

Massachusetts Gaming Commission

**RFA-2 Application Review** 

Category 1 License for Casino: Region B – MGM Springfield

Report to the Commissioners for: Category # 5 - Mitigation

Commissioner Gayle Cameron

June 10, 2014

### **Contents**

| 1. | Introduction          |   |    |
|----|-----------------------|---|----|
|    | • Criteria            |   | 3  |
|    | Rating System         |   | 3  |
|    | • RFA – 2 Catego      | ry # 5 Question List  | 4  |
| 2. | Overall Rating (Provi | sional)   | 5  |
| 3. | Criteria Rating Summ  | nary  | 6  |
| 4. | <b>Review Detail</b>  |   |    |
|    | • Criterion 1         | Community Support   | 7  |
|    | • Criterion 2         | Traffic and Offsite Impacts   | 20 |
|    | • Criterion 3         | Measures to Promote Responsible Gaming and Address Problem Gambling | 29 |
|    | Criterion 4           | Protect and Enhance the Lottery                                     | 36 |

### 5. Appendix

- A. Host Community Agreement Summary Matrix
- **B.** Surrounding Community Agreement Summary Matrix

### 1. Introduction

The questions and responses included in the Mitigation Category 5 portion of the RFA-2 application were sorted into groups that addressed similar issues for the purpose of a comprehensive evaluation. The groups identified are outlined below as Criteria 1 through 4, consisting of: Community Support, Traffic and Offsite Impacts, Measures to Promote Responsible Gaming and Address Problem Gambling, and Promote and Enhance the Lottery.

### Criteria

Category 5 is comprised of 4 Criteria:

• Criterion 1 (Questions 5-3 to 5-21): Community Support

Criterion 2 (Questions 5-1, 5-2 to 5-33 to 5-38): Traffic and Offsite Impacts

Criterion 3 (Questions 5-23 to 5-32): Measures to Promote Responsible Gaming and Address Problem Gambling

• Criterion 4 (Questions 5-22): Protect and Enhance Lottery

### **Rating System**

**OUTSTANDING** 

Color coding and rating explanation

**INSUFFICIENT** Failed to present a clear plan to address the topic, or failed to meet the minimum acceptable criteria of the Commission.

**SUFFICIENT** Comprehensible and met the minimum acceptable criteria of the Commission, and/or provided the required or requested information.

**VERY GOOD** Comprehensive, demonstrates credible experience and plans, and /or excels in some areas.

Uniformly high quality, and demonstrates convincing experience, creative thinking, innovative plans and a substantially unique approach.

### **Question List**

- 5-1 Infrastructure Costs
- 5-2 Impacts and Costs
- 5-3 Community Impact Fee
- 5-4 Host Community Agreements
- 5-5 Election Materials
- 5-6 Mitigation
- 5-7 Election Related Advertising
- 5-8 Negative Advertising
- 5-9 Contributions
- 5-10 Request for Contribution
- 5-11 Public Outreach
- 5-12 Public Support
- 5-13 Non Profit and Community Partnerships
- 5-14 Executed Surrounding Community Agreements
- 5-15 Designation of Surrounding Community w/o Executed
- Agreement
- 5-16 Declined Communities
- 5-17 Mitigation
- 5-18 Executed Live Entertainment Venue Agreements (ILEV)
- 5-19 Declined ILEV Agreements
- 5-20 Cross Marketing Agreements

- 5-21 Exclusivity with Entertainers
- 5-22 Protect and Enhance the Lottery
- 5-23 On Site Resources for Problem Gambling
- 5-24 Problem Gambling Signage
- 5-25 Self Exclusion Policies
- 5-26 Identification of Problem Gambling
- 5-27 Credit Extension Abuse
- 5-28 Code of Ethics
- 5-29 Metrics for Problem Gambling
- 5-30 Advertising Responsible Gambling
- 5-31 Treatment and Prevention
- 5-32 Historical Efforts Against Problem Gambling
- 5-33 Traffic Control Measures
- 5-34 Traffic for Special Events
- 5-35 Snow Removal
- 5-36 Housing
- 5-37 School Population
- 5-38 Emergency Services Available

### 2. Overall Rating (Provisional)

### Introduction

The RFA-2 review process consisted of: a review of the Category 1 application, Applicant's presentations to the Massachusetts Gaming Commission (MGC), environmental documents, public comment letters received through MGC, and site visits by subject matter experts and commissioners.

The review group consisted of the following:

MGC staff: Mark Vander Linden, Director of Research and Problem Gambling; independent reviewers and gaming consultants from GMC Strategies, Green International, Michael & Carroll and Problem Gaming Solutions; and the Coordinator – Pinck & Co., Inc.

### Springfield | MGM

The Applicant's participation in a competitive process within the city of Springfield incorporated an extensive public outreach effort to seek support and feedback. This resulted in the development of a project design that is built upon strong partnerships with existing local and regional entertainment facilities and a proactive approach to developing agreements with surrounding communities.

The project location in downtown Springfield is well-served by an existing urban street network, regional transit routes, and multiple access/egress points to the interstate highway system. The Applicant has analyzed potential traffic impacts from the casino development and proposed a program of mitigation measures to improve traffic operations, bicycle/pedestrian accommodations and facilities for existing/enhanced transit routes. The Applicant is actively coordinating with MassDOT to mitigate potential parking and traffic management impacts during construction of the state's improvements to the I-91 viaduct. They have agreed to provide shuttle service to off-site parking lots to mitigate the removal of surface parking on their site during construction and to advance construction of their garage facility to minimize impacts to court users and other downtown patrons.

The Applicant has agreed to comply with the American Gaming Association's (AGA) Code of Conduct and with the MGC's regulations to promote responsible gaming and address problem gambling that are currently under development, although they have not provided specific details on how to avoid abuse of credit extension by persons with gambling related problems. The Applicant is active in discussions with the MGC to develop a comprehensive responsible gaming program.

The Applicant has agreed to execute a formal agreement with the Massachusetts Lottery Commission upon license award. Lottery officials confirmed that they are very impressed with the Applicant's proposal to provide direct access to lottery sales through their gaming software and equipment.

### 3. Criteria Rating Summary

|  | Springfield   MGM   |
|--|---|
| 1. Community   | Very Good   |
| Support  | The Applicant (MGM) participated in a competitive process within the City and was selected by the City to negotiate a Host Community Agreement. The Applicant undertook a multi-faceted outreach effort and has been proactive in sharing its plans and seeking support and feedback. Public support at hearings and in the community has been strong, though opposition to this project and gaming generally is also evident. MGM's approach to its project is designed to partner with and benefit from existing local and regional entertainment and cultural resources. Applicant's approach to Surrounding Community Agreements includes look back studies at future intervals to identify actual impacts and provide funds to mitigate identified impacts.  |
| 2. Traffic and   | Very Good   |
| Offsite Impacts  | The Applicant (MGM) adequately identified the project's infrastructure costs and projected potential traffic generation impacts to the region and has proposed a range of mitigation measures at various locations to improve traffic operations and/or pedestrian and bicycle accommodations. Mitigation will include a program to encourage the use of alternate modes of transportation. The mitigation measures proposed by the Applicant will address the anticipated impacts The only special/large event to be hosted on-site is the Grand Opening and the nearby municipal parking garages will be utilized as additional off-site parking facilities for this event. Their onsite garage provides enough parking for projected demands of their patrons and they are actively coordinating with MassDOT to mitigate potential impacts during construction of the state's improvements to the I-91 viaduct that may overlap with construction of the casino facility. |
| 3. Implement   | Sufficient  |
| Measures to Promote Responsible Gaming (RG) and Address Problem Gambling | The Applicant demonstrated their experience in operating and integrating responsible gaming practices into their casino operations. (The Applicant currently meets minimal standards established by the American Gaming Association (AGA)rather than demonstrating proactive and progressive measures to promote responsible gaming and address problem gambling, as advocated by the MGC. The Applicant's Credit Extension Abuse policy lacked specific details that would ensure that credit extension would not be abused by persons with gambling related problems.   |
| 4. Protect and   | Very Good   |
| Enhance Lottery  | Although a formal agreement with the Lottery Commission has not been executed to date, Applicant indicates and Lottery officials have confirmed that extensive discussions have taken place. Software engineers representing MGM and the Lottery have been analyzing their respective technologies for compatibility to allow joint marketing and lottery ticket sales. Lottery officials are very impressed with the Applicant's innovative proposal to provide direct access to Lottery sales for casino patrons through gaming equipment.  |

