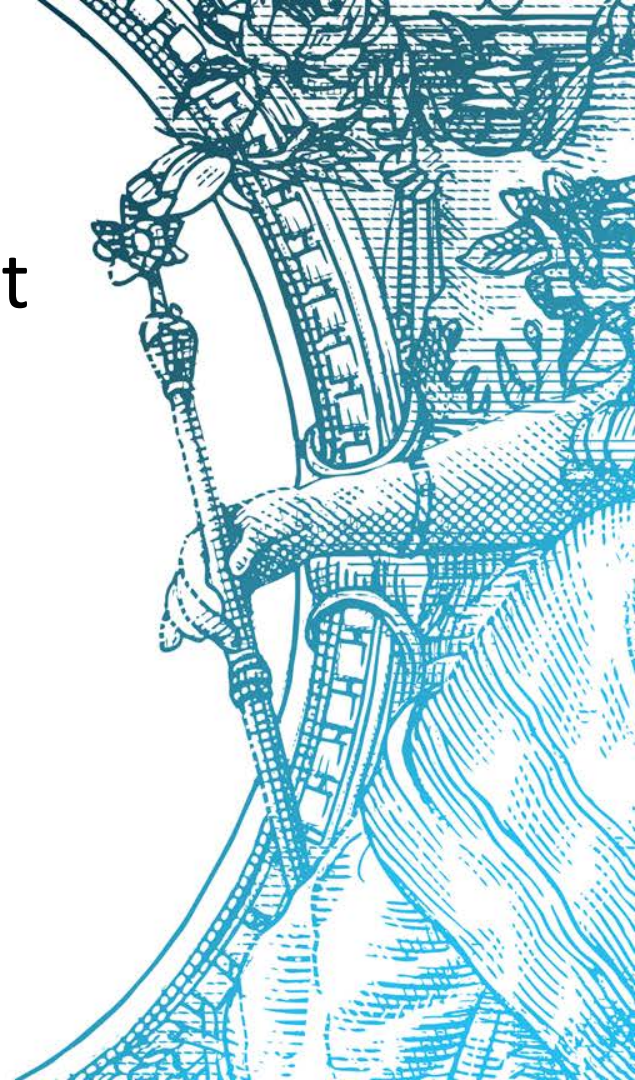


# Annual Economic Development Presentation

## **Springfield, Massachusetts**

March 19, 2019



# MEDIA AND VISITOR FEEDBACK



# Media Statement



"Everywhere I walk inside the hotel, Springfield locals have already made themselves at home. At lunchtime, downtown execs are leaning over towering burgers in the cavernous, memorabilia-packed TAP sports bar. In the evening, a tower of warm *zeppole* with prosciutto and caviar arrives for a group date at Michael Mina's Cal Mare restaurant. MGM Springfield is only two weeks in, but feels like it's always been here.", *Will New Casinos Bring a "Mass Vegas" to Massachusetts*, December 19, 2019

"The place is busy all evening, a Friday night in January. I can still find a table in a restaurant and the on-site bowling alley has available lanes (my risible score is strictly off the record), but there are lots of customers — gambling, eating, people-watching, tossing back drinks — and the energy is high" and "There may not be a more racially diverse large entertainment venue in Massachusetts." , MGM's casino hopes to up the ante in Springfield, January 26, 2019



MGM Springfield visitors were greeted by members of the Spirit of Springfield, the Business Improvement District and the Convention and Visitors Bureau. There was an information tent set up in Court Square. Visitors were given maps, water and more things to do in Springfield, besides the casino. "We've heard from Nevada, New York, Connecticut, Rhode Island, Pennsylvania, Virginia. That's just what I've heard so far today."



# Guest Feedback – We can do better

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“I didn’t win today,  
I’m going back to  
Mohegan...”

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“DJ only played hits  
from the 2000’s”

“No indoor  
smoking, which  
stinks”



# Guest Feedback – Pretty Good

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“Love the smoke  
free environment”



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“Staff is friendly and helpful.  
Excellent experience.  
Beautiful rooms & showers!!”

# Guest Feedback – Pretty Good

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“Love the smoke free environment”

“Staff is friendly and helpful.  
Excellent experience.  
Beautiful rooms & showers!!”

“This morning I watched staff clean areas of the restaurant that I would never have imagined could be cleaned.”

