticello about travel expenses. Because the questionnaire was based on prior field-tested surveys, it was not piloted.

The content of the attendee survey addressed the role of the attendee at the event and their event-related expenditures in several categories.

The topics covered by the questionnaire were:

- I. Event information (name, location, date)
- II. Type of participant (spectator, rider, owner, staff, etc.)
- III. Home location by area code, time spent in preparation for the event, size of the respondent's travel party, time spent traveling, visiting or staying in Loudoun County.
- IV. Expenses of the respondent's entire travel party in eight categories broken out by two categories of geographical proximity to the event.
- V. If the respondent was a participant, owner or trainer, the expenses of the participant for participating in the event in six categories broken out by two categories of geographical proximity to the event.
- VI. Respondent demographics

After the first event, it was apparent that some of the wording of the questionnaire needed to be clarified. After the second event, some additional wording was clarified. Therefore, there were three slightly different versions of the questionnaire.

Sampling

There is a wide range of equine event types, sizes and venues within Loudon County that likely impact the county economically and socially in different ways. LCEA compiled an extensive list of equine events to be

held in Loudoun County in 2013. As with many other lists of organizations, businesses and events, there were a few fairly large events and many smaller events. The budget for the project allowed for visits to twelve events in Loudoun County. This number was supplemented by one visit made by volunteer interviewers from LCEA. Therefore, thirteen trips were planned to equine events in the county in 2013. Those thirteen trips needed to be allocated to represent the diversity of event types across the county as well as possible.

Four events were selected with certainty because of their importance to the county's equine community and the press of time at the beginning of the project – the Piedmont Races at Upperville, the Loudoun County Point-to-Point at Oatlands Plantation, the Fox Chase event at Fox Chase Farms, and the Upperville Colt and Horse Show at Upperville. Nine additional events were selected at random from the event list to be visited. A highly stratified sampling plan was developed to ensure representation from the different types of events, events of various sizes and events that were geared toward different equine disciplines and audiences. The sampling frame for the nine randomly selected events was limited to 79 events on the event list that had starting dates on or after June 28, 2013. Events were categorized into six types and sample was allocated to capture the diversity of the events. There were three substitutions of events made due to bad weather or inability of event sponsors to host interviewing staff. Because of bad weather and scheduling/hosting difficulties, no trail ride was visited, resulting in twelve events actually visited. See table Table G-1.

Table G-1: Equine Events Sampling Plan

Event type	Total targeted	Total visited	Total in event list (regardless of date)
Breed show, breeder	1	1	2
Dressage	3	2	26
Hunter/Jumper	3	4	21
Steeplechase	3	3	7
Trail ride/Riding	1	0	9
Other	2	2	53
Total	13	12	118

Overall, this sample was created to maximize diversity across different event types to support a good composite picture of the expenditures of attendees. It was not intended as proportional representation of different event types. Estimated attendance figures for the sampled events and for other similar events on the event list were used to help project the survey results to the full population of equine events in the county in 2013.

Data Collection

The survey was administered on-site at the selected events by trained CSR interviewers (except for the Piedmont Races in March 2013, for which LCEA volunteers conducted the interviewing after training by CSR staff). The survey was a two-page questionnaire. For attendees who had multiple equine entries or multiple people in their traveling party at the same venue, a single member of the group was randomly chosen as the respondent for that group.

The protocol for the survey was adapted from CSR's prior experience with face-to-face intercept studies. CSR made advance contact with the on-site managers for the selected events to confirm the likely size of the event and get information about any logistical issues that might impact the data collection process (as well as our hosts' ability to carry out their primary duties effectively). CSR sent anywhere from two to four employees per event including an on-site supervisor and interviewers. The interviewing teams were equipped with identification badges, folders, clipboards, questionnaires, pens and pencils, work logs, carry bags and lapel stickers to identify people who had already responded to the survey so that they would not be approached multiple times during the day.

The teams arrived near the start of the events and after identifying themselves to the event manager made an initial assessment of the best places to conduct the work. Event managers were requested to announce the presence of CSR interviewers at the event and encourage attendees to participate. Interviewers were instructed to either (a) select every n th adult gathered at a location if there was a large crowd moving by (the value of n was left to the interviewer to adapt to larger or smaller numbers of attendees in order to keep up a good pace of data collection without inconveniencing people) or (b) circulate among the attendees if the crowd was sparser. Ideally, interviewers would be able to keep two to three surveys going at the same time by handing out forms and clipboards to attendees and remaining close by to help if needed, then collecting the completed forms. Most of the events had smaller numbers of attendees that allowed the interviewers to essentially saturate the event.

Interviewers had a suggested script for approaching the attendees, but they were allowed to vary their introductions to fit the situation. All interviewers received approximately two hours of training on the specifics of the study, and all were experienced in telephone survey interviewing techniques from prior work at CSR.

The completed surveys were recorded in tracking and data collection databases. Data collection efforts at CSR were closed on November 2, 2013.

Table G-2: Equine Events Attended

Equine events	Date	Type for sampling
Piedmont Races, Salem Course, Upperville	March 23, 2013	Steeplechase
Loudoun County Point-to-Point, Oatlands Plantation, Leesburg	April 14, 2013	Steeplechase
Fox Chase Jumper Show, Fox Chase Farms, Middleburg	June 2, 2013	Jumper
Upperville Colt and Horse Show, Upperville, Middleburg	June 9, 2013	Hunter/Jumper
VADA / NOVA Summer Breed Show, Morven Park, Leesburg	August 11, 2013	Breed show, breeder
Schooling Event, Looking Glass Farm, Hamilton	September 7, 2013	Dressage (schooling)
VADA / NOVA Autumn Show, Morven Park, Leesburg	September 14, 2013	Dressage (eventing)
VI Polo Event, Langolen Farm, Upperville	September 15, 2013	Other (polo)
Middleburg Classic, Morven Park, Leesburg	September 21, 2013	Hunter
Virginia Fall Races, Glenwood Park, Middleburg	October 5, 2013	Steeplechase
DeVaux Hunter Show, DeVaux Farm, Lucketts	October 26, 2013	Hunter
Middleburg Inaugural Fox Hunt, Groveton Farm, Middleburg	November 2, 2013	Other (fox hunt)

Response

A total of 609 interviews were collected at the twelve events that were visited (see

Table G-3 below). In general, smaller events contributed fewer interviews, although at larger events there was a ceiling for how many interviews could be collected, that was determined by the number of staff available for the trip.

Table G-3: Completed Surveys by Event

Equine events	Responses
Piedmont Races, Salem Course, Upperville	140
Loudoun County Point-to-Point, Oatlands Plantation, Leesburg	90
Fox Chase, Fox Chase Farm, Middleburg	41
Upperville Colt and Horse Show, Upperville, Middleburg	78
VADA / NOVA Summer Breed Show, Morven Park, Leesburg	39
Schooling Event, Looking Glass Farm, Hamilton	25
VADA / NOVA Autumn Show, Morven Park, Leesburg	63
VI Polo Event, Langolen Farm, Upperville	4
Middleburg Classic, Morvan Park, Leesburg	52
Virginia Fall Races, Glenwood Park, Middleburg	46
DeVaux Farm Hunter, DeVaux Farm, Lucketts	17
Middleburg Inaugural Fox Hunt, Groveton Farm Middleburg	14
Total	609

A response rate is calculated by dividing the number of completed questionnaires by the number of estimated qualified respondents in the full sample. The equine event survey is by definition a non-probability convenience sample. It is not possible to calculate a response rate for this type of project. Anecdotal evidence from the interviewing crews indicates that at some events they were able to approach almost every attendee.