### 4. Review Detail

### **Criterion 1: Community Support**

Host Community Agreement Surrounding Community Agreements Impacted Live Entertainment Venues

The evaluation of this criterion focused on the overall local and regional support the Applicant's proposed project has received during the application and review process. How communities view these proposed projects is an important element in Category 1 reviews. These are going to be new facilities and a new industry for the community and its neighbors, and how these developments are perceived by residents, elected officials, and local businesses must be closely considered. Evaluation of Community Support included an assessment of the process and outcomes undertaken in negotiating and securing both agreements with the Host Communities as well as the Applicant's outreach, negotiation and agreements with their surrounding communities and regional entertainment venues. This evaluation recognized that the Host Community Agreement and Surrounding Community Agreement requirements of the Mass. Gaming law are the first of their kind in the country and thus a new process for each the Applicant to undertake. In addition to the information submitted in the original Application and subsequent community negotiations, evaluation also included an assessment of the community support and opposition to the proposed project that was displayed in public hearings in the host and surrounding communities.

| GROUPING OF QUESTIONS BY SIMILARITY |   |  |  |
|-------------------------------------|---|--|--|
| Group 1 – Content of Agreements     | 5-3 Community Impact Fee  | All questions relate to the Applicant's negotiated Host Community Agreements and their |  |
| (Host Community)                    | 5-4 Host Community Agreements   | commitments to address all impacts. See Appendix A; Host Community Agreement Summary.  |  |
|                                     | 5-6 Mitigation  |  |  |
| Group 1 Rating                      |   | Springfield   MGM  |  |
|                                     |   | Very Good  |  |
|                                     | Applicant participated in a competitive process within the City and was selected to negotiate a Host Community Agreement. HCA was negotiated and executed that includes Community Impact Fees, other payment commitments and commitments to mitigate all traffic and other impacts. |  |  |
| Group 2 – Host Community            | 5-05 Host Community Agreements –  | These questions requested submission of factual information related to the election.   |  |
| Agreement Election-related          | Election Materials  |  |  |
| Information                         | 5-07 Election Related Advertising   |  |  |
|                                     | 5-08 Negative Advertising   |  |  |
|                                     | 5-09 Contributions  |  |  |
|                                     | 5-10 Request for Contribution   |  |  |

| Group 2 Rating               | Springfield   MGM  |  |  |
|------------------------------|--|--|--|
|                              | Sufficient   |  |  |
|                              | Applicant included all relevant information  | on related to the Host Community referendum and provided the required documentation.               |  |
| Group 3 – Public Support and | 5-11 Public Outreach   | These questions relate to the Applicant's connection to and support from both their host           |  |
| Outreach                     | 5-12 Public Support  | community and surrounding communities. Evaluation of these questions incorporate the public        |  |
|                              |  | input from the public hearings held in the surrounding and host communities.                       |  |
| Group 3 Rating               | Springfield   MGM  |  |  |
|                              |  | Very Good  |  |
|                              | Applicant undertook a multi-faceted out  | reach effort that included hundreds of community meetings and phone and in-person outreach.        |  |
|                              | Applicant opened an office in Springfield  | in early 2012 and has been proactive in sharing its plans and seeking support and feedback.        |  |
|                              | Application describes over 400 commun  | ity meetings and thousands of interactions with individuals. Public support at hearings and in the |  |
|                              | community has been strong, though opposition to this project and gaming generally is also evident.                                   |  |  |
| Group 4 –Surrounding         | 5-14 Executed Surrounding Community  | All questions relate to the Applicant's approach to identifying and negotiating with surrounding   |  |
| Communities                  | Agreements   | communities, a key element of the gaming legislation and the application process.                  |  |
|                              | 5-15 Designation of Surrounding  |  |  |
|                              | Community w/o Executed Agreement   |  |  |
|                              | 5-16 Declined Communities  |  |  |
|                              | 5-17 Mitigation  |  |  |
| Group 4 Rating               | Springfield   MGM  |  |  |
|                              |  | Sufficient   |  |
|                              | Applicant took the SCA process seriously   | and engaged several communities early in the process and was able to reach SCAs with six of        |  |
|                              | them prior to submittal of RFA-2 application and an additional one shortly after. MGC granted a petition to be an SC by a community. |  |  |
|                              | Applicant had to complete arbitration with two communities and seek extensions to deadlines to do so. Applicant's approach to SC     |  |  |
|                              | includes look back studies at future inter   | vals to identify actual impacts and provide funds to mitigate identified impacts.                  |  |
| Group 5 – Regional Venues    | 5-13 Non Profit and Community  | All questions relate to the Applicant's addressing concerns of nearby entertainment venues or      |  |
|                              | Partnerships   | other regional attractions.  |  |
|                              | 5-18 Executed Live Entertainment   |  |  |
|                              | Venue Agreements   |  |  |
|                              | 5-19 Declined ILEV Agreements  |  |  |
|                              | 5-20 Cross Marketing Agreements  |  |  |
|                              | 5-21 Exclusivity with Entertainers   |  |  |

| Group 5 Rating | Springfield   MGM   |  |
|----------------|---|--|
|                | Very Good   |  |
|                | Applicant has done considerable outreach to local and regional non-profit organizations and lists 39 community partnerships in its        |  |
|                | Application. Applicant's approach to its project is designed to partner with and benefit from local and regional entertainment venues and |  |
|                | has a number of executed ILEV Agreements. The Applicant's project includes no competing venues or facilities and instead intends to       |  |
|                | utilize and maximize the existing cultural and entertainment resources.   |  |

<sup>\*</sup>These questions derive from the gaming regulations, G.L. c. 23K are specifically called out in §18 (8) as objectives each Applicant proposes to advance, and that the Commission shall evaluate and issue a statement of findings.

| <b>5-03 Community Impact Fee</b> - Describe and identify the applicable section of the executed host community agreement, between the applicant and the host community, for the payment of a community impact fee including the timing as to when the fee will be paid in the event that the applicant is awarded a gaming license. |  |  |
|---|--|--|
| Overall Comments  |  |  |
| on Application  |  |  |
| Application   | Cover city's project planning expenses                             |  |
| Commitments (e.g.,  | Pre-Payment on Community Impact Fee: \$2.5M                        |  |
| targets, processes,   | Pre-Payments on 121A: \$10M over first three years of construction |  |
| plans)  | Community Impact Fee: \$2.5M annually w/ escalators based on GGR   |  |
|   | Tax Payments, 121A Approval/6A Agreement: \$17.6M annually         |  |
|   | Community Development Grant: \$2.5M annually                       |  |

| 5-04 Host Community Agreements - Attach all host community agreements, including any appendices or attachments, into which the applicant has entered. |                                      |  |
|---|--------------------------------------|--|
| Overall Comments  |                                      |  |
| on Application  |                                      |  |
| Application   | Agreement Attached.                  |  |
| Commitments (e.g.,  | Executed in accordance with statute. |  |
| targets, processes,   |                                      |  |
| plans)  |                                      |  |

5-05 Host Community Agreements – Election Materials - Provide the summary of the host community agreement that was provided to the voters along with a description of the election at which the project was approved of by the voters, including the date of the election, the polling procedures, and a certified copy of the election results provided by the city or town clerk.

