

# **Agenda Item # 6**



CAESARS  
ENTERTAINMENT.



# 2022 RACING OPERATIONAL PLAN

**Harratis**  
HOOSIER PARK  
RACING & CASINO



**HORSESHOE.**  
INDIANAPOLIS  
RACING • CASINO

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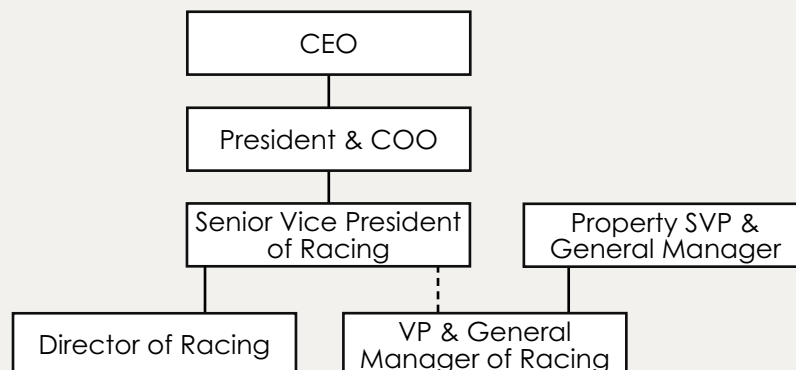
## EXECUTIVE SUMMARY

Caesars Entertainment is excited to begin its fifth year as an Indiana racetrack operator. The company's plans are well underway for expansion, upgrades and overall investment of initiatives at both Harrah's Hoosier Park Racing & Casino and Horseshoe Indianapolis Racing & Casino.

Caesars is proud to join the Indiana Horse Racing Commission, Indiana breed organizations and Indiana horsemen and horsewomen in propelling Indiana horse racing into a nationally respected platform. Fresh off the heels of the successful merger of Eldorado Resorts with Caesars Entertainment in July 2020, both Indiana racetracks are completing this year's season with all-time high records in total handle. The momentum in building brand recognition in North America continues to grow as other properties under the Caesars Entertainment Racing umbrella are also showing significant gains in record handle levels and reputation.

Caesars is committed to seeing growth and progress of the racing product for all three breeds in 2022. The operational plan for Harrah's Hoosier Park Racing & Casino and Horseshoe Indianapolis Racing & Casino provides a strategic look at the plan to grow the business and align with the continued commitments of the state's racing organizations. Caesars will continue working toward the goal of making Indiana horse racing a premier product and our properties higher sought after destinations.

## CAESARS RACING ORGANIZATIONAL CHART







## CAESARS ENTERTAINMENT UPDATES

Caesars Entertainment strives to be one of the most recognizable and respected names in gaming and sports betting, racing and entertainment, and the company is working hard to live up to that goal for its guests. Following the successful merger of Eldorado Resorts with Caesars Entertainment in July 2020, the newly combined company has only strengthened the brand, and recent successes can be attributed to its commitment to excellence.

Caesars takes great pride in providing guests a diverse collection of destinations across the U.S. Operating many of the world's most prestigious gaming brands, Caesars is a leader in all aspects of hospitality. While each of its world-class destinations offer its own unique amenities, each shares a common commitment to achieving unparalleled family-style service and exhilarating experiences.

Caesars is the proud operator of five racetracks in the United States. Headed up by Senior Vice President of Racing Joe Morris, a long-time racing industry executive, these properties are soaring into new territory and are a valued part of the company's landscape. Morris continues to prioritize the needs and expectations of racing alongside Caesars' Chief Operating Officer Anthony Carano. Morris is a hands-on executive, ensuring the company vision is consistent and working cohesively with the racing leadership at each of his racing properties.

This past year has seen Caesars emerge from a trying 2020, however the commitment to racing has not wavered. Despite a year that began with continued unique obstacles, Caesars Entertainment's racing properties saw many successes and many new records have been set.

Caesars stepped in as the title sponsor of Jockeys and Jeans, an annual event to raise funding and awareness for the Permanently Disabled Jockeys Fund. Also, Caesars signed a multi-year deal to be a presenting sponsor of the National Horseplayers Championship with the finals held at Bally's.

In addition to successes at its racing properties, Caesars officially completed the acquisition of William Hill and catapulted itself into sports betting with the launch of its best-in-class sports betting offering, Caesars Sportsbook, this fall. The company is well on its way to becoming a leader in sports wagering which will only enhance racing opportunities at each of the locations owned by Caesars.



## CAESARS ENTERTAINMENT UPDATES (cont.)

Caesars also fulfilled the multi-year commitment to Purdue University dating back to previous ownership. The support was directly associated with the new Caesars Entertainment Equine Specialty Hospital located just minutes from Horseshoe Indianapolis. The facility recently underwent a name change to match the support from the company, and a total of \$30,000, split between both Horseshoe Indianapolis and Harrah's Hoosier Park, was supplemented to the first-class equine center to assist with rebranding the property to Caesars. In addition to the rebranding efforts, Caesars contributed \$337,500 in 2020 and will be contributing an additional \$400,000 in 2021 for the continued naming rights and support of the program – completing a commitment of \$3.1 million.

In closing, Caesars Entertainment values the partnerships with the state's racing organizations and works closely with each entity to ensure racing is held to the standards expected not only by the company, but by the Indiana Horse Racing Commission. We strive to fulfill our promise and commitment to make Indiana a world-class horse racing destination for all three horse racing breeds.





# HARRAH'S HOOSIER PARK RACING & CASINO 2022 OPERATIONAL PLAN

**Harrah's**  
HOOSIER PARK  
RACING & CASINO

## 2021 EXECUTIVE SUMMARY

The 2021 Race Meet at Harrah's Hoosier Park got off to a good start beginning on March 27 and has maintained that momentum throughout the meet. For the first 144 days of the meet (end of October) on-track handle is up 8.6% over a comparison to 2019. Export handle is up 20.8% over the same 144 days of the 2019 meet.

The highlight of the meet has been Dan Patch Stakes night which produced a record Dan Patch night handle \$1,481,331 compared to last year's handle of \$1,035,975, an increase of 42.9%. The change in Dan Patch post time from 10 pm to 11 pm paid dividends by allowing us to get beyond the California Thoroughbred signals, along with the strong marketing partnerships forged with TVG, TwinSpires and Daily Racing Form. In addition, having TVG talent on-site was a big positive as TVG aired all our races either on TVG or TVG2.

Another big plus has been the instant guarantees we have been able to promote as a result of the Indiana Horse Racing Commission giving us the ability to carry over Pick 4, Pick 5, Hoosier High 5 and Superfecta pools that are not hit outright. To date, we have had 89 carryovers that have produced additional handle of \$2,444,037. The instant carryovers have been a boon to our business to say the least.

Starting on August 31, Harrah's Hoosier Park raised purses 10% bringing our daily purse average to \$117,000 per day not counting Breed Development monies. This is a new record for average daily purse distribution from Harrah's Hoosier Park's portion of the purse account. We are confident that we can maintain this purse level throughout 2022.

Harrah's Hoosier Park celebrated its second Empire of Hope Night on Saturday, July 31 where over \$21,000 was raised for the aftercare of Standardbred racehorses. Harrah's Hoosier Park has been recognized by the Standardbred Transition Alliance for its efforts in raising awareness of this most important initiative.

Harrah's Hoosier Park has been active in the community also where \$430,000 will have been donated by the end of the year to worthy organizations, making our community a better one to live in.

On the Capital side of the ledger, Harrah's Hoosier Park has spent in excess of \$2 million, highlighted by a state-of-the-art surveillance system throughout the barn area and the complete interior rebuild of Barn 4, where an additional 45 stalls have been added. In addition, Harrah's Hoosier Park will offer year-round training starting this year.

Last, but certainly not least, Harrah's Hoosier Park considers its partnership with the Indiana Standardbred Association to be of the highest importance. We meet with various ISA committees on a regular basis to gain their input in an effort to make Harrah's Hoosier Park the best racetrack in the country to race. We would like to thank president Joe Putnam and his Board of Directors for being such great partners.

## HARRAH'S HOOSIER PARK 2021 HIGHLIGHTS

- Harrah's Hoosier Park has had 9 \$1 million handle nights to date.
- Harrah's Hoosier Park raised purses by 10% on August 1 making our daily average \$117,000 per day. This establishes a new record for average daily purses coming from the HHP share of the total purse pool.
- Harrah's Hoosier Park installed a state-of-the-art surveillance system in our barn area with 100% coverage of every stall, making it the only of its kind in harness racing at a cost of \$1.3 million.
- Harrah's Hoosier Park rebuilt Barn 4 and added 45 additional stalls in the process at a cost of \$225,000.
- Harrah's Hoosier Park had a record Dan Patch night handle of \$1,481,331 topping last year's Dan Patch handle of \$1,035,975 or 49.2%.
- Harrah's Hoosier Park had a record guaranteed Pick 5 Pool of \$125,000 on May 1.
- Harrah's Hoosier Park has had 89 instant carryovers to date, generating new handle of \$2,444,037.
- Harrah's Hoosier Park featured its second annual Empire of Hope on July 31 raising over \$21,000 for the aftercare of Standardbred racehorses.
- Harrah's Hoosier Park has featured Family Fun nights once a month on Saturdays featuring family type entertainment such as Petting Zoos, and roving entertainment.
- Harrah's Hoosier Park has conducted Thursday through Sunday nightly racing contests for the enjoyment of our racing patrons.
- Harrah's Hoosier Park continues to offer a complimentary on-line racing program for our racing fans to download at a cost of \$20,000 to us.
- Harrah's Hoosier Park continues to place an emphasis on an expanded social media campaign to raise awareness and engagement around our racing program.
- Harrah's Hoosier Park has partnered with TVG, TwinSpires and Daily Racing Form for wagering and marketing promotions on our big racing nights, such as Dan Patch, Caesars Trotting Classic and Hoosier Champions.
- Harrah's Hoosier Park has had TVG talent on-site for our Dan Patch and Caesars Trotting Classic night to enhance the prestige and handle for both nights.
- Harrah's Hoosier Park has had the Clubhouse Restaurant open for business every night of the Standardbred meet. In addition, the Clubhouse Steakhouse has been open on Thursdays through Sundays for the dining enjoyment of our guests during the meet.

## HARRAH'S HOOSIER PARK 2021 HIGHLIGHTS (cont.)

- Harrah's Hoosier Park opened a new dining outlet, Slice Pizza, on Friday, September 24 in the Terrace area of our facility.
- For the first time ever Harrah's Hoosier Park will offer winter training for trainers who have been stabled on the grounds throughout the 2021 race meet. We expect about 300 horses will take advantage of this opportunity.
- Harrah's Hoosier Park continues to send our simulcast signal to Australia and through August they have wagered over \$4.3 million on our races. We are only 1 of 5 harness tracks that gets its signal into Australia.
- On Dan Patch night we gave away duffle bags to the first 500 in attendance. On Caesars Trotting Night we gave away beach towels to the first 500 in attendance.
- Harrah's Hoosier Park also gave away six \$250 mega-bet wagers on both Dan Patch and Caesars Trotting Classic nights.
- Harrah's Hoosier Park's VP & GM of Racing continues to be the only racing operator sitting on the Board of Directors of the Standardbred Transition Alliance.
- Harrah's Hoosier Park installed two Track Light poles with LED lighting to see how it would impact lighting on the racetrack. We are pleased that we will be adding LED lighting to all track poles over the next two years at a cost of about \$1 million.
- Harrah's Hoosier Park has had several live radio remotes to promote racing at Harrah's Hoosier Park featuring Indianapolis' top sports personality, JMV.



**Harrah's**  
HOOSIER PARK  
RACING & CASINO



## 2021 SPONSORSHIP HIGHLIGHTS

Harrah's Hoosier Park partners with numerous organizations and entities to support the racing programs through cash and trade sponsorships. Below is an overview of Harrah's Hoosier Park:

### 2021 Sponsorship Total - \$27,000

Breed Development	ISA
Brittany Farms	Kentuckiana Farms
Crawford Farms	TVG
Deem Mechanical	United Tote
Diamond Creek Farm	USHWA
Hoosier Horse Review	Victory Hill Farms

### 2022 Sponsorship Projection - \$75,000



**Harrah's**  
HOOSIER PARK  
RACING & CASINO

# HARRAH'S HOOSIER PARK 2022 RACE DATES

Harrah's Hoosier Park will again maintain a 160-day race schedule albeit with a couple of changes. The race meet will commence on the third weekend of March, Friday March 25, but will extend an extra week and close on Saturday, December 10. This will mark the longest stretch of the calendar that Harrah's Hoosier Park has ever conducted Standardbred racing.

Speaking of the changes, Harrah's Hoosier Park met with the Indiana Standardbred Association on the matter of race dates and listened and agreed with their input. As such, Sundays will now be replaced with Tuesdays during the 5-day a week segment of the racing calendar and will also race on the Spring/Summer Monday holidays of Memorial Day, July 4 and Labor Day in an effort to generate on-track interest and attendance. Lastly, Harrah's Hoosier Park will be dark on the Grand Circuit day of either August 10 or August 17 and that date will move to Tuesday, August 4.

Together the Indiana Standardbred Association and Harrah's Hoosier Park has come up with what we collectively believe will be an outstanding 2022 Race Dates calendar.

- Harrah's Hoosier Park will maintain its 160-day race meet
- Opening Friday, March 25 and closing on Saturday, December 10
- First Post will be 6:30 pm EDT

January						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



# HARRAH'S HOOSIER PARK'S 2022 STAKES SCHEDULE

Name of Race	Category	Day of Week	Date	Purse
The Nadia Lobell	3yo filly pace	Friday	7/1/22	\$150,000 Est.
Dan Patch	Free For All	Friday	8/12/22	\$300,000 Est.
Caesars Trotting Classic	Free For All trot	Friday	9/23/22	\$200,000 Est.
Kentuckiana Stallion Management	2yo filly trot	Friday	9/23/22	\$200,000 Est.
Kentuckiana Stallion Management	2yo filly pace	Friday	9/23/22	\$200,000 Est.
The Elevation	2yo C&G pace	Friday	9/23/22	\$125,000 Est.
The Jenna's Beach Boy	3yo C&G pace	Friday	9/23/22	\$150,000 Est.
The Moni Maker	3yo filly trot	Friday	9/23/22	\$150,000 Est.
The Hoosier Park Pacing Derby	Free For All	Friday	9/23/22	\$175,000 Est.
The Madison County	2yo C&G trot	Friday	9/23/22	\$100,000 Est.
The Phil Langley Memorial	3yo C&G trot	Friday	9/23/22	\$100,000 Est.
Indiana Sires Stakes Super Finals		Friday	10/14/22	
The Pegasus	3yo filly trot	Friday	10/21/22	\$60,000 Est.
The Pegasus	3yo filly pace	Friday	10/21/22	\$60,000 Est.
The Pegasus	3yo C&G trot	Friday	10/21/22	\$60,000 Est.
The Pegasus	3yo C&G pace	Friday	10/21/22	\$60,000 Est.
The Circle City	3yo C&G pace	Friday	10/28/22	\$65,000 Est.
The Circle City	3yo C&G trot	Friday	10/28/22	\$65,000 Est.
The Circle City	3yo C&G trot	Friday	10/28/22	\$65,000 Est.
The Circle City	3yo C&G trot	Friday	10/28/22	\$65,000 Est.
The Monument Circle	3yo C&G pace	Friday	11/4/22	\$200,000 Est.
The Carl Erskine	3yo C&G trot	Friday	11/4/22	\$200,000 Est.
The USS Indianapolis Mem.	3yo C&G pace	Friday	11/4/22	\$100,000 Est.
The Crossroads of America	3yo C&G trot	Friday	11/4/22	\$100,000 Est.
The Star Destroyer	3yo C&G trot	Friday	11/18/22	\$50,000 Est.
The Star Destroyer	3yo C&G trot	Friday	11/18/22	\$50,000 Est.
The Star Destroyer	3yo C&G pace	Friday	11/18/22	\$50,000 Est.
The Star Destroyer	3yo C&G pace	Friday	11/18/22	\$50,000 Est.
The Thanksgiving Classic	3yo C&G trot	Friday	11/25/22	\$50,000 Est.
The Thanksgiving Classic	3yo C&G trot	Friday	11/25/22	\$50,000 Est.
The Thanksgiving Classic	3yo C&G pace	Friday	11/25/22	\$50,000 Est.
The Thanksgiving Classic	3yo C&G pace	Friday	11/25/22	\$50,000 Est.

**TOTAL PURSES FOR OPEN STAKES:  
\$3,350,000 est.**



**Harrah's**  
HOOSIER PARK  
RACING & CASINO

# HARRAH'S HOOSIER PARK'S 2022 WAGERING MENU

With approval from the Indiana Horse Racing Commission Harrah's Hoosier Park will maintain the same wagering menu that has proved so successful in 2021. As far as exotic wagering is concerned this will entail two Daily Doubles, Four Pick 3's, two Pick 4's, two Pick 5's, a Jackpot Pick 6 and one Hoosier High 5 on the last race of every evening. In addition, Harrah's Hoosier Park will continue with the instant carryovers on Superfecta, Pick 4, Pick 5 and Hoosier High 5 races that do not have an outright winner.

Harrah's Hoosier Park will continue to offer a \$10,000 Guaranteed Pick 4 pool on Thursdays and a \$10,000 Guaranteed Hoosier High 5 pool on the last race of the evening with the exception of Saturdays.

Race	Post Time	Off Time	Straight Bets	Exotic Bets								
				EX	TRI	SPR		DD				
1	6:30 PM	6:34 PM	WPS	EX	TRI	SPR			DD			PICK- 5****
2	6:51 PM	6:55 PM	WPS	EX	TRI	SPR				PICK-3		
3	7:12 PM	7:16 PM	WPS	EX	TRI	SPR					PICK-4	
4	7:33 PM	7:37 PM	WPS	EX	TRI	SPR						
5	7:54 PM	7:58 PM	WPS	EX	TRI	SPR						
6	8:15 PM	8:19 PM	WPS	EX	TRI	SPR				PICK-3		
7	8:35 PM	8:40 PM	WPS	EX	TRI	SPR						
8	8:57 PM	9:01 PM	WPS	EX	TRI	SPR						JACKPOT PICK-6
9	9:18 PM	9:22 PM	WPS	EX	TRI	SPR				PICK-3***		
10	9:39 PM	9:43 PM	WPS	EX	TRI	SPR						PICK- 5****
11	10:00 PM	10:04 PM	WPS	EX	TRI	SPR					PICK-4	
12	10:21 PM	10:25 PM	WPS	EX	TRI	SPR				PICK-3***		
13	10:42 PM	10:46 PM	WPS	EX	TRI	SPR			DD**			
14	11:03 PM	11:07 PM	WPS	EX	TRI			HH-5*				

**TIRIFECTA** wagering each race nightly with five (5) or more runners - **\$.50 minimum**

**SUPERFACTA** wagering each race nightly (except the last race Wed-Fri & Sun) with six (6) or more runners - **\$.20 minimum**

**\*SUPERFACTA** wagering will occur in the last race on Saturdays due to no \$10,000 Guaranteed Hoosier High 5 wager

\*\*\*If no Superfecta winner(s), 100% carryover to the next Superfecta

**\*HOOSIER HIGH 5** wagering with a carryover last race nightly with seven (7) or more runners - **\$.20 minimum**

Early and Late **DAILY DOUBLE** Races 1 & 2 and the last two races of the night - **\$2 minimum**

\*\*\***PICK 3** wagering Races 2-4, 6-8, 9-11 and the last three races of the night - **\$.50 minimum**

**PICK 4** wagering with a carryover Races 3-6 and the last four races of the night - **\$.50 minimum**

\*\*\*\***PICK 5** wagering with a carryover Races 1-5 and the last five races nightly - **\$.50 minimum**

**JACKPOT PICK 6** wagering with a carryover - **\$.20 minimum**

**\$10,000 GUARANTEED HOOSIER HIGH 5** - Last race every Tuesday, Wednesday, Thursday and Friday

**\$10,000 GUARANTEED PICK 4** - Race 3 every Thursday



**Harrah's**  
**HOOSIER PARK**  
**RACING & CASINO**

## HARRAH'S HOOSIER PARK HANDLE NARRATIVE

For the first time in its 27-year history Harrah's Hoosier Park is poised to set a handle record and break the \$100 million mark in total live handle on its 160-day meet. Current projections call for total live handle of \$111.6 million in 2021 compared to \$91.1 million in 2019, an increase of 22.6%.

We are budgeting 2022 to be flat with 2021 numbers primarily due to having to race against Mohawk Raceway for the entire 2022 season while for a significant portion of the 2021 race meet Mohawk was dark due to Covid restrictions in Canada.

## HARRAH'S HOOSIER PARK 2022 PLANNED HANDLE

	2019 Actual	2020 Actual	2021 Projected	2022 Planned
<b>Live Handle</b>	\$2,753,624	\$1,678,288	\$3,057,675	\$3,100,000
<b>Export Handle</b>	\$88,346,022	\$76,706,830	\$108,636,924	\$109,000,000
<b>Total Handle</b>	\$91,099,646	\$78,385,118	\$111,694,599	\$112,100,000
<b>ADW Revenue</b>	\$1,705,000	\$4,787,000	\$4,773,000	\$3,580,000
<b>Avg. Starters Per Race</b>	8.47	8.8	8.39	8.4
<b>Avg. Races Per Day</b>	12.5	13.8	13.5	13.5
<b>Racing Days</b>	160	111	160	160





## **HARRAH'S HOOSIER PARK'S 2022 HORSEMEN'S AGREEMENT**

A signed copy of the Fourth Amendment to the 2018 Horsemen's Agreement has been executed by both Harrah's Hoosier Park and the Indiana Standardbred Association. This extends the current horsemen's agreement through December 31, 2022. A copy has been sent to the Indiana Horse Racing Commission. (See Appendix)

## **ADW AGREEMENTS & SOURCE MARKET FEES**

The Advance Deposit Wagering ("ADW") companies continue to be the largest contributor to handle when it comes to pari-mutuel wagering. Consider that in 1999 total ADW in-state revenues came in at \$1.705 million. With the onset of the pandemic that number soared to \$4.787 million in 2020 and for 2021 we are projecting \$4.773 million. However, for 2022 we are budgeting downward by 25% to \$3,579,750, due to recent diminution of ADW revenues we have seen over the last few months. We feel this decrease is primarily due to the number of sports wagering apps that have hit the market, and, as a result redirected some of the wagering on horse racing to sports.

Harrah's Hoosier Park and Horseshoe Indianapolis continue to have all major ADW companies under contract. They include TVG, TwinSpires, Xpressbet, NYRA Bets, Penn Gaming, Premier Turf Club and AmWest Entertainment.

We will continue to focus marketing dollars on these ADW partnerships to make sure we are taking advantage of having a great presence where the bettor is placing his/her wagers. When it comes to target marketing the ADW companies are truly the target.



