



Marketing to Ethnic Players at Racinos

Pompano Park Racing

- First opened 1964
- Winter Capital of Harness Racing
- Live Racing 11 months of the year
- 21 Poker Tables on live race nights
- Simulcasting 7 days a week
- The only harness racing and night time horse racing in all of Florida

The Isle Pompano Park

- Opening February 2007
- 157,000 sq. ft. Racino
- 1,500 Class III Slot Machines
- 30+ Poker Tables
- State of the Art Simulcasting
- Slot Enhanced Purses
- Blending Slots & Racing

South Florida Demographics

- 5.5 million residents within 30 miles
- 1.2 million tourists within 20 miles
- White 70%
- African-American 27%
- Asian 2%
- Other 1%

South Florida Demographics

- Hispanic or Latino Population 30.2%
- Cuban 13.5%
- Central & South Americans 9.2%
- Mexican 7.5%
- Bahamian or Caribbean Pop. 10%

Broward Caribbean Festival

- Steel Drum Bands
- Loud Reggae DJ's
- Caribbean Foods
- Lots of Rum Punch
- Carib & Red Stripe Beer
- Pretty Girls in Costumes



Broward Caribbean Festival



St. Patrick's Day



- Easiest event to promote
- Everyone is Irish this day
- Green beer & prize drawings
- Green programs, etc.
- \$25,000 green cash for 2007
- Change your race date if needed

Cinco de Miao



- Americans have made national event
- The St. Patrick's Day for Mexicans
- Everyone is an honorary Mexican
- Don't fight it....embrace it
- Get plenty of Corona's & Cuervo
- Piñata breaking is always fun

Martin Luther King, Jr. Night

- Most MLK Birthday events are daytime
- It's a Monday holiday so be different
- Pompano features the only all African-American driver horse race in the world
- Work with City Commissioners and black leaders to make this the evening event
- We even get the famed Tuskegee Airman

Martin Luther King, Jr. Night



Myron's Jewish Delicatessen



Bragozzo Italian Restaurant



Other Ethnic Groups

- French - Canadians (big with radio)
- Asian

Chinese, Vietnamese, Japanese

- Find the ethnic culture in your area
- Meet with the civic and community leaders and develop an event

Focus Groups

- Important to have them for information
- Well worth the high costs (\$5,000+)
- Do it correctly and it will pay for itself
- Do it correctly and you can reap the knowledge for years to come

Professional Sports

- Latino NFL.com
- Latino MLB.com
- Soccer in any language
- I want 50,000 people at my facility
.....Try to bring in PELE!
- Sports celebrities are a big draw



Think “Out of the Box”

- Specialty Groups Count Too!
- Gay Community South Florida
 1. Attend their functions & network
 2. Come up with an event for them
 3. Build up strong ties that last
 4. Two to three special events yearly

Think “Out of the Box”

- Motorcycle Toy Run – Pompano Park
- World’s Largest Toy Run 7am – 11am
- 25,000 motorcycles – 35,000 people
- This Sunday - IsleOne Signup Booth
- Located in \$400 per head VIP area

Think “Out of the Box”

- Major celebrity guests this year
- Stephen Tyler & Richie Sambora
- Vanilla Ice & Hulk Hogan
- Dennis Rodman & model Niki Taylor
- Isle Pompano Park photo opts
- Key media shoot banner display

Steven Tyler & Mini Horse



Motorcycle Toy Run



Look at your bottom line!

- At the Isle it's not only butt's in the seats
- Become known in your community as a leader and supporter of ethnic groups.
- Turn your parking lots, track apron and your grandstand into a festival event and your racino will have butt's in the seats.

Look at your bottom line!

- Plan it right you can fill your racino and expose it to a whole new audience
- If you show everyone a great time the word will spread and there will be repeats
- Having fun, providing service to the community and good will all adds up
- And include your employees too!

You never know who may show!

