



Report to Board and Commission June 30, 2017

Part I – Live Attendance

1 – A

2016 On-Track Attendance

Year	59,681
------	--------

See attached for daily / monthly breakdown

1 – B

Mohegan Sun Pocono's goals are to provide a satisfying experience to guests who not only enjoy our racing facilities but our casino amenities as well. We always listen to customers suggestions in evaluating our policies.

ON TRACK ATTENDANCE - 2016

59,681

	January	February	March	April	May	June	July	August	September	October	November	December
1	84	63	62	98	149	51	103	285	69	364	122	53
2	131	56	56	316	101	64	1934	314	91	160	55	131
3	61	58	67	148	130	124	1027	68	416	98	94	145
4	45	76	113	47	59	762	202	68	334	155	278	52
5	48	94	155	149	74	188	227	107	297	59	608	63
6	59	426	81	73	724	217	76	527	154	55	151	79
7	71	53	79	58	2668	638	58	256	51	87	112	56
8	71	53	61	152	211	55	98	93	53	303	73	69
9	98	47	64	324	148	76	509	235	95	190	54	58
10	62	51	62	193	188	142	255	65	393	164	63	77
11	33	47	90	179	54	1280	138	66	170	169	91	54
12	27	94	164	156	55	266	183	131	261	58	375	41
13	55	82	55	56	91	132	58	569	103	63	138	35
14	51	67	60	54	369	349	200	220	55	78	100	57
15	110	45	51	95	393	60	123	254	70	296	94	33
16	110	67	55	430	127	62	461	181	72	179	56	102
17	48	49	58	200	181	134	288	68	91	208	58	106
18	67	65	99	86	55	924	212	55	67	141	107	43
19	28	88	687	164	62	278	312	102	53	61	218	44
20	41	158	67	161	204	217	52	907	188	55	49	51
21	46	78	54	60	1323	170	55	209	54	114	41	46
22	71	58	176	142	187	55	102	239	72	249	139	58
23	36	42	63	351	218	72	471	207	86	145	61	82
24	53	67	45	236	199	102	266	45	398	232	32	
25	35	56	112	222	47	684	101	66	142	105	91	
26	31	97	381	143	63	235	254	128	209	57	316	67
27	49	166	27	54	85	203	70	374	115	60	78	51
28	43	65	48	57	617	180	69	226	51	77	51	84
29	89	52	166	93	302	58	87	176	57	263	52	51
30	153		45	394	202	61	335	172	83	146	64	105
31	51		72		151		252	66		178		72
TOTAL	1957	2420	3375	4891	9437	7839	8578	6479	4350	4569	3821	1965

1 – C

Billboards and signage are posted on the local highways and local roads from approximately three miles away to within one half mile from the property. The address is listed on the billboards as well, directing anyone from out of town using a GPS. Upon entering the property from Highway 315, marquee signs indicate which direction to turn for the racetrack. Within the main casino building, overhead signs directing guests to our racetrack are located from the valet entrance and from the bus lobby entrance.

1 – D

Major changes this year were acquiring a new starting car; and we are continuously making major changes in the barn area to comply with DEP.

2 – A

The racetrack offers an incentive program called Racing Rewards, designed to benefit our guests by offering points based on their wagering history. Each point is One Dollar (\$1.00) in value and may be used at any of the restaurants on the track side or within the casino level. In addition, the points may be used for beverages and soft drinks at any of the bars. A Racing Rewards card member can also accumulate points and use them toward racing programs, or cash them in for betting vouchers. The Racing Rewards card stores all information for a fan/guest, including address and email address. Information on upcoming promotions, events and giveaways, as well as stakes races, are sent to the guests several times during the season; monthly with their newsletter, and approximately twice a month through email. We have also sent special offers tailored to wagering history to guests, using their wagering history.

The ADW site, www.ibetmohegan.com, also offers benefits to the racing guests who wager exclusively through this site. Recently redesigned and upgraded to a more user-friendly site, ibetmohegan offers promotions such as double points earned on Pocono live racing wagers, and these points can be converted back to money in their account. Dial-A-Bet, our phone wagering service, also offers the same options as well.

Guests are encouraged to use their Racing Rewards card every time they wager so they can accumulate the points and enjoy the many amenities of the property. In addition, they receive early information on upcoming events and promotions through their newsletter or email blast, and only those in our active database are included. That point is stressed to everyone as they sign up for their card. Recently, we held an autograph and photo event with former quarterback Joe Montana, and those in our database received the advance announcement before the general public. This event was wildly successful and guests were thrilled to receive the advance notice.

