



**MASSACHUSETTS GAMING COMMISSION
MEETING AND PUBLIC HEARING: LICENSE RENEWAL**

September 16, 2020
3:00 p.m.

**VIA CONFERENCE CALL NUMBER: 1-646-741-5292
PARTICIPANT CODE: 111 357 6142**



Massachusetts Gaming Commission

101 Federal Street, 12th Floor, Boston, Massachusetts 02110 | TEL 617.979.8400 | FAX 617.725.0258 | www.massgaming.com



NOTICE OF PUBLIC MEETING AND HEARING PURSUANT TO G.L. c. 30A, §20 TO CONSIDER THE RENEWAL OF A CATEGORY 2 GAMING LICENSE

PLEASE NOTE: Given the unprecedented circumstances resulting from the global Coronavirus pandemic, Governor Charles Baker issued an order to provide limited relief from certain provisions of the Open Meeting Law to protect the health and safety of individuals interested in attending public meetings. In keeping with the guidance provided, the Commission will conduct a public meeting utilizing remote collaboration technology. If there is any technical problem with our remote connection, an alternative conference line will be noticed immediately on our website: MassGaming.com.

Pursuant to the Massachusetts Open Meeting Law, G.L. c. 30A, §§ 18-25, notice is hereby given of a meeting of the Massachusetts Gaming Commission (“Commission”). The meeting will take place:

**Wednesday September 16, 2020
3:00 P.M. – 6:00 P.M. (longer if necessary)
Massachusetts Gaming Commission
VIA CONFERENCE CALL NUMBER: 1-646-741-5292
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This public hearing is intended to provide the Commission with the opportunity to pose questions to representatives of Plainville Gaming and Redevelopment, LLC (d/b/a/ Plainridge Park Casino) (“Applicant”) and to obtain public input regarding the renewal of a Category 2 Gaming License to the Applicant. No votes or decisions will be made at this hearing; it is simply intended as an opportunity for the Commission to gather information and gauge public sentiment relative to the renewal application.

The Chair will preside over this public hearing. The Applicant, its agents, and representatives shall attend the public hearing, make a presentation, and respond to questions as directed by the Chair. Representatives of Plainville, representatives of the surrounding communities, and representatives of the impacted live entertainment venues (“ILEVs”) are encouraged to attend the public hearing, invited to make a presentation, and respond to questions as directed by the Chair.

Those who wish to submit written comments in advance of the hearing may do so by sending an e-mail by September 10, 2020 to mgccomments@massgaming.gov with “Plainridge Park Casino License Renewal” in the subject line. All comments received via e-mail will be made public in their entirety, including the identity of the commentator, and distributed to the Commission for their review prior to the hearing.

Public officials from a host or surrounding community, representatives of interested parties, and members of the host or surrounding communities who wish to speak at the hearing may place



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their name on the list of speakers by sending an e-mail to mgcccomments@massgaming.gov with “Request to address Commission/PPC License Renewal” in the subject line. Because this public hearing will be conducted virtually, please provide the email address and/or telephone number for the device(s) you intend to use to connect with the hearing. In order to use the available time most efficiently, the Commission will limit each speaker to 5 minutes. At the discretion of the Chair, comments may be taken from members of the public that have not pre-registered to speak at the end of the meeting.

The following is the anticipated agenda for the public hearing:

1. Call to order and introductory remarks by the Chair
2. Presentation by the Applicant
3. Commission questions to the Applicant
4. Presentations/comments by representatives of the Host Community
5. Presentations/comments by representatives of the Surrounding Communities
6. Presentations/comments by representatives of Impacted Live Entertainment Venues
7. Comments by members of the public
8. Comments from the Applicant
9. Other business – reserved for matters the Chair did not reasonably anticipate at the time of posting.

I certify that on this date, this Notice was posted as “Gaming Commission Meeting: at www.massgaming.com and e-mailed to regs@sec.state.ma.us, Melissa.andrade@state.ma.us.

September 2, 2020

Cathy Judd-Stein
Cathy Judd-Stein, Chair

Date Posted to Website: September 2, 2020



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February 28, 2020

Lance George
General Manager
Plainridge Park Casino

(VIA EMAIL: Lance.George@pngaming.com)

Dear Mr. George,

As you know, Plainridge Park Casino (“PPC”) opened to the public on June 24, 2015, pursuant to a 5 year Category 2 gaming license that was awarded to Plainville Gaming & Redevelopment, LLC (the “licensee”). This license expires on June 24, 2020. In accordance with G.L. c. 23K, § 20(f), the Massachusetts Gaming Commission (“Commission”) “shall establish procedures for renewal” of a Category 2 License. By this letter, you are hereby notified of the procedures for renewal adopted by the Commission at its public meeting on February 13, 2020.

1. Application

The Commission is in receipt of your request dated February 5, 2020 to renew the Category 2 gaming license. Accordingly, the Commission will now commence the renewal process. To that end, the following documentation, information, and materials shall be submitted by the licensee. These documents, information, and materials, in conjunction with any additional documents and information submitted for review, will collectively comprise the licensee’s application for renewal.