Data Processing

The completed paper surveys were entered at CSR into an MS-Access database. Data from questionnaire versions 1 and 2 were post-coded and re-entered where needed to conform to the structure of questionnaire version 3. The final dataset was extracted from MS-Access using IBM SPSS. Analysis was conducted by CEPS using Stata. Outlier values and other suspicious data were referred back to CSR for review and checking in an iterative process that resulted in a clean dataset for analysis.

Sampling Error

The equine event survey is by definition a non-probability convenience sample. It is not possible or appropriate to calculate sampling error statistics for this type of sample. Technically, the survey results are representative only of the people responding to the survey. However, the expenditure data collected in the survey was treated as being representative and generalizable to the larger population of people who attended equine events in Loudoun County in 2013.

Equine Owner Survey

The equine owner survey was conducted from December 2014 to April 2015. The survey was distributed by mail to a scientific random sample of owners of properties in the county land use program. The mailings were printed by CSR and prepared by Loudoun County staff and LCEA volunteers. Survey invitations were also emailed to members of six equine associations. A public-facing version of the web-based survey was also made available and people were steered to that website by referral cards distributed with the property owners mail survey, by media stories, and by word of mouth and flyers within the equine community.

Questionnaire

The questionnaire was developed by CSR based on a draft from the Loudoun County Equine Alliance and an earlier equine owner questionnaire from the National Agricultural Statistics Survey. The questionnaire was designed to support an estimate of the number of horses domiciled in Loudoun County and to provide detailed inputs about expenditures on equines for use in economic impact modeling.

The heart of the questionnaire was a highly detailed grid asking about the dollar amounts of 27 equine-related expenditures grouped into six main categories, as well as estimates of the percentages of those expenditures that occurred in Loudoun County. The paper version of the survey asked for the percentage estimates only for the subtotals for each of the six main categories. The web survey needed to ask for the percentage estimates for each of the 27 equine-related expenditures individually due to limitations in how the web version of the software could be set up. Although the detail requested from equine owners could be burdensome, it supported an economic impact analysis carried out by the Center for Economic and Policy Studies at UVa.

The questionnaire also asked for information about the number of horses owned, the number of horses kept on land in the use program and not in the program, the types of equine activities enjoyed by respondents, and a few demographic questions. The questionnaire also included two open-ended questions asking for broader thoughts about the equine industry in Loudoun County. See Appendix F for these responses.

Sampling

CSR does not know of any centralized list of equine owners in the United States, much less in Loudoun County. Rates of equine ownership, even in “horse country” such as Loudoun County, were not believed to be high enough to support a random sample of the entire general population of the county.

Therefore, respondents to the survey were recruited through several methods that were intended to increase the likelihood of contacting an equine owner. The increased survey efficiency came at the expense of the complexities involved in managing and analyzing data from multiple sampling frames. The sampling frames used for the equine owner survey were:

- A probability sample (n=2,672) drawn from a list of owners of properties in the county’s agricultural land use program. Survey packets were mailed to these owners. Loudoun County provided a list of properties in the county’s land use program and the owner information listed in public records for those properties. The land use program reduces tax assessments for parcels that are in agricultural and conservation uses. Property owners must file requests annually with the county for parcels to be placed in the land use program.
- Membership lists for three equine associations that were shared with CSR, to which individualized invitations for a web-based survey were sent by email. These groups were the Loudoun County Equine Alliance (n=211), Loudoun Fairfax Hunt (n=180) and United States Trail Ride, Inc. (n=145). After removing duplicate email addresses there were 502 total email addresses in this pool of potential survey respondents.
- Membership lists for three other equine associations who agreed to email their memberships independently of CSR, inviting them to a separate version of the web-based survey: Piedmont Hunt (estimated n=110), Northern Virginia Chapter of the Virginia Dressage Association (VADA/NOVA) (estimated n=290) and Weekend Whips (estimated n=245). CSR prepared a “clone” of the web-based survey with its own generic survey link and emailed representatives from these three organizations with a suggested email invitation that included the link to the survey.
- A public-facing web version of the survey to which respondents were alerted by flyer, survey referral card distribution, media releases and word of mouth among the equine community. There were two versions of this survey. The “My Computer” version was designed to allow the respondent to suspend the survey in the middle and come back to it later without losing information. This version was designed for people who knew they would be using the same computer to come back and do the survey and they did not mind information such as cookies being stored on their computer to facilitate the ability to come back in the

middle of the survey without losing information that had been entered earlier. The second version was the “shared computer” version, which would not remember any information if the survey was suspended in the middle. This version of the survey was designed for people who were using public computers such as those found at a library, shared workplace, kiosk, etc.

Respondents could have been recruited through multiple methods and belonged to multiple respondent pools.

These methods required development of a paper-and-pencil version of the survey plus a web-based version of the survey with several “clones” having different links to help CSR keep the respondent pools separate for some parts of the analysis.

For the probability sample of owners of properties in the county’s land use program, CSR received from Loudoun County in June 2014 a file of 4,963 real estate parcels enrolled in the county land use program. CSR de-duplicated the file by owner name, reducing the file to 3,465 records with unique owner names. CSR drew a random sample of 3,000 records from this file. However, the de-duplication process relied on exact computer matches of owner names and it is apparent that there were instances where the same owners were going to receive multiple surveys because their ownership information varied somewhat from one record to the next. Therefore, the sample of 3,000 was reviewed manually and eventually reduced to 2,672 property owners.

For the three equine groups that shared their membership lists with CSR, all members were included in the survey invitation process – there was no sampling.

For the three equine groups that emailed survey invitations to their membership lists independently, there was no sampling requested. We assume all members were included in the survey invitation process.

Data Collection

For the probability sample of owners of properties in the land use program, CSR followed a standard mail survey protocol. First, all property owners received an advance letter alerting them to the upcoming survey, explaining the purpose of the survey and providing contact information at CSR if they had questions. Second, all property owners received a survey packet containing a cover letter, survey booklet, postage-paid business reply envelope and two referral cards for the recipient to share with others in the equine community who might be interested in taking the survey online. Third, all property owners received a generic post card serving as a thank-you to those who had already responded and a reminder to those who had not. Finally, those who had not yet responded to the survey received a second survey packet with a revised cover letter, survey booklet, postage-paid business reply envelope and two more referral cards.

The web surveys were created using Qualtrics, a widely used web survey software package featuring ease of use and robust survey construction and operational options.

For the three equine groups that shared their membership lists with CSR (the “equine panel”), CSR created four email invitations and used the Qualtrics system to manage those emails. These emails paralleled the mail survey cover letters in explaining the survey and providing contact information in case recipients had questions about the survey. The emails contained a live, unique survey link for each individual. Email reminders went out only to those who had not yet responded to the equine panel survey through Qualtrics.

For the three equine groups that emailed survey invitations to their membership lists independently (the “equine helper” group), CSR composed a recommended initial invitation email and a follow-up reminder email and sent those to contact people at the three organizations. These emails contained a live generic link to a survey welcome page on CSR’s website. The welcome page allowed the respondent to choose whether to do the survey using a version of the Qualtrics instrument that would allow the respondent to leave off in the middle of the survey and come back later without losing information (the “My Computer” version), or a more secure version designed for public computers or kiosks that would not retain information but required respondents to complete the survey in one sitting (the “Shared Computer” version).

For the public-facing web-based survey, a separate welcome page was created on CSR’s website with the same choices for a My Computer and Shared Computer version of the survey.

Finally, a clone of the web survey was created to use for entering the data from the paper surveys collected from the property owners.