Overall Comments on Application

Application

Commitments (e.g., targets, processes,

plans)

| 5-06 Mitigation – Describe how the applicant proposes to address host community impact and mitigation issues as set forth in the host community agreement during both the |  |  |
|---|--|--|
| construction and oper   | ration of the proposed gaming establishment.   |  |
| Overall Comments  |  |  |
| on Application  |  |  |
| Application   | • Applicant commits to fund and complete all improvements referenced in traffic study submitted to city; HCA includes list of specific improvements. |  |
| Commitments (e.g.,  | • \$500k/year for 15 years for Union Station.  |  |
| targets, processes,   | \$1.15M for improvements to local parks.   |  |
| plans)  |  |  |

**5-07 Election Related Advertising** – Attach a copy of all M22 forms filed in accordance with G.L c.55, §22 relative to expenditures made by the applicant with intent to influence the outcome of the host community ballot question and/or the M101 BQ and M102 forms filed relative to the forming and funding by the applicant of a host community related ballot question committee as prescribed by the Office of Campaign and Political Finance. (Please provide these items as attachments 0-00-01 et seq.) State the total amount of money the applicant spent on advertising or organizing for a favorable election outcome.

| the total amount of money the applicant spent on divertising of organizing for a lavorable election outcome. |  |  |
|--|--|--|
| Overall Comments   |  |  |
| on Application   |  |  |
| Application Commitments (e.g., targets, processes, plans)  | <ul> <li>Applicant provided necessary information.</li> <li>\$1,492,401.21 Spent.</li> </ul> |  |

5-08 Negative Advertising – Since November 22, 2011, has the applicant, any person or entity with a financial interest in the applicant, anyone acting at the direction or request of the applicant or anyone acting at the direction or request of a person or entity with a financial interest in the applicant made any monetary or in-kind contribution, directly or through an intermediary, to any entity, group or person who was urging voters to cast a negative vote in any election governed by G.L. c. 23K, §15(13)? If yes, please use attachment "0-00-01 Contributions" to state the name of the donor, the date of the monetary or in-kind contribution, the amount or nature of the contribution and the name and address of the recipient of the contribution.

| Overall Comments on Application                           |   |
|---|---|
| Application Commitments (e.g., targets, processes, plans) | <ul> <li>Applicant provided necessary information.</li> <li>None according to applicant.</li> </ul> |

5-09 Contributions – Attach a copy of all Form M119 prescribed by the Office of Campaign and Political Finance that have been filed by the applicant in accordance with G.L. c.23K, §47. Further, in accordance with 205 CMR 108.02, disclose all political contributions, community contributions, or contributions in kind made by an applicant or qualifier to a municipality or a municipal employee of the host community from January 15, 2013 through the date of submission of this application. (Please provide these items as attachments 0-00-01 et seq.)

| attachments 0-00-01 et seq.) |   |  |
|------------------------------|---|--|
| Overall Comments             |   |  |
| on Application               |   |  |
| Application                  | Applicant provided necessary information. |  |
| Commitments (e.g.,           | Submitted in attachment 5-09-01.          |  |
| targets, processes,          |   |  |
| plans)                       |   |  |

**5-10 Request for Contribution** – Subject to the exemptions identified in 205 CMR 108.03(4), identify all requests of which the applicant is aware for any thing of substantial value, as defined by 205 CMR 108.03(1), made to an agent or employee of the applicant or any qualifier by persons or persons listed in 205 CMR 108.01(1) from January 15, 2013 through the date this application is filed. Each request identified shall include the name of the person who made the request, the date the request was made, and the nature of the request. (Note- the Commission is only interested in requests that are related in some fashion to the Massachusetts project, be it the nature of the request or the individual making the request. The Commission is not seeking disclosure of requests solely related to the applicant's business in other states or internationally. For example, a request received by the applicant to sponsor a youth sports team in Massachusetts should be disclosed. However, a similar request by an individual unconnected to Massachusetts to sponsor a youth sports team in Nevada need not be disclosed.)

| Overall Comments on Application                           |  |
|---|--|
| Application Commitments (e.g., targets, processes, plans) | <ul> <li>Applicant provided necessary information.</li> <li>Submitted two M102 forms (5-07-01 and 02) listing its expenditures, two M119 forms (5-09-01 and 02) for small sponsorships of golf tournaments, and a list of requests for contributions (5-10-01).</li> </ul> |

| 5-11 Public Outreach | <ul> <li>Provide a description and documentation for all public outreach efforts that the applicant has made to local communities.</li> </ul>  |
|----------------------|--|
| Overall Comments     |  |
| on Application       |  |
| Application          | Application lists over 137 events/ activities – information sessions, networking, sponsorships etc. – conducted by Applicant between 08/12 and |
| Commitments (e.g.,   | 10/13 related to their Springfield project.  |
| targets, processes,  | Application also references – but does not list - a total of 412 community meetings, 42,000 doors knocked and 61,000 phone calls.              |
| plans)               | Applicant has opened and staffed an office in Springfield since 2012 to provide information and answer resident questions.                     |

| 5-12 Public Support – Describe in detail the public support for the project the applicant has obtained in the host and surrounding communities in addition to that reflected by |  |  |  |
|---|--|--|--|
| the host community vote, including the names and affiliations of all individuals, including elected officials, organizations and groups that have given public support to the   |  |  |  |
| project, and describe   | project, and describe any agreement relationships with local organizations.  |  |  |
| Overall Comments  |  |  |  |
| on Application  |  |  |  |
| Application   | Referendum received 56.78% approval.   |  |  |
| Commitments (e.g.,  | Dozens of endorsements/letters of support from individuals, elected officials and organizations listed and described in application. |  |  |
| targets, processes,   | Surrounding Community and Host Community hearings demonstrated public support and public opposition to Applicant's proposed project. |  |  |
| plans)  | Opposition was mixed between opposition to gaming generally and this project specifically.   |  |  |

| 5-13 Non Profit and C | Community Partnerships – Describe and provide evidence of partnerships with or other support for non-profit and community groups in the host |
|-----------------------|--|
| community.            |  |
| Overall Comments      |  |
| on Application        |  |
| Application           | Application lists 39 events/activities supported or sponsored by Applicant in the region since 2012.   |
| Commitments (e.g.,    | Multiple community groups and non-profits testified at the public hearing in support of the Project.   |
| targets, processes,   |  |
| plans)                |  |

| 5-14 Executed Surrou                                      | nding Community Agreements – Provide a copy of all executed surrounding community (SC) agreements.   |
|---|--|
| Overall Comments on Application                           |  |
| Application Commitments (e.g., targets, processes, plans) | <ul> <li>Agreements included with East Longmeadow, Agawam, Ludlow, Wilbraham, and Chicopee.</li> <li>Agreement reached with Holyoke post-Phase 2 App submittal.</li> </ul> |

5-15 Designation of Surrounding Community w/o Executed Agreement – List all municipalities that the applicant wishes to designate as a surrounding community in accordance with 205 CMR 125.01(1)(a) with which no surrounding community agreement has been executed as of the time of the filing of this application. Please briefly describe the nature of the discussions with any identified community. Please attach the notice of such designation that was provided to the chief executive officer of the community in accordance with 205 CMR 125.01(1)(a).

