

Casino Expansion 101

*Seven Steps to Consider
Before Breaking Ground*

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General Manager

Dubuque Greyhound Park & Casino

Agenda

- Background - DGP&C
- Seven Steps
- Photo Tour

Project Overview

- 46,000 square foot addition
 - 30,000 sq. ft. designated for gaming
- 600 slot machines to 1,000
- Renovated
 - Lobby, deli and administration area

Seven Steps to Consider Before Breaking Ground



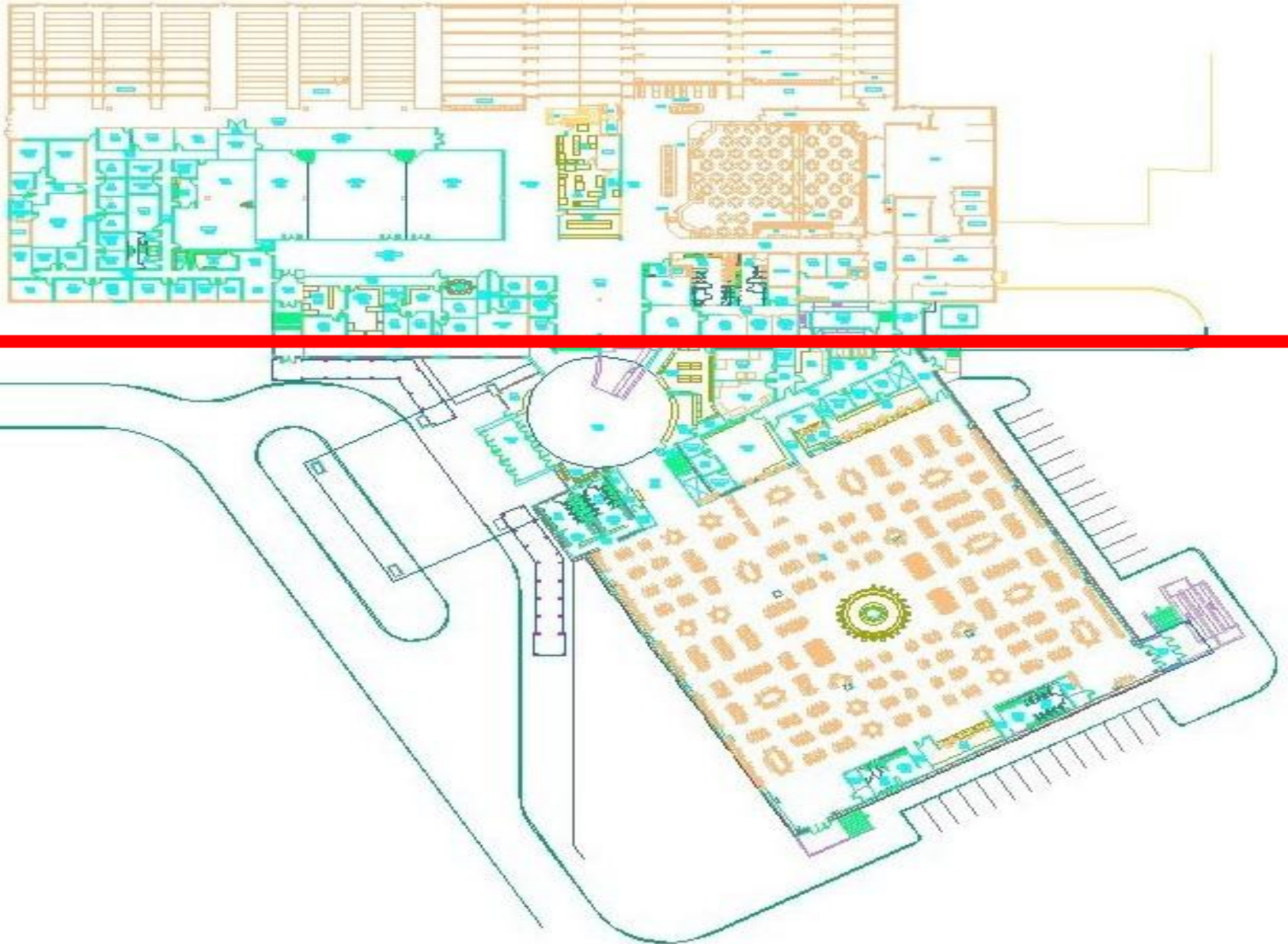
Step 1 - Feasibility

- Existing Market Conditions
- Market Realignment
 - Potential for growth
- Return on Investment

Step 2 – Scope of Work

- Is the project new construction or renovation of existing space?
- Cost Considerations
- Financing Options
- Other Investments around your facility?

