

Resort Proposal Overview

Bally's
PETERSBURG

April 2024

Today's Presenters



CHRISTOPHER JEWETT

SENIOR VICE PRESIDENT
CORPORATE DEVELOPMENT

- ~20 years of experience in the gaming and hospitality industry
- Responsible for strategic growth initiatives across the portfolio



TRACEY WILEY

EXECUTIVE DIRECTOR
DIVERSITY, EQUITY & INCLUSION

- Previously the Virginia Director of the Department of Small Business and Supplier Diversity
- Engaged in the Virginia community throughout career



AMEET PATEL

SENIOR VICE PRESIDENT
REGIONAL GENERAL MANAGER

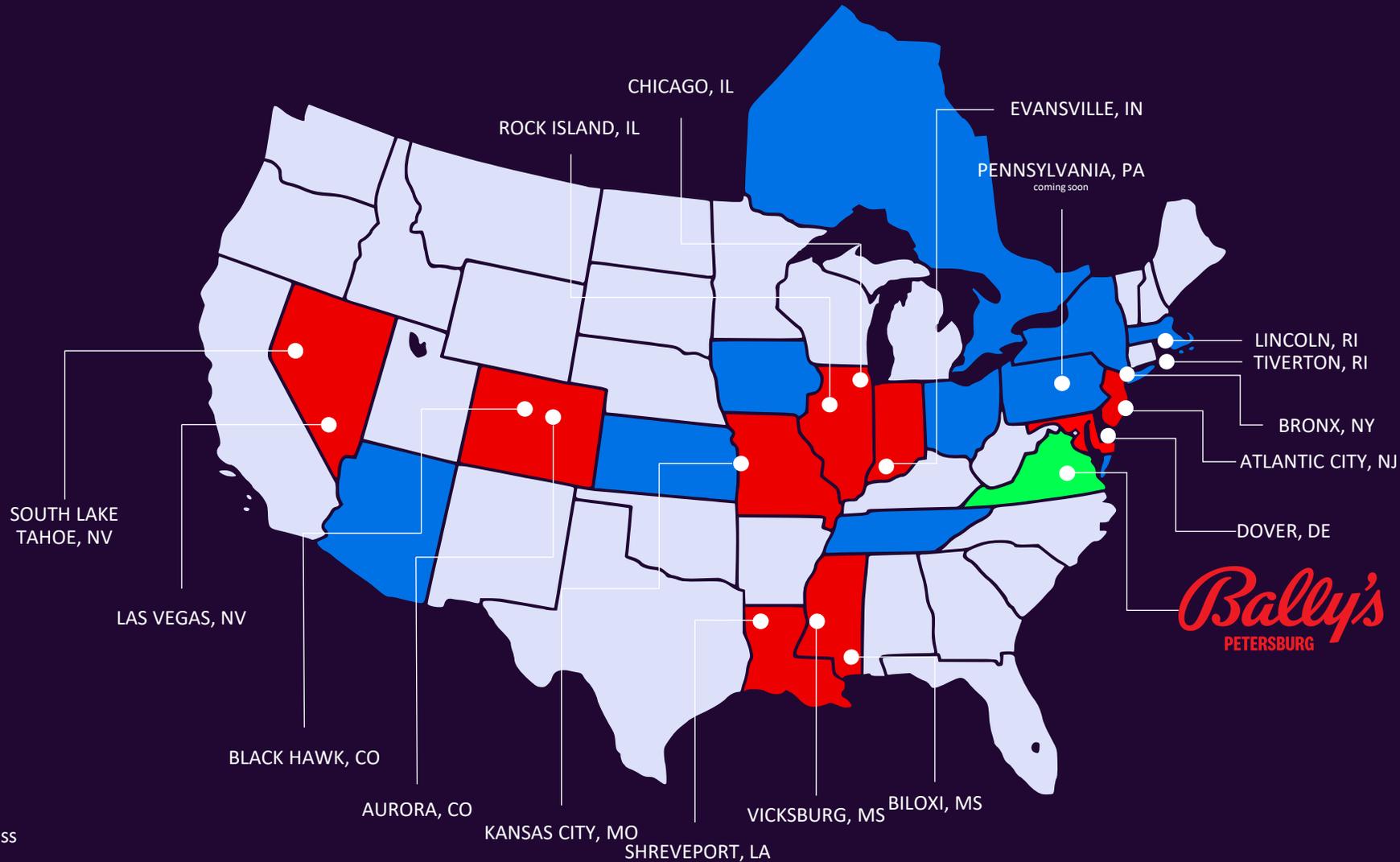
- 25+ years of leadership and operating experience in the gaming and hospitality industry
- Leads operational initiatives across casinos and resorts portfolio