- Updated forms related to the suitability of the licensee and qualifiers as identified in the attached letter dated February 4, 2020 from the Commission’s Division of Licensing;
- A statement attested to by the chief financial officer of the licensee, or other individual with equivalent knowledge, relative to the financial performance of PPC over the term of the license, and of the present capitalization of the gaming licensee including compliance with its approved capital expenditure plan;
- A statement by an officer of the licensee, or other individual with equivalent knowledge, relative to its compliance with:
 - its host community agreement;
 - its surrounding community agreements;
 - its impacted live entertainment agreements;
 - its agreement with the State Lottery;
 - its Information Security plan;
 - its ACSC System Testing;
 - its certification and verification of slot software;
 - its floor plan;



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- its approved system of internal controls;
- its surveillance plan;
- its gaming beverage license for the sale and distribution of alcoholic beverages;
- its slot machine operation plan;
- its emergency and critical incident response plan;
- its credit procedures/suspension of credit policies;
- its daily tax reporting;
- its annual audit;
- the MOU with the Commission and DOR for the intercept of winnings for past due child support obligations and state tax liabilities;
- any other agreements with communities or mutual aid agreements;
- the MOU between the Commission and the Massachusetts Community College Career Institute; and
- any other conditions attached to its gaming license, including but not limited to the:
 - Affirmative marketing programs for those businesses identified in G.L. c. 23K, § 21(a)(21)(i), (ii), and (iii);
 - Affirmative action program for equal opportunity to those residents identified in G.L. c. 23K, § 21(a)(22);
 - Plan to identify and market employment opportunities to unemployed residents of Massachusetts; and
 - Regional tourism marketing and hospitality plan.
- A statement by an officer of the licensee, or other individual with equivalent knowledge, relative to the status of the following goals as referenced in the licensee's RFA-2 application or mid-term license review:
 - Gaming revenue and taxes;
 - Lottery sales;
 - Vendor spending in Massachusetts;
 - Vendor diversity;
 - Employment goals including hiring numbers and diversity;
 - Operational hiring commitments – workforce plan
 - Compliance with average wage scales
 - Operational Goods and Services – procurement plan
 - Non-gaming amenities;
 - On-site daycare; and
 - Traffic improvements, facility access, and parking.
- A comprehensive set of conditions were attached to the initial award of the gaming license. The licensee may submit a proposed set of license conditions to be attached to the gaming license upon renewal. To the extent the licensee intends to exclude a condition that was required as part of its prior license, it should offer an explanation for the exclusion;

- A statement by an officer of the gaming licensee, or other individual with equivalent knowledge, relative to its compliance with the requirements under the Commission's Section 61 Findings and Mass DOT's Section 61 Findings;
- A statement by an officer of the gaming licensee, or other individual with equivalent knowledge, relative to its future plans relating to horse racing at PPC, and to the licensee's historic compliance with those provisions of G.L. c.23K pertaining to horse racing, G.L. c. 128A, 128C, and the rules and regulations promulgated thereunder;
- A statement by an officer of the licensee, or other individual with equivalent knowledge, relative to adherence to strategies outlined in the MGC Responsible Gaming Framework, including, but not limited to, the voluntary self-exclusion and *Play My Way* requirements, and coordination and cooperation with the GameSense program;
- Proof of payment of the \$100,000 renewal fee. See Section 2 below for further detail; and
- The licensee may provide a statement outlining its future plans for the gaming establishment.

2. **Fee**

As it applies to the renewal fee, the law provides, in pertinent part:

“[t]he commission shall establish procedures for renewal and set the renewal fee based on the cost of fees associated with the evaluation of a licensee; provided, however, that the cost of renewal shall not be less than \$100,000. Any renewal fees shall be deposited into the Gaming Revenue Fund.” G.L. c. 23K, § 20(f).

The Commission has set the renewal fee at \$100,000.

3. **Suitability Process**

An updated suitability investigation of the licensee and associated qualifiers will be a part of the renewal process. This suitability review and investigation may include the following steps:

- The Licensing Division identified the scope of the suitability investigation as follows:
 - 14 individuals identified (3 completed in 2019; 8 renewal protocol; 3 newly identified);
 - 6 additional individuals (independent directors for GLPI) to submit to background review (absent net worth analysis); and
 - 8 entities identified (submissions and investigations required regarding 2 entities)
- The Investigations and Enforcement Bureau (“bureau”) directed the licensee as to which applications are required to be submitted;

- The bureau may request any additional supplemental information relative to the licensee or any qualifier;
- The investigations will proceed, including conducting interviews as necessary;
- The suitability reports for new qualifiers will be provided to the Commission by the bureau;
- The investigation will include a review of the on-site compliance history (with a focus on the approved system of internal controls) at PPC including the history of violations, civil administrative penalty history, prevention of minors in the gaming establishment, credit and collection practices, free play standards, and gaming beverage license compliance;
- The bureau will draft a memorandum on the overall suitability of the licensee and all associated qualifiers (to address regulatory compliance, litigation, and financial stability) including recommendations as to the suitability of each, and submit it to the Commission for consideration as part of its renewal evaluation.

4. Site Visit

The Commission, and/or designated representatives, shall conduct a site visit to review any physical conditions and/or capital improvements that relate to applicable license conditions. Further, the Commission, and/or designated representatives, may elect to inspect financial and other related documents and information during a site visit.

5. Public Hearing(s)

The Commission shall convene one or more public hearings in or around Plainville for purposes of assisting the Commission in determining whether, and on what terms and conditions, to renew the gaming license. The following shall apply to each public hearing:

- The licensee shall have at least one individual available who, based on actual knowledge, is prepared to respond on behalf of the licensee to questions from the Commission, or to public comments that can reasonably be anticipated relative to the contents of its renewal application;
- The licensee shall make a presentation that includes, but is not limited to, a historic review of the preceding license period, and a discussion about the future of the gaming establishment;
- Representatives of the host community, surrounding communities, and impacted ILEVs shall be permitted to attend, make a presentation, and respond to questions from the Commission;
- The hearing shall be open to the public and members of the public shall be invited to make a presentation in the Commission's discretion; and
- Public comments may be submitted in advance of the public hearing, and the Commission may read them into the record.