All six web surveys had different links and produced separate datasets, allowing CSR to identify the recruitment method by which each respondent participated in the survey.

Table G-4: Data Collection Process

Milestone	Date
Advance letter mailed to property owners	12/9/2014
Property owners and public web surveys launched	12/18/2014
Survey packet #1 mailed to property owners	12/18/2014
Email invitation #1 sent to CSR equine panel	12/23/2014
Thank-you/reminder post cards mailed to property owners	1/12/2015
Survey packet #2 mailed to property owners	1/28/2015
Email invitation #2 sent to CSR equine panel	2/11/2015
Email closeout notice sent to CSR equine panel	3/26/2015
Data collection closed for all web surveys	4/7/2015
Data collection closed for paper surveys	4/8/2015

Response

There were 1,575 surveys returned in all, whether by paper or web, of which 32 had no data for any of the substantive questions. So there were 1,543 usable responses.

Table G-5: Responses by Source of Response

Source of Response	Number in sample	Responses	Estimated response rate
Property owners (on paper)	2,672	983	36.8%
Equine helper group	645 (est.)	54	24.5%
Equine panel at CSR	502	123	8.4%
Public survey, "my computer"	na	337	na
Public survey, "shared computer"	na	46	na
Total	na	1,543	na

The response rate for the property owners group was 36.8%. The response rate for the three equine associations that shared their lists with CSR was 24.5%. The estimated response rate for the three equine associations that emailed their memberships on behalf of CSR was 8.4%. A response rate cannot be calculated for the public-facing survey.

Note that these response rates do not attempt to account for respondents who belonged to more than one group. For example, of the 983 survey respondents who responded by paper or by using the web link offered to that group, 25 said they also received an email from an equine group (indicating that they were also members one or more of the three equine associations that distributed survey invitations on their own), 50 said they also received an email from CSR (indicating that they were also members of one or more of the three equine associations that shared their mailing lists with CSR), 57 said they were given a referral or received a survey invitation in some other way and four said they saw a web link on the Loudoun County website. In addition, 43 respondents who said they received a letter and packet in the mail ended up doing the survey on the public-facing website rather than using the paper questionnaire and few others responded using one of the other web surveys available. See

Table G-6 for details.

Table G-6: Self-reported Invitation Methods by Source of Response

Ways in which Respondent Received Survey Invitations (self-report, more than one answer allowed)	Source of Response					Total
	Property owners (on paper)	Equine helper group	Equine panel at CSR	Public my computer	Public shared computer	
Received letter and survey packet in mail	983	2	6	43	3	1037
Received email from equine organization	25	46	70	109	13	263
Given referral	12	6	7	130	20	175
Received email from center for survey research	50	3	61	9	0	123
Received survey invitation in other way	45	0	2	60	10	117
Saw weblink on Loudoun County Website	4	2	2	23	3	34
Saw a pop-up window on internet	0	1	2	3	0	6
Total respondents	983	53	122	336	45	1,539

Note: This table includes a “multiple response” variable (Ways in which Respondent Received Survey Invitations). The numbers within the table count responses. The Total row counts respondents, not responses. Respondents could give more than answer to the multiple response variable.

Data Processing

Both the equine events and equine owner surveys were burdensome for the respondents. Whenever respondents are asked to recall expenditures in detail, there is opportunity for error not only in recalling expenditures but also in processing and analyzing the data. The equine owner survey imposed the additional burden of asking respondents to estimate the percentage of expenses in various categories that occurred in Loudoun County. Both the paper and web-based modes of the survey provided freedom for respondents to write in ranges of expenses and comments about expenses, provide information in ways that did not conform to the requested formats, or withhold information as desired. Of course, the survey was voluntary and respondents always have the right to do any of these things. We are very grateful that so many people took the time to fill out such a burdensome questionnaire.

The paper mode of the survey asked respondents to estimate the percentage of expenses that occurred in Loudoun County only for a few large categories of expenses in the expenditure grid. Due to programming limitations the web-based mode of the survey asked respondents to estimate the percentage of expenses that occurred in Loudoun County for each individual expense type. Data processing and data cleaning operations focused on identifying which cases had percentages and which had dollar amounts. Cases were assessed systematically with SPSS syntax and were brought to a common set of cleaned variables from which the appropriate total dollar amounts and percentages spent in Loudoun County could be brought forward or calculated.

Once the data were systemically cleaned, the dataset was analyzed for outlier (extreme) values. Whenever surveys request numeric data with many digits such as large dollar amounts, acreages, etc., keypunch errors are more common, often creating outliers. Outliers that escaped systematic cleaning were corrected on a case by case basis. Cleaning was done using SPSS syntax to document the process. If the outlier values came from paper surveys, the paper surveys were reviewed to ascertain the correct values. If the outlier values came from web-based surveys, numerous variables from the survey were reviewed to understand the context for the outlier value. In some cases, it was apparent that ZIP code values had been entered in fields designed to collect acreages. In other cases, it was possible to determine what a correct or plausible value would be, and extreme

outlier or implausible values those cases were cleaned to a blank value. The original values were always retained in the original variables. Cleaned values were stored in new variables.

Sampling Error

The blended equine owner survey dataset contains 983 cases from the property owner probability sample and 560 cases from attempts to census six equine associations or self-selected respondents to the public-facing web survey. The cases from the six equine associations can be treated as a probability sample but they are only representing the population of those six equine associations. The self-selected respondents are not a probability sample. The blended dataset should not be thought of as a probability sample and therefore no sampling error should be assigned to it.

The subset of 983 cases from the property owners sample is a probability sample of owners of properties in the county's land use program. If those cases were analyzed on their own, they would have a margin of error of +/- 2.64 percentage points at the 95% level of confidence for a survey item with a distribution of 50%-50%. This means that if the survey of property owners were done 100 times with a realized sample of 983 responses, the results of our survey of property owners would be within 2.64 percentage points of 95 of those 100 other surveys. If sampling error were the only source of error in surveys, it would also mean that 95 times out of 100, our survey would be within 2.64 percentage points of the results that would have been obtained if every property had responded to the survey. However, surveys are subject to many errors other than sampling error.

The equine owner survey did not attempt to represent owners of properties not in the land use program with a probability sample.

Estimating the Number of Horses in Loudoun County

A key objective of the equine owner survey was to estimate the number of equines domiciled in Loudoun County. This number is of interest in its own right and also as a critical input into the economic impact modeling process. Two methods were explored for using the survey results to estimate the number of equines domiciled in Loudoun County – a respondent-based method and a property-based method.

For the respondent-based method, equine ownership numbers were used as reported by people from different recruitment groups in the survey (property owners, equine groups to which CSR mailed directly, equine groups that helped on their own, and the general public). Those individual cases in the dataset were weighted up to their estimated true population counts and with the weights in effect the numbers of equines are counted again. For example, suppose 100 total responding property owners reported owning a total of 400 horses in the county, and there were really 2,000 property owners in the county. Then those 100 respondents would each count as 20 ($20 \times 100 = 2,000$) and the weighted total of equines would be $400 \times 20 = 8,000$. But the respondent-based weighting method cannot easily include a weight for those who completed the survey on the public-facing website and it yields an estimate of only 11,127 equines. We know that estimate is significantly less than the likely number of equines because NASS surveys in 2001 and 2006 estimated a little more than 15,000 equines in the county. The respondent-based method as described here should really yield an overestimate of the number of equines because it did not attempt to adjust for respondents who belonged to more than one group nor did it attempt to account for the likely over-reporting of horses due to non-response bias (those without equines should be less likely to respond to a survey about equines). The respondent-based method could have been improved, but the problems of overlapping sampling frames are difficult ones to account for accurately. Ultimately this method did not seem to be as good a method as the property-based method.

