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## How The Temecula Valley Benefits From Galway Downs Events

*Temecula, Calif., March 26, 2015* – With an annual economic impact of several million dollars, the Galway Downs Equestrian Center, home of the Galway Downs International Events, is a vital contributor to the local community. And that impact is only increasing.

The Galway Downs Equestrian Center, on Los Caballos Rd., has become an expanded Southern California Thoroughbred training center, now hosting more than 150 racehorses, who gallop around the perfectly groomed training track every morning. This renewed activity means more jobs for Temecula Valley residents and more income for local feed, bedding and horse-care suppliers.

In addition, a several-acre section of the Galway Downs Equestrian Center is being transformed into a recreational area for the community, complete with a stunning water feature.

“All of these developments are a continuation of the exciting work that we’ve been doing ever since Ken Smith bought the property in late 2010,” said Robert Kellerhouse, organizer of the Galway Downs International Events and manager of the grounds.



“Our goal continues to be to make Galway Downs a larger part of the Temecula Valley community, and so we’re creating a brand-new area that can be rented for community events, weddings and other affairs. And we’re glad that our fabulous track has become a center for Thoroughbred training again, because it’s always exciting to see the racehorses galloping around the track in the morning,” added Kellerhouse.

In July 2013, the Temecula Valley Visitors Bureau commissioned an economic-impact study of travel in the valley, conducted by Dean Runyan Associates of Portland, Ore. The study collected travel data from 2000 to 2012, and its findings parallel the history of the Galway Downs International Events, which have been run annually since 1999.

During that period, yearly travel spending in the Temecula Valley increased from \$131.1 million to \$625.3 million (at an annual rate of 13.9%), and travel-related jobs increased from 1,660 to 6,580 (at an annual rate of 14.6%). In 2012 alone, some 2.9 million people traveled to and stayed at least one night in the Temecula Valley, roughly half in a hotel or motel and half in an RV or with friends or family.

The study estimates that in 2012 those 2.9 million visitors each spent an average of \$152 per day.

Approximately 350 horses compete at five levels at each of the two annual Galway Downs International Events, with each horse bringing two to three people with them. Plus, each event requires approximately 125 officials, staff and volunteers to run it. So, if approximately 1,000 people spend \$152 per day, and they stay an average of three days, the total revenue is \$456,000 per event, not including entry / stabling fees (nearly \$150,000 per event) and sponsor donations.

And since there are two Galway Downs International Events every year, the total community economic impact is well more than \$1 million per year.

In addition, the Galway Downs Equestrian Center annually hosts nearly two dozen smaller equestrian events, activity which it’s estimated multiplies the economic impact by a factor of 3 or 4.

What do the competitors at Galway Downs spend their money on, other than hotel or motel rooms? They buy food, at restaurants, grocery stores and at the food trucks on the grounds. They put thousands of gallons of gas or diesel fuel in their cars or trucks, and sometimes they have to get their trucks or trailers repaired by local businesses before they can return home. For their horses, they buy

hay, grain, shavings and other supplies—either from stores like Big Horse Feeds or on the grounds, brought in by local vendors.

The Galway Downs International Horse Trials take place this weekend, Friday, March 27, through Sunday, March 29. Check [www.galwaydowns.com](http://www.galwaydowns.com) for the complete competitive schedule.

Fans who come to watch the horses can also be entertained by a variety of food, local wine and beer and music by popular local musicians.

One of the weekend's highlights will be three fabulous food trucks, all from San Diego, that will be on the grounds from Friday through Sunday, from 9:30 to 4:00, offering special treats for fans and competitors.

On Friday they'll be in the Trade Fair, overlooking the international dressage and show jumping phases. But then on Saturday, the trucks will be in one of the three oasis locations around the cross-country course, along with a selection of local wines and micro-brews, and live music. On Sunday they'll return to the Trade Fair for the show jumping phase of the national divisions.

Super Q food truck ([www.superqfoodtruck.com](http://www.superqfoodtruck.com)) brings what they call "the best hickory smoked BBQ this side of the Mississippi!" Super Q features four original entrees, three "Knock-Out" sandwiches, sliders and barbecued Asada fries.

Ms. Patty Melt ([www.truckedupproductions.com](http://www.truckedupproductions.com)) features classic favorites with a twist—Lobster Grilled Cheese, Patty Melts with Kobe beef, and a ton of other choices to tickle your palate.

The third truck, Devilicious ([www.deviliciousfoodtruck.com](http://www.deviliciousfoodtruck.com)), rose to Fame on the TV show, "The Great Food Truck Race" and brings its culinary magic to Galway Downs. Lovers of flavor and fun will be drawn to their Crab Crab Cakes and their desert sandwiches, featuring the flavor of s'mores and strawberry cheesecake.

Local musicians will also be entertaining everyone from Thursday night through Saturday night. The musical schedule is:

Thursday, March 26, at the Welcome Reception, 5:00 to 7:00 p.m.—the Lee Koch Duo (guitarist/vocalist) and a D.J. during dinner.

On Saturday, March 29, three vocalists will entertain fans and riders during the international cross-country phase, one in each of the three oasis locations alongside the viewer-friendly cross-country course, from 12:30 to 3:30. Guitarist Tim Walsh will be playing in the MD Barn near the cross-country course start; guitarist Mark Cloud will be playing under the control tower in the center of the course;

and keyboardist Jill Morrison will be playing in the Beer Garden in the Trade Fair.

The musical entertainment reaches its climax on Saturday evening, March 28, with when popular local band Mrs. Jones' Revenge will be on stage from 8:00 to 10:00 p.m., following the catered dinner and awards ceremony.

This concert is open to the public at a price of \$20 per person, which doesn't include food or drinks.

CWD, Devoucoux, Equine Insurance of California, The USEA Adequan Gold Cup Series and the PRO Tour are the Presenting Sponsors of the 2015 Galway Downs International Horse trials.

The Gold Medal Sponsors are: MD Barnmaster, California HorseTrader, Equinox Equestrian Center, Ian Stark Equestrian Centre, John Deere, Professional's Choice, RDO Equipment and Sunsprite Warmbloods.

The Silver Medal Sponsors are: La Quinta Inn and Suites of Temecula, Temecula Creek Inn and Smartpak.

The Bronze Medal Sponsors are: Auburn Laboratories, The Boulevard Magazine, Elk Grove Milling, Finish Line Products, Freedom RV Rentals, Geranium Street Equestrian, California Riding Magazine, Ride On Video, San Luis Rey Equine Hospital, Shires Equestrian Products, Triple Crown Nutrition and Voltaire Design.

The Friend Sponsors are: Eventing Training Online, Copper Meadows Eventing and Revitavet.

Ernest Woodward Farrier is a Patron.

General admission for the Galway Downs International Horse Trials is only \$10 per day in advance, \$15 at the gate, with children under 12 free when accompanied by a paying adult.

Patron's passes—which include seating in the ringside tent, lunch and a full selection of beverages—are also available for \$55 per day on Friday and Sunday, \$75 for Saturday, or \$150 for the weekend in advance. For advance reservations, go to [www.galwaydowns.com](http://www.galwaydowns.com).

For more information on the Galway Downs International Horse Trials, visit [www.galwaydowns.com](http://www.galwaydowns.com) or call 951-303-0405. To learn more about eventing, visit the U.S. Eventing Association's website ([www.useventing.com](http://www.useventing.com)).