



**50** YEARS  
OF RACING

## Report to Board and Commission June 30, 2015

### Part I – Live Attendance

1 – A

#### 2014 On-Track Attendance

	<u>Monthly</u>	<u>Daily</u>
January	2,774	90
February	2,329	83
March	4,308	139
April	5,221	174
May	14,873	480
June	10,337	345
July	7,619	246
August	8,420	272
September	4,451	148
October	4,741	153
November	3,778	126
December	2,288	76
Year	71,139	

1 – B

Mohegan Sun Pocono tries to provide a friendly and welcome environment that the entire family can enjoy during their stay. Mohegan Sun Pocono includes many promotions during the year to attract and reward not only our faithful, but also our new customers.

1 – C

We have highway signage from two miles outside the facility to direct customers. Also, inside the facility and casino there is signage directing customers how to get to racing.

1 – D

In 2015 there were no major physical plant changes to the facility. However, from 2012 to 2014 we included a lower grandstand, betting, and refreshment area. Also, we raised the level of the racing apron to give the fans a better view.

2 – A

Our Racing Rewards program is a program designed to benefit the racing fan/patron 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 property; for beverages at any of the bars; for racing programs; and, for betting vouchers. The Racing Rewards card stores all information for a fan/patron, including address and e-mail address, and information is sent on upcoming promotions; stakes races; and, promotional giveaways. An offer tailored exclusively to a patron, based on their wagering history may be sent to the address on file as well.

The ADW site, [www.ibetmohegan.com](http://www.ibetmohegan.com), also offers benefits to the racing patron who wagers through the site. For example, points from wagers on Pocono live racing are doubled and those points can be converted back to money in their account. Dial-A-Bet offer the same options as well.

At all times patrons are encouraged to use their Racing Rewards card every time they wager so that they may accumulate the points and use them for the amenities on property. They are also reminded that they receive advance notice of any promotions and events that the track holds during a racing season, i.e., the Victory Espinoza event. Through the use of an e-mail blast, our racing database was notified first of this big event the week of the Belmont Stakes.

2 – B

Through extensive advertising, both in print and through radio and television, upcoming events at the racetrack are promoted. An ongoing radio weekly radio promotion with Cumulus Media and WMGS targets listeners 30-49 with harness racing trivia and a chance to win dinner at Pacer's Clubhouse at the track. Social media is also a huge asset to the track, with the track maintaining their own Twitter account. The percentage of people engaged in social media has risen steadily, with 89% of ages 18-29 using social networking sites, and 82% of ages 30-49 using the sites regularly.

2 – C

Right now, nothing is 100% definite, but we are looking at closing the barn area and plan to provide family entertainment attractions that we hope will increase attendance and handle.

**Part II – Handle**

1 – A

1) On Track	3,610,018
2) Off-Track	751,804
3) Account Wagering	757,405
4) Other Locations	54,337,345

1 – B

1) On Track	11,833,139
2) Off-Track	32,768,445
3) Account Wagering	10,195,828

2

Extensive advertising of the racing product and promotions has proven to be successful in bringing new fans to the track, and continuing the popular promotions keeps them coming back. All locations, including the three off-track wagering facilities, offer the popular promotions during the live racing season with the incentive to keep the fans coming back. As an example, offering a voucher that can be wagered on later races keeps the fans engaged and wagering with their own funds, as they wait to redeem their free wager. A handicapping tournament also keep the fans wagering while playing in the tournament.

Also under constant evaluation are different types of wagers (Pick 3; Pick 4; and High Five). These are constantly scrutinized to see what the impact is on the handle. Promoting these extensively to the racing fan, along with the payout, also helps to make it popular and to make the pool grown.

### Part III – Native Breeding Industry

#### 1 – A

PA horses competing	1,124
Starts	7,251
Purses earned	\$30,638,725

#### 1 – B

PA sired/bred total	45%
% of starts	44%
% of purses earned	51%

#### 1 – C

PA restricted races	58%
% purses paid	19%

#### 2.

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

**Part IV – Class**

1.

**RACING STATISTICS**  
**The Downs at Mohegan Sun Pocono**  
**2009-2014**

	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013*</b>	<b>2014</b>
Total No. of Races	2,043	2,033	2,031	2,004	2,103	1,980
No. of Races with a PA Restriction	162	257	152	182	126	116
Purses Distributed	\$27,318,850	\$31,161,295	\$32,181,782	\$30,003,046	\$39,784,194	\$30,638,725
Purses won by PA Sired Horses	\$11,051,045	\$12,861,748	\$13,845,375	\$14,364,156	\$20,682,059	\$16,024,121
% of Purses won by PA Sired to Total	40.4%	41.2%	43%	47.8%	52%	51.9%
Total No. of Horse Starts	16,835	16,702	16,781	16,640	17,620	16,308
Total No. of PA Horse Starts	5,607	6,132	6,611	6,869	7,982	7,251
% of PA Sired to Total of Starts	33.3%	36.7%	39.3%	41.2%	45.3%	44.4%
No. of PA Sired Horses that competed	1,169	1,327	1,390	1,467	1,649	1,532
No. of Condition	940	965	1,059	1,123	1,134	1,124

Races						
No. of Claiming Races	961	880	825	727	748	665
No. of Stakes Races	142	188	147	154	221	191
Races with all horses PA Sired	99	145	130	157	222	155
Purses for Races with all PA Sired	\$3,894,340	44,480,388	\$4,258,251	\$6,290,152	\$5,986,444	\$5,718,475

*\*-2013 racing season featured Super Stakes Saturday (Battle of the Brandywine 3 Yr. Old Open Pace, Colonial 3 Yr. Old Open Trot & Valley Forge 3 Yr. Old Filly Pace; and Breeders Crown 12 race events*

2.

Mohegan Sun Pocono annually has increased the class of horses from previous year. However, with the result of the Monarch Contract negotiations over the winter in which Mohegan Sun Pocono lost a significant amount of purse revenue, it is hard to project higher purses which will bring a higher class of horses for the upcoming season.

**Part V – Residence**

- 1 – A                    1,500 (estimated)
- 1 – B                    32% (estimated)
- 1 – C                    \$12.25 million (estimated)
- 1 – D                    52% (estimated)

2. As always we work closely with the PHHA to provide incentives in bonus and purse payments to encourage PA participation.