



Case Study of Keeneland

Keys to Success



Project Description



Economic Value



Challenges & Advice



Benefits



Stewardship Meaning



Founded in 1935 on a farm near Lexington, Keeneland, a member of KY EXCEL, is a 1,038-acre complex that includes a Thoroughbred horseracing facility and the world's largest sales company for horses. The facility has year-round training facilities and includes a race course, sales pavilion, 57 barns to accommodate 1,951 horses, multiple dining rooms and corporate boxes and Keene Mansion, the clubhouse.

Keeneland Race Course conducts live racing meets in April and October. The facility is listed on the National Register of Historic Places and was designated a National Historic Landmark in 1986.

In 2010, Keeneland joined KY EXCEL at the Partner level. Venues the size of Keeneland attract crowds, requiring large amounts of resources and generating substantial quantities of waste. So, it made sense that one of the facility's KY EXCEL projects would be to cut utility usage and waste.

Keeneland began a recycling program to collect aluminum, cardboard, paper and glass. Old garbage cans were turned into recycling bins and placed around the property. Twice a year, 20 tons of cardboard and 20 tons of paper, some used for race and auction programs, is recycled. Old tires are managed responsibly by converting them to fuel in an off-site location. Used vegetable oil and grease from the track kitchens are recycled. Pallets are sold to a Kentucky-based company for reuse and recycling.

“Ask your utility company representative to explain your bill and recommend ways to save energy and money,” Howard advises.

Each year, 10 tons of glass are kept out of the landfill by recycling it where the glass is made into fiberglass. Glass is a product that can be recycled and remade endlessly due to its sand content. Coffee cups used at Keeneland are biodegradable, eventually breaking down in the landfill.

Keeneland estimates that it recycles 18,000 tons of all waste annually. When recyclables are ready for the market, staff members check for the best prices to maximize their revenues, a best

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practice for any recycling program. Networking to find companies that will take the recyclable materials and at the best price is another best practice.

Besides waste reduction, utilities are another source of pollution prevention activities. Keeneland employs utility bill analysis. Rather than just pay utility bills as they arrive, staff check them for accuracy and correct rates and have an idea of normal usages.

Other energy-saving projects undertaken by Keeneland included replacing T12 light bulbs with T8 ones and adding a geothermal system to a 4,000-square-foot building. Exit and egress lights around Keeneland were replaced with more efficient bulbs. Motion sensors were installed on some lights.



Horse muck is converted to pellets to burn for energy.

\$ Keeneland's projects have achieved impressive results. In 2009, Keeneland began its recycling program, and in 2011, earned \$15,000 from recycling. Keeneland reduced the amount of garbage created by 30 percent and cut expenses by 50 percent. In a year-and-a-half, the cardboard baler had paid for itself.

? One reason why Keeneland's recycling program is so successful is the convenience for the public. Versatile recycling containers and placing recycling bins closer to people than trash cans encourages everyone to do the right thing.

"Meters are mechanical devices that can go bad and record incorrect usage numbers," says Keeneland Projects Administrator John Howard. "Don't hesitate to ask your utility company representative to explain your bill and make recommendations on ways to save energy and money."

+ As a member of KY EXCEL, Keeneland continues to look for inventive ways to be sustainable, such as converting horse bedding into pellets as a fuel source to produce energy. Currently, horse bedding



To encourage recycling, bins are placed closer to patrons than trash cans.

is being sent to a company that composts and uses it to grow mushrooms. Instead of going to a landfill, this waste is being recycled.



Though Keeneland has been ranked number one of the top ten Thoroughbred race tracks by the Horseplayers Association of North America every year since 2009, the facility is a leader in another way—an environmental leader for Kentucky.

HELPFUL HINT: Even in the midst of large and frequent crowds, small changes for the environment set an example for visitors.