



Table Games Expansion and Marketing
Prairie Meadows Racetrack and Casino

2004

April Legislature passes bill to allow table games

July Regulatory approval is granted

Hiring of management staff

August Supervisory staff hiring; training begins

Construction begins

December Target date to open table games



Table Games Timeline



Casino Games

Number of games?

How soon?

Which games to provide?

Casino Design

Making it fit with existing space

Meeting Challenges

Weekly meetings



Initial Considerations



Management and Employee Issues

Management knowledge

Logistical issues

Staffing – Front Line Employees

New or experienced?

Licensing issues and turnover



Planning for Table Games



Issues to Consider

Outsource training or develop curriculum?

On-site or off-site training school?

Learn single or multiple games?

Paid or unpaid training?

Internal transfers or external hires?

A decorative graphic in the bottom right corner features a red, curved banner containing images of playing cards (King of Hearts, Ace of Spades, Ace of Clubs) and dice. The Prairie Meadows logo is also visible on a red circular object within this graphic.

Employee Training

Synergy with Racing

Table designs & location

Dealer uniforms

Casino chips & playing cards

TV locations in games area

Roving tellers



Incorporating Racing



Table Gaming Area and Live Horse Racing



Start-Up

Projections based on market realities

Marketing and PR

Length of time to stabilize

Adding Capacity

Cautiously – react to market

Carnival games – mix with Blackjack

Slot machine upgrades



Honeymoon Period



Finishing the Expansion

\$60 Million Expansion – February 2007

New Paddock

Entertainment/Banquet Facility

Two new restaurants

Increase Slot & Table Games



Expansion and Future Growth



Summary

Research the marketplace

Hire experienced management staff

Allow time to train managers & supervisors

Over hire – anticipate attrition

Keep it flexible consider alternatives

Plan for additional growth



What We Have Learned



