

PROPOSED ENTERTAINMENT AND GAMING DESTINATION

EAST HARTFORD, CT





"GREAT MOMENTS
ARE BORN FROM
GREAT OPPORTUNITY"

— HERB BROOKS, COACH, 1980 U.S. OLYMPIC HOCKEY TEAM

East Hartford presents

the single most compelling
opportunity to develop
a transformative entertainment
and gaming destination

*in the Greater Hartford area—the supporting
evidence and rationale are overpowering.*

The town of East Hartford, CT, population of 51,252, is located on the banks of the Connecticut River. A part of Hartford County, East Hartford is bordered by South Windsor to the North, Hartford to the West, Manchester to the East and Glastonbury to the South. East Hartford is conveniently located off of I-91, I-84 and I-384 and is home to rapidly expanding Goodwin College, a private, non-profit, four-year institution with a population of 3,000 students.

The town is also the home of 40,642-seat Pratt & Whitney Stadium at Rentschler Field – the University of Connecticut's Division I football stadium.

The town is serviced by CTTransit, Greater Hartford's regional "fixed route" public bus service. In addition, Governor Dannel P. Malloy recently announced the eastward expansion of CTfastrak to East Hartford and Manchester, for which the state Bond Commission approved \$7 million in funding in late September.

East Hartford is also home to the World Headquarters of Pratt & Whitney, a subsidiary of United Technologies Corporation (UTC) and one of the nation's premier aerospace manufacturing companies.