Addition to Existing Building



Step 3 – Design

- Burger King vs. Bellagio
- Solicit Input
 - Track comment cards
 - Talk with employees and customers
- Layout of the new space

Step 3 – Design

- Unique Elements of the Property
 - Geothermal
 - Elevated Flooring System
 - State-of-the-art air filtration system

Elevated Flooring System



Wire Carrier



Air Filtration System



profile

Dubuque Casino Reaches Green Building Rated Status While Accommodating Smokers



Iowa's commercial gaming industry has been a proponent of environmental

"We strive to install a lot of new products on the market called Total

rating of 800 ratings. The re-
building program is considered good
and 800 is ideal.

"The results are truly remarkable,
especially with the timing of the people
and a major event." This was the
statement. "We are achieving an
environment that allows the air that
patrons and employees are breathing is
as good or better than the air in an
ideal Green Building rated com-
munity or even working home or
office."

Additional Benefits

DCBMC has been open for almost five
months and is reporting several
added benefits to its clients and

Step 4 –

Construction Phase

- Minimize Customer Inconvenience
- Create Customer Anticipation
- Cost Control
- Project Schedule

Project Overview

- January 2004
 - Feasibility & Design Phase
 - Construction of temporary entrance
- June – September 2004
 - Construction on new facility with foundation pilings & floors poured

Pile Driving



Photo from the South Side



Project Overview

- September – December 2004
 - External steel structure completed
 - Electrical and plumbing services installed
 - Roof completed

Steel Structure of New Building



Existing Building Meets New Building



Project Overview

- January – May 2005
 - Interior components completed
 - State-of-the-Art air filtration installed

Step 5 – System & Equipment

- **New Games Schedule**
 - Ordering, delivery, arrival and installation
- **Switching over to New Systems**
 - Surveillance
 - Vault
 - Cage
 - Slot Tracking Systems

Step 6 – Your Regulators

- Advice
 - Know your regulators' abilities to meet the construction schedule
 - Communication and cooperation
 - Maintain all Internal Controls and licensee responsibilities