# Guest Feedback - Great

“On our first visit to MGM SPRINGFIELD we found the Casino and surrounding campus to be so nicely done, blending perfectly into the center of the City, beautifully appointed with green open space. When we went inside, the surprise got better. A beautiful eclectic room, with every modern convenience; a friendly, well trained staff; a beautiful remarkable large Casino; great restaurants, Chandlers and Cal Mare, and lots of fun venues for guests of all ages from all walks of life.”

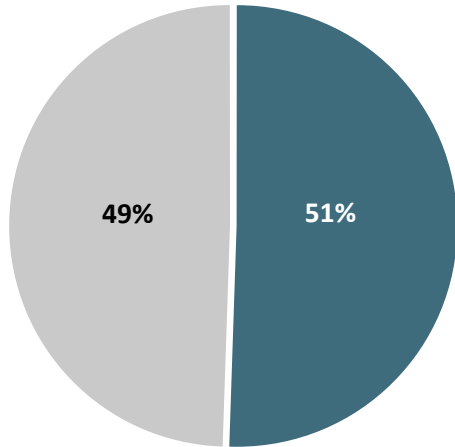
# VISITOR PROFILE



# Gaming Visitor Profile (8/24/18 – 2/28/19)

## Players

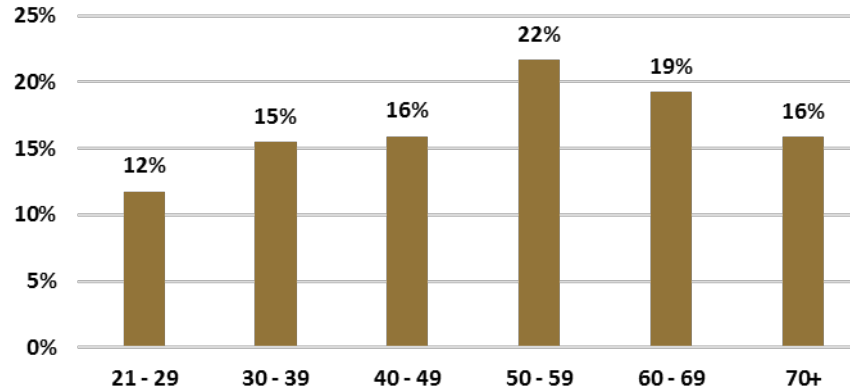
Open - Feb 2019



■ From Massachusetts  
■ Outside MA

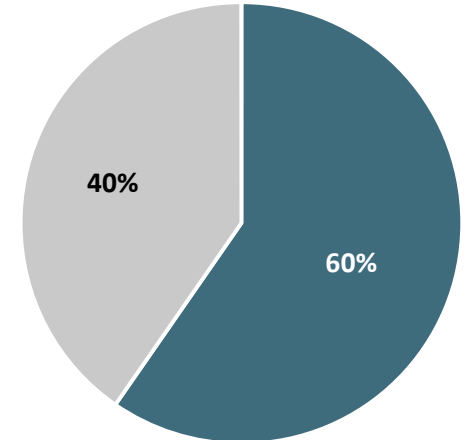
**2.7 Million Total Visitors**  
From all 50 States

