

WIND CREEK BETHLEHEM



# WIND CREEK<sup>®</sup> BETHLEHEM

PGCB Licensing Renewal 2024

# WIND CREEK BETHLEHEM



## PROPERTY OVERVIEW

- Established in May 2009, the casino floor covers over 150,000 square feet and features 2,318 slot machines, 216 ETGs, 143 table games and 20 poker tables.
- In 2019 PCI Gaming, LLC purchased the property for \$1.3 billion, and in 2023 a \$160 million expansion of the hotel and meeting space opened.
- Today the integrated casino resort has over 550 rooms, five restaurants, three bars, and the largest meeting space in the region.
- Wind Creek Bethlehem employs over 1,600 professionals.



# PROPERTY UPDATES

- **Visitors:** 16,400 visitors per day. 6 million visitors per year.
- **Hotel:** Per our 2019 commitment to the PGCB, we completed a \$160-million-dollar hotel and convention center expansion.

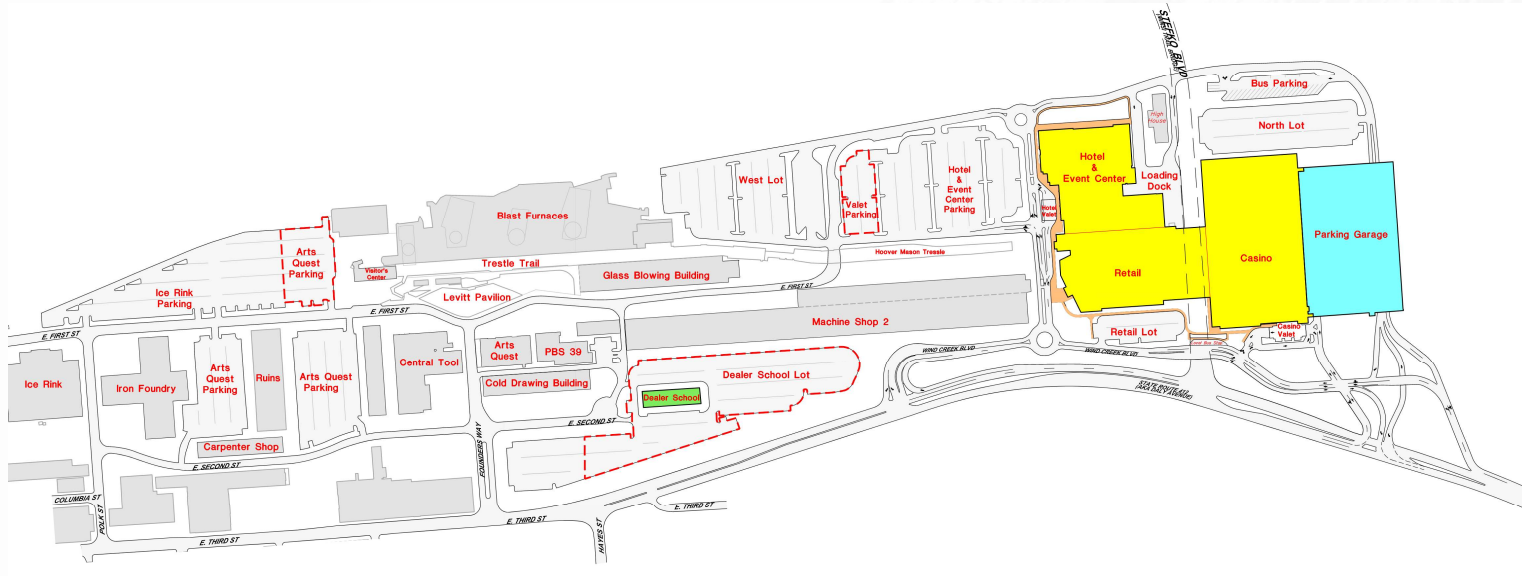


## 2024 Capital Investments Include:

- **Dining:** addition of Starbucks, Moe's Southwest and Auntie Anne's
- **High Limit Slot Room Renovation:** \$1.2M
- **High Limit Slot Lounge:** \$2.5M
- **Garage Lighting:** \$1M
- **Casino Carpet:** \$3M



# CAMPUS UPDATES



- **Campus Master Development:** A master developer has been selected and feasibility studies for the campus are underway.



# CASINO FLOOR

- **Casino Size:** 150,000-square-foot gaming area.
- **Slot Machines:** Features 2,318 slot machines, including a high-limit area.
- **Table Games:** Offers 143 live table games and a high-limit salon.
- **Poker Room:** Newly constructed 20-table Poker Room.
- **Electronic Table Games:** Includes two Live Dealer Stadiums with 216 terminals.
- **Sportsbook:** Operated by Betfred Sports, catering to sports betting enthusiasts.