# HARRAH'S HOOSIER PARK KEY RACING TEAM



JOE MORRIS  
SVP of Racing  
Caesars Entertainment



TRENT MCINTOSH  
SVP & GM  
Harrah's Hoosier Park



RICK MOORE  
VP & GM of Racing  
Harrah's Hoosier Park



NATE HOLOBOWSKI  
VP of Marketing  
Harrah's Hoosier Park



GABE PREWITT  
Director of Racing  
Caesars Entertainment



SCOTT PEINE  
Director of Racing  
Harrah's Hoosier Park



EMILY RATCLIFF  
Race Marketing  
Manager & Analyst



COOPER KEELER  
Track Superintendent  
Harrah's Hoosier Park



ANDREW PAXSON  
Backside Operations Mrg.  
Harrah's Hoosier Park



MICHAEL CHAMBERLAIN  
Track Announcer  
Harrah's Hoosier Park



RON PARKER  
Director of Mutuels  
Harrah's Hoosier Park



TEENA WALDEN  
Dormitory Supervisor  
Harrah's Hoosier Park



RYAN CLENDENEN  
AV Director  
Harrah's Hoosier Park



JOHN COMBS  
Backside Security Sup.  
Harrah's Hoosier Park



JACOB RHEINHEIMER  
Marketing & Ops Admin  
Harrah's Hoosier Park

## TEAM MEMBER TRAINING & RESOURCES

Under Caesars Entertainment, the Harrah's Hoosier Park team will continue to have enhanced training, resources, and benefits promoting employee retention and growth, superior guest service, responsible gambling initiatives, and business growth:

- Caesars Rewards – The World's Leading Gaming and Entertainment Loyalty Program.
- Total Service – Service-based Bonus Program for all eligible employees
- Total Returns – Team Member Rewards Program
- Enhanced Benefits Packages, including positive changes to costs associated
- Professional Development Opportunities
- Expanded Compliance and Ethics Training
- Responsible Gaming Training and Awareness Initiatives



# 2019 VS 2021 RACING STAFF COMPARISON

## 2019 RACING OPERATIONS TEAM

Sr. Vice President & General Manager  
 Vice President & GM of Racing  
 Vice President of Marketing  
 Dir. of Racing/Racing Secretary  
 Assistant Director of Racing  
 Track Superintendent  
 Director of Audio Visual/Producer  
 Director of Veterinary Services  
 Director of Mutuels/Simulcasting  
 Director of Programs  
 Race Publicist/Race Marketing Manager  
 Race Marketing & Operations Admin  
 Track Announcer  
 Race Office Assistant/Horse Identifier  
 Race Office Assistant  
 Race Office Assistant  
 Charter/Program Director  
 Horsemen's Bookkeeper  
 Paddock Judge  
 Stall Superintendent  
 Dormitory Supervisor  
 Backside Security Supervisor  
 Starter/Patrol Judge  
 Backside Operations Manager  
 Outrider  
 Racing Controller  
 ISA Horsemen's Representative  
 Backside Security Supervisor  
 Photofinish Technician  
 Judge's Stand Tote Assistant

## 2021 RACING OPERATIONS TEAM

Senior Vice President of Racing, Corporate  
 Director of Racing, Corporate  
 Sr. Vice President & General Manager  
 Vice President & GM of Racing  
 Vice President of Marketing  
 Dir. of Racing/Racing Secretary  
 Assistant Director of Racing  
 Track Superintendent  
 Director of Audio Visual/Producer  
 Director of Veterinary Services  
 Director of Mutuels/Simulcasting  
 Director of Programs  
 Race Publicist/Race Marketing Manager  
 Race Marketing & Operations Admin  
 Track Announcer  
 Race Office Assistant/Horse Identifier  
 Race Office Assistant  
 Race Office Assistant  
 Charter/Program Director  
 Horsemen's Bookkeeper  
 Dormitory Supervisor  
 Paddock Judge  
 Stall Superintendent  
 Starter/Patrol Judge  
 Backside Operations Manager  
 Outrider  
 Racing Controller  
 ISA Horsemen's Representative  
 Backside Security Supervisor  
 Photofinish Technician  
 Judge's Stand Tote Assistant



## RACING FRONTLINE POSITION COMPARISONS

Position	2019	2021
Track Maintenance	8 - 1 Open	10
Backside Maintenance	9 - 1 Open	9 - 1 Open
Receiving Barn	4	4
Backside Housekeeping	5	5
Racing Office	9	9
Track Security	18	18



## INDIANA STANDARDBRED ASSOCIATION PARTNERSHIP

Harrah's Hoosier Park could not be prouder of the partnership that has been formed with the Indiana Standardbred Association (ISA). Harrah's Hoosier Park works in unison with the ISA on every major issue and important decision that impacts the racing operation or the horsemen and horsewomen that we work with.

Meetings have been held on a regular basis with various ISA committees throughout the year to discuss the issues of the day. The Harrah's Hoosier Park GM of Racing meets weekly with the ISA Horsemen's Rep to discuss any and all topics related to the racing operation in an effort to solve whatever problems there may be before they become major issues.

HHP and the ISA recently collaborated on and agreed to a new Amendment to the current Horsemen's agreement which will extend that agreement through December 31, 2022, the allocation of stalls for winter stabling as well as the race dates calendar for 2022, which has been approved by the Indiana Horse Racing Commission.

Harrah's Hoosier Park and the ISA also work collectively on marketing promotions and sponsorships. Our pre-race show, The Night Drive, is sponsored by the ISA and we could not be happier about that.

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October 14, 2021

Ms. Deena Pitman  
Executive Director  
Indiana Horse Racing Commission  
1302 N. Meridian Street, Suite 175  
Indianapolis, Indiana 46202

Dear Deena,

Harrah's Hoosier Park, in conjunction with the Indiana Standardbred Association, would like to respectfully submit to the Indiana Horse Racing Commission the attached 2022 race dates calendar for your consideration and hopeful approval. We would again propose a total of 160 race dates beginning on Friday, March 25 and running through Saturday, December 10.

I would like to point out a couple of changes from the 2021 race dates calendar. After input from the Indiana Standardbred Association, we have decided to replace Sundays with Tuesdays during the period of the calendar when we will be racing five days a week. Also, there will be no racing on the night before Thanksgiving or Thanksgiving Day. We do propose to race on the Spring/Summer holidays of Memorial Day, Fourth of July, and Labor Day. In addition, once we find out the Grand Circuit Day at the Indiana State Fair, which we believe will be August 10 or August 17, there will be no racing at Harrah's Hoosier Park on that day and we will move that racing day to Tuesday, October 4.

Post time will be 6:30 pm EDT each night with the exception of the Triple Crown race days, when we would request a 7:10 pm EDT first post time.

Thank you in advance for your consideration of this race dates request.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Moore".

Rick Moore

Vice President and General Manager of Racing

4500 Dan Patch Circle ■ Anderson, IN 46013  
(800) 526-7223 ■ HarrahsHoosierPark.com





## **HARRAH'S HOOSIER PARK SAFETY & INTEGRITY**

A fact that is somewhat unknown is that Harrah's Hoosier Park employs a Director of Veterinary Services on a full-time, year-round basis. Our Vet, Dr. Daniel Eichhorn, inspects each equine athlete as he/she steps onto the racetrack and while warming up to ensure that in his mind that horse has demonstrated that there are no health issues prohibiting that horse from racing. If there is any question as to the soundness of a horse Dr. Eichhorn has the authority to scratch a horse out of a race.

Dr. Eichhorn also monitors equine health conditions from around North America to make sure there is no horse coming from a jurisdiction with a health issue that could endanger the horse population residing and racing at Hoosier Park.

Harrah's Hoosier Park also employs a full-time, year-round Track Superintendent, Cooper Keeler, and a full-time, year-round Track Maintenance crew. During the racing season the crew is divided into morning and evening teams to ensure that the track is the best it can be in the morning for training as well as in the evening for live racing.

During the Racing Season Harrah's Hoosier Park brings in the internationally renowned Coon Brothers, considered to be the best track consultants in the world, to meet with Mr. Keeler to determine if there are any racing surface issues that need attention.

So far, in 2021 Dan and/or Greg Coon have paid four visits to Harrah's Hoosier Park to review track surface maintenance procedures and to make recommendations where needed. They have reported each time that the racing surface is in top-notch condition and they don't have any constructive criticism to offer.

Harrah's Hoosier Park's commitment to the safety for both its equine and human athletes is unwavering and always at the forefront of everything we do.

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## HARRAH'S HOOSIER PARK 2022 CAPITAL EXPENDITURES

Harrah's Hoosier Park is prepared to spend almost \$2 million in racing related Capital to ensure that racing at Harrah's Hoosier Park is conducted in a first-class manner that all industry stakeholders can be proud of.

Item Description	Estimate
John Deere Gators (8 at \$9,201)	\$73,608
John Deere Gators 4-seat (2 at \$16,296)	\$32,472
Telehandler	\$129,892
John Deere R15 Gator (2 at \$9,201)	\$18,402
John Deere R15 Gator with cart	\$10,283
John Deere Gator with Snow Blade	\$16,236
<b>IHRC Mandatory Total</b>	<b>\$280,893</b>
Track Conditioner	\$35,000
LED Lighting in all barns	\$153,800
Change out all of Track Lightning to LED	\$1,130,000
Gas heaters for both paddock barns	\$80,000
Upgrade Backstretch Sound System	\$115,000
New Big Screen TV's in both Paddock Barns	\$5,000
Replace all Barn Gutters	\$110,000
<b>Total</b>	<b>\$1,628,800</b>
<b>Grand Total</b>	<b>\$1,909,693</b>





## HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

Harrah's Hoosier Park Racing & Casino kicked off the 2021 season in front of a packed house on Friday, March 26. Welcoming fans back to the track for the first time in over a year, Harrah's Hoosier Park hosted Fan Appreciation Weekend and introduced a variety of new promotions.

Marquee racing events including the Dan Patch Stakes, Kentucky Derby and Caesars Trotting Classic welcomed fans back to the track offering activities like roaming entertainment, DJs in The Yard, Food Trucks, giveaways and more. Harrah's Hoosier Park also continued to invest strategically in racing-specific media including Twin Spires, TVG, Daily Racing Form, and various other standardbred industry media outlets.

Harrah's Hoosier Park is confident that the 2022 racing season will return with an exciting and strong marketing program, featuring exceptional marketing strategy, promotions and events, VIP development, strategic partnerships and more. Race marketing efforts in 2021 will maintain 2020 levels which is 10% more than 2019 levels.

Harrah's Hoosier Park's race marketing efforts in 2022 will once again address three primary audiences: On-track customers, on-track VIP customers, and export wagering customers.

Below is an overview of each target audiences:

### On-Track Customers

One of Harrah's Hoosier Park's ongoing goals in race marketing is to have a clear understanding of the racing-dominant database in Caesars Rewards and focus on growing on-track rated play.



# HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

In 2021, Harrah's Hoosier Park Racing & Casino took a strategic approach at identifying the racing-dominant Caesars Rewards guests.

Currently, Harrah's Hoosier Park has 662 dominant racing guests. Of those 662 guests, 275 receive race wagers on a monthly basis as a form of Caesars Rewards reinvestment.

In 2022, race marketing's goal will be to continue to increase Caesars Rewards rated racing play through various tactics including the below:

- Kiosk Promotions that require card use (2X Multipliers on Racing, United Tote Hot Tickets, Caesars Rewards Second Chance Drawings, mystery play, etc.)
- Promotions that engage guests over the course of multiple races (Pick Six & Split Its, Handicapping Contests, etc.)
- Increased Visual aids on kiosk promotions to engage non-racing centric customers
- Continuation of racing messaging in Caesars Rewards monthly core mailings.

In addition to growing racing rated play, Harrah's Hoosier Park is also focused on creating a fun and exciting atmosphere for all ages and capitalizing on weekends and stakes race nights. In 2022, race marketing will promote Harrah's Hoosier Park racing as a valuable entertainment option through various tactics including the below:

- Race Fan Appreciation Nights
- Apparel and Gift Giveaways
- Weekly Open-to-the-Public (OTP) Racing Promotions
- Engaging Stakes Race Promotions
- Signature Racing Events & Festival Weekends

Harrah's Hoosier Park will also leverage its racing product to attract guests who are dominant to slots, table games, and sports through signature event promotions, free live race programs to all Diamond Guests, and easy to understand mega bets. Additionally, sports-dominant guests will also be included in racing-specific invitation-only promotions.

## On-Track VIP

In 2020, Harrah's Hoosier Park developed a racing-dominant VIP program that established new parameters for what is considered to be on-track VIP (\$4,000 - \$8999 Total 12-month Racing Theoretical) and VVIP (\$9,000+ Total 12-Month Racing Theoretical) horse play.

Racing VIP guests (count of 45) will continue to receive a VIP Daily Program Voucher to purchase race programs. In addition, Racing VIP guests will be included in any racing-specific VIP promotions and offers.

Racing VVIP guests (count of 71) will continue to receive a VVIP Daily Program Voucher to purchase race programs. Additionally, Racing VVIP guests will have exclusive access to signature racing events, VVIP promotions and offers. 2X Reward Credits on all live races at Harrah's Hoosier Park and Indiana Grand will also help generate loyalty and card usage.

# HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

In 2021, Harrah's Hoosier Park started General Manager Meet & Greet—these events were aimed at engaging our best horseplayers and allowing them to spend an evening with the General Manager. Harrah's Hoosier Park's player development team worked alongside the Race Marketing team to increase attendance and engagement from our very best horseplayers. The players were also entered into a drawing for a chance to win a \$500 megabet for a signature night of racing (Dan Patch, Caesars Trot).

Additionally in 2021, Harrah's Hoosier Park invited our VVIP guests to be involved with the fractional ownership group—First Turn Stable. A total of 5 VVIP were included in First Turn Stable.

Harrah's Hoosier Park's player development team will continue to market racing-specific events to hosted guests and promote racing activities to non-racing dominant guests who have a propensity to gamble on racing or enjoy racing-related activities and events.

Additionally, Harrah's Hoosier Park will work with other Caesars Racing properties to bring in new-to-market guests for signature racing events. A focus on growing racing rated play should result in growing Harrah's Hoosier Park's VIP and VVIP racing-dominant guests.

## Export

With export making up nearly 98% of Harrah's Hoosier Park's total handle, a continued focus on this audience is critical to grow racing revenues. The below tactics will continue to be utilized and perfected:

- New GPS Tracking System
- TVG Pay-Per-Race
- TVG Race Enhancements
- Added Presence on TVG with return of TVG2
- Twin Spires Promotions & Bonuses
- DRF Advertising & Past Performances
- DRF Handicapping Analysis
- Free Trackmaster Past Performances Online Daily
- Industry-Specific Platforms
- Guaranteed Wagers
- Updated Graphics Package
- Hi-Definition Broadcast
- Social Media Integration into Simulcast Signal and Upgrades
- Australia Broadcast—1 of only 5 harness tracks to send signal into Australia



# HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

Category	2022 Budgeted	2021 Actual	2020 Actual	2019 Actual	Notes
Paid Media (Racing Industry)	\$275,000	\$287,011	\$182,000	\$269,748	TVG Pay Per Race & Race Day Enhancements (does not include horsemen contribution), Twin Spires, DRF, Trackmaster, Harness Racing Media
Sponsored Media	\$60,000*	\$10,000	\$61,250	\$75,000	Pandemic uncertainty led to softness in this category, and the bulk of these funds were reallocated to other marketing initiatives *Varies by contributions available
Paid Media (General - Racing-Specific)	\$90,000	\$95,879	\$33,768	\$88,000	Billboards, Direct Mail, Radio, Television
Promotions	\$185,000	\$203,469	\$74,025	\$107,000	Prizes, Awards, Gifts, VIP Racing Perks
Collateral / Decor	\$10,000	\$12,401	\$45,000	\$8,000	
Entertainment	\$50,000	\$47,055	\$24,800	\$43,000	Hoosier Park Fun Nights, Family Entertainment
Comp F&B	\$20,000	\$19,000	\$27,000	\$15,000	Racing Parties, Horsemen Events, Etc.
<b>Total</b>	<b>\$690,000</b>	<b>\$674,815</b>	<b>\$447,843</b>	<b>\$605,748</b>	
<b>Target</b>		<b>\$651,600</b>			

\*The 2022 race marketing budget does not include VIP Complimentary Racing Programs, which is estimated to be an additional \$20,000 expense. Sponsored Media figure may change based on secured sponsorships.



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# HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

The below outlines specific initiatives for 2022 Race Marketing:

## Racing-Focused Advertising & Interactive Promotions

- TVG Pay Per Race
- TVG Race Enhancements for Opening Weekend, Dan Patch Stakes, Caesars Trotting Classic and Hoosier Champions
- TwinSpires Promotions & Advertising for Opening Weekend, Dan Patch Stakes, Caesars Trotting Classic, Hoosier Champions and other selected key race nights
- Daily Trackmaster Free Program Online
- Regular season advertising with Harness Racing Update, Midwest Harness and Hoofbeats
- Twin Spires Promotions for Opening Weekend, Dan Patch Stakes, Caesars Trotting Classic, Hoosier Champions and other selected key race nights
- Fan Appreciation Mailing & Bonus Offer for Opening Weekend/Dan Patch Stakes
- DRF Advertising & Past Performances for Selected Race Dates
- DRF Handicapping Analysis
- USTA and Twinspires Coverage on Carryovers

## Racing Promotional Programs & Fan Engagement

(Programming and/or days may change based on end-of-season results)

- 2X Points on All Live Races
- Return of Lucky Ticket Tuesday United Tote Promotion
- Sur-5-Or
- Bet Against the Boss
- Return of Ace of Races
- Superfecta Saturdays
- Interactive Kiosk Pick Em Promotions on Signature Race Days
- Gift Giveaways on Signature Race Days
- Cross-Property Handicapping Contest (Harness)
- Weekly Guaranteed Wagers
- VIP Owners Program
- First Turn Stable Fractional Ownership Program
- Seasonal Weekend Events (Family Saturdays, Fan Fridays, etc.)
- Caesars Rewards Loyalty & Engagement Program

## Signature Racing Event Programming

- Opening Week Fan Appreciation Event
- Kentucky Derby OTP Event & VIP Event and/or Promotion
- Triple Crown VIP Events and/or Promotions (pending)
- Dan Patch Stakes Festival Weekend OTP Event & VIP Event and/or Promotion
- Caesars Trotting Classic & Community Night OTP Event & VIP Event
- Hoosier Champions Event & VIP Event and/or Promotion
- Closing Week Promotions

# HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

## Community Events & Outreach

- Equine-related Fundraising & Contributions
- Welcome Back Horsemen & Horsewomen BBQ
- Fourth Grade Field Trips
- Dan Patch Festival Weekend Community Event
- Harvest Community Fest
- Fright Night at the Races
- Special Fundraising Initiatives
- Empire of Hope Fundraising for Standardbred Transition Alliance
- Animal Protection League Annual Event
- FFA Event
- HERO Volunteer Events

## Group Sales Initiatives

- Race Sponsorships
- Corporate/Group Nights at the Races

## Sponsorships & Partnerships

- Indiana Standardbred Association
- Indiana Breed Development
- Grand Circuit Racing at Red Mile
- Title Sponsor at USHWA Dan Patch Awards
- Indiana Horse Racing Association's Hall of Fame Induction
- External Sponsorship Sales Program
- Breeder's Crown Race Sponsorship

## VIP/Relationship Marketing Program

- Executive Hosts for Qualified Players
- VIP & VVIP Exclusive Promotions & Events

## Export Promotional Opportunities

- Continuation of Enhanced Simulcast Graphics
- Behind-the-Scenes Camera Shots
- Dedicated and Experienced AV Team
- Handicapping Initiatives with TVG & TVG2
- Weekly Guaranteed Wagers
- Trackmaster Partnerships
- Free Trackmaster Online Race Programs - Daily
- Incremental DRF Advertising for Guarantees & Carry Overs





# HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

## Caesars Entertainment Opportunities

- Increased awareness and shelf space in all Caesars Entertainment Sportsbooks
- Relationship marketing opportunities/VIP visitation
- Cross-promotions of major stakes races and contests other Caesars Entertainment racing properties
- On-air racing talent spots and appearances with other Caesars Entertainment racing properties
- Continued support of the Indiana Horse Racing Association's Hall of Fame, including assistance with compiling information, financial support for portraits coordination of Hall of Fame display, and participation on the board of directors
- Continued support and assistance to the Indiana Breed Development program



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Catch the Fire wins the 28th edition of the \$325,000 Dan Patch Stakes on August 14, 2020.

## HARRAH'S HOOSIER PARK 2022 SIGNATURE RACES

### Champion Racing Season

Harrah's Hoosier Park will continue its annual Championship Racing Season and its efforts to both build the Indiana racing program while hosting the best harness racing athletes in the world:

### \$325,000 Dan Patch Stakes

- Indiana's Richest Pacing Event
- Dan Patch Weekend Festival
- National headline entertainment (pending routing)
- Free Family Activities
- Food Trucks & Live Entertainment
- Promotional giveaways & drawings
- VIP Pick Six & Split It (or replaced with new VIP promo)
- Enhanced TVG & TVG2 Coverage
- TVG & TVG2 Promotional Package
- TwinSpires Promotional Package
- Indiana Standardbred Association Sponsorship
- Expanded social media coverage and added promotional support for contenders



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# HARRAH'S HOOSIER PARK 2022 SIGNATURE RACES



## CAESARS *Trotting Classic*

### **\$200,000 Caesars Trotting Classic**

- Caesars Trotting Race (Indiana's Richest Trotters Race)
- Free Family Activities
- Food Trucks & Live Entertainment
- Promotional giveaways & drawings
- VIP Pick Six & Split It (or replaced with new VIP promo)
- Enhanced TVG & TVG2 Coverage
- TVG & TVG2 Promotional Package
- TwinSpires Promotional Package
- Indiana Standardbred Association Sponsorship
- Expanded social media coverage and added promotional support for contenders



### **Hoosier Champions**

- Free Family Activities
- Promotional giveaways & drawings
- VIP Pick Six & Split It (or replaced with new VIP promo)

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# HORSESHOE INDIANAPOLIS RACING & CASINO 2022 OPERATIONAL PLAN





# INDIANA GRAND 2021 EXECUTIVE SUMMARY

After a 2020 season in which Indiana Grand broke every handle record on the books we are pleased to report that our 2021 season is following suit. The handle increases that were realized with the changes in our schedule and wagering menu have been repeated this season and a new total handle that for the first time will be in excess of \$200,000,000 has been achieved. Additionally, with our partnership with the Indiana HBPA, the QHRAI and cooperation of the IHRC staff it is with great pleasure that we report that handle in 2021 will have grown from \$151,791,329 in 2019 to a total of \$223,151,789 in 2021.