## Players by Age



## Visits

Open - Feb 2019



■ From Massachusetts  
■ Outside MA

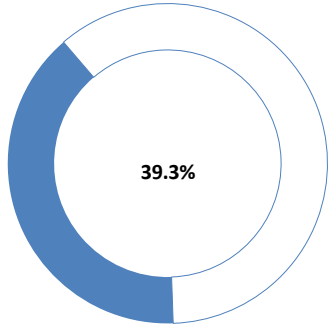


# EMPLOYMENT

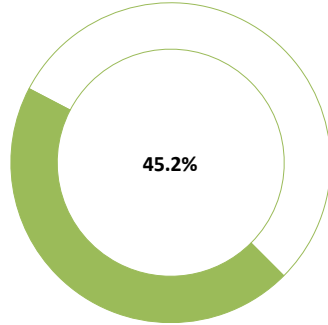


# Hiring Goals (as of March 8, 2019)

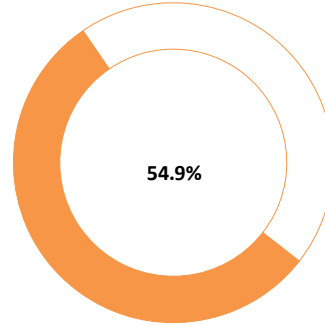
**Springfield Residents**  
35%



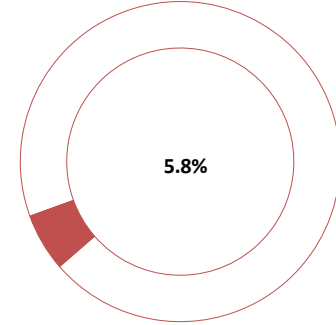
**Women**  
50%



**Minorities**  
50%

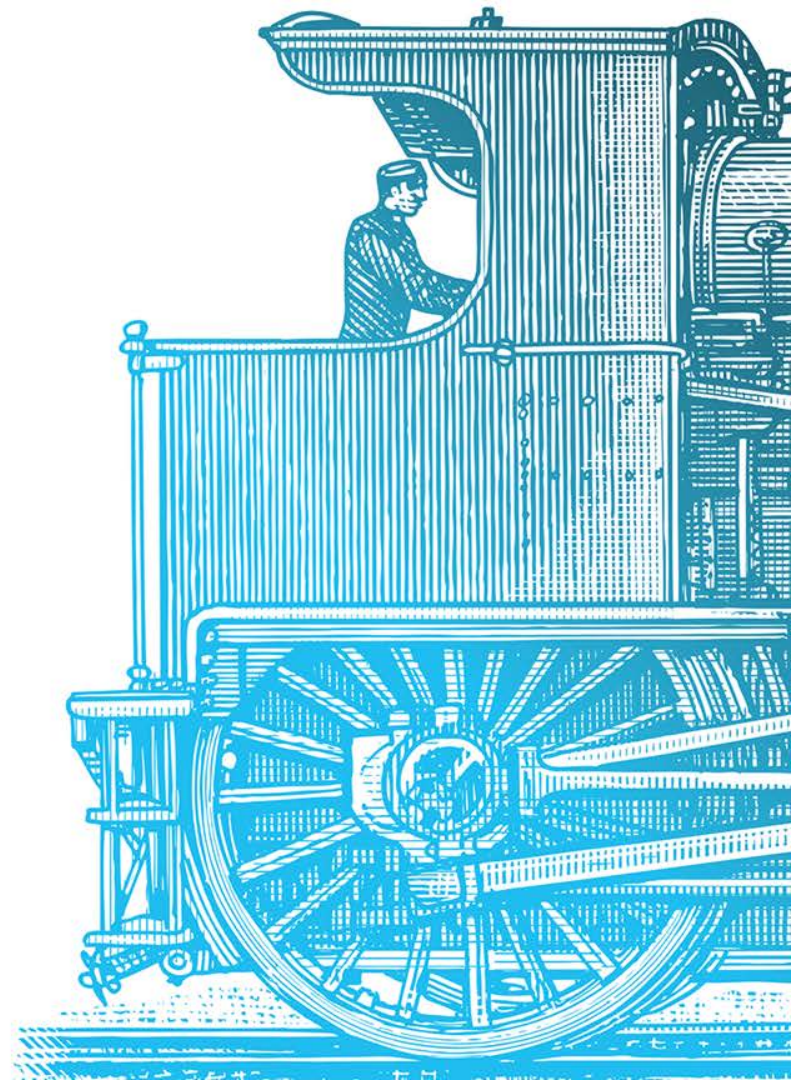


**Veterans**  
2%





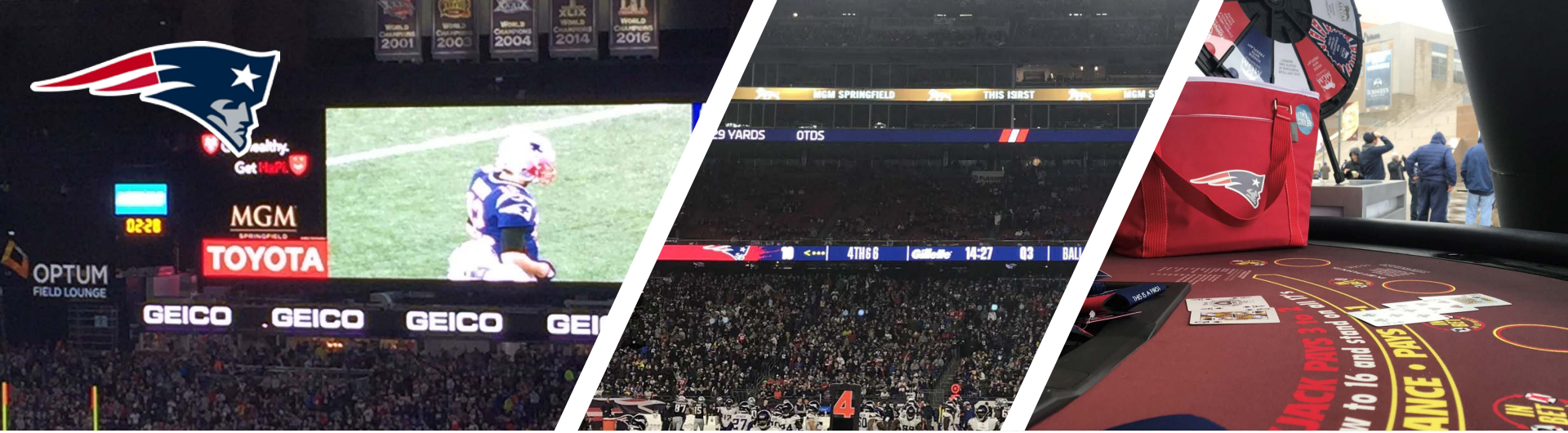
# MARKETING & ENTERTAINMENT



# Sponsorships & Partnerships










# M life Rewards Partners


**BENEFITS  
AREN'T JUST  
FOR VEGAS**


**HANNOUSH  
JEWELERS.**















Become an **M life® Rewards** member and get access to local partner deals and discounts.

**Mlife  
REWARDS**



GameSense | Please gamble responsibly. 1.800.426.1234. gamesensema.com

## Examples:

### Springfield Thunderbirds

Receive 10% off merchandise at the Springfield Thunderbirds store during a home game.

### Worcester Railers

Receive 10% off team store merchandise at home games.

Discounted Friday home game tickets:  
