

# CITY OF RICHMOND RESORT CASINO RFQ/P



COMMUNITY UPDATE  
April 8 and 9, 2021

## Meeting Agenda

6:00 P.M. Overview & Timeline

Summary of Engagement

Next Steps

6:45 P.M. Q&A

7:00 P.M. Adjourn

## Meeting Guidelines

- Type questions into the Q&A box
- This is a Teams Live Event which allows for more participants. All attendees are muted and cannot share their videos.

# RESORT CASINO TIMELINE



2019

- **March 2019:**

Virginia General Assembly adopts legislation to permit casino gaming in five Virginia localities (Bristol, Danville, Norfolk, Portsmouth, Richmond); however, legislation does not take immediate effect and instead required (1) that JLARC complete a study on casino gaming and (2) that the General Assembly approve casino gaming in 2020.

2020

- **November 2019:**

JLARC reports its findings to the Governor and General Assembly

2021

# RESORT CASINO TIMELINE



2019

2020

2021

- **January/February 2020:**

Richmond City Council discusses casino legislation pending at the 2020 Virginia General Assembly and the concept of bringing casino gaming to Richmond with the City's lobbyist during at least four public meetings.

During Feb. 3 meeting Council came to general consensus that it would like the opportunity to explore bringing a casino gaming establishment to Richmond provided that the City would have local control over selecting the casino operator and site via a competitive process.

2019

2020

2021

- **April 2020:**

Governor Northam signs updated casino legislation (as approved by the Virginia General Assembly) into law. Legislation gives the City of Richmond flexibility to select a preferred operator/site, which selection must occur prior to putting the question of whether to approve a casino gaming establishment to Richmond voters via referendum.

- **November 3, 2020:**

Voters in all four other Virginia cities permitted to have casino gaming approve casino referendums with over 65% voting yes in each city.

- **December 2020:**

In order to help inform RFQ/P, the City posts survey seeking community input regarding what Richmonders believe the City should consider in a proposal for a resort casino.

2019

2020

2021

- **January 2021:**  
Richmond EDA approves hiring of casino gaming expert consultant, Convergence Strategy Group, to conduct market assessment and aid City through its review of proposals and selection of preferred casino gaming operator.
- **February 2021:**  
City receives proposals from six casino operators.
- **February – May 2021: (We are here)**  
City begins to share information about the proposals and invites the public to provide comments. In mid-March the City reduced the number of proposal to three. The City will announce a preferred operator and site in May.



# RESORT CASINO TIMELINE



2019

2020

2021

- **June 2021:**

In order to include casino referendum, City Council must select preferred operator/site and submit to Va. Lottery for pre-certification

- **July/August 2021:**

Upon successfully preliminary review, Va. Lottery certifies approval for Richmond to proceed to referendum and City requests the Circuit Court orders the referendum for the Nov. 2, 2021 ballot.

- **November 2, 2021:**

Richmond voters decide whether a casino gaming establishment will be permitted in the City of Richmond by voting yes or no to the following referendum question:.

**“Shall casino gaming be permitted at a casino gaming establishment in the city of Richmond, Virginia and [insert the casino location within the city] as may be approved by the Virginia Lottery Board.”**

# SHARE AND LISTEN OVERVIEW (FEBRUARY 26 – APRIL 6)



## Documents/Videos Shared

- Presentation on Market Study, Benefits, Mitigation, and Revenue Uses
- Market Study Document
- One-Pagers for the 6 proposals
- YouTube Videos of the 3 short-listed proposals
- Zoning & Land Use Tables

## Comment Opportunities

- 4 Konveio Boards
- Emails
- Community Meetings

## 6 Virtual Meetings Hosted by the Evaluation Panel

- Process & Precedents: March 9<sup>th</sup>
- Process & Precedents: March 10<sup>th</sup>
- Konveio Questions/Comments Conversation: March 23<sup>rd</sup>
- Live! Casino Hotel Richmond Presentation and Q&A: March 30<sup>th</sup>
- One Casino + Resort Presentation and Q&A: March 31<sup>st</sup>
- Bally's Richmond Resort Casino: April 1<sup>st</sup>

## 4 Virtual Meetings Hosted by Others

- City Council Informal Meeting: March 8<sup>th</sup>
- 4<sup>th</sup> Council District Meeting: March 18<sup>th</sup>
- 1<sup>st</sup> Council District Meeting: March 25<sup>th</sup>
- 2<sup>nd</sup> Council District Meeting: March 29<sup>th</sup>

Watch the videos and download content at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)