There were several highlights along the way that helped us reach this incredible result. Indiana Derby Day 2021 was a remarkable success. Assisted by the positive results from the prior year, and a quality racing program that day, we were able to set an all-time Indiana single day handle record of \$6,292,388 on the twelve-race program. That handle included a one-pool record handle of \$905,027 on that day's Straight Fire Six wager which was aided by a mandatory payout.

But it wasn't only the Thoroughbred's that saw increases in 2021. Our Quarter Horse program continues to build in popularity and the 10:00 a.m. post time has put our signal into venues that have never watched Indiana Grand Quarter Horse racing. It has been reported that on Belmont Stakes day at Belmont Park that many of the TV's in the facility were on Indiana Grand Quarter Horse racing based on our early start. The results speak for themselves as on June 5th, Belmont Stakes Day, we had our first \$1 million handle day (\$1,000,394) for Quarter Horses. To make it even better we followed that up on July 3rd with a new Quarter Horse handle record of \$1,201,604.

But it hasn't been just handle which has made this season such a success. Our staff was very active in the offseason and came up with initiatives that have set Indiana Grand racing apart from others in the industry. The first was the implementation of a drone to capture critical video for the stewards and to provide new to racing views of horses warming up and interactive promotions for our customers. The drone video has become something that our stewards have become reliant upon for quality views of inquiries and objections and have, according to them, been the determining factor in some of their decisions. Further proof at the success and quality is in the number of other racetracks that have called and inquired as to how they can implement their own drone for racing video.

We kicked off several new promotions in 2021, such as exotic animal racing that brought our largest crowd of the year, Weiner Dog racing, a Fishing Derby that drew more than 100 contestants, axe throwing, golf simulators and an oxygen bar. Mix those new ventures with other successful promotions like t-shirt tosses, Name That Tune and other giveaways and it was a very fun season to be at the racetrack.

In 2021 we began another new concept with the first ever Indiana Champions Day at Horseshoe Indianapolis. The event, held on October 30th, was an opportunity to showcase both the Thoroughbreds and Quarter Horses for their Championship races on one day. The 13-race program was extremely successful with a handle in excess of \$2 million, a new record for Saturday racing in the track's history, outside of Indiana Derby day.





## INDIANA GRAND 2021 EXECUTIVE SUMMARY (cont.)

We're happy to report that many of our local horsemen have had a very successful 2021 season in part due to the quality winter training program that was initiated last December. At our peak we housed nearly 275 horses and are proud to say that we only missed a handful of days of training throughout the winter. Track Superintendent, Roy Smith, is to credit for this accomplishment and we agree with our horsemen that the local preparation was beneficial to those who called Indiana Grand home from December 2020 through March 2021.

We continue the progress on our capital plan as pledged as part of the Eldorado/Caesars merger. At this time the RFCAC has approved and we've completed several major projects: the winterization of barns 1-4 for winter training and the installation of a first-class Eurocizer that has shown to be very popular with our horsemen. In progress is the completion of a new building with fifty dorm rooms as well as our 105-stall barn. Both of these projects will be completed and be ready for use in the 2022 season.

In closing we are very proud of the season that we just completed: record handle, more opportunities than ever for our local horsemen, improved facilities, and a bright outlook for racing at Horseshoe Indianapolis in the future and we are looking forward to our 2022 season.

## INDIANA GRAND 2021 HANDLE RESULTS

	2019 Actual	2020 Actual	2021 Actual
Live Handle	\$3,692,497	\$1625,107	\$2,581,042
Export Handle	\$148,099,833	\$197,335,615	\$ 220,570,747
Total Handle	\$151,792,330	\$198,960,722	\$ 223,151,789
Avg. Starts Per Race TB/QH	7.92/9.06	7.90/9.21	7.06/8.66
Avg. Races Per Day TB/QH	8.04/1.70	9.04/1.82	8.52/1.78
Racing Days TB/QH	114/120	90/96	117/123



## INDIANA GRAND 2021 HIGHLIGHTS

- Racing in April began strong with handle up 47.2 percent compared to April of 2019. Indiana Grand opened its 19th season of racing Tuesday, April 13. The highlight was the \$2,701,816 handle on Wednesday, April 21, 2021.
- The track launched lower takeouts of 15 percent for the Straight Fire 6 (Jackpot Pick 6) and the Pick 4, joining the Pick 5 with a lower takeout of 11.99 percent, one of the lowest in North America
- Indiana Grand continues to be certified by the NTRA Safety and Integrity Alliance
- "Air Horse Won" Indiana Grand's new drone, makes its debut on opening day. The drone video production improves to the point where it is routinely used for reference by the IHRC stewards for inquiries and objections.
- The Derby Suite, located on the first floor of the grandstand, became a dedicated Horsemen's Lounge during live racing, offering free programs and a private viewing area.
- Indiana Grand added a "Stewards Explanation" for the steward's decision that results in a change in the order of finish. Senior State Steward Eric Smith explains the reason for the change and Indiana Grand and the IHRC are universally applauded for this enhancement.
- Members of the Track Maintenance and Backstretch Maintenance crews spent the day at Morning Dove Therapeutic Riding Center to revamp the indoor arena, including the delivery of 20 tons of dirt for the arena surface and a new drag for upkeep.
- Indiana Horsemen's Benevolent and Protective Association (HBPA) and the Quarter Horse Racing Association of Indiana (QHRAI) teamed up with Indiana Grand for a few promotions. Thoroughbred promotions included six Barn Crew of the Month awards and weekly Grand Spotlight awards to feature an owner, trainer, groom and/or jockey while Quarter Horse promotions include Quarter Four promotions on Quarter Horse days.
- Construction began in mid-May for a new 100-stall barn and a 50-room dormitory on the backstretch of the track for a total investment of more than \$7 million.
- The first stakes day of 2021 was held May 19 showcasing the Sagamore Sired Stakes and Swifty Sired Fillies Stakes. The public enjoyed the product as they wagered \$3,172,717 on the 11-race card.
- Wagering on the first all-Quarter Horse racing program Saturday, June 5 set a new record. The breed celebrated its first \$1 million dollar day with a total of \$1,000,393 wagered on the 13-race program dedicated to sprinters.
- Indiana Grand hosted the 19th annual Track Superintendent's Field Day, featuring two and one-half days of activities for superintendents from across the nation. More than 80 were in attendance for the event.
- Indiana Grand announced a purse increase for both Thoroughbred and Quarter Horse racing that will add 10 percent to all Thoroughbred overnights. Approximately \$1,000 was added to each Quarter Horse overnight and trial for a total of a six percent increase bringing Indiana Grand to a \$300,000 per-day average.
- The first Indiana Grand Fishing Derby was held on the second all-Quarter Horse Day Saturday, July 3 with 115 entrants. The winner, a 4.83 pound catfish earned Jeff Secrest the first prize of \$300. The day also produced another Quarter Horse handle record with the 16-race program coming in at \$1,201,604.

## INDIANA GRAND 2021 HIGHLIGHTS (cont.)

- A special \$100,000 guaranteed pool was added to the All Stakes Pick 4 for Indiana Derby Day.
- A mandatory payout for the Straight Fire Six with a carryover of more than \$166,000 was offered on Indiana Derby Day Wednesday, July 7. A pool of \$905,027 was wagered on the day's Jackpot Pick Six which eclipses the 2020 Pick 5 Pool as the largest in track history. In addition, the total handle of \$6,292,388 was a 5.2 percent increase over the 2020 handle of \$5,979,953 and a 53.3 percent increase over the record that was set on the 2019 Indiana Derby Day.
- Mr Wireless won the 27th running of the Grade III \$300,000-guaranteed Indiana Derby and Soothsay won the 26th running of the Grade III \$200,000-guaranteed Indiana Oaks.
- The Indiana Thoroughbred Breed Development announced that all stakes will be reimplemented to \$100,000 and increases will be retroactive for all state bred stakes taking place to that point.
- Exotic animals graced the Indiana Grand racing surface for the first time. Zebras, Camels and Ostriches help to draw a standing room only crowd on the apron for the all-Quarter Horse Saturday program.
- Continued support is provided for the annual scholarship in memory of Jon Schuster at the University of Arizona's Racetrack Industry Program for \$2,500
- The second annual Grayson Grass Challenge is featured during the month of August with six nationally known handicappers providing expert picks for 10 turf races over five weeks. In all, the handicappers raised more than \$3,000 for the cause with the track providing a \$2,000 match. Including the \$3,000 provided for wagers, a total of \$8,212.40 was earmarked for the program with \$5,312.40 donated to Grayson Jockey Club Equine Research.
- The Caesars Entertainment Equine Specialty Hospital is rebranded to reflect the partnership with the parent company of both Harrah's Hoosier Park and Indiana Grand.
- Caesars Stakes Day took place Wednesday, Sept. 8 and checks in with a handle of \$2,367,029. Empire of Hope is held in conjunction with Caesars Stakes Day, raising more than \$2,000 for the Thoroughbred Aftercare Alliance. Indiana Grand made several direct donations to racehorse aftercare programs in 2021, including Friends of Ferdinand (\$6,000) Thoroughbred Aftercare Alliance (\$2,078), Tri-State Thoroughbreds (\$5,000), and Old Friends (\$750) with more than \$14,000 earmarked for the cause.
- Other equine-related donations in 2021 included Jockeys and Jeans (PDJF fundraiser - \$2,500); DeBrooke Equine Center (\$15,000); IMPD Mounted Patrol (\$15,000); Shelby County Fairgrounds (\$100,000); and Morning Dove Therapeutic Riding Center (\$10,000).
- Caesars Entertainment becomes the headline sponsor of Jockeys and Jeans held at Monmouth Park in New Jersey. Caesars Entertainment is also one of the headline sponsors of the National Horseplayers Championships (NHC) with a multi-year deal signed to host the event at Bally's in Las Vegas.
- A special incentive is announced for all Quarter Horse yearlings going through the sale at Heritage Place in both September and November. The highest finishing two-year-old at the 2022 Juvenile Challenge Championships will receive a bonus of \$15,000. The incentive will cover approximately 900 yearlings to help boost participation at Horseshoe Indianapolis in 2022.
- A Pick 5 carryover of \$45,996 spurs a handle of \$3,080,746 on the Wednesday, September 29th card.
- A special \$75,000 Guaranteed Pool is added to the All Stakes Pick 4 featuring four Indiana Thoroughbred stakes. The day is also supported by additional promotions through TVG, Twinspires and The Pressbox Podcast.



## INDIANA GRAND 2021 HIGHLIGHTS (cont.)

- A new record for yearly all-sources handle was set at \$223,151,789, breaking last year's record total of \$198,960,722.
- Indiana Grand hosts the eighth annual Indiana Horse Racing Association Hall of Fame banquet. Ernie Gaskin, Standardbred owner-breeder-trainer is inducted along with Dr. James Carmichael (posthumously), former member of the Quarter Horse and Thoroughbred Breed Development committees.
- Indiana Grand hosts its first ever Indiana Champions Day featuring nine stakes totaling more than \$1 million. Four Thoroughbred stakes were followed by five Quarter Horse stakes for the afternoon program.
- Indiana Grand provides a special \$20 win wager to the first 200 fans during the first day of the Breeders' Cup on local entrant California Angel from the George Leonard barn in the Juvenile Fillies Turf race.
- The 19th season of racing comes to a close with a special Veteran's Day event featuring the \$75,000 Salute The Heroes Stakes race with all veterans invited into the winner's circle for the blanket presentation. The day also features a \$50,000 seeded Pick 5 with 20 handicappers from around the world making \$250 wagers on the bet with all proceeds earmarked for Homeless Veterans and Families (HVAF) of Indiana.
- Indiana Grand brings back the local National Horseplayers Championship (NHC) with the top four advancing to the Las Vegas Finals. Also, the top four receive a share of \$10,000 in prize money.
- The 2021 racing season will conclude with the launch of Road to Kentucky, a handicapping contest that will include the opportunity to purchase a yearling at the ITOBA Fall Sale in 2022. Indiana Grand teams up with Indiana ITOBA to provide \$15,000 toward the purchase of a yearling plus \$15,000 to assist in paying monthly fees incurred during the preparation and training of the horse to begin racing in 2023.

## 2021 SPONSORSHIP HIGHLIGHTS

Indiana Grand continues to partner with numerous organizations to support the racing programs through cash and trade sponsorships. With a renewed focus on hiring a sponsorship person in 2022, business levels are expected to quadruple next season. Below is an overview of Indiana Grand:

### 2021 Sponsorship Total - \$65,000

IHRC Breed Development  
Twinspires  
Mike Lauer Racing Stable  
Indiana Horsemen's Benevolent & Protective Association  
1070 The Fan ESPN Radio  
Quarter Horse Racing Association of Indiana  
American Quarter Horse Association  
Heritage Place Yearling Sales  
Indiana Thoroughbred Alliance  
Thoroughbred Owners and Breeders Association (TOBA)  
The Pressbox Podcast  
National Thoroughbred Racing Association

### 2022 Sponsorship Projection - \$300,000





## HORSESHOE INDIANAPOLIS 2022 RACE DATES

127 Day Thoroughbred/Quarter Horse Meet April 19 - November 23

Horseshoe Indianapolis's 2022 calendar is unique and different from prior years. After much deliberation with our horsemen, we believe that a 127-day meet with 120 Thoroughbred/Quarter Horse days and 7 Quarter Horse days (including the 2022 AQHA Challenge Championships) is a great layout.

We plan on altering the starting and ending dates of the 2022 meet to deal with the ebbs and flows of the horse population. Racing in April has become more difficult in the north with the extension of the racing seasons at Oaklawn Park and Tampa Bay Downs so we've moved the start of our season back one week. Conversely, we believe there is opportunity to have more horses at Horseshoe Indianapolis and therefore we'll race for nearly two additional weeks in November and finish on the day before Thanksgiving.

The mix of days is similar to 2021 with a general Monday – Thursday schedule. We feel that we have become a national presence on those days and the results where we are routinely the number one track in terms of handle proves that. But we also would like to experiment with a few Saturday evening race cards in 2022 and attempt to drive on-track attendance and handle through promotion and entertainment offerings. You will notice Saturday racing on May 7th (Kentucky Derby Day) with a post time that is yet to be determined, June 11th (Belmont Stakes Day), July 9th and August 6th with post times of 5:00 p.m.

Our all-Quarter Horse racing programs will return with what has become an increasingly well-known brand around the country of 10:00 a.m. This post time has proven to be popular with our horsemen, fans and the handle records set in 2021 appear to speak well of the early racing cards. It is our belief that by racing at 10:00 a.m. we are able to get our signal in most of the facilities and homes across the country whereas a later post time would be difficult to crack the usually jammed Saturday simulcasting lineup.





# HORSESHOE INDIANAPOLIS 2022 RACE DATES (cont.)

The AQHA Challenge Championships on October 22nd will have a post time of 6:00 p.m. in order to capture much of the lucrative West Coast simulcasting market.

Lastly, after consulting with the IN HBPA and QHRAI, Horseshoe Indianapolis is requesting to institute a break during the middle of our season. With a long meet we believe we have determined a spot in our calendar when we have the most competition nationally, the weather can be assumed to be quite hot and being near the halfway point it would give us a chance to work on the racetrack and restore the turf course should we need to. This is a new concept for Horseshoe Indianapolis but not one that is unheard of at other racetracks. Upon its completion we will be sure to consult with our horsemen and IHRC staff to consider the benefits of this year's short hiatus.

Indiana Grand 2022 Race Dates																											
<b>January</b>							<b>February</b>							<b>March</b>							<b>April</b>						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	5			1	2	3	4	5						1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28						27	28	29	30	31			24	25	26	27	28	29	30
30	31																										
<b>May</b>							<b>June</b>							<b>July</b>							<b>August</b>						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
8	9	10	11	12	13	14	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
15	16	17	18	19	20	21	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
22	23	24	25	26	27	28	26	27	28	29	30			24	25	26	27	28	29	30	28	29	30	31			
29	30	31												31													
<b>September</b>							<b>October</b>							<b>November</b>							<b>December</b>						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3							1			1	2	3	4	5					1	2	3
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31
							30	31																			

Legend	
Monday - Wednesday   Post Time 2:30PM	AQHA Championships   6PM Post Time
Saturdays   All QH Racing   PT: 10AM	Post Time   TBD
Post Time   12PM	Thursdays   Post Time 3:30PM
Post Time   5PM	Nov. Thursdays   Post Time 2:30



# HORSESHOE INDIANAPOLIS 2022 THOROUGHBRED STAKES SCHEDULE

Date	Stakes Race	Purse	Distance	Surface
Wednesday, May 18	Swiftly Sired Fillies Stakes	\$100,000	5 ½ Furlongs	Dirt
Wednesday, May 18	Sagamore Sired Stakes	\$100,000	5 ½ Furlongs	Dirt
Wednesday, June 8	William Henry Harrison Stakes	\$100,000	6 Furlongs	Dirt
Wednesday, June 8	Shelby County Stakes	\$100,000	6 Furlongs	Dirt
Wednesday, June 22	Hoosier Breeders Sophomore Stakes	\$100,000	1 1/16 Miles	Dirt
Wednesday, June 22	Hoosier Breeders Sophomore Fillies	\$100,000	1 1/16 Miles	Dirt
Wednesday, June 29	Brickyard Stakes	\$100,000	6 Furlongs	Dirt
Wednesday, June 29	Checkered Flag Stakes	\$100,000	6 Furlongs	Dirt
Wednesday, July 6	Indiana Derby (Grade III)	\$300,000	1 1/16 Miles	Dirt
Wednesday, July 6	Indiana Oaks (Grade III)	\$200,000	1 1/16 Miles	Dirt
Wednesday, July 6	Mari Hulman George (Listed)	\$100,000	1 1/16 Miles	Dirt
Wednesday, July 6	Michael G. Schaefer Memorial (Listed)	\$100,000	1 1/16 Miles	Turf
Wednesday, July 6	Indiana General Assembly Distaff (Listed)	\$100,000	1 1/16 Miles	Turf
Wednesday, July 6	Jonathan B. Schuster Memorial (Listed)	\$100,000	1 1/16 Miles	Turf
Wednesday, July 13	Snack Stakes	\$100,000	1 Mile	Turf
Wednesday, July 13	Ellen's Luck Star Stakes	\$100,000	1 Mile	Turf
Wednesday, July 20	Send It In Army Stakes	\$65,000	6 Furlongs	Dirt
Wednesday, July 20	Clarksville Stakes	\$65,000	6 Furlongs	Dirt
Wednesday, Aug. 3	Governor's Stakes	\$150,000	1 Mile, 70 Yards	Dirt
Wednesday, Aug. 3	Indiana First Lady Stakes	\$150,000	1 Mile, 70 Yards	Dirt
Wednesday, Aug. 10	William Garrett Stakes	\$65,000	5 Furlongs	Turf
Wednesday, Aug. 10	IU Hoosiers Stakes	\$65,000	5 Furlongs	Turf
Wednesday, Aug. 24	Bucchero Stakes	\$100,000	1 1/16 Miles	Turf
Wednesday, Aug. 24	Peony Stakes	\$100,000	1 1/16 Miles	Turf
Wednesday, Sept. 7	Circle City Stakes	\$100,000	6 Furlongs	Dirt
Wednesday, Sept. 7	Back Home Again Stakes	\$100,000	6 Furlongs	Dirt
Wednesday, Sept. 7	Caesars Stakes (Listed)	\$150,000	1 Mile	Turf
Wednesday, Sept. 7	Indiana Grand (Listed)	\$150,000	1 Mile	Turf
Wednesday, Sept. 14	Empire Stakes	\$100,000	1 1/16 Miles	Dirt
Wednesday, Sept. 14	Hoosier Heartland Stakes	\$100,000	1 1/16 Miles	Dirt
Wednesday, Oct. 5	Indiana Futurity	\$100,000	1 Mile, 70 Yards	Dirt
Wednesday, Oct. 5	Miss Indiana Stakes	\$100,000	1 Mile, 70 Yards	Dirt
Wednesday, Oct. 5	To Much Coffee Stakes	\$150,000	1 1/16 Miles	Dirt
Wednesday, Oct. 5	Cardinal Stakes	\$150,000	1 1/16 Miles	Dirt
Wednesday, Oct. 12	ITOBA Stallion Season Stakes	\$100,000	1 Mile	Dirt
Wednesday, Oct. 12	ITOBA Stallion Season Fillies Stakes	\$100,000	1 Mile	Dirt
Saturday, Oct. 29	Unreachable Star	\$150,000	1 1/16 Miles	Dirt
Saturday, Oct. 29	Lady Fog Horn	\$150,000	1 1/16 Miles	Dirt
Saturday, Oct. 29	Crown Ambassador	\$100,000	6 Furlongs	Dirt
Saturday, Oct. 29	Indiana Stallion Stakes Filly Division	\$100,000	6 Furlongs	Dirt
Thursday, Nov. 10	Salute the Heroes Stakes	\$75,000	1 Mile	Dirt

*\*Purses are estimated*

**\*2022 Thoroughbred Stakes Schedule will be finalized in January but will not be materially different than what was approved in 2021. The racing team is still discussing additional dates.**



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# HORSESHOE INDIANAPOLIS 2022 QUARTER HORSE STAKES SCHEDULE

Dates	Stakes Race	Purse*	Distance	Age
Saturday, June 4	Born Runner Classic	\$75,000	400 Yards	4-Up
Saturday, June 4	Harley Greene Derby	\$75,000	350 Yards	3
Monday, June 27	Indiana Grand QHRAI Derby	\$75,000	400 Yards	3
Saturday, July 2	Bradford Stakes	\$50,000	400 Yards	3-Up
Saturday, July 24	Gordon Mobley Futurity	\$150,000	300 Yards	2
Saturday, July 23	Jaguar Rocket Futurity	\$100,000	300 Yards	2
Saturday, July 23	Heartland Futurity	\$75,000	300 Yards	2
Saturday, August 13	Indiana Grand Classic	\$75,000	400	F-M
Saturday, September 3	Bob Woodard Memorial Classic	\$75,000	400	4-Up
Saturday, September 3	QHRAI Stallion Service Auction Derby	\$75,000	400	3
Saturday, September 3	QHRAI Stallion Service Auction Futurity	\$100,000	350	2
Thursday, September 15	Leader of the Class Futurity	\$100,000	350	2
Monday, September 19	John Deere Juvenile Challenge	\$30,000	350	2
Monday, September 19	Q-Racing Videos Distaff Challenge	\$20,000	400	3-Up
Tuesday, October 11	Hoosier Park Classic	\$75,000	400	4-Up
Saturday, October 22	Bank of America Challenge Championships			
Saturday, October 29	Sterlie Bertram Memorial	\$100,000	400	3
Saturday, October 29	Indiana Championships	\$100,000	440	3-Up
Saturday, October 29	QHRAI Derby	\$100,000	400	3
Saturday, October 29	Miss Roxie Little Futurity	\$150,000	350	2
Saturday, October 29	Governor's Stakes	\$100,000	350	2
Saturday, October 29	Miss Roxie Little Futurity Consolation	\$30,000	350	2

\*Purses are estimated

**\*2022 Quarter Horse Stakes Schedule will be finalized in January but will not be materially different than what was approved in 2021. The racing team is still discussing additional dates.**



# HORSESHOE INDIANAPOLIS 2022 WAGERING MENU

Race	Post Time (Mon, Tues, Wed)	Post Time (Thurs)	\$2.00 Min.	\$2.00 Min.	\$0.50 Min	\$0.10 Min	\$0.50 Min	\$0.50 Min	\$2.00 Min	\$0.20 Min	\$0.10 Min
1	2:30 PM	3:30 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3	Pick 4	Double		
2	3:01 PM	4:01 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		
3	3:32 PM	4:32 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double	Straight Fire 6 (Jackpot Pick 6)	
4	4:03 PM	5:03 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-TB
5	4:34 PM	5:34 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3	Pick 5*	Double		
6	5:05 PM	6:05 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3	Pick 4*	Double		
7	5:36 PM	6:36 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-TB
8	6:07 PM	7:07 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-TB
9	6:38 PM	7:38 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-TB
10	7:09 PM	8:09 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-QH
11	7:40 PM	8:40 PM	WPS	Exacta	Trifecta	Superfecta			Double		
12	8:11 PM	9:11 PM	WPS	Exacta	Trifecta	Superfecta					

**TRIFECTA/SUPERFECTA/GRAND HI 5** wagering available in accordance with IHRC rules and regulations

**\*PICK 5** wagering on last five Thoroughbred races

**\*LATE PICK 4** wagering on last four Thoroughbred races

**ROLLING PICK 3** wagering varies based on number of races carded

**DAILY DOUBLE** wagering varies based on number of races carded

**TB ONLY GRAND HI 5** - races 4, 7, 8, and 9 daily - with carryover

**QH ONLY GRAND HI 5** - every QH race - with separate carryover

**TAKEOUT RATES:** WPS - 18% | PICK 5 - 11.9% | PICK 4/PICK 6 - 16% | All other wagers-21 1/2 %



# HORSESHOE INDIANAPOLIS 2022 PROJECTED HANDLE

	2019 Actual	2020 Actual	2021 Actual	2022 Projected
Live Handle	\$3,692,497	\$1,625,107	\$2,581,042	\$2,700,000
Export Handle	\$148,099,833	\$197,335,615	\$ 220,570,747	\$231,600,000
Total Handle	\$151,792,330	\$198,960,722	\$ 223,151,789	\$234,300,000
Avg. Starts Per Race TB/QH	7.92/9.06	7.90/9.21	7.06/8.66	7.5/8.75
Avg. Races Per Day TB/QH	8.04/1.70	9.04/1.82	8.52/1.78	8.60/1.80
Racing Days TB/QH	114/120	90/96	117/123	120/127







## HORSESHOE INDIANAPOLIS 2022 HORSEMEN'S AGREEMENTS

Horseshoe Indianapolis has finalized 2022 contracts with both the HBPA and QHRAI.

