



## Key Facts and History

- Tally-Ho was Victoria's original transportation company, operating stagecoach services in 1903 that were pulled by 6 horses and overflowed with locals and travelers. The stages could also be hired for special events such as "shooting parties" in Beacon Hill Park.
- With the onset of the automobile the practical need for stages decreased. Since the 1940s, under the ownership of a few well-known locals including Art Knapp, Anton Henderson, Gordon Argyle, John Olsen and Bruce Wright, the Tally-Ho double horse-drawn wagons became synonymous with Victoria. Many locals still tell tales of sneaking a ride on the back steps as the horses meandered through the city streets.
- Today, Tally-Ho offers private, personalized, single horse-drawn carriage tours, carrying on its long-standing tradition of horse-based tourism.
  - Chamber of Commerce CEO Catherine Holt calls Tally-Ho an *"iconic tourism business in the city's downtown core"*.
  - Tourism Victoria President and CEO Paul Nursey sees Tally-Ho as *"important ambassadors in our community, with a knowledgeable and friendly staff who are often the first point of contact for tourists"*.
- Carriage industry peers view Tally-Ho as a progressive company, emulating pride and integrity, while contributing to continual advancements in the industry.
- Tally-Ho is a predominantly women-operated business who are involved in non-traditional roles such as truck driving, mechanical repairs, draft-horse husbandry, agricultural operations, etc. Nowhere else in the world are carriage companies dominated by women.
- The carriage industry is a unique and fascinating business. Owners and staff work for the horses, with constant focus on their 24/7 care and ever-changing needs. This generates extreme dedication and team camaraderie that is rarely found in other businesses. A wide diversity of skills is required of the Tally-Ho team to balance their roles as tourism ambassadors, effective partners for their horses and stewards of specialized equipment.

## Horses and Care

- Tally-Ho has over 20 draught (or heavy) horses, including Clydesdales, Belgians and Percherons.
- The horses live with their human family at Hidden Acres Farm, which is located about 25 minutes from downtown Victoria. The farm is aptly named as it provides a small, private oasis for the horses to relax when they are not working.
- The horses are trucked from the farm to downtown Victoria for their work days. In peak season there are two shifts of horses working per day, and up to six carriages per shift. After each shift, the horses are immediately returned to Hidden Acres Farm.

- When horses retire from their carriage work, they remain at Hidden Acres Farm with the family of owners and employees who love them. We have a number of horses in our herd that are no longer working and are kept strictly as pets.
- Tally-Ho works closely with a team of equine specialists to ensure the health of our herd.
  - Our veterinarian oversees the health of the herd, including monitoring each horse's body condition; working with our farriers to ensure optimal hoof care; providing routine treatments such as shots, de-worming and teeth floating; and addressing any periodic health concerns.
  - In consultation with local feed and nutritional experts, Tally-Ho has developed a feed program specific to each individual horse's needs and requirements. A horse's age, physical condition, and amount of work or exercise will determine the type and quantity of supplemental feeds he receives each day.
  - We work with both an equine chiropractor and a massage therapist to ensure optimal joint and muscle health. The horses absolutely love these treatments and are often half asleep by the time they are completed!

## Regulations

Tally-Ho also works closely with the City of Victoria and the BC Society for the Prevention of Cruelty to Animals (BC SPCA) to ensure Victoria's carriage horse industry is recognized as a leader in ensuring the overall health and vitality of the City's working horses. We have contributed to the development of the following Regulations:

- Limiting working hours for all horses
- Requiring mandatory veterinary oversight
- Restricting operating areas in the downtown core
- Ensuring horses have shelter from the elements, access to clean water and appropriate forage at all times
- Requiring all operators to be licensed and subject to third-party inspection

## Inspirational Story

- Tally-Ho suffered an indescribable loss in August 2015, when their long-term, charismatic and distinctive leader, Larry Friedlander, passed away suddenly training a new horse in James Bay with his eldest daughter and close staff members. His wife of 23 years, Donna, was on the scene within minutes. The moments of that day will never be forgotten. The close-knit Tally-Ho team, staggered in heartbreak, rallied to manage through the remainder of the tourism season.
- Larry personified the character of the company: it was his life-long work and passion. His breadth and depth of knowledge was insurmountable, and his death left many operational challenges. Donna Friedlander, a Certified Professional Accountant (CPA), found herself hurled into a completely unfamiliar world where she became a single mother of two young girls, the caregiver to 23 four-legged family members, and the leader of an iconic tourism business.
- The leadership team has tackled huge knowledge and skill shortfalls with grace and dignity. They have sought advice, input and assistance, and worked tirelessly to ensure the business, horses and staff were

supported through massive change. Watching the transformation of a stagnant business become a thriving, industry-leader, under unusual circumstances, inspires everyone to know what can be accomplished when a team of people with positive energy persevere for a common goal.

- During the past two years Donna and her team have transformed Tally-Ho into a progressive company that is setting new standards for ethics, care, and advancements in the carriage industry. They have created a culture of open communication; refreshed the brand; refurbished the equipment; and formalized horse and staff training programs.
- The business community has supported Tally-Ho throughout this process, and the feedback has included accolades that the team has inspired other business leaders to actively engage their teams and tackle their tough issues.

“The Tally-Ho team undertakes all their projects with an energy that is hard to describe but amazing to witness. They inspire me to further evolve the culture within my own business.” - Jim Townley, Fresh Cup Roastery Cafe

Tally-Ho Carriage Tours: **Uniquely charming. Famously fun!**

## Media Contact

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