Our biggest stakes nights of the season are also outlined in email blasts sent to guests in our database, including Sun Stakes Saturday races, the Pennsylvania Sire Stakes, Pennsylvania Stallion Series, and the Pennsylvania All-Stars. Those nights traditionally attract our regular racing fans, but sending an attractive email blast outlining the stakes nights attracts new fans as well.

2 – B

The majority of our advertising dollars are spent on newspaper and television, and we do some radio advertising for our bigger event nights. Social media is a huge part of our marketing plan, keeping fans updated with race information, carryovers, scratches and changes, and upcoming promotions on Twitter.

2 – C

We are continuously making major changes in the barn area.

Part II – Handle

1 – A

1) On Track	2,780,505
2) Off-Track	610,520
3) Account Wagering	675,591
4) Other Locations	52,262,458

1 – B

1) On Track	9,608,629
2) Off-Track	28,433,319
3) Account Wagering	9,474,297

Popular promotions such as our 50/50 night, where fans purchase \$50 in live racing vouchers and receive an additional \$50 in racing vouchers, will continue, as well as the Lucky 25 night, which is along the same lines, but with \$25 purchased an additional \$25 is given to them. Often new fans are attracted to these promotions because the additional vouchers are attractive to them and they enjoy the night spending additional money not out of their pocket.

Celebrity autograph signings and giveaway items will continue throughout the season, and each will be supported by newspaper, radio, and sometimes television advertising, as well as Social Media. Our Racing Rewards database will receive notice through their monthly newsletter and email blasts.

Part III – Native Breeding Industry

1 – A

PA horses competing	1,606
Starts	7,860
Purses earned	\$16,156,895

1 – B

PA sired/bred total	48%
% of starts	48%
% of purses earned	51%

1 – C

PA restricted races	1,330
Purses paid	\$5,723,180

2.

As in the past, we are always in contact with the PHHA to increase purse incentives and hopefully draw more PA Bred/Sired horses.

Part IV – Class

1.

See attached Racing Statistics

2.

We send representatives to other race tracks out of state to encourage them to race at our facility by promoting our race track surface and purse accounts.

Part V – Residence

1 – A

Owners	322
Trainers	184

1 – B

Owners	24.65%
Trainers	3.28%

1 – C

Owners/Trainers combined	\$11,468,463
--------------------------	--------------

1 – D \$1,229,197

2.

As in the past, we work closely with the PHHA to provide incentives and bonuses to the purse payments to encourage PA participation.

RACING STATISTICS

The Downs at Mohegan Sun Pocono 2009-2016

	2009	2010	2011	2012	2013*	2014	2015**	2016**
Total No. of Races	2,043	2,033	2,031	2,004	2,103	1,980	1928	1,953
Total No. of Horse Starts	16,835	16,702	16,781	16,640	17,620	16,308	15,914	16,330
Unrounded Average Field Size	8.24	8.21	8.26	8.30	8.37	8.23	8.25	8.47
No. of Races with a PA Restriction	162	257	465 (revised)	557 (revised)	860 (revised)	1163 (revised)	1311 (revised)	1330 (revised)
Purses Distributed	\$27,318,850	\$31,161,295	\$32,181,782	\$30,003,046	\$39,784,194	\$30,638,725	\$33,295,950	\$31,554,826
Purses won by PA Sired Horses	\$11,051,045	\$12,861,748	\$13,845,375	\$14,364,156	\$20,682,059	\$16,024,121	\$16,049,381	\$16,156,895
% of Purses won by PA Sired to Total	40.4%	41.2%	43%	47.8%	52%	51.9%	48.2%	51.2%
Total No. of PA Horse Starts	5,607	6,132	6,611	6,869	7,982	7,251	6,918	7,860
% of PA Sired to Total of Starts	33.3%	36.7%	39.3%	41.2%	45.3%	44.4%	43.3%	48.1%
No. of Horses that competed	3390	3286	3501	3205	3268	3101	3055	3,381
No. of PA Sired Horses that competed	1,169	1,327	1,390	1,467	1,649	1,532	1,542	1,606
No. of Condition Races	940	965	1,059	1,123	1,134	1,124	1,309	1,357
Total No. of Starters in Condition Races	7,739	7,959	8,755	9,356	9,578	9,374	10,843	11,478

