



Report to Board and Commission July 31, 2018

Part I – Live Attendance

1 – A

2017 On-Track Attendance

| | |
|------|--------|
| Year | 53,066 |
|------|--------|

See attached for daily / monthly breakdown

1 – B

The Downs at Mohegan Sun Pocono is always looking to improve the customer's experience when attending our facility. We have provided new tote machines to help make the customer's trip to the track more user friendly. As in the past, we always listen to the customers' suggestions and recommendations.

ON TRACK ATTENDANCE - 2017

53,066

| | January | February | March | April | May | June | July | August | September | October | November | December |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 | 48 | 61 | 42 | 304 | 147 | 48 | 1264 | 253 | 79 | 205 | 40 | 51 |
| 2 | 51 | 67 | 78 | 149 | 139 | 147 | 391 | 59 | 302 | 152 | 48 | 86 |
| 3 | 48 | 120 | 113 | 44 | 63 | 327 | 297 | 73 | 337 | 123 | 231 | 49 |
| 4 | 58 | 128 | 452 | 148 | 72 | 171 | 271 | 111 | 659 | 5 | 353 | 8 |
| 5 | 40 | 57 | 82 | 59 | 414 | 219 | 40 | 414 | 141 | 45 | 114 | 56 |
| 6 | 99 | 61 | 61 | 41 | 4275 | 223 | 49 | 220 | 48 | 94 | 122 | 37 |
| 7 | 113 | 32 | 52 | 125 | 236 | 51 | 85 | 180 | 5 | 332 | 109 | 67 |
| 8 | 41 | 76 | 73 | 397 | 203 | 57 | 374 | 301 | 102 | 170 | 43 | 56 |
| 9 | 42 | 33 | 52 | 143 | 76 | 114 | 255 | 58 | 218 | 116 | 46 | 64 |
| 10 | 39 | 102 | 104 | 241 | 70 | 794 | 98 | 59 | 118 | 154 | 62 | 67 |
| 11 | 47 | 151 | 116 | 131 | 51 | 139 | 346 | 135 | 37 | 42 | 195 | 34 |
| 12 | 65 | 41 | 76 | 88 | 110 | 137 | 47 | 536 | 68 | 49 | 115 | 33 |
| 13 | 128 | 47 | 52 | 58 | 285 | 164 | 72 | 251 | 43 | 66 | 132 | 67 |
| 14 | 147 | 46 | blizzard | 97 | 251 | 50 | 140 | 225 | 43 | 284 | 110 | 32 |
| 15 | 62 | 57 | blizzard | 282 | 159 | 54 | 581 | 102 | 64 | 151 | 42 | 72 |
| 16 | 57 | 52 | 54 | 17 | 148 | 127 | 188 | 60 | 89 | 262 | 51 | 118 |
| 17 | 57 | 116 | 89 | 222 | 55 | 373 | 198 | 50 | 55 | 105 | 87 | 47 |
| 18 | 66 | 142 | 135 | 133 | 50 | 256 | 162 | 85 | 153 | 42 | 282 | 65 |
| 19 | 44 | 86 | 84 | 52 | 264 | 125 | 53 | 376 | 206 | 58 | 106 | 65 |
| 20 | 96 | 65 | 84 | 56 | 863 | 254 | 57 | 248 | 56 | 104 | 41 | 34 |
| 21 | 111 | 46 | 430 | 120 | 208 | 59 | 110 | 87 | 72 | 233 | 149 | 66 |
| 22 | 60 | 55 | 67 | 420 | 235 | 54 | 347 | 258 | 136 | 149 | 60 | 52 |
| 23 | 24 | 45 | 48 | 170 | 226 | 108 | 199 | 86 | 333 | 109 | 21 | 73 |
| 24 | 54 | 130 | 142 | 200 | 51 | 485 | 210 | 85 | 133 | 126 | 74 | 15 |
| 25 | 55 | 137 | 383 | 92 | 62 | 189 | 188 | 102 | 141 | 53 | 351 | 0 |
| 26 | 64 | 58 | 157 | 39 | 85 | 94 | 50 | 468 | 175 | 44 | 59 | 56 |
| 27 | 92 | 51 | 56 | 51 | 349 | 229 | 58 | 239 | 45 | 69 | 39 | 67 |
| 28 | 152 | 53 | 101 | 92 | 246 | 46 | 95 | 185 | 46 | 195 | 29 | 41 |
| 29 | 67 | | 51 | 383 | 307 | 41 | 433 | 82 | 61 | 116 | 47 | 127 |
| 30 | 88 | | 70 | 175 | 178 | 161 | 216 | 59 | 241 | 71 | 43 | 119 |
| 31 | 47 | | 88 | | 49 | | 238 | 58 | | 136 | | 37 |
| TOTAL | 2162 | 2115 | 3392 | 4529 | 9927 | 5296 | 7112 | 5505 | 4206 | 3860 | 3201 | 1761 |

1 – C

As in previous years, we have billboards posted throughout the area directing customers to our track and casino. Also, signs are posted in the casino directing people to the race track, if they want to attend.