NEWLY  
CONSTRUCTED

# POKER ROOM

**\$2 million newly constructed Poker Room in 2022.**

- **Location:** Situated in the corner of the casino floor, opposite the Table Games Salon and near Stadium Gaming.
- **Tables:** Equipped with 20 action-packed poker tables for various skill levels.
- **Amenities:** Includes table side massage services, an upgraded lounge for waiting guests, and complimentary beverage service.





POWERED BY

**BETFRED**  
SPORTS

# SPORTSBOOK

**Betting Options:** Offers both in-person and online betting.

**Kiosks:** Equipped with 8 self-service betting kiosks for seamless wagering.

**Sports Coverage:** Allows betting on a variety of major U.S. sports including Football, Baseball, Basketball, Hockey, Soccer, Golf, Boxing, MMA, and College sports.

**Viewing Experience:** Features a customizable 21-panel TV wall for viewing multiple games simultaneously.

**Amenities:** Food & Beverage options are available.



  
**WIND CREEK®**  
BETHLEHEM



# AAA 4-DIAMOND

# HOTEL



- **Structure:** Includes the South Tower (opened in 2011, renovated in 2016) and the newly opened North Tower in 2023.
- **Accommodations:** Offers Chairman's Suites with lounge access, Presidential Suites, and Executive Suites, totaling over 550 rooms and suites.
- **Amenities:** Features a fitness center, pool, and outdoor terrace.
- **Planned renovation:** \$23-million-dollar South Tower in 2025.



# NON-GAMING AMENITIES



**RESTAURANTS &  
EATERIES**



**BARS &  
LOUNGES**



**RETAIL**



**HEALTH &  
WELLNESS**



**ADULT & FAMILY  
ENTERTAINMENT**



# RESTAURANTS & EATERIES

|                                      |   |
|--------------------------------------|---|
| <b>Chop House at Wind Creek</b>      | An upscale dining venue offering a selection of premium steaks, seafood, and signature dishes complemented by handcrafted cocktails.  |
| <b>Urban Table</b>                   | A versatile sit-down restaurant with a menu that spans several culinary regions, offering a range of dishes including prime beef burgers, gumbo, cauliflower steak, premium chops, and seafood.           |
| <b>Steelworks Buffet &amp; Grill</b> | Offers an all-you-can-eat buffet or à la carte dining, featuring classic dishes such as Reuben sandwiches, mac & cheese with applewood smoked bacon, and ribs.  |
| <b>Twisted Tees</b>                  | A golf-themed sports bar and restaurant, Twisted Tees merges Bethlehem Steel heritage with country club ambiance, serving elevated pub fare alongside local beverages and interactive gaming experiences. |
| <b>Chopstick</b>                     | An Asian cuisine restaurant, offering authentic and well-known dishes and a variety of Asian flavors.   |
| <b>The Market Gourmet Express</b>    | A quick-service food court that offers a wide array of choices, from gourmet coffee and ice cream to pizza, Nathan's Famous Hot Dogs, burgers, sushi, salads, and more.                                   |



# BARS & LOUNGES



## **Molten Lounge**

Positioned on the casino floor, Molten Lounge provides guests with free live entertainment, alongside a menu of specialty cocktails.

## **Coil**

Centrally located on the casino floor, Coil offers guests tabletop video poker and a selection of cocktails.

## **MIXX at Wind Creek**

An upscale bar situated near the hotel lobby, MIXX at Wind Creek features a sophisticated cocktail menu and hosts live entertainment.

# RETAIL-AT-A-GLANCE



## THE W STORE

Currently undergoing a \$2.1 million dollar renovation, The W Store is the property's on-site gift shop, featuring branded merchandise, clothing, jewelry and sundry items.



## THE OUTLETS AT WIND CREEK

Opened November 2011, The Outlets at Wind Creek feature 200,000 square feet of outlet shopping and entertainment. Retailers offer a mix of retail and experiential offerings like Coach, Michael Kors, Angry Jack's Axe Throwing, Twisted Tees virtual golf and Kids Quest/Cyber Quest.

# HEALTH & WELLNESS



## SPA AT WIND CREEK

The Spa at Wind Creek, a 14,000-square-foot facility, offers a full-service salon with luxurious amenities including relaxation pools, infrared saunas, and aromatherapy steam rooms.



## FITNESS CENTER

The fitness center at Wind Creek Bethlehem offers guests the flexibility to enjoy a comprehensive workout experience at their convenience.



## POOL

The heated, indoor pool at Wind Creek Bethlehem is ideal for both lap swimming and relaxation. It features ample seating both inside and around the pool area.