For the property-based method, the survey data are separated for the equines on properties in land use and not in land use. For each type of property the average number of equines per acre was calculated and projected out to the total acreages in the county that are in land use and not in land use where zoning allows for equines. This analysis was carried out using an extract from the county's property database. This approach yields a much better estimate of 14,452 equines, which includes an attempt at a non-response bias adjustment. The property-based estimate was created as follows.

1. There were 2,040 equines domiciled in Loudoun County counted in the survey among owners of property in the county land use program. Of those equines, 1,251 were owned by the respondents themselves and for those equines we know that 1,180 live on property in the land use program and 71 live on property not in the land use program. This skewed distribution should not be surprising because the sample was drawn from owners of property in the land use program. If we assume the same distribution between land use and non-land use properties for the 789 equines for which we do not know on which type of property they live, we end up with an estimated 1,924 equines in land use and 116 not in land use in the property owner sample.
2. There were 2,208 equines domiciled in Loudoun County counted in the survey among respondents who were not in the property owner sample. Of those equines, 1,020 were owned by the respondents themselves and for those equines we know that 635 live on property in the land use program and 385 live on property not in the land use program. If we assume the same distribution between land use and non-land use properties for the 1,188 equines for which we do not know on which type of property they live, we end up with an estimated 1,375 equines in land use and 833 not in land use in the non-property owner sample.
3. Respondents in the property owner sample who owned equines reported 10,866.99 acres in land use and 1,817.84 acres not in land use. This yields an average of approximately 0.1771 equines per acre on land use properties when equines are present and approximately 0.0637 equines per acre on non-land use properties when equines are present.
4. Respondents in the non-property owner sample who owned equines reported 5,251.34 acres in land use and 1,193.30 acres not in land use. This yields an average of approximately 0.2618 equines per acre on land use properties when equines are present and approximately 0.6984 equines per acre on non-land use properties when equines are present. This relatively high average may reflect denser equine populations in equine facilities such as stables, or “backyard” ownership of equines on smaller parcels.
5. Analysis of the county’s real estate database of 137,018 records reveals that there are 25,095 records where zoning would permit equines totaling 250,979.09 acres. Of this acreage, 162,141.73 acres are in land use and the remaining 88,837.36 acres are not in land use.
6. Of course, not all properties in the county have equines domiciled on them. In the property owner sample, about 28% of the respondents owned equines and the average of 0.1771 equines per acre when equines are present should be multiplied by about .28 to yield an overall average of approximately 0.0499 equines per acre in land use. Applying the overall average of approximately 0.0499 equines per acre in land use to the total of 162,141.73 acres in land use countywide yields an estimated 8,096.35 equines on land use properties in Loudoun County. But because the property owner sample was so focused on properties in land use, it is not a useful source of estimates for equines on non-land use properties.
7. For that component of the estimate -- equines domiciled on non-land use properties -- we turn to the non-property owner data. In the non-property-owner sample, we observed an average of 0.6984 equines per acre on non-land use properties when equines are present. But the non-property owner subset in the data file is focused on members of equine associations and self-selected equine enthusiasts, and about 60% of the respondents reported owning equines. This must be a highly inflated estimate of equine ownership countywide among owners of property not in the land use program. Applying it to the average of 0.6984 equines per acre for the 88,000-plus acres not in land use in the county where equines are permitted by zoning would yield an estimate of 25,762 more equines in the county. This is clearly not plausible. The percentage of acreage not in land use countywide that contains equines cannot be 60%, it must be much lower.

To estimate a more likely percentage, we first start with the knowledge that there are probably about 15,000 equines in the county (from the 2001 and 2006 NASS surveys). The equine owner survey shows that equine owners own an average of about 4.1 equines. This means that there must be about 3,689 owners of equines domiciled in the county. In addition, the county’s real estate database shows that

there are 25,095 properties zoned for equines. Based on the de-duplication work performed on the property owner sampling frame, we estimate that there are 16,730 unique owners of properties where zoning permits equines. That would mean the ratio of equine owners to properties is .22, so perhaps about 22% of owners of properties zoned for equines would own equines. We observe in the equine owner survey that 28% of the owners of property in land use report owning equines. This may be an overestimate due to nonresponse bias, but it is also plausible that the equine ownership rate among owners of properties in land use might be higher than the overall average that includes owners of properties not in land use.

We also observe that about 60% of self-selected (highly motivated) survey respondents report owning equines. What would the rate be if we had a less motivated sample? Well, about 28% of respondents to our probability sample of owners of land use properties report owning equines (a much less highly motivated sample) and the overall estimated rate of ownership in the county is 22%. If we assume a proportional relationship akin to a decay relationship, we might estimate that a good sample of owners of non-land use properties would have an ownership rate of $.22 * (.22/.60)$ or about 8%. This approach is crude and indirect, but the limited budget for the project did not allow for a companion sample of owners of properties not in land use for a more direct analysis.

Applying a rate of 0.08 to the average of 0.6984 equines per acre on non-land use properties when equines are present and projecting it to the 88,837.36 acres zoned for equines in the county and not in land use yields an estimate of 6,356 equines on properties not in land use in the county.

8. $8,096 + 6,356 = 14,552$ equines domiciled in Loudoun County.

Appendix D:
Equine Event Survey Questionnaire



**WELDON COOPER
CENTER FOR PUBLIC SERVICE**
University of Virginia



LCEA | Loudoun County Equine Alliance



HORSE EVENT ATTENDANCE SURVEY

This survey is being conducted as part of a study to measure the impact of the horse industry on the economy of Loudoun County, Virginia. The study is sponsored by the Visit Loudoun and the Loudoun County Equine Alliance. Participation is voluntary, but your cooperation in this effort will be extremely valuable. The survey should take approximately 10 minutes to complete. All information that you provide will be kept strictly confidential. Thank you for your participation.

Name of event: _____

Name of venue and address: _____

Date of event: _____

1. I participated as (please mark all that apply):
- a. Spectator
 - b. Horse Rider or Owner → (Number of Horses you rode or owned _____)
 - c. Horse Trainer → (Number of Horses you trained _____)
 - d. Paid Staff/Management
 - e. Volunteer Staff
 - f. Other (please specify _____).

2. What is your home ZIP code? _____

3. Did you travel to this area specifically for this event?

- 1. Yes
- 2. No

4. How far in advance did you plan this trip? _____ days.

5. How many people, including yourself, are in your immediate travel party? _____

6. Where is your principal residence?

- a. Loudoun County
- b. In Virginia, outside of Loudoun County
- c. Other state

7. Are any non-residents staying with you?
1. Yes 2. No

7a. If "yes," how many? _____

8. Have you visited Loudoun County before?
1. Yes 2. No 8. Not sure/don't know

8a. How many days will you stay in Loudoun County on this visit? _____

9. Thinking about what you've spent so far and what you think you'll spend for the rest of your visit, what are **your travel party's total expected expenses** for this trip for the following categories (please count all your spending by cash, checks, credit or debit card. If you don't know for sure, give your best estimate rather than leaving it blank.)?