**RICH
HISTORY**



CONNECTICUT CONVENTION CENTER



DOWNTOWN HARTFORD



DOWNTOWN NORTH DEVELOPMENT



PRATT AND WHITNEY STADIUM AT RENTSCHLER FIELD



**IDEAL
LOCATION**

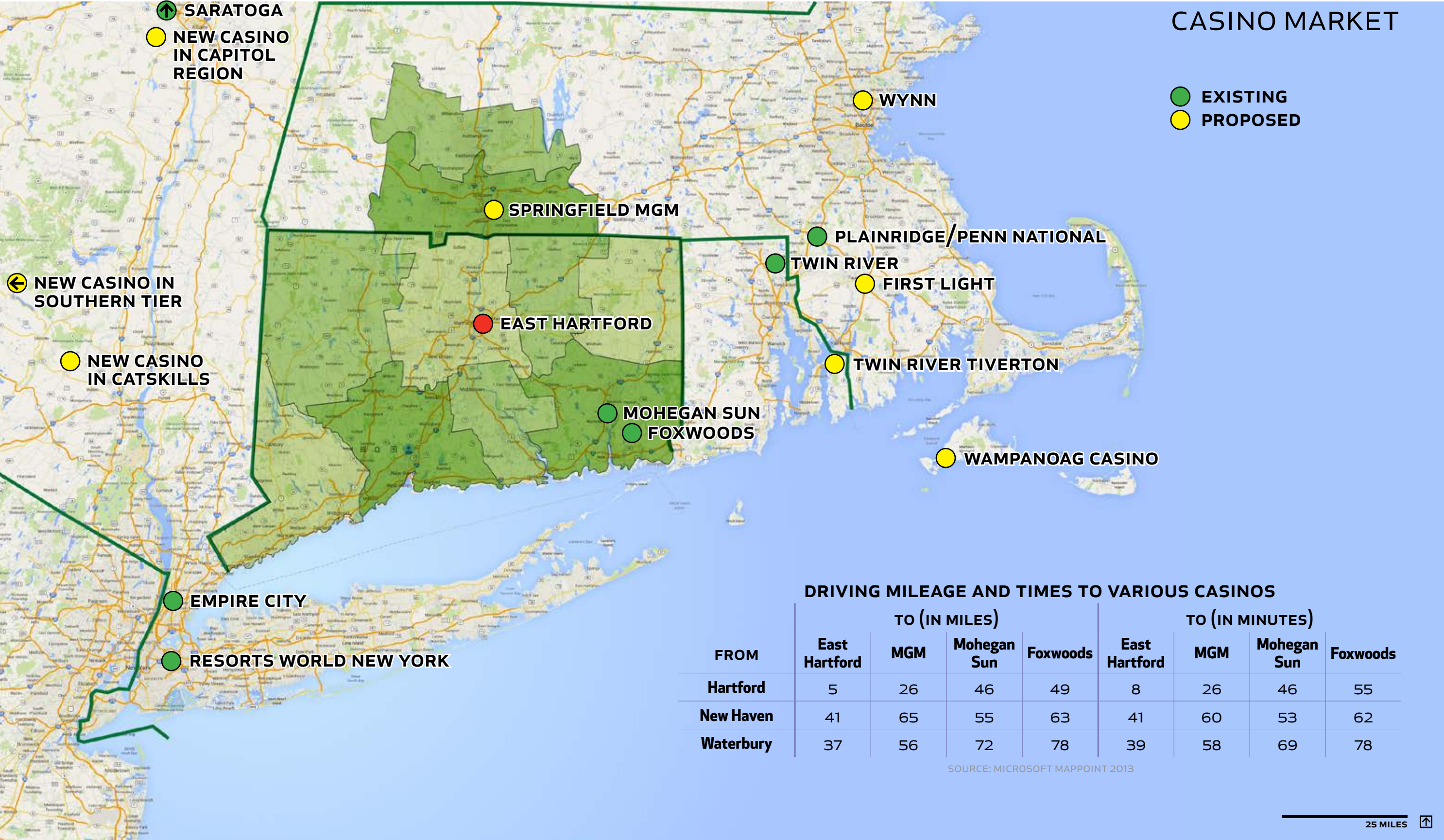