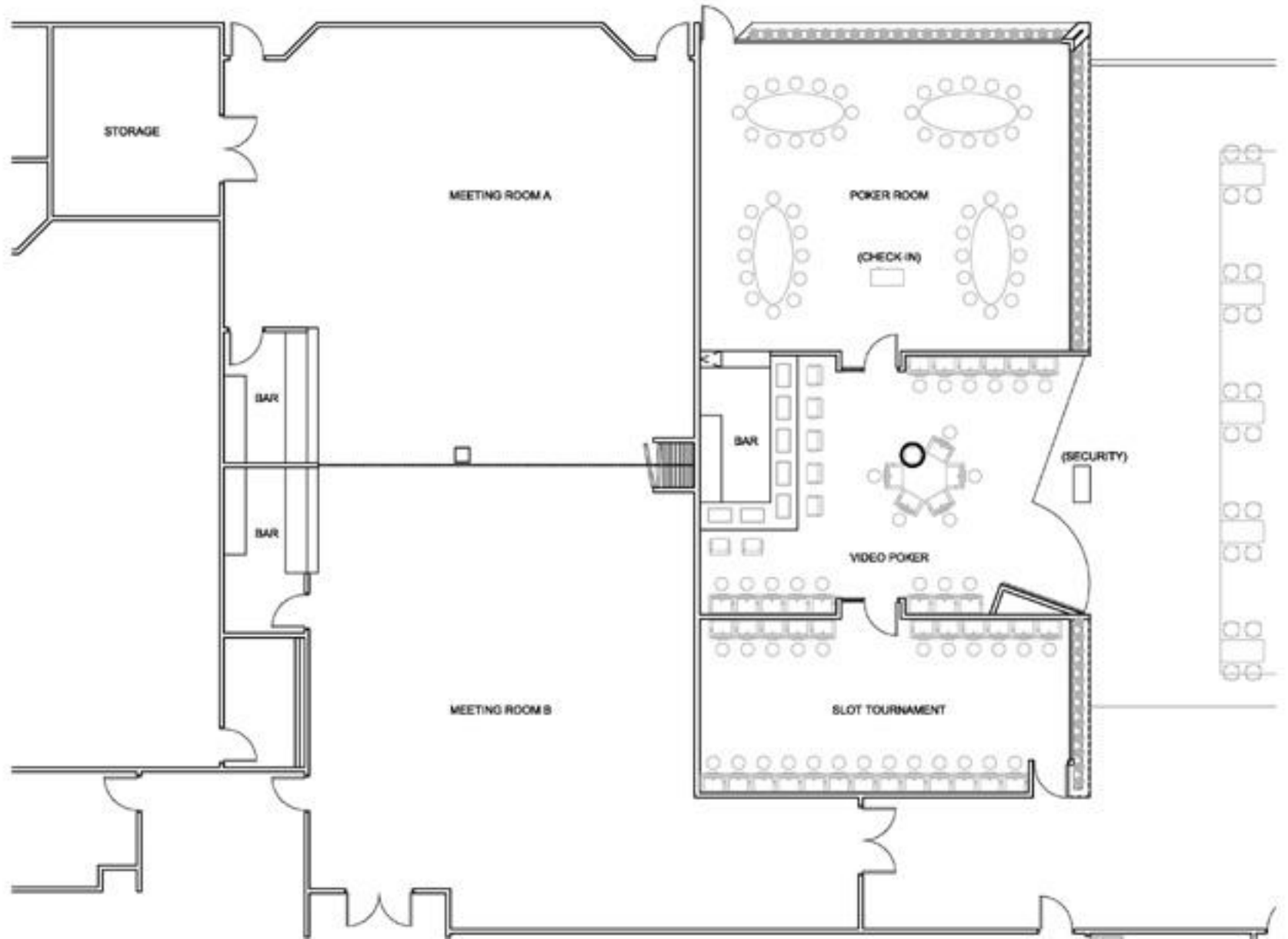
Step 7 – Your Employees

- Keep employees informed and involved
- Hire and train in advance
- Customer Service training
- New uniforms
 - Solicit employee input

What Comes Next?

- Renovate space in the new casino to accommodate table games
- Renovated unused space into a poker room and slot tournament area
- Create two additional banquet rooms

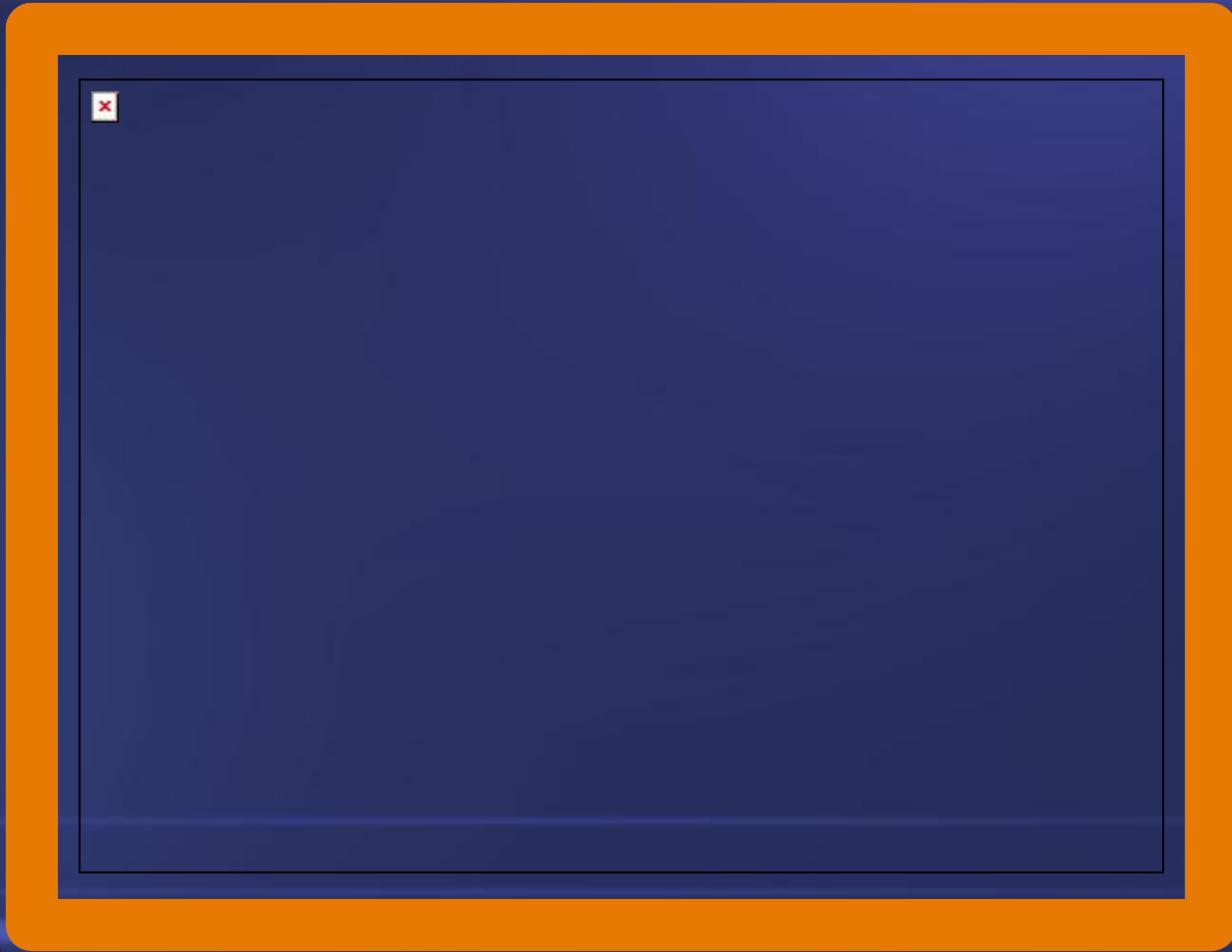
Poker Room & Slot Tournament



Future Poker Room & Slot Tournament Area



Photo Tour of



Before



After



New Building



Casino at Dusk



Signage



Interior



Casino



Grand Rotunda



Casino Bar



Valet Area



Thank You