Category I	(1) On site at this event		(2) In Loudoun County and related to this event but off-site
	\$	\$	\$
a. Spectator admission fees, parking, and program	_____	_____	_____
b. Food and drink	_____	_____	_____
c. Lodging (hotels, motels, campsites)	_____	_____	_____
d. Entertainment	_____	_____	_____
e. Gifts, souvenirs, clothing, etc.	_____	_____	_____
f. Travel (gas, tolls, fares)	_____	_____	_____
g. Car rental	_____	_____	_____
h. Other (Please describe _____)	_____	_____	_____

Event participant (rider, owner, or trainer) only:

Category II	(1) On site at this event	(2) In Loudoun County and related to this event but off-site
a. Entry, registration, showing fees	\$ _____	_____
b. Stall or boarding fees	\$ _____	\$ _____
c. Feed and bedding	\$ _____	\$ _____
d. Horse care services (e.g., farrier, veterinary, grooming)	\$ _____	\$ _____
e. Tack and horse supplies	\$ _____	\$ _____
f. Other, horse related expenses Please describe (_____)	\$ _____	\$ _____

10. **IF** you paid someone to transport your horse(s) to or from this event,

a. how much did it cost? \$ _____

b. Where is the company located?

1. In Loudoun County
2. In Virginia but outside of Loudoun County
3. Outside Virginia

Everyone:

11. **IF** you stayed at a regional hotel/motel or bed and breakfast during your visit, where did you stay?

Hotel/motel: _____

City: _____

State: _____

The following questions apply only to the individual filling out the survey:

12. Your age group:

1. Under 25 years old
2. 25-44 years old
3. 45-64 years old
4. 65 years old or older

13. Your education level:

1. Some high school or less
2. High school graduate
3. Some college or trade school
4. Bachelor's degree
5. Some graduate or graduate degree

14. Your gender: 1. Male 2. Female

15. Your annual household income:

1. Less than \$50,000
2. \$50,000 to \$100,000
3. \$100,000 to \$149,999
4. \$150,000 or more

Thank you for taking the time to complete this survey. If you have any questions about the survey, please contact Terry Rephann at the Weldon Cooper Center for Public Service, P.O. Box 400206 Charlottesville, VA 22904-4206. Phone (434)-982-4501. Fax (434) 982-4501. e-mail: trephann@virginia.edu.



Appendix E:
Equine Owner Survey Questionnaires



Center for Survey Research

LOUDOUN COUNTY EQUINE SURVEY

You are invited to participate in the 2014 Loudoun County Equine Survey. Because we are using multiple contact methods, you may receive more than one survey or survey invitation. Whether you do the survey by Internet or paper, no matter how many different invitations you might receive, **PLEASE FILL OUT THE SURVEY ONLY ONE TIME to avoid duplicate counting.** If you receive more than one paper survey, please mark the extra survey(s) as "duplicate" and return it to us in the postage paid envelope for our record-keeping.

Survey purpose

The purpose of this survey is to gather data about the equine industry in Loudoun County. The information will make it possible to encourage and support the equine industry by estimating the local economic impact of equine operations, activities, events and related services.

An equine survey specific to Loudoun County has never been undertaken, therefore no current, comprehensive and accurate information exists about Loudoun's equine economy. Your help is needed to fill this gap.

Survey sponsor

This survey is being funded by the Loudoun County Department of Economic Development with support from the Loudoun County Equine Alliance. This survey is being conducted by the Center for Survey Research (CSR) at the University of Virginia under contract to the Loudoun County Department of Economic Development.

Confidentiality

Any information you provide on the survey will be treated confidentially by CSR. Results will be used in aggregate form only.

Definition of "equine"

"Equine" includes horses, ponies, mules, donkeys and burros.

Who Can Participate

This survey is being made available to four groups of people – you may belong to more than one group; therefore, you may receive more than one survey invitation. Please do the survey only once.

1. Owners of properties in the Loudoun County land use program.
2. Equine facility tenants and operators.
3. Those who board their equines on at a facility in Loudoun County located on land that they do not own or rent.
4. People who do not own equines but have an interest in participating in the survey.

We are using three different methods to contact survey respondents for this project:

1. Invitations sent by U.S. mail to owners of properties in Loudoun County that may be likely to have equines living there. The properties were selected using publicly available information.
2. Invitations sent by email to members of equine organizations that chose to help with the survey.
3. Internet survey links on the county's web page available for use by any other interested parties or members of the general public.

Remember, you may receive more than one survey or survey invitation. PLEASE FILL OUT THE SURVEY ONLY ONE TIME to avoid duplicate counting. If you receive more than one paper survey, please mark extra surveys as "duplicate" and return them to us in the postage paid envelope for our record-keeping.

Please feel free to email or share this link with others you know who might be interested in doing the survey: <http://www.coopercenter.org/Equine2014>

Thank you!



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Center for Survey Research

A1. How did you receive your survey invitation? Please check all that apply.

- A letter and survey packet in the mail
- An email from one or more equine organizations to which you belong
- An email from the Center for Survey Research at the University of Virginia
- A web link to the survey on the Loudoun County website
- A pop-up window on the internet alerting you to the survey
- A referral from a friend or colleague
- Other (specify)

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Survey Powered By [Qualtrix](#)

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Center for Survey Research

A2. PLEASE NOTE: To be consistent with other research in this study, this survey asks about the year 2013.

Please check all of the following statements that applied to you in 2013.

- You owned one or more equines (whether or not the equines lived in Loudoun County)
- You kept one or more of your equines on land you owned or rented (regardless of where your land was located)
- You boarded one or more of your equines on someone else's land (regardless of where their land was located)
- You kept one or more equines for other equine owner(s) on land you owned or rented (regardless of where your land was located)
- You bought one or more equines
- You sold one or more equines
- You were a member of an equine-related group such as a hunt club, trail riding group, equine association, etc.
- You actively participated in one or more equine activities or events
- You attended one or more equine activities or events
- You were interested in equine-related issues in Loudoun County
- None of the above but you wanted to do the survey

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Survey Powered By [Qualtrix](#)

(Asked if respondent sold one or more equines in 2013)



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A2a. How many equines did you sell in 2013?

A2b. What was the total gross value from the sale of your equine(s)?

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(Asked if respondent owned, boarded his/her own or other's equines, bought and/or sold equines)



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A3. How many equines did you personally own in 2013?

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Loudon County Equine Survey

(Asked if respondent personally owned equines in 2013)

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A4. Where were your equines domiciled? (Please check all that apply)

- Land in Loudoun County that is part of the County's land use program
- Other land in Loudoun County
- Other land outside Loudoun County but in Virginia
- Other land outside Virginia

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(Asked if respondent ran a boarding facility or domiciled any equines in Loudoun County in 2013)

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B1. In 2013, how many equines, regardless of ownership, were domiciled at your facilities located in Loudoun County? Exclude equines boarded elsewhere.

B2. How many of these equines (item B1) were owned by you? Exclude equines owned by you but boarded elsewhere.

B3. What is your estimate of the combined value of the equines you reported in item B2 in 2013?

B4. In 2013, how many equines that you owned (item B2) were kept on land that you owned that was not in the Loudoun County land use program?

B5. How many total acres were in your equine facility/ies in 2013? Please include the farmstead, all pasture, cropland, woodland, and government program land that is owned, rented from others, or managed. Exclude land you rented to others.

B6. Of the total acres operated (item B5), how many acres were owned by you?

Loudon County Equine Survey

B7. Of the total acres operated (item B5), how many acres did you lease from other owners?

B8. Of the total acreage in your equine facility/ies in 2013 that you owned (item B6), how many acres were enrolled in the Loudoun County land use program?

B9. What was the total amount of 2013 real property taxes paid to Loudoun County on all equine property owned by you (item B6)?

B10. Of the total acres rented or leased by you from other owners (item B7), what was the total amount of the rent for 2013?

B11. In 2013, did any of your equine property in Loudoun County offer access to riding trails?