MAXIMUM VISIBILITY FROM INTERSTATE 84

PROPOSED ENTERTAINMENT AND GAMING DESTINATION

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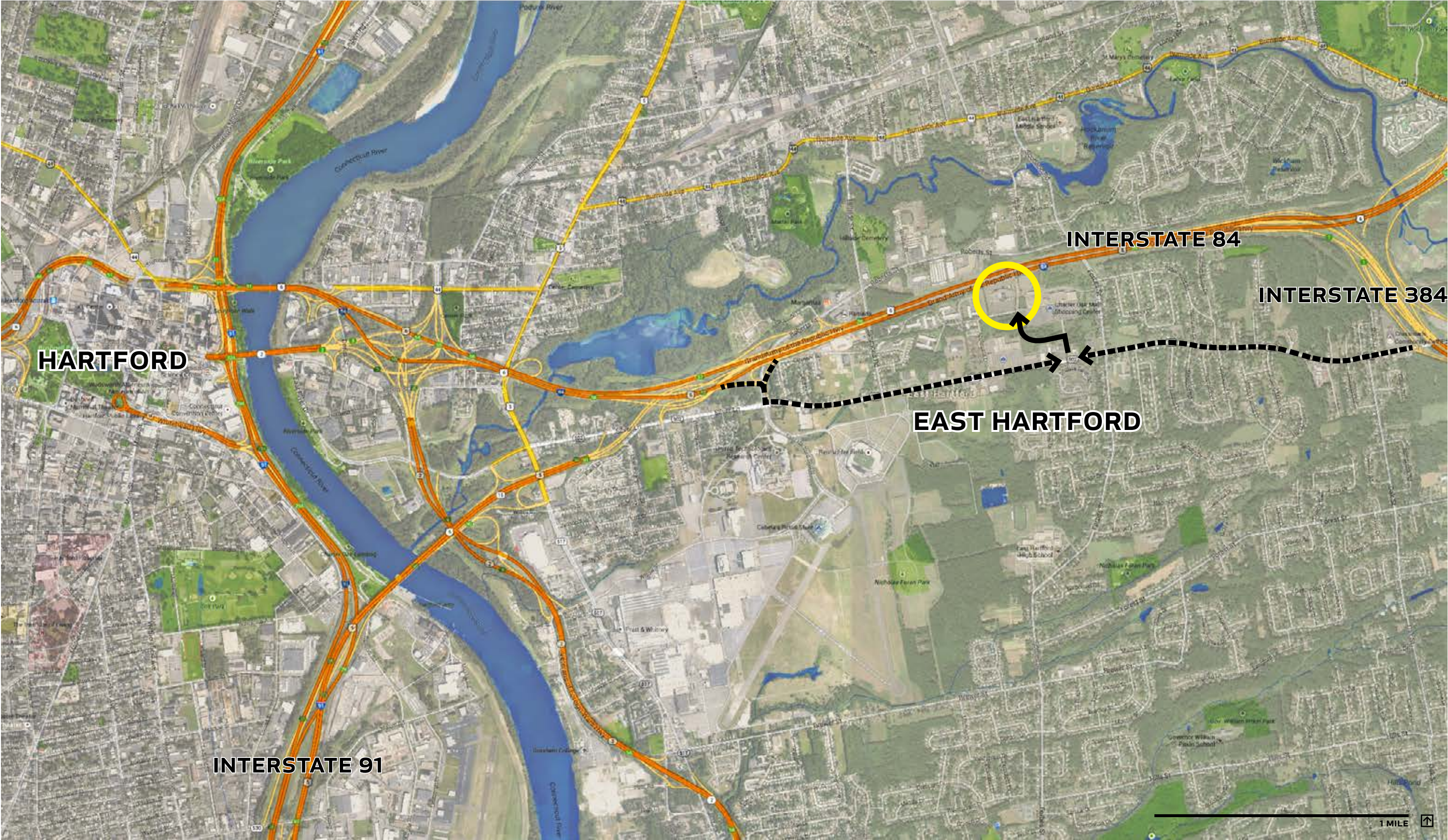
SEIZE THE MOMENT