6. Final Review Procedure

Once all required documentation, information, and materials have been submitted, and any public hearings conducted, the Commission shall convene in public to review the application and determine whether to renew the gaming license, and determine any associated conditions. The Commission shall provide written notice to the licensee detailing the scope of the review, and any individuals who will be required to appear. The Commission may direct any individual to appear individually or on behalf of the licensee or an entity qualifier to discuss any issue raised as a result of the investigation conducted by the bureau, or any matter of concern. Further, the Commission may consider any or all of the following, and any issue addressed in section 1 above, in reaching its final decision:

- compliance with existing conditions of gaming license, G.L. c.23K, and 205 CMR;
- status and compliance with the host community agreement;
- status and compliance with surrounding community agreements;
- status and compliance with ILEV agreements;
- status and compliance with the approved capital expenditure plan;
- suitability of individual qualifiers;
- suitability of entity qualifiers including the overall suitability of the licensee;
- a review of existing conditions of the gaming license and associated commitments and requirements including onsite and offsite mitigation and the licensee's compliance therewith;
- a review of the licensee's financial suitability (overall health, debt/equity ratio, debt obligations);
- the support, or lack thereof, for the licensee in the host community, surrounding communities, the region, and/or the Commonwealth as a whole; and
- a review of the licensee's business ability to operate a successful gaming establishment including historical compliance with 205 CMR and G.L. c.23K as applicable.

As part of the Commission's review of the application for renewal, the Commission may, at such times and in such order as the Commission deems appropriate, take some or all of the following actions:

- Refer the renewal application, or any parts thereof, for advice and recommendations, to any or all of the following:
 - The executive director;
 - The bureau;
 - Any office, agency, board, council, commission, authority, department, instrumentality or division of the Commonwealth;
 - Any office, agency, board, council, commission, authority, department, instrumentality or division of the host community or any surrounding community;
 - Any consultant; and

- Commission staff.
- Retain, or authorize the executive director to retain, at the licensee's expense, such professional consultants as the Commission in its discretion deems necessary and appropriate to review the renewal application and make recommendations;
- Receive independent evaluations of the application;
- Require or permit presentations by the licensee and its representatives;
- Require or permit the licensee to provide additional information and documents pursuant to 205 CMR 112.00: *Required Information and Applicant Cooperation*;
- Require or permit the executive director, with the assistance of the Commission's agents and employees, to negotiate with the licensee and its agents and employees concerning potential improvements to the licensee's application for renewal to ensure economic and other benefits to the region and to the Commonwealth; and
- Require or permit the licensee to supplement or amend its renewal application as the Commission determines to be in the best interests of the host community, one or more surrounding communities or impacted live entertainment venues, the region or the Commonwealth.

7. Final Decision

After consideration of the suitability of the licensee and all qualifiers, all issues described in the aforementioned procedures, the objectives contained in G.L. c.23K, §18, and any other issue the Commission deems relevant to the renewal of the gaming license, the Commission will make a determination in a public meeting by majority vote as to whether to renew the gaming license for a 5 year term. However, the Commission shall not renew the gaming license if any individual or entity that was issued a negative determination of suitability remains affiliated with the licensee. The Commission may attach new, remove prior, and/or keep any prior conditions to the gaming license including, but not limited to, those contained in G.L. c. 23K, § 21, as applicable, that it deems necessary.

If renewed by the Commission, a Category 2 gaming license will be valid for a term of 5 years from the date of the expiration of the previous license, or from the date of the renewal decision, whichever is later.

8. Cooperation

Pursuant to G.L. c. 23K, §13(b), the licensee and all qualifiers are required to cooperate with the bureau and the Commission during the course of the renewal review process. Failure to cooperate may result in the revocation of the gaming license, a negative finding of suitability for any entity or individual qualifier, and/or any remedy deemed appropriate by the Commission based on the scope of the failure. Further, in accordance with G.L. c. 23K, § 13(c), “[n]o applicant, licensee, registrant or person required to be qualified under this chapter shall willfully withhold information from, or knowingly give false or misleading information to, the commission.”

9. **Anticipated Timeline (subject to amendment by Commission)**

- **February 5** – Licensee requested renewal of the Category 2 gaming license
- **February 13** – Commission review and approval of the renewal procedures and timeline, and issuance of letter to the licensee commemorating such
- **March 12** - PPC Quarterly Report for 2019 Q4
- **March 31** – Licensee submission of draft/initial compliance materials to Commission staff
- **Mid-April** – Public hearing on renewal of gaming license in Host Community
- **Mid-May** - Commission conducts suitability review of licensee and qualifiers
- **May 7 and May 21** – Commission review of specific to be determined renewal matters
- **June 4** – Presentation by Commission directors and Commission vote on renewal and conditions

In addition to the above Commission meetings, staff may plan to meet with representatives of the licensee at least once in February and March, and potentially more frequently beginning in April. The Commission, via staff, intends to be in regular communication with the licensee relative to specific compliance items, and likely with greater frequency after the March 31 submissions.

The aforementioned shall collectively comprise the procedures for renewal of the gaming license, subject to any amendment by the Commission.

Very truly yours,



Karen Wells
Interim Executive Director



Division of Licensing

February 4, 2020

Via email only: Frank.Donaghue@pngaming.com

Mr. Frank Donaghue
Vice President, Regulatory Affairs
Penn National Gaming, Inc.
825 Berkshire Boulevard
Suite 200
Wyomissing, PA 19610

Re: Updated Scope of Licensing Letter – Additional Qualifier

Dear Mr. Donaghue:

As you know, the term of the category 2 license held by Plainville Gaming and Redevelopment, LLC expires on June 24, 2020. Thank you for the ongoing discussions regarding application submissions for the licensee's qualifiers.