# ADULT & FAMILY ENTERTAINMENT



## WIND CREEK EVENT CENTER

The Wind Creek Event Center boasts over 90 world class entertainment acts each year. Performers in 2024 include Kevin Hart, John Legend and Jerry Seinfeld. Past acts include Britney Spears, Mariah Carey, Janet Jackson, The Killers, Cardi B, Jay Leno, Chris Rock and Luke Combs.



## KIDS QUEST & CYBER QUEST

Located within The Outlets at Wind Creek, Kids Quest is a premier provider of supervised entertainment for children aged 3 to 13 years. Adjacent to it, Cyber Quest offers a family-friendly arcade experience with a selection of games suitable for all ages.

# GROUPS & SPECIAL EVENTS



## MEETINGS

Wind Creek Bethlehem features versatile meeting spaces, including the Foundry Ballroom and small to mid-sized meeting rooms including Moravian, Monocacy, Monroe, Berks, Bucks, Lehigh, Northampton and Delaware.



## WEDDINGS

The Foundry Ballroom offers a grand setting for weddings, accommodating up to 2,200 guests. Wedding packages include tastings, a couple's stay and event essentials.



## CONVENTIONS

With its 2023 expansion, Wind Creek Bethlehem offers over 60,000 square feet of meeting space, creating the largest convention venue in the region. Comprehensive on-site services such as catering, audio/visual support, and expert planning are available to facilitate a variety of events.

# EMPLOYMENT

- **Total Employees:** 1,667 Team Members as of June 1, 2024.
- **Compensation:** Lifetime to date, the property has paid over \$1.2 billion; \$469M since the last gaming license renewal.
- **Bonus Program:** Paid every quarter to all eligible Team Members totaling \$25.3M since 2020.
- **Local Employment:** 94% of employees are Pennsylvania residents.
- **Employment Type:** 93% hold full-time positions.
- **Third-Party Staff:** Nearly 575 additional staff employed by third-party tenants in retail, the Event Center, and food and beverage outlets.
- **Economic Impact:** Contributes significantly to job creation and economic growth in the Lehigh Valley through diverse employment opportunities in hospitality, gaming, and retail.
- **Competitive Benefits:** Wind Creek offers a comprehensive benefits package, including medical, dental, and vision, covering 90% of medical premium cost for Team Members.
- **Career Advancement:** Team Members have the opportunity to seek various career opportunities through our internal posting & promotion policy and dual-rate program, allowing them to gain valuable work experience and enhance their competencies.
- **Merit Increase:** Yearly merit increases are offered to eligible Team Members at the start of each fiscal year.
- **Salary Analysis:** Wind Creek conducts a yearly industry salary analysis for all positions, resulting in over 868 Team Members receiving equity adjustments in 2023.
- **Additional Financial Compensation:** In 2022, Wind Creek awarded a one-time cash stipend to all Team Members as part of inflation relief efforts.







# RECRUITMENT

## **Bonus Program:**

Wind Creek Bethlehem offers a quarterly bonus program in which all Team Members are eligible to receive.

## **PTO:**

Wind Creek Bethlehem offers eligible Team Members Paid Time Off (PTO), accrued over the course of the fiscal year in recognition of their commitment.

### *PTO Accrual Rate*

0-1 Year of Employment: 169 PTO Hours (4+ weeks)

1-3 Years of Employment: 208 PTO Hours (5+ weeks)

3-10 Years of Employment: 247 PTO Hours (6+ weeks)

After 10 Years: 286 PTO Hours (7+ weeks)

## **Retirement:**

Wind Creek offers a 401(k) program with a generous company match. All new hires are auto enrolled for a 3% pre-tax contribution. The company matches 100% of the first 4% contribution and 50% on contributions of 5% and 6% biweekly.

# EMPLOYER OF CHOICE



Wind Creek Bethlehem's Employer of Choice recruitment strategy emphasizes flexibility in shifts and pay incentives to attract and retain Team Members, rewarding their contributions during peak business demands.

## **Select Shift Differential Program:**

### Pay Details:

- 10% increase to base rate
- 25% increase to base rate on identified peak days such as Thanksgiving, Christmas, New Year's Eve, etc. for a total of 15 peak days per year.

### Shifts Include:

- Days: Friday, Saturday & Sunday
- Time: Beginning at 1pm on Fridays through 3am Sunday

## **Flexible Scheduling Includes:**

- 4, 10-hour shift
- 3, 12-hour shift

## **Company Buyback:**

At the end of each fiscal year, provided that a Team Member has worked for the company for at least one year, Wind Creek Bethlehem will buy back accumulated PTO hours in excess of 240 hours.