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THE CASE FOR EAST HARTFORD

In Governor Malloy's words, "If a casino in Springfield becomes a reality, it's a game changer."

– January 2014

- Total gaming revenues to the CT General Fund decreased 35% from \$430.5 million in FY'07 to \$279.9 million in FY'14
- Entry of casinos in Massachusetts will result in further decreases of almost \$200 million in gross "slot wins" for the two Connecticut casinos and a commensurate \$50 million reduction in gaming tax revenues to the State of CT (in the analyzed year of 2019)* – this figure is viewed as "conservative" by CT casino sources
- An \$800 million casino built in Springfield logically presents the greatest threat to the two existing CT casinos—and state gaming revenues—due to Springfield's location just a short drive from the Hartford Metro area (roughly 26 miles in a direct "door-to-door" shot up Interstate 91)
- A casino in East Hartford is projected to achieve a slot win of some \$81.6 million in 2018 even with active gaming operations in MA*
- In year one of Springfield / Massachusetts being operable, we estimate that a "slots-only" casino in East Hartford would "recapture" some \$38.5 million in gaming revenues that would otherwise be lost to MA, yielding some \$9.6 million in gaming taxes for the state of CT*
- A casino in East Hartford would also increase CT gaming revenues by tapping into the now elusive, but significant Metro Hartford hotel guest market—the existing casinos are generally too far for hotel patrons to visit in meaningful numbers during 1, 2 and 3 night business or leisure stays (2.725 million occupied room nights in 2013 in Metro Hartford / Bradley Airport area)
- Based on mileage and drive time, a casino in East Hartford enables a critical "convenience factor" and increased frequency of play for patrons in Greater Hartford, Greater New Haven and Greater Waterbury than would Springfield or even Mohegan Sun – the closer of the two existing Connecticut casinos.
- If operable 12-14 months ahead of Springfield opening, we project total "slots win" in East Hartford to be \$155.5 million (yielding in excess of \$38.9 million to the state of CT in gaming tax revenues)*
- Potential "host community" fee agreement to be negotiated with East Hartford yielding new general fund revenues annually to the town
- Development and execution of a streetscape master plan with enhanced aesthetics, traffic and pedestrian-friendly improvements for Silver Lane from the Manchester town line to Roberts Street
- Potential collaboration and funding for a new "Silver Lane Façade Grant Program" – and Business Improvement District (BID)—with established standards, design review and approval processes—available to both existing businesses and new businesses moving to the Silver Lane commercial corridor
- Within applicable state and Federal laws, potential hiring preference for qualified East Hartford residents**. Readily accessible work force living in close proximity with easy access to public transportation, to be enhanced with eastward expansion of CTfastrak. Potential educational partnership with Goodwin College to provide customer service training in hospitality, management and casino operations.

* Source: PKF Consulting USA Gaming Demand Study / Economic Impact Analysis commissioned by the developer; initial projection based on a gaming facility sized for 1,000 slot machines.

** According to the CT Dept. of Labor (September 2015), the current unemployment rate for East Hartford is 6.5% vs. 5.1% for the state as a whole – a difference of 1.4%

EAST HARTFORD SINGULARLY UNIQUE SITE INTANGIBLES AND KEY DIFFERENTIATORS

“Speed to market”

12-18 months ahead of Springfield opening – pre-existing, 40-year history of entertainment and amusement use.

