



PLAINRIDGE PARK  
CASINO

# PLAINRIDGE PARK CASINO

Report to the Massachusetts Gaming  
Commission

Q2 2017

# Employment



PLAINRIDGE PARK  
CASINO

As of June 30, 2017:

	<b>Employees</b>	<b>Full-time</b>	<b>Part-time</b>
Totals	482	316	166
	100%	65.56%	34.44%

# Employment



PLAINRIDGE PARK  
CASINO

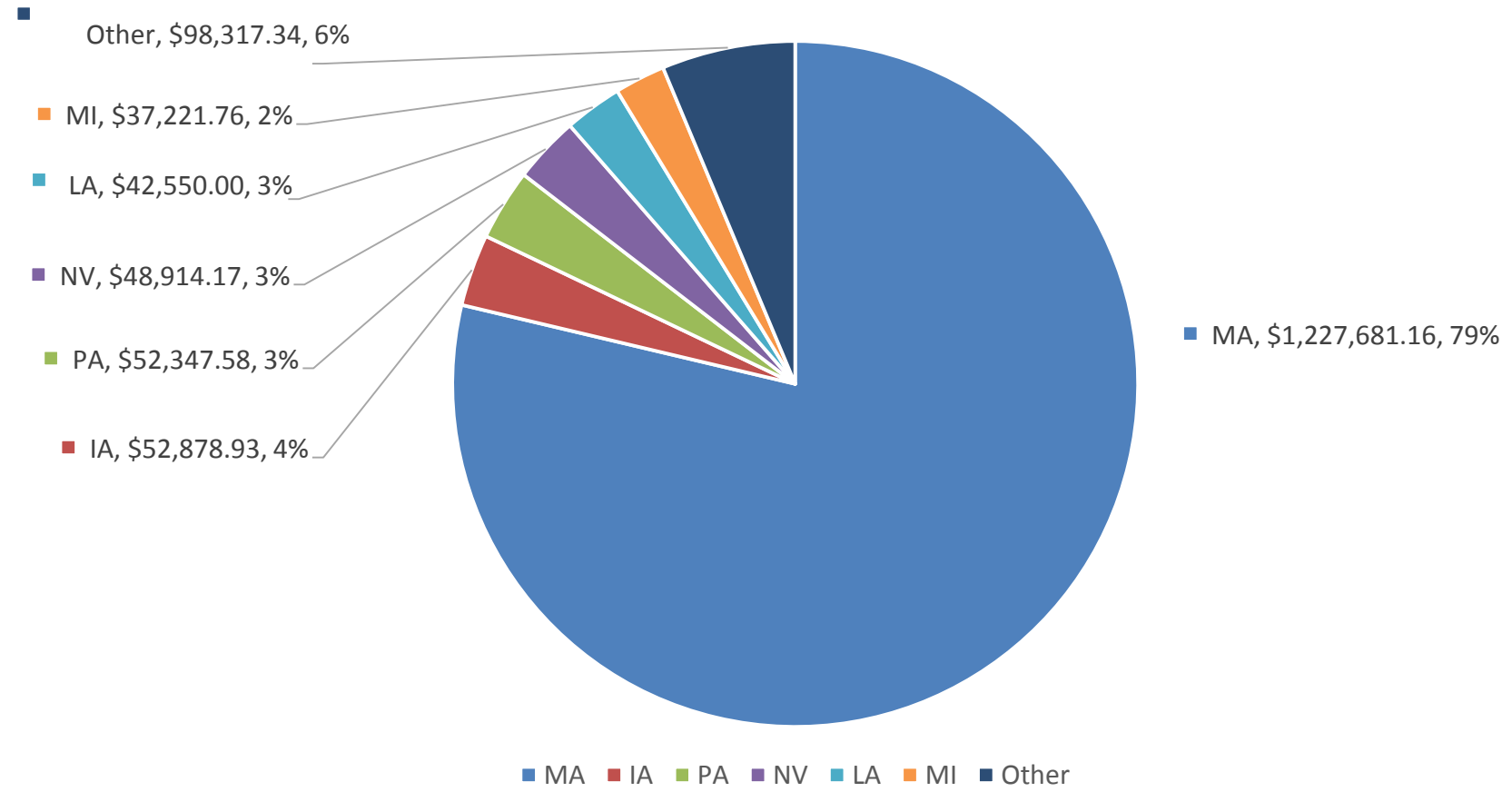
As of June 30, 2017:

