

# Plainridge Park Casino

Report to the Massachusetts Gaming Commission

Q2 2016



PLAINRIDGE PARK  
CASINO

# Employment

As of June 30, 2016:

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	<b>Employees</b>	<b>Full-time</b>	<b>Part-time</b>
Totals	499	334	165
	100%	67%	33%

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# Employment

As of June 30, 2016:

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	<b>Employees</b>
Diversity	16.6%
Veterans	3%
Massachusetts	70%
Local	35.2%
Male/Female	51% / 49%



# Employment

As of June 30, 2016:

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	<b>2<sup>nd</sup></b>	<b>2015</b>
Promotions	29	40
Internal Transfers	6	36

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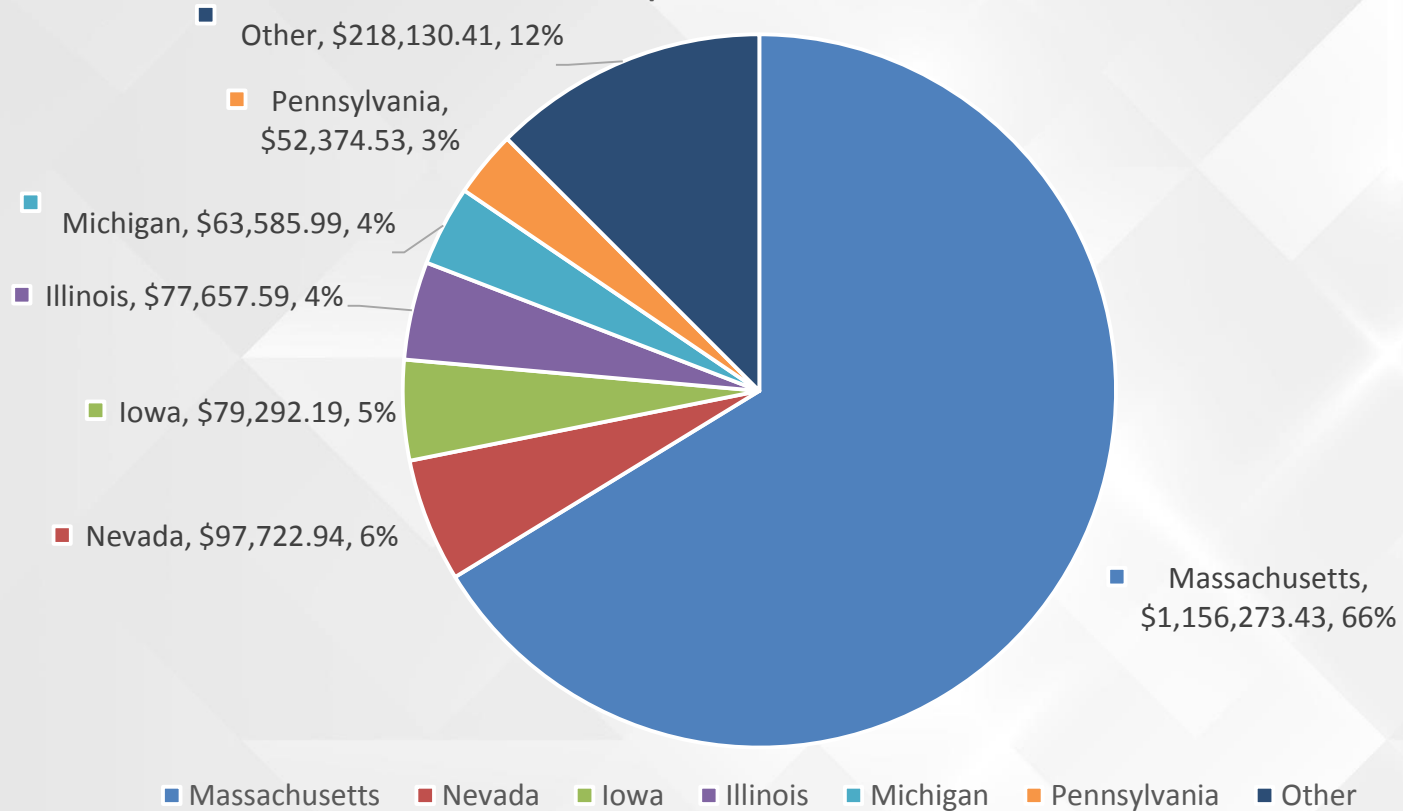
# Revenue & Taxes