Overall Comments on Application

Application

Commitments (e.g., targets, processes, plans)

|                                | nities – Identify any community that requested a surrounding community agreement or sought to discuss its status as a prospective surrounding applicant declined. Please explain the reasons for declining and describe the nature of the discussions or negotiations the applicant had with the |
|--------------------------------|--|
| Overall Comments               |  |
| on Application                 | , and the second se   |
| Application Commitments (e.g., | <ul> <li>Northampton was declined surrounding community status by the Applicant. MGC also determined that Northampton was not a surrounding<br/>community.</li> </ul>  |
| targets, processes, plans)     | <ul> <li>Communities of Longmeadow and West Springfield considered abutting communities and were offered terms consistent with other SCAs, but<br/>negotiations had not moved forward at time of application submittal.</li> </ul>   |
|                                | <ul> <li>Longmeadow was designated a SC by the MGC.</li> </ul>   |
|                                | Arbitration completed with Longmeadow and West Springfield.  |

|  | cribe how the applicant proposes to address surrounding community impact and mitigation issues as set forth in the surrounding community agreements uction and operation of the proposed gaming establishment.  |
|--|---|
| Overall Comments on Application                                    |   |
| Application<br>Commitments (e.g.,<br>targets, processes,<br>plans) | <ul> <li>Upfront and annual funding for surrounding communities' consultants.</li> <li>Annual minimum mitigation payments.</li> <li>"look back" studies to determine any necessary further mitigation based on real data.</li> <li>Cost reimbursement to SCs for their costs related to look back studies.</li> <li>Applicant to fund and conduct baseline study.</li> <li>A total of \$1.9 million in up-front payments and an average of \$1.4 million annual payments to 8 communities for term of license.</li> </ul> |

| 5-18 Executed Live Er | ntertainment Venue (ILEV) Agreements – Provide a copy of all impacted live entertainment venue agreements executed in accordance with 205 CMR |
|-----------------------|---|
| 126.01(1)(a).         |   |
| Overall Comments      |   |
| on Application        |   |
| Application           | None.   |
| Commitments (e.g.,    | Applicant intends to cross market and promote local venues and does not anticipate having negative impacts on them.                           |
| targets, processes,   |   |
| plans)                |   |
|                       |   |

| _                                      |   | nents – Identify any venue that requested an impacted live entertainment venue agreement or sought to discuss its status as a prospective impacted which the applicant declined. Please explain the reasons for declining and describe the nature of the discussions or negotiations the applicant had |
|--|---|--|
| Overall Comments on Application        |   |  |
| Application                            | • | None.  |
| Commitments (e.g., targets, processes, |   |  |
| plans)                                 |   |  |

| 5-20 Cross Marketing use an attachment. | Agreements – List all cross-marketing agreements with impacted live entertainment venues the applicant has entered. If more space is needed, please |
|---|---|
| Overall Comments                        |   |
| on Application                          |   |
| Application                             | Cross marketing agreements with Mass Mutual Center, Springfield Symphony Hall, and MPAC for 10 of its members.                                      |
| Commitments (e.g.,                      | Applicant's project relies on partnerships with external entertainment venues and encourages casino patrons to frequent these venues.               |
| targets, processes, plans)              | Considered a unique approach in the industry and intended to extend the positive economic impact beyond the development itself.                     |

### Draft - For Discussion Purposes Only

| ·                    | Entertainers – Provide a statement as to whether the applicant intends to incorporate a geographic exclusivity clause into agreements with its         |  |  |  |
|----------------------|--|--|--|--|
| entertainers engaged | entertainers engaged to perform at a venue within its proposed Massachusetts gaming establishment. If so, please explain the nature of the agreements. |  |  |  |
| Overall Comments     |  |  |  |  |
| on Application       |  |  |  |  |
| Application          | None.  |  |  |  |
| Commitments (e.g.,   |  |  |  |  |
| targets, processes,  |  |  |  |  |
| plans)               |  |  |  |  |

### **Criterion 2: Traffic & Offsite Impacts**

The evaluation of this criterion focused on the Applicant's response to questions grouped below regarding the adequacy of the existing infrastructure, traffic management and impacts related to housing, school population and emergency services. Of particular importance is the Group 2 - Traffic Management questions. Traffic is an issue of great importance to the general public and comments on development activities often focus on the traffic impacts in the community. The Massachusetts Environmental Policy Act (MEPA) process provides a forum for the public to comment on existing traffic conditions and concerns related to impacts due to the proposed development. Although the Category 1 Casino Applicant studied a limited geographical area, the MEPA process will allow the public to comment on a broader area which could result in an expanded study area required by MEPA. The Applicant received their Draft EIR Certificate on February 7, 2014. If degradation of traffic operational condition will result from the proposed development, the Applicant must mitigate those affected operational deficiencies. Agreements to mitigate traffic impacts are also incorporated into the host community agreement as well as surrounding community agreements. It is also in the interest of the Applicant to ensure convenient and safe access and egress for its customers. The adequacy of infrastructure and ability to accommodate existing and site generated traffic is also a function of site location and access to the regional and interstate highway systems.

| GROUPING OF QUESTIONS BY SIMILIA  | ARITY  |  |  |  |
|-----------------------------------|--|--|--|--|
| Group 1 – Impact Assessments and  | 5- 1 Infrastructure Costs  | These questions relate to the Applicant adequately identifying the potential       |  |  |
| Costs                             | 5-2 Impacts and Costs  | impacts and required infrastructure improvements and then the costs                |  |  |
|                                   |  | associated with them, for off-site mitigation items.                               |  |  |
| Group 1 Rating                    | Springfield   MGM  |  |  |  |
|                                   |  | Sufficient   |  |  |
|                                   | Applicant provided the necessary information to address the questions.   |  |  |  |
| Group 2 – Traffic Management Plan | 5-33 Traffic Control Measures  | These questions relate to mitigating the off-site traffic impacts and managing     |  |  |
|                                   | 5-34 Traffic for Special Events  | the site's traffic access and parking supply. As requested, the mitigation actions |  |  |
|                                   | 5-35 Snow Removal  | should address public transportation, special events, construction period          |  |  |
|                                   |  | impacts and snow removal plans.  |  |  |
| Group 2 Rating                    | Springfield   MGM  |  |  |  |
|                                   | Very Good  |  |  |  |
|                                   | The project location is well served by an existing urban street network and access to the highway system. Applicant has      |  |  |  |
|                                   | proposed mitigation measures at various locations near the project site that include traffic signal improvements, lane       |  |  |  |
|                                   | configuration changes, minor geometric improvements, pavement marking upgrades, and pedestrian and bicycle                   |  |  |  |
|                                   | improvements. Applicant is proposing a Transportation Demand Management program to encourage alternative mode of             |  |  |  |
|                                   | transportation. Applicant is expecting to use the nearby municipal parking garages to help compensate for the loss of        |  |  |  |
|                                   | parking within project site during construction. Applicant is not expecting to host larger special events with the exception |  |  |  |
|                                   | of the Grand Opening. It is anticipated that the nearby municipal parking garages will help accommodate the additional       |  |  |  |
|                                   | parking demand generated by this event. Applicant provided the necessary information to address snow removal. The            |  |  |  |