This letter is the Renewal Scope of Licensing correspondence between the Massachusetts Gaming Commission (MGC) and Penn National Gaming, Inc. (PNGI) in connection with Plainville Gaming and Redevelopment, LLC dba Plainridge Park Casino's renewal application as a category 2 Gaming Licensee. See G.L. c.23K § 20(f). Below is a summary of the relevant regulatory authority, followed by a list confirming the status of the entities and individuals which the MGC Division of Licensing has determined are required to submit to the renewal qualification process.

Please be advised that the renewal process for a Gaming Licensee can be lengthy. Please submit your completed applications by **Friday, February 14th, 2020**. If you require additional time to complete these applications, please contact the Division of Licensing.

Renewal Fee

Pursuant to the gaming law, "[a] category 2 license issued pursuant to [G.L. 23K] shall be for a period of 5 years. The commission shall establish procedures for renewal and set the renewal fee based on the cost of fees associated with the evaluation of a licensee; provided, however, that the cost of renewal shall not be less than \$100,000." See G.L. c. 23K, § 20(f).

Relevant Regulatory Authority

Title 205 Code of Mass. Regulations Section 116.02(1)(b) provides, in relevant part, that where a Gaming Licensee is a limited liability corporation (i.e., Plainville Gaming Redevelopment), the following persons shall be designated as qualifiers for the gaming license.

- Each Member;



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- Each transferee of a Member's interest;
- Each Director;
- Each Manager;
- In the judgment of the commission, each lender, each holder of indebtedness, each underwriter, each close associate, each executive, and each agent.

In addition, the commission may require other persons or companies that have a business association of any kind with the gaming licensee to submit to the qualification process. See 205 CMR 116.02(2).

All entities and individuals designated as qualifiers have the burden to establish their qualifications by clear and convincing evidence. See G.L. c. 23K, § 13(a), and 205 CMR 115.01(2).

Designated Qualifiers

Consistent with these provisions, the following named entities and natural persons have been designated as qualifiers for the renewal of the category 2 license. The chart also below indicates the documents which are required to be submitted at this time.

Entity Qualifiers¹

Qualifier		Required Forms	Required Tax Returns	Required Tax Account Transcripts²	Financial Statements
1.	Plainville Gaming and Redevelopment, LLC (Applicant)	Gaming Licensee Abbreviated Renewal Form	N/A – consolidated into PNGI	N/A – consolidated into PNGI	Year End 2014 – 2018
2.	Penn National Gaming, Inc.	Gaming Licensee Qualifier (Entity) Abbreviated Renewal Form	2018	2018	Publicly available
3.	Gaming & Leisure Properties, Inc.	Nothing to submit – qualified in 2019	N/A	N/A	N/A
4.	GLP Capital, L.P.	Nothing to submit – qualified in 2019	N/A	N/A	N/A
5.	Gold Merger Sub, LLC	Nothing to submit – qualified in 2019	N/A	N/A	N/A
6.	Penn Tenant, LLC	Nothing to submit – qualified in 2019	N/A	N/A	N/A
7.	Delvest, LLC	Nothing to submit – qualified in 2019	N/A	N/A	N/A
8.	Massachusetts Gaming Ventures, LLC	Nothing to submit – qualified in 2019	N/A	N/A	N/A

¹ See 205 CMR 116.01.

² Please submit tax account transcripts for the tax years listed in "Required Tax Account Transcripts" column.



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Natural Person Qualifiers³

Qualifier		Required Forms	Required Tax Returns	Required Tax Account Transcripts⁴	Net Worth Statements
1.	Jane Scaccetti	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2015 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available
2.	Ronald Naples	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2014 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available
3.	David Handler	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2014 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available
4.	John Jacquemin	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2014 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available
5.	Barbara Shattuck-Kohn	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2014 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available
6.	Saul Reibstein	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2014 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available
7.	Jay Snowden	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2014 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available
8.	Frank Donaghue	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2014 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available
9.	Steven Snyder	Gaming Licensee Qualifier (Individual) Abbreviated Renewal Form	2014 – 2018	2015 – 2018	Year end 9/30/2019 or 12/31/2019 as available

³ See 205 CMR 116.02(1)(b).⁴ Please submit tax account transcripts for the tax years listed in “Required Tax Account Transcripts” column.

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10.	Erin Chamberlain	Application received and currently under completeness review	N/A	N/A	N/A
11.	Todd George	Application received and currently under completeness review	N/A	N/A	N/A
12.	Chris Rogers	Application received and currently under administrative review	N/A	N/A	N/A
13.	Peter Carlino	Nothing to submit – qualified in 2019	N/A	N/A	N/A
14.	Carl Sottosanti	Nothing to submit – qualified in 2019	N/A	N/A	N/A
15.	Timothy Wilmott	Nothing to submit – qualified in 2019; anticipated retirement	N/A	N/A	N/A
16.	William Fair	Nothing to submit – qualified in 2019; anticipated retirement	N/A	N/A	N/A
17.	Brandon Moore	Nothing to submit – qualified in 2019	N/A	N/A	N/A

In addition, the following independent directors at GLPI are required to submit the following documents as part of the category 2 license renewal process.

Independent Directors		Required Forms	Required Tax Returns	Required Tax Account Transcripts ⁵	Net Worth Statements
1.	E. Scott Urdang	Independent Director Application	N/A	2015 – 2018	N/A
2.	Joseph Marshall III	Independent Director Application	N/A	2015 – 2018	N/A
3.	Earl Shanks	Independent Director Application	N/A	2015 – 2018	N/A
4.	James Perry	Independent Director Application	N/A	2015 – 2018	N/A

⁵ Please submit tax account transcripts for the tax years listed in "Required Tax Account Transcripts" column.