### Overview of 2022 QHRAI Agreement Changes (See Appendix)

- 10-race cards on All-Quarter Horse days
- Continue to work with QHRAI on the 2022 AQHA Challenge Championships, the first time the event has been in Indiana

### Overview of 2022 HBPA Agreement Changes (See Appendix)

- Change the first condition book preview from 21 to 30 days
- Consult on any stakes race changes
- Add a paragraph about the end of the meet stabling and training dates
- Add a clause regarding possible "house rule" changes, as well as ability to invite the IHRC to track committee meetings

# INDIANA GRAND KEY RACING PERSONNEL



JOE MORRIS  
SVP of Racing  
Caesars Entertainment



STEVE JARMUZ  
SVP & GM  
Indiana Grand



ERIC HALSTROM  
VP & GM of Racing  
Indiana Grand



GABE PREWITT  
Director of Racing  
Caesars Entertainment



ALICIA MUMMERT  
Senior Marketing Mgr.



CHRIS POLZIN  
Racing Secretary  
Indiana Grand



TAMMY KNOX  
Race Marketing Mgr.  
Indiana Grand



ROY SMITH  
Track Superintendent  
Indiana Grand



RACHEL MCLAUGHLIN  
Broadcast Production  
Mgr. Indiana Grand



BILL DOWNES  
Track Announcer  
Indiana Grand



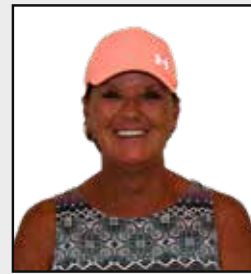
MARTHA CLAUSSEN  
Quarter Horse Analyst  
Indiana Grand



ROB WESNER  
Mutuels Manager  
Indiana Grand



TIM DEWITT  
Racing Security Manager  
Indiana Grand



TERRIL GABBARD  
Equine Facilities Manager  
Indiana Grand

## TEAM MEMBER TRAINING & RESOURCES

Under Caesars Entertainment, the Horseshoe Indianapolis team will continue to have enhanced training, resources, and benefits promoting employee retention and growth, superior guest service, responsible gambling initiatives, and business growth:

- Caesars Rewards – The World's Leading Gaming and Entertainment Loyalty Program.
- Total Service – Service-based Bonus Program for all eligible employees
- Total Returns – Team Member Rewards Program
- Enhanced Benefits Packages, including positive changes to costs associated
- Professional Development Opportunities
- Expanded Compliance and Ethics Training
- Responsible Gaming Training and Awareness Initiatives



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# 2019 VS 2022 RACING STAFF COMPARISON

## 2019 RACING OPERATIONS TEAM

Sr. Vice President & General Manager  
 VP & General Manager of Racing  
 Dir. Of Racing/Racing Secretary  
 Assistant Racing Secretary  
 Starter  
 Paddock Judge  
 Placing Judge/Photo Finish/  
 Placing Judge  
 Placing Judge/Program Coordinator  
 Clerk of Scales  
 Entry Clerk  
 Clocker/Claims Clerk  
 Clocker  
 Outrider  
 Outrider  
 Outrider  
 Horsemen's Bookkeeper  
 Identifier  
 Stall Superintendent  
 Silks Attendant  
 Jockey Room Custodian  
 Track Superintendent  
 Track Veterinarian  
 Track Veterinarian  
 Mutuel Manager  
 Security Manager  
 Announcer  
 Racing Broadcast & Production Mngr  
 On-Air Paddock Analyst  
 Race Marketing Manager  
 Program Coordinator  
 Equine Facilities Manager

## 2022 RACING OPERATIONS TEAM

Senior Vice President of Racing, Corporate  
 Director of Racing, Corporate  
 Sr. Vice President & General Manager  
 VP & General Manager of Racing  
 Dir. Of Racing/Racing Secretary  
 Assistant Racing Secretary  
 Starter  
 Paddock Judge  
 Placing Judge/Photo Finish/  
 Placing Judge  
 Placing Judge/Program Director  
 Placing Judge  
 Clerk of Scales  
 Entry Clerk  
 Clocker/Claims Clerk  
 Clocker  
 Outrider  
 Outrider  
 Outrider  
 Horsemen's Bookkeeper  
 Identifier  
 Stall Superintendent  
 Silks Attendant  
 Jockey Room Custodian  
 Track Superintendent  
 Track Veterinarian  
 Track Veterinarian  
 Mutuel Manager  
 Security Manager  
 Announcer  
 Racing Broadcast & Production Mngr.  
 On-Air Paddock Analyst  
 Race Marketing Manager  
 Equine Facilities Manager  
 Sponsorship Manager

## RACING FRONTLINE POSITION COMPARISONS

Position	2019	2022
Track Maintenance	13	13
Backside Maintenance	11	11
Receiving Barn	4	4
Backside Housekeeping	2	2
Racing Office	7	7
Track Security	30	30



## PARTNERSHIPS WITH HORSEMEN'S ASSOCIATIONS

Horseshoe Indianapolis works cohesively with all horsemen's organizations in Indiana for both Thoroughbred and Quarter Horse racing. Racing management met with each group on a regular basis to create and execute several promotions that would attract racing fans as well as boost the state's racing program.

In 2021, Indiana Grand teamed up with the Indiana Horsemen's Benevolent and Protective Association (HBPA) to enhance Thursday evening racing. With a later post time, the target was on the after work crowd and activities began after 5 p.m. Food and beverage specials were offered and each week for a 13-week span offered specialty events, from a Wine and Cheese Fest to T-Rex Racing. The promotion also featured interactive games and activities, including axe throwing, massage chairs and an oxygen bar, and a golf simulator. Tagged as Thursdays Untamed, Indiana HBPA was co-sponsor of the summer series.

In addition to Thursdays Untamed, the track partnered with Indiana HBPA on Grand Spotlight. Each week, an owner, trainer, groom or jockey was highlighted in the program and through the in-house audio visual department. Each owner or trainer in the spotlight received a \$50 dining coupon to the Clubhouse during live racing.

Indiana Grand also continued its partnership with the Quarter Horse Racing Association of Indiana (QHRAI). Quarter Four, a specialty contest on all-Quarter Horse Saturdays, was offered with racing fans signing up to receive a \$20 race wager each time a top four Quarter Horse jockey won a race. Entries into the contest averaged 200 each time the contest was offered.

Indiana Grand also provided support and the venue for both the Thoroughbred and Quarter Horse sales in the fall. A record crowd was in attendance for this year's QHRAI Speed Sale, with standing room only in the receiving barn during the event.

Other promotions combining efforts from Indiana Grand and the horsemen's groups included financial support for a multi-organization video to promote Thoroughbred racing through social media provided by Champions of the Track, and social media and press release support for several Indiana Thoroughbred Owners and Breeders Association (ITOBA) days.

Finally, Indiana Champions Day has catapulted into an event similar to Indiana Derby featuring giveaways, added entertainment, and VIP style seating in the Clubhouse. All nine of the stakes were highlighted with special trophy blankets to the winners while racing fans enjoyed a cigar bar, featuring free custom made cigars to the first 200 fans, enhanced handicapping contests for both Thoroughbred and Quarter Horses, and enhanced pools for the Pick 5 for each breed. The event will continue to grow as all organizations come together to showcase the state's best in one day of racing.





## HORSESHOE INDIANAPOLIS CAPITAL INVESTMENTS & SAFETY

In 2021 Indiana Grand continued the process of upgrading it's used equipment. The mandatory spend for the past year was substituted for high need items including: trackside fire system (\$15,188), Winner's Circle TV's (\$22,602), drone and camera (\$30,355) and a new TV control device for our racing guests at our Clarksville OTB (\$88,250).

The RCFAC approved the following projects that were completed: barn winterization (\$80,000), a new Eurocizer (\$225,000) a 50 room dorm building and 100 stall barn (\$7,319,890) is in progress and will be completed by March 1, 2022.

The mandatory spend for 2022 is made up of the replacement of 16 assorted John Deere gators (\$173,730). In addition, the following RCFAC projects are scheduled to be completed in the upcoming year: changing barn lighting to LED (\$71,500), barn area asphalt project (\$80,000), new drainage in the barn area (\$100,000) and an upgrade to the PA system on the backside (\$25,000).

As it relates to the subject of safety specifically, Horseshoe Indianapolis continues its commitment of ensuring the property is presented in the best possible manner with safety always at the forefront. The replacement of the entire track surface in early 2019 as well as adhering to the annual NTRA Safety and Alliance checklist, including veterinary enhanced procedures are just examples of the commitment to equine safety. In 2022 Horseshoe Indianapolis continues its assurance the property remains a top track in the country committed to the prevention of equine injuries.

During the Racing Season Horseshoe Indianapolis brings in the renowned Butch Lehr, considered to be one of the best track consultants in the world, to meet with Mr. Smith and horsemen to review the track surface and recommend any areas that may need attention.







## HORSESHOE INDIANAPOLIS 2022 CAPITAL EXPENDITURES

Item Description	Estimate
16 John Deere Gators	\$173,730
<b>IHRC Mandatory Total</b>	<b>\$173,730</b>
Change barn lighting to LED	\$71,500
Barn Area Asphalt Project	\$80,000
New Drainage in Barn Area	\$100,000
Barn Area PA System upgrades	\$25,000
<b>RCFAC Total</b>	<b>\$276,500</b>
<b>Total</b>	<b>\$450,230</b>



October 15, 2021

Chairman Phillip Borst, DVM  
Executive Director Deena Pitman  
1302 N. Meridian St.  
Indianapolis, IN 46202

Chairman Borst and Executive Director Pitman,

After discussion with the Indiana HBPA and QHRAI Indiana Grand respectfully submits the following dates for the 2022 racing season. These racing dates, totaling 127, will begin on Tuesday, April 19, 2022 and run through Wednesday, November 23, 2022.

I'm attaching the full calendar but would like to highlight a few things that make our 2022 schedule unique from prior years:

- The 127 days will include 120 thoroughbred and quarter horse cards, up from 117 in 2021
- There will be 7 quarter horse programs including the Bank of America AQHA Challenge Championships on October 22
- We have scheduled several Saturday thoroughbred and quarter horse racing programs in 2022 including Kentucky Derby Day
- We will be implementing a 9-day break at the end of July that we hope helps fill races before and after that period and will also give us flexibility to work on the racing surfaces should there be a need
- Our closing day of November 23 should allow us to take advantage of a larger horse population in the region with many other tracks being closed in November

We thank you for consideration of this request and look forward to continuing to grow the thoroughbred and quarter horse racing programs in Indiana in 2022.

Sincerely,

Eric Halstrom  
Vice President and General Manager, Indiana Grand Racing and Casino

Cc: Joseph D. Davis, President, Indiana HBPA  
Paul R. Martin, President, QHRAI  
Tom Mosley, President, ITOBA  
Joe Morris, SVP, Caesars Entertainment  
Tom Linkmeyer, Deputy Director, IHRC





## INDIANA GRAND MARKETING & BUDGET OVERVIEW

What a year it's been for marketing opportunities at Indiana Grand. Playing off the strong start of race wagering on the live product, the momentum carried the promotions and new marketing concepts through the entire season. The track endured and pressed through restrictions early on that limited crowd opportunities and emerged with all kinds of online handicapping contests, unique wagering incentives and first of its kind in person activities that complemented both Thoroughbred and Quarter Horse racing in 2021.

Indiana Grand began the season with the addition of a drone, which was used both to enhance Indiana Horse Racing Commission (IHRC) stewards as well as marketing promotions. The addition of "Air Horse Won" was a first of its kind on a daily basis at a racetrack and as often detected, drew attention from other racetracks prompting similar additions to their on-track television productions.

Quarter Horse Saturdays were the target for bigger events in 2021. Each of the six events were tagged with additional promotions, featuring a Fishing Derby, Exotic Animal Racing, Weiner Dog racing, Pink Out Day and other smaller activities to create a fun and inviting atmosphere. Engaged crowds enjoyed the ancillary promotions. The first Fishing Derby attracted more than 100 entries while Weiner Dog racing ended up with more than 30 entrants. Fans poured in to watch and participate in both events, which were new on the schedule in 2021.

As always, the biggest day of the year was Indiana Derby. In addition to numerous wagering records, a sizeable crowd was in attendance to watch Mr Wireless win the state's largest Thoroughbred race, the Grade III \$300,000 Indiana Derby. With a total of six stakes on the card, including the Grade III \$200,000 Indiana Oaks, the early evening event played host to a full clubhouse. Fans on the apron enjoyed free custom rolled cigars and drawings were held for five, \$1,000 Megabets on the Derby. Online handicappers joined ontrack racing fans for a special \$1,000 Derby Warriors Contest that attracted a record total of players with more than 240 entries.

Fresh off the heels of a large Indiana Derby crowd, Indiana Grand played host to the first ever Exotic Animal Racing event. The evening before the event offered a free "Meet and Greet" with the animals. More than 200 were in attendance to interact with the Camels, Zebras and Ostriches before their races during Quarter Horse Day Saturday, July 24.





# INDIANA GRAND MARKETING & BUDGET OVERVIEW

Weekend activities continued in August with the revival of Weiner Dog Racing at the track. A total of 31 dogs competed in heats before pitting the top 10 against one another in the final. Fans enjoyed the added entertainment between races.

A Wine and Cheese Fest was part of the August lineup. Attendees paid a small fee to sample five wines and cheeses with all proceeds earmarked to racehorse aftercare programs.

Caesars Stakes Day returned to early September and was complemented with three other stakes. The day also featured Empire of Hope to raise funding and awareness for racehorse aftercare. In all, nearly \$2,000 was raised for the cause.

September also brought in the AQHA Bank of America Challenge Regional qualifiers. The races were a precursor to the 2022 Bank of America Challenge Championships headed to Indiana. The week also included the announcement of a special \$15,000 bonus to the highest placing two-year-old next year in the Juvenile Challenge that is a graduate of the Heritage Place Yearling Sales in both September and November. The incentive was implemented to begin awareness about the event in Indiana and also to enhance entries for the 2022 event.

October kicked off with a special All Stakes Pick 4 featuring a \$75,000 guarantee. The day included enhanced advertising through TVG, Paulick Report and TwinSpires, offering a special promotion on the day that raised wagering on the product by 10 percent.

Indiana Grand hosted Pink Out for the final Quarter Horse racing day. More than \$2,100 was raised for Indiana Women in Need (I.W.I.N.) with the day dedicated to raising funding and awareness for cancer. The day was enhanced with an oxygen bar and massage chairs while a Chocolate and Wine Tasting event was held in conjunction with the races.

Indiana Champions Day is quickly growing into the second largest event behind Indiana Derby. Giveaways, promotions, \$1,000 Megabets, handicapping tournaments and guaranteed specialty wagers flooded the afternoon card, featuring the state's top Thoroughbreds and Quarter Horses in nine stakes races. More than \$1 million in stakes purses was spread out over the day and special trophy blankets were presented to each stakes winner.

The advancement of California Angel from the George Leonard barn to the Breeders Cup Juvenile Fillies Turf provided the backdrop for a special promotion to kick off Breeders Cup Weekend at Indiana Grand. The first 200 fans attending received a \$20 win wager on the filly that trains and stables in Indiana.

The final day of racing was held in conjunction with Veterans Day. The Salute The Heroes Stakes race provided the opportunity for all veterans to come into the winner's circle for the blanket presentation. The day raised money for Homeless Veterans and Families (HVAF) of Indiana.

A total of 20 handicappers around the world participated in a special Pick 5 fundraiser. The Pick 5, which was seeded with \$50,000 to kick off the day, was enhanced with \$250 Pick 5 wagers by the handicappers with all proceeds earmarked to HVAF.



# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW

The completion of live racing didn't end the 2021 promotional schedule. Indiana Grand played host to a qualifier for the National Horseplayers Championship (NHC), offering the top four players a share of \$10,000 in prize money and a trip to the final set for Bally's in Las Vegas at the end of January 2022. The event was held in the Clubhouse in early December and was part of the NHC Tour.

Race Marketing will begin the 2022 schedule with a unique handicapping contest, Road to Kentucky. The four and one-half month promotion will feature an "opt-in" for a \$30,000 credit to the 2022 ITOBA Fall Yearling Sale. The recipient will receive \$15,000 toward the purchase of an Indiana yearling and the other \$15,000 will go toward the care and training of the horse leading up to its racing debut in 2023. The promotion is in partnership with the Indiana Thoroughbred Owners and Breeders Association (ITOBA) and Horseshoe Indianapolis.

## 2022 MARKETING BUDGET

Category	2022 Budgeted	2021 Actual	2020 Actual	2019 Actual	Notes
Advertising & Sponsored Media	\$373,000	\$716,896	\$139,928	\$563,040	Racing-specific media, OOH, magazines, internet, print, TV, radio, newspapers, TVG, Media partners, Gate Cam, National Beverage program
Promotions & Events	\$800,000	\$502,000	\$49,628	\$493,435	Prizes, Awards, Promotional Gifts, Special Events, Décor, Mystery Wager Offer, Saturday and Thursdays special events
Collateral/Programs	\$32,000	\$25,750	\$22,000	\$27,5000	Point of Sale, directionals, programs
Entertainment	\$50,000	\$13,096	0	\$45,000	Special Events
Comp F&B/Race Wagers	\$245,000	\$233,000	\$230,623	\$219,643	Specialty Race Day Events, Industry events, vouchers
<b>Total</b>	<b>\$1,500,000</b>	<b>\$1,490,742</b>	<b>\$442,179</b>	<b>\$1,348,618</b>	



# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW

With live racing moving to a Monday through Thursday format, the on-track strategies have shifted, but will continue to offer numerous staples on the race marketing schedule of events for 2022. The eight Saturdays when racing will be conducted will be targeted for special events and promotions along with Thursday evenings, adding a new element to the program in 2022. A focus of on-track customers, on-track VIP customers and export customers will be at the forefront of marketing strategies for the season.

## On-Track Retail Strategy

Currently, Horseshoe Indianapolis has 584 racing-dominant Caesars Rewards guests. Of those 584 guests, 234 receive race wagers on a monthly basis as a form of Caesars Rewards reinvestment. With nearly half a million Caesars Rewards dominant to Indiana, rated racing growth is the expectation.

Horseshoe Indianapolis is focused on providing a full entertainment experience during the racing program. With a majority of racing days held during the week in 2021, a shift in events to weekdays will open up new opportunities, especially for Thursday afternoons where the target will be after work crowds with a slightly later post time.

- Contests with prize money and giveaways offered exclusively to on-track patrons will continue during live racing to reward loyalty from Caesars Rewards members.
- Targeted specialty events, including exotic animal racing and Weiner Dog racing will be strategically placed on weekend Saturday cards to complement all-Quarter Horse racing
- Events such as International Fest, Boots 'N Brews, and Empire of Hope will be supported by additional media buys on select Thursdays throughout the meet.
- Partnerships with other Caesars Racing properties through contests, specialty wagers and live broadcast exchanges to build the Caesars Racing brand through cross-property promotions
- Continued partnerships with horsemen's organizations, including Indiana HBPA, QHRAI and ITOBA to provide gatherings, giveaways and special events

As always, Horseshoe Indianapolis is committed to increase awareness and usage of Caesars Rewards Club card and will continue to offer added benefits and rewards to increase the number of racing customers in the database. The launch of the new Caesars Sportsbook will only enhance this initiative in 2022.



# HORSESHOE INDIANAPOLIS 2022 MARKETING & BUDGET OVERVIEW

## On-Track Racing VIP Strategy

On-track Racing VIP services continues to provide racing specific events to cater to guests interested in attending racing events. The goal of the On-Track Racing VIP team is to provide excellent guest services related to racing while expanding opportunities to get more involved with the program. Racing VIP Services will continue to expand and explore events that appeal to VIP guests seeking to get more involved in racing.