	<b>Employees</b>
Diversity	22%
Veterans	3%
Massachusetts	69%
Local	35%
Male/Female	53% / 47%



# Spend by State

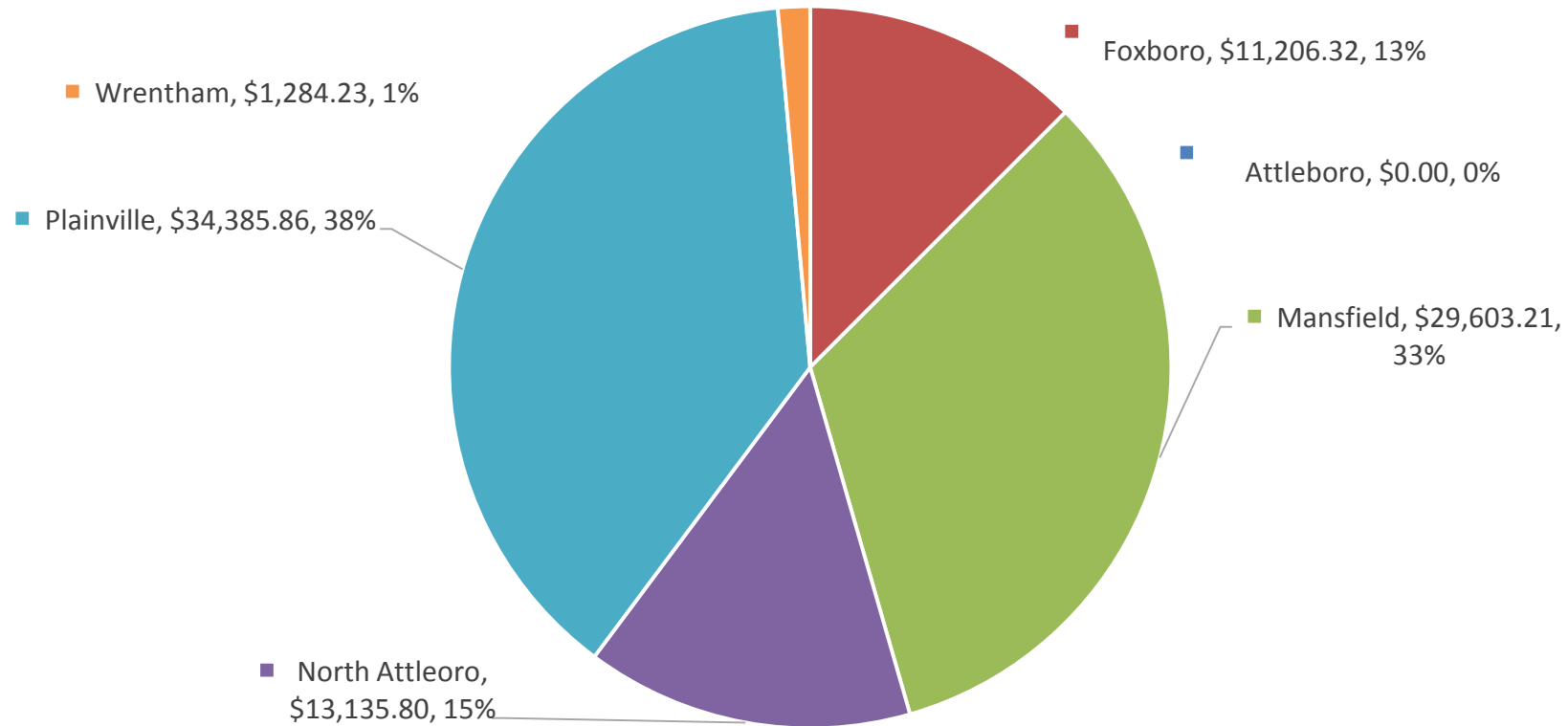
Total Q2 Spend: \$1,559,910.94