# PROCESS & PRECEDENTS MEETING: MARCH 9<sup>TH</sup> & 10<sup>TH</sup>



## I. Overview of the Process

## II. Convergent Strategy Group Presentation

### — Fiscal and Employment Projections

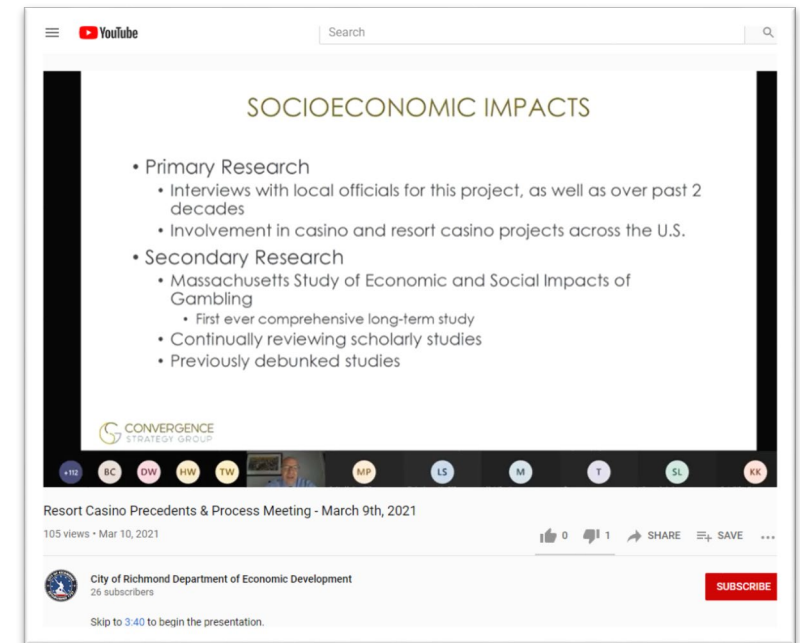
- \$19M - \$21M per year in gaming taxes
- \$10M - \$10.5M per year in meal, hotel, sales, property taxes
- 1,875 - 2,035 full-time employees

### — Market

- 78% of revenues would come from outside of Richmond
- Drawing from 2.5-hour drive from Richmond
- Taking into account competition from existing, planned, and proposed gaming facilities

### — Gamer Profile

- Men are more likely to gamble than women (77% of men vs. 70% of women)
- Middle-aged adults (25-64) are more likely to gamble than younger adults (75% of middleaged adults compared to 55% of young adults)
- Those who identify as White are more likely to gamble than those who identify as Hispanic, Black, or Asian (75% of Whites compared to 63% of Hispanics, 66% of Blacks, 56% of Asians)



Download the full Market Assessment report and watch videos of the March 9<sup>th</sup> and 10<sup>th</sup> presentations at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)

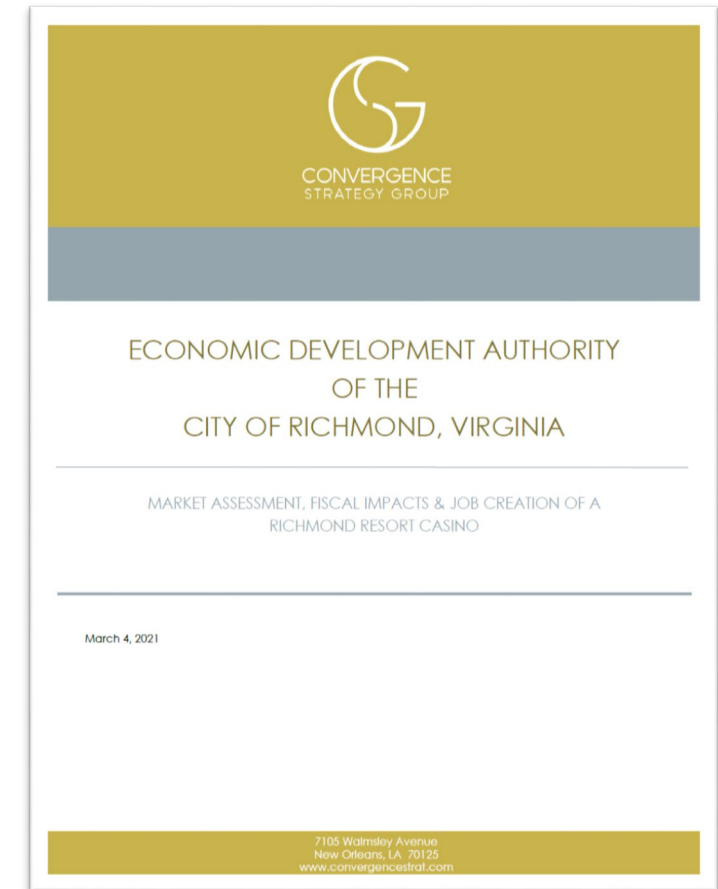
## II. Convergent Strategy Group Presentation (cont.)

### — Research Review

Sources: interviews with City officials in Ohio and Massachusetts, 20 years of experience, and review of unbiased research (<https://www.umass.edu/seigma/>)

- Socioeconomic impacts of resort casinos
- Ways to mitigate problem gambling
- Crime fears are typically overblown
- Traffic impacts can be mitigated through infrastructure improvements
- Benefits other localities have negotiated with operators
  - Philanthropic giving
  - Direct payments for city needs
  - Commitments to hire locally and reach certain pay levels
  - Commitments to hire MBE firms
  - And more.

## III. Overview of Konveio Platform



*Download the full Market Assessment report and watch videos of the March 9<sup>th</sup> and 10<sup>th</sup> presentations at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)*

# PROCESS & PRECEDENTS MEETING: MARCH 9TH & 10TH



## III. Summary of the 6 Proposals

- Bally's
- Golden Nugget
- Live! (Cordish Companies)
- One Resort + Casino (Urban One & Peninsula Pacific)
- Pamunkey
- Wind Creek

## IV. Overview of Konveio Platform

**Bally's Corporation (NYSE: BALY)**  
61 Acre Project at Powhite Pkwy/Chippenham Pkwy

**Bally's Richmond Casino Resort**  
Operated by one of the largest gaming companies in the U.S.

**\$650 Million World Class Casino and Resort**  
• 3.5 million total sq ft  
• 3,500 slot machines, 90 table games, 30 poker tables  
• 4,500 sq ft event space w/ 1,000 seats  
• 13 food & beverage venues ft. local brands  
• Local retailer focused "Richmond Rewards" program  
• Full service, Richmond casino center