- Continued Racing VIP gatherings during special live racing events hosted by Relationship marketing, including food and beverage, programs, racing wagers and special giveaways
- Continued support of the VIP Owner's Club with free programs, water and coffee each racing day in the Derby Suite on the first floor of the Grandstand
- Implement a new Quarter Horse VIP Owner's Club with special discounts and perks in line with the Thoroughbred VIP Owner's Club offerings
- Special Racing VIP trips to off-site locations, such as other racetracks, farms, special racing events, etc.

## Export Strategy

Horseshoe Indianapolis continued the process of engaging and promoting the signal to a whole new crowd via simulcasting and off-site wagering platforms last season. The program grew leaps and bounds and initiatives to continue this trend will be pursued even more in 2022. Participation in contests open to online players grew with an average of 70 players per event, and a special Indiana Derby contest drew a record 243 entries from racing fans around the world. This exposure through social media has a direct impact on interest and support of the racing product and through continued efforts, Horseshoe Indianapolis will pursue even greater ways to engage these fans next season. Below is a continuation of that strategy for both Thoroughbred and Quarter Horse racing in 2022:

- Continued involvement with TVG coverage on Monday, Tuesday, Wednesday and Thursday through the "pay to play" plan to get live racing on their broadcast
- Continue Quarter Horse racing programs at a late morning post time to attract wagering through export locations such as TVG and Twinspires with little or no competition while providing on-track promotions and events
- Add nationally known handicappers from both Thoroughbred and Quarter Horse racing into specialty events throughout the season to engage new followers and racing enthusiasts
- Expanded online handicapping contests through social media with unique and elevated prizes, expanding the reach of Indiana Grand's racing program
- Explore additional advertising and partnership opportunities with Quarter Horse racing to center around the 2022 Bank of America Challenge Championships, which will put Indiana Quarter Horse racing on a national platform
- Work with sportsbooks in Las Vegas owned by Caesars for better shelf visuals as well as continued promotional giveaways and links to Indiana Grand racing



# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW

## Advertising & Broadcast Initiatives

- Horseshoe Indianapolis was able to create new advertising initiatives in 2021 and the team is already in the process of reaching even more opportunities for 2022.
- 1070 The Fan's Dan Dakich Show continues to be a valuable partnership for the track with daily "Race of the Day" segments as well as two on-site radio shows for Dakich during Indiana Derby and Indiana Champions Day
- A brand new partnership with WRTV 6 was implemented in 2021 and exposure to a new audience was experienced. "Run for the Money with Producer Kyle" was so popular from the spring campaign of six segments that an additional three -segment series was added in the fall. Horseshoe Indianapolis will continue this campaign and look for ways to expand even more in 2022.
- Numerous podcasts were solicited to promote special racing events in 2021 and this initiative will take even one step further into podcast opportunities in 2022. Rachel McLaughlin was a popular guest on more than eight podcasts last season and the schedule will expand to include more events in 2022.
- Horseshoe Indianapolis will seek to add a couple of on-site appearances supported by TVG talent in 2022. The addition of on-air support on track brings a whole new level of professionalism and validity to the racing programs.
- Enhanced Quarter Horse advertising, centered around the 2022 Bank of America Challenge Championships will be prevalent leading up to the event. In early 2022, space has already been secured for homepage web banners on StallionSearch, a popular Quarter Horse racing Website
- WTHR Channel 13 provided a fall package leading up to Indiana Champions Day. Horseshoe Indianapolis' marketing team will continue to work on expanding this coverage in 2022 for additional racing events
- Twinspires and TVG remain as the two largest portals for wagering on Horseshoe Indianapolis and opportunities will continue at the same level in 2022
- A total rebranding of the facility to Horseshoe Indianapolis will take place prior to the start of racing in April 2022. Several rebranding opportunities to help support the new look and name change will be featured through advertising on the television production of the product and unique advertising opportunities, including jockey pants with Horseshoe Indianapolis on the leg to the top 30 Thoroughbred jockeys and the top 12 Quarter Horse jockeys.

## Group Sales Initiatives

- Horseshoe Indianapolis is confident groups will reemerge seeking outings in 2022. Restrictions and personal reservations about attending gatherings were still being experienced during the 2021 racing season. Sales Manager Mike Evans is already tackling group opportunities for the 2022 racing season
- The sales team will continue to attend trade shows, conferences, and travel and visitor entertainment venues in 2022 to bring groups into Horseshoe Indianapolis for racing
- Several non-profit events are already on the books for 2022 directly related to equine and racing related themes such as Farm and Safety Days, featuring 600 elementary students from Shelby County, National FFA barn tours, playing host to several hundred high school students, and Martin University business class tours. These events bring exposure to racing and the equine industry to a totally different crowd to help promote the state's racing and breeding programs.
- The AQHA Youth Racing Experience is held in conjunction with the Challenge Championships and will be part of the schedule in 2022, bringing teenage equine enthusiasts into Indiana from all across the United States



**HORSESHOE.**  
INDIANAPOLIS  
RACING • CASINO

# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW

## On-Track Promotional Initiatives:

- Free daily racing contests for both on-track and on-line horseplayers with prize money in excess of \$50,000
- Free daily tip sheets on-track and on-line for Thoroughbred and Quarter Horse racing
- Free family-friendly activities during specialty nights, including strolling entertainment, interactive games, caricature artists, air-brush tattoos and face painting
- Continued specialty wagers, such as the Pick-5, Straight Fire 6 and the Grand High 5 with reduced takeouts and guaranteed pools and instant carryovers, when applicable
- National Horseplayers Championship Qualifying site with four advancing to the final
- Quarter Horse Youth Racing Experience qualifying site and host for the national AQHA Youth Racing Experience during the Quarter Horse Challenge Championships
- Guest appearances by nationally-known racing analysts for both Thoroughbred and Quarter Horse special events
- Specialty nights featuring events such as Exotic Animal Racing, Fishing Derby, Weiner Dog Racing, Back to School/PDJF Night, Boots 'n Brews, International Fest, Pink Out, Veterans Day, Indiana Champions and Quarter Horse Stakes Days

## Community Events & Outreach (See expanded detail of community outreach and volunteerism noted in the final section of the 2021 operational plan):

- National FFA Convention Week Career Success Tours site
- Riley Hospital for Children annual Jockey Visit
- Community food booths during specialty events to benefit area school organizations
- Welcome Back BBQ for Horsemen and Horsewomen
- Continued annual support to various racehorse aftercare programs, including Friends of Ferdinand, Thoroughbred Aftercare Alliance, Old Friends and Tri State Thoroughbred Rehab
- Continued funding for the Jon Schuster Memorial Scholarship with University of Arizona's Racetrack Industry Program
- National Farm Safety Week education stations for all Shelby County Fourth graders
- Continued annual support of Shelbyville's Music in the Park
- Jockey toy drive for Shelbyville Parks' Breakfast with Santa
- Bottle cap collections for added benches for the Shelby Parks and Recreation trail system
- Participation in the national Racing Across America to raise awareness for PJDF (Permanently Disabled Jockey's Fund)
- Continued annual support of Jockeys and Jeans to raise funding/awareness for PDJF
- October Cancer fundraising and awareness programs
- November fundraising and awareness for local Veterans programs on Veterans Day
- Implementation and support for Grayson Jockey Club Equine Research through the Grayson Grass Challenge
- Continued support of downtown Shelbyville renovations for special projects, including the Blue River Trail Walkway enhancements, Shelby County Fairgrounds projects and Early Education Center initiatives
- Seek ways to support area equine-related organizations, including Morning Dove Therapeutic Riding Center, IMPD Mounted Police, DeBrooke Equine Therapeutic Riding Center, and area 4-H projects directly related to the equine industry





# HORSESHOE INDIANAPOLIS MARKETING BUDGET & OVERVIEW

## Sponsorships and Partnerships

- Indiana HBPA, ITOBA, Indy Thoroughbred Alliance, AQHA and QHRAI
- City of Shelbyville
- Shelby Parks and Recreation
- SCUFFY (Shelby County United Fund for You)
- Shelby County Fairgrounds
- Blue River Community Foundation
- Morning Dove Therapeutic Riding Center
- IMPD Mounted Patrol
- DeBrooke Equine Therapeutic Riding Center

## VIP/Relationship Marketing

- Dedicated relationship marketing contact
- Special VIP horse player events
- Frequent dining specials and/or hosted events
- On-track and simulcast incentives
- Best Seat in the House and Derby Suite options for special events

## Export Promotional Opportunities

- Continued Social Media presence and posts, including racing podcast segments
- Twitter Tuesday, Twitter Trivia, Racing Rachel's Warriors and online handicapping contests featuring prizes for winners nationally
- Continued appearances and call-ins by Horseshoe Indianapolis on-air talent with TVG, TwinSpires, Sirius Radio and other racing entities
- Continued reduced takeout and guaranteed pools for specialty wagers where applicable
- Blood Horse National Stakes Guide and National TOBA advertising and listings
- Continued Quarter Horse media outlet advertising for promotion of Quarter Horse racing days

## Caesars Racing Opportunities

- Increased awareness at all Caesars Entertainment sportsbooks for daily racing
- Las Vegas and New Jersey Sports Book promotional campaigns for stakes races and other major racing events
- Increased awareness and shelf space in Las Vegas and New Jersey Sports Books
- Relationship marketing opportunities/VIP visitation
- Cross-promotions of on-track handicapping contests with other Caesars Entertainment Racing venues
- Relationship marketing opportunities and expanded VIP horseplayer visitation options
- Continued support of the Indiana Horse Racing Association's Hall of Fame, including assistance with compiling information, financial support for portraits, coordination of Hall of Fame display, and participation on the board of directors.
- Continued support and assistance to the Indiana Breed Development programs for both Quarter Horse and Thoroughbred racing
- Jockeys and Jeans presenting sponsor to raise funding and awareness for the Permanently Disabled Jockeys Fund (PDJF)
- Multi-year sponsorship and hosting of the National Horseplayers Championship at Bally's in Las Vegas



# HORSESHOE INDIANAPOLIS 2022 SIGNATURE RACES



## Grade III \$300,000 Indiana Derby and Grade III \$200,000 Indiana Oaks

- Indiana's richest Thoroughbred horse race
- More than \$1.1 million offered in purses during the program
- Evolved into the summer's biggest sporting event in Central Indiana with increased handle and attendance annually
- Celebrity appearance support, including on-track live broadcast of the Dan Dakich Show on ESPN Radio
- Entertainment, Cigar Rolling Station, giveaways and free activities geared toward families
- Promotional giveaways and drawings including \$1,000 Megabet drawings
- VIP party experience and retail sales
- Premier racing viewing/dining packages
- Enhanced TVG and TwinSpires coverage
- Expanded coverage for media and social media platforms with trade professional support
- Special Derby Warriors Handicapping Contest for players on-track and on-line with enhanced prize money
- Guaranteed pools for the All Stakes Pick 4 and other specialty wagers



## \$150,000 Caesars Stakes (Listed)

- Indiana's richest turf race
- 1070 The Fan Race of the Day Enhancement
- Expanded TVG and TwinSpires coverage
- Additional coverage for media and social media platforms with trade professional support
- Promotion and presence in all Caesars Entertainment sportsbooks
- Empire of Hope racehorse aftercare fundraiser and awareness
- Complemented by three other stakes races on the program to create an All Stakes Pick 4 wager



## Indiana Champions Day

- Featuring four Thoroughbred stakes and five Quarter Horse stakes with purses in excess of \$1,00,000
- On-track giveaways, \$1,000 Megabets and breed specific handicapping contests
- Special stakes trophy and blanket presentations
- Celebration and recognition of past Indiana champions through displays and printed material
- Guaranteed pools for specialty wagers including an All Stakes Pick 4
- On-site podcasts and media coverage with an emphasis on social media outlets



# HORSESHOE INDIANAPOLIS 2022 SIGNATURE RACES (cont.)

## Quarter Horse Stakes

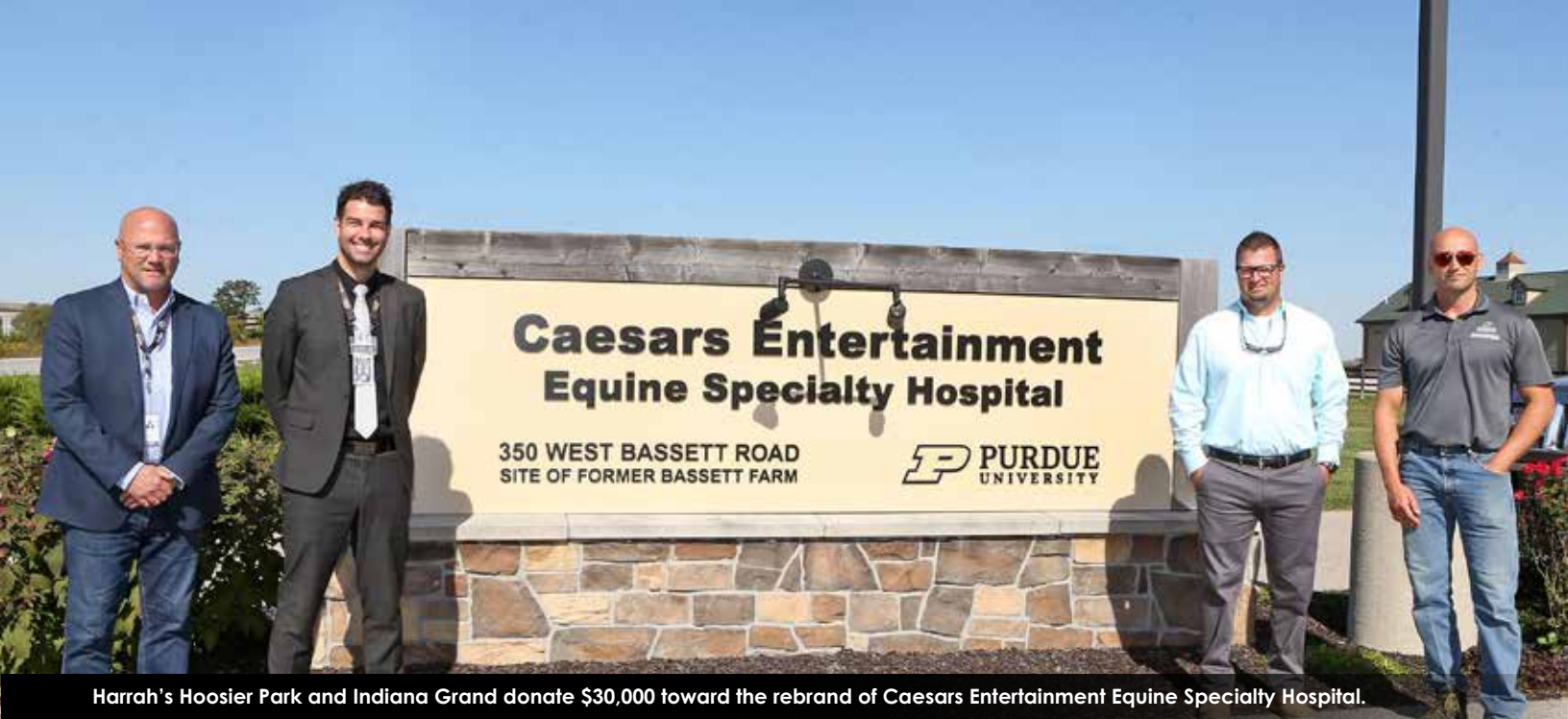
- Seven dedicated days of racing for Quarter Horse action, including the 2022 AQHA Bank of America Challenge Championships
- A total of 19 stakes with purses in excess of \$1.5 million in purses
- Entertainment and free activities geared toward family fun
- Promotional giveaways and drawings
- Specialty day events featuring Weiner Dog Racing, Exotic Animal Racing, Fishing Derby, etc.
- Indiana Champions Day featuring five stakes with purses in excess of \$500,000 along with giveaways, \$1,000 Megabets, special appearance by Martha Claussen, national known Quarter Horse racing analyst, and drawings
- Expanded coverage for media and social media platforms, including podcasts, with trade professional support
- Promotion and presence with TVG through specially placed racing programs

## AQHA Bank of America Challenge Championships

Horseshoe Indianapolis will be the host of the 2022 AQHA Bank of America Challenge Championships on October 22. These championship races for Quarter Horses bring together the best in the breed from throughout North America and will be contested in Indiana for the first time. In addition, Horseshoe Indianapolis will play host to two Regional qualifying races where the winners are awarded a berth in the championship event.







Harrah's Hoosier Park and Indiana Grand donate \$30,000 toward the rebrand of Caesars Entertainment Equine Specialty Hospital.

## COMMUNITY IMPACT

Corporate social responsibility (CSR) provides direction for each and every one of us at Caesars Entertainment to act with integrity and care for our colleagues, communities and the environment. PEOPLE PLANET PLAY is Caesars Entertainment's CSR framework. With Eldorado Resorts and Caesars Entertainment combined, we will continue building upon this foundation and support the communities where we live and work through volunteer programs and other philanthropic efforts, including integrating existing Eldorado property programs.

PEOPLE PLANET PLAY contains 11 CSR priorities representing our most important business impacts on people, our communities, society and the environment. Caesars Entertainment has set goals for each of these 11 priorities that will help strengthen our overall impact and contribution.

**PEOPLE** - Caesars Entertainment is committed to putting people first. This means promoting diversity and inclusion along with health and wellness, to create a great place to work. The company is dedicated to supporting local communities and providing positive economic contributions.

**PLANET** - Caesars Entertainment is committed to environmental stewardship. It's part of our Corporate Code of Commitment and represents our promise to preserve the planet for current and future generations. To carry out this promise, we initiated CodeGreen, and it has become part of the way we do things at Caesars Entertainment.

Caesars Entertainment's CodeGreen strategy drives environmental awareness and engagement, as well as performance, across the business. It is synonymous with environmental stewardship at Caesars Entertainment. A data-driven and disciplined environmental program that leverages the passion of our employees, CodeGreen also engages our guests and suppliers. CodeGreen was established in 2008, with a baseline year of 2007 for environmental targets and 2011 for our science-based goals. The strategy now encompasses additional elements of our corporate responsibility strategy for a comprehensive approach and includes community involvement and engagement of our colleagues at many different levels.





## COMMUNITY IMPACT (cont.)

**PLAY** - PLAY is what helps us thrive. PLAY is essential to our essence. PLAY makes people happy, relieves stress and connects people to others. PLAY helps fuel imagination and creates memorable experiences. That's why our mission of "inspiring grown-ups to play" is a very serious thing indeed. We believe that helping create a society that knows how to have fun and get the most out of life is an important part of the social value we generate. Of course, in a casino entertainment business, PLAY also means gaming. As long as gaming is fun, we're happy. To protect against the risks of gaming becoming a problem for some individuals, we maintain the most robust Responsible Gaming program in our industry, having led the industry in our commitment to Responsible Gaming for over 30 years. Forging connections and making everyone feel happy and at home are also parts of PLAY. Our responsible business practices, as well as our approach to diversity, equity and inclusion lets everyone be a winner.

**SUPPORTING OUR COMMUNITIES** - Supporting our communities comes naturally to us at Caesars Entertainment. We connect at all possible levels from within our organization to integrate seamlessly within our communities' governing bodies, economic, social and environmental lives. Our diverse employees are recruited from our local communities and they are motivated to connect through our PEOPLE PLANET PLAY initiatives supporting the community. We are also known for the public stand we take on social and environmental issues that affect our guests, our employees and our communities. Our leaders are often in the public eye, speaking out about issues that are close to our hearts.

**RESPONSIBLE GAMBLING** - Promoting responsible gaming is part of the heritage and culture of Caesars Entertainment. It's the foundation of our Code of Commitment, which spells out the principles that govern the way we do business. Our company's long-standing and continuing commitment to responsible gaming is something we take great pride in. Caesars Entertainment's position on this issue is clear: We want everyone who gambles at our casinos to be there for the right reasons – to simply have fun. We believe that all entities involved in legal wagering have an obligation to promote responsible gaming and address underage gambling.

**DIVERSITY, EQUITY & INCLUSION** - To achieve the best experiences for guests, the values, principles and practices of diversity, equity and inclusion must be embedded in every part of our organization - starting with the way we help change public perception through to the way we market and promote our gaming, entertainment and hospitality offerings. We have formalized a diversity, equity and inclusion framework that identifies five pillars of activity and focus on how we can most effectively make a difference within each of them.

**HERO** - Our HERO volunteer program enables, encourages and empowers team members to be leaders in our communities by embodying the spirit of People Planet Play. **In 2019, Harrah's Hoosier Park and Horseshoe Indianapolis had more than 15,000 HERO hours combined.**

**BOARDS & SERVANT LEADERSHIP** - Harrah's Hoosier Park and Horseshoe Indianapolis will continue to promote servant leadership and encourage participation on boards and organizations at both a local and state level, at the same level as in years past.

**SPONSORSHIPS & COMMUNITY RELATIONS** - Harrah's Hoosier Park and Horseshoe Indianapolis continue a community relations programs in 2021, providing support for key organizations in host communities and in the state of Indiana. An outline of the 2020 recap can be found in the appendix files.

**TOURISM** - Horseshoe Indianapolis and Harrah's Hoosier Park continue to maintain the number one and two spot in the Indianapolis Business Journal's most popular tourism attraction list with more than 6 million annual visits. Caesars Entertainment is committed to making the properties tourism gateways to the state and to local



# COMMUNITY IMPACT

Harrah's Hoosier Park and Horseshoe Indianapolis are currently underway with 2022 community relations efforts, with a budgeted spend of \$430,000 at Harrah's Hoosier Park and \$525,000 at Horseshoe Indianapolis.

Final 2021 spends are \$430,000 for Harrah's Hoosier Park and \$526,584 for Indiana Grand. This deck provides an overview of each property's spend, percentages of spend to host communities, equine-related efforts, other initiatives, and quarterly breakdowns.

These spends do not include sports partnerships or HERO volunteer hours and are all community relations-specific.