### Draft - For Discussion Purposes Only

| Applicant is coordinating with MassDOT to minimize impacts during construction of the I-91 Viaduct Project |   | to minimize impacts during construction of the I-91 Viaduct Project.           |
|--|---|--|
| Group 3 – Other Potential Impacts  | 5-36 Housing                              | The intent of these questions was to assess the impact of increased population |
|  | 5-37 School Population                    | in the community.  |
|  | 5-38 Emergency Services Available         |  |
| Group 3 Rating Springfield   |   |  |
| Group 3 Rating   |   | Springfield   MGM  |
| Group 3 Rating   |   | Springfield   MGM Sufficient   |
| Group 3 Rating   | Applicant attributes its responses in the |  |

<sup>\*</sup>These questions derive from the gaming regulations, G.L. c. 23K are specifically called out in §18 (8) as objectives each Applicant proposes to advance, and that the Commission shall evaluate and issue a statement of findings.

| reference response to | question 5-2 (See related agreement in section <u>B. Signature Forms</u> ).  |
|-----------------------|--|
| Overall Comments      |  |
| on Application        |  |
| Application           | Total infrastructure cost = \$15,180,000.  |
| Commitments (e.g.,    | Onsite facilities infrastructure costs = \$7,630,000.  |
| targets, processes,   | Off-site infrastructure improvements = \$7,550,000.  |
| plans)                | - \$3,800,000 for traffic related improvements.  |
|                       | - \$2,400,000 for utility improvements.  |
|                       | - \$1,200,000 for landscaping.   |
|                       | - \$150,000 for lighting.  |
|                       | Costs identified above are separate from the \$5,150,000 of "Host Community – Upfront Cost".   |
|                       | No infrastructure costs would be incurred by the Host and Surrounding communities for either construction or operation of the gaming |
|                       | establishment.   |

| 5-02 Impacts and Cos   | ts - Provide completed studies and reports showing the proposed gaming establishment's: (i) cost to the host community and surrounding communities |  |  |
|------------------------|--|--|--|
| and the Commonwea      | Ith for the proposed gaming establishment to be located at the proposed location, and (ii) local and regional social, environmental, traffic and   |  |  |
| infrastructure impacts | 5.   |  |  |
| Overall Comments       |  |  |  |
| on Application         |  |  |  |
| Application            | Studies provided:  |  |  |
| Commitments (e.g.,     | Regional Economic and Fiscal Impacts of Proposed MGM Springfield on Gaming Region B and the Commonwealth of Massachusetts                          |  |  |
| targets, processes,    | Impacts of Proposed MGM Springfield Project on Surrounding Communities   |  |  |
| plans)                 | One-Time Economic and Fiscal Impacts of Construction:  |  |  |
|                        | Hampden County   |  |  |
|                        | - \$654 million in economic spending   |  |  |
|                        | - 4,580 full time equivalent jobs  |  |  |
|                        | - \$166 million in wages   |  |  |
|                        | Remainder of Region B (Hampshire, Franklin and Berkshire Counties)   |  |  |
|                        | - \$9 million in economic spending   |  |  |
|                        | - 20 full time equivalent jobs   |  |  |
|                        | - \$1.8 million in wages   |  |  |
|                        | Remainder of Massachusetts   |  |  |

- \$27.1 million in economic spending
- 40 full time equivalent jobs
- \$9 million in wages
- \$19.4 million in tax revenues

### **Ongoing Economic and Fiscal Impacts:**

- Hampden County
  - \$445-\$530 million in economic spending
  - 4,520-5,190 full time equivalent jobs
  - \$158-\$184 million in wages
  - \$25.2-\$26.7 million in annual tax revenues
- Remainder of Region B (Hampshire, Franklin and Berkshire Counties)
  - \$25-29 million in economic spending
  - 240-280 full time equivalent jobs
  - \$5.7-\$6.7 million in wages
  - \$18-\$19 million in annual tax revenues
- Remainder of Massachusetts
  - \$21-\$25 million in economic spending
  - 60-70 full time equivalent jobs
  - \$10-\$12 million in wages
  - \$100-\$132 million in annual tax revenues, including \$88-\$118 million in gaming taxes
- Provided DEIR to address environmental, traffic, social, and infrastructure impacts.
- Refer to 5-33 for discussion on proposed traffic mitigation.

5- 33 Traffic Control Measures – Describe the plans for traffic control measures the applicant proposes for the gaming establishment complex and the surrounding areas, the expected total vehicle traffic generated by the site, and plans for mitigating vehicle trips to and from the site both during construction and operation of the facilities. Further, describe efforts to encourage public transportation options to access the site, and pedestrian access and amenities of the site and surrounding area.

| Overall Comments    |   |
|---------------------|---|
| on Application      |   |
| Application         | Projected site generated trips are as follows:  |
| Commitments (e.g.,  | - Friday daily = 19,673   |
| targets, processes, | - Friday evening peak hour = 1,290  |
| plans)              | - Saturday daily = 21,925   |
|                     | - Saturday midday peak hour = 1,312   |
|                     | • The Applicant's Transportation Demand Management (TDM) program includes partnership with MassRIDES, NuRide, flex hours, rideshare programs          |
|                     | (carpool/vanpool), a guaranteed ride home program, and a monitoring program to ensure that the TDM program is working as intended.                    |
|                     | A rubber-wheeled trolley system is proposed by the applicant to link the project site to Union Station and other tourist destinations.                |
|                     | Currently PVTA Bus Route 5 does not provide services at night and there is no agreement in place to extend service hours.                             |
|                     | Bus stop enhancements are discussed, but no commitments from applicant to implement these improvements.   |
|                     | Pedestrian and bicycle improvements include the following:  |
|                     | - Upgrading pedestrian signal equipment   |
|                     | - Bicycle lanes or shared lane markings along some sections of Main Street  |
|                     | - Reconstruct wheelchair ramps  |
|                     | Traffic control measures include:   |
|                     | - New signage.  |
|                     | - Existing ITS (variable message sign) system along I-91.   |
|                     | - Multiple access/egress points to and from the site.   |
|                     | The mitigation measures include   |
|                     | - traffic signal improvements   |
|                     | - pavement markings upgrades  |
|                     | - lane configuration changes  |
|                     | - minor geometric improvements  |
|                     | Depending on location, the mitigation measure may be a stand-alone improvement or is combined with several improvement elements.                      |
|                     | Geometric improvements include the following:   |
|                     | - Reconstruct a section of Union Street under I-91 to provide the proposed 5-lane cross section.  |
|                     | - Widening of East Columbus Avenue between Howard Street and Bliss Street to provide a 12-foot acceleration / deceleration lane for the casino        |
|                     | traffic.  |
|                     | - Widening the section of Union Street that is adjacent to the project site to provide the exclusive turn-lanes to the site.                          |
|                     | During construction, it is expected that the I-91 North and South garages will help compensate for the loss of parking located within the site during |
|                     | construction. Shuttles will be provided to and from the courthouses and adjacent businesses.  |
|                     | - Coordination effort is on-going with MassDOT for the I-91 Viaduct project.  |
|                     | - The I-91 North Garage, Trolley Park Lot, Civic Center Garage, Tower Square Garage, and Columbus Garage are anticipated to help compensate for       |

| Draft - For | Discussion I | Purposes | Only |
|-------------|--------------|----------|------|
|-------------|--------------|----------|------|

- loss parking during construction.
  - Interim shuttle connections will be provided.
  - Construction of the garage will be advanced for early delivery. Garage expected to be opened one year after construction begins.

