



## **2022 Texas Thoroughbred Racing Club Business Plan**

At the upcoming Texas Thoroughbred Association Two-Year-Old in Training Sale the plan is to purchase 2-3 horses that will compete at Lone Star Park, Sam Houston, and other tracks in the Mid-South region. A group of investors will come together in the Texas Thoroughbred Racing Club venture, which will be managed by CJ Thoroughbreds. The auction will be held at Lone Star Park on April 6<sup>th</sup>.

The venture will be capitalized at \$205,000 with approximately \$120,000 to be spent on horse purchases and \$85,000 to cover expenses through 2022. The venture will have 41 units at \$5,000 each. In past ventures, many co-owners choose to purchase multiple units, but that is not necessary to be part of the Texas Thoroughbred Racing Club. The goal is to have enough cash to support the horses during their two-year-old year. In December, each horse will be evaluated for their future profitability. The goal is to have purse money earned to cover the operating expenses

Our list of trainers will include Danny Pish, Austin Gustafson and possibly one more successful trainer on the circuit. They all race on the circuit that includes Lone Star Park, Sam Houston Park and Remington Park. The CJ Thoroughbreds team will work with our trainers, who will be given a prospect list based on pedigree and conformation. Then, we will work closely with each trainer to determine their top choices. Once we witness the workout show on April 4<sup>th</sup>, then the top prospects will be evaluated by David Stephens, DVM, who has a 30+ years of experience of sales analysis at auctions throughout America.



**2022 Texas Thoroughbred Racing Club  
Business Plan Summary**

**Initial Investment** - \$205,000

**Purchase Price** - \$120,000 (2-3 two-year-olds)

**Expenses – 2022**

Organizational/Administrative - \$20,000

Racetrack Training/Vet Costs - \$65,000

**Revenue**

The group of horses will race for the lucrative overnight purse and stakes schedule at Lone Star Park. It is expected the two-year-olds will earn some purse money in 2022, but all projected expenses for the year will be in the bank. Then in 2023, the purses earned are expected to underwrite all expenses.



**CJ Thoroughbreds Team** – The group listed below will be the administrative manager of the Texas Thoroughbred Racing Club:

- **Corey Johnsen** – With an extensive and varied background in horse racing, Johnsen has enjoyed a 40+ year career in the sport. From 2007 to 2019, Johnsen was the President and part-owner of Kentucky Downs. Prior to that, the veteran racing executive was the President of Lone Star Park at Grand Prairie when the Texas track hosted the 2004 Breeders' Cup. Johnsen is a member of the Lone Star Park Hall of Fame and Texas Horse Racing Hall of Fame. A resident of Southlake, Texas, Johnsen groomed race horses as a summer job during his college education and has been fortunate to work with them during his entire professional life
- **C.J. Johnsen** – Kentucky Downs Director of Broadcasting & Wagering from 2012 to 2019, and currently Vice President CJ Thoroughbreds. Directed efforts at Kentucky Downs that saw wagering increase from over \$3.5 million in 2011 to over \$36 million in 2018, which was also named the #1 ranked track for the 4th straight year by the Horseplayers Association of North America. Has qualified to the National Handicapping Championship and Breeders' Cup Betting Challenge.
- **Mike Renfro** – Competed at the highest level in his two favorite sports, horse racing and football. Campaigned the graded stakes winner Dr. Death. Has owned many top horses and has considerable experience in racing partnerships. Enjoyed an 11-year career in the NFL as a wide receiver for the Dallas Cowboys and Houston Oilers. Is a member of the TCU Sports Hall of Fame, the Southwest Conference Hall of Fame and the Texas Sports Hall of Fame.