Month	Revenue	Total in collected state taxes and race horse assessments
January	\$12,531,140.69	\$6,140,258.94
February	\$12,669,678.44	\$6,208,142.44
March	\$13,496,232.21	\$6,613,153.78
April	\$13,306,466.10	\$6,520,168.39
May	\$13,488,794.58	\$6,609,509.34
June	\$12,324,076.83	\$6,038,797.65
6 Month Totals	\$77,816,388.85	\$38,130,030.54
2015 Totals	\$88,230,548.03	\$43,232,968.53



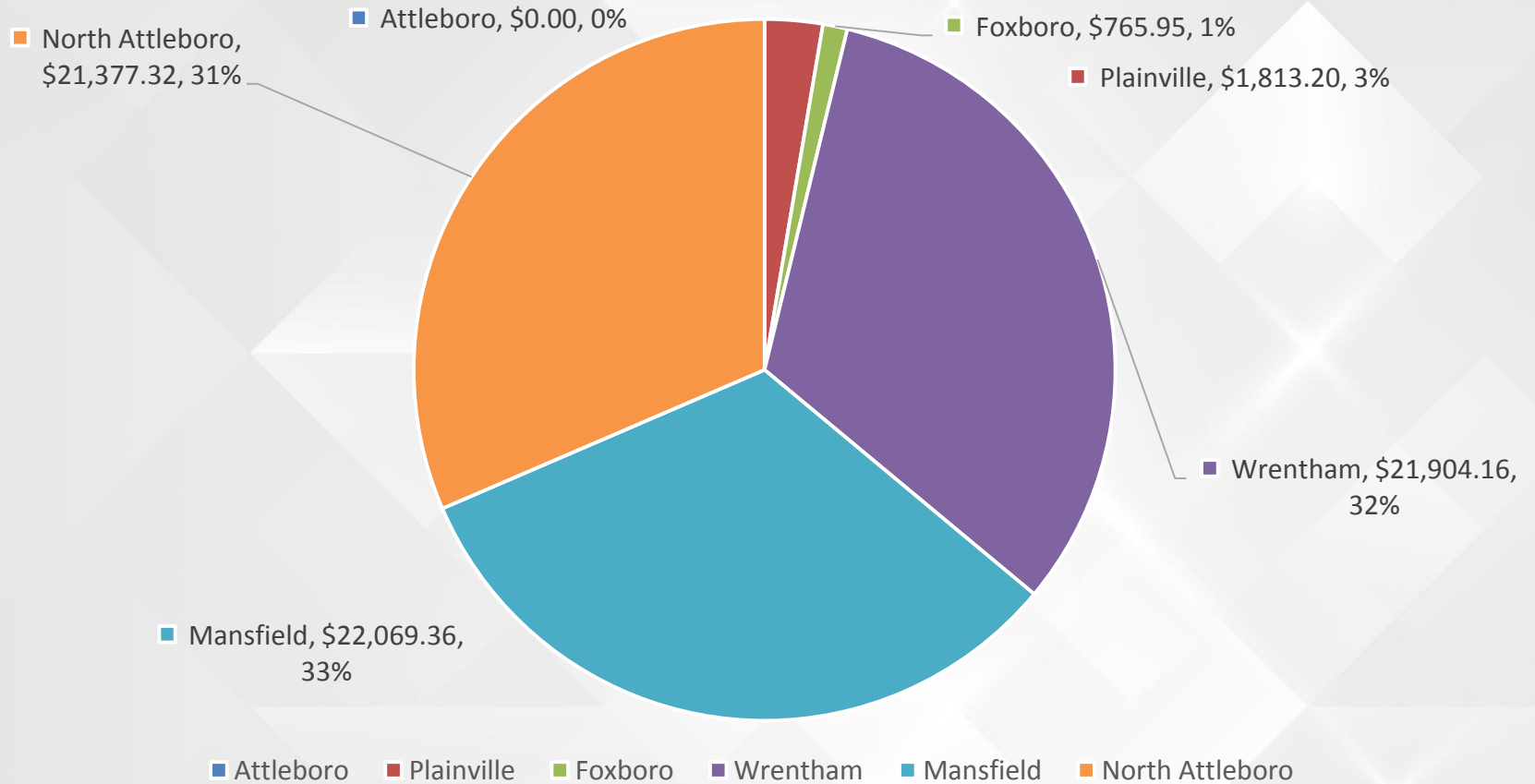
# Spend by State

Total Q2 Spend: \$1,745,037.08



# Local Spend

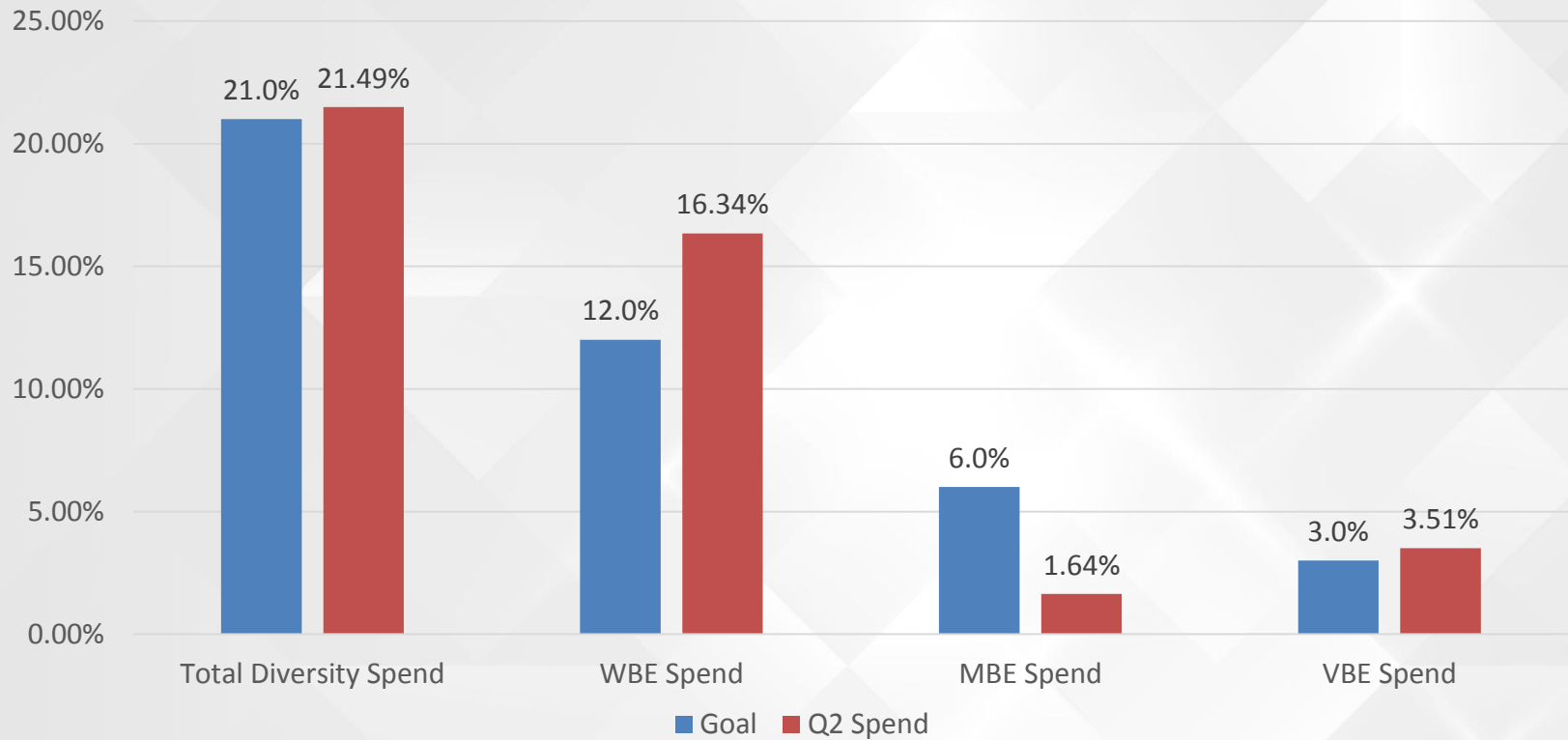
Total Host & Surrounding Community Spend: \$67,929.99



