



Keeneland Library

2023

YEAR-END REPORT

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>>> Keeneland Library hosts its first Ed Brown Society Associate, Timothy Campbell, April through June 2023

Vision

To maintain, enhance, and share the most comprehensive library of Turf collections in the world with our global patron base.

Mission

The Keeneland Library provides a facility and forum dedicated to collecting, preserving, sharing, and ensuring access to a wide array of collections to preserve the Thoroughbred industry's history and present as an investment in its future.



>>> The Heart of the Turf Exhibit

Strategic Goals

Organization & Personnel

- I. Develop and maintain a cohesive organizational culture comprised of adaptive, equipped, and responsive personnel and public service systems to meet ongoing patron needs and to grow the library's research and outreach services.

Collections Management

- II. Preserve and provide access to renowned, robust, and responsive collections that support current and emerging research areas, evolving patron information needs, the Keeneland organization, the industry, and the community at large.

Outreach & Community Engagement

- III. Broaden the library's impact through targeted education and outreach initiatives that heighten industry awareness and promote fan development.

Reference & Research Services

- IV. Connect industry stakeholders, the general public, and remote patrons to vetted information and image resources.

Development Initiatives

- V. Expand the Library's access and outreach initiatives by building the Keeneland Library Foundation through donor cultivation, grant funding, and philanthropic development.

Facility Management & Capital Improvements

- VI. Create and maintain the Library's physical and technological resources to ensure effective preservation strategies, exceptional patron experiences, maximized collections storage utilization, and efficient workspaces.



>>> Geraldine Brooks Event

2023 Highlights

I. Organization & Personnel

- The Library re-implements its metrics system with routine monthly reports and evaluative assessment to augment strategic planning and resource deployment
- The Library launches its first comprehensive research services and still image policies to meet intellectual property stewardship best practice standards
- The Library hosts its first Ed Brown Society Associate in spring 2023

II. Collections Management

- Due largely to the generosity of donors with gifted acquisitions, the Library grew its collections in 2023, adding:
 - **108** issues of current industry magazines
 - **1,377** equine industry books
 - Raftery Turfphotos Collection comprising **2 million** 20th century Turf photographic negatives, the largest still image acquisition in the Library's history
 - Wagoner Collection comprising Bluegrass farm survey maps, the first collection of its kind in the Library
- The Library integrated **3,300** current industry news articles into the archive for future researchers
- The Library indexed **948** current and historic industry journal articles for heightened access
- The Library purchased new trade monographs and industry reference volumes to fill identified collection gaps
- The Library completed a comprehensive Research Room shelf read for enhanced patron access
- The Library deployed its first bindery shipment for print volume preservation since 2018
- The Library launched its journal back-indexing project to increase access to the Library's industry serial publications
- The Library began to build a systematic index for its Mochon Collection of 20th century Turf photographs

III. Outreach & Community Engagement

- The Library hosted **252** programs and events for **5,036** community and industry stakeholders
- The Library's five Lecture Series events drew **579** attendees
- The Library delivered **18** in-community and in-classroom educational programs to **1,668** youth and adults
- The Library partnered with Keeneland Hospitality to host its first ever Keeneland Crafted events in May and July
- The Library hosted *The Heart of the Turf: Racing's Black Pioneers* from February 23 through December 8, 2023:
 - Freely hosting **20,807** youth and adults with the exhibit in the Library and in the community
 - **2,571** youth attendees
 - **18,236** adult attendees
 - The Library delivered free in-Library, in-classroom, and in-community exhibit educational programs to **4,079** people (746 youth; 3,333 adults) from:
 - **10** middle and high schools
 - **13** university programs
 - **13** industry organizations
 - **22** media entities
 - **27** community organizations
 - As part of exhibit educational programs with select community partners, the Library donated:
 - **545** copies of *The Heart of the Turf: Racing's Black Pioneers* companion books to high school students, equine industry students, and the general public. The book, published by the Library Director, is the first chronicle of its kind.
 - **190** copies of *The Jockey & Her Horse* books to elementary school students

IV. Reference & Research Services

- The Library worked with **9,927** reference and research patrons from **48** states and **21** countries:
 - **7,823** in-person patrons
 - **2,104** remote patrons
- The Library answered **2,311** research requests for journalists, broadcasters, track and farm managers and publicists, industry stakeholders, writers, academics, and racing fans of all ages
- The Library granted licenses for the use of **1,268** historic photographs in articles, books, exhibits, news stories, track and farm websites and social media, documentaries, and feature films
- The Library connected information and image resources to patrons from:
 - **17** industry publications
 - **23** industry organizations
 - **25** local and international media outlets
 - **36** community organizations

V. Development Initiatives

- The Library launched the Keeneland Library Foundation's website presence and online donation platform
- For the first time in the Library's history, proceeds from Library ticketed events benefitted the Library Foundation
- The Library partnered with Keeneland Retail to launch the first products sold in the Keeneland Shop to benefit the Library Foundation

VI. Facility Management & Capital Improvements

- New Liebert HVAC system installed in Library's basement to ensure optimal climate conditions for collections preservation
- New roof installed to safeguard the facility and collections
- New security hardware installed at Library's points of entry
- New flat file storage units installed in Library's Rare Book Room to house and preserve oversized print materials

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