Bally's

Properties	16 ⁽¹⁾
Active Employees	10,000
# of Slot Machines/VLTs	15,000
# of Gaming Tables	550
# of Hotel Rooms	3,900

- States with Casino
- States with iGaming/Online Sports Betting access
- Future Home of Bally's Petersburg



* (1) Property count includes 3 Blackhawk, CO properties and excludes Arapahoe Park Racetrack in Aurora, CO and Bally's Golf Links at Ferry Point in Bronx, New York



Pride of Petersburg

Bally's

Bally's

Bally's
PETERSBURG



Bally's PETERSBURG

OUR VISION

*A premier destination, offering exceptional entertainment, and a catalyst for economic growth in Petersburg through **direct local ownership***

Why Bally's Petersburg?



SIGNIFICANT ECONOMIC VALUE

- ~\$500 million of investment in one phase
- Creation of over 2,300 jobs



NO NEARBY PROPERTIES

- Solely focused on Petersburg market
- Closest property over a 4-hour drive time away



DIVERSITY, EQUITY & INCLUSION

- Commitment to local Petersburg ownership
- Commitment to local and minority partners
- Hiring and vendor diversity prioritization



SPEED TO MARKET

- Temporary casino to generate benefits quickly
- Millions of taxes and investment



GLOBAL BRAND

- Leverage Bally Rewards program
- Internationally known brand

Our Commitments – For Petersburg, By Petersburg

Local Ownership

15%
Ownership in the Project

Job Creation

2,300+
Jobs Created

Prioritize
Minority, Women & Veteran
Hiring

Economic Benefits

\$225 Million
in New Direct
Payments to City

\$675 Million
of Total Economic
Value to Virginia

Committed Hotel Partners

Committed to a **500 Room Hotel**



All About Petersburg!