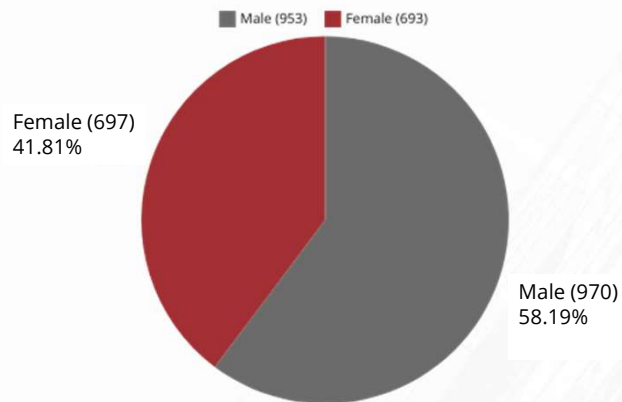
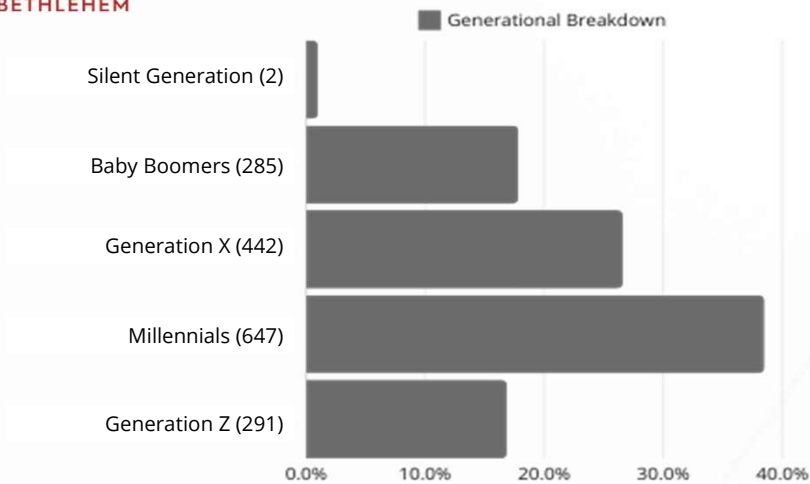
Wind Creek also offers a holiday PTO sell back each year in November, allowing Team Members to cash out up to 40 hours of PTO before the holidays.

## **Team Dining Room (TDR)**

Wind Creek offers an exceptional team dining experience with a variety of hot and cold options for \$3 a meal, along with free soup, salad, fruit, bagels, sodas, and juice available daily for Team Members to enjoy.

# 2024 SNAPSHOT OF EMPLOYEE DEMOGRAPHICS

- **Gender Distribution:** Males constitute 58% and females 42% across executive, management, and professional roles.
- **Minority Representation:** Minorities represent 42% of the executive, management, and professional groups; 48% of the total workforce.
- **Generational Diversity:** Workforce includes members from the Silent Generation to Generation Z.





# EMPLOYMENT GEOGRAPHY



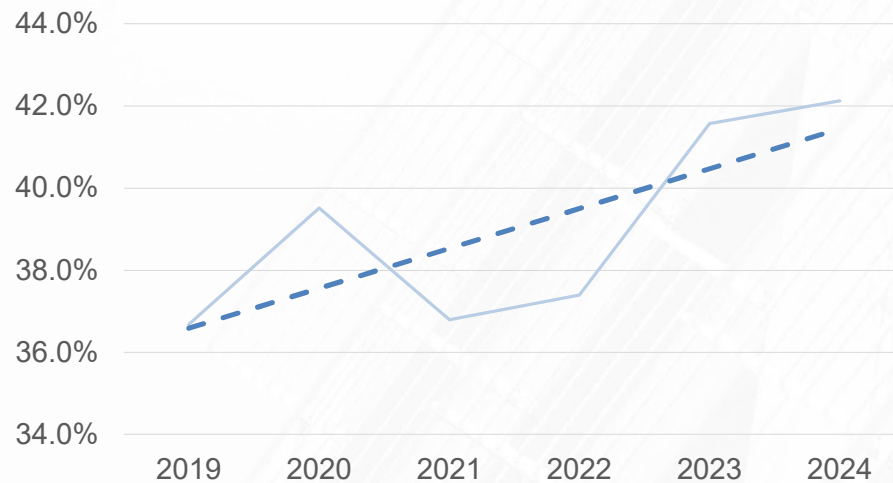
- **Local Hiring Focus:** Emphasizes local hiring with a 94% residency rate within Pennsylvania and 83% in the Lehigh Valley.
- **Economic Development:** Wind Creek Bethlehem is recognized by the Lehigh Valley Economic Development as Lehigh Valley's largest private sector employer in the Casino/Hotels category.