# Local Spend



Total Q2 Host & Surrounding Community Spend: \$89,615.42

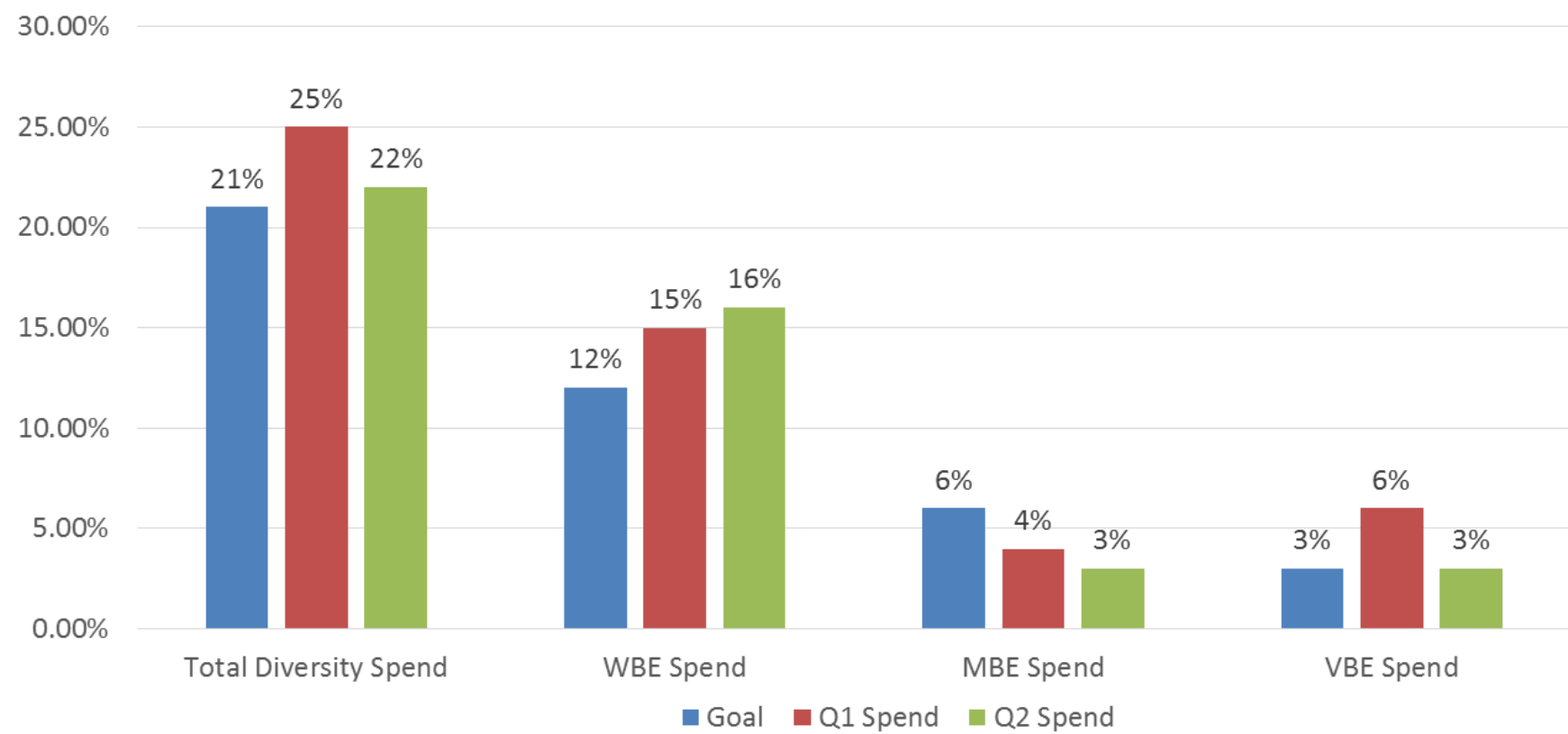


■ Attleboro   ■ Foxboro   ■ Mansfield   ■ North Attleoro   ■ Plainville   ■ Wrentham