Harrah's Hoosier Park	2019	2020	2021
Madison County - Anderson	\$105,885	\$270,494	\$271,000
Madison County - Other	\$15,650	\$3,750	\$4,000
<b>Madison County Total</b>	<b>\$121,535</b>	<b>\$274,244</b>	<b>\$275,000</b>
<b>Equine</b>	<b>\$57,217</b>	<b>\$119,537</b>	<b>\$120,000</b>
<b>Other</b>	<b>\$43,088</b>	<b>\$34,563</b>	<b>\$35,000</b>
<b>Grand Total</b>	<b>\$221,840</b>	<b>\$428,344</b>	<b>\$430,000</b>

Indiana Grand	2019	2020	2021
Shelby County - Shelbyville	\$135,830	\$269,000	\$273,500
Shelby County - Other	\$60,333	\$30,700	\$31,270
<b>Shelby County Total</b>	<b>\$196,163</b>	<b>\$299,700</b>	<b>\$304,770</b>
<b>Equine</b>	<b>\$5,900</b>	<b>\$70,000</b>	<b>\$70,250</b>
<b>Other</b>	<b>\$132,277</b>	<b>\$155,300</b>	<b>\$151,564</b>
<b>Grand Total</b>	<b>\$334,340</b>	<b>\$525,000</b>	<b>\$526,584</b>

HHP & UIN Combined	2019	2020	2021
Host Counties - Anderson & Shelbyville Only	\$241,715	\$539,494	\$544,500
Host Counties - Other	\$75,983	\$34,450	\$35,270
<b>Host Counties Total</b>	<b>\$317,698</b>	<b>\$573,944</b>	<b>\$579,770</b>
<b>Equine</b>	<b>\$63,117</b>	<b>\$189,537</b>	<b>\$190,250</b>
<b>Other</b>	<b>\$175,365</b>	<b>\$189,863</b>	<b>\$186,564</b>
<b>Grand Total</b>	<b>\$556,180</b>	<b>\$953,344</b>	<b>\$956,584</b>



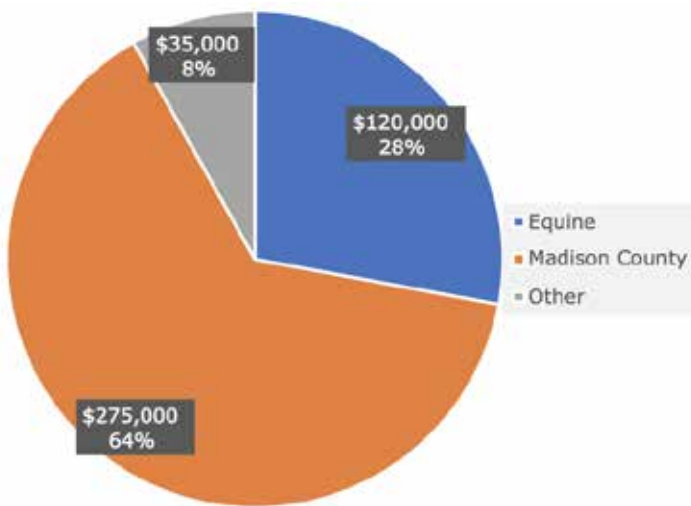


Harrah's Hoosier Park is proud to partner with veteran Team Member of 24 years, James Jackson and his family in their charitable efforts to support and raise awareness for those with ALS.

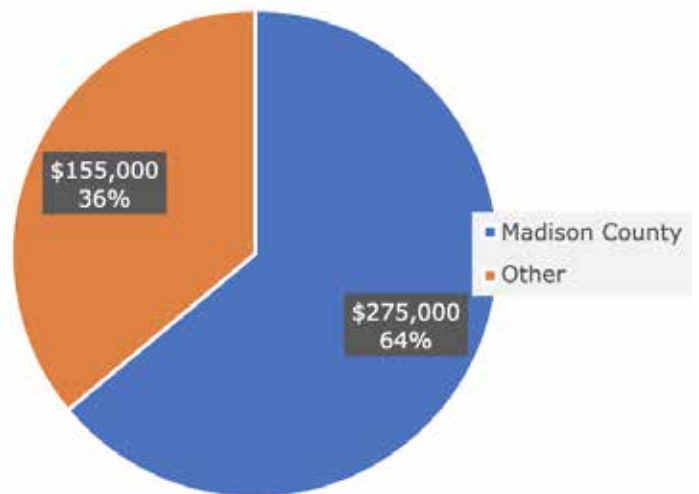
Harrah's Hoosier Park is committed to supporting organizations in Anderson, Madison County and throughout the state that consistently serve our communities at large. These organizations with our support meet the most basic, yet crucial needs of food, shelter, clothing, educational supplies, therapeutic services, equine health and more. Our Team is further committed to maintaining involvement in various community related efforts through personal giving, volunteering and serving on local boards. It is our goal to contribute not only financially but to be fully-vested by giving or our time and energy thus creating more of a partnership and less of a business transaction. We have found this approach to be beneficial for all parties involved creating a sense of community and a larger, more long-term impact.

With a proactive approach, the community relations team at Harrah's Hoosier Park frequently meets with organizations to learn their needs and areas of development. Annual plans are created with those organizations identifying strategy with funding, auction items, boardmanships and HERO hours. The

**Total 2021 Giving \$430,000**



**Anderson & Madison County vs. Other**



\*Some Madison County organizations outside of Anderson benefit Anderson residents. Additionally, these organizations benefit the communities where our team members and guests live and work.



# HARRAH'S HOOSIER PARK SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS

100 Black Men of Indy  
 40&8 ~ Veteran Car Show  
 AGAPE  
 Alex Chamber  
 Alternatives  
 Alzheimer's Walk  
 American Cancer Society  
 Anderson Black Expo  
 Anderson Community Schools  
 Anderson Education Foundation  
 Anderson Mayors Ball  
 Anderson Museum of Art  
 Anderson Symphony Orchestra  
 Animal Protection League  
 Aspire  
 Athena Awards  
 City of Anderson  
 Community Hospital Foundation  
 Cotillion Beautifillion  
 Court Appointed Special Advocate  
 Geater Center  
 Grace House  
 Habitat for Humanity  
 Harness Horse Youth Foundation  
 Hopewell Center

IMPD Mounted Patrol  
 Indiana Careers in Construction Assoc  
 Indiana Chamber  
 Indiana Coalition Against Domestic Violence  
 Indiana Horse Racing Association  
 Indiana Plan  
 Indiana Standardbred Association  
 Indianapolis Chamber  
 Indy Pride  
 Ivy Tech Foundation  
 Jessica & Lynsey Memorial Ride  
 Leadership Academy of Madison County  
 LifeStream  
 Mad Co 4-H Fair  
 Madison County Black Chamber  
 Madison County Chamber  
 Mad Co Community Health Center  
 Madison County Humane Society  
 Mentoring Warriors  
 Morning Dove  
 NAACP  
 Nappanee Raceway  
 New Vocations Racehorse

Noon Exchange Club  
 North American Harness Update  
 Paramount Theatre  
 Racing Medication & Testing  
 ROSE Awards  
 Second Harvest Food Bank  
 Spear Huff  
 St Vincent Anderson Foundation  
 St Vincent de Paul  
 Standardbred Transition Alliance  
 Stripped Love  
 Suicide Prevention  
 The Christian Center  
 Top Notch Service of Excellence  
 United in Christ  
 United States Harness Writers Assoc  
 United Way of Madison County  
 Visit Indy  
 Willow Place  
 Woodbine Invitational  
 YMCA of Madison County

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
Anderson	\$22,583	\$22,583	\$22,583	\$22,583	\$22,583	\$22,583	\$22,583	\$22,583	\$22,583	\$22,583	\$22,583	\$22,583	\$271,000
Madison County Other	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$4,000
Equine	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
Other	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$35,000
<b>Total</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$35,833</b>	<b>\$430,000</b>



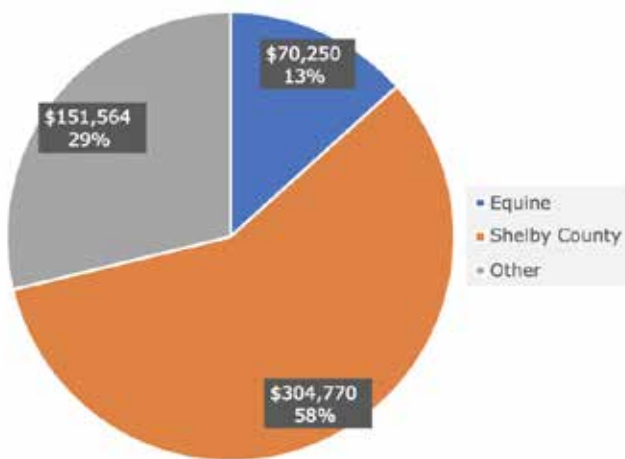


Indiana Grand donates \$40,000 to Shelby County United Fund for You (SCUFFY) in Shelbyville.

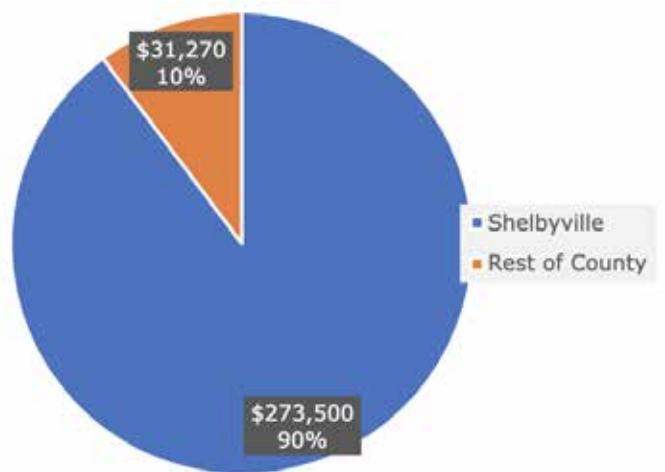
Indiana Grand placed a renewed commitment to the City of Shelbyville and Shelby County in 2021. Funding for numerous products exceeded goals for the local community with numerous organizations and projects benefitting from the dedicated funds. In addition, Horseshoe Indianapolis exceeded expectations for equine-related giving, extending support to area organizations as well as industry racehorse aftercare initiatives. Horseshoe Indianapolis believes strongly in being a good corporate neighbor and never hesitates to step in and assist.

The team on the Community Relations committee works diligently to stay up to date with current needs and studies requests that will make the best and most effective impact on area communities. All of this research is done while aligning itself with the mission of Caesars Entertainment philanthropy efforts. The team works within the annual budget to offer aid through gift certificates, direct donations and support of events. The company also encourages team members to get actively involved in their communities through volunteerism.

### Total 2021 Giving \$526,584



### Shelbyville vs. Shelby County



\*Some Shelby County organizations outside of Shelbyville benefit Shelbyville residents. Additionally, these organizations benefit the communities where team members and guests live and work.



# HORSESHOE INDIANAPOLIS SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS

- Alzheimers Association
- American Red Cross Indiana Chapter
- Andrew Winzenread Memorial Golf Outing
- Aspire Economic Dev. - Chamber
- Blue River Community Foundation
- Blue River Friends of NRA
- City of Shelbyville
- Cody Lisby Golf Outing
- Court & Child Advocacy Group
- Crohn's & Colitis Foundation
- D.A.R.E. Shelbyville
- DeBrooke Equine Therapeutic Center
- Decatur Co. Community Foundation
- Decatur Co. Humane Society
- Excel Center of Shelby County
- Fayette Co. Humane Society
- Franklin Co. 4-H Association
- Frankton-Lapel Schools
- Friends of Ferdinand
- Grayson-Jockey Club Equine Research
- Greenwood Parks and Recreation
- Habitat for Humanity Shelby Co.
- Hancock Co. Humane Society
- Homeless Veterans and Families of Indiana, Inc.
- Hoosier Veterans Assistance Foundation
- Horizon House
- IMPD Mounted Patrol
- Indiana 4H Foundation
- Indiana Chamber of Commerce
- Indiana Coalition Against Domestic Violence
- Indiana Forest Alliance
- Indianapolis FOP Shop with a Cop Program
- Indianapolis Professional Fire Fighters
- Indianapolis Neighborhood Resource Center
- Indianapolis Urban League
- Indiana Women in Need
- Indianapolis Zoo
- Indianapolis Zoological Society
- Indiana Chamber of Commerce
- Indy Sports Corp.
- Ivy Tech Foundation
- Jake Laird Memorial Foundation
- Jake Laird Memorial Fund
- Johnson Co. Fair Association
- Kenneth Butler Memorial Soup Kitchen
- Leadership Shelby County
- Mainstreet Shelbyville, Inc.
- Meals on Wheels Shelby County
- Morning Dove Therapeutic Riding Center
- Morning Light Inc.
- National Tay-Sachs & Allied Diseases
- Old Friends Racehorse Retirement
- Pantry Pals of Shelby County
- Permanently Disabled Jockeys Fund
- Purdue Equine Specialty Hospital
- Ripley County Community Foundation
- Rush County Animal Shelter
- SCUFFY
- Shelby Ag Promotions
- Shelby County Animal Shelter
- Shelby County Chamber of Commerce
- Shelby County Drug Free Coalition
- Shelby County Fairgrounds
- Shelby County Humane Society
- Shelby County Library
- Shelby County Shrine Club
- Shelbyville Early Learning Center
- Shelbyville F.O.P. Lodge
- Shelbyville Ladies Golf Association
- Shelbyville Parks and Recreation
- Shelbyville Porter Park Project
- Shelbyville Senior Services
- Skyline Partners LLC
- Step-Up Inc.
- The Arc of Shelby County

Summary Stats:	January	February	March	April	May	June	July	August	September	October	November	December	Total
Equine Related	\$5,000	\$0	\$2,500	\$21,500	\$5,000	\$2,500	\$6,000	\$2,750	\$25,000	\$0	\$0	\$0	\$70,250
Shelby County	\$0	\$0	\$0	\$150	\$720	\$200	\$0	\$0	\$0	\$30,000	\$0	\$0	\$31,270
Shelbyville	\$2,500	\$35,500	\$50,000	\$24,000	\$0	\$30,000	\$500	\$20,000	\$25,000	\$0	\$56,000	\$30,000	\$273,500
Regional	\$24,500	\$4,500	\$4,500	\$22,500	\$31,000	\$14,100	\$10,100	\$9,475	\$15,850	\$10,039	\$5,000	\$0	\$151,564
Total Spend	\$32,000	\$40,000	\$57,000	\$68,350	\$36,720	\$46,800	\$16,600	\$32,225	\$65,850	\$40,039	\$61,000	\$30,000	\$526,584

## 2022 COMMUNITY RELATIONS BUDGET - \$525,000



# 2022 HARRAH'S HOOSIER PARK HORSEMEN'S AGREEMENT

## FOURTH AMENDMENT TO AGREEMENT

This Fourth Amendment to the Agreement (this "Fourth Amendment") is dated this <sup>27<sup>TH</sup></sup> day of October 2021, by and between HOOSIER PARK, LLC, d/b/a Harrah's Hoosier Park Racing and Casino, whose business address is 4500 Dan Patch Circle, Anderson, IN 46013 ("Hoosier Park") and the INDIANA STANDARD BRED ASSOCIATION, whose business address is 311 American Legion Place, Greenfield, IN 46140 (the "ISA"). Hoosier Park and the ISA may individually be referred to as a "Party" and collectively as the "Parties."

### RECITALS

WHEREAS, Hoosier Park and the ISA are parties to an Agreement dated March 1, 2018 (the "Agreement") wherein the Parties agree to certain terms and conditions by which the ISA's members race at Hoosier Park's facility located at 4500 Dan Patch Circle, Anderson, IN 46013;

WHEREAS, the Parties entered into a First Amendment to Agreement dated August 13, 2018 (the "First Amendment") wherein the Parties, among other things, extended the Initial Term of the Agreement through December 31, 2019;

WHEREAS, the Parties entered into a Second Amendment to Agreement dated November 27, 2019 (the "Second Amendment") wherein the Parties, among other things, extended the Initial Term of the Agreement through December 31, 2020;

WHEREAS, the Parties entered into a Third Amendment to Agreement dated September 18, 2020 (the "Third Amendment") wherein the Parties, among other things, extended the Initial Term of the Agreement through December 31, 2021; and

WHEREAS, Hoosier Park and the ISA desire to amend the Agreement and the prior amendments to further extend the term and to modify certain other terms and conditions.

NOW, THEREFORE, for good and valuable consideration, of which the Parties acknowledge receipt and in consideration of the mutual covenants and agreements contained herein, the Parties agree as follows:

### MODIFICATIONS TO AGREEMENT

1. Section 2, "Terms and Scope of the Agreement" subpart "a" is hereby deleted in its entirety and replaced with the following:

"a. The effective date of this Agreement shall be January 1, 2018 and, unless sooner terminated as provided herein, shall expire on December 31, 2018 (the 'Initial Term'). Upon conclusion of the Initial Term, an extended term shall be deemed to have commenced on January 1, 2019 and shall expire on December 31, 2019 (the 'First Extended Term'). Upon



# 2022 HARRAH'S HOOSIER PARK HORSEMEN'S AGREEMENT

conclusion of the First Extended Term, a second extended term shall be deemed to have commenced on January 1, 2020 and shall expire on December 31, 2020 (the 'Second Extended Term'). Upon conclusion of the Second Extended Term, a third extended term shall be deemed to have commenced on January 1, 2021 and shall expire on December 31, 2021 (the 'Third Extended Term'). Upon conclusion of the Third Extended Term, a fourth extended term shall be deemed to have commenced on January 1, 2022 and shall expire on December 31, 2022 (the 'Fourth Extended Term')."

The remainder of Section 2 of the Agreement, including subpart "b" shall remain unchanged.

2. Hoosier Park shall maintain the length of the 2022 race season to be equal to the length of the 2021 race season. In exchange for this, the ISA shall reimburse Hoosier Park in the amount of One-Hundred Thousand Dollars (\$100,000) in operating expenses. The reimbursement shall be made by deleting Subsection 18(c) of the Agreement in its entirety and replacing it with the following:

- c. Each live race day when Hoosier Park simulcasts a Standardbred race to out-of-state facilities, for all revenues Hoosier Park receives from simulcasting the sale of its live Standardbred races to out-of-state facilities, Hoosier Park shall retain fifty percent (50%) of all funds received from live Standardbred racing and fifty percent (50%) of all funds received from live Standardbred racing shall go to the Hoosier Park Standardbred Purse Account less a total daily fee to be retained by Hoosier Park of Two Thousand Sixty-Two Dollars and Fifty Cents (\$2,062.50) which consists of the following:

1. Eight Hundred and Seventy-five Dollars (\$875.00) for broadcast of Hoosier Park's simulcast signal;
2. Three Hundred Dollars (\$300.00) for tracking expenses;
3. One Hundred Eighty-Seven Dollars and Fifty Cents (\$187.50) for high-definition telecom transmission.
4. Seven Hundred Dollars (\$700.00) for TVG Broadcast fees in addition to the fee amount listed in the following paragraph.

Further, Hoosier Park may deduct from the Standardbred Purse Account an amount equal to one half (1/2) of programming fees Hoosier Park pays to TVG to broadcast Standardbred races originating from Hoosier Park's racetrack.

3. All capitalized terms used in this Fourth Amendment and not otherwise defined herein shall have the meanings set forth in the Agreement or the prior amendments, as the case may be.



# 2022 HARRAH'S HOOSIER PARK HORSEMEN'S AGREEMENT

4. This Fourth Amendment may be executed in counterparts, which together shall constitute a complete document. Unless otherwise prohibited by any applicable laws or regulations, this Fourth Amendment may be signed electronically, and such electronic signature shall be deemed, and shall have the same legal force and effect as, an original signature. An electronic copy thereof shall be deemed, and shall have the same legal force and effect as, an original document.
5. In the event of a conflict between any of the provisions in the Agreement or the prior amendments and this Fourth Amendment, the terms of this Fourth Amendment shall control. It is expressly understood and agreed by the Parties that this Fourth Amendment shall serve as a supplement to the Agreement and the prior amendments and all terms, conditions and provisions of the Agreement and the prior amendments, unless specifically amended or modified herein, shall continue in full force and effect.

IN WITNESS WHEREOF, the Parties have executed this Fourth Amendment on the respective date(s) indicated.

HOOSIER PARK, LLC

BY: 

Richard B. Moore  
VP and General Manager of Racing

Date 10/27/2021

INDIANA STANDARD BRED ASSOCIATION

By: 

Joe Putnam  
President

Date 10/27/2021

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

This agreement ("Agreement") is entered into this <sup>20<sup>th</sup></sup> day of September 2021, by and between Centaur Acquisition, LLC, an Indiana limited liability company ("Indiana Grand") and the Indiana Horsemen's Benevolent and Protective Association, Inc., an Indiana not-for-profit corporation ("HBPA").

WHEREAS, the HBPA is a trade organization composed of owners and trainers of Thoroughbred race horses ("HBPA Members");

WHEREAS, the HBPA represents that it is the "horsemen's association" representing Thoroughbred owners and trainers for purposes of I.C. 4-31-8-6 and the "horsemen's group" representing Thoroughbred owners and trainers for purposes of 15 U.S.C. § 3001, *et seq.*; and

WHEREAS, the HBPA provides benevolent programs and other services for HBPA Members and their employees who are engaged in racing at Indiana Grand's racing facility; and

WHEREAS, the parties hereto strive to foster a close and understanding relationship among horsemen, HBPA Members, the HBPA, and Indiana Grand;

NOW, THEREFORE, in consideration of the promises and mutual covenants contained herein, the parties agree as follows:

1. **Term of Agreement.** This Agreement shall be effective from January 1, 2022 – December 31, 2022 and, unless sooner terminated as provided herein, shall remain effective until the effective date of the contract executed for the 2023 racing meet ("Term").
2. **Scope of Agreement.** Except as otherwise specifically set forth herein, this Agreement shall apply only to race meetings and pari-mutuel wagering conducted at the Indiana Grand racing facility at Shelbyville, Indiana ("Racetrack") and to pari-mutuel wagering conducted at satellite wagering facilities licensed to Indiana Grand and located in the State of Indiana ("Satellite Facility").
3. **Exclusive Representation.** The HBPA is the exclusive representative of HBPA Members and of all Thoroughbred owners and trainers stabled at Indiana Grand or who have horses approved for entry in Thoroughbred races at Indiana Grand.
4. **Horsemen's Account.** Indiana Grand will maintain a separate account, to which Indiana Grand shall credit all amounts required or allowed pursuant to the terms of this Agreement and from which Indiana Grand shall pay all amounts required pursuant to the terms of this Agreement, including money owing to Thoroughbred horsemen regarding purses, stakes, rewards, claims and deposits ("Thoroughbred Horsemen's Purse Account"). All portions of purse money

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

shall be made available to earners thereof within forty-eight (48) hours (dark days and Sundays excluded) after the result of the race in which such money was earned has been declared official, unless the stewards shall order money withheld until final adjudication of a dispute determining which persons are entitled to such money in dispute. No portion of such money, other than jockey fees and amounts required or permitted by this Agreement, shall be deducted by Indiana Grand unless requested in writing by the person to whom such monies are payable or his duly authorized representative.

For each race cancelled because of inclement weather, mechanical failure, electrical failure, or for any other reason, the owner shall be reimbursed Seven Hundred Fifty Dollars (\$750.00) from the Thoroughbred Horsemen's Purse Account for each horse entered in the cancelled races ("Cancellation Fee"). No reimbursement shall be made in the event that: (1) notice of cancellation is posted in the racing office, texted to those subscribing to the Indiana Grand texting service and posted on the Indiana Grand website eight (8) or more hours prior to post time; or (2) a horse has been scratched prior to the cancellation of the race. Indiana Grand will make best efforts to run back any race that is cancelled, in which case Indiana Grand shall not be required to pay any Cancellation Fee.

Indiana Grand shall on a monthly basis furnish the President and Executive Director of HBPA a detailed schedule showing all deposits made to and expenses paid from the Thoroughbred Horsemen's Purse Account for the preceding month.

