

Saratoga Gaming and Raceway Countryfest '04 and '05

Saratoga Gaming and Raceway Profile

- Harness Track that added video gaming in January '04
- ½ mile track with a racing season that spans February to December
- 1,331 video gaming machines
- Restaurant and concession offerings
- Operates under one of the highest gaming taxes in the Country.

Background on Countryfest

- Countryfest is the largest outdoor country music event in the northeast
- Held on the second Saturday in July, rain or shine
- Generates about 30,000 attendees during the all day event
- Joint collaboration with a local radio station
 - Radio station coordinates entertainment/ticket sales
 - Track operates and coordinates food and beverage, maintenance and security over the event

Pros and Cons of Holding Event

- Pros
 - Exposed new people to the facility, with the hope of getting return visits.
 - Generated significant food and beverage revenues.
 - Profits, net of lost gaming and racing revenues were about \$100,000 per event

Cons of Hosting Event

- Very disruptive to the Community
 - Over 10,000 cars going through a relatively small neighborhood
- Displaces our regular customers and generated significant customer animosity
 - Gaming revenues down 18% in '04 and 13% in '05
- Can wreak havoc on the facility depending upon the weather
- Many potential liabilities, especially without the proper infrastructure to support an event this size

Countryfest '05



Getting Crowded



Note the Cloudy Skies



Looks like it might Rain!!!



Then came the Flood

- The skies opened up and it poured on all 30,000 attendees midway through the concert
- Most people scrambled to try to enter the club house and gaming floor seeking cover
- In a few moments, numerous fights broke out and could have easily escalated to riot levels

About 100 attendees turned into “MUD PEOPLE”
This is where they enjoyed the rest of the concert despite
police involvement



The Day After