| EMPLOYMENT BY STATE | PERCENTAGE OF TEAM MEMBERS |
|---------------------|----------------------------|
| PENNSYLVANIA        | 93.99%                     |
| OUT OF STATE        | 6.01%                      |
| <b>Grand Total</b>  | <b>100.00%</b>             |

| EMPLOYMENT BY COUNTY | PERCENTAGE OF TEAM MEMBERS |
|----------------------|----------------------------|
| LEHIGH VALLEY        | 83.06%                     |
| OUT OF STATE         | 6.01%                      |
| MONROE COUNTY        | 4.19%                      |
| OTHER                | 2.25%                      |
| BUCKS COUNTY         | 2.00%                      |
| CARBON COUNTY        | 1.46%                      |
| BERKS COUNTY         | 0.97%                      |
| PHILADELPHIA         | 0.06%                      |
| <b>Grand Total</b>   | <b>100.00%</b>             |

# DIVERSITY STATISTICS - SUPERVISORS & ABOVE

Supervisors & Above - Minority %



Note:  
Solid blue line  
indicates Actual.  
Dotted blue line  
indicates Trend.

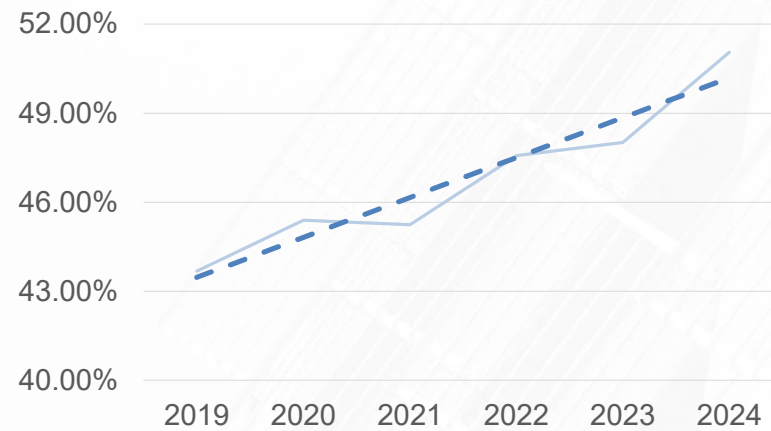
From 2019 to 2024, there has been an increase in the number of minorities stepping into supervisory and higher roles, reflecting a positive trend towards diversity in leadership positions.

# DIVERSITY STATISTICS -

## TEAM MEMBERS



Team Members - Minority %



Note:  
Solid blue line  
indicates Actual.  
Dotted blue line  
indicates Trend.

From 2019 to 2024, there has been a notable and positive increase in the hiring of minority Team Members, showcasing a commitment to enhancing workforce diversity.



# TRAINING



## **Training & Development Classes:**

### RAMP (Responsible Alcohol Management Program)

- All Team Members in alcohol serving positions and all Managers & above, Valet, Security, Slots and Surveillance

### Annual Compliance Training:

- Anti-Money Laundering Training (Title 31)
- Responsible Gaming
- Bloodborne Pathogens + Hazard Communication
- Harassment Prevention
- Workplace Diversity
- Cyber Security Awareness
- Anti-Human Trafficking Training

### Guest Service Training:

- Purpose of Service
- Dealing With Angry Guests
- Give'em The Pickle
- FISH

### Development Training:

- Supervisor Essentials
- Coaching
- Time Management
- Budgeting

# DEALER SCHOOL

- **Launch and Focus:** Opened in February 2017, offering professional training in six types of casino games.
- **Performance:** Graduation rate of 62%, with over 700 Blackjack class graduates from 2017-2023.
- **Accessibility and Cost:** Free tuition with flexible schedules to accommodate working individuals.
- **Starting Pay:** Average starting hourly rate is \$27.45 for an average annual salary of \$57,000
- **Career Progression:** Training includes potential advancement to Supervisor, Pit Manager, Assistant Shift Manager, Shift Manager.
- **Information Sessions:** Recruitment and Dealer School Program Manager conducts monthly sessions providing a detailed preview of dealer life at Wind Creek, covering class requirements, PGCB licensing, benefits, schedules, and auditions to prospective students.





# COMMUNITY IMPACT

- **Slot Voucher Donation Program:** Raised over \$88,000 for local non-profits in 2023; total of over \$230,000 since inception.
- **Annual Contributions:** Commits \$300,000 annually to local programs focusing on housing, food insecurity, and family support.
- **Total Volunteers:** Over 3,523 Team Member volunteer opportunities created since 2015, serving over 11,000 hours.
- **Total Donations:** Lifetime contributions amount to \$3.2M.