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5.	Carol Lynton	Independent Director Application	N/A	2015 – 2018	N/A
6.	Barry F. Schwartz	Nothing to submit – qualified in 2019	N/A	N/A	N/A

Submission Requirements

All applications must be submitted in both electronic and paper format. The electronic copy may be in the form of a CD or USB memory stick. *Please request a proof of delivery signature receipt when your applications are delivered to the MGC.*

In addition, all individuals are required to submit fingerprints to the Massachusetts Gaming Commission (MGC). Fingerprint packets containing instructions, two (2) fingerprint cards for each individual and an identity confirmation form can be mailed to you.

Post-Submission Requirements

As you know, the MGC may request additional information and documents throughout the renewal review process including after the application has been deemed administratively complete. Should such a request occur, you will be required to comply with all such requests. See 205 CMR 112.01.

Additional Procedures for Renewal Process

In the upcoming days, Interim Executive Director Karen Wells will contact you in order to schedule a meeting to discuss the procedures for the license renewal process.

If you have any questions at this time, please feel free to contact me.

Sincerely,



William Curtis
Licensing Manager

cc: Karen Wells, Interim Executive Director, MGC
Loretta Lillios, Chief Enforcement Counsel/Deputy Director of IEB, MGC
Det. Lieutenant Brian Connors, Mass. State Police – IEB, MGC
Lance George, Vice President/General Manager, PPC
Brandon Moore, Sr. VP & General Counsel, GLPI
Tina Hable, Licensing Manager, PNGI
Melissa Furillo, Director – Licensing & Legal Affairs, GLPI
Lisa McKenney, Compliance Manager, PPC



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Relicensing Presentation September 16, 2020

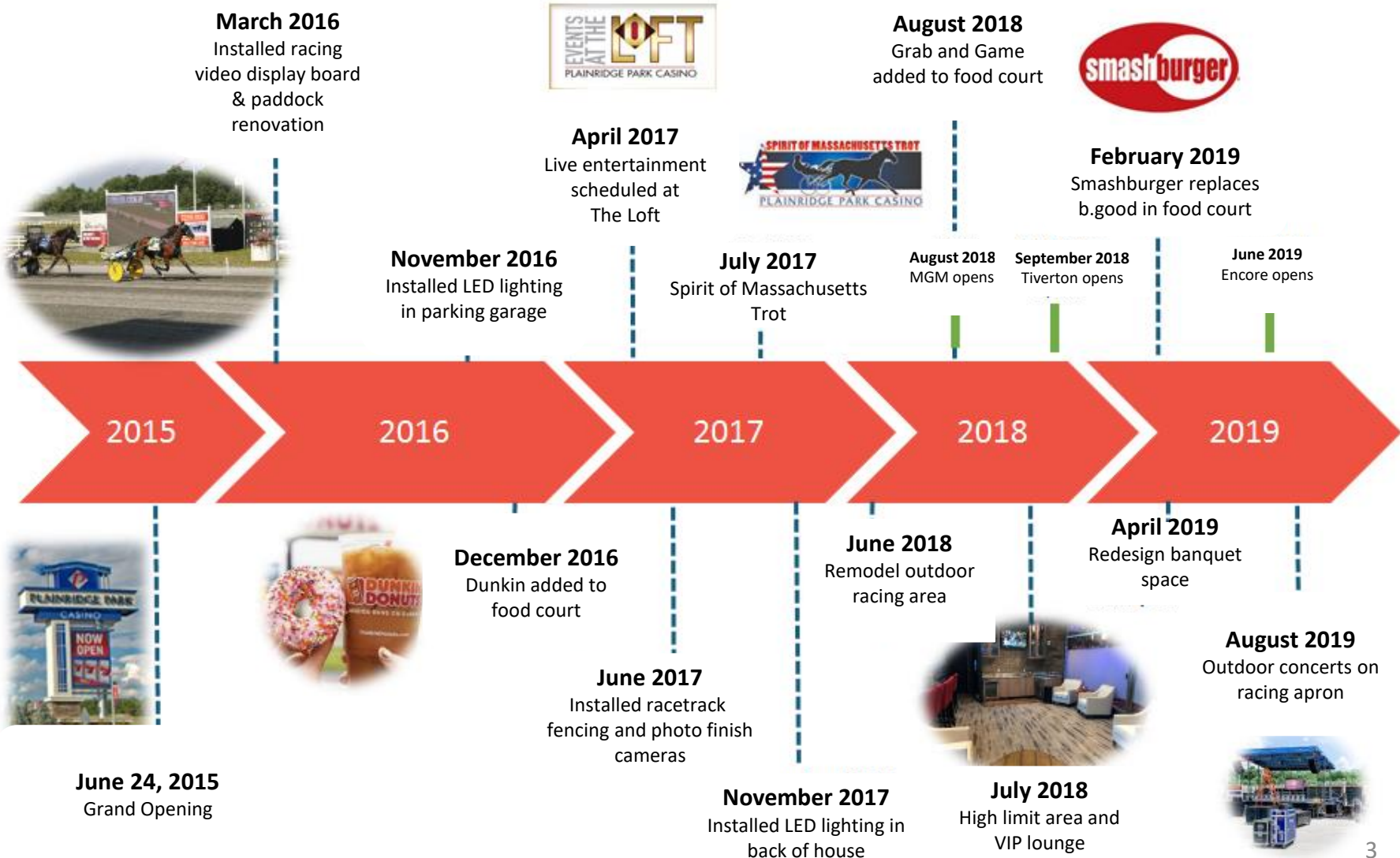


PLAINRIDGE PARK
YOUR HOMETOWN CASINO

Grand Opening June 24, 2015



Evolution of Plainridge Park Casino



Racing Look Back



Year	Race Days	Overnight Purses	Breeding Purses	Live Handle
2019	108	\$9,441,880	\$1,755,100	\$18,441,991
2018	110	\$9,155,607	\$1,776,022	\$19,012,073
2017	125	\$8,515,605	\$1,453,298	\$21,992,966
2016	115	\$6,710,162	\$1,243,930	\$18,010,539
2015	105	\$4,210,636	\$639,400	\$13,938,709
2014	80	\$2,581,552	\$208,777	\$7,685,335
Total		\$40,615,442	\$7,076,527	\$99,081,613

