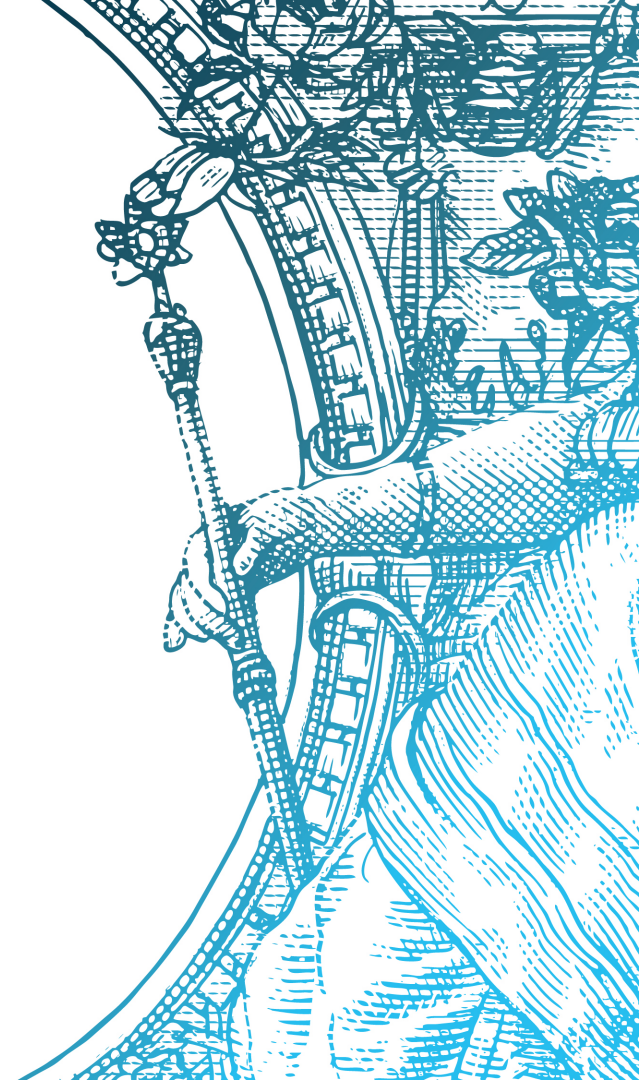


# Q4 2018 Report

Massachusetts Gaming Commission

February 28, 2019



# REVENUE, TAXES, LOTTERY & COMPLIANCE



# Q4 2018 Gaming Revenue & Taxes

Month	Gaming Revenue	MA Taxes
October	\$22,307,840	\$5,576,960
November	\$21,258,250	\$5,314,562
December	\$21,647,092	\$5,411,773
<b>TOTAL</b>	<b>\$65,213,182</b>	<b>\$16,303,295</b>