# COMMUNITY INVOLVEMENT



## **LOCAL NON-PROFIT SUPPORT**

Wind Creek Bethlehem aids local non-profits through various channels, including fundraising events, food drives, team member donations, and volunteering for community events like 5k walks and city clean-ups. Additionally, embracing the spirit of giving during the holidays, Wind Creek Bethlehem adopts families at Christmas.

## **COMMUNITY SPONSORSHIP**

Wind Creek Bethlehem proudly sponsors key community entities, including ArtsQuest, Donegan Elementary School, and the Southside Arts District, illustrating its investment in local cultural, educational, and neighborhood development.

## **BOARD REPRESENTATION**

Wind Creek Bethlehem's engagement with the community is further exemplified by the active participation of its team members on various local boards. They hold positions on the Lehigh Valley Industrial Park, Northampton Community College Foundation, ArtsQuest, Discover Lehigh Valley, Chamber of Commerce, Southside Arts District, and the American Bus Association Foundation Board.

## **VOCATIONAL TRAINING**

Wind Creek Bethlehem champions vocational education by expanding hospitality and customer service training programs in partnership with Northampton Community College - a partnership that fosters professional skill development and the local workforce.

## **STEELWORKERS' ARCHIVE**

The Steelworkers' Archives relocated to The Outlets in 2016 for greater public accessibility. Wind Creek equipped the Archives with advanced audio-visual technology to document Bethlehem Steel's oral histories.



# COMMUNITY PARTNERSHIPS



## VIA OF THE LEHIGH VALLEY

Wind Creek Bethlehem actively supports VIA of the Lehigh Valley, a non-profit organization dedicated to assisting children and adults with disabilities such as Autism, Cerebral Palsy, and Down Syndrome. Through sponsorships and program support, Wind Creek Bethlehem has contributed over \$191,000 to VIA.

## VICTORY HOUSE

Wind Creek Bethlehem partners with Victory House to support individuals transitioning to independent living, providing a fresh start for those in need. The partnership focuses on creating employment opportunities that facilitate this transition, alongside financial support for health centers, programs, and fundraising sponsorships. To date, Wind Creek Bethlehem has contributed over \$265,550 to Victory House.

## DONEGAN ELEMENTARY SCHOOL

Wind Creek Bethlehem has partnered with Donegan Elementary School since 2014. Donegan is a “Community School” which follows a model of partnerships between community stakeholders, families and schools. Understanding that education is of utmost importance to the community, Wind Creek Bethlehem has donated over \$600,000 to the school.



# MITIGATION OF COMPULSIVE GAMBLING

Wind Creek Bethlehem has consistently prioritized responsible gaming practices by hosting annual Problem Gambling Treatment Training Workshops in partnership with the PA Council on Compulsive Gambling since 2006. These Level 1 and 2 training sessions provide valuable continuing education for social workers, counselors, psychologists, and other professionals. To date, over 3,500 individuals have received continuing education credits.

## **Additional Responsible Gaming Efforts:**

- Mandatory Team Member training at New Hire Orientation
- Annual Team Member training
- Regular attendance at outside workshops
- “Excluded from one, excluded from all” policy

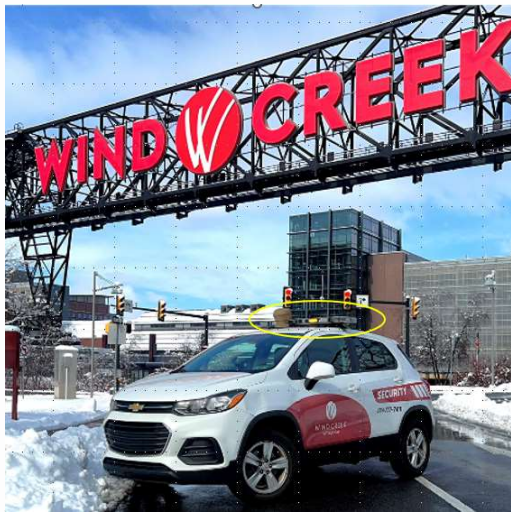
# SAFETY & SECURITY

- **Priority on Safety:** Emphasizes the safety of guests and staff in all operations.
- **Security Team:** Utilizes advanced technology and collaborates with local law enforcement for a secure environment.
- **Security Systems:** Implemented new License Plate Reader system across the entire property and have recently installed a new digital radio and communications infrastructure.
- **Fraud Prevention:** Proactively combats the use of fraudulent identification by minors through the use of the Veridocs system.
- **Training Includes:** Two-week training program, independent training per position, and AVADE de-escalation program.





# ENHANCED SECURITY PROTOCOL



## • Security Investment Breakdown:

### ◦ Internal Upgrades:

- License Plate Readers (completed in December 2023)
- Thermal and Infrared Cameras (introduced mid-2023)
- Detects minors in parked vehicles
- Weapons Detection
  - Currently evaluating proposals
- Radio System Upgrades (Added June 2024)
- Alert Media: property wide mass communication tool for all Team Members and 3rd parties.