- Yes, both public and private trails
- Yes, public trails only
- Yes, private trails only
- No

B12. Did you employ people in your equine operation in 2013?

- Yes
- No

(Asked if respondent employed people in his/her equine operation in 2013)



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B13. In 2013, what was the average number of full time employees (32 hours per week or more) employed by your equine operation?

B14. In 2013, what was the average number of part-time employees (less than 32 hours per week) employed by your equine operation?

B15. On average, what was the sum total number of hours per week worked by ALL of the part-time employees (item B14) of your equine operation in 2013? (Example: If you had two part-time employees, and one averaged 12 hours per week and the other one averaged 16 hours per week, your answer would be 28.)

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B16. In what ZIP code or ZIP codes was your Loudoun County equine operation located **in 2013**?

B17. Please identify or describe specific events, facilities or policies and practice (in the public or private sectors) that you feel would help grow your equine business in Loudoun County.

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C1. **In 2013**, did you board equine in Loudoun County at a facility on land that you did not own or rent?

Yes

No

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(Asked if respondent boarded equines at a facility in Loudoun County that he/she did not own or rent)

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C2. How many equines did you board in Loudoun County **in 2013**?

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Loudon County Equine Survey

(Asked if respondent had any equines domiciled at his/her facilities in Loudon County or if respondent boarded equines at another's facility in Loudon County)

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Df.

2013 total expenditures for equines: Please provide the information requested below for your total expenditures for equines **in 2013**, regardless of where the expenditures were made. **YOUR BEST GUESS IS FINE.** This survey is intended to be anonymous. Results will be reported in aggregate form.

Total amount (Nearest Dollar) spent in 2013 on Expenditures on Purchases of Equine:

	Expenditures on Purchases of Equine	
	Total Amount (Nearest Dollar)	Percent Spent in Loudoun County
PURCHASES OF EQUINE	<input type="text"/>	<input type="text"/>

Loudon County Equine Survey

(Asked if respondent had any equines domiciled at his/her facilities in Loudon County or if respondent boarded equines at another's facility in Loudon County)

D2.

Please provide the information requested below. **YOUR BEST GUESS IS FINE.**

Total amount (Nearest Dollar) spent in 2013 on Expenditures on Other Purchases and Upkeep:

	Expenditures on Other Purchases and Upkeep	
	Total Amount (Nearest Dollar)	Percent Spent in Loudoun County
BOARDING OF EQUINE (include stall fees and expenditures paid for boarding)	<input type="text"/>	<input type="text"/>
VETERINARIAN/HEALTH (include medicines, parasite control, lab work, etc.)	<input type="text"/>	<input type="text"/>
FEED AND BEDDING - BOTH GROWN AND PURCHASED (include grain, hay, seeds, straw, other bedding, fertilizers, feed additives, vitamins, minerals, pasture maintenance, etc.)	<input type="text"/>	<input type="text"/>
GROOMING SUPPLIES (include clipping, soaps, oils, sprays, brushes, etc.)	<input type="text"/>	<input type="text"/>
INSURANCE PREMIUMS (equine related liability, collision, mortality, etc.)	<input type="text"/>	<input type="text"/>
UTILITIES (equine related telephone, water, gas, oil, electricity, etc.)	<input type="text"/>	<input type="text"/>
MAINTENANCE/REPAIR (include contracted labor and materials for maintenance or repair of buildings, facilities, fencing, equipment, etc.)	<input type="text"/>	<input type="text"/>
FARRIER (include shoeing, etc.)	<input type="text"/>	<input type="text"/>
BREEDING FEES (stud fees, etc.)	<input type="text"/>	<input type="text"/>
TACK (include clothing, boots, hats, saddles, bridles, halters, harnesses, etc.)	<input type="text"/>	<input type="text"/>
RENT/LEASE of land and buildings	<input type="text"/>	<input type="text"/>
RENT/LEASE of equine	<input type="text"/>	<input type="text"/>
RENT/LEASE of equipment	<input type="text"/>	<input type="text"/>
TAXES (all taxes, including property tax on equine related land)	<input type="text"/>	<input type="text"/>
EQUIPMENT PURCHASES (include vehicles, treadmills, horse vans, trailers, tractors, hot walkers, starting gates, manure spreaders, portable stalls, carriages, etc.)	<input type="text"/>	<input type="text"/>
TRAINING FEES (fee paid for training of equine and/or individuals)	<input type="text"/>	<input type="text"/>
Participation in clinics and riding camps, therapeutic riding etc.	<input type="text"/>	<input type="text"/>
OTHER/MISCELLANEOUS purchases and upkeep (specify)	<input type="text"/>	<input type="text"/>

Loudon County Equine Survey

(Asked if respondent had any equines domiciled at his/her facilities in Loudon County or if respondent boarded equines at another's facility in Loudon County)

D3.
Please provide the information requested below. **YOUR BEST GUESS IS FINE.**

Total amount (Nearest Dollar) spent in 2013 on Expenditures on Equine-Related Activities:

	Expenditures on Equine-Related Activities	
	Total Amount (Nearest Dollar)	Percent Spent in Loudoun County
Travel and lodging (include air travel, fuel, truck and car expenses, meals, hotels, camping fees, etc.)	<input type="text"/>	<input type="text"/>
Advertisement (include cost of ads, promotion, pamphlets, subscriptions, materials, etc.)	<input type="text"/>	<input type="text"/>
Professional fees (includes accounting, lawyer, legal, etc.)	<input type="text"/>	<input type="text"/>
Miscellaneous	<input type="text"/>	<input type="text"/>

D4.
Please provide the information requested below. **YOUR BEST GUESS IS FINE.**

Total amount (Nearest Dollar) spent in 2013 on Expenditures on Labor Expenses:

	Expenditures on Labor Expenses	
	Total Amount (Nearest Dollar)	Percent Spent in Loudoun County
Labor Expenses (include cash wages, employer cost for insurance pensions, social security tax, workman's compensation, unemployment compensation, etc.)	<input type="text"/>	<input type="text"/>
Other Contracted Labor (include labor expenditures not reported elsewhere)	<input type="text"/>	<input type="text"/>

Loudon County Equine Survey

(Asked if respondent had any equines domiciled at his/her facilities in Loudon County or if respondent boarded equines at another's facility in Loudon County)

D5.
Please provide the information requested below. **YOUR BEST GUESS IS FINE.**
Total amount (Nearest Dollar) spent in 2013 on Expenditures on Capital Improvements:

	Expenditures on Capital Improvements	
	Total Amount (Nearest Dollar)	Percent Spent in Loudoun County
CAPITAL IMPROVEMENTS (include contracted labor and materials for construction or additions to buildings, facilities, fencing, equipment, etc.)	<input type="text"/>	<input type="text"/>

D6.
Please provide the information requested below. **YOUR BEST GUESS IS FINE.**
Total amount (Nearest Dollar) spent in 2013 on Other Expenditures:

	Other Expenditures	
	Total Amount (Nearest Dollar)	Percent Spent in Loudoun County
Expenditures not previously mentioned (specify): <input type="text"/>	<input type="text"/>	<input type="text"/>

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Loudon County Equine Survey

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E1. Please indicate in which of the following equestrian activities you actively participated in Loudoun County in 2013. (Please check all that apply.)

- None
- Riding lessons
- Clinics
- Equestrian camps
- Trail rides
- Hunts
- Shows or competitions
- Riding for pleasure
- Other (specify)

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(Asked if respondent participated in any type of equestrian activity in Loudoun County in 2013)

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E2. How much money did you spend in 2013 for equestrian activities in which you actively participated in Loudoun County?