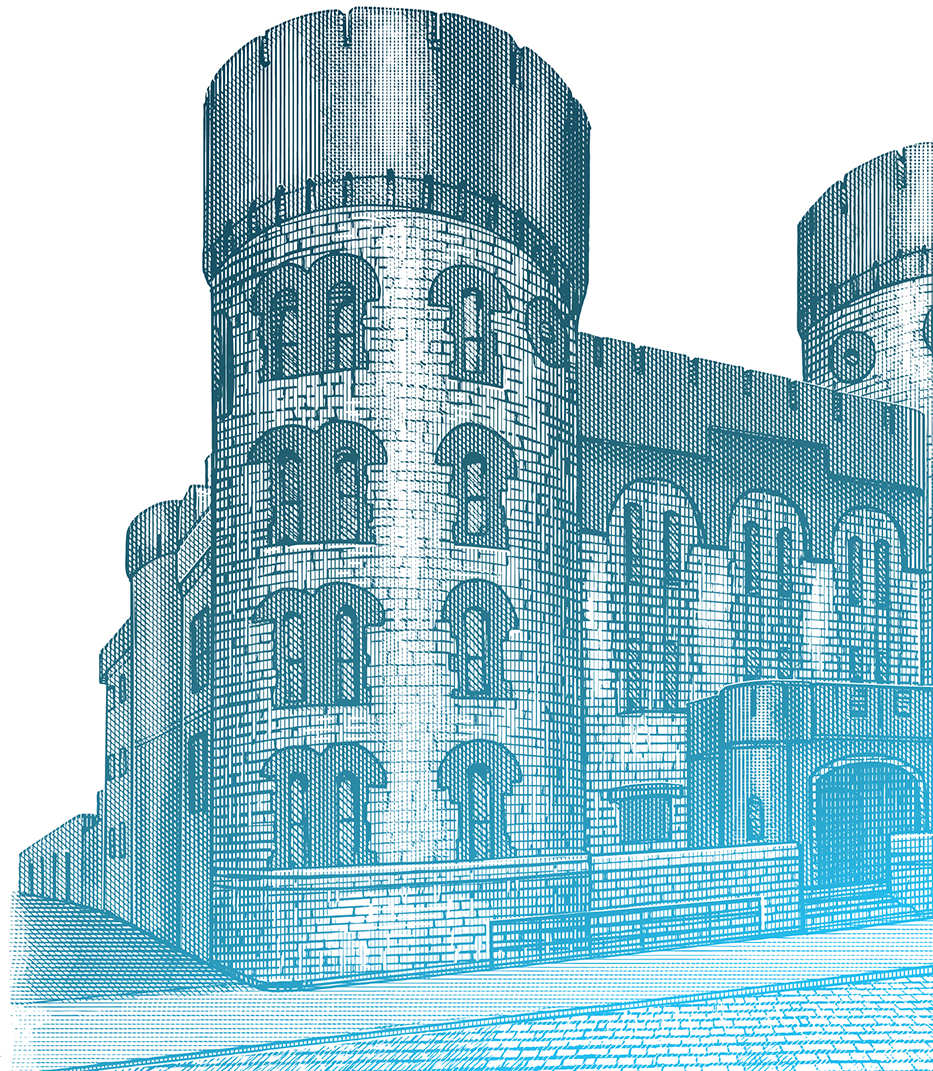


# Compliance



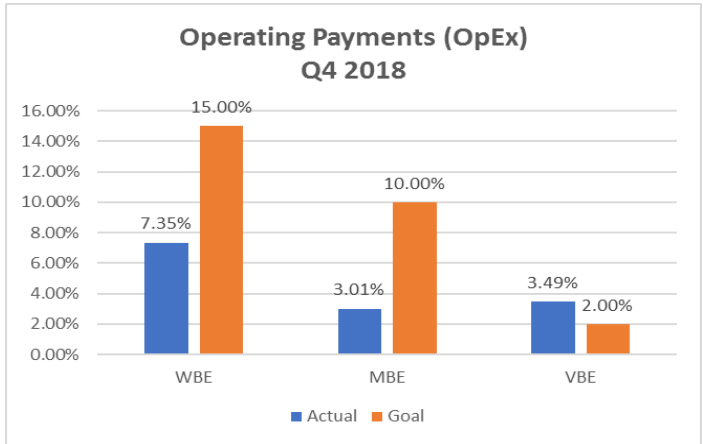
Month	Minors intercepted in Gaming Area and prevented from Gaming (% of visitation)	Minors intercepted gaming (% of visitation)	Minors intercepted consuming alcohol (% of visitation)
October	6 (.001%)	5 (.0009%)	0
November	2 (.0004%)	11 (.002%)	2 (.0004%)
December	64 (.01%)	15 (.0025%)	0