**Concerts for Economic Growth**  
• Attract 2 million visitors annually  
• Generate \$1.3 billion of economic value over 10 years  
• Create 4,500 construction jobs and 3,000 permanent jobs  
• "Richmond Rewards" program to grow local economy by \$300 million annually

**Commitment to the Richmond Community**  
• Bally's operates in 11 states in 3 states open to be 15 casinos in 11 states with a community-first policy  
• Resort would serve as the perfect first centerpiece of Bally's Atlantic Coast footprint with no competing property within 100 driving miles  
• \$100 million upfront payment to the City  
• 125 million customer dollars to foster Richmond's evolution into a tourist destination  
• Unique "Richmond Rewards" program incentives players to redeem rewards at local retailers

**Local Minority Partnerships and Participation**  
• The Cordish 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 (Vine Lanes Dr. - 100, 105 and 110 W. Main St.), 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

**Site Plan**

**Live! Casino & Hotel Richmond** by The Cordish Companies  
1301 N. Arthur Ashe Blvd. Richmond, VA 23230

**A World-Class Casino Entertainment Resort** by the development of Live! Casino & Hotel Maryland, Live! Casino & Hotel Philadelphia, Live! Casino Pittsburgh, Hard Rock Casino & Hotel Hollywood, FL, and Hard Rock Casino & Hotel Tampa, FL.

**Live! Economic Impact**  
• \$1.5 billion in construction jobs  
• 1,500 jobs during construction  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation

**Best Bet for Richmond**  
• World-class entertainment and gaming  
• World-class entertainment and gaming  
• World-class entertainment and gaming  
• World-class entertainment and gaming  
• World-class entertainment and gaming

**Community & Social Impact**  
• World-class entertainment and gaming  
• World-class entertainment and gaming  
• World-class entertainment and gaming  
• World-class entertainment and gaming  
• World-class entertainment and gaming

**ONE**  
Commerce Road and Walmsley Boulevard, on property now owned by Philip Morris USA

**Meet Urban One**  
CEO, Alfred C. Lewis, II  
• 100+ million in revenue over the next 10 years  
• 100+ million in revenue over the next 10 years  
• 100+ million in revenue over the next 10 years

**Economic and Community Impact**  
• ONLY BLACK-OWNED CASINO IN THE COUNTRY  
• 100+ million in revenue over the next 10 years  
• 100+ million in revenue over the next 10 years  
• 100+ million in revenue over the next 10 years

**Introducing ONE**  
• 950,000 sq ft on 100 Acres  
• 90,000 sq ft Casino  
• 150-room Hotel  
• 12 Bars & Restaurants  
• 200 Entertainment Events Annually  
• 55 Acre Park and Green Space  
• TV & Radio Production Studios

**Golden Nugget Hotel & Casino**  
Richmond, Virginia

**Richmond Community Commitment**  
• \$100 million investment  
• 1,500 jobs during construction  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation

**Project Specs**  
• \$100 million dollar development  
• 1,500 jobs during construction  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation

**Golden Nugget Site Plan**

**Pamunkey Tribe Resort & Casino**  
5090/5030 Commerce Road - Richmond, VA

**Features**  
• 24.5 acre project - 191 and 192  
• 1,500 rooms, full-service hotel  
• 1,500 rooms, full-service hotel  
• 1,500 rooms, full-service hotel

**Economic Impact**  
• \$100 million investment  
• 1,500 jobs during construction  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation

**Great Partner**  
• \$100 million investment  
• 1,500 jobs during construction  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation

**Wind Creek Richmond**  
Manchester Area

**Project Details**  
• \$150 million development  
• 1,500 jobs during construction  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation

**Project Strengths**  
• \$150 million development  
• 1,500 jobs during construction  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation

**Wind Creek Hospitality**  
• \$150 million development  
• 1,500 jobs during construction  
• 1,500 jobs during operation  
• 1,500 jobs during operation  
• 1,500 jobs during operation

Download the one-pagers and watch videos of the March 9<sup>th</sup> and 10<sup>th</sup> presentations at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)



# KONVEIO BOARDS – ROUND 1 (MARCH 9 – APRIL 6)



**Potential Negative Impacts:** What concerns you about a casino in Richmond? How can your concerns be mitigated?

**Funding Benefits:** How would you use new review for the City? For your community?

**Community Benefits:** What are meaningful community benefits that a resort casino could provide for the City? For your community?

RESORT CASINO  
POTENTIAL NEGATIVE  
IMPACTS

- Increased traffic
- Gaming addiction
- Alcohol-related problems
- Need for additional utility services
- Casino-associated opportunistic crime
- Need for additional public safety services
- Increases or decreases in property value

What concerns you about a casino in Richmond?

RESORT CASINO  
POTENTIAL NEGATIVE  
IMPACTS

What concerns you about a casino in Richmond?

How can your concerns be mitigated?

Additional comments

Additional comments

RESORT CASINO  
FUNDING BENEFITS

- Infrastructure improvements
- Funding for affordable housing
- Funding for public transportation
- New general fund revenue for the City
- Funding for Richmond Public Schools
- Funding for parks and recreational projects
- Funding for community-based organizations
- Funding for improvement or redevelopment of public property

How would you use new revenue for the City?

RESORT CASINO  
FUNDING BENEFITS

How would you use new revenue for the City?

How would you use new revenue for your community?

Additional comments

Additional comments

RESORT CASINO  
COMMUNITY  
BENEFITS

- Jobs with benefits
- New unskilled and skilled jobs
- New job training programs
- MBE participation
- Philanthropic opportunities
- Contracting opportunities for local businesses
- \$15 per hour minimum wage for non-tipped positions
- Expanded gaming and non-gaming entertainment options
- Stimulates additional development
- Increased tourism
- Higher and better use for undeveloped or underdeveloped property
- Opportunities for local businesses to have a presence in the resort casino

What are meaningful community benefits for the City?

