

Build it & they will come... or will they?

SHOULD A RACINO BE A RESORT?



**Thomas O'Connor**  
Principal - SOSH Architects

Build it & they will come... or will they?

SHOULD A RACINO BE A RESORT?

▪ **Relax**

▪ **Spend**

▪ **Stay**



**Thomas O'Connor**  
Principal - SOSH Architects



# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf

- Room Size/Configuration
- Amenities/Services

# What is “IT”?

Hotels | Restaurants | Bar/Lounges | Retail | Spa/Golf

- Room Size / Configuration
- Amenities / Services



# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



- Room Size/Configuration
- Amenities/Services

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf

- Variety
- Star Chefs



# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf

- 
- A photograph of a restaurant interior. The ceiling is a complex, multi-layered structure with various colored panels (red, yellow, green) and hanging lights. There are tables set with white tablecloths and chairs. A large potted plant is visible on the left.
- Variety
  - Star Chefs



# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



- Variety
- Star Chefs



# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



▪Variety

▪Star Chefs

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



▪Scene and Be Seen



# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



**mixx**

▪Scene and Be Seen

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



▪Scene and Be Seen



# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



▪ Scene and Be Seen

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



GOOD DESIGN THAT REWARDS



NEW YORK | ATLANTIC CITY

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



GOOD DESIGN THAT REWARDS



NEW YORK | ATLANTIC CITY

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf





# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



- Learning from Las Vegas
- “Shop ‘till You Drop” \$\$\$

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



▪ Learning from Las Vegas

▪ “Shop ‘till You Drop” \$\$\$

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf



▪ Relax

▪ Recreate

# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf

▪Relax

▪Recreate





# What is “IT”?

Hotels | Restaurants | Bar/Lounge | Entertainment | Retail | Spa/Golf

▪Relax

▪Recreate



GOOD DESIGN THAT REWARDS



NEW YORK | ATLANTIC CITY

# Who are “THEY”?

Racing | Gaming | Resorts



GOOD DESIGN THAT REWARDS



NEW YORK | ATLANTIC CITY

# Who are “THEY”?

Racing | Gaming | Resorts



GOOD DESIGN THAT REWARDS



NEW YORK | ATLANTIC CITY

# Who are “THEY”?

Racing | Gaming | Resorts





GOOD DESIGN THAT REWARDS



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# Who are "THEY"?