Least local approval hurdles

Local land use approvals are anticipated to be minimal.

Quickest to build out

Approximately 12 months with modification, renovation and expansion of an existing 75,000 square foot building. Design / Build Format. With a PLA potentially enabling a compressed, 24/7 construction schedule, a complete build out may be achievable in 9 - 10 months.

Minimal Infrastructure Costs

Extremely minimal transportation infrastructure-related modifications and cost – limited primarily to enhanced signalization along Silver Lane.

Potential for Footprint Expansion

Acquisition and assemblage of adjacent property would nearly double the size of the project footprint to upwards of 45+/- total acres.

Unmatched Visibility

Absolute maximum visibility from Interstate 84 (130,900 VPD) with significant frontage directly on the interstate.

Superior Accessibility

Located virtually at the nexus of I-84, I-91, I-384, I-291, and Routes 2, 5 & 15 enabling easy access from all points. Simple and convenient existing highway exits with existing ample off-ramp capacity both east and west of the site.

Convenience Gaming

Location personifies the greatest opportunity for “convenience gaming” and “impulse patron” market capture.

Contiguous “Park and Ride” Option

Opportunity to establish enhanced and highly functional “park and ride” facility for Greater Hartford patrons electing to travel to Foxwoods or Mohegan Sun primary facilities (via bus) to play, attend concerts or shows, shop and dine.

Unique

Nothing remotely comparable on I-91 north of Hartford.

Economic Catalyst / Momentum Builder *Achieving a Greater Public Purpose*

Substantial state investment in Rentschler Field – opportunity to bring increased momentum to projects on the drawing board for Rentschler; spur new growth opportunities, economic activity and ancillary development. Truly transformative for the Silver Lane commercial district.

Strong Local Political Support, No Public Referendum Required

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PHOTOS OF EXISTING SITE
& THE SURROUNDING AREA



Opportunity for the revitalization of a highly-visible segment of Silver Lane long marred by abandoned and dilapidating buildings, vacant storefronts, deteriorating retail facades, and general commercial decay.



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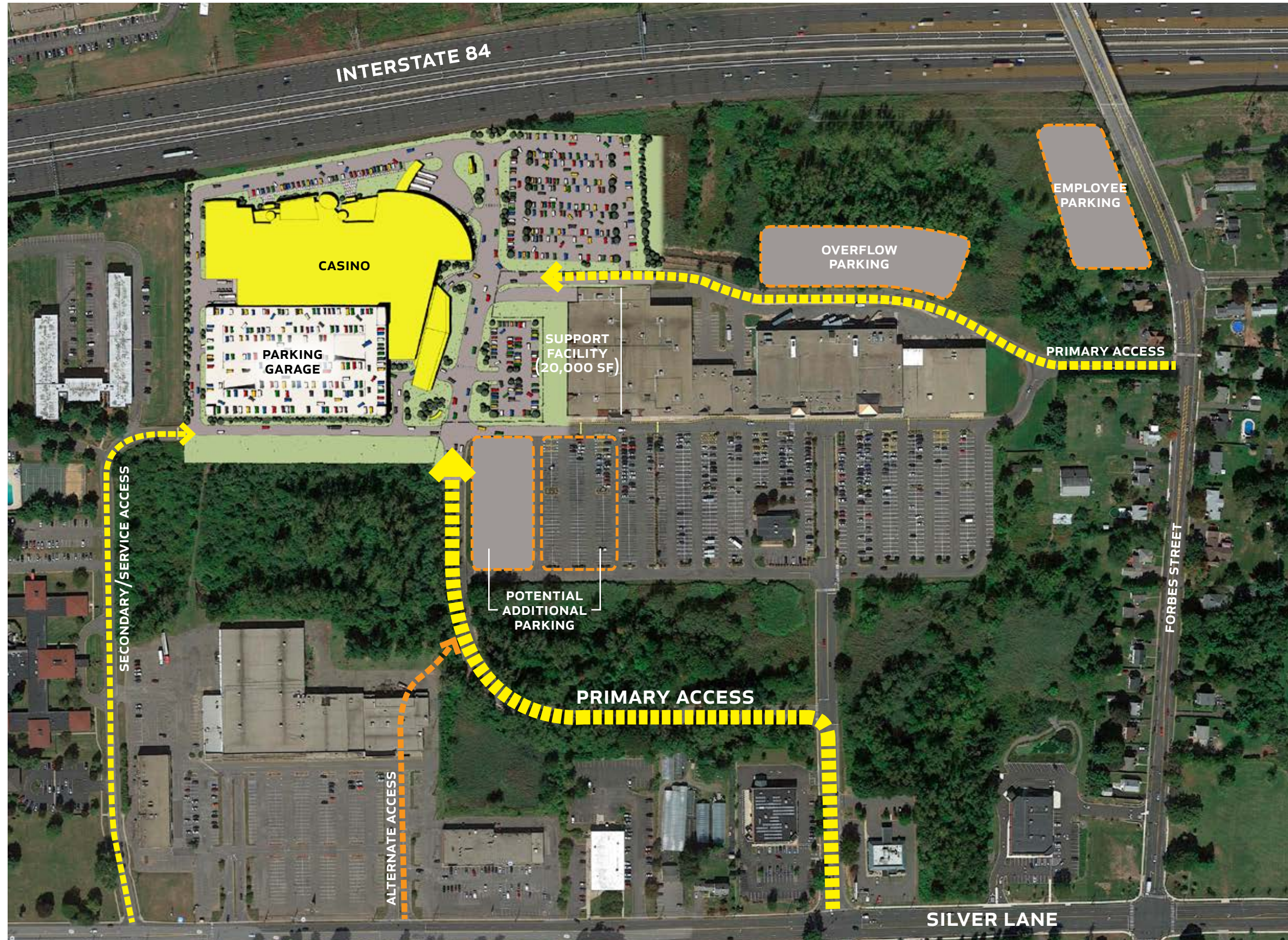
EXISTING SITE PLAN