RESORT CASINO  
COMMUNITY  
BENEFITS

What are meaningful community benefits for the City?

What are meaningful benefits that a resort casino could provide for your community?

Additional comments

Additional comments

# QUESTIONS/COMMENTS MEETING: MARCH 23<sup>RD</sup>



## I. Overview of the Process

## II. Summary of Feedback Received and Common Questions

## III. Open Q&A

A screenshot of a YouTube video player. The video is titled "Resort Casino Konveio Q & A - March 23rd, 2021" and has 99 views as of March 25, 2021. The video content shows a presentation slide titled "KONVEIO QUESTIONS" with four sections: "Additional Development", "Employment", "Benefits", and "Revenue Use". The slide also includes a "Tourism" section and an "Environment" section. The video player interface includes a search bar, a play button, a progress bar, and a "SUBSCRIBE" button for the "City of Richmond Department of Economic Development" channel, which has 27 subscribers.

**KONVEIO QUESTIONS**

**Additional Development**

- Will additional development be geared toward local businesses? I foresee this only becoming a center for big chain store and surface parking lot development.
- What types of additional development are typical within the surrounding areas of a casino?

**Employment**

- Will there be plans to hire a certain percentage of builders and casino workers from within our own communities?
- Please specify how many jobs will be created and how that compares to a different development opportunity, such as a grocery store or restaurant.
- How many of those jobs do we believe will go to City of Richmond residents vs the greater surrounding area?
- How will Richmond residents without cars get to those jobs, quickly, safely, at all hours, and in all weather conditions?

**Benefits**

- Can a casino anchor a grocery store, fund a BRT, build affordable housing, extend a bus network, or combat a heat island?

**Revenue Use**

- Do residents get to decide how the funding is spent? Does it decrease our property tax rate as a result?
- All of these causes could be funded via other means. What is the argument for a casino being the best way to meet these goals?

**Tourism**

- What about Richmond's other tourism attractions? Would the casino help bring in people to those already established and Richmond resident-owned businesses? How many people visit a casino and actually leave the property?

**Environment**

- Will environmental work be done beforehand? Wetland and threatened/endangered species surveys?

Resort Casino Konveio Q & A - March 23rd, 2021

99 views • Mar 25, 2021

City of Richmond Department of Economic Development  
27 subscribers

SUBSCRIBE

Watch the videos at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)

# VIDEOS POSTED ON MARCH 24<sup>TH</sup>



Watch the videos at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)



# KONVEIO BOARDS – ROUND 2 (MARCH 24 – APRIL 6)



- What do you think are strengths of this proposal (as shared via video and 1-pager)?
- What do you think are weaknesses of this proposal (as shared via video and 1-pager)?
- What do you think makes this a good location for a resort casino?
- What do you think makes this a bad location for a resort casino?
- What can be done to make this location favorable for a resort casino?

## RESORT CASINO COMMUNITY BENEFITS

Operator:

Bally's Rich Casino Res

- Video
- One-pager

Live! Casino Hotel Richn

- Video
- One-pager

One Casino + Resort

- Video
- One-pager

RESORT CASINO COMMUNITY BENEFITS

The comments previously submitted on this board can be found [here](#), and are being reviewed - comments already submitted do **not** need to be repeated. Below is a blank version of the board with space to allow for new comments.

Operators	Proposal	Location	What do you think makes this a good location for a resort casino?	What do you think makes this a bad location for a resort casino?	What can be done to make this location favorable for a resort casino?
<div>Bally's Richmond Casino Resort</div> <ul style="list-style-type: none"> <li>• Video</li> <li>• One-pager</li> </ul>	What do you think are <b>strengths</b> of this proposal (as shared via video and 1-pager)?	What do you think are <b>weaknesses</b> of this proposal (as shared via video and 1-pager)?	What do you think makes this a <b>good</b> location for a resort casino?	What do you think makes this a <b>bad</b> location for a resort casino?	What can be done to make this location favorable for a resort casino?
<div>Bally's Richmond Casino Resort</div> <ul style="list-style-type: none"> <li>• Video</li> <li>• One-pager</li> </ul>					
<div>Live! Casino &amp; Hotel Richmond</div> <ul style="list-style-type: none"> <li>• Video</li> <li>• One-pager</li> </ul>					
<div>One Casino + Resort</div> <ul style="list-style-type: none"> <li>• Video</li> <li>• One-pager</li> </ul>					

Watch the videos at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)