[www.railershc.com/mgmfri2018](http://www.railershc.com/mgmfri2018)

### Basketball Hall of Fame

Show your M life Rewards card to receive 15% off admission and 10% off merchandise at The Hall of Fame Store.

### New England Patriots

Receive 10% off admission at The Patriots Hall of Fame.

Use code **MLIFE** in the online store for a 10% discount off team merchandise at:  
[proshop.patriots.com](http://proshop.patriots.com)

# Entertainment Headliners (2018)

**MassMutual  
Center**



**THE PLAZA  
At MGM Springfield**

Stevie Wonder  
Bill Burr  
George Lopez, Cedric the  
Entertainer, Eddie Griffin & DL  
Hughley

Aaron Lewis  
Felipe Esparza  
4U: Symphonic Prince  
Celebration

Blue Man Group  
Jabbawockeez  
Street Drum Corps  
Dropkick Murphys





# Entertainment Community Events & Programming

- JamFest
- Ride to Remember
- Labor Day Weekend Corn Hole Tournament
- Plaza Ice Skating Rink Presented by Mercedes Benz of Springfield
- Kringle Christmas Emporium
- Tree Lighting Ceremony
- Yoga on the Plaza Series (6)
- Farmer's Market
- Bikefest
- Cruise Night Series (3)
- City Block Concert Series (10)