5. Payment for Administrative expenses. For the period January 1, 2022, through December 31, 2022, Indiana Grand shall deduct 3% (three percent) from the allocations to the Thoroughbred Horsemen's Purse Account described in Section 7 and pay such amounts to the HBPA to be used by the HBPA solely at its discretion for its administrative expenses and for services to its members. Such payments shall be made by Indiana Grand throughout the term of the Agreement in current monthly installments as such funds are received, regardless of overpayment/underpayment in the Thoroughbred Horsemen's Purse Account. No deduction shall be made by Indiana Grand for its own administrative expenses from gaming funds allocated to the Thoroughbred Horsemen's Purse Account.
5. Race Cards; Simulcasting.
  - A. Minimum Number. During the live race meet at the Racetrack, Indiana Grand agrees to hold a minimum of nine (9) live races (as long as it does not cause an overpayment of purses during the meet) per card, with additional race(s) provided there is an adequate supply of Thoroughbred horses. The HBPA shall use its best efforts to supply Indiana Grand with an adequate supply of horses to conduct each race meet covered by the Agreement. Indiana Grand shall be allowed to simulcast additional Thoroughbred races to supplement the live race card.



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

- B. Simulcast Signal. Indiana Grand in its sole discretion will decide the price or cost, type, time and schedule of all simulcast signals to, and from, the Racetrack and to each Satellite Facility, on all days including live race days. The cost of such simulcast signals shall be reasonable market rates as determined by Indiana Grand.
  - C. HBPA Authorization. During the Term, the HBPA authorizes Indiana Grand to negotiate and contract with simulcast receiving facilities, including off track wagering facilities located outside Indiana, which are subject to the Interstate Horse Racing Act of 1978, 15 U.S.C. §3001, et. seq. (Act), for the conduct of off-track Thoroughbred wagering. Indiana Grand will inform, and seek the approval of, the HBPA prior to Indiana Grand sending its signal to any receiving jurisdiction outside of Indiana.
7. Allocations to Purses. During the term of this Agreement and except as otherwise provided herein, Indiana Grand shall credit the following amounts to the Thoroughbred Horsemen's Purse Account for disbursement, in complete satisfaction of Indiana Grand's obligation for purses, under the following situations:
- A. Live Racing. When Thoroughbred racing is live at the Racetrack, eight percent (8%) of the live gross handle generated at the Racetrack shall be credited to the Thoroughbred Horsemen's Purse Account as prescribed by state statute.
  - B. Satellite Wagering - In-State. When Thoroughbred racing is live at the Racetrack, five percent (5%) of the live gross handle generated by said live racing at any Indiana Grand Satellite Facility shall go to the Thoroughbred Horsemen's Purse Account as prescribed by state statute.
  - C. Satellite Wagering - Out-of-State. When Indiana Grand simulcasts a Thoroughbred race run live at the Racetrack to an out-of-state facility, 50% of the net receipts generated by simulcasting on that race, including any source market fees and distribution and communication fees received by Indiana Grand (net of reasonable expenses incurred by Indiana Grand) on the simulcast of that Thoroughbred race run live at the Racetrack, shall go to the Thoroughbred Horsemen's Purse Account. For purposes of this Subsection C, "net receipts" shall mean all funds received by Indiana Grand under the applicable contracts less any applicable excise taxes.
  - D. Simulcast Receiving. Purse Allocations. When a race is simulcast to the Racetrack or a Satellite Facility, five percent (5%) of gross handle generated by simulcasting on that race shall be allocated between the Thoroughbred Horsemen's Purse Account, Indiana Grand Standardbred Purse Account, and the Indiana Grand Quarter Horse Purse Account



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

E. Source Market Fees Received. Any net source market fees, as defined in the Indiana Code, Title 4, Article 31, Chapter 7.5, Section 18, collected by Indiana Grand from a secondary pari-mutuel organization offering advanced deposit wagering and licensed by the IHRC, pursuant to a contract with Indiana Grand, shall be distributed in the manner prescribed by IC 4-31-7.5-18.

F. Definitions. For purposes of this Section 7:

- (1) "Gross handle" means all sums wagered by patrons less refunds.
- (2) "Net revenues" means the gross handle on such race or races reduced only by money returned to patrons by refund or payoff, pari-mutuel taxes due and payable and host track fees.
- (3) "Live racing" and "live race meeting" mean the entire period that a live race meeting is in progress, from the first race day of the meeting through the last day of it, inclusive of all days between.
- (4) "Net source market fees" means the difference between source market fees received by Indiana Grand from a licensed secondary pari-mutuel operator minus the amount of all reasonable expenses incurred by Indiana Grand to generate source fees.

8. Purses.

A. Purse Schedules and Condition Books. Using its best judgment in estimating attendance, pari-mutuel handle, and breakage, Indiana Grand shall establish a tentative average daily overnight purse schedule for each race meeting and will exercise due care to avoid underpayment or overpayment of purses at all race meetings.

Indiana Grand will also deliver to the HBPA, within thirty (30) days before each race meeting, its first condition book and proposed purse schedules. Indiana Grand will send a copy of its stall application blank and stakes purse program to the President of the HBPA, and subsequent condition books for the race meet will be furnished to the President of the HBPA ten (10) days prior to printing, barring unforeseen circumstances.

The condition book shall state that the racing secretary will card any Indiana Bred Allowance or maiden race(s) carried over from the previous day and any race listed in the body of the book which receives eight (8) or more betting interests at entry time unless the total of all such carried over races and races for that day exceed the number of races being carded for that day.

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

- B. Overpayment - Underpayment of Purses. Indiana Grand will make its best effort to ensure that all amounts credited to the Thoroughbred Horsemen's Purse Account under the terms of this Agreement are paid out by the end of the 2022 Thoroughbred meet. Further, Indiana Grand will meet with HBPA on a bi-weekly basis to review the status of the Thoroughbred Horsemen's Purse Account at the request of the HBPA.
  
- C. Minimum Purses. No Thoroughbred race shall be run at Indiana Grand during the Term of this Agreement with a purse less than the minimum purse established by the IHRC for any race meeting, but in no event less than Eight Thousand Dollars (\$8,000.00).
  
- D. Purse Notices. The pari-mutuel handle, the pari-mutuel handle commission, breakage and purse distribution figures, and the percentage figures that represent the relationship between purses and the total of pari-mutuel income and breakage shall be posted on the bulletin board in the Racing Secretary's office each day of a race meeting. Indiana pari-mutuel handle figures shall be provided within forty-eight (48) hours after they are available to the President of the HBPA at the address provided in Section 23 of this Agreement.
  
- E. Stakes Race Purses. Indiana Grand may, at its sole option, apply purse money to either purses for Stakes Races ("Stakes Race Purses") or purses for overnight races. If the total amount paid by Indiana Grand to horsemen in Stakes Race Purses in any calendar year exceeds eighteen percent (18%) of the total amount paid in purses, such excess shall not be used to satisfy any of Indiana Grand's purse obligations under this Agreement. For the 2022 race meet, Indiana Grand shall not materially change its stakes schedule from the schedule that had been approved for the 2021 race meet. Prior to being advertised, any changes to the stakes schedule or stakes purses in the 2022 race meet may be made by Indiana Grand with the consent of the President of the HBPA, which consent shall not be unreasonably withheld.

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

shall be made available to earners thereof within forty-eight (48) hours (dark days and Sundays excluded) after the result of the race in which such money was earned has been declared official, unless the stewards shall order money withheld until final adjudication of a dispute determining which persons are entitled to such money in dispute. No portion of such money, other than jockey fees and amounts required or permitted by this Agreement, shall be deducted by Indiana Grand unless requested in writing by the person to whom such monies are payable or his duly authorized representative.

For each race cancelled because of inclement weather, mechanical failure, electrical failure, or for any other reason, the owner shall be reimbursed Seven Hundred Fifty Dollars (\$750.00) from the Thoroughbred Horsemen's Purse Account for each horse entered in the cancelled races ("Cancellation Fee"). No reimbursement shall be made in the event that: (1) notice of cancellation is posted in the racing office, texted to those subscribing to the Indiana Grand texting service and posted on the Indiana Grand website eight (8) or more hours prior to post time; or (2) a horse has been scratched prior to the cancellation of the race. Indiana Grand will make best efforts to run back any race that is cancelled, in which case Indiana Grand shall not be required to pay any Cancellation Fee.

Indiana Grand shall on a monthly basis furnish the President and Executive Director of HBPA a detailed schedule showing all deposits made to and expenses paid from the Thoroughbred Horsemen's Purse Account for the preceding month.

5. Payment for Administrative expenses. For the period January 1, 2022, through December 31, 2022, Indiana Grand shall deduct 3% (three percent) from the allocations to the Thoroughbred Horsemen's Purse Account described in Section 7 and pay such amounts to the HBPA to be used by the HBPA solely at its discretion for its administrative expenses and for services to its members. Such payments shall be made by Indiana Grand throughout the term of the Agreement in current monthly installments as such funds are received, regardless of overpayment/underpayment in the Thoroughbred Horsemen's Purse Account. No deduction shall be made by Indiana Grand for its own administrative expenses from gaming funds allocated to the Thoroughbred Horsemen's Purse Account.

5. Race Cards; Simulcasting.

- A. Minimum Number. During the live race meet at the Racetrack, Indiana Grand agrees to hold a minimum of nine (9) live races (as long as it does not cause an overpayment of purses during the meet) per card, with additional race(s) provided there is an adequate supply of Thoroughbred horses. The HBPA shall use its best efforts to supply Indiana Grand with an adequate supply of horses to conduct each race meet covered by the Agreement. Indiana Grand shall be allowed to simulcast additional Thoroughbred races to supplement the live race card.

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

year or all monies paid to Indiana Grand by third parties in consideration for which the payer receives the right, either alone or with other consideration, to have its name, logo or other identification of its choosing identified with one or more Thoroughbred horse races, conducted and run by Indiana Grand at the Racetrack. Sponsorship revenues subject to this provision shall be limited to monies paid in cash or equivalent to Indiana Grand and shall not include the value of "in kind" contribution or payments of goods or services flowing from said third parties to Indiana Grand. In no event shall this or any other provision of this Agreement be construed or interpreted as an admission or acknowledgment by Indiana Grand that any person, entity or group other than Indiana Grand has a proprietary right in or to any sponsorship revenues, except as specifically set forth herein.

10. Shared Tracking Expense. HBPA authorizes and directs Indiana Grand to deduct from the Thoroughbred Horsemen's Purse Account each month HBPA's share of the daily Indiana Grand tracking fee, which share shall be determined as follows:

Daily Fee x number of race days in the month ÷ 2, x number of Thoroughbred races ÷ the total number of Thoroughbred and Quarter horse races = HBPA tracking share ("HBPA Tracking Share").

EXAMPLE:  $\$750 \times 20 \text{ days} \div 2 \times \frac{160}{200} = \$6,000.00$  is HBPA Tracking Share.

- A. Shared TVG Expense. HBPA authorizes and directs Indiana Grand to deduct from the Thoroughbred Horsemen's Purse Account one-half (1/2) of the programming fees Indiana Grand pays to TVG to broadcast Thoroughbred races originating from Indiana Grand's racetrack.

- B. Shared Reduced Takeout Expense. HBPA authorizes and directs Indiana Grand to deduct from the Thoroughbred Horsemen's Purse Account one-half (1/2) of the amount of any reduced takeout Indiana Grand actually suffers, which is approved by the IHRC. Such deductions shall not exceed four and three-fourths percent (4.75%) of the amount wagered on any particular race at Indiana Grand or its Satellite Facility.

11. Stalls and Track Facilities.

- A. Stalls and Track Facilities. Indiana Grand shall make available stall space to Thoroughbred horsemen during each race meeting without charge. For Thoroughbred horsemen not remaining on the grounds throughout the offseason, the racing strip, barns, dormitories and other facilities at the Racetrack ("Backside Facilities") necessary for training purposes shall be made available by Indiana Grand without charge to horsemen who have stalls allocated for the upcoming race meeting 35 days prior to the beginning of the



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

current meet barring unforeseen circumstances, as determined in the reasonable discretion of Indiana Grand after consultation with the HBPA. For Thoroughbred horsemen not remaining on the grounds throughout the offseason, the track kitchen facilities will open two weeks prior to the race meet, and the barn area and dormitories shall also open 35 days prior to beginning of meet. Indiana Grand shall make water and electricity available to each barn during the above periods without charge and will, at its own expense, keep the racetrack properly harrowed and watered during the periods before and after the end of each race meeting.

Each owner of a horse that is permitted by Indiana Grand to remain on the grounds throughout the offseason commencing on November 9, 2021, is required to apply for a stall for such horse for the 2022 racing meet, is not guaranteed a stall for the 2022 racing meet and, if granted a stall for the 2022 racing meet, shall not be entitled to the same stall utilized during the offseason. Backside Facilities shall be made available without charge for HBPA Members permitted by Indiana Grand to remain on the grounds throughout the offseason.

In addition, during the racing season, Indiana Grand will make the racing surface available for training (6) days per week beginning 35 days prior to beginning of current meet and continuing thereafter until the end of live racing. The starting gate shall be available 2 weeks prior to the beginning of the meet for schooling and work outs five (5) days per week. Clockers will be available six (6) days per week during training and prior to the meet.

After the 2022 meet has ended, Indiana Grand will allow horsemen to keep their horses stabled in stalls in the barn area for fourteen (14) days following the conclusion of the 2022 meet, without cost to the HBPA or HBPA Members. Commencing on the Monday following the conclusion of the 2022 meet and continuing until the opening for the 2023 live race season meet, the race track will be open for training Mondays through Fridays, with starting gates set two (2) times per week and a clocker on duty three (3) times per week.

- B. Vendors. Indiana Grand may not impose upon horsemen any exclusive arrangement concerning farriers, feed men, tack supplies, or any other suppliers or providers of service customarily used by owners and trainers. Indiana Grand will use reasonable efforts to keep unlicensed persons in the above categories off its premises.
- C. Stall Applications for the 2022 Race Meet. Before the race meeting, Indiana Grand shall establish a reasonable cutoff date for the submission of stall applications. Indiana Grand shall, in the exercise of its sole business judgment, approve or disapprove applications for stalls. The conditions for stabling shall be as set forth on Exhibit A hereto and such conditions shall not be materially modified without the consent of the HBPA. Indiana Grand will consider,

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

among other things, the following criteria in allocating stalls to horsemen for use during race meetings:

- (1) The general quality of the horses listed on the stall application;
- (2) The quality of the racetrack(s) where the horses listed on the stall application have previously raced;
- (3) The number of starts a trainer listed on the application has made at past Indiana Grand race meetings;
- (4) The financial and professional integrity of the trainer listed on stall application;
- (5) The total number of stalls requested by a trainer in relation to the number of unallocated stalls;
- (6) The best interest of Indiana Grand and Thoroughbred racing;  
and
- (7) Investments made in Indiana horses and farms.

By accepting a stall, a horseman shall be required to use his or her best efforts to run his or her horses during the race meeting consistent with each horse's physical condition and fitness and the race conditions.

D. Stall Applications for the 2022-2023 Offseason. Before November 4, 2022, Indiana Grand shall establish a cutoff date for the submission of stall applications. Indiana Grand shall, in the exercise of its sole business judgment, approve or disapprove applications for stalls. The location of any stall shall be assigned by Indiana Grand in its sole discretion. The conditions for stabling shall be as set forth on Exhibit A hereto and such conditions shall not be materially modified without the consent of the HBPA. Indiana Grand will consider, among other things, the following criteria in allocating stalls to horsemen for use during the 2022-2023 offseason:

- (1) The volume and quality of participation of the horses and trainer listed on the stall application at the 2022 race meeting;
- (2) The financial and professional integrity of the trainer listed on stall application;
- (3) The total number of stalls requested by a trainer in relation to the number of stalls the trainer used and the number of horses they started at Indiana Grand during the 2022 race meeting;
- (4) The best interests of Indiana Grand and Thoroughbred racing;  
and

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

(5) The age of the horse. In no event shall a horse two-years-old or younger be allowed on the grounds prior to February 1, 2023.

12. Racing Committee. During the Term of this Agreement, Indiana Grand and the HBPA shall organize and maintain a joint committee ("Racing Committee"). The HBPA shall not appoint more than four (4) representatives to the Racing Committee. Indiana Grand shall not appoint more than four (4) representatives to the Racing Committee. The Racing Committee shall meet upon the written request of either the HBPA or Indiana Grand. The Racing Committee shall meet as needed to discuss such things as possible "house rule" changes, backside issues, promotion, publicity, track conditions, other matters that relate to attendance, pari-mutuel handle, the quality of racing, health benefit programs, death benefits, drug and alcohol abuse programs, and any other program that will aid and assist the racing industry in Indiana to care for its personnel at the highest possible level. The Racing Committee shall keep minutes of its discussions, recommendations and decisions. Either party may invite a representative of the IHRC to any of these meetings if it so desires.
13. Dues Collection. HBPA has imposed membership dues on HBPA Members in the amount of \$10.00 per horse per start at the Racetrack ("Dues"). Dues shall be collected from each owner, on behalf of the owner and trainer. Indiana Grand agrees to deduct Dues from the accounts it maintains for HBPA Members and remit the Dues to HBPA in the month immediately following the month when the Dues were collected.
14. Uplink and Related Transmission Expenses. HBPA authorizes and directs Indiana Grand to deduct from the Thoroughbred Horsemen's Purse Account \$100 per race, for every live thoroughbred race run from the Thoroughbred Horsemen's Purse Account to help defray the satellite uplink costs and related transmission expenses for export Simulcasting.
15. Representations and Warranties.
  - A. HBPA. In addition to the representations and warranties contained elsewhere in this Agreement, the HBPA warrants, represents and covenants that:
    - (1) This Agreement has been approved by the Board of Directors of the HBPA;
    - (2) This Agreement is valid and enforceable according to its terms;
    - (3) The HBPA is the "horsemen's association" representing Thoroughbred owners and trainers for purposes of I.C. 4-31-8-6 and the "horsemen's



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

group" representing Thoroughbred owners and trainers for purposes of 15 U.S.C. § 3001, *et seq.*;

- (4) The HBPA and its officials shall not participate in any delay, interruption, or dispute, or otherwise cause temporary or permanent cessation or suspension of racing at Indiana Grand during any race meeting and that they will not threaten, intimidate, interfere with or interrupt any agent, servant or employee of Indiana Grand or another person participating in racing at Indiana Grand;
- (5) Each HBPA official shall use all of his or her powers of persuasion and all legal means at their disposal to ensure that all HBPA Members and other backside personnel comply with the terms of this Agreement;
- (6) The HBPA and its officials shall use their best efforts to respond to requests for consents and other approvals by Indiana Grand in a timely and business-like manner, considering the need of Indiana Grand to move quickly and decisively;
- (7) This Agreement will be made available for review by HBPA Members and all other licensed owners, trainers, employees and backside personnel at the HBPA office;
- (8) The HBPA shall use its best efforts to ensure that the backside area of the Racetrack is maintained in a safe, clean and orderly condition;
- (9) The HBPA shall not discriminate against horsemen at Indiana Grand who are not members in connection with any provision of this Agreement; and
- (10) The HBPA shall use its best efforts to provide health and welfare benefits to backstretch personnel.

B. Indiana Grand. In addition to the representations and warranties contained in this Agreement, Indiana Grand warrants, represents and covenants that:

- (1) This Agreement has been approved by its General Manager of Racing;
- (2) Indiana Grand and its officers, managers and employees shall not without good cause participate in any delay, interruption, or dispute, or otherwise cause temporary or permanent cessation or suspension of racing at Indiana Grand during any race meeting and shall not threaten, intimidate or otherwise coerce



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

any horsemen, HBPA Member, employee or representative thereof;

- (3) Indiana Grand shall use its best efforts to keep the backside area of the Racetrack in a safe, clean, and orderly condition;
- (4) Indiana Grand shall use its best efforts to assist the HBPA in developing health and welfare programs for backstretch personnel; and
- (5) Indiana Grand shall use its best efforts to reschedule any programmed race lost due to cancellation.

16. Governmental Approval. Nothing contained in the Agreement shall be construed as requiring either party to perform any term or terms when such performance is contrary to law or requires prior governmental approval; provided, however, both parties shall use their best efforts to obtain governmental approval if such is required, including approval by the IHRC.
17. Threats of Boycotts by Individual Members. In the event any representative of the HBPA becomes aware of any HBPA Member or Members who is or are threatening to boycott a race at the Racetrack, or any member or members of any horsemen's group or individual horsemen threatening to do likewise, then, in such event, the HBPA shall call a general meeting of horsemen. Notice of such meeting shall be provided to Indiana Grand under Section 23 of this Agreement and Indiana Grand shall be given an opportunity to appear at such general meeting for the purpose of explaining its position regarding the controversy.
18. Right to Terminate.
  - A. Boycotts. If, during the Term, Indiana Grand is prevented from conducting a scheduled race due to the concerted action of HBPA Members, the HBPA, or any of its officers or directors, which results in a boycott of a scheduled race, then, in such event, Indiana Grand shall have the right to terminate this Agreement by giving written notice to the HBPA. The HBPA shall have until 10:00 A.M. Eastern time of the next day to prevent the boycott of future races and to provide evidence to Indiana Grand that any threatened boycott has been prevented. If the HBPA fails to prevent the boycott by that time, then Indiana Grand may terminate this Agreement immediately without further action or notice to the HBPA. Such termination shall not constitute an election of remedies nor shall it constitute a waiver of Indiana Grand's other remedies in law or equity.
  - B. Default. Without limiting Indiana Grand's right under Subsection A of this Section, either party may terminate this Agreement upon the other party's failure to substantially perform as required under the terms of this

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

Agreement and such failure continues for fifteen (15) days following the date written notice of default, describing the failure or default in reasonable detail, is provided pursuant to Section 23 of this Agreement. Such termination shall not constitute an election of remedies nor shall it constitute a waiver of a party's other remedies in law or equity.

