



**2022 represented  
50 years of service.**

Let's review all  
that we have  
accomplished.

Working together,  
Stronger than ever.

# 2022 ANNUAL REPORT



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# LETTER FROM THE EXECUTIVE DIRECTOR

As we review this past year, I wish everyone a healthy and hopeful new year ahead. I hope that during this past year you have been able to spend time with your horses and had time to enjoy the tremendous beauty of North Carolina, gather with friends for a ride in the woods enjoy the challenge of competing with your horse or simply watching your horses find peace grazing in your pastures.

We are so fortunate to live in North Carolina and be able to enjoy our horses year-round. I want to thank each one of you for your support throughout this past year as we celebrated our Fifty-Year Anniversary.

One of the highlights of this past year was welcoming so many new lifetime members. And I have learned that it truly does take an entire community to maintain our horses, build new trails, improve our show facilities, promote new policies and laws and support our horses in need.

I am proud to be a part of that effort with you. I am also proud of the hard work that the NCHC support staff and consultants, Cheryl Bennett, Claudia Cokis, Emily Luciano, Barb Oslund have put in to making this past year such a success. Especially Cheryl Bennett for her 15 years of service. I want to thank our lobbying team, John Cooper, Nathan Honaker and Jackson Stancil for their hard work and support. Thanks to all our Executive committee members and our Board members for continuing to serve our equine community and finally all our members!

This review would not be complete without mentioning all the hard work that has gone into getting ready for 2023 Year of the Trail. It is going to be a yearlong celebration of all trails in the state. Help support horses and horse trails by getting outdoors and riding during 2023 year of the trail. Check out the Year of the Trail website at: <https://greattrailsnc.com>

There is much work to be done in 2023 and much to celebrate. Join us as we continue our journey supporting horses across our State. One way you can do this is to donate to the North Carolina Horse Council Foundation. <https://www.mcssl.com/store/nchc/nchc-foundation-donation>

**Happy New Year and let us all enjoy the ride in 2023.**

Sue M. Gray  
Executive Director  
2020



“*It takes our entire equine community to grow the herd!*”

- Tom Thomas, President

“*Nothing would get done if we didn't work together. The Horse Council truly represents all aspects of the industry.*”

- Sue M. Gray, Executive Director





## THE YEAR IN REVIEW

**As I reflect on year end of 2022, it was an important time for the equine community.**

We accomplished many of our strategic goals including:

- > Growing our Council with new lifetime members.
- > Improving our equine businesses by making sure that our boarding facilities were eligible for Agricultural Present Use Value Tax benefits.
- > Assisting in passing a new NC Farm Bureau Policy in support of an equine representative on the NC Board of Agriculture.
- > Securing the representation of equine trails with the Great Trail State Coalition.
- > Participating on the strategic planning of the State Agricultural Response Team.
- > Partnering with trail groups on planning the Year of the Trail 2023.
- > Organizing Equine Show Managers to help improve our state-owned facilities.
- > Changing the paradigm of the Coalition of State Horse Councils.
- > Fully expanding our allocated Grant Funds.
- > Improving the visibility of the North Carolina Horse Council via our Social Media Channel.

*“We must preserve and protect our historic right to ride. Working together with other trail groups improves our success!”*

Sue Gray, Executive Director,  
NCHC

# STRENGTHENING PARTNERSHIPS

**The NC Horse Industry remained stable and vital force in our North Carolina economy during 2022.**

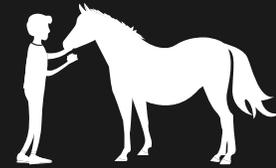
Our Horse Shows flourished with increased numbers, new equine trails were opened at various locations across our State and our partnerships with the Wildlife Resource Commission, the NC Department of Agriculture and NC Farm Bureau continued to grow.



Mason Pointe Trail at Jordan Lake was expanded during 2022.



Sandy Pines (Formerly Proctor Farms) was enjoyed by many equestrians.



**\$812 million**

Recreational Sector adds \$812 million overall impact to the state economy

**9,076 jobs**

Recreation Sector supports 9,076 jobs and \$478 million economic impact to the state economy



**\$423 million**

Competition Sector adds \$423 million overall impact to the state economy

**7,976 jobs**

Competition Sector supports 7,976 jobs and \$734 million economic impact to the state economy

# SOCIAL MEDIA

**Social Media increases engagement and improves information to our equine public.**



**Emily Thomas Luciano continues her work on putting the NCHC Face forward.**

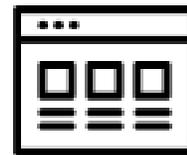
Member Monday, Woman Crush Wednesday, and Throwback Thursday have all increased our visibility and interaction with the equine community. We have shared many educational events and materials with our most popular post moving from informational to membership and ride NC.