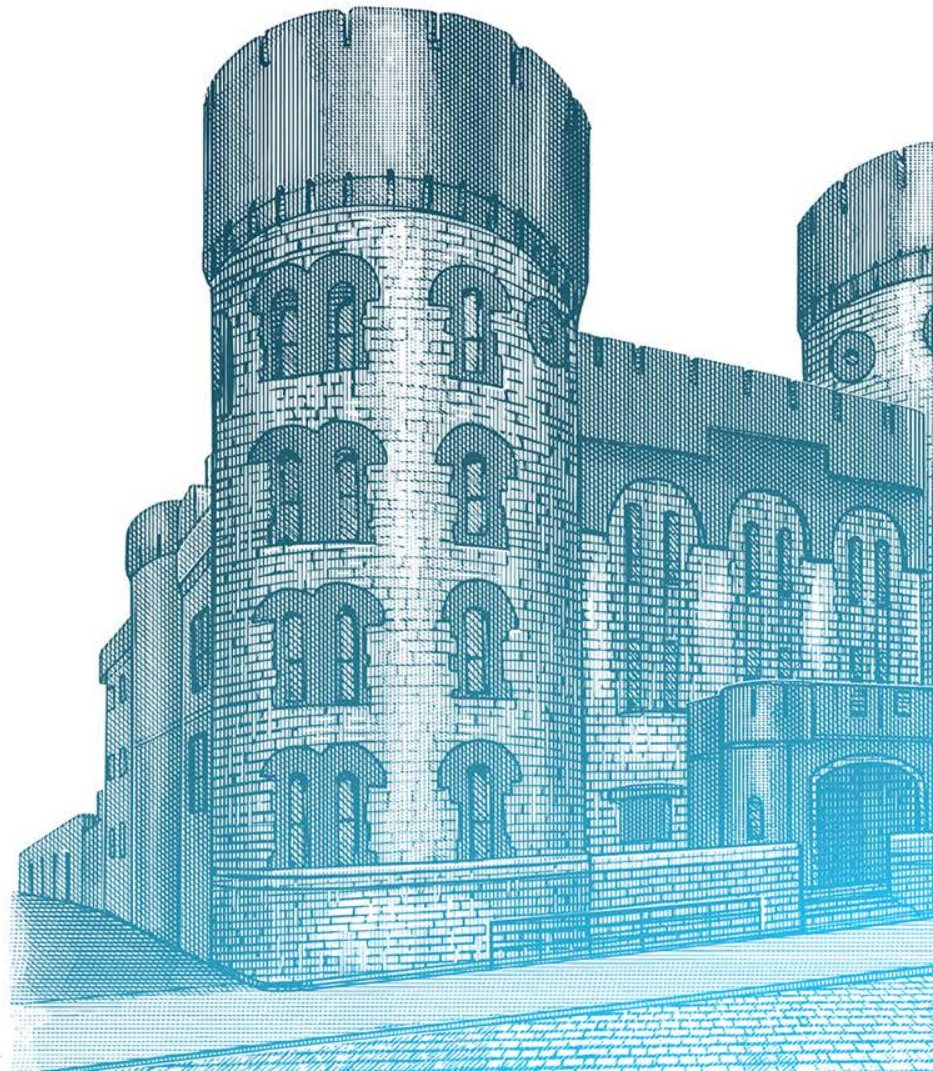


# Upcoming Entertainment

- ROAR! Comedy Club
- Cher – April 30<sup>th</sup>
- Aerosmith – August 21, 24, 26 & 29
- MGM Live – Summer 2019
  - 10 Free Concerts
  - 15 Paid Concerts



# ECONOMIC IMPACT



# Local Business Impact

## Some Businesses Close To New MGM Casino See Spike in Sales

By [Alden Bourne](#) • Sep 4, 2018, New England Public Radio  
<https://www.nepr.net/post/some-businesses-close-new-mgm-casino-see-spike-sales>



Edwa Moyet is the co-owner of C2Z Convenience Store. He estimates business is up about 20 percent since the casino opened.

"It's picked up a lot," he said. "A lot of traffic now. A lot of new faces. It's good. It's good for Springfield. It's good for the businesses, I believe. I don't know about the long run, but as for now, it's great."

The influx of people coming to visit the MGM casino is also boosting the bottom line of Red Rose Pizzeria, which is right next door. Owner Antonio Caputo estimates business is also up about 20%.

"Business has been wonderful," he said. "Seeing a lot of new faces, the sheer numbers. It's overwhelming. Stronger lunch, stronger afternoon. Late at night, yeah."

## BUSINESS CASE:

Local Downtown Hotel

### BEFORE MGM Springfield Opening

August 24, 2017 – December 31, 2017

- Occupancy : 70%
- Average Daily Rate: \$95

### AFTER MGM Springfield Opening

August 24, 2018 – December 31, 2018

- Occupancy : 84% (20% increase)
- Average Daily Rate: \$120 (21% increase)



# IMPACT OF MGM ON OVERALL HOTEL AND MEALS TAX

Local Option Room Occupancy Tax 5.0%				
Month	2017	2018	Variance	%Variance
September	100,256.81	137,409.03	37,152.22	37%
October	112,162.88	186,084.04	73,921.16	66%
November	106,253.85	203,119.53	96,865.68	91%
December	89,498.11	158,195.59	68,697.48	77%
<b>Total</b>	<b>\$ 408,171.65</b>	<b>\$ 684,808.19</b>	<b>\$276,636.54</b>	<b>68%</b>

Local Option Sales Tax on Meals .75%				
Month	2017	2018	Variance	%Variance
September	145,615.71	165,804.19	20,188.48	14%
October	150,949.49	198,006.67	47,057.18	31%
November	159,218.84	189,299.81	30,080.97	19%
December	144,418.36	179,166.05	34,747.69	24%
<b>Total</b>	<b>\$ 600,202.40</b>	<b>\$ 732,276.72</b>	<b>\$132,074.32</b>	<b>22%</b>





# THANK YOU