| Overall Comments                  |   |
|-----------------------------------|---|
| on Application                    |   |
| Application<br>Commitments (e.g., | <ul> <li>The applicant is not expecting to accommodate larger special events on site.</li> <li>The principal special event anticipated is the Grand Opening.</li> </ul>   |
| targets, processes, plans)        | <ul> <li>The applicant is proposing to use social media, ITS and other information systems to deliver updated, real-time traffic information to the public<br/>regarding parking options during Grand Opening.</li> </ul>   |
|                                   | <ul> <li>During the Grand Opening, the following parking facilities are expected to help accommodate the added parking demands:</li> <li>Civic Center Parking Garage (1,232 spaces) located between Dwight St, Falcons Way, and Harrison Ave</li> <li>I-91 North garage (1,080 spaces)</li> <li>I-91 South garage (687 spaces)</li> </ul> |
|                                   | <ul> <li>Parking demand analysis for Grand Opening was not performed. It is unclear whether the parking supply can accommodate the excess parking<br/>demand.</li> </ul>  |
|                                   | • No discussion on coordination with other events in the downtown area that may occur concurrently during the Grand Opening event, which may also impact parking supply and demand.   |
|                                   | The DEIR indicates that the casino will offer free public parking.  |
|                                   | <ul> <li>The DEIR does not discuss how much more parking demand (especially during special events occurring in the vicinity of the site) that may be generated as a result of providing free parking for the public.</li> </ul>   |

| 5- 35 Snow Removal – Describe the applicant's snow-removal plans. |  |  |
|---|--|--|
| Overall Comments on Application                                   |  |  |
| Application Commitments (e.g., targets, processes, plans)         | <ul> <li>To be performed by an independent contractor.</li> <li>No on-site snow storage areas.</li> <li>Snow will be transported and properly disposed in accordance with Massachusetts DEP regulations.</li> <li>The amount of road salt will be limited to Best Management Practices to prevent increasing pollutant in the stormwater systems.</li> </ul> |  |

| _  | le an assessment of the likely impact on the housing stock in the host and surrounding communities resulting from the new jobs the gaming es, and the steps the applicant plans to take to remedy any negative impacts.   |
|--|---|
| Overall Comments on Application                                    |   |
| Application<br>Commitments (e.g.,<br>targets, processes,<br>plans) | <ul> <li>According to applicant, only 10% of the initial employees are expected to relocate from outside the region. These will be experienced MGM employees. Applicant expects that they'll rent in neighboring communities. Applicant asserts that it is difficult to predict exact impact without knowing their housing preferences and family situations, but the impact is not expected to be substantial according to applicant. In fact, applicant predicts no impact in Springfield at all, and only small impact in neighboring communities. Applicant asserts that impact may be positive on local economy and housing market.</li> </ul> |

| establishment provide establishment to loca                        | on – Provide an assessment of the likely impact on school populations in the host and surrounding communities resulting from new jobs the gaming es, and the steps the applicant plans to take to remedy any negative impacts. Also, please describe the proximity and potential impact of the gaming schools, religious institutions and facilities, and public fields and parks, including any plans designed to avoid interference with school buses, student c events, and other education related activities, especially during peak student transportation hours. |
|--|---|
| Overall Comments on Application                                    |   |
| Application<br>Commitments (e.g.,<br>targets, processes,<br>plans) | <ul> <li>Applicant predicts no impact in Springfield schools. Applicant predicts a \$510K - \$590K annual expense for neighboring communities to accommodate employees' children in schools. Applicant should be asked if this will be addressed in surrounding community agreements. Applicant also notes that over time, local employees will gain expertise, assume more senior positions and negate the need for MGM to transfer employees from other locations.</li> </ul>   |

5- 38 Emergency Services Available – Provide an analysis of available police, fire and emergency medical services available to the gaming establishment complex, the adequacy of those resources, the steps the applicant plans to take to remedy any deficiencies, and the agreements the applicant has made with the service providers to ensure that the appropriate levels of protection are available.

| of those resources, the steps the applicant plans to take to remedy any deficiencies, and the agreements the applicant has made with the service providers to ensure that the |  |  |
|---|--|--|
| appropriate levels of   | protection are available.  |  |
| Overall Comments  |  |  |
| on Application  |  |  |
| Application<br>Commitments (e.g.,<br>targets, processes,<br>plans)  | <ul> <li>Indicates that Fire will be addressed in upfront and annual payments. Only impact expected in Springfield - not in surrounding communities.</li> <li>Police – Applicant predicts no crime impact in surrounding communities. It predicts Impact in Springfield only proportionate to the increase in people in the area. It asserts that there will be no increase in probability of nearby residents being victimized. Applicant acknowledges higher demands related to increase in crime, but does not indicate what it intends to do about it.</li> <li>EMS – City of Springfield contracts AMR for Ambulance service. MGM has entered into an MOU with AMR to continue discussion on the plan. According to applicant, no impact on response times or availability is anticipated.</li> </ul> |  |
|   |  |  |

### Criterion 3: Implement Measures to Promote Responsible Gaming and Address Problem Gambling

COOLIDING OF OUTCOME BY CIVAL ADITY

Criterion 3 included measures taken by the Applicant to mitigate problem gambling and promote responsible gaming. Questions in this criterion focused on proposed activities in MA but also considers initiatives the applicant has undertaken at other operations. Mitigating problems by addressing problem gambling and promoting responsible gaming is a guiding value expressed in the mission statement of the Massachusetts Gaming Commission. The series of ten questions in Criterion 3 are intended to capture the direct and indirect activities that an applicant will employ to mitigate problem gambling. It should be noted that while the MGC intends to adopt regulation that will aggressively work to promote responsible gaming and mitigate problem gambling, we also believe the successful applicant has the duty of seeing this carried out in all aspects of their operations.

| <b>GROUPING OF QUESTIONS BY SIMILAR</b> | RITY   |   |  |
|---|--|---|--|
| Group 1 – Direct efforts to mitigate    | 5- 23 On Site Resources for Problem  | Represents activities the Applicant will do on-site and in coordination with    |  |
| problem gambling/promote                | Gambling   | community providers.  |  |
| responsible gaming                      | 5- 25 Self Exclusion Policies  |   |  |
|   | 5- 26 Identification of Problem  |   |  |
|   | Gambling   |   |  |
|   | 5- 27 Credit Extension Abuse   |   |  |
|   | 5- 31 Treatment and Prevention   |   |  |
| Group 1 Rating                          |  | Springfield   MGM   |  |
|   |  | Sufficient  |  |
|   | The Applicant adequately described the "Responsible Gaming Center" and stated they will follow basic         |   |  |
|   | industry standards outlined in the AGA Code of Conduct. Where the Applicant fell short in this category is   |   |  |
|   | description of how they would ensure credit is not being extended and abused by persons with gambling        |   |  |
|   | problems. The Applicant provides details of how employees will be trained but did not to adequately describe |   |  |
|   | how they would assist a patron in distress. The Applicant is active in discussions with the MGC to develop a |   |  |
|   | comprehensive responsible gaming program.  |   |  |
| Group 2 – Processes and measures        | 5- 28 Code of Ethics   | Includes questions relating to supporting processes to assure internal controls |  |
|   | 5- 29 Metrics for Problem Gambling   | to mitigate problems are in place.  |  |
|   | 5- 32 Historical Efforts Against   |   |  |
|   | Problem Gambling   |   |  |
| Group 2 Rating                          | Springfield   MGM  |   |  |
|   |  | Sufficient  |  |