- Overnight purses increased 266% from 2014 to 2019
- Due to the 741% increase in breeding purses, the following impacts were seen in Massachusetts:
 - Standardbred Breeding Program tripled participation
 - New breeding farms and expansion of existing farms
- Introduced “Spirit of Massachusetts Trot” & “Clara Barton Pace”
 - World record in 2020 Spirit of Massachusetts Trot



Racing Look Forward



➤ Seven-year agreement with horsemen

- 110 race days each year
- Spirit of Massachusetts Trot
- Clara Barton Pace

➤ Showcase Massachusetts-bred horses

- Sire stake races
- Restricted events

➤ Continue to grow pari-mutuel handle

- USTA strategic wagering initiatives
- Guaranteed pools
- Jackpot wagers

➤ Customer relations

- Rewards
- Handicapping contests

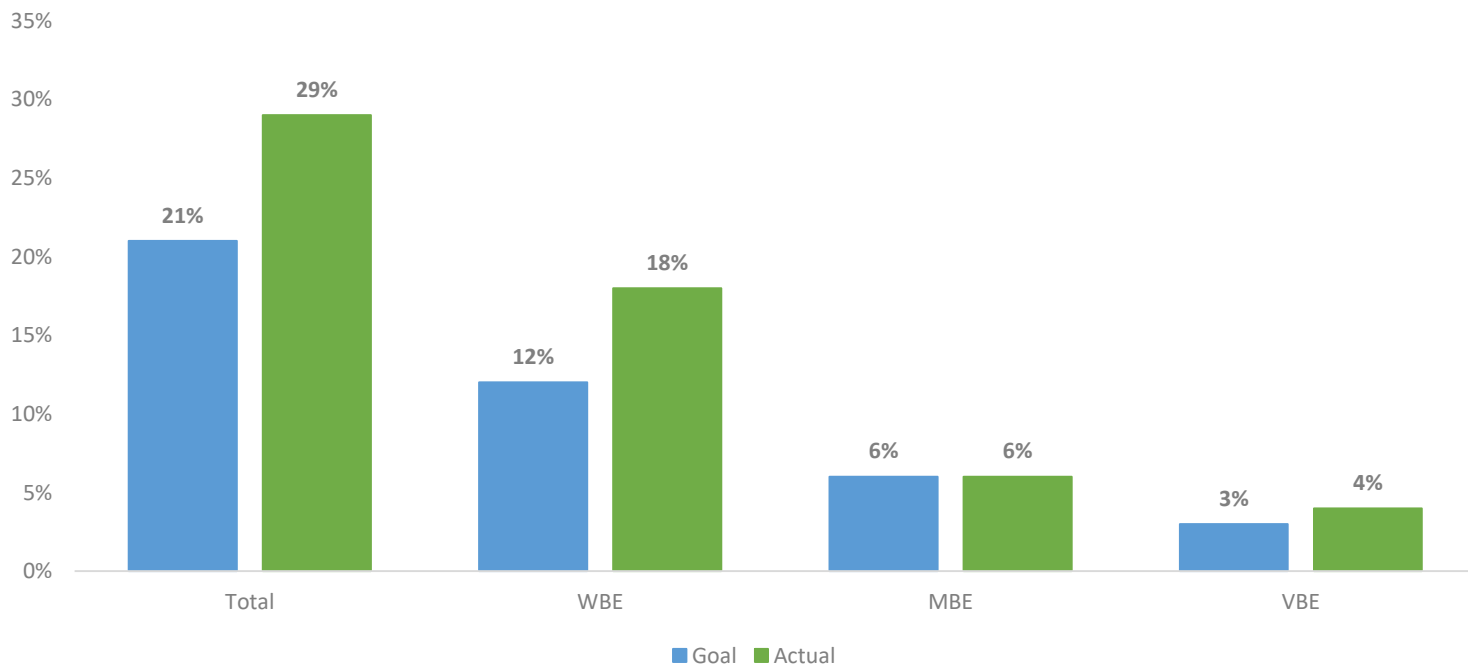


Financial Look Back



- Generated over \$303 million in tax revenue for the state since opening
- Collected over \$68 million in tax revenue for the racehorse development fund
- Sold over \$15 million in lottery tickets
- Spent over \$7 million in capital expenditures
 - Met capital expenditure goals for 2015 – 2019