# SPEND UPDATE



# 2018 Operating Spend

**DIVERSITY SPEND**

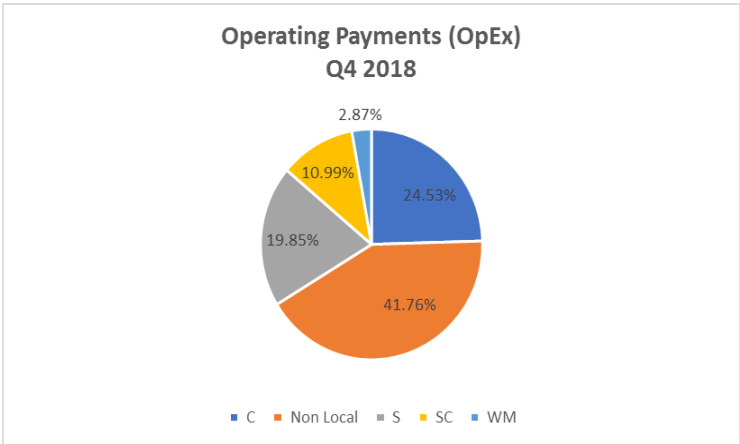


**\$13.5M** identified as Biddable Spend  
**\$1.9M** in payments to Diversity Suppliers (13.8%)

**Notes:**

- Total Biddable Spend for Q4 2018 was \$13.5M
- Diversity categories defined as;
  - WBE – Women-Owned Business Enterprise
  - MBE – Minority-Owned Business Enterprise
  - VBE – Veteran-Owned Business Enterprise

**LOCAL SPEND**



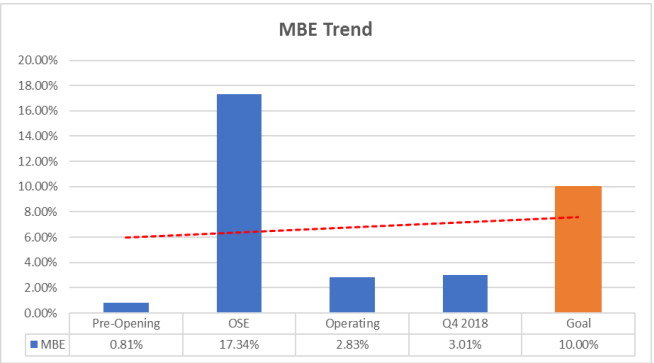
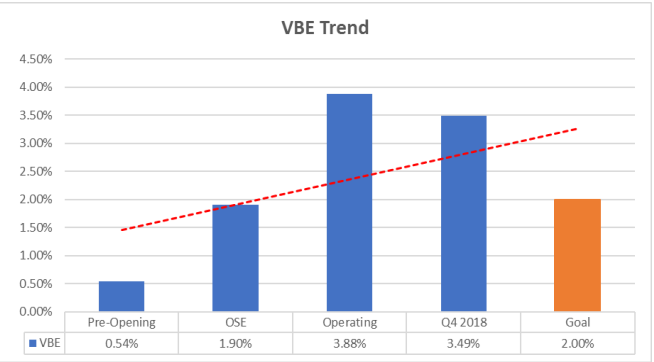
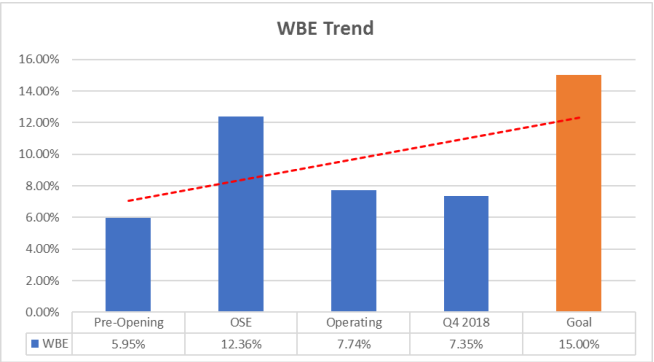
**\$10.7M** in payments to Mass. Suppliers (58.2%)  
**\$6.2M** in payments to Western Mass. Suppliers (33.7%)

**Notes:**

- Total Spend for Q4 2018 was \$18.5M
- Spend segments defined as;
  - Commonwealth (C)
  - Non-Local
  - Springfield (S)
  - Surrounding Communities (SC)
  - Western Massachusetts (WM)