### ◦ Outside Security Services:

- Signal Security-in 2023 spent over \$730,000 on 3<sup>rd</sup> party services
- Partnership with Bethlehem Police Department

## • Total Investment: \$5.6 M



# UNDERAGE SIGNAGE-EXTERIOR





# UNDERAGE SIGNAGE-NON GAMING



# FINANCES

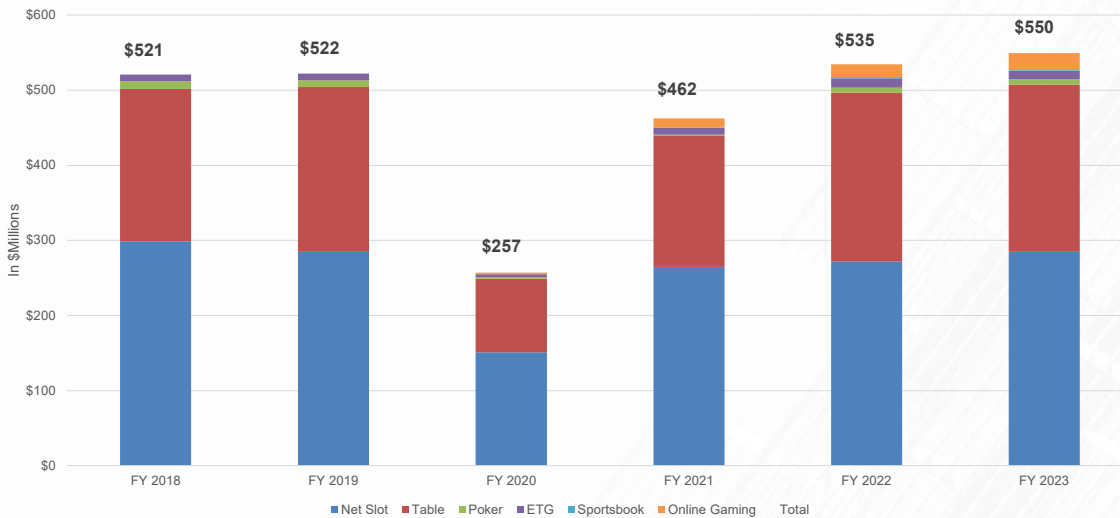
- **Tax Contributions:** Lifetime to date-contributed over \$2 billion in gaming taxes to support state and local economies.



# GROWTH OF GAMING REVENUE



Gaming Revenue 2018-2023 (\$MM)



- **Gaming Revenue Growth:** Achieved a 5.5% increase in gaming revenue from 2018 to 2023.
- **Revenue Rankings in 2023:**
  - First in table game revenue.
  - Second in slot revenue.
  - Second in gross gaming revenue, excluding Sportsbook and iGaming.

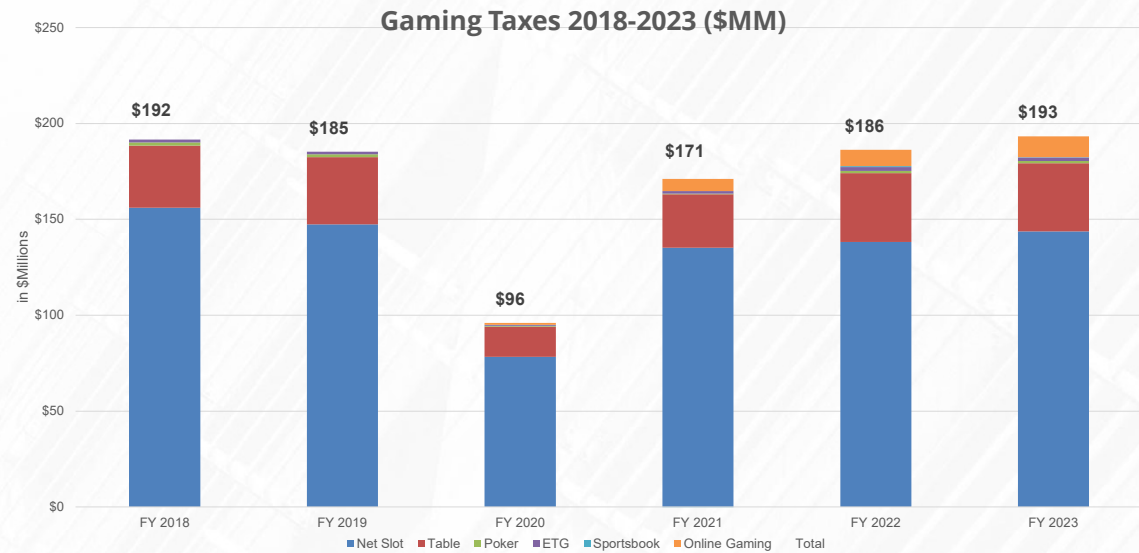
Source: <https://gamingcontrolboard.pa.gov>