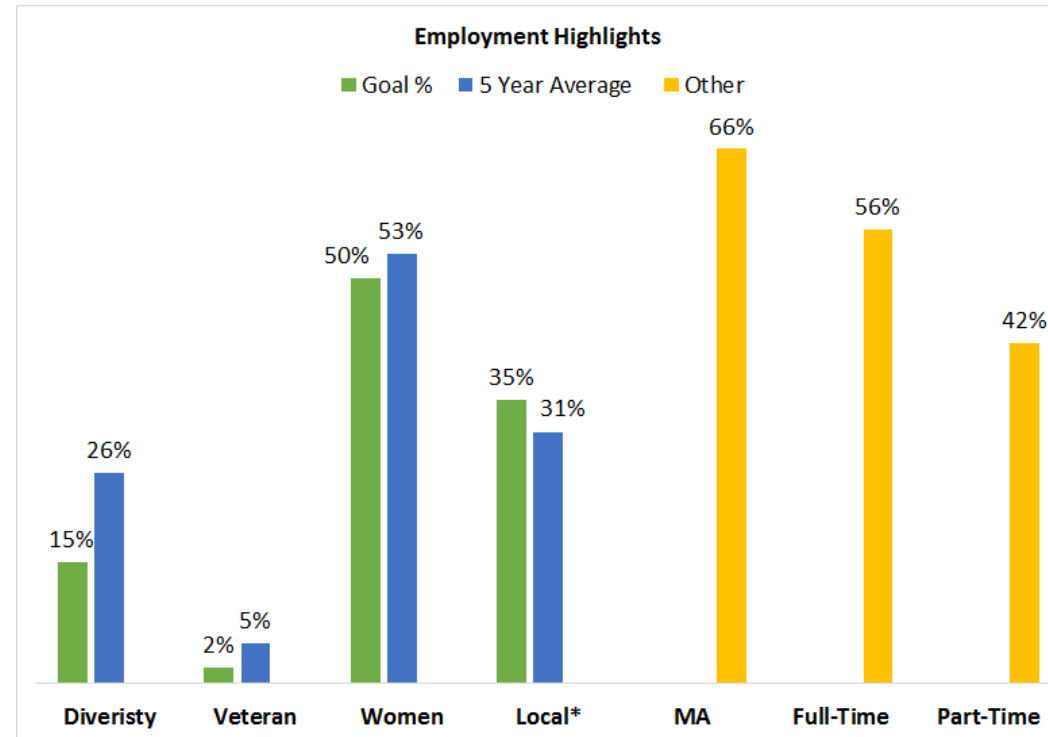
Diverse Spend Q2 2015 - Q1 2020



Employment Look Back



- Exceeded all employment goals with exception of local
 - Hired 66% from Massachusetts
- Talent development programs
 - LEAP – Leadership Excellence at Penn
 - ✓ 5 team members participated in program and were promoted
 - WLP – Women Leading at Penn
 - ✓ 30 participants
 - ✓ 11 have been promoted



*Local includes Attleboro, Foxboro, Mansfield, North Attleboro, Plainville & Wrentham

Employment Look Forward



➤ Diversity initiatives

- Team member scholarship fund, recruitment and support at historically black colleges and universities

care@work
BY CARE.COM



➤ Family care

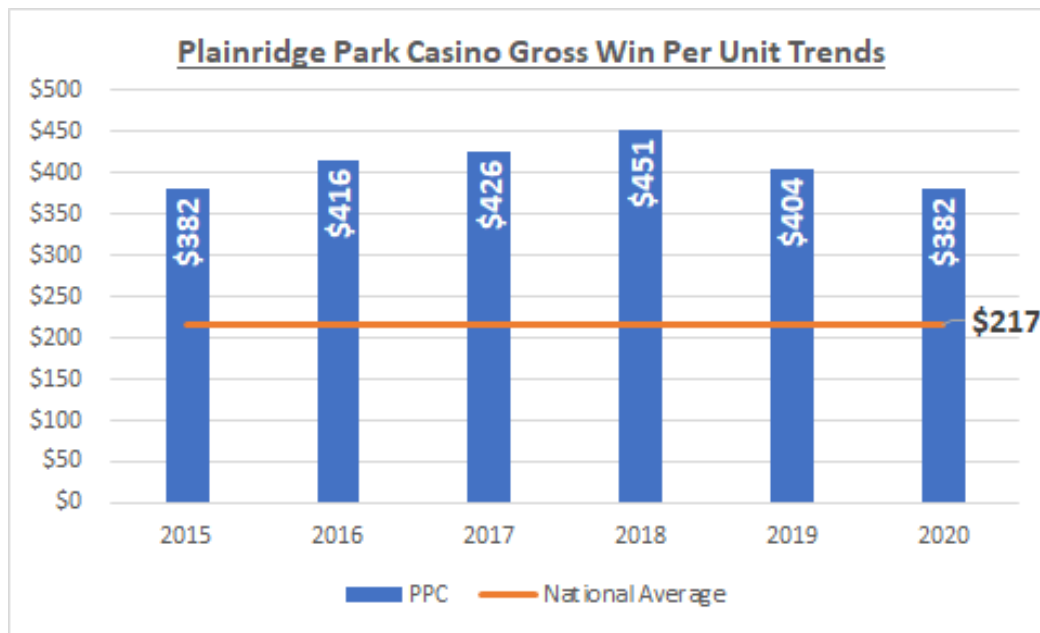
- High-quality backup care for children and adults
- Backup childcare can be in-home or at daycare centers

Gaming Look Back



- 5-year Gross Win Per Unit of \$418 on a national average of \$217¹
- Capital purchases of 180 new games since opening
- Added a new high limit room and lounge

¹ Eilers North America Revenue Brief: 4Q2019 & CY19



Gaming Look Forward



Industry Trends:

- Emergence of retail and mobile sports betting and iCasino products
- Ability to place sports betting wagers at slot machines
- Cash wagering on live casino slots remotely

Atlantic

Hard Rock casino in Atlantic City debuts slot machines you can play remotely online

Published Feb 10, 2020



mychoice
casino
play for fun

Collaborative Efforts



- Deployed MGC CMS after opening in February 2016
- Only USA deployment of Scientific Games responsible gaming software Play My Way in June 2016
- Successful completion of ten security and SOX-based audits, four sponsored by MGC
- 99.59% uptime of all in scope systems



AVERAGE UPTIME



Information Systems Look Forward



- Digital wallets for cashless play at slot machines, pari-mutuel wagering, sports book, and online gambling
- Contactless play using digital mychoice cards
- Mobile ordering and mobile reservations
- Real time offers utilizing geo-fencing and personalized offer engagement



SEVENROOMS



Community Contributions



- Over 100 charities/communities supported by PPC
- Quarterly customer and employee events supporting local charities