- Maximum visibility with 2,160 feet of frontage located directly on interstate 84, just north of Hartford
- Silver Lane location sits conveniently between two interstate highway exits located just east and west of the site providing for easy access
- From Downtown Hartford and points west, take exit 58 off of I-84
- From Vernon and points east, take exit 1 off of I-384
- Projected costs associated with transportation infrastructure improvements to enable casino use are minimal
- Movie theater/motion picture/entertainment use in existence at this location for more than 40 years

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PROPOSED OVERALL SITE PLAN

- Property is transformed into a vibrant regional entertainment and gaming amenity, conveniently accessible from interstates.
- Potential to acquire adjacent property for footprint expansion
- Multiple points of site access
- Alternate entry option
- Second-to-none I-84 visibility; no other site discussed to date has a higher profile on a major interstate in the Greater Hartford area
- East and West Interstate access points

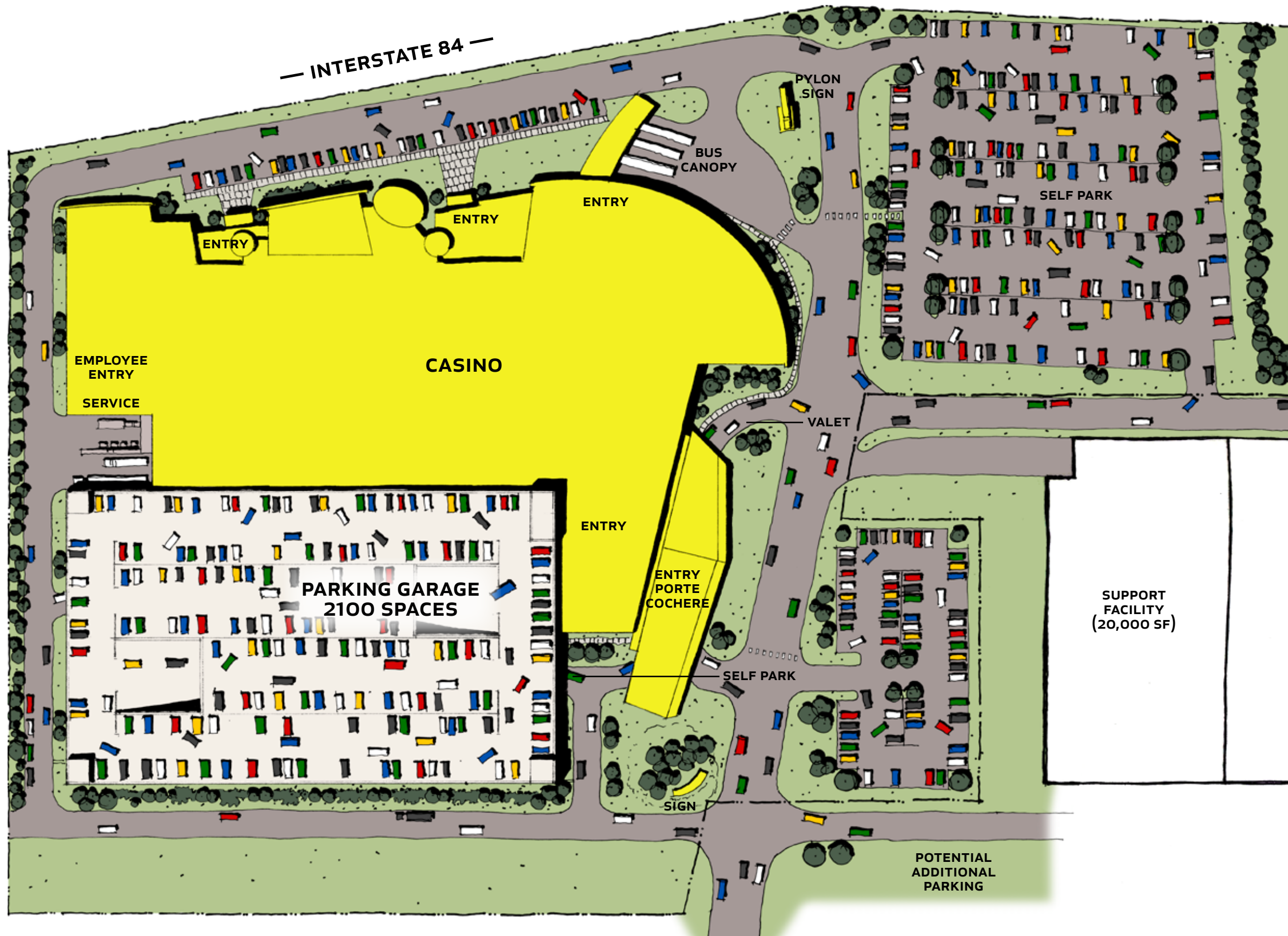
STRUCTURED PARKING

- Conveniently located on-site for quick and easy patron access
- 2,100 spaces on 6 levels
- Efficient layout based on standard pre-cast sizing to keep cost per space low
- Secure and Conditioned Elevator Lobby and Stairwell to all levels
- Access designed to allow for separate VIP parking on the 1st level
- Elevator Lobby attached directly to the Gaming Floor
- Convenient access to F&B amenities and Players Club

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CONCEPTUAL SITE PLAN

- Bus Program
- Multiple building entries for patrons
- Potential valet / VIP services
- Employee entry
- A canopy covered, three-berth bus docking station to accommodate robust regional and charter bus operations serving the venue
- Secluded service area
- 2,100-car parking garage directly connected to the casino
- 1,000 surface spaces, with 600 within 600' of an entry
- Porte Cochere at main entry
- Pylon sign at I-84 side
- Adjacent support building (approx. 20,000 sf available for "back of house" operations to possibly include administration, human resources and other functions)
- Proposed food and beverage components include:
 - Two full-service restaurants
 - Signature center bar / focal point of gaming floor
 - "Grab and go" fast food venues to possibly include Pepe's Pizza and Krispy Kreme or Dunkin' Donuts
 - Traditional German beer hall with communal tables / Bavarian beer garden
 - A piano bar with a more intimate setting
- 2nd level high-energy dance club visible from I-84
- Branding opportunities
- Gaming floor surrounded by active entertainment zones

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ENTERTAINMENT FEATURES

NEW ENGLAND BOXING HALL OF FAME



At parking lot or casino entrance to Arooga’s, expanded CT Boxing Hall of Fame display, or newly established “New England Boxing Hall of Fame” featuring such regional boxing stars of yesteryear as Rocky Marciano, Tony DeMarco, “Marvelous” Marvin Hagler, Vinny “The Pazmanian Devil” Paz, and, of course, home-grown Hartford champions Willie “Will o’ The Wisp” Pep and Marlon “Magic Man” Starling. Bronze installations of Pep and Starling.