# GAMING TAXES



## State Casino Tax & LSA - Inception

| Category                          | Since Inception<br>May 2009 - Present |
|-----------------------------------|---------------------------------------|
| State Tax - 34% for Slots         | \$ 1,389,752,000                      |
| LSA County - 2% for Slots         | \$ 81,750,000                         |
| LSA Municipal - \$10M for Slots   | \$ 150,176,000                        |
| State Tax - 14% for Tables        | \$ 344,103,000                        |
| LSA County - 2% for Tables        | \$ 49,158,000                         |
| State Tax - 34% for Sports        | \$ 772,000                            |
| LSA County - 2% for Sports        | \$ 45,000                             |
| State Tax - 34% for Online Slots  | \$ 18,119,000                         |
| LSA - 2% Online Slots             | \$ 1,066,000                          |
| State Tax - 14% for Online Tables | \$ 1,148,000                          |
| LSA - 2% Online Tables            | \$ 164,000                            |
| <b>Total</b>                      | <b>\$ 2,036,253,000</b>               |





# LOCAL SHARE DISTRIBUTION + OTHER TAXES



**Local Share Distribution FY 2009 - 2023**

| LOCATION           | FY 2023        | TOTAL 2009 to 2023 |
|--------------------|----------------|--------------------|
| Allentown          | \$3.9M         | \$50.1M            |
| Bethlehem          | \$10.1M        | \$131.0M           |
| Easton             | \$1.2M         | \$11.9M            |
| Lehigh County      | \$1.1M         | \$16.6M            |
| Northampton County | \$4.0M         | \$48.5M            |
| <b>Total</b>       | <b>\$20.6M</b> | <b>\$258.1M</b>    |

*Note: Figures provided by PA Department of Revenue*

**Other Taxes: Lifetime to December 2023**

| OTHER TAXES                         | LIFETIME to DECEMBER 2023 |
|-------------------------------------|---------------------------|
| Property Taxes                      | \$170.0M                  |
| Sales Tax                           | \$12.4M                   |
| Pa. UI Tax                          | \$13.9M                   |
| Bethlehem Local Income Tax withheld | \$8.4M                    |
| Hotel Occupancy Tax                 | \$4.8M                    |
| <b>Total</b>                        | <b>\$209.5M</b>           |

\$2.5 million dollar contribution to Local Share Distribution made during Covid

# VENDOR SPEND



**Total Pennsylvania Vendor Spend**

| YEAR         | AMOUNT          |
|--------------|-----------------|
| 2018         | \$52.6M         |
| 2019         | \$49.4M         |
| 2020         | \$29.0M         |
| 2021         | \$102.6M        |
| 2022         | \$129.1M        |
| 2023         | \$78.5M         |
| <b>Total</b> | <b>\$441.2M</b> |

**Total WBE /MBE Vendor Spend**

| YEAR         | AMOUNT         |
|--------------|----------------|
| 2018         | \$2.7M         |
| 2019         | \$2.9M         |
| 2020         | \$7.2M         |
| 2021         | \$8.3M         |
| 2022         | \$14.1M        |
| 2023         | \$7.2M         |
| <b>Total</b> | <b>\$42.4M</b> |

**Total Local Vendor Spend**

| YEAR         | AMOUNT         |
|--------------|----------------|
| 2018         | \$23.2M        |
| 2019         | \$5.3 M        |
| 2020         | \$5.5M         |
| 2021         | \$10.9M        |
| 2022         | \$16.2M        |
| 2023         | \$17.1M        |
| <b>Total</b> | <b>\$78.2M</b> |

# CAPITAL SPEND



| 2019 - 2023 CAPITAL SPEND |                 |
|---------------------------|-----------------|
| 2019 FY                   | \$6.2M          |
| 2020 FY                   | \$33.1M         |
| 2021 FY                   | \$105.5M        |
| 2022 FY                   | \$68.3M         |
| 2023 FY                   | \$14.6M         |
| 2024 FY                   | \$15.1M         |
| <b>TOTAL</b>              | <b>\$242.8M</b> |



**New Hotel Investment: \$160M**



**New Sports Betting Lounge: \$1.3M**



**System Conversion and Ore Bridge  
Painting & Signage: \$10.5M**



**New Slot Machine Investment:  
\$8.9M for 482 new slot machines**

# THANK YOU!