### Draft - For Discussion Purposes Only

| The applicant's response was sufficient in this group. They demonstrate sensitivity to linguistic dividence of signage placement. Brochures found at the applicants Detroit facility were standard |   |  |  |
|--|---|--|--|
|  | Sufficient  |  |  |
| Group 3 Rating   | Springfield   MGM   |  |  |
|  |   | promoting responsible gaming.  |  |
| responsible gaming   | 5- 24 Problem Gambling Signage  | this category are important toward addressing problem gambling and       |  |
| problem gambling/promote   | Gambling  | responsible gaming and educate about problem gambling. Both questions in |  |
| Group 3 – Indirect efforts to mitigate   | 5- 30 Advertising Responsible   | Represents passive ways in which the applicant will work to promote      |  |
| follow the AGA Code of Conduct which represents standard industry practice.  |   |  |  |
|  | gambling through relationships with the NCRG and more recently local MA organizations. Otherwise they       |  |  |
|  | seriousness to this issue. The applicant has a notable history in supporting efforts to address problem     |  |  |
|  | they utilize a third party to allow employees to voice concern and identify issues – an indication of their |  |  |
|  | gambling problems were narrow in focus but important. The Code of Ethics was sufficient. A highlight was    |  |  |
|  | Overall the responses provided in this group were sufficient. The Metrics used to measure efforts to reduce |  |  |

<sup>\*</sup>These questions derive from the gaming regulations, G.L. c. 23K are specifically called out in §18 (8) as objectives each Applicant proposes to advance, and that the Commission shall evaluate and issue a statement of findings.

### Draft - For Discussion Purposes Only

| 5- 23 On Site Resourc                                     | es for Problem Gambling – Describe the on-site resources that will be accessible to those affected by gambling-related problems. (See associated B. Signature Forms)  |
|---|---|
| Overall Comments on Application                           |   |
| Application Commitments (e.g., targets, processes, plans) | <ul> <li>Adequate response; applicant basically states they will do what is required in addition to company and industry standards as articulated by AGA Code of Conduct. They did mention the on-site space – referring to it as the Responsible Gaming Center.</li> </ul> |

| 5- 24 Problem Gambling Signage – Describe the signs, alerts and other information that will be available in the gaming establishment complex to identify the on-site resources available for those affected by gambling-related problems. (See associated agreement in section <u>B. Signature Forms</u> ) |  |  |  |
|--|--|--|--|
| Overall Comments   |  |  |  |
| on Application   |  |  |  |
| Application  | Applicant's response demonstrated sensitivity to linguistic diversity and importance of signage placed for employees to view. In general, proposal |  |  |
| Commitments (e.g.,   | appeared to represent common industry practices and willingness to comply with MGC desires.  |  |  |
| targets, processes,  |  |  |  |
| plans)   |  |  |  |

5- 25 Self Exclusion Policies – Describe the exclusion policies that will be available for gaming establishment patrons and employees, including the process that will be utilized to notify individuals of the availability of self-exclusion and the steps that will be taken to assist those who request exclusion. (See associated agreement in section B. Signature Forms)

Overall Comments on Application

Application

Commitments (e.g., targets, processes, plans)

• The applicant's response appears to represent common industry standards with the addition of the value added capability to link self-exclusion information across all MGM properties using "Self-Limit Program".

| 5- 26 Identification of Problem Gambling – Describe the initial and ongoing training that will be used to help gaming establishment employees identify those who may have gambling-related problems, or self-identify, and assist them to obtain help for those problems. |  |  |  |
|---|--|--|--|
| Overall Comments  |  |  |  |
| on Application  |  |  |  |
| Application   | Applicant restated AGA Code of Conduct practices which represent minimum U.S. gaming industry standards to reduce gambling related harm.     |  |  |
| Commitments (e.g.,  | Applicant mentions numerous methods to train new employees of responsible gaming and problem gambling. No mention of actively intervening if |  |  |
| targets, processes, plans)  | a patron was engaged in disruptive behavior or visibly distressed.   |  |  |

| 5- 27 Credit Extension Abuse – Describe the policies the applicant will use to ensure that credit extensions are not being abused by those with gambling-related problems. |   |  |  |
|--|---|--|--|
| Overall Comments   |   |  |  |
| on Application   |   |  |  |
| Application  | The applicant's response was not well detailed in some areas. Other than not extending credit to those on the self-exclusion list, there was no     |  |  |
| Commitments (e.g.,   | mention of any effort to be taken to validate if a patron has the means to repay credit extensions or otherwise represent a repayment liability. No |  |  |
| targets, processes,  | mention of any parameters set around providing or offering credit extensions (other than if patron on self-exclusion list).                         |  |  |
| plans)   |   |  |  |

| 5- 28 Code of Ethics – Provide a copy of the code of ethics employees, including senior managers, are required to follow and the process by which the code is promulgated. |  |  |  |  |
|--|--|--|--|--|
| Overall Comments on Application  |  |  |  |  |
| Application<br>Commitments (e.g.,<br>targets, processes,<br>plans)   | • Interesting to note that while the applicant stated their company follows the AGA Code of Conduct, there is no mention of that in the company's Code of Conduct and Ethics. Appreciated the use of third party company, "Ethics Point" and the use of their "Hotline" to voice concerns and identify issues. Code of Conduct and Ethics did not directly address problem gambling or responsible gaming. No mention of assistance available to employees who develop gambling problems with company Code of Conduct. |  |  |  |

5- 29 Metrics for problem Gambling – Describe the metrics the applicant will use to measure whether it is succeeding in its efforts to reduce gambling at its gaming establishment by those with gambling-related problems and the use to which those metrics will be put and provide the data those metrics have generated for each of the last five years at each of the applicant's facilities. Further, please describe how the applicant proposes to cooperate and support the Commission in the development of an annual research agenda as provided in G.L. c. 23K, §71.

| research agenda as provided in G.L. c. 23K, §71.                                    |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| Overall Comments  |   |  |  |  |  |  |
| on Application  |   |  |  |  |  |  |
| Application Applicant described three areas where metrics are collected. These are: |   |  |  |  |  |  |
| Commitments (e.g.,  | Numbers of self-excluded person being detected in the facility  |  |  |  |  |  |
| targets, processes,   | Number of persons enrolling in self-exclusion program   |  |  |  |  |  |
| plans)  | Number or percentage (unclear) of employees receiving RG training   |  |  |  |  |  |
|   | No mention of other metrics was provided. Other RG metrics would include:   |  |  |  |  |  |
|   | <ul> <li>Number and type of RG interventions such as assisting agitated patrons, assisting patrons asking for help with their gambling but not wanting to self-exclude, increasing patron "gaming IQ" by dispelling a patrons stated myth by providing facts, number of supervision-supervisee RG debriefs, etc.</li> </ul> |  |  |  |  |  |
|   | No mention of player behavior analytic statistics derived from reward card data.  |  |  |  |  |  |
|   | No mention of player surveys including information about gambling related concerns  |  |  |  |  |  |
|   | No mention of number of visits to RG page on website, etc.  |  |  |  |  |  |

| 5- 30 Advertising Responsible Gambling – Describe the extent to which responsible gambling messages will be part of the applicant's advertising. |  |  |  |
|--|--|--|--|
| Overall Comments   |  |  |  |
| on Application   |  |  |  |
| Application  | Applicant stated RG messaging will be on advertising materials, RG brochures will be utilized, and web content will contain RG materials/messages. |  |  |
| Commitments (e.g.,   | Response viewed as adequate.   |  |  |
| targets, processes,  |  |  |  |
| plans)   |  |  |  |

| <b>5- 31 Treatment and Prevention</b> – Describe the plans the applicant has to coordinate with local providers to facilitate assistance and treatment for those with gambling-related problems and plans to develop prevention programs targeted toward vulnerable populations as the term is defined by 205 CMR 102.02. |  |  |  |
|---|--|--|--|
| Overall Comments on Application   |  |  |  |
| Application Commitments (e.g., targets, processes, plans)   | Applicant stated intent to work with MA Council on Compulsive Gambling, local community providers and agencies, the Department of Public Health, and the MGC. Appreciated mention of making EAP program available to employee, including those with gambling problems. |  |  |

|   | s Against Problem Gambling - Describe the processes the applicant uses to address problem gambling at the other facilities it owns or controls, the processes, and the metrics the applicant uses to determine the effects.  |
|---|--|
| Overall Comments on Application                           |  |
| Application Commitments (e.g., targets, processes, plans) | <ul> <li>Applicant demonstrated history in tending to RG, with voluntary adoption of AGA Code of Conduct in 2004, and supporting efforts to address problem gambling via advocacy in Nevada. However, the applicant failed to respond to important facets of the question including: the effectiveness of those processes used to address problem gambling and the metrics the applicant uses to determine the effects.</li> </ul> |