# Diversity Spend Trends

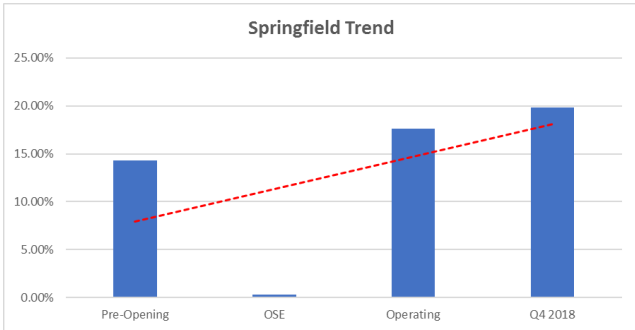
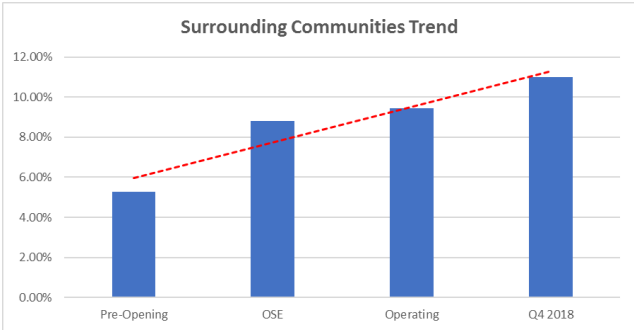
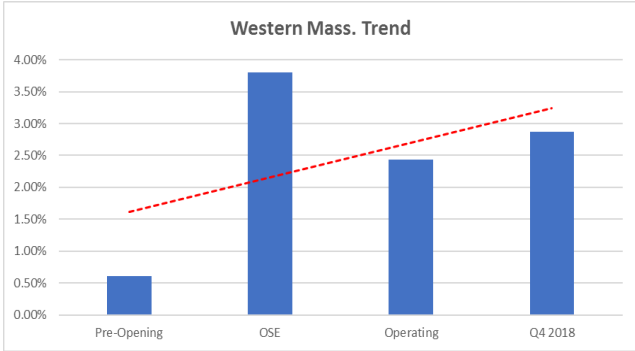
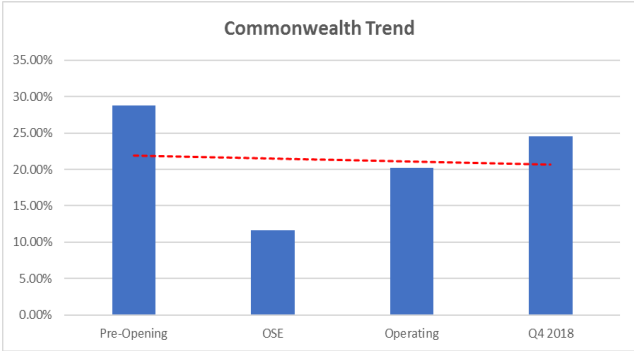


**Notes:**

- Total Biddable Spend for Q4 2018 was \$13.5M
- Diversity categories defined as;
  - WBE – Women-Owned Business Enterprise
  - MBE – Minority-Owned Business Enterprise
  - VBE – Veteran-Owned Business Enterprise
- OSE defined as Operating Supplies & Equipment
- Operating segment inclusive of entire 2018 operating period (8/24 thru 12/31)



# Local Spend Trends



**Notes:**

- Total Spend for Q4 2018 was \$18.5M
- Spend segments defined as;
  - Commonwealth (C)
  - Non-Local
  - Springfield (S)
  - Surrounding Communities (SC)
  - Western Massachusetts (WM)
- OSE defined as Operating Supplies & Equipment
- Operating segment inclusive of entire 2018 operating period (8/24 thru 12/31)

# Vendor Outreach

Date	Event	Location
10.19.2018	CWE Leadership Conference	Framingham, MA
10.24.2018	Veteran's Expo	Rochester, NY
11.8.2019	MGC VBE Event	Boston, MA
11.13.2019	GNEMSDC Supplier Expo	Bridgeport, CT

# Local Supplier Experience

*Since the grand opening, we have more comfortably been able to address needs to our infrastructure we might ordinarily have put off. We have also addressed wage adjustments and benefits to keep competitive or ahead of industry standards.*



Wassmann AV Inc.  
(Whatley, MA)

*MGM has had a very positive impact on WAV, it has helped the long-time employees see the best of their company and with the hiring of new people, brought a zest back to the company. We continue to work with MGM, both here in Springfield and in other areas. We are also bidding on projects with other companies we worked with on both 95 State Street and the Podium, a relationship we did not have prior to MGM. The MGM project forced WAV to reexamine it's internal processes and make much needed changes that allow for future and continued growth and market expansion.*

*Park Cleaners has grown and is able to provide consistent work for our employees everyday. We have added 12 employees to our staff since MGM Springfield opened. We have purchased new equipment as well. MGM Springfield has had a very positive impact on Park Cleaners. Our experts have been able to demonstrate their talents and be appreciated for it every day. We don't look at it as just doing the laundry, we view our job as helping to put on a Show!*