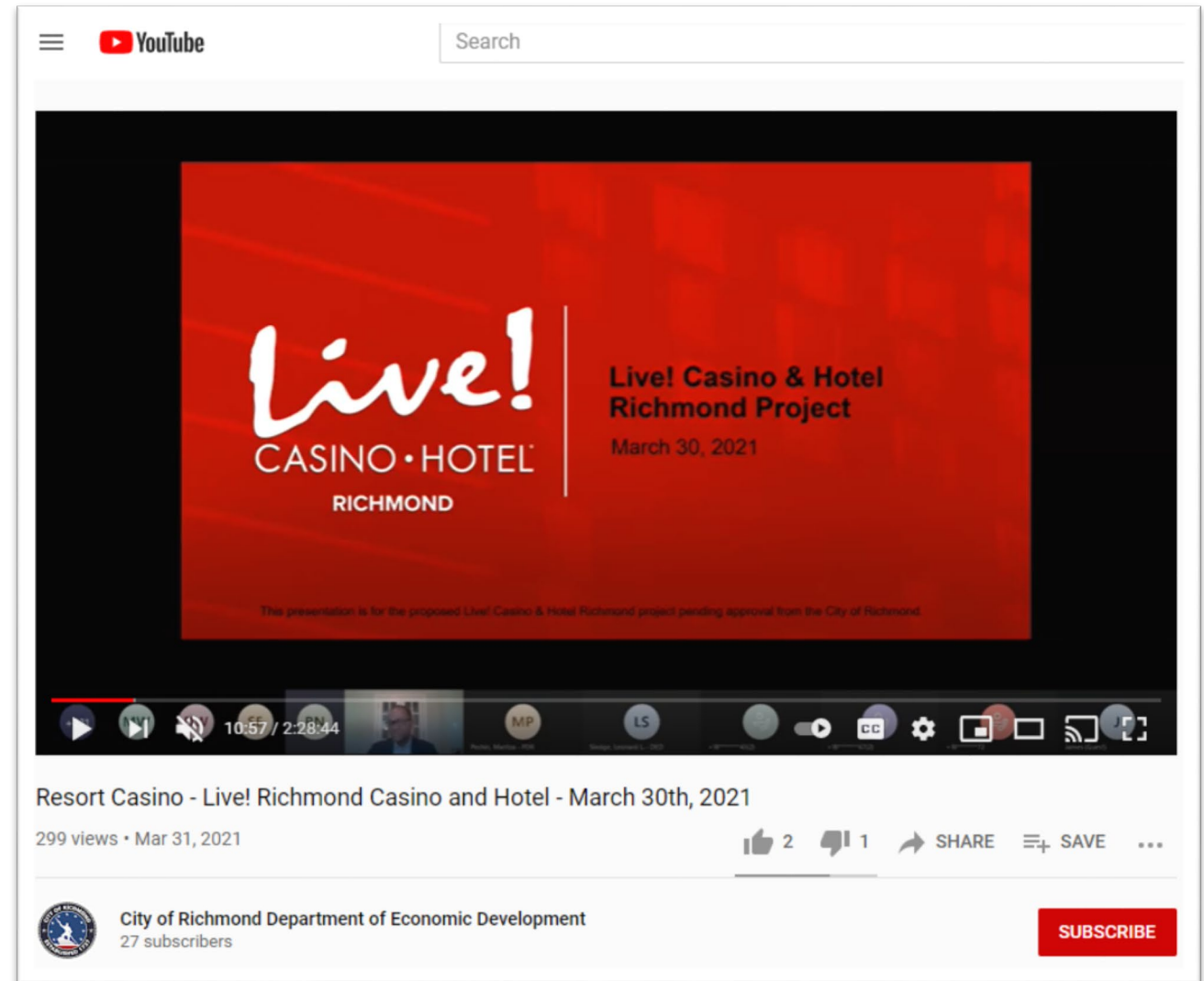


[www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)

## I. Overview of the Process

## II. Presentation by the Cordish Companies on their proposal for Live! Casino Hotel Richmond at Ashe Blvd. and W. Leigh St.

## III. Open Q&A



Watch the videos at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)

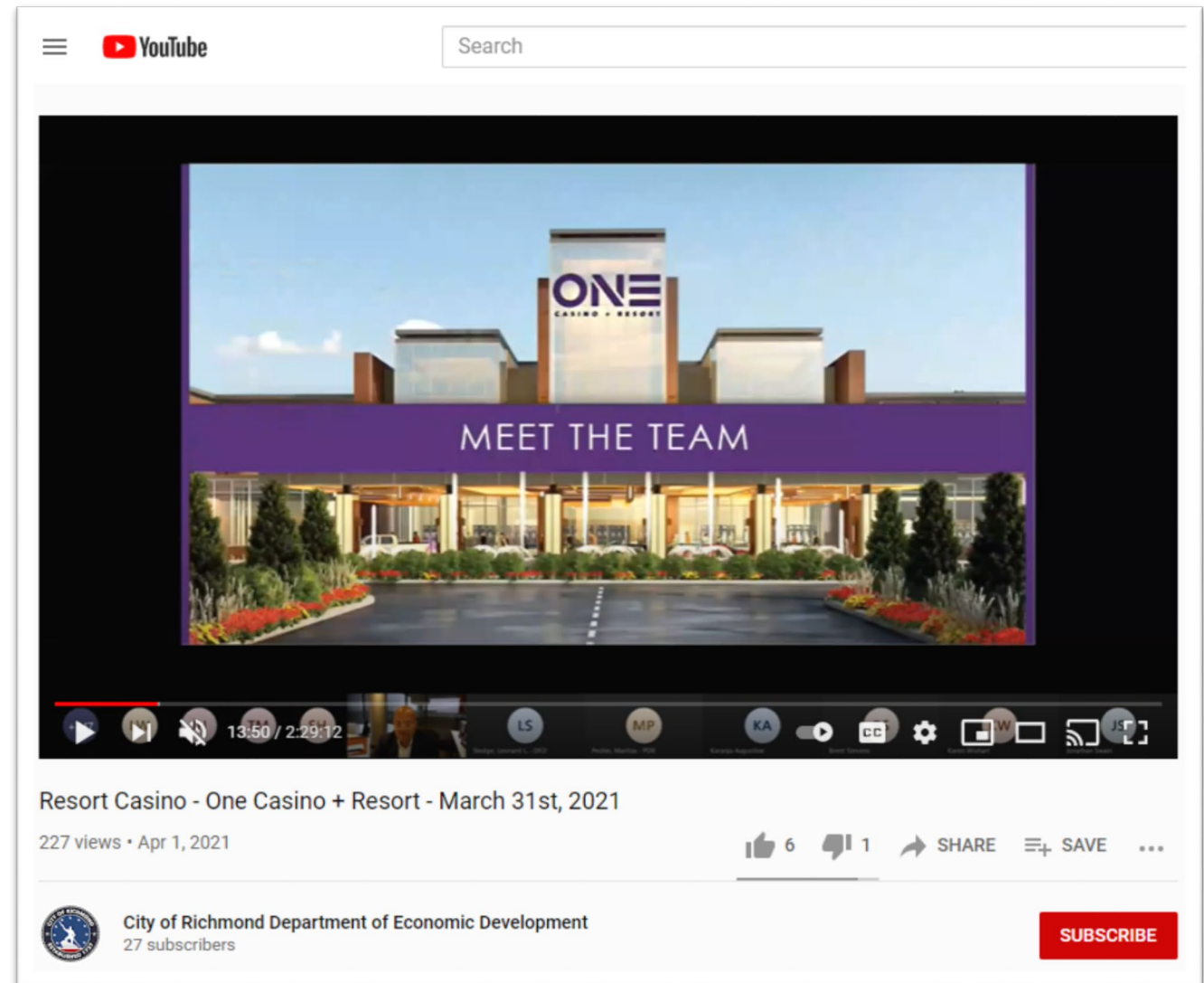
# ONE CASINO + RESORT MEETING: MARCH 31<sup>ST</sup>