E3. Please indicate the number of riders in your family in each of the age groups below.

Juniors (under 18)	<input type="text"/> riders
18-30	<input type="text"/> riders
31-50	<input type="text"/> riders
51-65	<input type="text"/> riders
65 and older	<input type="text"/> riders
Total	<input type="text"/> riders

E4. What is the ZIP code at your residence?

Loudon County Equine Survey

(Asked if respondent participated in any type of equestrian activity in Loudon County in 2013)

E5. Primary areas of your equine activities (Please check all that apply):

- Dressage
- Hunter/jumper
- Fox hunting
- Trail riding
- Endurance riding
- Eventing/Combined training
- Driving
- Western
- Competition (Specify area)
- Breeding
- Schooling/Training horses
- Providing instruction
- Boarding
- Flat racing
- Steeplechase racing
- Polo
- Therapeutic riding
- Pony club
- Spectator
- Rescue
- Other (Specify)

E6. Please mark the category of your household's gross income from all sources in 2013.

- None
- \$1 to \$999
- \$1,000 to \$19,999
- \$20,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$249,999
- \$250,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 to \$2,499,999
- \$2,500,000 to \$4,999,999
- \$5,000,000 to \$9,999,999
- Over \$10,000,000

E7. What comments or suggestions would you like to contribute about the equine industry in Loudoun County?

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Center for Survey Research

We thank you for your time spent taking this survey.
Your response has been recorded.

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LOUDOUN COUNTY EQUINE SURVEY

You are invited to participate in the 2014 Loudoun County Equine Survey. Because we are using multiple contact methods, you may receive more than one survey or survey invitation. Whether you do the survey by Internet or paper, no matter how many different invitations you might receive, PLEASE FILL OUT THE SURVEY ONLY ONE TIME to avoid duplicate counting. If you receive more than one paper survey, please mark the extra survey(s) as "duplicate" and return it to us in the postage paid envelope for our record-keeping. Thank you.

Survey purpose

The purpose of this survey is to gather data about the equine industry in Loudoun County. The information will make it possible to encourage and support the equine industry by estimating the local economic impact of equine operations, activities, events and related services.

An equine survey specific to Loudoun County has never been undertaken; therefore no current, comprehensive and accurate information exists about Loudoun's equine economy. Your help is needed to fill this gap.

Survey sponsor

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Confidentiality

Any information you provide on the survey will be treated confidentially by CSR. Results will be used in aggregate form only.

Definition of "equine"

"Equine" includes horses, ponies, mules, donkeys and burros.

Who Can Participate

This survey is being made available to four groups of people – you may belong to more than one group; therefore, you may receive more than one survey invitation. Please do the survey only once.

1. Owners of properties in the Loudoun County land use program. ***This paper survey is being sent to members of this group.***
2. Equine facility tenants and operators.
3. Those who board their equines at a facility in Loudoun County located on land that they do not own or rent.
4. People who do not own equines but have an interest in participating in the survey.

LOUDOUN COUNTY EQUINE SURVEY

We are using three different methods to contact survey respondents for this project:

1. Invitations sent by U.S. mail to owners of properties in Loudoun County that may be likely to have equines living there. The properties were selected using publicly available information. ***You are currently taking this version of the survey.***
2. Invitations sent by email to members of equine organizations that chose to help with the survey.
3. Internet survey links on the county's web page and on the enclosed referral cards available for use by any other interested parties or members of the general public.

Remember, you may receive more than one survey or survey invitation. PLEASE FILL OUT THE SURVEY ONLY ONE TIME to avoid duplicate counting. If you receive more than one paper survey, please mark extra surveys as "duplicate" and return it to us in the postage paid envelope for our record-keeping.

Special Note for Equine Boarding Facility Operators

If you keep horses for other owners, please ask your boarders to go to www.coopercenter.org/LCequine2014 and fill out a web-based version of this survey. Their help is valuable. We have also included two cards with this information that you can pass on to your boarders.

Thank you!

A1. Aside from this survey packet, have you received an invitation to take this survey from any other source? Please circle the appropriate response.

- 1 Yes \longrightarrow Please answer A1a.
- 2 No \longrightarrow Please skip to A2.

A1a. Please check all the other ways you have received an invitation to take this survey.

- An email from one or more equine organizations to which you belong
- An email from the Center for Survey Research at the University of Virginia
- A web link to the survey on the Loudoun County website
- A pop-up window on the Internet alerting you to the survey
- A referral from a friend or colleague
- Other (specify) _____

PLEASE NOTE: To be consistent with other research in this study, this survey asks about the year 2013.

A2. Please check any of the following statements that applied to you in 2013.

- You owned one or more equines (whether or not the equines lived in Loudoun County)
- You kept one or more of your equines on land you owned or rented (regardless of where your land was located)
- You boarded one or more of your equines on someone else's land (regardless of where their land was located)
- You kept one or more equines for other equine owner(s) on land you owned or rented (regardless of where your land was located)
- You bought one or more equines
- You sold one or more equines \longrightarrow

A2a. How many were sold? _____

A2b. What was the total gross value? \$ _____

- You were a member of an equine-related group such as a hunt club, trail riding group, equine association, etc.
- You actively participated in one or more equine activities or events
- You attended one or more equine activities or events
- You were interested in equine-related issues in Loudoun County
- None of the above but you wanted to do the survey

If you checked any of the **BOLDED** answer choices for Question A2, please continue with Question A3. Otherwise, please skip to Question E1 on page 9.

A3. How many equines did you personally own in 2013?

None (*Skip to the gray box below*)

_____ Number of equines (*Continue with Question A4*)

A4. Where were your equines domiciled? (*Please check all that apply*)

- Land in Loudoun County that is part of the County's land use program
- Other land in Loudoun County

- Other land outside Loudoun County but in Virginia
- Other land outside Virginia

If you ran a boarding facility in Loudoun County in 2013, OR you domiciled ANY of your equines in Loudoun County in 2013, please continue with Question B1.

If you did not own any equines or **NONE** of your equines were domiciled in Loudoun County in 2013, please skip ahead to Question C1.

B1. In 2013, how many equines, regardless of ownership, were domiciled at your facilities located in Loudoun County? Exclude equines boarded elsewhere. _____

B2. How many of these equines (*item B1*) were **owned** by you? Exclude equines owned by you but boarded elsewhere. _____

B3. What is your estimate of the combined value of the equines you owned (*item B2*) in 2013?
\$ _____

B4. In 2013, how many equines that **you owned** (*item B2*) were kept on land that **you owned** that was **not** in the Loudoun County land use program? _____

- B5. How many total acres were in your equine facility/ies in **2013**? Please include the farmstead, all pasture, cropland, woodland, and government program land that is owned, rented from others, or managed. Exclude land you rented to others. _____
- B6. Of the total acres operated (*item B5*), how many acres were owned by you? _____
- B7. Of the total acres operated (*item B5*), how many acres did you lease from other owners? _____
- B8. Of the total acreage in your equine facility/ies in **2013** that you owned (*item B6*), how many acres were enrolled in the Loudoun County land use program? _____
- B9. What was the total amount of **2013** real property taxes paid to Loudoun County on all equine property owned by you (*item B6*)? \$ _____
- B10. Of the total acres rented or leased by you from other owners (*item B7*), what was the total amount of the rent for **2013**? \$ _____
- B11. **In 2013**, did any of your equine property in Loudoun County offer access to riding trails?
- 1 Yes, both public and private trails
 - 2 Yes, public trails only
 - 3 Yes, private trails only
 - 4 No
- B12. Did you employ people in your equine operation **in 2013**?
- 1 Yes
 - 2 No (skip to B16)
- B13. **In 2013**, what was the average number of full time employees (*32 hours per week or more*) employed by your equine operation? _____
- B14. **In 2013**, what was the average number of part-time employees (*less than 32 hours per week*) employed by your equine operation? _____

LOUDOUN COUNTY EQUINE SURVEY

B15. On average, what was the sum total number of hours per week worked by **ALL** of the part-time employees (*item B14*) of your equine operation **in 2013**? _____
(Example: If you had two part-time employees, and one averaged 12 hours per week and the other one averaged 16 hours per week, your answer would be 28.)

