



2023 Texas-Bred Horses of Racing Age Venture

Business Plan

As part of the 2023 Texas Thoroughbred Association New Owner's Marketing Plan, we will offer a Horses of Racing Age Venture. In 2022, this effort brought 45 new owners into Thoroughbred Racing in Texas. This venture will feature two horses of racing age that are expected to race at the 2023 Sam Houston Park race meeting. The horses will be a 50/50 partnership with CJ Thoroughbreds, which will also manage the two-horse stable. The Thoroughbreds in the Venture will be the following:

- **Honor Given** - This Texas-bred just turned six-year-old mare has been a model of consistency in her racing career, with a record of 8-1-2-4 for earnings of \$41,659. During the Sam Houston 2022 race meeting, Honor Given scored a win and two thirds in three starts. Trainer Danny Pish felt that she tailed off physically last summer and gave her a break from the track. He believes she has come back in great shape. Honor Given is being pointed to a race at Sam Houston on Jan. 27. It is a Texas-bred allowance race at one mile on the turf, with a purse of \$36,000. **Purchase Price: \$10,000.**
- **Texas-Bred Three-Year-Old Filly** – She is by Alternation, out of Show Me The Bling. She has not started in a race yet but showed talent while in training as a two-year-old for trainer Danny Pish and owner Scott Brown. She came up with a minor knee issue, so she was given time off. She has come back in good shape and passed a thorough vet exam, including x-rays and a video scope in her throat. She is by the Kentucky stallion Alternation, who was a multiple graded stakes winner. Alternation sired 2019 Kentucky Oaks winner Serengeti Empress. The dam is Show Me The Bling, who was placed in a Grade 3 stakes race at Saratoga as a two-year-old. As a broodmare, Show Me The Bling has been a solid producer. At the 2022 TTA Yearling Sale, a two-year-old colt (Hip. No.14) out of Show Me The Bling sold for \$75,000. **Purchase Price: \$32,500.**

As you can see, we have one veteran mare, who is being pointed to a race on Jan. 27, and the promise of an unstarted three-year-old filly, whose brothers and sisters have enjoyed winning careers at the races. We will have some fun with the three-year-old filly, who needs a new name. The co-owners in the Venture will be able to submit names for the filly, and we will vote on the suggested names.

Both horses will be trained by Danny Pish at Sam Houston Race Park, who is one of the leading Texas-based conditioners. As you can see below, we will raise enough money to pay for the horses and then keep them in training through April. At that time, CJ Thoroughbreds will be responsible for an exit plan or a continuance of the Venture. Obviously, the performance of the two horses will direct any decision.

Initial Investment - \$64,000 (50% by CJ Thoroughbreds)

Purchase Price - \$42,500

2023 Training Expenses - \$21,500

**Texas-Bred Horses of Racing Age Venture Offering:
A total of (16) units are available at \$2,000 per unit.**



Revenue

It is expected the horses will initially run in Texas-bred maiden special weight or allowance races at Sam Houston, which offer purses of \$35,000 to \$36,000.

Texas-Bred Horses of Racing Age Training Team – Both horses will be trained by Danny Pish at Sam Houston Race Park, who is one of the leading Texas-based conditioners:

- **Danny Pish** – With 22 training titles, Pish is one of the most successful trainers in Texas. With more than 2,500 career victories, Pish has maintained a 17% win percentage over his 30+ year career. He still gallops his trainees and enjoys the personal interaction with each horse. Pish and his wife Sabina are developing a farm and training center in Lipan, Texas.

CJ Thoroughbreds Team – In 2022, CJ Thoroughbreds had a great year of racing at Sam Houston Race Park finishing with a 14:4-2-2 record during the thoroughbred meet. The group listed below will be the administrative managers of the Texas-Bred Horses of Racing Age Venture.

- **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 racehorses 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 current Vice President of 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 also was 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.