Our users tend to be most active in the early evening hours, so we have adjusted post times accordingly.



## Trending Up

Increased likes and comments on the social media platforms. Along with driving traffic to the website.



## Increased Likes

Over 1,800 likes to our Facebook Group and 180 Followers on Instagram in 2022.



# WEBSITE DESIGN

**Website Design creates information management and easy access to resources.**



**Claudia Cokis continues to design and develop materials online and offline.**

Some memorable materials include The North Carolina Horse Council's Golden Anniversary in 2022! ! Founded in 1972 to "to serve as the voice of the North Carolina Equine Community through education, communication, and representation," the NCHC has been an asset to NC equestrians for 50 years.

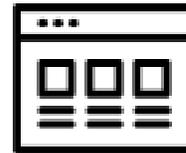
Our plan was to increase membership by offering a lifetime membership at the 1972 rate, and wow was this a success! Thanks to all of those who have taken advantage of this offer in 2022 and welcome to one of the largest equine councils in our country.

We will be saying goodbye to our commemorative logo and looking forward to new promotional programs in 2023.



## Membership Drive

Increased awareness of the 50th Annual Lifetime Membership offer in 2022.



## Increased Visits

Over 27K pages were visited in 2022 and over 10K new users.





## TRAIL REPORT

NCHC continues to work with the non-profit Jordan Lake Trails Conservation Association (JLTCA) on the Mason Point horse trail on a portion of gameland near Jordan Lake at the Chatham/Durham County line. In early January 2022, the JLTCA received permission to open the next loop of trail in two phases. In late June and July, AK Trails, LLC cleared the Phase 2A trail loop which is over 3 miles. JLTCA is working with volunteers to finish clearing the trail tread and bush hog sections, place signage, with plans to open the new loop in late September, providing about 8.5 miles of trail.

NCHC and Back Country Horsemen of NC continue to be represented by Dierdre Perot in the Pisgah Nantahala Forest Plan revision process. We have submitted formal objections to the revisions based on three points listed on the next page. We will receive a written final response from the Forest Service.

*“Thanks to local horse owners for helping build new trails at Mason Pointe.”*

Barb Oslund, Trails Consultant,  
NCHC

*“We must preserve and protect our historic right to ride. Working together with other trail groups improves our success!”*

Sue Gray, Executive Director,  
NCHC



# TRAIL REPORT, CONTINUED

## 1. Timing

Timing of horses restricted to designated trails should be when the collaborative trail planning is completed, vs when it is started.

## 2. Prioritizing horse camps for horses

This affects National Forests nationwide. A white paper was prepared by Back Country Horsemen of America that provides a detailed evaluation of the problem. The initial Forest Service response to our 2020 comments suggested this wasn't a "problem", however the DC office of the Forest Service recognizes that it is a national problem as well as on this forest. If a solution isn't implemented, equestrians could find themselves without a place to camp after driving many hours if the non-reservation sites are full. Equestrians are only allowed in designated horse camps, but other recreational users can camp anywhere. Back Country Horsemen and other volunteers have donated hundreds of hours of labor and procured grants that have gone into improving horse camps for sustainable horse camping in the Appalachian rainforest. This work is subject to misuse by non-equestrians (for example, trucks parked on the rubber mats under the high line).

## 3. Special Use Permits

Our objection pointed to the lack of notice for events that would impact quiet use & enjoyment of the forest & lack of monitoring of the resource damage from those events.

Other Trail activities during 2022 included participating in the planning of events for the upcoming Year of the Trail in 2023. This has been a year long process and will open with "First Day" events on January 1st, 2023. We are encouraging all of our equine riders to get out on the trails and represent our community. The Great Trail State Coalition also worked hard this year to prepare our legislative agenda to help grow trails across our State. We look forward to our continued participation in 2023

# LEGISLATIVE ACTIONS

The North Carolina Horse Council was once again represented by John Copper and Nathan Honaker of Connect C and Jackson Stancil of Jones Street Consultants as our lobbyists.