1 – D

We are continuing our major project with DEP to conform to their regulations on the backside.

2 – A

The Racing Rewards Program is designed to benefit the racing guest by offering points based on their wagering history. Each point wagered is equal to One Dollar (\$1.00) in value, and may be redeemed at any of the property's restaurants and bars for food and beverages; in the shops on property; and for racing programs and betting vouchers. In addition, points may be redeemed at either of the Off-Track Wagering locations. The Racing Rewards database stores all information for a guest, including a mailing address, and a monthly Newsletter is sent during the racing season with details on upcoming promotions and events, as well as promotional giveaways and stakes races. An e-mail blast is sent throughout the season for special events and stakes nights. An offer tailored exclusively for a guest, based on their wagering history, may be sent as well.

The ADW site, www.ibetmohegan.com, also offers benefits to the racing guest who wagers through the site. For example, points from wagers on Pocono live racing are doubled, and those points may be converted back to money in their account. The phone wagering system, Dial-A-Bet, offers the same options.

At all times, guests are encouraged to use their Racing Rewards card as they wager to accumulate points which can be used for amenities on the property and at the Off-Track Wagering locations. In addition, they are kept up-to-date on all upcoming events and promotions for each racing season. An extra 2-mail blast serves as an added reminder to each big event.

2 – B

Extensive advertising, both in print and through radio, television, and on Social Media, is utilized to promote upcoming race nights and events. Through the use of the racetrack's exclusive Twitter page, fans are kept up to date on race nights, and, in addition, upcoming events are outlined a few weeks out and the week of the event. The percentage of people engaged in Social Media has risen steadily, with 81% of internet users using social networks, and this number continues to grow. In 2018 the racetrack added a text messaging service for fans to "opt in" for advance notice on promotions and giveaways, and on race nights for instant giveaways, such as free programs. While the growth of users on this new service has been slow, it is continuing to grow as the season progresses, with a large number of new users expected to sign up for Breeders Crown in October 2018.

2 – C

As in the previous years, we are upgrading the backside and barn areas.

Part II – Handle

1 – A

| | |
|---------------------|------------|
| 1) On Track | 2,250,213 |
| 2) Off-Track | 496,105 |
| 3) Account Wagering | 662,728 |
| 4) Other Locations | 50,766,921 |

1 – B

| | |
|---------------------|------------|
| 1) On Track | 8,672,431 |
| 2) Off-Track | 27,331,857 |
| 3) Account Wagering | 9,940,874 |

The racing product, promotions, and events are advertised extensively, and that has been very successful in bringing fans to the track. Through the additional use of Social Media, both leading up to and during an event, new fans are exposed to the track, and this certainly helps to increase our fan base and our database. Through the use of photos and posts on both Twitter and Instagram, fans can post and share their favorite track moments, and this can open it up to a whole new audience. In addition, fan-favorite promotions keeping the fans engaged throughout the night are a way to keep them watching and wagering; i.e., offering wagering vouchers which may be redeemed on different races through the card. This keeps the fans at the track and wagering with their own money while they wait to use their next free voucher. The two Off-Track Wagering locations offer fan-friendly events and promotions during live racing as well, helping to promote our product.

Part III – Native Breeding Industry

1 – A

| | |
|---------------------|--------------|
| PA horses competing | 1,537 |
| Starts | 7,329 |
| Purses earned | \$15,382,159 |

1 – B

| | |
|---------------------|-------|
| PA sired/bred total | 47.4% |
| % of starts | 47.5% |
| % of purses earned | 52.5% |

1 – C

| | |
|---------------------|-------------|
| PA restricted races | 1,271 |
| Purses paid | \$5,457,482 |

2.

No change from the past. We work with the PHHA to offer purse and other incentives which will attract more PA Bred/Sired horses.

Part IV – Class

1.

See attached Racing Statistics

2.

The Downs at Mohegan Sun Pocono is always striving to improve the quality of our racing. The Downs at Mohegan Sun Pocono is recognized as one of the best track surfaces in the country. Along with the PHHA, we try to offer purse incentives to attract the best horses in the country.