# Vendor Diversity Spend

Q2 2017





# Q2 Diverse Spend Statistics

## **Q2 WBE Vendors**

23 Vendors used totaling \$250,557.25

## **Q2 MBE Vendors**

5\* Vendors used totaling \$40,575.87

## **Q2 VBE Vendors**

4\* Vendors totaling \$38,279.60

\*Includes vendors that are certified in multiple diversity categories.  
Spend is only reported in one category.



# Gaming Revenue & Taxes

	Net Slot Revenue	State Taxes	Race Horse Taxes	Total Taxes	
2016	1st	\$38,663,540	\$15,481,836	\$3,479,719	\$18,961,555
	2nd	\$39,185,244	\$15,641,803	\$3,526,672	\$19,168,475
	3rd	\$39,756,060	\$15,923,121	\$3,578,045	\$19,501,166
	4th	\$37,388,890	\$14,973,358	\$3,365,000	\$18,338,358
	<b>Total</b>	<b>\$154,993,734</b>	<b>\$62,020,118</b>	<b>\$13,949,436</b>	<b>\$75,969,554</b>
2017	1st	\$38,440,289	\$15,352,221	\$3,459,626	\$18,811,847
	2nd	\$42,615,790	\$17,057,566	\$3,843,926	\$20,901,492
	3rd				\$0
	4th				\$0
	<b>Total</b>	<b>\$81,056,079</b>	<b>\$32,409,788</b>	<b>\$7,303,552</b>	<b>\$39,713,339</b>



# Lottery Sales



PLAINRIDGE PARK  
CASINO

Quarter	2016	2017	\$ Difference	% Difference
1st	\$705,304	\$750,871	\$45,567	6.46%
2nd	\$758,852	\$843,294	\$84,442	11.13%
3rd	\$738,116	\$0	\$0	0.00%
4th	\$748,919	\$0	\$0	0.00%

PPC currently has 5 instant ticket machines and 4 online terminals on site. Prior to the Casino opening the Property had 1 instant ticket machine and 2 online machines



# Compliance with Regulations

Month	Number of Patron ID Checks	Prevented from entering gaming Establishment			Expired, Invalid, no ID	Fake ID	Minors and Underage Escorted from the gaming area	Minors and Underage Found gambling at slot machines	Minors and Underage Found consuming alcoholic beverages
		Total	Minors <sup>1</sup>	Underage <sup>2</sup>					
April	8,660	146	11	16	118	1	2	0	0
May	8,523	167	9	37	120	1	1	0	0
June	7,512	190	13	47	130	0	0	0	0
<b>Total</b>	<b>24,695</b>	<b>503</b>	<b>33</b>	<b>100</b>	<b>368</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>0</b>

1 Person is under 18 years of age

2 Person is 18-21 years of age

# Local Community



PLAINRIDGE PARK  
CASINO

- Old Colony Habitat for Humanity
- Boys and Girls Club of Warwick
- Doug Flutie Jr. Foundation for Autism
- Lenore's Pantry
- SAFE Coalition Inc.
- Parkway Community YMCA
- YMCA North Attleboro
- Relay for Life North Attleboro
- Plainville Lions Club
- Plainville PTO
- The Friends of Attleboro Animal Shelter





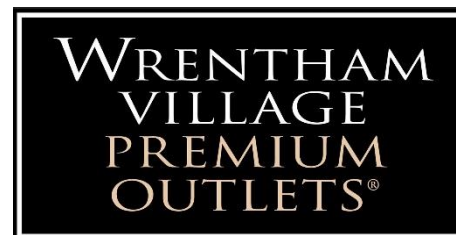
PLAINRIDGE PARK  
CASINO

# Q2 Marketing Initiatives

- Patriots - Foxboro
  - Billboard
  - Hilton Garden Inn Stay and Play Packages



- NESN
  - Redsox
- Fenway Concert Series
- Xfinity Concert Series
- Wrentham Village Premium Outlets