### **Criterion 4: Protect and Enhance Lottery**

In reviewing this criterion, it was noted that the Applicant must agree to be MA State Lottery sales agents and, as such, will have an executed agreement with the MA State Lottery. The Applicant was asked to present plans, measures and steps they intend to take to avoid negative impact on revenues currently generated by the MA Lottery. The Applicant was also asked to give examples of joint marketing opportunities and strategies to increase lottery ticket sales.

| GROUPING OF QUESTIONS BY SIMILARITY |                    |                                     |  |  |
|-------------------------------------|--------------------|-------------------------------------|--|--|
| Group 1 – State Lottery             | 5-22 State Lottery | Only one question in this category. |  |  |
| Group 1 Rating                      |                    | Springfield   MGM                   |  |  |
|                                     |                    | Sufficient                          |  |  |
|                                     |                    |                                     |  |  |
|                                     |                    |                                     |  |  |

<sup>\*</sup>These questions derive from the gaming regulations, G.L. c. 23K are specifically called out in §18 (8) as objectives each Applicant proposes to advance, and that the Commission shall evaluate and issue a statement of findings.

**5- 22 State Lottery** – Describe the plans, measures and steps the applicant intends to take to avoid any negative impact on the revenues currently generated by the Massachusetts State Lottery, including cross-marketing strategies with the lottery and increasing ticket sales to out-of-state residents. Further, provide a written plan demonstrating the manner in which the lottery and keno games shall be made readily accessible to the guests of the gaming establishment including the designation of any lottery outlet retail floor space. (See associated agreement in section *B. Signature Forms*).

| on Application      |  |  |  |
|---------------------|--|--|--|
| Application         |  |  |  |
| Commitments (e.g.,  |  |  |  |
| targets, processes, |  |  |  |
| plans)              |  |  |  |

Overall Comments

• Although a formal agreement with the Lottery Commission has not been executed to date, Applicant and Lottery officials indicate that extensive discussions have taken place and the parties concur that there will be sufficient time to complete negotiations and finalize the process following award of a casino license. Software engineers representing MGM and the Lottery have been analyzing their respective technologies for compatibility to allow joint marketing and to mitigate concerns about lottery ticket sales.

### 5. Appendix

### **Springfield - MGM Host Community Summary**

# **MUNICIPAL PAYMENTS**

Cover city's project planning expenses

**Pre-Payment on Community Impact Fee**: \$2.5M

Pre-Payments on 121A: \$10M over first three years of construction

Community Impact Fee: \$2.5M annually w/ escalators based on GGR

Tax Payments, 121A Approval/6A Agreement: \$17.6M annually

Community Development Grant: \$2.5M annually

## **IOBS/INVESTMENT**

Goal of 2,000 construction jobs - 15.3% minorities; 6.9% women; 8% veterans

Goal of 3,000 permanent jobs; 50% minorities; 50% women; 2% veterans

Goal of 35% labor participation by City

At least \$50M in annual goods and services to be procured locally from greater Springfield area

### MITIGATION & NFRASTRUCTURE

Applicant commits to fund and complete all improvements referenced in traffic study submitted to city; HCA includes list of specific improvements

\$500k/year for 15 years for Union Station

\$1.15M for improvements to local parks

HCA includes commitment for Surrounding Community Fund of \$500k

### OTHER

Applicant will underwrite and co-promote entertainment activities at multiple city venues

Applicant will construct outdoor skating rink and will underwrite new downtown trolley

Host Community must be consulted on content of Surrounding Community Agreements and has right to approve SCAs if payments exceed certain caps

### **CATEGORY 1 SURROUNDING COMMUNITY TRACKING 05.19.14**

|                   | Designated/Executed in Phase 2 App | Agreement<br>Reached              | Status   | Notes  |
|-------------------|------------------------------------|-----------------------------------|--|--|
| MGM - SPRINGFIELD | Agawam                             | 12/16/2013                        | Surrounding Community Agreement included in Phase 2 App                          | \$50k for consulting and related negotiation fees; \$75k up front communit grant; \$100k annual mitigation payment; total of \$750k for Annual Study Cost Reimbursement; future "look back studies" to determine actual net impacts'   |
|                   | East Longmeadow                    | 12/12/2013                        | Surrounding Community Agreement included in Phase 2 App                          | \$50k for consulting and related negotiation fees; \$75k annual mitigation payment; total of \$375k for Annual Study Cost Reimbursement; future "look back payments" to come from annual payments and CMF first;   |
|                   | Holyoke                            | 1/10/2014                         | Surrounding Community Agreement Post-<br>Phase 2 App                             | \$50k for consulting and related negotiation fees; Schedule of annual payments ranging from \$85k-\$160k; future "look back payments" to come from annual payments and CMF first;  |
|                   | Ludlow                             | 12/3/2013                         | Surrounding Community Agreement included in Phase 2 App                          | \$50k for consulting and related negotiation fees; \$75k annual mitigation payment; total of \$375k for Annual Study Cost Reimbursement; future "look back payments" to come from annual payments and CMF first;   |
|                   | Wilbraham                          | 12/12/2013                        | Surrounding Community Agreement included in Phase 2 App                          | \$50k for consulting and related negotiation fees; \$75k annual mitigation payment; total of \$375k for Annual Study Cost Reimbursement; future "look back payments" to come from annual payments and CMF first;   |
|                   | Chicopee                           | 12/13/2013                        | Surrounding Community Agreement included in Phase 2 App                          | \$125k for consulting and related negotiation fees; \$100k annual mitigation payment; total of \$750k for Annual Study Cost Reimbursement future "look back payments" to come from annual payments and CMF first;  |
|                   | West Springfield                   | 4/24/2014                         | Arbitration Decision made 4/24/14: West<br>Springfield BAFO selected unanimously | \$375k annually, increasing by CPI; \$665,000 for design/permitting of Memorial Avenue reconstruction; Total of \$750k in reimbursements for participation in future studies; reimbursement for all attorney and consultant fees   |
|                   | Declined in Phase 2 App            | Response                          | Status   | Notes  |
|                   | Northampton                        | Petitioned MGC for<br>Designation | MGC denied petition  | None   |
|                   | Petition MGC Post-Phase 2<br>App   | Result                            | Status   | Notes  |
| _                 | Longmeadow                         | Designated as SC<br>2/18/14       | Arbitration Decision made 4/30/14;<br>Longmeadow BAFO selected 2-1               | \$850k up front payment for significant adverse impacts; reimbursement of consultants and legal fees; \$275k annual payments for 13 years increasing @2.5%; look back studies to determine future net impacts; funding for ne impacts to come from portion of annual payment and CMF; MGM to cove any remainder. |
|                   | Hampden                            | Denied Hampden's petition         | n/a  | n/a  |