Park Cleaners  
(Springfield, MA)

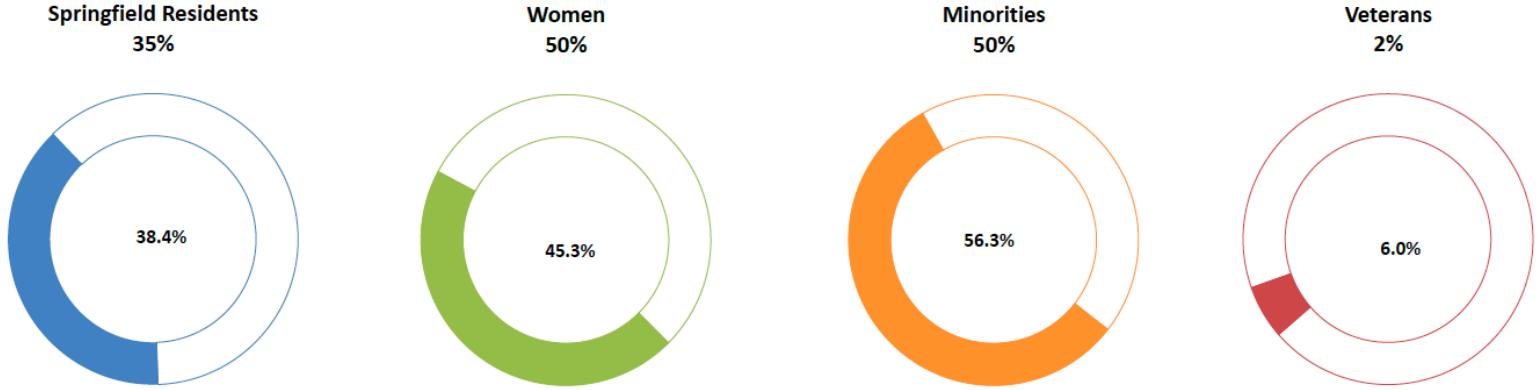
Mansfield Paper Company  
(West Springfield, MA)



# EMPLOYMENT



# Progress on Hiring Goals



\*Represents 2,522 active employees as of 12/31/2018 (Does not include Campus Tenants, Vendors)

# Employment Numbers

	Employees	Full-Time	Part-Time
Totals	2,522*	1,954	568
% of Totals	100%	77.5%	22.5%

\*Represents 2,522 active employees as of 12/31/2018 (Does not include Campus Tenants, Vendors)

	Employees
Minorities	56.3%
Women	45.3%
Veterans	6.0%
Springfield Resident	38.4%
Western Mass Resident	73.5%
MA Resident	75.6%

# 2019 Workforce Development Plan

## EDUCATIONAL PARTNERS:



- Continue to strengthen our partnership with both as feeder schools through the culinary and hospitality programs.
- Create Success posters with current hires for career centers
- Offer job prep training at no cost for senior students only to include: Interview Prep Training Hospitality, Guest Service Training, and MGM Career Info Sessions
- Executive Chef Visits to Culinary Program for Career Days



- Continue to promote dealer school to MGMS employees for career advancement.
- Recruit from graduating cohorts and guarantee auditions.



- HR will recruit graduates of the culinary program.
- MGMS Culinary leaders to evaluate the program and participate in guest lectures.
- Recruit for MGM Resorts CAP program.



- UMass will remain a core school for recruitment purposes.
- Partner with Career Center to recruit for MGM Resorts HIP/MAP Program
- Continue to operate booth for bi-annual Job Fairs
- TA team to host "MGM Day" on-site for prospective hires.



- Recruit for MGM Resorts HIP/MAP Program



- Recruit for MGM Resorts HIP/MAP Program



- Recruit for MGM Resorts HIP/MAP Program



- Secure booth for annual Job Fair Recruitment at Culinary School
- Recruit for CAP, HIP/MAP
- Provide industry guest speakers

# 2019 Workforce Development Plan

## WORKFORCE DEVELOPMENT PARTNERS:



### Westover Job Corps

- MGMS will partner in 2019 with resume reviews, mock interviews, and providing guest speaker to assist Job Corps with its women's focus.
- We will partner with the career center to recruit students graduating from the culinary program.