## I. Overview of the Process

## II. Presentation by Urban One and Peninsula Pacific on their proposal for One Casino + Resort near Walmsley Blvd. and Commerce Rd.

## III. Open Q&A



Watch the videos at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)



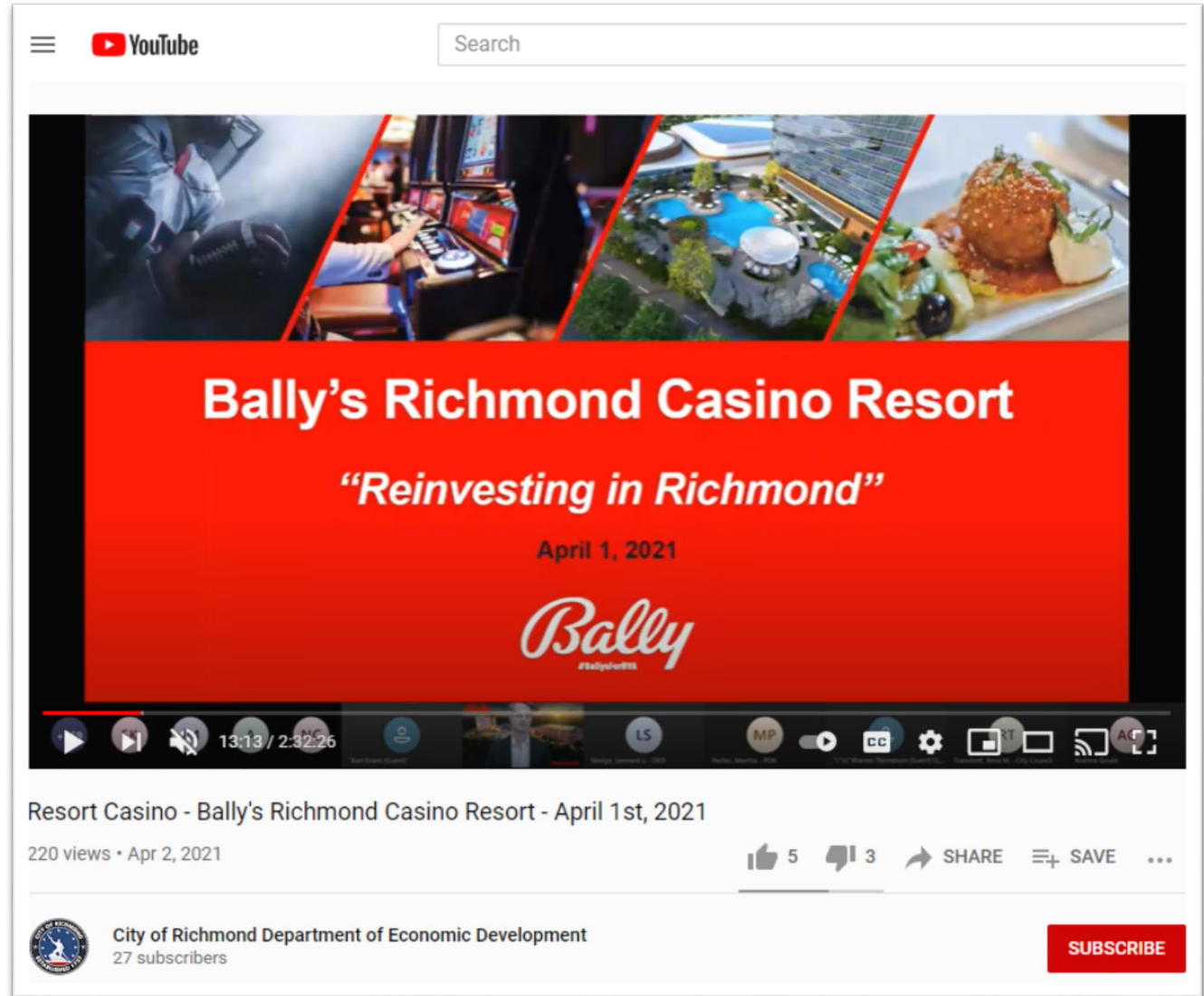
# BALLY'S RICHMOND: APRIL 1<sup>ST</sup>



## I. Overview of the Process

## II. Presentation by Bally on their proposal for Bally's Richmond Casino Resort near Chippenham Pkwy. and Powhite Pwky.