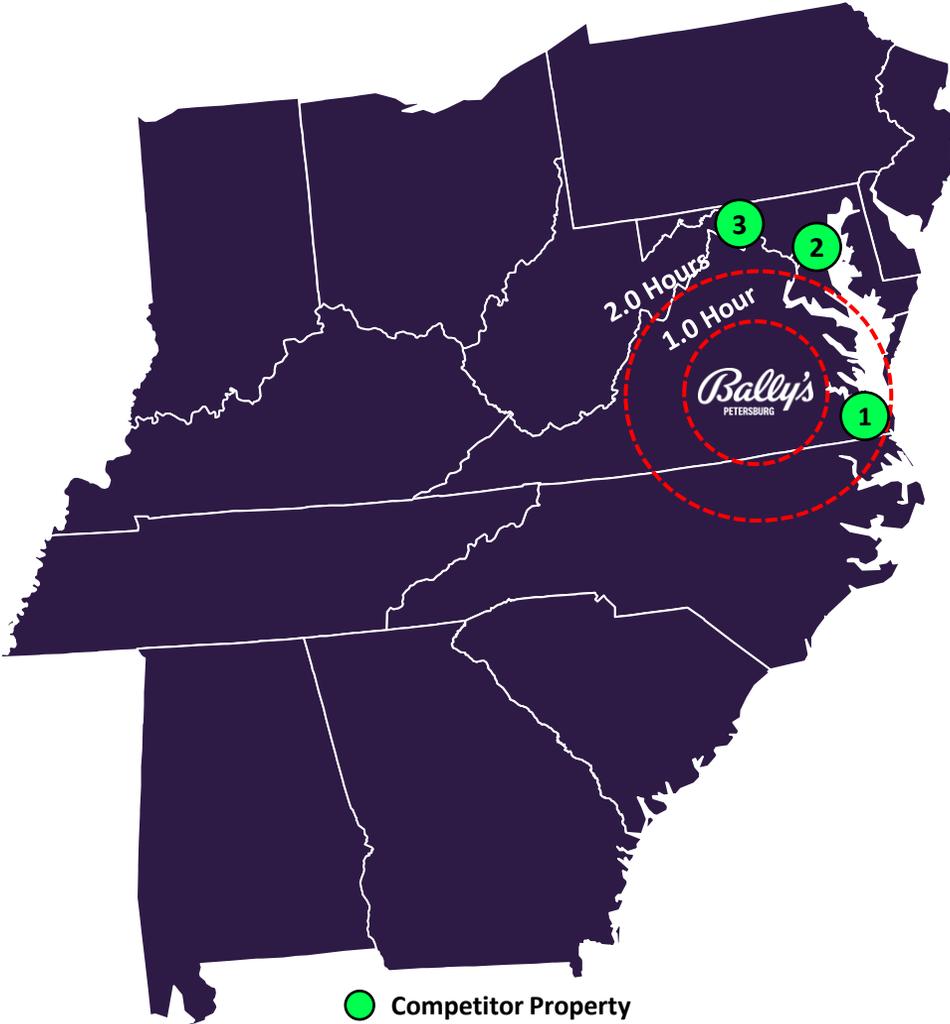
Goals of Development

- Sole focus of maximizing impact for Petersburg
- Leverage 1.3 million population in metropolitan statistical area
- Strategic location enables massive transient visibility

Market Participant Key

#	Market Participant	Drive Time
1	 RIVERS CASINO PORTSMOUTH	1.2 Hours
2	 Live! CASINO-HOTEL MARYLAND	2.5 Hours
3	 HOLLYWOOD Casino AT CHARLES TOWN RACES	3.0 Hours

Geographic Competition



Speed to Market

Project Benefits

- Target opening of temporary gaming facility within 9 months of approvals
- Benefits will accrue quickly including jobs, vendor opportunities and tax generation