PLAINRIDGE PARK  
CASINO

# Vendor Diversity Spend

Q2 2016





# Compliance with Regulations

## Underage Guests

Month	Prevented from entering gaming establishment	Escorted from the gaming area	Found gambling at table games	Found gambling at slot machines	Taken into custody for gambling	Taken into custody - other	Found consuming alcoholic beverages
April	35	0	N/A	0	0	0	0
May	46	0	N/A	0	0	0	0
June	47	0	N/A	0	0	0	0
<b>Total</b>	<b>128</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



# Compliance with Agreements, continued

## Lottery Sales

Online (e.g., Keno) \$ 251,480

Instant ticket \$ 507,372

Total lottery \$ 758,852

8% increase over Q1 2016 sales of \$705,304



# Local Community

- Charitable

- Continued \$777 Winning Wednesdays – Relay for Life of Greater Attleboro
- Doug Flutie Jr Foundation for Autism



- Partnerships/Sponsorships

- Xfinity Concert Series
- Fenway Concert Series
- NESN Red Sox Pre / Post Game
- Wrentham Outlet Road Trip Expo
- Day Trips & Destinations
- MA Coalition of Police event at Patriot Place
  - Raffle stay and play packages



# Events & Promotions

## 2<sup>nd</sup> Quarter

- Boat & Bass Pro Shops Giveaways
- Winning Wednesday's Red Sox Lottery Ticket Promotions
- Monthly MA Championship Slot Tournaments
- Wizard of Oz Necklace Giveaway
- Marquee Rewards Universal Benefits
- Live Racing - Kentucky Derby, Preakness Stakes, Belmont Stakes
- 1 Year Anniversary / Motorcycle & Mustang Giveaway



# Q3 Marketing

## 3<sup>rd</sup> Quarter

- Charter and Line Run Daily Bus Program – mid July
- Slack's Wine Tastings – Yankee Spirits North Attleboro
- Responsible Gaming Education Week – Aug 1 – 5
  - Play My Way Everyday - 365
- Flutie's Brother's Band
- Hosted VIP Events at Local Businesses
  - VIP Dinner at Luciano's
- Patriot Season Ticket Sponsorship
- Tiffany Gift Giveaway
- Xfinity Brad Paisley Meet and Greet Giveaway
- Pontoon Boat, Jeep Wrangler & Ford Explorer Giveaway



# Q2 Projects

- Video Poker Sign – installed 8/8/16
  - Matriarch (WBE)
- Capital Improvements (MGC Racing Capital Funds)
  - Q1 Paddock and Barn Renovations – completed
  - Q1 High-Definition Video Tote Board for Racecourse
- Q3 Projects
  - Garage Lighting - update lighting to LED, expected to save approx. \$6k a month starting in October 2016