DROP ZONE

An 8,000 square foot, Vegas-style high energy dance club with state-of-the-art lighting and sound system. In a salute to the U.S. Army’s legendary 101st Airborne Division – “The Screaming Eagles” – the proposed name, Drop Zone or DZ – in military terms, a specific area upon which airborne troops, equipment, or supplies are airdropped.



In a salute to East Hartford’s storied history as a hub of aviation/ aerospace manufacturing – and given the close proximity of Pratt and Whitney’s World Headquarters and its once active airfield, Rentschler Field—a retired, vintage fighter jet complete with Pratt and Whitney (P&W) engines will hang from the ceiling of the atrium and be spotlighted during the evening hours. Pursuit and acquisition of a plane suitable for display should be undertaken with the assistance and collaboration of the New England Air Museum.

“Keep the Eagle Flying” has long been a mantra used by P&W and scores of their employees past and present in conveying both their pride and the importance of their mission in manufacturing the finest military aircraft engines in the world for the nation’s defense.

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**AERIAL
RENDERING**
LOOKING WEST

THIS AERIAL RENDERING WAS
PREPARED PRIOR TO THE PROPOSED
ADDITION OF A 2,100 CAR PARKING
GARAGE TO THE CONCEPTUAL
SITE PLAN

THIS AERIAL IS PROVIDED PURELY
FOR ORIENTATION PURPOSES

PROPOSED ENTERTAINMENT AND GAMING DESTINATION

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AERIAL RENDERING

LOOKING SOUTHWEST

- Potential for installation of large-scale rooftop solar array for ancillary “green” power generation
- Potential rooftop installation of significant logo signage with maximum visibility for overflying aircraft

(Brainard Field and Bradley Int’l. Airport flight paths and approaches)

THIS AERIAL RENDERING WAS PREPARED PRIOR TO THE PROPOSED ADDITION OF A 2,100 CAR PARKING GARAGE TO THE CONCEPTUAL SITE PLAN

THIS AERIAL IS PROVIDED PURELY FOR ORIENTATION PURPOSES

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PERSPECTIVES



VIEW FROM NORTH



VIEW FROM NORTH - CURRENT CONDITIONS

- Additional exterior signage opportunities for two full-service restaurants.
- Visible dance club experience from highway.
- Inviting bus program, conveniently located for patrons.
- Two full-service restaurants are accessible to both casino patrons and non-gamers.
- Views from Casino, concourse, two restaurants, night club connector and night club.
- Multiple points of entry.
- Full wall LED screen on I-84

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INTERIOR IMAGERY



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TALE OF THE TAPE

Rationale For East Hartford Vs. I-91 North Location *

* With East Windsor or Windsor Locks as a potential “Host Community”

- No site along the I-91 North corridor is remotely comparable – certainly none have the overpowering set of intangibles and attributes presented by East Hartford. Further, no other site has the high-profile, highway visibility and direct frontage sought on a major interstate.
- PKF’s “gaming demand” analysis yields a strong belief that ***East Hartford will produce a higher level of base and incremental gaming revenues—and, hence, higher state revenues—than any I-91 North location*** based on several compelling factors – a statement never refuted by Mohegan or Mashantucket Pequot officials.
- Relative to Mohegan concerns about revenue displacement (shrinkage) of its existing customer base in Uncasville, PKF has projected an impact of 2.6% (loss) in slot win in year one of East Hartford operations with absolutely ***no material difference*** in the degree of impact (loss) if an I-91 North site were ultimately chosen; year one loss for Foxwoods primary venue is projected to be 1.9%. The fact is, a casino in East Hartford would mitigate a significant material portion of these projected losses. Most importantly, in PKF’s opinion, the degrees of impact between East Hartford and a site located in the I-91 North corridor ***should not be a material deciding factor when it comes to site selection.***

PKF’s conclusion on this point was essentially validated by the tribes’ own consultant, Clyde Barrow of Pyramid Associates, who, when asked by the *New Haven Register*, “Would there be a difference if the casino was built at the site of a former movie theater along I-84 in East Hartford, as opposed to a former movie theater along I-91 in East Windsor?” responded by saying, “There are going to be some marginal differences, but they’re not going to change the numbers I presented in this report. Whether it’s Enfield or Windsor Locks is not going to make a big difference.” *