- Contemplates up to 800 slot machines and 25 tables games

Site Plan



Parcel Permanent Facility Site Temporary Facility Site

Local Development Ownership

Local ownership including residents will make up ~15% of total equity ensuring real local impact



WARREN THOMPSON
President & Chairman of the Board
Thompson Hospitality

- Founder of Thompson Hospitality
- Largest Virginia-based minority-owned food services operator
- Virginia's largest minority employer



PETERSBURG RESIDENT OWNERSHIP

- Community Investment Program ("CIP")
- Wealth-building opportunity for local community
- True local ownership



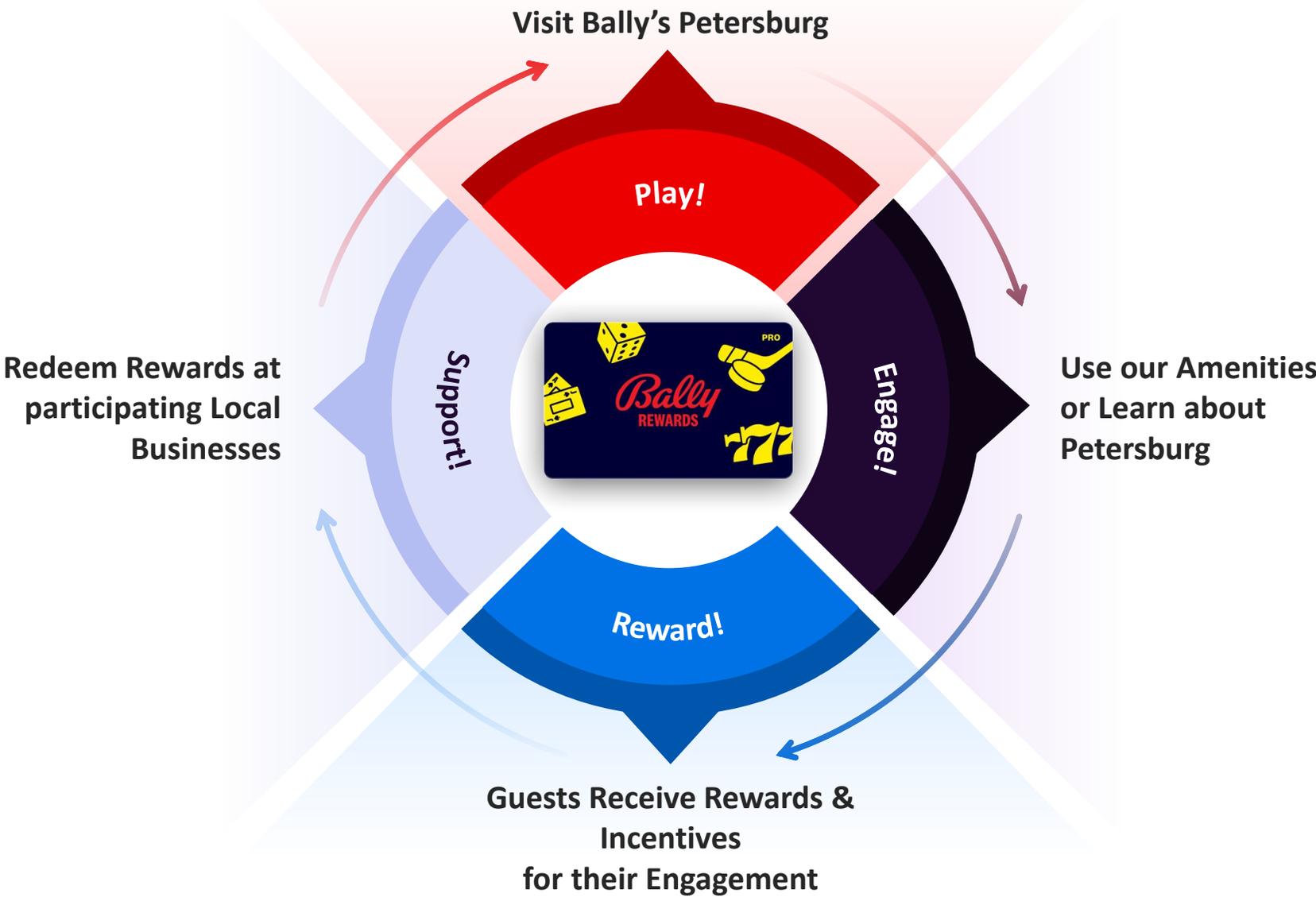
WILLIE LANIER
Founder & CEO
Lanier United

