

We went from this....



To This....





Racing Environment

- Racing
 - 1/4 mile track
 - 15 – 20 Races per Card
 - 1 Card per Sun, Mon, Wed, and Thur.
 - 2 Cards on Friday and Sat
 - Track Side seating - up to 3,000 guests





Wheeling Island Racing

- Off Track Betting Room
 - 151 carols with TV's
 - Beverage Service provided
 - Hot food provided



Food & Beverage Racing

- Concession
- Terrace Club
- Bar / Lounge
- Banquet / Buffet



Concession

- Concession Stand
 - 2 Concession Stands – During Racing
 - Non Alcoholic Beverages and Draft Beer
 - Casual Clientele
 - .50 Beer and Hot Dog Special on Friday
 - Average Check \$3.35
 - Annual Revenue 500k
 - Concession revenue decrease - Casino F&B



Terrace Club

- Club House – Terrace Dining Room
 - 396 Tiered seating over look the dog track
 - Average Check \$13.50
 - Food Cost 46%
 - Virtual Buffet - \$14.95
 - 2 Specials:
 - 16oz Porter house w/baked potato \$9.99
 - Filet and Lobster tail w/ baked potato \$12.95



Lounge / Bar

- Club House Lounge and Bar
 - Lounge area seats 186
 - Full service bar
 - Regular return customers
 - Over looks the dog track
 - Complete menu served from the Terrace Kitchen



Bar

- Finish Line Bar
 - Finish Line Bar located track side lower level.
 - Return customers
 - Concession food service
 - Full service bar
 - Clientele mostly Beer drinkers
 - Decreased number of bars



Racino F&B

- Buffet
- Food Court
- Casual Dining
- Fine Dining
- Banquet



Buffet

- High volume 7k – 8k covers / week
- High Value - \$16 - \$18
- Average check \$11.50
- 10.5 m annual revenue
- 244 seats
- Lunch & Dinner
- 51% comp / discount
- 3 action stations
- Marketing tool



Islander Buffet



Islander Buffet

Action Station



Food Court

- Quick Serve Food
- Open 7 days a week 7am – 3am
- Hamburger, hotdog, pizza
 - Average Check \$5.57
 - 46% comp / Discount
 - Point redemption / marketing tool
 - 1.3m annual revenue
 - 5000 covers per week
- Hershey's Ice Cream
 - Cold Stone
 - Creation Stations
- Starbucks: Opening December, 05



Food Court

- 134 seats
- Average Check \$5.57
- 46% comp / Discount
- Point redemption / marketing tool
- 1.3m annual revenue
- 5000 covers per week



Pirates Cove Food Court



The Pointe Steakhouse

- Open daily at 4pm – Reservations recommended
 - Seats 110
 - Captains Quarters for private parties seats 20
 - High quality food & service
 - Large selection of domestic and imported Wines
 - Average Check \$35.00



The Pointe Steakhouse

- 500 covers per week
- 30% comp / Discount
- \$9.99 early bird special
- Popular local restaurant



The Pointe Steakhouse



Breezeway Cafe

- Open daily at 7am till 1am
- Seats 144
- Three meal all day dining menu
- Average Check \$8.35
- 2.0m annual revenue
- 4500 covers per week
- 37% comp / discount



Breezeway Cafe



Breezeway Cafe



Beverage Department

- Bars
 - **Castaways**
 - Services The Pointe Steakhouse and Breezeway Café
 - Offers specialty drinks
 - **Sandbar**
 - Full Service Bar offering fresh popcorn
 - Opened with new Islander Buffet expansion
 - Offers Video Lottery Bar tops



Castaways Bar



Beverage Department Cont.

- Bars
 - **Waves**
 - Opened June 03.
 - Full Service Bar
 - Offers Video Lottery Bar tops
 - Largest bar on property
 - **Ivans**
 - Full service bar
 - TV's



Waves Bar



Ivans Bar



Banquets

- Banquets
 - 3 – 75 seat banquet rooms (opened as 1 seats 250)
 - 500 seat show room
 - 4 full service portable bars
 - Variety of menus, ranging from continental breakfast to elegant plated dinners
 - Clientele includes business conferences, pharmaceutical sales meeting, Christmas parties, weddings, and more
 - During summer months some selected banquets are held outside under tents, serving up to 6000 guests



Marketing

- Slot promotions
- Food promotions
- Cash offers
- Themed events
- Entertainment

