



STRATEGIES FOR CREATING INCLUSIVE HORSE SHOW SPACES

Immediate and Short-Term Actions

- **Signaling**
 - Recognizing relevant holidays - Announce relevant holidays (e.g. BHM, Pride month, National Women's day, Hispanic heritage month, etc.) via loudspeaker at the start and throughout the show day.
 - New signature jumps with inclusive messaging (e.g. BLM, Love Wins, etc)

Accessibility and Expansion

- **Golf cart shuttles** - Provide maps and movement options for spectators and exhibitors for competitions that require substantial mobility to observe/participate (e.g. for shows were you cannot drive directly up to the competition space)
 - Would be available for folks with limited mobility.
- **Expanded and publicized food options** - Ask that vendors have kosher/vegan/Halal options available.
- **Increased the visibility of the stewards** - Provide show stewards with visible nametags and vests or sashes. Stewards are an underutilized resource for exhibitors and professionals with questions and concerns.
- **Large event engagement** - Identify ways to engage folks in the process leading up to the big event of the day/week (e.g. Grand Prix, hunter derby, etc.). Increase participation from exhibitors, interested future exhibitors, professionals and spectators. The goal being to build interest, engagement and variety of interaction with the large events at the show making them "can't miss" events. Some ideas about how to do this:
 - Sign up to walk the course with the course designer.
 - Live stream or live commentating of the class for spectators who are there in-person via a special channel, livestream or headset. Currently, the only folks who get the benefit of commentary are those who opt into watching online. Those folks are typically very engaged in the sport. Bringing commentary to the live events will expand understanding for those who came to the horse show as a fun option and potentially increase their desire to come back.
 - Hand out cards that outline the rules of the "big class" for spectators.
- **Formally recognize sportsmanship** that is agnostic of riding ability/placement - The current tradition is that the horse show awards typically go to the individuals who have won the most in a given competition period. By recognizing folks for sportsmanship, camaraderie, making the gate-person's life easier, etc., we elevate and promote behaviors that make the sport inclusive.
- **Have entry-fee-free grooming classes** to promote excellence and recognition in grooming. Have the classes at a time in the schedule (typically earlier in the week for week-long shows) where grooms are likely not required to be working amateur and junior classes.
- **Use signage** that is on par with sponsorship banners to promote messages of inclusion and diversity.
- **Hang the USHJA Statement of Diversity and Inclusion** in public message board spaces like the horse show office.

Safety

- **Free face masks** - Require and provide free masks for all show employees. Provide masks free of charge to all exhibitors and participants and require them in accordance with the USHJA guidelines. This signals consideration for the health and safety of all at the competition.
 - Encourage or provide masks that tout slogans of inclusivity (e.g. Love Wins, We're in this together, BLM, etc.)
- **Bilingual signage** - Have prominent directional and informational signage in the both the primary and secondary languages spoken in your region (e.g. English and Spanish). Signage should include but is not limited to:
 - Identifying lunging rings
 - Hours of operation in those rings
 - COVID-19 sanitizing protocols and social distancing
 - Wash rack protocol
 - Food service providers
 - Show and stabling office information
 - Bilingual option on online show entry sites

Long-term (Annual) Actions

- Look at hiring practices for all licensed officials and try to diversify pipelines
- Identify opportunities to diversify suppliers (e.g. food type, retail options, etc.)
- Seek community partnerships with a diverse group of local media outlets to promote the attendance for spectators (have a free option for attendance as well as paid)