B16. In what ZIP code or ZIP codes was your Loudoun County equine operation located **in 2013**? _____

B17. Please identify or describe specific events, facilities or policies and practices (*in the public or private sectors*) that you feel would help grow your equine business in Loudoun County.

C1. **In 2013**, did you board equines in Loudoun County at a facility on land that you did not own or rent?

- 1 Yes (continue with C2)
- 2 No (go to D1)

C2. How many equines did you board in Loudoun County **in 2013**? _____

PLEASE COMPLETE THIS SECTION IF YOUR ANSWER TO B1 WAS GREATER THAN ZERO OR C1 WAS "YES"

THAT IS, IN 2013 YOU:

KEPT EQUINES ON ANY LAND THAT YOU OWNED OR RENTED IN LOUDOUN COUNTY, OR BOARDED EQUINES IN LOUDOUN COUNTY AT A FACILITY ON LAND THAT YOU DO NOT OWN OR RENT.

D1. **2013** total expenditures for equines: Please provide the information requested below for your total expenditures for equines **in 2013**, regardless of where the expenditures were made. **YOUR BEST GUESS IS FINE.** This survey is intended to be anonymous. Results will be reported in aggregate form.

2013 Expenditures for equines	Total Amount (Nearest Dollar)	Percent Spent in Loudoun County
1. PURCHASES OF EQUINES	\$	%
2. OTHER PURCHASES AND UPKEEP		
a. BOARDING OF EQUINES (<i>include stall fees and expenditures paid for boarding</i>)	\$	
b. VETERINARIAN/HEALTH (<i>include medicines, parasite control, lab work, etc.</i>)	\$	
c. FEED AND BEDDING – BOTH GROWN AND PURCHASED (<i>include grain, hay, seeds, straw, other bedding, fertilizers, feed additives, vitamins, minerals, pasture maintenance, etc.</i>)	\$	
d. GROOMING SUPPLIES (<i>include clipping, soaps, oils, sprays, brushes, etc.</i>)	\$	
e. INSURANCE PREMIUMS (<i>equine related liability, collision, mortality, etc.</i>)	\$	
f. UTILITIES (<i>equine related telephone, water, gas, oil, electricity, etc.</i>)	\$	
g. MAINTENANCE/REPAIR (<i>include contracted labor and materials for maintenance or repair of buildings, facilities, fencing, equipment, etc.</i>)	\$	
h. FARRIER (<i>include shoeing, etc.</i>)	\$	
i. BREEDING FEES (<i>stud fees, etc.</i>)	\$	
j. TACK (<i>include clothing, boots, hats, saddles, bridles, halters, harnesses, etc.</i>)	\$	

Loudon County Equine Survey

LOUDOUN COUNTY EQUINE SURVEY

k. RENT/LEASE of land and buildings	\$	
l. RENT/LEASE of equines		
m. RENT/LEASE of equipment		
n. TAXES (<i>all taxes, including property tax on equine related land</i>)	\$	
o. EQUIPMENT PURCHASES (<i>include vehicles, treadmills, horse vans, trailers, tractors, hot walkers, starting gates, manure spreaders, portable stalls, carriages, etc.</i>)	\$	
p. TRAINING FEES (<i>fee paid for training of equines and/or individuals</i>)	\$	
q. Participation in clinics and riding camps, therapeutic riding etc.	\$	
r. OTHER/MISCELLANEOUS purchases and upkeep (<i>specify</i>)		
Total Purchase and Upkeep (<i>sum of a through r</i>)	\$	%
3. EQUINE RELATED ACTIVITIES		
a. Travel and lodging (<i>include air travel, fuel, truck and car expenses, meals, hotel, camping fees, etc.</i>)	\$	
b. Advertisement (<i>include cost of ads, promotion, pamphlets, subscriptions, materials, etc.</i>)	\$	
c. Professional fees (<i>includes accounting, lawyer, legal, etc.</i>)	\$	
d. Miscellaneous	\$	
Total Equine Related Activities (<i>sum of a through d</i>)	\$	%
4. LABOR EXPENSES		
a. Labor Expenses (<i>include cash wages, employer cost for insurance pensions, social security tax, workman's compensation, unemployment compensation, etc.</i>)	\$	
b. Other Contracted Labor (<i>include labor expenditures not reported elsewhere</i>)	\$	
Total Labor Expenses	\$	%
5. CAPITAL IMPROVEMENTS (<i>include contracted labor and materials for construction or additions to buildings, facilities, fencing, equipment, etc.</i>)	\$	%
6. OTHER EXPENDITURES (<i>specify</i>)	\$	%
2013 TOTAL EQUINE EXPENDITURES (<i>sum of 1 through 6</i>)	\$	

E1. Please indicate in which of the following types of equestrian activities in which you actively participated in Loudoun County in 2013. (Please check all that apply – if none, please check "None" and skip to E7.)

- None (please skip to E7)
- Riding lessons
- Clinics
- Equestrian camps
- Trail rides
- Hunts
- Shows or competitions
- Riding for pleasure
- Other (specify) _____

E2. Did you fill out item D1?

- 1 Yes (Please skip to E4)
- 2 No (Please continue with E3)

E3. How much money did you and your family spend in 2013 for equestrian activities in which you actively participated in Loudoun County?

Total \$ _____

▼ E4. Please indicate the number of riders in your family in each of the age groups below.

Age group	Number of riders
Juniors (under 18)	
18-30	
31-50	
51-65	
66 and older	

E5. What is the ZIP code at your residence? _____

LOUDOUN COUNTY EQUINE SURVEY

E6. Primary areas of your equine activities *(Please check all that apply)*:

- Dressage
- Hunter/jumper
- Fox hunting
- Trail riding
- Endurance riding
- Eventing/combined training
- Driving
- Western
- Competition *(specify area _____)*;
- Breeding
- Schooling/training horses
- Providing instruction
- Boarding
- Flat racing
- Steeplechase racing
- Polo
- Therapeutic riding
- Pony club
- Spectator
- Rescue
- Other *(specify) _____*

E7. Please mark the category of your household's gross income from all sources in **2013**.

(X)	Category
	None
	\$1 to \$999
	\$1,000 to \$19,999
	\$20,000 to \$49,999
	\$50,000 to \$99,999
	\$100,000 to \$249,999
	\$250,000 to \$499,999
	\$500,000 to \$999,999
	\$1,000,000 to \$2,499,999
	\$2,500,000 to \$4,999,999
	\$5,000,000 to \$9,999,999
	Over \$10,000,000

E8. What comments or suggestions would you like to contribute about the equine industry in Loudoun County?

THANK YOU for your help!

Please return the survey to us using the postage-paid reply envelope.

Lost your envelope? Please return to us at Center for Survey Research, PO Box 400767,
Charlottesville VA 22904-4767.

Don't forget to drop your response confirmation postcard in the mail. That is the only way
we can cross you off our list and stop any reminders from coming your way.