- Minority-owned development and construction management
- Development experience in the Richmond area
- Focus on diverse opportunities



Local Business Partnerships → Bally Rewards

**CUSTOMER REWARDS
TO PROMOTE
PETERSBURG AND
LOCAL PARTNERSHIPS**



Host Community Engagement

VOLUNTEERISM

LOCAL SPONSORSHIPS

CHARITABLE GIVING



Petersburg Community Engagement

PETERSBURG



REGIONAL



United Way of Greater Richmond & Petersburg



STATEWIDE



Friendly Labor Relationships

- Union Friendly Company
- Multiple 20+ year relationships
- 20+ union contracts in place
- Union jobs for construction and operations

**UNITE
HERE!**



Founded 1889



LIUNA!

Responsible Gaming Commitment



VIRGINIA COUNCIL on PROBLEM GAMBLING

Promoting **Responsible Gaming** Culture

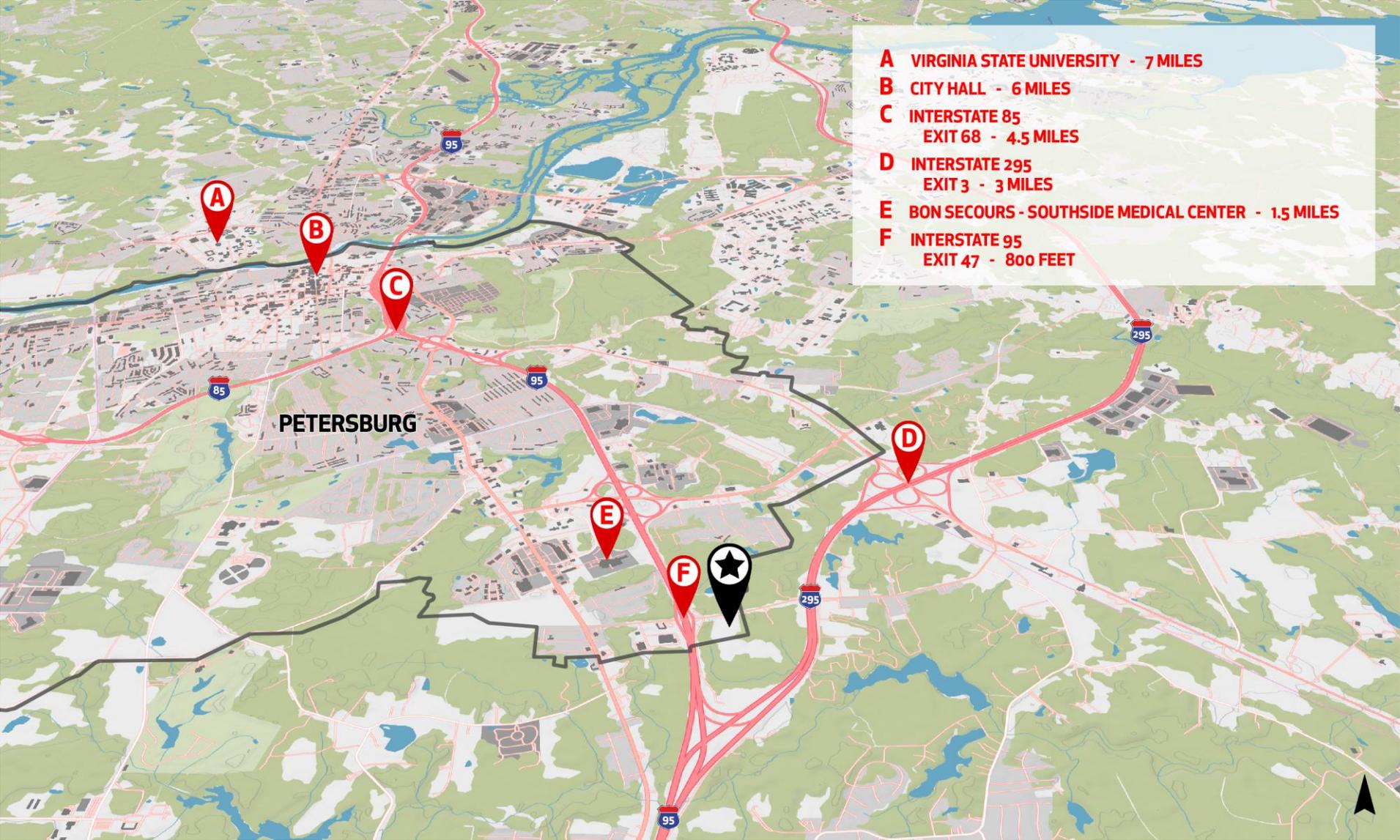




Development Overview

Bally's
PETERSBURG

Development Site Overview



Our Proposal

Description

- Prime development location on a 50-acre parcel
- Access from three major thoroughfares
- Best capture site of out-of-state commuters and tourism
- No nearby residential communities

Site Plan



Programming Overview

1	Temporary Gaming Facility	<ul style="list-style-type: none"> ▪ Up to 800 slot machines, 25 table games
2	Permanent Gaming Facility	<ul style="list-style-type: none"> ▪ Over 2,000+ total gaming positions ▪ Includes mix of slots, tables and poker
3	Hotel	<ul style="list-style-type: none"> ▪ 500 total hotel keys ▪ Amenities include pool, spa & fitness center
4	Food & Beverage	<ul style="list-style-type: none"> ▪ Local cuisine highlighted by Thompson Hospitality partnership: <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>WILLIE T'S SEAFOOD SHACK</p> </div> <div style="text-align: center;">  <p>BIG BUNS DAMN GOOD BURGERS</p> </div> <div style="text-align: center;">  <p>HEN QUARTER</p> </div> <div style="text-align: center;">  <p>WISEGUY PIZZA</p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="text-align: center;">  <p>THE RIDLEY</p> </div> <div style="text-align: center;">  <p>LOCALS TACOS & TEQUILA</p> </div> <div style="text-align: center;">  <p>MILK & HONEY CAFE • COFFEE • CAKE</p> </div> </div>
5	Entertainment	<ul style="list-style-type: none"> ▪ Unique mixed use entertainment space

Development Site Aerial View



Development Program

- 01 MAIN ENTRY
- 02 CASINO
- 03 HOTEL
- 04 FOOD & BEVERAGE
- 05 EVENT CENTER
- 06 COURTYARD
- 07 PARKING GARAGE
- 08 SURFACE PARKING