## III. Open Q&A



Watch the videos at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)

## February 26- April 8 Engagement

- Virtual Meeting Attendees: **~1,250**
- Konveio Comments on 4 Boards: **1,980**
- Emails Received: **1,500+ and counting**
- Proposal Video Views: **4,400**
- Meeting Video Views: **1,021**

*It is difficult to determine how many of the commentors, email senders, video viewers, and meeting attendees are individuals who reside in the City of Richmond.*

## Voting Population

- In the last gubernatorial election (2017), Richmond City's voter turnout was **54.2%**
- As of April 1, 2021, Richmond City has **159,110** registered voters, accounting for **~ 68.3%** of the population
- If voter turnout in November 2021 is similar to 2017, there may be **~ 86,237** voters
- If we assume we have heard from **~1,500** unique individuals during this process, we have reached **~1.7%** of the 2021 voters

Watch the videos and download content at [www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)

# INITIAL REVIEW OF COMMENTS – CONCERNS & PERCEPTIONS



These are not comments from the Evaluation Panel, but rather a review of the comments received from the community.

- **No desire for a casino anywhere in Richmond**

- **Decreased property values**

- **Traffic**

- Increased congestion along corridors
- Increased drunk driving

- **Impact on neighborhoods**

- Would hurt residential neighborhoods
- People will leave the area
- Too close to schools

- **Environment**

- Air pollution
- Light pollution
- Runoff from impervious surfaces

- **Harm to local businesses**

- **Crime and Safety**

- Increased organized crime, human trafficking
- Drug issues

- **Short-Term Gain Only**

- Would not create meaningful revenue or benefits in the long term
- Gambling market is saturated, options nearby

- **Tourism**

- Will attract the “wrong type” of tourists

- **Employment**

- Would not use union jobs
- Would not use local contractors
- Would not increase meaningful job opportunities

- **Stress on infrastructure (water, sewage, electricity)**





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## **Mitigation Ideas**

- Minimum wage at \$17/hour
- Use some union labor
- Infrastructure improvements
- Police presence

## **Community/City Benefit Ideas**

- Increased revenue for the City
- Expanding local businesses
- Increased tourism
- Adding jobs to the economy, especially for minorities
- Daycare
- Grocery store
- Green space/park

## **Revenue Uses Ideas**

- Richmond Public Schools
- Roadway improvements
- Stormwater management improvements
- Affordable housing, homeless resources
- Parks and Recreation, libraries, etc.
- Lower taxes
- Job training
- Increase pay for police, teachers, city employees
- Community development

# INITIAL REVIEW OF COMMENTS – BALLY’S RICHMOND RESORT CASINO



These are not comments from the Evaluation Panel, but rather a review of the comments received from the community.

	Strengths	Weaknesses	Ideas for Improvement
<b>Provider</b>	<ul style="list-style-type: none"> <li>— Resort-Casino experience in other states</li> <li>— Hires unionized employees</li> <li>— HR benefits</li> <li>— Endorsement from unions</li> <li>— Inclusion of CVMSDC/VA Asian COC</li> </ul>		<ul style="list-style-type: none"> <li>— Mitigate local neighborhood traffic by making entrance only on Chippenham</li> <li>— Make dedicated exit ramp on Chippenham/Powwhite</li> <li>— Regular subsidy to GRTC</li> <li>— Build public pool for locals</li> <li>— Partnership with a company that specializes in wetland mitigation banking to ensure no lasting damage to wetlands</li> </ul>
<b>Location</b>		<ul style="list-style-type: none"> <li>— Wetlands, flooding, near River</li> <li>— Potential gravesites on site</li> <li>— Close to schools and single-family neighborhood</li> <li>— Lack of transit access, not near highway, traffic/safety concerns</li> <li>— Does not align with Richmond 300</li> <li>— Effects will spillover to County, who will not be able to vote</li> <li>— Too close to Rosie’s</li> </ul>	
<b>Proposal</b>	<ul style="list-style-type: none"> <li>— \$100m upfront payment</li> <li>— Solar panels</li> <li>— Parking deck (instead of surface parking)</li> <li>— Most lucrative</li> <li>— Most appealing venue</li> </ul>	<ul style="list-style-type: none"> <li>— No environmental impact study</li> <li>— No traffic study</li> <li>— 20-story building is wrong for character of area</li> <li>— Seemingly unconcerned with nearby area</li> </ul>	

# INITIAL REVIEW OF COMMENTS – LIVE! CASINO HOTEL RICHMOND



These are not comments from the Evaluation Panel, but rather a review of the comments received from the community.