19. Indemnification. The HBPA shall indemnify and hold harmless Indiana Grand from and against any damage, deficiency, loss, action, judgment, cost and expense (including reasonable attorneys' fees) resulting from any claim, demand or cause of action made or brought by a member, or other person, because of any payment made to the HBPA pursuant to the provisions of this Agreement.
20. Further Assurances. The HBPA and Indiana Grand shall execute such assignments, instruments and documents and shall give such further assurances as may be necessary to accomplish the purpose and intent of this Agreement.
21. Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which shall constitute the same instrument
22. Rights of Others. Nothing contained in this Agreement shall be construed as giving an HBPA Member a preference with respect to the eligibility to race, to obtain stalls, to share in purses, to purchase admission tickets for racing events or to participate in any benefit provided by Indiana Grand to horsemen.
23. Notices. All notices, requests, demands or other communications as may be required by this Agreement shall be in writing and, if mailed, shall be by certified mail, return receipt requested, and shall be deemed given when received by the party to whom notice is directed. For purposes of this Agreement, the following are the representatives to be noticed and the addresses of the parties, unless and until a different representative or address is provided by a party in a written notice given as provided in this Section:

Indiana Grand:

Eric Halstrom, GM of Racing  
4300 N. Michigan Road  
Shelbyville, IN 46176

Copy to:

Steve Jarmuz, SVP & GM  
4300 N. Michigan Road  
Shelbyville, IN 46176

HBPA:

Joe Davis  
President Indiana HBPA  
PO Box 228  
Fairland, IN 46126

Copy to:

Brian Elmore  
Executive Director Indiana HBPA  
PO Box 228  
Fairland, Indiana 46126

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA


24. Waivers. No waiver of any breach of this Agreement or any terms hereof shall be effective unless such waiver is in writing and signed by the party against whom such waiver is claimed. No waiver of any breach shall be deemed to be a waiver of any other or any subsequent breach.
25. Applicable Law. This Agreement is executed and delivered in the State of Indiana and shall be construed and enforced in accordance with the laws of that state.
26. Severability. If any provision of this Agreement is declared invalid by any tribunal, or becomes invalid or inoperative by operation of law, the remaining provisions of this Agreement shall not be affected thereby and shall remain in full force and effect.
27. Assignment. This Agreement shall not be assigned by the HBPA without the written approval of Indiana Grand.
28. Entire Agreement; Modification. This is the entire agreement between the parties and supersedes all prior agreements and understandings, both written and oral, between the parties with respect to the subject matter hereof. No modification, variation or amendment of this Agreement shall be effective unless such modification, variation or amendment is in writing and has been signed by the parties hereto.
29. Binding Effect. This Agreement shall inure to the benefit of, extend to and be binding upon representatives, successors and assigns of Indiana Grand and HBPA.

IN WITNESS WHEREOF; the parties have executed this Agreement effective as of the date and year above set forth.

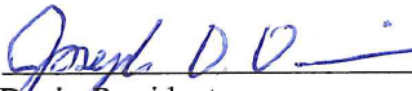
*[Signature Page to Follow]*

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT THOROUGHBRED - HBPA

CENTAUR ACQUISITION, LLC  
d/b/a Indiana Grand Racing & Casino

By:   
Eric Halstrom, Vice President and General  
Manager of Racing

INDIANA HORSEMEN'S BENEVOLENT  
AND PROTECTIVE ASSOCIATION, INC.

By:   
Joe Davis, President



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI

This agreement ("Agreement") is entered into on <sup>November 11</sup> ~~September~~ \_\_\_\_, 2021, by and between Centaur Acquisition, LLC, d/b/a Indiana Grand Racing & Casino, an Indiana limited liability company ("Indiana Grand"), and the Quarter Horse Racing Association of Indiana, an Indiana not-for-profit corporation ("QHRAI").

WHEREAS, QHRAI is a trade organization composed of owners, trainers, breeders and sire owners of Quarter Horse race horses ("QHRAI Members");

WHEREAS, QHRAI represents that it is the "horsemen's association" representing Quarter Horse owners and trainers for purpose of I.C. 4-31-8-6; and

WHEREAS, QHRAI provides benevolent programs and other services for QHRAI Members and their employees who are engaged in racing at Indiana Grand's racing facility; and

WHEREAS, the parties hereto strive to foster a close and understanding relationship among horsemen, QHRAI Members, QHRAI, and Indiana Grand;

NOW, THEREFORE, in consideration of the promises and mutual covenants contained herein, the parties agree as follows:

1. Term of Agreement. This Agreement shall be effective from January 1, 2022 – December 31, 2022 and, unless sooner terminated as provided herein, shall remain effective until the effective date of the contract executed for the 2023 racing meet ("Term").
2. Scope of Agreement. Except as otherwise specifically set forth herein, this Agreement shall only apply to race meetings and pari-mutuel wagering conducted at the Indiana Grand racing facility at Shelbyville, Indiana ("Racetrack") and to pari-mutuel wagering conducted at satellite wagering facilities licensed to Indiana Grand and located in the State of Indiana ("Satellite Facility").
3. Exclusive Representation. The QHRAI is the exclusive representative of QHRAI Members and of all Quarter Horse owners, trainers, breeders and sire owners stabled at Indiana Grand or who have horses approved for entry in Quarter Horse races at Indiana Grand, except those persons who state in writing that they do not desire to be represented by the QHRAI.
4. Horsemen's Account. Indiana Grand will maintain a separate account denominated with sufficient funds in such account to pay all money owing to QHRAI Members regarding purses, stakes, rewards, claims and deposits ("Quarter Horse Purse Account"). All portions of purse money shall be made available to earners thereof within forty-eight (48) hours (dark days and Sundays excluded) after the result of the race in which such money was earned has been declared official, unless the stewards shall order money withheld until

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI

final adjudication of a dispute determining which persons are entitled to such money in dispute. No portion of such money, other than jockey fees and amounts required or permitted by this Agreement, shall be deducted by Indiana Grand unless requested in writing by the person to whom such monies are payable or his duly authorized representative. For each race cancelled because of inclement weather, mechanical failure, electrical failure, or for any other reason, the owner shall be reimbursed Five Hundred Dollars (\$500.00) from the Quarter Horse Purse Account for each horse entered in the cancelled races ("Cancellation Fee"). No reimbursement shall be made in the event that: (1) notice of cancellation is posted in the racing office, texted to those subscribing to the Indiana Grand texting service and posted on the Indiana Grand website eight (8) or more hours prior to post time; or (2) a horse has been scratched prior to the cancellation of the race. Indiana Grand will make an effort to run back any race that is cancelled, in which case Indiana Grand shall not be required to pay any Cancellation Fee.

5. Payment for Administrative Expenses. Indiana Grand shall deduct 3% (three percent) for the period January 1, 2022, through December 31, 2022, from the allocations to the Quarter Horse Purse Account described in Section 7 of this Agreement, and pay such amounts to QHRAI to be used by the QHRAI solely at its discretion for its administrative expenses and for services to its members. Such payments shall be made throughout the term of the Agreement in current monthly installments as such funds are received, regardless of overpayment/underpayment in the Quarter Horse Purse Account. No deduction shall be made for administrative expenses from gaming funds allocated to the Quarter Horse Purse Account.
- 5.1 Shared TVG Expense. QHRAI authorizes and directs Indiana Grand to deduct from the Quarter Horse Purse Account one-half (1/2) of the programming fees Indiana Grand pays to TVG to broadcast Quarter Horse races originating from Indiana Grand's racetrack.
6. Race Cards; Simulcasting.
  - A. Simulcast Signal. Indiana Grand in its sole discretion will decide the price or cost, type, time and schedule of all simulcast signals to, and from, the Racetrack and to each Satellite Facility, on all days including live race days. The cost of such simulcast signals shall be reasonable market rates as determined by Indiana Grand.
  - B. QHRAI Authorization. During the Term, the QHRAI authorizes Indiana Grand to negotiate and contract with simulcast receiving facilities, including off track wagering facilities located outside Indiana, which are subject to the Interstate Horse Racing Act of 1978, 15 U.S.C. §3001, et. seq. (Act), for the conduct of off-track Quarter Horse wagering. Indiana Grand will inform, and seek the approval of, the QHRAI prior to Indiana Grand sending its signal to any receiving jurisdiction outside of Indiana.



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI

- C. On Indiana Grand's six (6) "all-Quarter Horse" race days in 2022, Indiana Grand will card a minimum of ten (10) races, as long as each race has at least seven (7) entries; races with less than seven (7) entries will not be used.
7. Allocations to Purses. During the term of this Agreement and except as otherwise provided herein, Indiana Grand shall credit the following amounts to the Quarter Horse Purse Account for disbursement, in complete satisfaction of Indiana Grand's obligation for purses, under the following situations:
- A. Live Racing. When Quarter Horse racing is live at the Racetrack, eight percent (8%) of the live gross handle generated at the Racetrack shall be credited to the Quarter Horse Purse Account as prescribed by state statute.
- B. Satellite Wagering - In-State. When Quarter Horse racing is live at the Racetrack, five percent (5%) of the live gross handle generated by said live racing at any Indiana Satellite Facility shall go to the Quarter Horse Purse Account as prescribed by state statute.
- C. Satellite Wagering - Out-of-State. When Indiana Grand simulcasts a Quarter Horse race run live at the Racetrack to an out-of-state facility, 50% of the net receipts generated by simulcasting on that race, including any source market fees and distribution and communication fees received by Indiana Grand (net of expenses incurred by Indiana Grand) on the simulcast of that Quarter Horse race run live at the Racetrack, shall go to the Quarter Horse Purse Account. For purposes of this Subsection 7(C), "net receipts" shall mean all funds received by Indiana Grand under the applicable contracts less any applicable excise taxes.
- D. Advanced Deposit Wagering. The advance deposit wagering chapter of the Indiana Code, IC 4-31-7.5 ("ADW Statute") is incorporated by reference and made a part of this Agreement. Net Source Market Fees (defined below) shall be allocated as required by the ADW Statute. Net Source Market Fees means the difference between (1) source market fees received by Indiana Grand from a licensed Secondary Pari-Mutuel Organization, minus (2) the amount of expenses incurred by Indiana Grand.
8. Purses.
- A. Purse Schedules and Condition Books. Using its best judgment in estimating attendance, pari-mutuel handle, and breakage, Indiana Grand shall establish a tentative average daily overnight purse schedule for each race meeting and will exercise due care to avoid underpayment or overpayment of purses at all race meetings. Indiana Grand will also deliver to the QHRAI, at least

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI

twenty-one (21) days prior to the "final" condition book draft going to the printer, its first condition book and proposed purse schedules.

- B. Overpayment - Underpayment of Purses. Indiana Grand will make a good faith effort to ensure that all Quarter Horse purse monies earned through the end of the Quarter Horse meet are paid out by the end of the Quarter Horse meet.
- C. Minimum Purses. No Quarter Horse race shall be run at Indiana Grand during the Term of this Agreement with a purse less than the minimum purse established by the Indiana Horse Racing Commission for any race meeting, but in no event less than Five Thousand Dollars (\$5,000.00).
- D. Purse Notices. The pari-mutuel handle, the pari-mutuel handle commission, breakage and purse distribution figures, and the percentage figures that represent the relationship between purses and the total of pari-mutuel income and breakage shall be posted on the bulletin board in the Racing Secretary's office each day of a race meeting. Indiana pari-mutuel handle figures shall be provided within forty-eight (48) hours after they are available to the President of the QHRAI via electronic mail.
- E. Payment of Purses. Indiana Grand agrees to distribute purses in the following manner, excluding stakes:

<u>No. of Starters</u>	<u>10</u>
First	55%
Second	20%
Third	10%
Fourth	5%
Fifth	3%
Sixth	2%
Seventh	1.5%
Eighth	1.5%
Ninth	1%
Tenth	1%



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI

For any race with less than ten horses, the applicable extra unpaid purse allocation will revert to the Quarter Horse Purse Account.

- F. 2022 Purse Distribution. Notwithstanding anything to the contrary set forth in this Agreement, purses will be distributed for the 2022 race meeting based upon a reasonable estimate of purse money to be generated from all sources during the Term. Actual purse money generated and not paid during the live meet, in addition to purse money generated after that date through December 31, 2022, from whatever source, shall be allocated to the appropriate purse account for the 2023 racing year in accordance with the rules of the Indiana Horse Racing Commission.
- G. Purse Reports. Beginning when the live race meet starts and continuing until the final week of live racing is captured on the report, the Director of Racing will provide the QHRAI President and QHRAI Executive Director with an up-to-date purse report in time increments deemed appropriate by the parties hereto but anticipated to be monthly.
9. Shared Tracking Expense. QHRAI agrees to pay monthly to Indiana Grand its share of the daily Indiana Grand tracking fee, which shall be determined as follows:
- Daily Fee x number of race days in the month ÷ 2, x number of Quarter Horse races ÷ the total number of Quarter Horse and Thoroughbred horse races = QHRAI tracking share ("QHRAI Tracking Share").
- EXAMPLE:  $\$750 \times 20 \text{ days} \div 2 \times \frac{40}{200} = \$1,500.00$  is QHRAI Tracking Share.
10. Stalls and Track Facilities.
- A. Stalls and Track Facilities. Indiana Grand shall make available stall space to Quarter Horse horsemen during each race meeting without charge. A minimum of 100 stalls shall be allocated for Quarter Horses race horses. In the event Indiana Grand constructs an additional barn after the date this Agreement is signed, Indiana Grand will make a good faith effort to allocate additional stalls to Quarter Horse race horses, as deemed appropriate by Indiana Grand. The following shall be made available or provided by Indiana Grand on the dates set forth below:
- Barring unforeseen circumstances, as determined in the sole discretion of Indiana Grand, the racing strip, barns, dormitories and other facilities at the Racetrack ("Backside Facilities") necessary for training purposes shall be made available without charge to horsemen who have stalls allocated for

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## QUARTER HORSE - QHRAI

the upcoming race meeting 35 days prior to the Opening Day of Racing for 2022 ("Opening Day").

- Barring unforeseen circumstances, as determined in the sole discretion of Indiana Grand, the track kitchen will open 14 days prior to Opening Day.
- Barring unforeseen circumstances, as determined in the sole discretion of Indiana Grand, the barn area and dormitories shall be made available 35 days prior to Opening Day. Indiana Grand shall make water and electricity available to each barn during the above periods without charge and will, at its own expense, keep the racetrack properly harrowed and watered during the periods before and after the end of each race meeting.

Each owner of a horse that is permitted by Indiana Grand to remain on the grounds throughout the offseason commencing on November 9, 2021, is required to apply for a stall for such horse for the 2022 racing meet, is not guaranteed a stall for the 2022 racing meet and, if granted a stall for the 2022 racing meet, shall not be entitled to the same stall utilized during the offseason.

In addition, during the racing season, Indiana Grand will make the racing surface available for training (6) days per week beginning 35 days prior to beginning of the 2022 meet and continuing thereafter until the end of live racing. The starting gate shall be available 2 weeks prior to beginning of the 2022 meet for schooling and work outs five (5) days per week. Clockers will be available six (6) days per week during training and prior to the meet.

After the 2022 meet has ended, Indiana Grand will for a period of ten (10) days without cost to the QRHAI or QHRAI Members: (1) Allow horsemen to keep their horses stabled in stalls in the barn area of the Racetrack as assigned by Indiana Grand; (2) Make the racing surface available for training six (6) days per week; and (3) Provide a clocker during post-meet training days.

- B. Vendors. Indiana Grand may impose upon horsemen any exclusive arrangement concerning farriers, feed men, tack supplies, or any other suppliers or providers of service customarily used by owners and trainers that it deems reasonable and appropriate. Indiana Grand will use its best efforts to keep unlicensed persons in the above categories off its premises.
- C. Stall Applications for the 2022 Race Meeting. Before the 2022 race meeting, Indiana Grand shall establish a cutoff date for the submission of stall applications. Indiana Grand shall, in the exercise of its sole business judgment, approve or disapprove applications for stalls. The conditions for stabling shall be as set forth on Exhibit A hereto and such conditions shall not be materially modified without the consent of the QHRAI. Indiana Grand will consider,

## 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI

among other things, the following criteria in allocating stalls to horsemen for use during race meetings:

- (1) The general quality of the horses listed on the stall application;
- (2) The quality of the racetrack(s) where the horses listed on the stall application have previously raced;
- (3) The number of starts a trainer listed on the application has made at past Indiana Grand race meetings;
- (4) The financial and professional integrity of the trainer listed on stall application;
- (5) The total number of stalls requested by a trainer in relation to the number of unallocated stalls;
- (6) The best interests of Indiana Grand and Quarter Horse racing;  
and
- (7) Investments made in Indiana horses and farms.

By accepting a stall, a horseman shall be required to use his or her best efforts to run his or her horses during the race meeting consistent with each horse's physical condition and fitness and the race conditions.

D. Stall Applications for the 2022-2023 Offseason. Before the end of the 2022 race meeting, Indiana Grand shall establish a cutoff date for the submission of stall applications. Indiana Grand shall, in the exercise of its sole business judgment, approve or disapprove applications for stalls. The location of any stall shall be assigned by Indiana Grand in its sole discretion. The conditions for stabling shall be as set forth on Exhibit A hereto and such conditions shall not be materially modified without the consent of the QHRAI. Indiana Grand will consider, among other things, the following criteria in allocating stalls to horsemen for use during the 2022-2023 offseason:

- (1) The volume and quality of participation of the horses and trainer listed on the stall application at the 2022 race meeting;
- (2) The financial and professional integrity of the trainer listed on stall application;
- (3) The total number of stalls requested by a trainer in relation to the number of stalls the trainer used and the number of horses they started at Indiana Grand during the 2022 race meeting;
- (4) The best interests of Indiana Grand and Quarter Horse racing;  
and



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(5) The age of the horse. In no event shall a horse two-years-old or younger be allowed on the grounds prior to February 1, 2023.

11. Uplink. The QHRAI will reimburse Indiana Grand \$100 per race, for every live Quarter Horse race run from the Quarter Horse Purse Account to help defray the satellite uplink costs for export Simulcasting.
12. Representations and Warranties.
  - A. QHRAI. In addition to the representations and warranties contained elsewhere in this Agreement, the QHRAI warrants, represents and covenants that:
    - (1) This Agreement has been approved by the Board of Directors of the QHRAI;
    - (2) This Agreement is valid and enforceable according to its terms;
    - (3) The QHRAI is the "horsemen's association" representing Quarter Horse owners and trainers for purposes of I.C. 4-31-8-6;
    - (4) The QHRAI and its officials shall not participate in any delay, interruption, or dispute, or otherwise cause temporary or permanent cessation or suspension of racing at Indiana Grand during any race meeting and shall not threaten, intimidate, interfere with or interrupt any agent, servant or employee of Indiana Grand or another person participating in racing at Indiana Grand;
    - (5) Each QHRAI official shall use all of his or her powers of persuasion and all legal means at their disposal to ensure that all QHRAI Members and other backside personnel comply with the terms of this Agreement;
    - (6) The QHRAI and its officials shall use their best efforts to respond to requests for consents and other approvals by Indiana Grand in a timely and business-like manner, considering the need of Indiana Grand to move quickly and decisively;
    - (7) The QHRAI shall use its best efforts to ensure that the backside area of the Racetrack is maintained in a safe, clean and orderly condition;



# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI

- (8) The QHRAI shall not discriminate against horsemen at Indiana Grand who are not members in connection with any provision of this Agreement; and

B. Indiana Grand. In addition to the representations and warranties contained in this Agreement, Indiana Grand warrants, represents and covenants that:

- (1) This Agreement has been approved by its General Manager of Racing;
- (2) Indiana Grand and its officers, directors and employees shall not threaten, intimidate or otherwise coerce any horsemen, QHRAI Member, employee or representative thereof;
- (3) Indiana Grand shall use reasonable efforts to keep the backside area of the Racetrack in a safe, clean, and orderly condition;
- (4) Indiana Grand shall use reasonable efforts to assist the QHRAI in developing health and welfare programs for backstretch personnel; and
- (5) Indiana Grand shall use reasonable efforts to reschedule any programmed race lost due to cancellation.
- (6) Indiana Grand shall meet with representatives from the QHRAI at a mutually convenient time prior to December, 2022, and additionally will meet again in February, 2023, to discuss and receive recommendations from QHRAI regarding the following year's program including, but not limited to: purse structure, races; dates for all quarter horse days; and use of purse surplus.

13. Governmental Approval. Nothing contained in the Agreement shall be construed as requiring either party to perform any term or terms when such performance is contrary to law or requires prior governmental approval; provided, however, both parties shall use their best efforts to obtain governmental approval if such is required including approval by the Indiana Horse Racing Commission.

14. Default. Either party may terminate this Agreement upon the other party's failure to substantially perform as required under the terms of this Agreement and such failure continues for fifteen (15) days following the date written notice of default is mailed or delivered pursuant to Paragraph 19. Such termination shall not constitute an election of remedies nor shall it constitute a waiver of a party's other remedies in law or equity.

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI

15. Indemnification. The QHRAI shall indemnify and hold harmless Indiana Grand from and against any damage, deficiency, loss, action, judgment, cost and expense (including reasonable attorneys' fees) resulting from any claim, demand or cause of action made or brought by a member, or other person, because of any payment made to the QHRAI under the terms of this Agreement.
16. Further Assurances. The QHRAI and Indiana Grand shall execute such assignments, instruments and documents and shall give such further assurances as may be necessary to accomplish the purpose and intent of this Agreement.
17. Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which shall constitute the same instrument
18. Rights of Others. Nothing contained in this Agreement shall be construed as giving a QHRAI Member a preference with respect to the eligibility to race, to obtain stalls, to share in purses, to purchase admission tickets for racing events or to participate in any benefit provided by Indiana Grand to horsemen.
19. Notices. All notices, requests, demands or other communications as may be required by this Agreement shall be in writing and, if mailed, shall be by certified mail, return receipt requested, and shall be deemed given when received by purposes of this Agreement, the following are the addresses of the parties:

Indiana Grand:	Copy to:
Eric Halstrom, GM of Racing 4300 N. Michigan Road Shelbyville, IN 46176	Steve Jarmuz, SVP & GM 4300 N. Michigan Road Shelbyville, IN 46176
QHRAI:	Copy to:
Paul Martin, President 3409 W Bethel Ave. Muncie, Indiana 47304	Teresa Myers, Secretary 9439 W 200 S Dunkirk, IN 47336
20. Waivers. No waiver of any breach of this Agreement or any terms hereof shall be effective unless such waiver is in writing and signed by the party against whom such waiver is claimed. No waiver of any breach shall be deemed to be a waiver of any other or any subsequent breach.

# 2022 HORSESHOE INDIANAPOLIS HORSEMEN'S AGREEMENT QUARTER HORSE - QHRAI


21. Applicable Law. This Agreement is executed and delivered in the State of Indiana and shall be construed and enforced in accordance with the laws of that state.
22. Severability. If any provision of this Agreement is declared invalid by any tribunal, or becomes invalid or inoperative by operation of law, the remaining provisions of this Agreement shall not be affected thereby and shall remain in full force and effect.
23. Assignment. This Agreement shall not be assigned by the QHRAI without the written approval of Indiana Grand.
24. Entire Agreement; Modification. This is the entire agreement between the parties and supersedes all prior agreements and understandings, both written and oral, between the parties with respect to the subject matter hereof. No modification, variation or amendment of this Agreement shall be effective unless such modification, variation or amendment is in writing and has been signed by the parties hereto.

IN WITNESS WHEREOF; the parties have executed this Agreement effective as of September \_\_, 2021.

CENTAUR ACQUISITION, LLC  
d/b/a Indiana Grand Racing & Casino

By:   
Eric Halstrom, Vice President and General  
Manager of Racing

QUARTER HORSE RACING ASSOCIATION  
OF INDIANA

By:   
Paul Martin, President