Part V – Residence

1 – A

| | |
|----------|-----|
| Owners | 424 |
| Trainers | 178 |

1 – B

| | |
|----------|-------|
| Owners | 22.8% |
| Trainers | 3.42% |

1 – C

| | |
|--------------------------|--------------|
| Owners/Trainers combined | \$12,765,987 |
|--------------------------|--------------|

1 – D

\$990,360

2.

We continue to work with the PHHA and our racing staff to offer financial incentives to boost the purse payments to attract PA participation.

RACING STATISTICS

The Downs at Mohegan Sun Pocono 2009-2017 (TO BE PRINTED OUT ON 8 1/2" x 14" PAPER)

| | 2009 | 2010 | 2011 | 2012 | 2013* | 2014 | 2015** | 2016** | 2017 |
|---------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Total No. of Races | 2,043 | 2,033 | 2,031 | 2,004 | 2,103 | 1,980 | 1,928 | 1,953 | 1,877 |
| Total No. of Horse Starts | 16,835 | 16,702 | 16,781 | 16,640 | 17,620 | 16,308 | 15,914 | 16,330 | 15,472 |
| Unrounded Average Field Size | 8.24 | 8.21 | 8.26 | 8.30 | 8.37 | 8.23 | 8.25 | 8.47 | 8.24 |
| No. of Races with a PA Restriction*** | 162 | 257 | 465 | 557 | 860 | 1163 | 1311 | 1330 | 1272 |
| 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 | \$29,259,430 |
| 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 | \$15,382,159 |
| % of Purses won by PA Sired to Total | 40.4% | 41.2% | 43% | 47.8% | 52% | 51.9% | 48.2% | 51.2% | 52.5% |
| Total No. of PA Horse Starts | 5,607 | 6,132 | 6,611 | 6,869 | 7,982 | 7,251 | 6,918 | 7,860 | 7,329 |
| No. of Horses that competed | 3390 | 3286 | 3501 | 3205 | 3268 | 3101 | 3055 | 3,381 | 3,232 |
| No. of PA Sired Horses that competed | 1,169 | 1,327 | 1,390 | 1,467 | 1,649 | 1,532 | 1,542 | 1,606 | 1,537 |
| % of PA Sired to Total of Starts | 33.3% | 36.7% | 39.3% | 41.2% | 45.3% | 44.4% | 43.3% | 48.1% | 47.5% |

| | | | | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| No. of Condition Races | 940 | 965 | 1,059 | 1,123 | 1,134 | 1,124 | 1,309 | 1,357 | 1,458 |
| Total No. of Starters in Condition Races | 7,739 | 7,959 | 8,755 | 9,356 | 9,578 | 9,374 | 10,843 | 11,478 | 12,175 |
| Purses Paid for Condition Races | \$10,980,899 | \$10,407,093 | \$16,334,876 | \$15,035,949 | \$16,247,300 | \$14,915,200 | \$17,858,248 | \$17,580,246 | \$18,927,948 |
| No. of Claiming Races | 961 | 880 | 825 | 727 | 748 | 665 | 471 | 396 | 252 |
| Total No. of Starters in Claiming Races | 8,015 | 7,329 | 6,959 | 6,101 | 6,365 | 5,538 | 3,943 | 3,311 | 2,092 |
| Purses Paid for Claiming Races | \$10,730,851 | \$8,724,018 | \$9,309,980 | \$6,887,695 | \$7,781,950 | \$7,092,250 | \$5,322,950 | \$4,163,300 | \$2,815,800 |
| No. of Stakes Races | 142 | 188 | 147 | 154 | 221 | 191 | 148 | 201 | 187 |
| Total No. of Starters in Stakes Races | 1,081 | 1,414 | 1,067 | 1,183 | 1,677 | 1,396 | 1,128 | 1,541 | 1,377 |
| Purses Paid for Stakes Races | \$5,607,100 | \$12,030,184 | \$6,536,926 | \$8,079,402 | \$15,754,944 | \$8,631,275 | \$10,114,752 | \$9,824,280 | \$7,736,282 |
| Races with all horses PA Sired | 99 | 145 | 130 | 157 | 222 | 155 | 189 | 207 | 186 |
| 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 | \$6,671,252 | \$5,723,180 | \$5,457,482 |

******-2015-16 racing season featured **Sun Stakes Saturday** (Earl Beal, Jr. Memorial 3Yr. Old Open Trot, Max C. Hempt Memorial 3 Yr. Old Open Pace, James M. Lynch Memorial 3 Yr. Old Filly Pace & Ben Franklin Free-For-All Pace in addition to **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.

*******-does not include **Pennsylvania Sire Stakes** or **Stallion Series** events.

PLEASE NOTE: If there were multiple owners on a horse, and the horse earned money, those earnings would be applied to each owner's earnings as the U.S.T.A. cannot determine the percentage of ownership.