	Strengths	Weaknesses	Ideas for Improvement
<b>Provider</b>	<ul style="list-style-type: none"> <li>— Vision for Inclusion</li> <li>— Experience in city transformation</li> <li>— More resort-casino experience</li> <li>— HR benefits provided for employees</li> </ul>		<ul style="list-style-type: none"> <li>— Incorporate a movie theater into resort</li> <li>— Expand Arthur Ashe from I-64 to be a 6-lane road</li> <li>— Developers could specifically include funds for improvements to the Diamond</li> </ul>
<b>Location</b>	<ul style="list-style-type: none"> <li>— Aligns with Richmond 300 density/nodes</li> <li>— Proximity to I-95/I-64, Greyhound</li> <li>— Proximity to the GRTC Pulse</li> <li>— Near other existing attractions</li> <li>— Central in the City</li> <li>— Potential for spill over benefits to be in the City (vs. County)</li> <li>— Already defined as an entertainment center</li> <li>— Walkable area</li> </ul>	<ul style="list-style-type: none"> <li>— Nearby areas like Scott's Addition are already vibrant and unique</li> <li>— Close to residential neighborhoods</li> <li>— Not enough parking in area</li> <li>— Near historic area</li> <li>— Does not align with Richmond 300</li> <li>— Negative impact to small businesses</li> <li>— Traffic concerns (Arthur Ashe, Broad)</li> </ul>	
<b>Proposal</b>	<ul style="list-style-type: none"> <li>— Partnership with VUU and J. Sergeant Reynolds</li> <li>— Venue size</li> <li>— Most number of permanent jobs</li> <li>— Highest average salary</li> </ul>	<ul style="list-style-type: none"> <li>— Architecture of building doesn't fit with character of area</li> </ul>	

# INITIAL REVIEW OF COMMENTS – ONE CASINO + RESORT



These are not comments from the Evaluation Panel, but rather a review of the comments received from the community.

	Strengths	Weaknesses	Ideas for Improvement
<b>Provider</b>	<ul style="list-style-type: none"> <li>— Minority-owned business</li> <li>— Commitment to diversity</li> <li>— Local business inclusion</li> <li>— Profit sharing</li> </ul>	<ul style="list-style-type: none"> <li>— Least experience as casino operator</li> <li>— Didn't highlight its work with unions or employee benefits beyond profit sharing</li> <li>— Conflict of interest in partnering with owner of Rosie's Gaming</li> </ul>	<ul style="list-style-type: none"> <li>— Build public pool for city residents nearby</li> <li>— Parking deck with solar panels</li> <li>— Space for rotating restaurants within the building</li> </ul>
<b>Location</b>	<ul style="list-style-type: none"> <li>— Proximity to RIC</li> <li>— Close to I-95</li> <li>— Industrial area</li> <li>— Underdeveloped area with space for expansion</li> <li>— Low impact to traffic</li> </ul>	<ul style="list-style-type: none"> <li>— Not near downtown or other Richmond attractions</li> <li>— Near minority residential neighborhood</li> <li>— Car-dependent location</li> <li>— Environmental concerns</li> <li>— Proximity to industrial uses</li> </ul>	
<b>Proposal</b>	<ul style="list-style-type: none"> <li>— Large greenspace</li> <li>— Festival lawn with dedicated space for food trucks</li> <li>— Radio and video production</li> </ul>	<ul style="list-style-type: none"> <li>— Surface parking lot</li> <li>— Smallest hotel of the 3 proposals</li> </ul>	

# WAYS TO ADDRESS CONCERNS



## **Problem Gaming, Security, Alcohol**

- Robust problem gaming programs and funding.
- Strict security plans that ensure safety of patrons and that underage gambling is not allowed (already a VA Lottery requirement).
- RPD office on-site.
- Strict alcohol programs that limit alcohol abuse (already a VA Lottery requirement).

## **Infrastructure, Design**

- Operator pays for all infrastructure improvements to accommodate impact of travel to/from the facility and meet water and electricity needs.
- Enhanced GRTC transit service paid by operator.
- Design that minimizes environmental impact (e.g., manage stormwater on-site, mandate dark sky lighting requirements, buildings designed to LEED Silver standards, etc.).

## **Tourism and Local Business**

- Points programs that include willing local businesses.
- Shuttle service to points of interest in the city.
- Richmond Region tourism desk on-site.
- Include non-gambling features, such as resort amenities (e.g., spa, hotel, wellness center, etc.), entertainment/event venues (e.g., space for concerts, conferences, etc.), greenspace, etc.

## **Ownership, Contracts, Jobs, Training**

- Minimum MBE ownership and participation in construction and operations.
- Lowest salary position paid a minimum of \$15/hour and workforce development partnerships with universities and other workforce entities.
- Commitment to hire 60% of positions with Richmond residents.

## **Community Funding**

- Additional payments to fund priorities identified by the community (e.g., schools, affordable housing, parks, roads, etc.)

# WHY IS THE CITY CONSIDERING THIS OPPORTUNITY?

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**The General Assembly has allowed Richmond to have a competitive process to select a resort casino operator and site (after the City Council lobbied for competition) and then hold a referendum.**

**Virginia's resort casino approach is unique.**

**There is gambling in Richmond today.**

**There are drinking establishments in Richmond today.**

**Resort Casino are more than gaming.**

**Richmond has limited debt capacity.**

**Richmond needs more jobs that pay a good wage and don't require a high level of skills.**

**City revenues estimated at \$30M annually and can be used to pay for new schools, affordable housing, parks, roads, etc. (Not including additional payments the operators are offering)**



- **May 2021:** Evaluation Panel announces recommended operator and site
- **June 2021:** Council votes on resolution to petition the Courts to add a referendum to the November 2021 ballot
- **November 2, 2021:** Richmond voters decide whether a casino gaming establishment shall be permitted in the City of Richmond by voting yes or no to the following referendum question:

*“Shall casino gaming be permitted at a casino gaming establishment in the city of Richmond, Virginia and [insert the casino location within the city] as may be approved by the Virginia Lottery Board.”*

[www.rva.gov/economic-development/resort-casino](http://www.rva.gov/economic-development/resort-casino)

