



# Report to Board and Commission June 30, 2016

## Part I – Live Attendance

1 – A

### 2015 On-Track Attendance

	<u>Monthly</u>	<u>Daily</u>
January	2,471	80
February	2,041	73
March	3,198	103
April	4,796	160
May	9,927	320
June	7,735	258
July	8,962	289
August	8,387	271
September	4,253	142
October	4,025	130
November	3,063	102
December	1,879	65
Year	60,737	

## 1 – B

Mohegan Sun Pocono provides a friendly and welcome environment with different options that the entire family can enjoy during their stay. The entire property, including The Downs at Mohegan Sun Pocono, includes many promotions during the year to attract and reward not only our faithful, but also our new guests.

## 1 – C

Signage is posted on the local highways from approximately two miles away, directing guests to our property. Once inside, there is signage located throughout the casino building, directing guests to the racetrack and its amenities. The Racing Rewards/Program Desk is located prominently in the racing lobby and is stocked with brochures with information about the property.

## 1 – D

Major changes this year were made on the barn area – mostly repairs and upgrades to the backside. As mentioned previously, 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 of the track.

## 2 – A

Our Racing Rewards program is a program designed to benefit the racing fan/guest 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/guest, including address and e-mail address, and information is sent on upcoming promotions; stakes races; and, promotional giveaways. An offer tailored exclusively to a guest, 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 guest 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 guests are encouraged to use their Racing Rewards card when 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 Victor Espinoza autograph 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. An e-mail outlining the big stakes nights of the season is also sent out to the database, giving our guests notice of upcoming stakes nights and the conditions of each event; Pennsylvania Sire Stakes; Pennsylvania All-Stars; and, Pennsylvania Stallion Series. Guests are also sent reminders of upcoming events with important information at their fingertips.

## 2 – B

As in previous years, we continue to do radio, television, and newspaper advertising. Also, social media is a huge part of our marketing plan, along with sports celebrities and voucher promotions to make the public aware of our racing product.

## 2 – C

At this time we have nothing on the agenda to make any improvements on the physical plant.

## **Part II – Handle**

### 1 – A

1) On Track	3,129,748
2) Off-Track	605,120
3) Account Wagering	634,757
4) Other Locations	48,975,897

### 1 – B

1) On Track	10,770,660
2) Off-Track	29,636,797
3) Account Wagering	8,484,550

2

We will continue to run popular promotions that we have run in the past which include our voucher promotion where customers purchase \$50 and receive another \$50 for free. Plus, we will bring in celebrities, have giveaway items, and they will be supported by radio, television and newspaper advertising, followed by e-mails being sent to our Players Rewards Club members.

### **Part III – Native Breeding Industry**

1 – A

PA horses competing	1,542
Starts	6,918
Purses earned	\$16,049,381

1 – B

PA sired/bred total	43%
% of starts	43%
% of purses earned	48%

1 – C

PA restricted races	128
% purses paid	\$6,671,252

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 2009-2015**

	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013*</b>	<b>2014</b>	<b>2015**</b>
Total No. of Races	2,043	2,033	2,031	2,004	2,103	1,980	1928
Total No. of Horse Starts	16,835	16,702	16,781	16,640	17,620	16,308	15,914
Unrounded Average Field Size	8.24	8.21	8.26	8.30	8.37	8.23	8.25
No. of Races with a PA Restriction	162	257	152	182	126	116	128
Purses Distributed	\$27,318,850	\$31,161,295	\$32,181,782	\$30,003,046	\$39,784,194	\$30,638,725	\$33,295,950
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
% of Purses won by PA Sired to Total	40.4%	41.2%	43%	47.8%	52%	51.9%	48.2%
Total No. of PA Horse Starts	5,607	6,132	6,611	6,869	7,982	7,251	6,918
% of PA Sired to Total of Starts	33.3%	36.7%	39.3%	41.2%	45.3%	44.4%	43.3%
No. of Horses	3390	3286	3501	3205	3268	3101	3055

that competed							
No. of PA Sired Horses that competed	1,169	1,327	1,390	1,467	1,649	1,532	1,542
No. of Condition Races	940	965	1,059	1,123	1,134	1,124	1,309
Total No. of Starters in Condition Races	7,739	7,959	8,755	9,356	9,578	9,374	10,843
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
No. of Claiming Races	961	880	825	727	748	665	471
Total No. of Starters in Claiming Races	8,015	7,329	6,959	6,101	6,365	5,538	3,943
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
No. of Stakes Races	142	188	147	154	221	191	148
Total No. of Starters in Stakes Races	1,081	1,414	1,067	1,183	1,677	1,396	1,128
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
Races with all horses	99	145	130	157	222	155	189

PA Sired							
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
<i>*-2013 racing season featured Super Stakes Saturday (Battle of the Brandywine 3 Yr. Old Open Pace, Colonial 3 Yr. Old Open Trot &amp; Valley Forge 3 Yr. Old Filly Pace; and Breeders Crown 12 race events; in addition to 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 &amp; Ben Franklin Free-For-All Pace.</i>							
<i>**-2015 racing season featured Super Stakes Saturday (Battle of the Brandywine 3 Yr. Old Open Pace, Colonial 3 Yr. Old Open Trot &amp; Valley Forge 3 Yr. Old Filly Pace; in addition to 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 &amp; Ben Franklin Free-For-All Pace.</i>							

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Due to the uncertainty of the PA General Budget and how much money will be taken away from the horsemen, I cannot estimate at this time how much we can increase or improve the class of horses for the upcoming year.

**Part V – Residence**

1 – A

Owners        536  
Trainers      174

1 – B

Owners        20.26%  
Trainers      3.21%

1 – C

Owners        \$14,782,108  
Trainers      \$26,628,100

1 – D            \$458,630

2.

As in the past, we work closely with the PHHA to provide incentives in bonus and purse payments to encourage PA participation. Again, the uncertainty of the budget in which the horsemen's account will be affected will be a factor in this.