Racing | Gaming | Resorts



▪ Time

▪ Money

GOOD DESIGN THAT REWARDS



NEW YORK | ATLANTIC CITY

# A Tale of Two Tracks

Harrah's Chester Downs | Delaware Park

- Built as Racino

- Local Market

- Short-Term Stay Amenities



# A Tale of Two Tracks

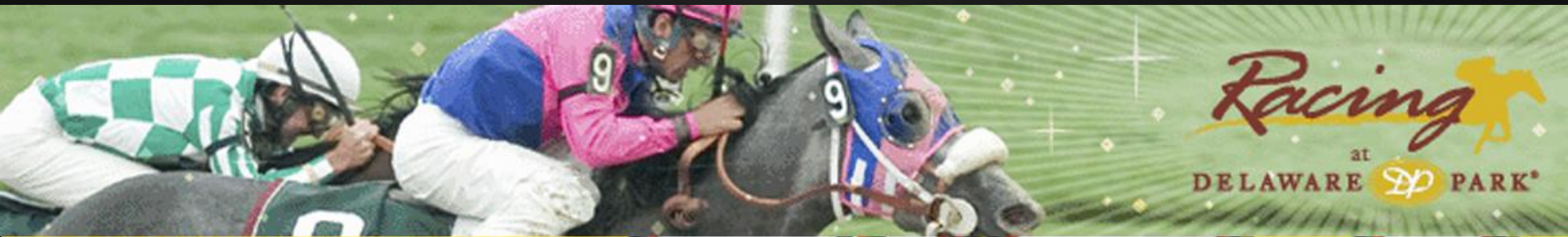
Harrah's Chester Downs | Delaware Park

- Built as Racino
- Local Market
- Short-Term Stay Amenities



# A Tale of Two Tracks

Harrah's Chester Downs | Delaware Park



Racetrack  
Casino Add-On

# A Tale of Two Tracks

Harrah's Chester Downs | Delaware Park

▪Resort Destination



# A Tale of Three Tracks

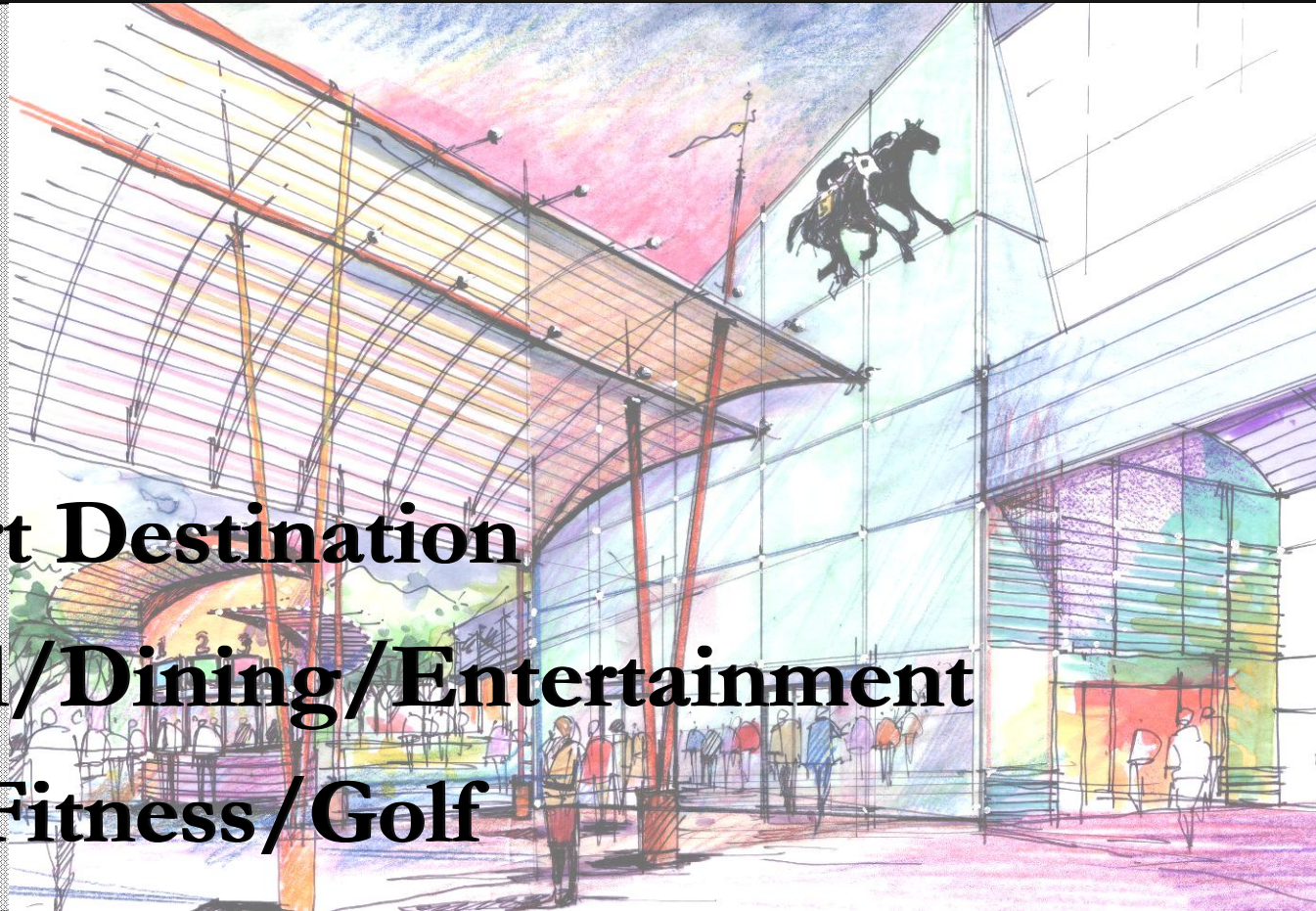
Harrah's Chester Downs | Delaware Park

- 
- An aerial architectural rendering of a large resort complex. The central focus is a multi-story building with a prominent cylindrical tower. The complex is surrounded by lush greenery, a winding river, and a marina with several boats. A suspension bridge is visible in the foreground, crossing the river. The overall style is a detailed, colorful sketch.
- **Resort Destination**
  - **Retail/Dining/Entertainment**
  - **Spa/Fitness/Golf**

# A Tale of Three Tracks

Harrah's Chester Downs | Delaware Park | Charlestown/Gulfstream

- **Resort Destination**
- **Retail/Dining/Entertainment**
- **Spa/Fitness/Golf**



Build it & they will come... or will they?

SHOULD A RACINO BE A RESORT?

- **Customer Base**
- **Competitive Market**
- **Racino/Resort Coexistence**