# Q2 Marketing



PLAINRIDGE PARK CASINO

## ■ Racing Area

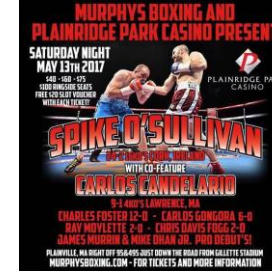
- Opening Day
- Kentucky Derby

## ■ New Entertainment

- Lenny Clarke
- Lauren Rainbow
- Murphy's Boxing

## ■ Promotions

- Massachusetts Slot Tournament
- 2 Year Anniversary
- Corvette Giveaway – Imperial Cars
- Corvette Cash Lottery Ticket – MA Lottery
- Home Makeover – The Home Depot Mansfield



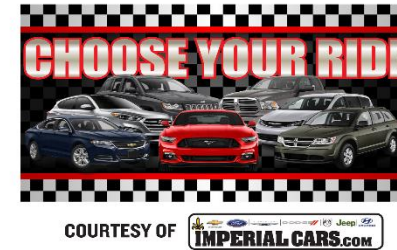
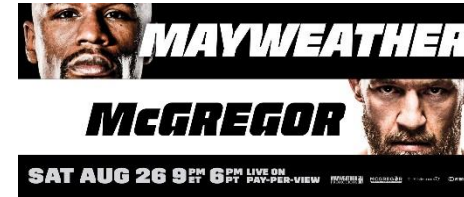
COURTESY  
THE HOME DEPOT  
MANSFIELD

# Q3 Highlights



PLAINRIDGE PARK CASINO

- Racing Area
  - Spirit of Massachusetts
- Loft Entertainment
  - PPV Mayweather vs McGregor Viewing Event
  - The Verve Pipe Acoustic Show
  - 2 Boston Guys Comedy
- Promotions
  - Back to School Supply Drive
  - Responsible Gambling Education Week
  - Audi Giveaway
  - Choose Your Ride



**BACK TO SCHOOL**  
Thursday, August 24 & 31  
3pm-7pm

Donate any new school supplies with purchase receipt of \$5 or greater for a student in need and receive a

**WHEEL OF WINNING'S U-SPIN**

**\$10 up to \$1,000 Free SLOTPLAY U-Spin**  
Donations accepted at the host office.  
Must present your Marquee Rewards card to be eligible. One per account.

**ACCEPTABLE DONATIONS INCLUDE**  
Backpacks • Pens • #2 Pencils • Crayons/ Colored pencils • Highlighters • Erasers  
Rulers • Pencil Sets • Bookmarks • Notebooks • Paper • Glue Sticks • Crayon Boxes • Binders  
Freezer packs for lunch boxes • Pocket Tissue Packs • Folders with Pockets  
USB Flash Drives • Calculators • Scissors • Tape • Stapler/Staples

Must be played with your Marquee Rewards® Card to be eligible. Valid for Free SLOTPLAY only. From SLOTPLAY will be available on specified gaming days and times specified. Free SLOTPLAY not valid on electronic table games. Awarded generated from SLOTPLAY games valid for 30 days. Unavailable from 8:00 PM to 1:00 AM on Saturdays only. No cash-out required. Offer is your purchase and your responsibility. This offer is subject to change or cancellation per the discretion of Plainridge Park Casino management. Valid only at Plainridge Park Casino. Plainridge Park Casino is not responsible for lost, damaged or misplaced card or email. Limit 1x per order to redeem this offer.

**IF YOU GAMBLE, USE YOUR GameSense. VISIT GAMESENSEMA.COM**  
Must be 21 or older to enter the gaming floor • Valid ID Required