Rives Road View



Hotel & Casino



Gaming Floor



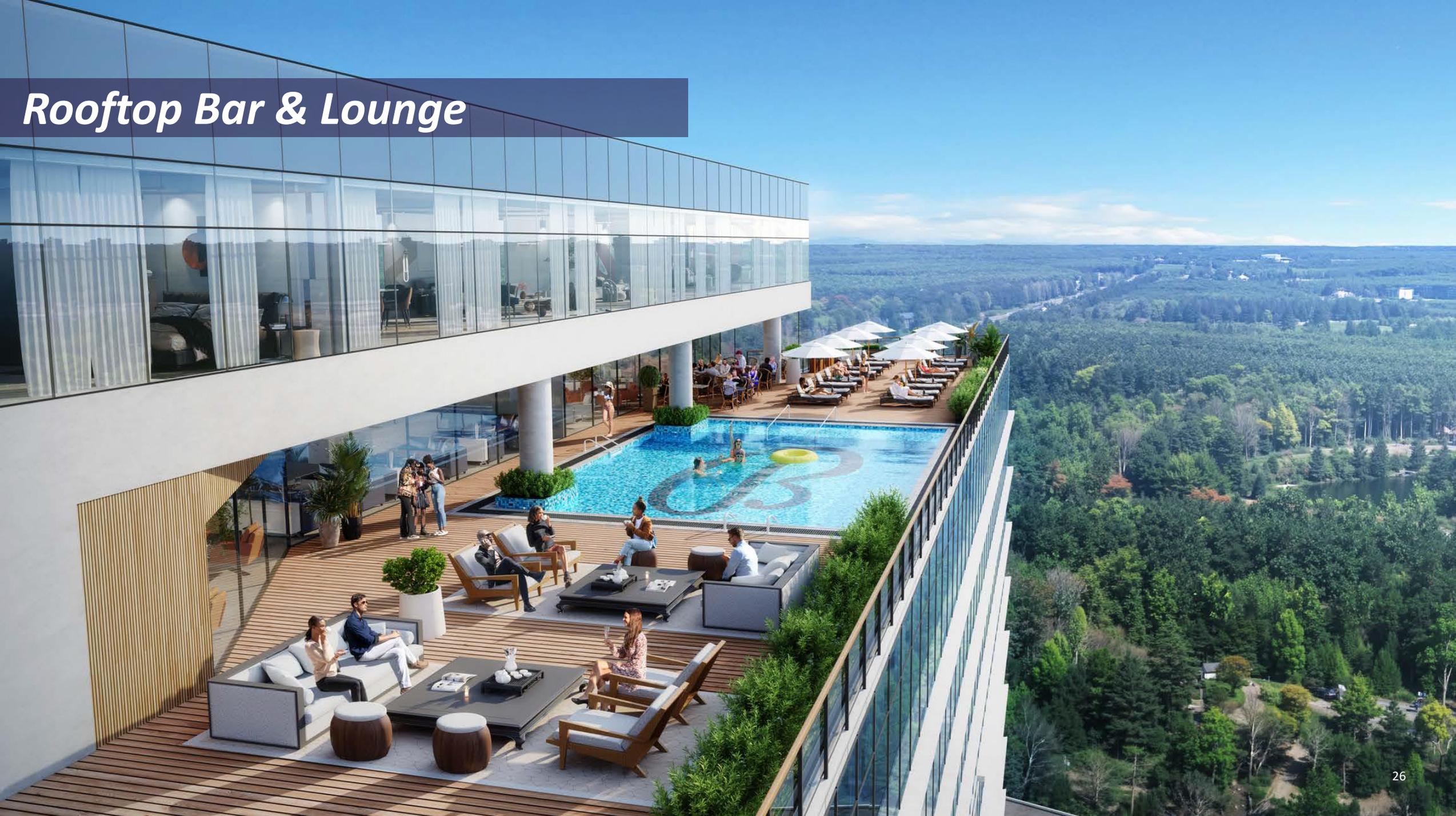
Guest Room



Entertainment Center



Rooftop Bar & Lounge



An aerial photograph of a golf course and a modern building complex in Petersburg, Virginia. The image shows a large, multi-story building with a glass facade and a parking lot, surrounded by lush greenery and a golf course. A road runs through the scene, and the background features a wide river and distant hills. The text "Bally's" is written in a large, red, cursive font, and "PETERSBURG" is written in a smaller, red, sans-serif font below it.

Bally's

PETERSBURG