The conclusions reached by these two highly respected consulting firms in essence refute the notion that—in a Hartford County site search scenario—adding linear travel miles / driving distance from the two primary Tribal gaming venues will somehow impact (further minimize) anticipated revenue displacement in a meaningful or significant way. In other words, the argument put forth by some that “building it closer to the border” is materially less impactful to Mohegan Sun or Foxwoods than “building it closer to Hartford” is unfounded.
- Daily traffic count on I-84 passing the East Hartford site is 130,900 vehicles per day (VPD) vs. East Windsor with 94,900 VPD—***a difference of 36,000 cars a day!*** When compared to potential sites discussed in Windsor Locks, the level of disparity in favor of East Hartford is far greater. The Route 20 connector between I-91 and Bradley International Airport sees an average daily traffic count of 56,200 vehicles—***a difference of nearly 75,000 cars a day!*** Logically then, East Hartford presents ***the*** most superior opportunity for “impulse patron” capture.
- According to Clyde Barrow, “The key to the success of the new casino is convenience and its ability to capture the convenience gambler. These are the gamblers who aren’t looking for the bells and whistles...They’re looking to drive 30 to 40 minutes, gamble for 2 to 3 hours, and go home.” From the Pyramid report, “There is a clear relationship between functional distance—or convenience—and expenditures on gaming, particularly spending on slot machines...” ***This being said, the essential importance of “contributing highways” to such a venue and volume of play—enabling ease of access and convenience factor for patrons traveling from the state’s major population hubs—overwhelmingly favors East Hartford.***

Patrons traveling from Greater New Haven and Greater Waterbury will need to travel 10-11 miles further to a gaming / entertainment venue built in East Windsor or Windsor Locks than they would to get to a similar facility developed in East Hartford.
- Relative to the belief in some quarters that the I-91 North corridor provides the “best defensive posture” to keep revenues from leaving the state – and, more specifically, from migrating to Springfield – this begs a simple question, “Why would most gaming patrons frequent or even drop by a facility built in East Windsor or Windsor Locks when they can travel an additional 13-15 miles up the road to a new, \$800 million, full-blown entertainment and gaming complex in Springfield?” ***The fact is, East Hartford is located much closer to the state’s major population centers than any I-91 North site logically yielding greater trip frequency.***
- Catalyst for Rentschler Field’s full build-out. Above and beyond development of the venue itself, ***real*** opportunities for enhanced economic activity and ancillary development ***should absolutely*** be a factor in site selection, thereby achieving an even greater public purpose.

* Source: “Consultant Says Convenience is Key in Capturing Gambling Revenue”, *New Haven Register*, May 7, 2015

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EAST HARTFORD DEVELOPMENT TEAM

DEVELOPER: **Silver Lane Partners, LLC**
GLASTONBURY, CT

ARCHITECT: **JCJ Architecture**
HARTFORD, CT

PROGRAM ADVISOR: **D'Amato Builders and Advisors, LLC**
NORWICH, CT

SITE DESIGN, TRANSPORTATION AND ENGINEERING: **Milone and MacBroom, Inc.**
CHESHIRE, CT

STRUCTURAL ENGINEER: **DeSimone Engineers**
NEW HAVEN, CT

GAMING DEMAND / ECONOMIC IMPACT ANALYSIS: **PKF Consulting USA**
PHILADELPHIA, PA

LEGAL COUNSEL: **Updike, Kelly and Spellacy, P.C.**
HARTFORD, CT

TRANSACTIONAL COUNSEL: **Kroll McNamara Evans & Delehanty, LLP**
WEST HARTFORD, CT

PARKING ADVISORS: **Desman Associates, Inc.**
ROCKY HILL, CT
Laz Parking
HARTFORD, CT

REAL ESTATE ADVISOR: **Colliers International**
HARTFORD, CT

ENTERTAINMENT AND GAMING AMENITIES

**2,000 Gaming Machines, 50 Table Games
and 15 Poker Tables**

200 Seat Casual Dining

205 Seat Sports Bar

Grab and Go Outlets

German Beer Hall / Bavarian Beer Garden

Piano Bar

Center Bar

High Energy Dance Club – Drop Zone

Bus Program

2,700 Patron Parking Spaces

325 Remote Employee Parking Spaces

PROSPECTIVE PRIME TENANT



MMCT Venture, LLC



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FOR ADDITIONAL INFORMATION PLEASE CONTACT
Tony Ravosa, Silver Lane Partners, LLC (860) 918-4222