### New England Farm Workers

- MGMS will continue with this partnership because of the results during opening.



### AARP

- MGMS will continue to participate in the AARP Virtual Job Fairs for the New England area. The regional WFD office will manage the virtual board.



### Vets, Inc

- MGMS will continue outreach to increase Veteran applicants in efforts to support our HCA goals.



### Goodwill of Hartford

- MGMS will continue to participate in this large, annual job fair for the Hartford area.



### Urban League

- Continue to provide content and speakers for community Radio Show to promote MGMS career opportunities.



### HCS HeadStart, Inc.

- MGMS donated the facility and \$25k from proceeds from test/demo night in 2018, for the upcoming year; job outreach to the parents will be provided.



### Veterans Assembled Electronics

- We will continue our partnership to hire disabled veterans trained to fill our slot technician positions.  
<https://vaellc.com/>



### United Way

- In 2018, we worked with the United Ways' Evacuee Intake Center (New North Council) to provide resources, training and jobs to residents seeking assistance.



**DRESS FOR SUCCESS®**  
WESTERN MASSACHUSETTS

### Dress For Success

- Provide speaker for 4th cohort of "The Foot in the Door" students and conduct mock interviews.



### Springfield Works

- Continue to participate in the Citywide efforts of getting residents to work.



# 2018 Q4 Recruitment Efforts

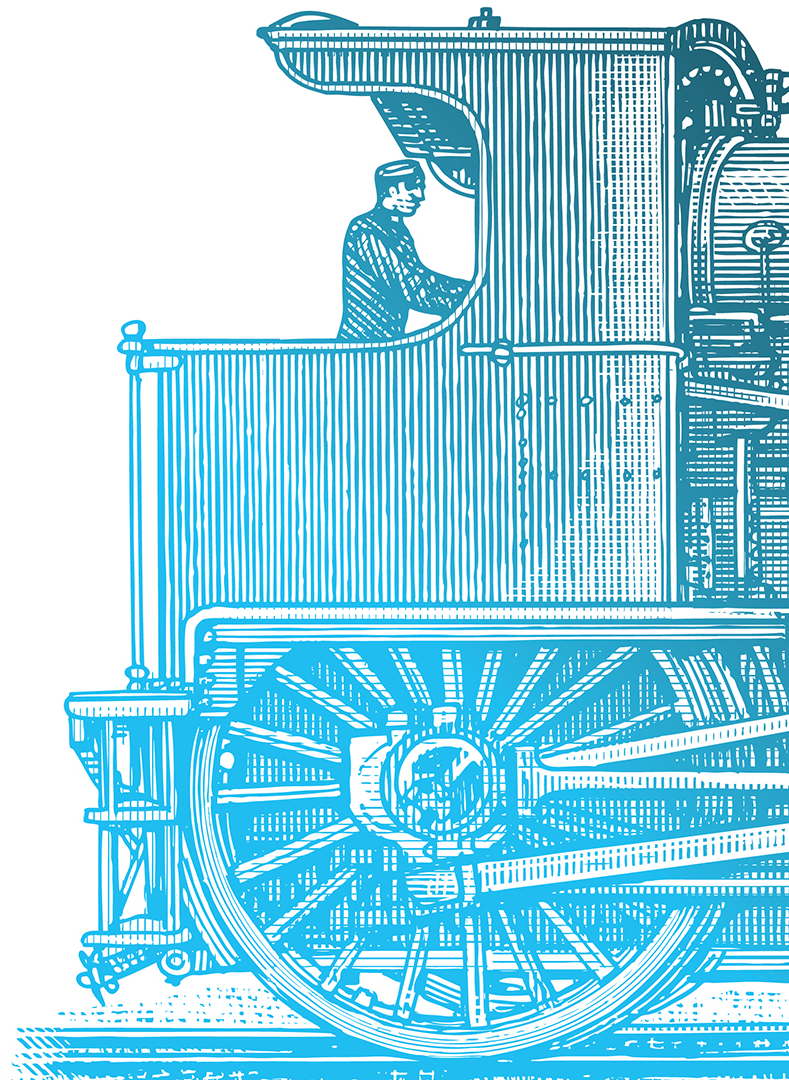
- Eastern Hampden County Veterans' Service District: Veteran Picnic in the Park
- Keeping Western Mass Working Job Expo
- Western Mass Employment Collaborative Job EXPO!
- Western New England University Career Fair
- Veterans Inc. – Career Fair
- UMass Amherst HTM Rapid Recruitment



