



Bally's Richmond Casino Resort

Operated by one of the largest gaming companies in the U.S.



\$650 Million World Class Casino and Resort

- 1.6 million total sq ft
- 2,500 slot machines, 90 table games, 30 poker tables
- 4-star 250-room hotel; 3,000 space parking structure
- 45,000 sq ft event space w/ 3,000 seats
- 13 food & beverage venues ft. local brands
- Local retailer-focused "Richmond Rewards" program
- Full-service, Richmond visitor center

Cornerstone for Economic Growth

- Attract 3.7 million visitors annually
- Generate \$5.3 billion of economic value over 10 years
- Create 4,300 construction jobs and 2,000+ permanent jobs
- "Richmond Rewards" program to grow local economy by \$30+ million annually

Commitment to the Richmond Community

- Bally's operates its 11 casinos in 7 states (soon to be 15 casinos in 11 states) with a community-first policy
- Resort would serve as the *conflict-free* centerpiece of Bally's Atlantic Coast footprint with no competing property within 200 driving miles
- \$100 million upfront payment to the City
- 15+ million customer database to foster Richmond's evolution into a tourist destination
- Unique "Richmond Rewards" program incentivizes players to redeem rewards at local retailers



Local Minority Partnerships and Participation

- The Carolinas-Virginia Minority Supplier Development Council and the Virginia Asian Chamber of Commerce support Bally's commitment to provide opportunities for minority business enterprises and emerging small businesses
- Local partners include The Lanier Family (Willie Lanier Sr. – NFL HOF and Willie Lanier, Jr.), Darrell Green (NFL HOF), and Warren Thompson (founder of largest minority employer in VA)
- Minority partners to play critical role in developing relationships with local / minority-owned businesses and residents