The North Carolina Farm Bureau has always been a strong partner with the Equine Industry. The NCHC joined forces this year with the NC Farm Bureau in passing a new policy statement in support of equine representation on the NC Board of Agriculture. In addition, the Council worked with the NC Farm Bureau and other agricultural commodity groups to re-build the strategic plan of the State Agricultural Response Team.

The NC Farm Act clarified that equine boarding facilities did indeed qualify for inclusion in the Agricultural Present Use Value Tax benefits.

A special thanks to our lobbyist for their assistance in negotiating a compromise with the NC Department of Agriculture on issues facing our state equine show mangers. This lobbying team continues to position the NC Horse Council in a positive light with our general assembly members.

As 2022 was a short session, we have spent time working on our legislative agenda for 2023 and are looking for positive outcomes both in trail work and equine access to public land and improved representation of the equine community within the agricultural and recreational community.



*The North Carolina Horse Council wishes to thank our lobbyist for another successful year.*



# GRANTS AND SCHOLARSHIPS

**For the first time in our history, we expended all our allocated Grant Dollars!**

**What a great way to celebrate our 50th year.**

**The following synopsis of the awards in 2022:**

DISTRESSED HORSEMANS FUND: \$11,550.00

SCHOLARSHIP GRANTS: \$6,780.00

NONPROFIT EQUINE ASSISTED  
ACTIVITIES AND THERAPY GRANT (EAAT): \$30,047.00

INDUSTRY PROGRAM SPONSORSHIPS: \$6,494.00

DEVELOPMENT GRANTS: \$8,000.00

GELDING VOUCHER: \$400.00

HEALTH RESEARCH GRANTS: \$55,198.00

EQUINE SAFETY NET: \$900.00

TRAIL GRANTS: \$42,000.00

**TOTAL GRANTS AWARDED: \$ 161,369.00**

**Grants are a major function of the NCHC and this year we awarded the largest total awards in our history.**



**Trail work is a priority for the NCHC.**



**Education and Health Grants Increased in 2022.**

# NCHC OFFICERS



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## 2022 ELECTED BOARD MEMBERS

Casey Armstrong

Tina Batchelor

Michael Benner

Tom Bennett

Pat Benton

Heather Boodey

David Brooks

Dottie Burch

Scottie Campbell

Alison Grotz

Allan Harper

Erin Hensley

Sammy Jenkins

Lauren Johnson

Jerry King

Justin McLeod

Martha Mobley

Mary Myers

Amy Obermiller

Dory Pell

Rick Peniston

Jimmy Petty

Bob Sanford

Tracey Scheltinga

Dave Spencer

Carey Stewart

Jim Thomas

Tom Thomas

Rene Trehy

Harrison Todd

Laura Wood

## ADMINISTRATIVE STAFF

Cheryl Bennett

## SOCIAL MEDIA AND MARKETING CONSULTANTS

Claudia Cokis

Emily Thomas Luciano

## TRAIL CONSULTANT

Barb Oslund

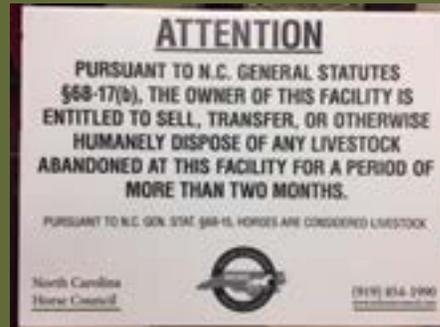
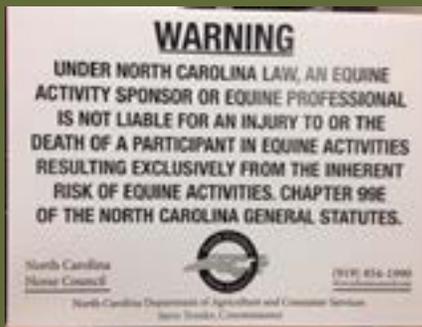
# IMPORTANT INFORMATION FOR ALL HORSE OWNERS

If you own horses and they are located on your property, you should post the following sign in multiple locations:

If you board horses on your property you may wish to post the following sign on your property and include this information in your boarding agreements.

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**These signs are available to NCHC members at a discount and can be purchased on-line at [www.nchorsecouncil.com/store](http://www.nchorsecouncil.com/store)**





## **North Carolina Horse Council**

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