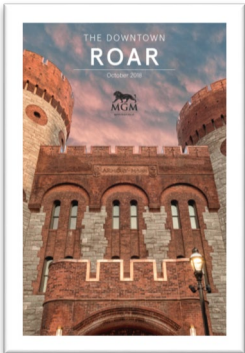
Western Mass Employment Collaborative  
A SERVICE OF RIVERSIDE COMMUNITY CARE



# MARKETING & ENTERTAINMENT



# Marketing Highlights



## October

**\$25,000 COLUMBUS DAY DRAWING**

HERE ARE 25,000 REASONS TO COME DISCOVER MGM SPRINGFIELD!

**Earning Dates:** Monday, October 1st - Monday, October 8th

Join us Monday, October 8th from 2-4 p.m. when ten winners, each hour will get the chance to win a share of \$25,000 in FREE PLAY! 100 grand prizes of \$5,000 in FREE PLAY will be up for grabs at 4 p.m. on Monday, October 8th. Visit the MGM Rewards club for more details.

**WIN YOUR SHARE OF \$400,000!**

**Earning Dates:** Wednesday, October 31st

**Monday & Tuesday:** Let your fun do the work! Each hour, entries based on your fun Thursday or Friday: Spend \$100 & receive a FREE PLAY and bonus entries into the Saturday evening. Your fun score is free, then earn 500 points to spend on recreational time.

**Saturday:** You get 15 minutes to win it! From 2-4 p.m., give fun a chance to win up to \$25,000 in FREE PLAY every 15 minutes. \$25K awarded for our first 15 min. drawing. You could be the winner of \$5,000 in Cash! Head Cash! 8 PM, OCTOBER 31st \$50,000 CASH!

**WINNING WINS DAY**

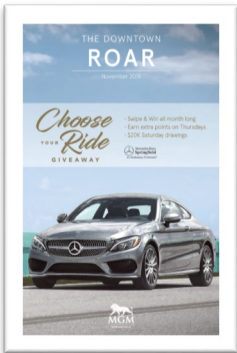
**TAKE A BEAT AND GET LUCKY!**

Don't miss your chance at winning a share of thousands in FREE PLAY every 15 minutes on October 31st. From 2-4 p.m. All guests actively playing at a slot machine will be entered to win. Someone will win every 15 minutes... will it be you?

**SENIOR SPOTLIGHT**  
DINE & PLAY

**BEND SO NEVER LOOKED SO FABULOUS!**

Guests 55 years of age and older can swipe at the promotional book each Wednesday from 2-4 p.m. to enjoy a 25% discount that can be redeemed at the South End Market. Be sure to join us for our Winning Winch! Hot Seats! Drawing during our special trade for 4 p.m. Wednesday at MGM Springfield. Visit the MGM Rewards club for more details.



## November

**Choose Your Ride**

Save \$1.5K on month-long loan with special financing. \$5K Saturday drawings.

**Mercedes-Benz GLC 300 SUV**

**Mercedes-Benz C-Class Coupe**

**Mercedes-Benz GLA 250 SUV**

### NOVEMBER GIFT GIVEAWAYS

You've qualified to claim a gift each day!

- FLEECE BLANKET**  
TUESDAY, NOV 6, 2-9 p.m.
- TURKEY ROASTER**  
TUESDAY, NOV 13, 2-9 p.m.
- GROCERY STORE GIFT CARD**  
TUESDAY, NOV 20, 2-9 p.m.
- MACY'S GIFT CARD**  
FRIDAY, NOV 23, 2-4 p.m.
- KRINGLE CANDLE**  
TUESDAY, NOV 27, 2-9 p.m.

At My Platinum and MGM Rewards Members. Early pickup beginning at 100 p.m. May claim once per account, per day. While supplies last. Actual gifts may differ slightly from those pictured.



## December

### DECEMBER Gift Giveaways

Visit on the dates below to claim each day's gift.