Marketing Look Back



Marketing Look Back



January 2016

Launch of Hollywood Races app



June 2016

Launch of Play My Way

December 2017

Penn purchases Pinnacle



October 2018

Pinnacle acquisition finalized – Penn portfolio expands to 41 properties

May 2019

Penn acquires Greektown

You Can Now Use Your mycash[®] for **FREE SLOTPLAY.**



June 2019
mycash Launch

January 2019

Penn acquired Margaritaville



January 2019
Launch of mychoice

August 2019
Launch of mycash Mastercard



June 2015
Opened with GameSense



November 2015
Launch
Hollywood Casino social gaming app



March 2016

Winning Wednesdays – Powerball and lottery ticket giveaways



October 2016
Introduced Racing Rewards

August 2017
Launch of Player Soft to allow for offsite acquisition

August 2018
Partnered with GameSense for Responsible Gambling Education Week



2015

2016

2017

2018

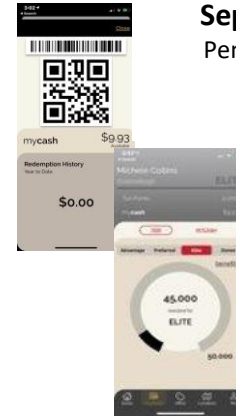
2019

Marketing Look Forward



January 2020

Penn acquires 36% interest
in Barstool Sports



September 2020

Penn launches pilot
mychoice
loyalty app

November 2020

Plainridge to launch
mychoice loyalty app



2020 and Beyond



mychoice
casino
play for fun

August 2020

mychoice Social Casino



September 2020

Barstool sports betting
app to launch

October 2020

Digital offers via
flipbook





September 5, 2020

To Whom It May Concern,

My name is Chris LaCamera and I am the SVP of Sales for Fenway Sports Management. In case you are not familiar with who FSM is; we are the sales and marketing arm for our owned properties - The Boston Red Sox, Fenway Park, JetBlue Park at Fenway South, New England Sports Network, Liverpool Football Club, Roush Fenway Racing, The Worcester Red Sox as well as managed properties - MLB.com team sites, The Northern Trust, Red Sox radio, and LeBron James.

I am specifically writing to praise Plainridge Park Casino (PPC) on being a great partner. FSM and related properties have been partners with PPC since they opened in 2015. For the past 5 years, we have had partnerships with NESN (Red Sox & Bruins telecasts) Fenway Park Events (USSA Big Air) PGA Tour Golf, and The Plainridge Park Casino Fenway Concert Series. These partnerships are a combination of general advertising showcasing promotions and features of PPC, branding, and hospitality.

The tentpole of our partnership with PPC surrounds the naming rights to the Fenway Concert Series. Since 2004, Fenway Park and the Red Sox have had a partnership with Live Nation to bring the best music acts to America's Oldest Ballpark. In 2021, Live Nation and the Red Sox will once again host more than a dozen musical acts at Fenway Park and PPC will be the title partner.

The staff at PPC has been wonderful to work with and of our 300+ partners; I would consider them as one of our best and most loyal.

We are extremely lucky to have partners like Plainridge and sincerely thank them for being such a great client.

Sincerely,

A handwritten signature in black ink, appearing to read "C. LaCamera", written in a cursive style.

Chris W. LaCamera

From: MARY SHEPARDSON <mmshep7@aol.com>

Sent: Wednesday, September 9, 2020 2:23 PM

To: MGCcomments <MGCcomments@massgaming.gov>

Cc: jjacs55@aol.com

Subject: Plain ridge park Casino License Renewal

My name is John "Jack" Shepardson, a "long time resident of Plainville, (54 yrs.) I've had the pleasure of meeting all of the "A" team of Penn Nat'l management. I was one of the 10⁺ townies asked to be representative on the group that was formed by Penn. I was glad to do it, it was a life-line for a town that was cash poor n' we needed an infusion of new blood! (\$\$\$\$)

So, we needed Penn n' they needed us. Not 2 mention that I had traveled 2 Boston 2 participate in front of the MGC. (2 show town support, 3 or 4 times)

So, due 2 our home-town agreement with them, we now have a renewed cash flow! We also have a new beautiful Town Hall / Safety Complex, which we wouldn't have had thanks 2 the Host Agreement. They are good neighbors n' supportive of our community! ("I hope the marriage continues.") So, with that said, I'm ALL-IN on granting, Plainridge Park, Casinos, a renewal of their gaming license!

Respectively Submitted; Sept. 9, 2020

John J. Shepardson
7 Branch Ave.
Plainville, Ma.



September 10, 2020

To Whom It May Concern,

My name is Rachel Molina and I am the Area Director for Business Development with Simon Property Group of New England.

Simon is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company ([Simon Property Group, NYSE:SPG](#)). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales.

Our Wrentham Village Premium Outlets center is challenged each year to seek out premier clients for advertising and sponsorship opportunities that are available at the center. Our existing relationship with Plainridge Park Casino commenced in 2015 and still going strong with plans to continue in 2021. The relationship has been used as a Simon prototype for national campaigns showcasing a stellar advertiser and sponsorship partner from annual static and digital media campaigns to sponsorship of our Valet and Welcome Center Programming as well as Summer Music Series and Back to School events.

Sometimes the toughest part of business transactions can be the back and forth of corporate offices and legal review of documents, billing and creative differences. With that said . . . out of the hundreds of clients I personally deal with PPC has been one of the most seamless to deal with from annual renewals and negotiations to collecting artwork for print to billing and invoicing.

We look forward to continuing this partnership in the years to come.

Sincerely,

Rachel Molina

Area Director of Business Development

Simon Media | Experiences

South Shore Plaza | Emerald Square Mall | Wrentham Village Premium Outlets