- HOLIDAY TREE COUPON**  
Tuesday, Dec. 4, 2-9 p.m.
- SWAROVSKI EARRINGS**  
Tuesday, Dec. 11, 2-9 p.m.
- GIFT CARD**  
Tuesday, Dec. 18, 2-9 p.m.



MGM Rewards Platinum and MGM Rewards Members: Early pickup beginning at 100 p.m. May claim once per account, per day. Play-to-earn points and fan credits starts at 6:00 a.m. on the day of the giveaway. While supplies last. Actual gifts may differ slightly from those pictured.




# Sponsorships & Partnerships






# M life Rewards Partners

**BENEFITS  
AREN'T JUST  
FOR VEGAS**



Become an **M life® Rewards** member and get access to local partner deals and discounts.



GameSense™ Please gamble responsibly. 1.800.426.1234. gamesensema.com

## Examples:

**Springfield Thunderbirds**  
Receive 10% off merchandise at the Springfield Thunderbirds store during a home game.

**Worcester Railers**  
Receive 10% off team store merchandise at home games.  
  
Discounted Friday home game tickets:  
[www.railershc.com/mgmfri2018](http://www.railershc.com/mgmfri2018)

**Basketball Hall of Fame**  
Show your M life Rewards card to receive 15% off admission and 10% off merchandise at The Hall of Fame Store.

**New England Patriots**  
Receive 10% off admission at The Patriots Hall of Fame.  
  
Use code **MLIFE** in the online store for a 10% discount off team merchandise at:  
[proshop.patriots.com](http://proshop.patriots.com)

# Entertainment Headliners

## ::: MassMutual Center

Stevie Wonder  
Bill Burr  
George Lopez, Cedric the  
Entertainer, Eddie Griffin & DL  
Hughley



Aaron Lewis  
Felipe Esparza  
4U: Symphonic Prince  
Celebration

## THE PLAZA At MGM Springfield

Blue Man Group  
Jabbawockeez  
Street Drum Corps  
Dropkick Murphys



# Entertainment Community Events & Programming

- JamFest
- Ride to Remember
- Labor Day Weekend Corn Hole Tournament
- Plaza Ice Skating Rink Presented by Mercedes Benz of Springfield
- Kringle Christmas Emporium
- Tree Lighting Ceremony
- Yoga on the Plaza Series (6)
- Farmer's Market
- Bikefest
- Cruise Night Series (3)
- City Block Concert Series (10)







# Upcoming Entertainment

- ROAR! Comedy Club
- Cher – April 30<sup>th</sup>
- Aerosmith – August 21, 24, 26 & 29
- MGM Live – Summer 2019



# ECONOMIC IMPACT & FUTURE DEVELOPMENT



# Local Business Impact

### Some Businesses Close To New MGM Casino See Spike in Sales

By [Alden Bourne](#) • Sep 4, 2018, New England Public Radio  
<https://www.nepr.net/post/some-businesses-close-new-mgm-casino-see-spike-sales>



Edwa Moyet is the co-owner of C2Z Convenience Store. He estimates business is up about 20 percent since the casino opened.

"It's picked up a lot," he said. "A lot of traffic now. A lot of new faces. It's good. It's good for Springfield. It's good for the businesses, I believe. I don't know about the long run, but as for now, it's great."

The influx of people coming to visit the MGM casino is also boosting the bottom line of Red Rose Pizzeria, which is right next door. Owner Antonio Caputo estimates business is also up about 20%.

"Business has been wonderful," he said. "Seeing a lot of new faces, the sheer numbers. It's overwhelming. Stronger lunch, stronger afternoon. Late at night, yeah."

### BUSINESS CASE:



Local Downtown Hotel  
354 Rooms

### BEFORE MGM Springfield Opening

August 24, 2017 – December 31, 2017

- Occupancy : 70%
- Average Daily Rate: \$95

### AFTER MGM Springfield Opening

August 24, 2018 – December 31, 2018

- Occupancy : 84% (20% increase)
- Average Daily Rate: \$120 (21% increase)



# Future Development Update

- Residential Development Update
- Dave's Furniture lot Development
- Armory Plans
- MGM Springfield F&B Coming Soon



THANK YOU

